

Chaayos

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Project overview

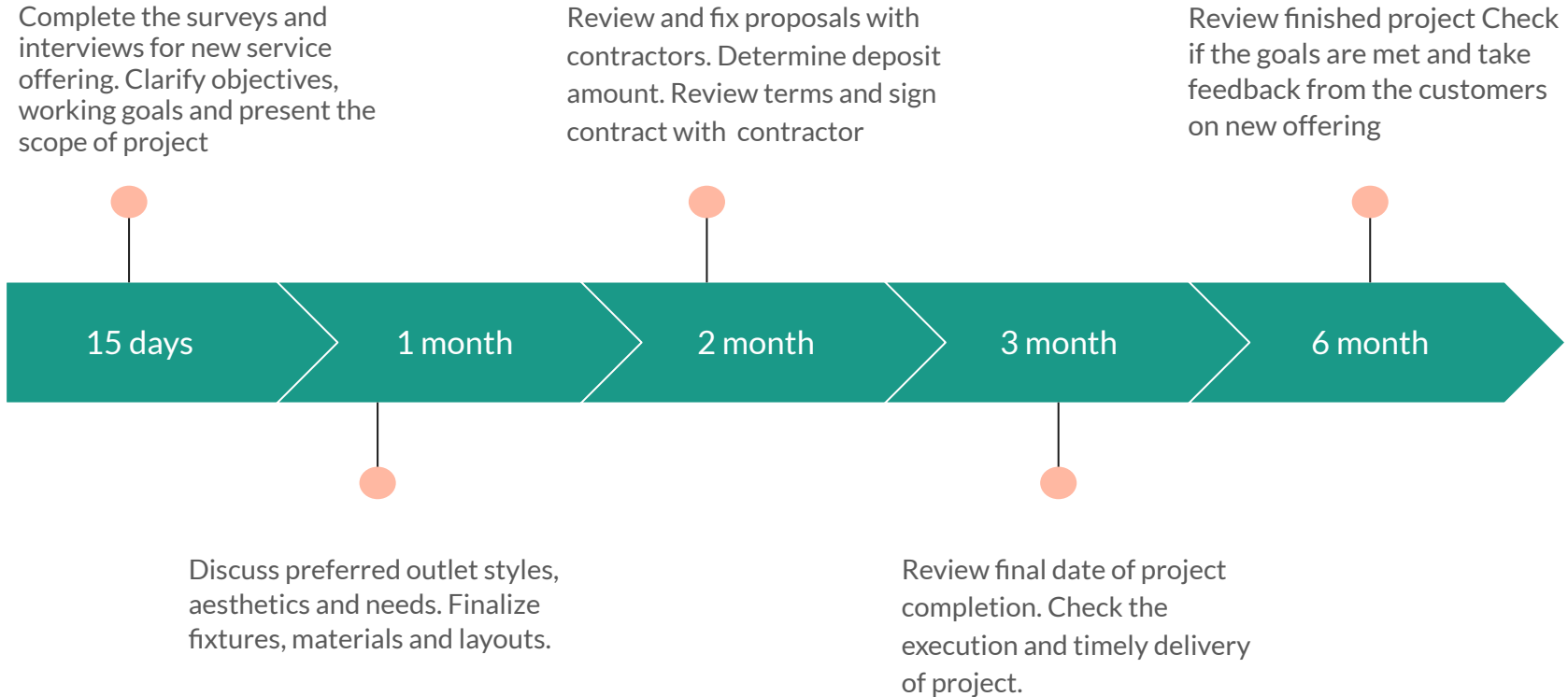


Goal

Redesign the service offering of Chaayos using 5W's and H framework by developing a separate smoking area for the customers who wish to smoke but had to go out of the corporate/business parks putting their safety, security and time at stake. This will add new customers to the chain and increase the business by 30%.

