# Problem statement

As per rough estimates, there are ~2M street food vendors in India. Often we crave to have street food but are not able to find the best ones available near us.

Similarly, when you are travelling to a new city, you want to try out the local street food but often are not able to find the best ones.

Based on this insight, you are looking to build a street food finder app that helps to discover the best street food available in your city.

In your most creative imagination of an ideal world: How would you build an outstanding product that street food lovers love?

# Street Food market is unorganized & has unique challenges

**Who are street Food Vendors?**
Street food vendors typically operate from semi-permanent premises and use portable booths food carts or trucks to sell their items.

**2 million**
Street food vendors in India

**41 billion**
Indian Street food market size 2024

**Major public health risk**

Street food in India is often perceived as being unhygienic and a major public health risk due to

1. Hygiene   2. Sanitation   3. Unsafe handling of food   4. Poor environmental condition

**Fssai document → Link** (p.2)

# Previous attempts to organize market

**Ek plate parcel app**

Harsh Shaha - Aug 2016

Being pocket-friendly, this app offers many items that can give you a sense of gastronomy like beach side pani puri, chatpati pav bhaji, tikha hara vada pav, garma-garam bhajjiya, khasta kachori and what not. Now became food delivery app & listing local restaurants & hotels.

**Streatly**

Ruchit chandan - 2017

The main push was to provide the street food vendors with a digital platform which would help them reach a larger audience, and to provide a convenient option to lovers of street food to explore more options at just a click. Now work in some of Mumbai areas like mulund, thane etc.
currently dont have website or app only active on instagram only.

# Considering market challenges and consumer behavior, I hypothesized that people are looking for a more efficient way to find safe and hygienic street food.

## CONSUMER BEHAVIOR - Based On Secondary Research

**Factors why people choose street food**

1. Taste
2. Convenience/accessible
3. Cheap food/ low cost
4. Variety
5. Fast service

**Paper →** **Link1** (p.13), **Link2**(p.82), **Link3**(p.84), **Link4**(p.29)

**Street food consumption frequency**

25.5%   once in a week

39.0%   2-3 times a week

13.8%   4-6 times a week

13.8%   more than 1 time daily

9.8%   Daily once

**Paper →** **Link** (p.13)

**Why People don't eat street food?**

52.0%   No hygiene

27.0%   Much spicy

21.0%   No nutrition value

**Paper →** **Link** (p.84)

**COVID after effects**

35% people started considering Hygiene as important factor while choosing street food vendor

**Paper →** **Link**(p.32)

**How people find street food currently - Existing competitors** (Primary assumption)

Social media - Youtube, Instagram

Google search

**1. Social Media** YouTube Instagram

- Search for famous street-food in particular area, city or categories.
- Look for visual clues to reach there

**Challenges**

- Time consuming
- No clarity on how to reach
- Information overload
- Promoted content not authentic

**2. Google Search**

- Search for famous street-food in particular area, city or categories.
- People search blogs or reviews in particular area

**Challenges**

- There is no direct category to list street-food vendor on the google map.
- Google map only allow shop to be get listed

# Non-locals working professional are eating street food more frequently than locals

## Survey participant composition

**72.0%** Genz

**23.8%** Millenials

**95.2%** Working professionals

**5.0%** Students

## Some interesting observation from survey result

**72%** eat street food once a week while **19%** enjoy it 2-3 times a week.

Preferred time for street food
**1.** Dinner 2. Evening 3. Breakfast 4.Lunch

Top attractions of street food -
Taste, convenience, low cost and fast service

**19**/22 respondent selected Hygiene as the primary concern

How they discover street food -
1. Friends and family
2. Social Media

How they discover street food -
1. Friends and family
2. Social Media

**Social experience**
Key aspect of street food

## Primary research Findings - 8 user interviews

1. Locals consumed street food less frequently, preferring trusted vendors near home since meals were often prepared at home.
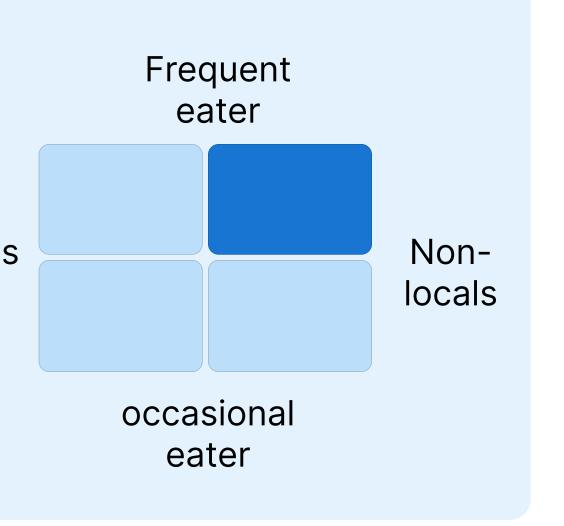
2. Non-locals relied on street food to avoid cooking, especially in the mornings or after work. Unaware about the food options they are using trial and error to find vendors with good taste & hygiene.

3. Both groups enjoyed evening snacks with office friends and dinner with friends or roommates, favoring open kitchens to ensure food freshness.

4. Evening snacks were common for both, but they faced challenges with social media and friends' recommendations due to differing tastes and incomplete location info.

### Target segment to focus on

Why?

1. one in three urban Indian is migrant.
2. Gen-Z and younger cohorts comprise 40% of consumption but have a higher propensity to eat out, a trend expected to grow further as their purchasing power increases.

Frequent eater

Locals

Non-locals

occasional eater

3

# Core Problem - Finding & locating street food vendors who meet specific preferences and hygiene is time-consuming and challenging.

## What is the true problem?

Finding & locating street food vendors who meet specific preferences and hygiene is time-consuming and challenging.

## Who are the customer facing the problem?

Primarily GenZ, early working professionals who moved to new city with limited income & dependent on the outside food to avoid cooking & washing at home.

## How do you know it is a real problem

- Primary research highlighted the challenge of finding street food with good hygiene in new areas, such as near rental homes, office spaces, and along commuting routes.
- Google does not list street food vendors on map & finding this on social media is time consuming. (**Link**)
- 90% of survey participants identified hygiene as their top concern when it comes to choosing street food. (**Link**)
- Secondary research data (**Link** p.32)

## What is the value generated by solving this problem

### For the target customer

Find reliable, affordable, and hygienic street food options with minimal hassle, making food choices easier, safer, and more satisfying.

### For the business

Monetization opportunities

Vendor listing charges
Data Insights and Analytics
Sponsored Listings
Premium features

## Why should we solve this now?

Gen-Z and younger cohorts comprise 40% of consumption but have a higher propensity to eat out, a trend expected to grow further as their purchasing power increases. (**Link**)

35% people started considering Hygiene as important factor while choosing street food vendor after COVID. (**Link** p.32)

one in three urban Indian is migrant. (**Link**)

# User persona - Representing pains & needs of Non-locals early working professional who recently shifted tier-1 city



**Ankita, 24**
An early-career professional recently shifted to Mumbai, shares an apartment and manages on a tight budget.

**Goals:**
- Save time by avoiding cooking and dishwashing in morning rush / hungry evening
- Find affordable, tasty street food.
- Avoid falling sick from unhygienic food.
- Satisfy evening cravings during office breaks.
- get nutritional food

**Pain Points:**
- Struggles to find preferred breakfast vendors in morning rush.
- Trial and error often lead to poor food choices.
- Hard to find clean, quick-service vendors.
- Difficult to discover friend-recommended vendors.
- Unsure about food freshness in the evening.
- Limited, repetitive options near the office & limited time does not allow to explore nearby area
- The ingredients used are not of good quality

**Behavior:**
- Prefers street food over cooking.
- Relies on nearby signs and recommendations to locate vendors
- Seeks quick service with good hygiene.
- Explores new food options for variety.
- Prefers open-kitchen vendors.
- Enjoys snacks during office breaks.

**Needs:**
- Reliable Info: Quick access to affordable, tasty options, ingredient quality .
- Ease of Navigation: Simple ways to locate nearby vendors.
- Trusted Recommendations: Personalized suggestions.
- Hygiene Assurance: Confidence in food safety.
- Budget-Friendly Choices: Options that fit her budget.
- Efficient Service: Fast service during busy times.
- Convenient Access: Easy way to find & get new food during breaks.

# **MVP -** Smart vendor finder & Hygiene assurance

## Possible Features list

1. **Smart Vendor Finder map**
   Intuitive map displaying nearby vendors with detailed information such as ratings/ reviews for taste, price range, hygiene standards, and popular dishes. Filtering system with food category as per time of a day.

2. **Hygiene Assurance**
   Vendor rating based on various factors like usage of gloves cap, clean working area, proper covering of the food, usage of disposable plates done by internal team.

3. **Ingredient of each dish**
   Showcase the brand & quality of ingredients.

4. **Taste matches**
   People who tried the food at the vendor place also liked this.

5. **Street food delivery**
   Delivering street food to your desire location

6. **Healthy street food Locator**
   Showcasing categories of healthy food which will satisfy both

7. **Open kitchen vs close kitchen filters**
   Open kitchen are associated with freshness of the food. Giving user option will ensure they are getting fresh food.

## Minimum Viable Test to prioritize feature for MVP

**1. Value Proposition:**
**Why would the user use it? What's the promise?**
Find reliable, affordable, and hygienic street food options with minimal hassle, making your food choices easier, safer and more satisfying.