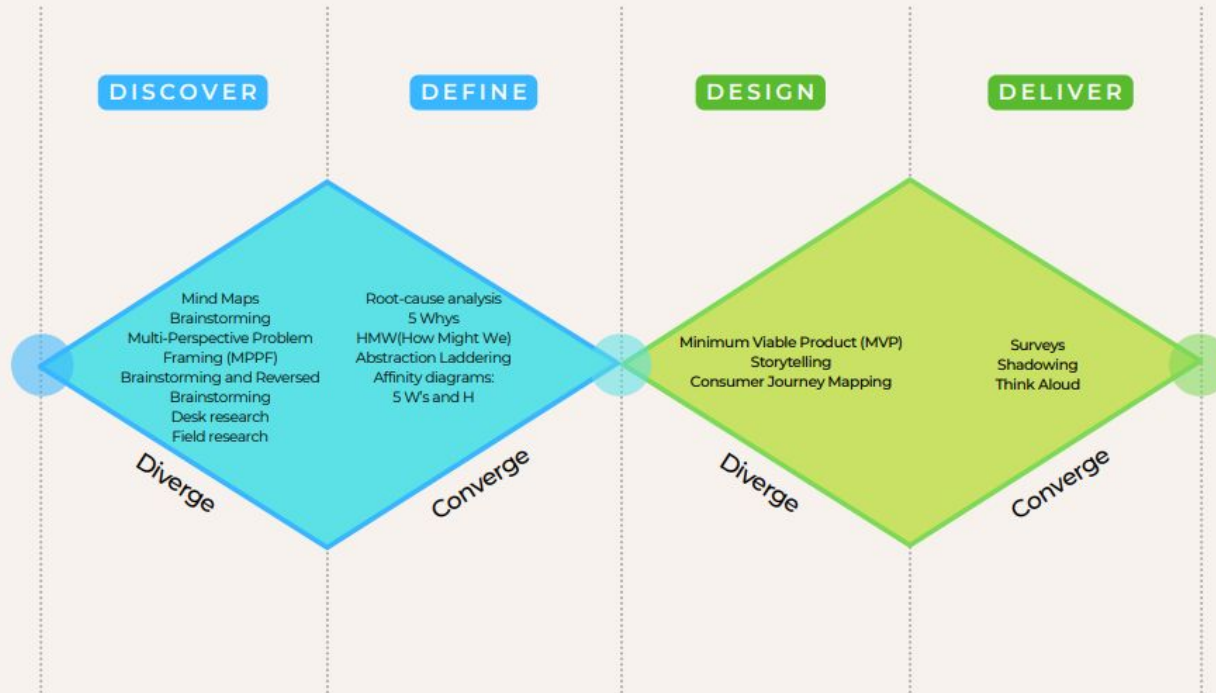


Project overview



Convergent & Divergent

Double Diamond



Empathy : Understanding the user

- User research: Interviews/Surveys
- Personas
- User journey maps
- Empathy Maps
- Secondary Research

User research: summary



We did qualitative form of survey, where we tried to interview few people who are frequent smokers. We visited the Tapri that is just opposite of the DLF Cyberhub and tried to understand users, their average time spent, average order value, total time required to visit and go back to office. This helped us understand their pain points in a better way.

User research: pain points

1

Pain point

It takes on an average 15 mins to come down the Office building, cross the road to reach the tapri

2

Pain point

It is unbearably hot in Delhi, which makes it uncomfortable to smoke and drink tea peacefully.

3

Pain point

65 % Of the users we interviewed had doubts regarding the quality and hygiene of Tea

4

Pain point

80 % of users felt anxious to rush back to office.

Persona: Rishi singh

Persona Map

Rishi Singh



Name - Rishi singh
Age -30
Occupation - Office
goer
Place - cyber city,
gurgaon

About:

Rishi is from Gurgaon. He did his engg from DTU and MBA from MU. He is a regular smoker and drinks tea alongside. The chai-sutta breaks are important for him. This is the time he uses to catch up with his friends

"Yaar, I have to go out of campus to smoke, and it is too hot outside"

Goals

- 1) I want to drink tea and smoke during the break.
- 2) I want to catch up with my friends during the break

Frustration

- 1) Less break time, so travelling to and from Tapri is very cumbersome.
- 2) Its very hot outside
- 3) Tea is not freshly prepared every time.

User journey map



Persona Name : Rishi Singh

Age : 30

Occupation: Office Goer

Rishi is a Working Professional, who needs a nearby air-conditioned place inside the campus where he can buy tea and smoke cigarette because it takes lot of effort to go to tapri and come back in time every time he goes for a smoke break.

ACTIONS



Task List

Get Down Office Building

- 1) Take a lift and come down the office building
- 1) Call friends and set up a meeting point
- 3) Wait outside under hot scorching sun

GO OUT OF OFFICE PARK

- 1) Go Outside the business Park
- 2) Cross the Traffic Signal
- 3) Find the nearest Tapri



Order Tea and cigarette

- 1) Order Tea And cigarette
- 2) Pay him via cash
- 3) Smoke and drink

Go Back to Office

- 1) Walk back to office
- 2) Go through those traffic signals



Feeling



Excited, Frustrated



Confused, Tired



Happy, Relaxed



Tired, Exhausted



Touch Points

Standing in the sun is a bit Exhausting

Finding a nearest tapri, that is hygienic is toughie

Excited to finally smoke and unwind

Do not want to go back through those traffic stops again



Internal ownership

What measures should be taken in this step from the service side?

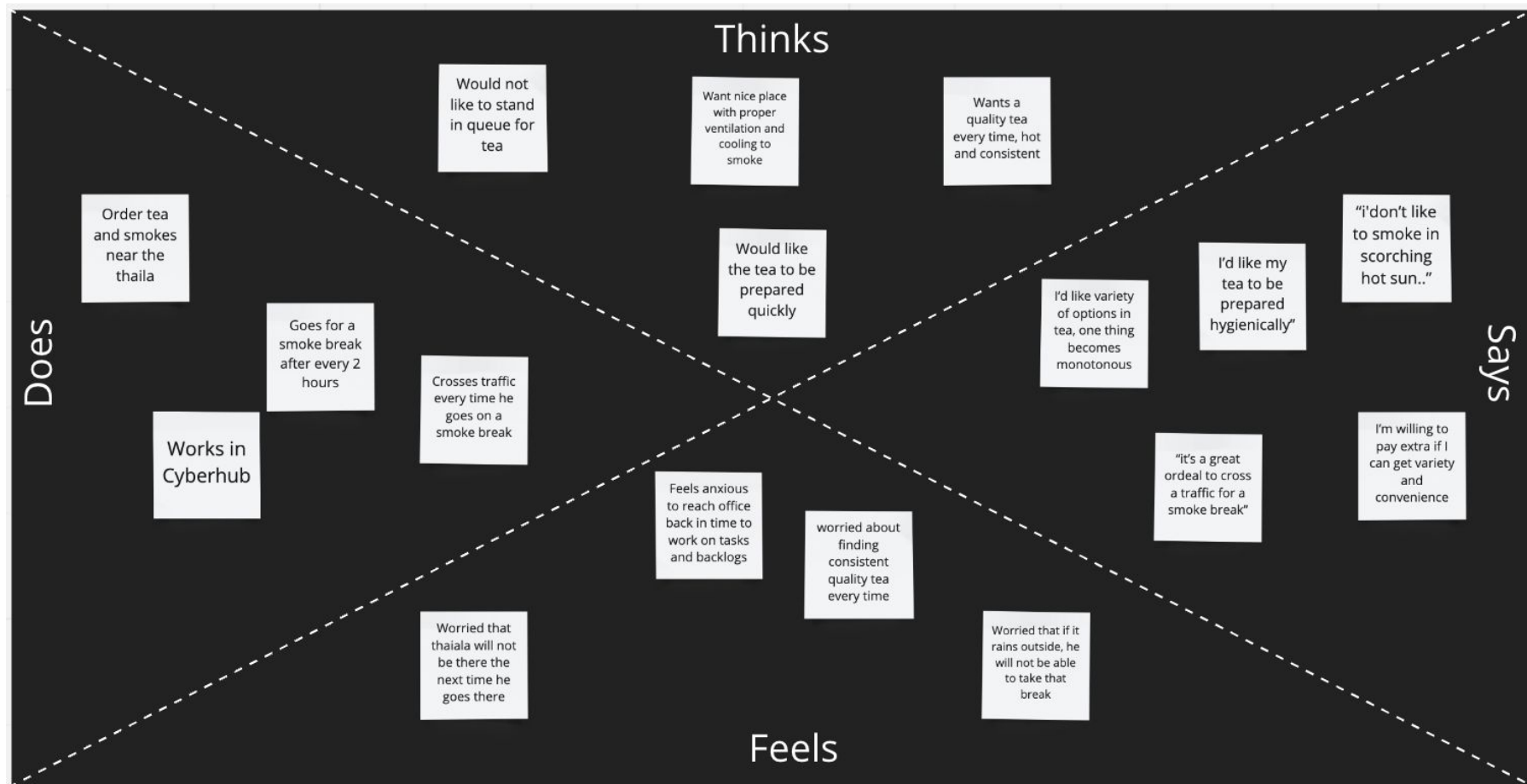
- Create a cool ventilated space for them to meet up