**2. Riskiest Hypothesis:**
**Why might it not work?**
It may not be difficult for users to find street food vendors, and they may not be seeking healthy options from street food vendors on regular basis.

**3. Atomic Unit:**
**Smallest unit you plan to sell:**
Vendor Listing Fee: Monthly recurring fee to stay listed on the app

## MVP

To validate riskiest hypothesis i prioritized these two features to build MVP

1. **Smart Vendor Finder map**
2. **Hygiene Assurance**

# System design



Client

Load balancer

API Server

Authentication service

Filters

Get direction

Vendor Listing payment

Premium Subscription

User database

Vendor details database

Vendor subscription database

User subscription database

Payment gateway

**7**

# User flow & wireframes

## Sign up & profile setup Flow →

### Streetbite
Find the best street food

**Log in or sign up**

+91 | 83671-12132

Get OTP

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**Verify OTP**

OTP send to 83671-12132 ✎

| 1 | 2 | 3 | 4 | 5 | 6 |

Verify OTP

Didn't receive OTP? Get it on WhatsApp in **0:42**

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**Setup your profile**
We need few details to kickstart your journey

Full name
Please enter your name

Age
Please enter your age

Gender
Please enter your age ⌄

Food preference
Veg ⌄

Continue

## Finding nearby vendor by food category →

Type food, vendor's name,

**What on your mind?**

Sandwich  Idli  Poha  Dhokla  S

**Food Near You** (16)

Laka Sandwitch
4.2 (15)  ⬈ 0.7km  ● Open
Sandwitch, Bhelpuri, panipuri, chat

**9** Hygiene score
✓ Disposable plates  ✓ Mineral water
✓ Disposable spoons  ✓ Covered food
✓ Use of gloves, cap  ✓ Clean kitchen area

Get direction  Call  Share  Save for

---

Sandwich
quick meal made by layering fresh vegetables and other fillings between slices of bread.

Filter  Sort by  Top rated  Within .5

**Sandwich Near You** (16)

**Raja Sandwich**
4.2 (15)  ⬈ 0.7km  ● Open
Sandwitch, Bhelpuri, panipuri, chat

**9** Hygiene score
✓ Disposable plates  ✓ Mineral water
✓ Disposable spoons  ✓ Covered food
✓ Use of gloves, cap  ✓ Clean kitchen area

Get direction  Call  Share  Save for

---

● Your location

⬤ Raja Sandwich

**WALK**

Walk 5min  **Bike** 2min  Car 4min

**1 min** (0.7 KM)

Start  Share  Save for later

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↑ **Head East**
for 0.2 km
Towards chandivali farm road