- If there is a designated place inside the business park where we get both Tea and cigarettes

- Finding Cigarette with Tea inside Campus

- It takes too long to just go and come back, if that place near offices, it would be a boon

Empathy Maps



Define Problem Framing

- Tools used for Problem Framing could be 5 W's & H / Abstraction Laddering / Rose Thorn Bud, etc. Which one worked for you ?
- Define the proposed problem Statement

Problem Framing

Who?

Rishi is an Office goer at Gartner, which is located in cyber hub campus. He is recent MBA pass out, who is a frequent smoker.

What?

He needs chai along with the cigarette every time he goes for a smoke break.

Where?

He goes across the Mu campus, to reach a tapri for smoke and tea

When?

He goes for a smoke break after every two hours, gets anxious because he has to spend ample time to just reach the tapri.

Why?

Rishi has to cross heavy traffic in its peak time under scorching sun to reach the tapir

How?

Rishi wants to smoke and have tea, if possible, inside the campus under proper ventilating and air-conditioned environment.

Defining the Problem Statement

Rishi is a Working Professional, who needs a nearby air-conditioned place inside the campus where he can buy tea and smoke cigarette because it takes lot of effort to go to tapri and come back in time every time he goes for a smoke break.

Ideation : Coming up with lots of ideas

- How have you arrived for multiple solutions ?
Tools used could be Crazy Eight / Lotus Blossom /
How Might We (HMW) ,etc. Which ones worked for you ?
- How have you managed to select the best ideas
Tools used could be 2 X 2 matrix / Affinity Clustering ,etc
Which one worked for you ?

Idea Generation: HMW Analysis



Amp up the good

Introducing 'Chai Hours', exclusive discounts during morning, after lunch & early evening when users step down for sutta & chai breaks



Explore the opposite

Keeping Chaayos vending machine or '*Chai Trucks*' at offices / rooftops, where employees generally go for smoke



Change a status quo

Add a new feature '*Chai Break*' on Chaayos app, where users can be delivered their special tea in 10 mins



Removing the bad

When visiting the nearby tapir, users have to often wait for 10-12 mins for tea to be prepared. Chaayos with its 'pre-order' feature can reduce this time & make chai & sutta experience enriching



Take to the extreme

Building smoking rooms / smoking corners named '*Chai Rooms*' in and around Chaayos outlet



Question An Assumption

Can Chaayos *premises* be kept in offices for employees to pick and create their own authentic chai?

Idea Selection: Revamping Chaayos Experience



Service based solutions – Suggestions

- Introduce Chaayos '*Chai Trucks*' or vending machines in offices
- Introduce Chaayos *premises* at offices for users to create their own chai with hot water
- Building '*Chai Rooms*' / '*Chai Lounge*' in & around Chaayos outlet where users can take their chai and enjoy their *sutta*
- Introduce '*Chai Break*' on Chaayos app, where users can pre-order their tea (Eg: A user decide he's coming down for smoke in next 10 mins. So he can order on Chaayos app & pick after 10 mins) or it can be delivered to his office (in the same campus)

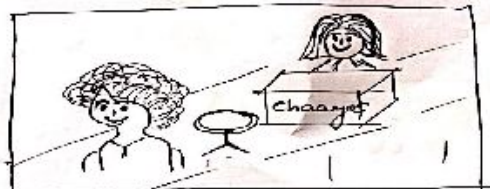
Prototyping :

Showcasing final ideas

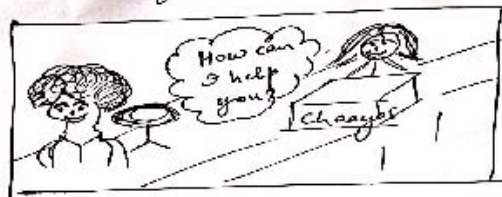
- Digital or Physical Product / Service / Process Innovation idea pitch
- Low-Fi Digital / Paper Wireframes / Concept Poster / Video Scenario / Story Boards to display the ideas

Prototyping

Scenario: A tea cafe that allows customers to have tea along with cigarettes.



Rishi wants to have a premium chai in a very quiet place where he can have snacks with freedom of smoking in a busy, stressful day after work.



Rishi enters 'Chaaayos' which was nearby and was very happy with the ambience & surrounding. He goes ahead to place an order.



The order is taken at the reception counter with a very welcoming smile. Rishi places an order with snacks but has to wait a little due to some tech issue in system.



Meanwhile, Rishi looks for a place to smoke & seems hesitant, thinking to himself.



Observing the behaviour of the reception asks if he would like to smoke & informs him about the new 'smoking zone' at Chaaayos.



Rishi feels ecstatic as he now has the convenience of smoking that too in a good ambience, sipping the chai + sutta urge of him! :-)

Testing :

Testing
the ideas
on the end
users

- Usability Testing in case of Digital / physical Prototypes
- Critiques / feedbacks received from end users / Mock Visits or Drill through Role Play / Round Robbins. Select what worked for you.

Testing

We created a user journey based on our initial analysis and as a team we did testing in various phases:

- First phase: Internally each one of us reviewed the journey defined and shared feedback in sticky notes. Once reviewed by each and every team member we combined all the sticky notes to combine all the common points at one place and implement those accordingly.
- Second Phase: Once reviewed by internal team members we shared our user journey with other teams (coffee & chai both the teams) to get their feedbacks from an outsider / user point of view to get a better understanding of the flow.
- Third Phase: Once both the phases feedbacks were implemented, we also did some verbal testing by discussing the newly designed customer journey with few people who visited Chaayos frequently to understand user experience in detail.

Feedback Received

We received various tons of feedback from our different phases . After every phase, we reviewed each one of them carefully and implemented the changes accordingly:

We received feedback on :

- the ground of taste of tea/flavours of tea.
- The ambience part of the infra
- The complimentary that needs to be offered with chai.
- The delivery system which helped us to optimize our journey.
- Time required to fulfill the order as per different user persona.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

1. Increasing convenience of its existing customers who would now be able to smoke while having tea instead of going to a different place.
2. Considering the proximity to the offices, the smokers would also want to use our smoking room and in the process would also consume our other offerings especially tea. Hence, expanding our target customers from tea friendly to smoking friendly audience.
3. Generally, tea and cigarettes are consumed in groups thereby increasing their time at the point which will increase the consumption of goods other than tea.



What I learned:

To empathize with the situation at hand and conduct a rose (strengths), bud (opportunities) and thorn (weaknesses) analysis of a business.

To be able to identify the target customers involved, research & analyze their user personas by understanding their motivators, frustrations and wants along with identifying what they are looking for.

Based on user persona, identifying their desired features or business strategies that could be incorporated to benefit the customer and the business and coming up with a seamless user journey.

The prototype that we would create should have the following

- It should be user Intuitive
- Seamless user flow
- Aesthetically pleasing
- Increase customer Convenience
- The prototype should be released with proper testing

Next steps

1

Consult with the Chaayos team and conduct feasibility analysis about our strategy to understand the challenges and possibilities.

2

Analyze competitors offering similar schemes in the existing market.

3

Looking at the close proximity of MNCs, we can approach DLF to give permission to setup a few counters for trials to get the real-time feedback.

Thank you!