✕  **1 min** (0.7 KM)
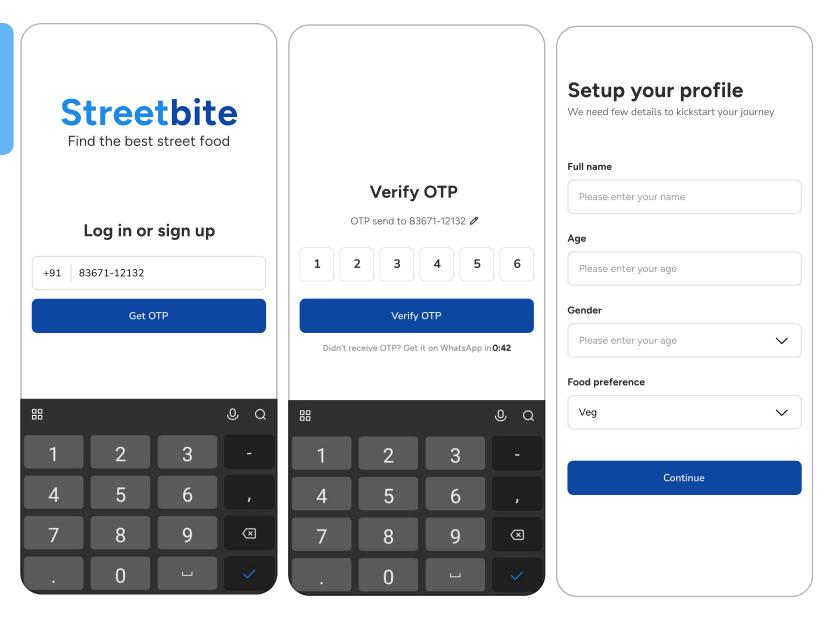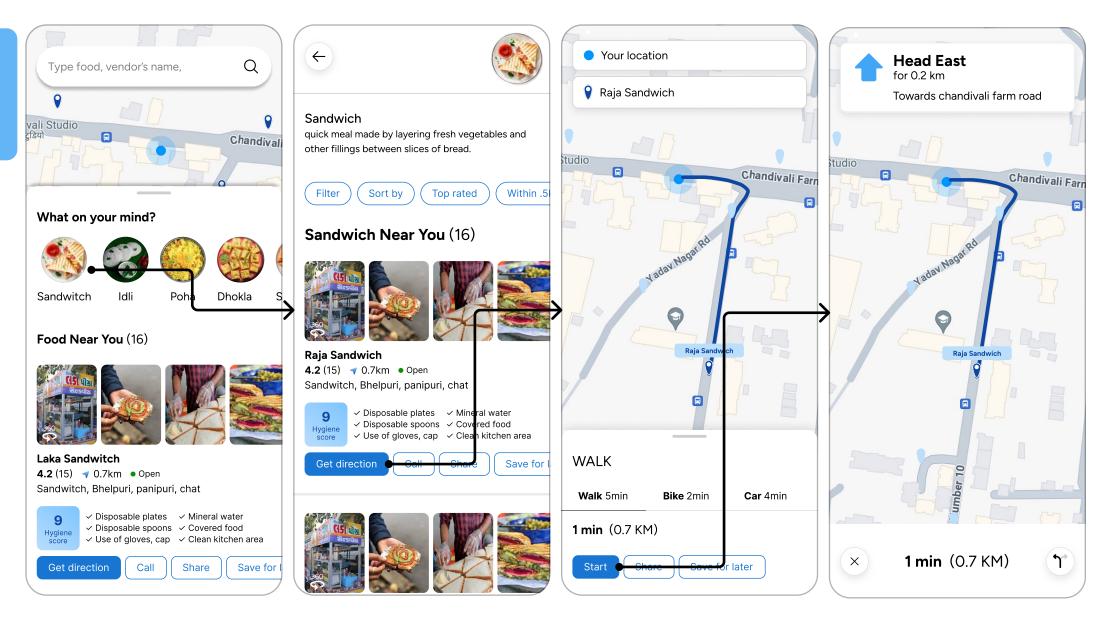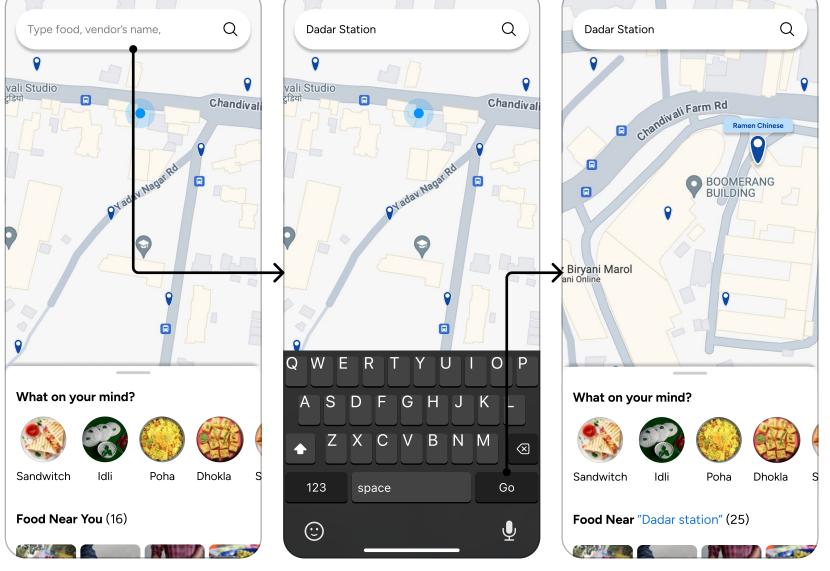
## Finding vendor to another location →

Type food, vendor's name,

**What on your mind?**

Sandwich  Idli  Poha  Dhokla  S

**Food Near You** (16)

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Dadar Station

Q W E R T Y U I O P
A S D F G H J K L
Z X C V B N M

123  space  Go

---

Dadar Station

● Biryani Marol

**What on your mind?**

Sandwich  Idli  Poha  Dhokla  S

**Food Near** "Dadar station" (25)

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Dadar Station

**What on your mind?**

Sandwich  Idli  Poha  Dhokla  S

**Food Near** "Dadar station" (25)

Laka Sandwitch
4.2 (15)  ⬈ 0.7km  ● Open
Sandwitch, Bhelpuri, panipuri, chat

**9** Hygiene score
✓ Disposable plates  ✓ Mineral water
✓ Disposable spoons  ✓ Covered food
✓ Use of gloves, cap  ✓ Clean kitchen area

Get direction  Call  Share  Save for

## Checking Vendor Details →

**Ramen Chinese**
4.2 (15)  ⬈ 0.7km  ● Open (closes @9pm)
Sandwitch, Bhelpuri, panipuri, chat

**9** Hygiene score
✓ Disposable plates  ✓ Mineral water
✓ Disposable spoons  ✓ Covered food
✓ Use of gloves, cap  ✓ Clean kitchen

Get direction  Call  Share  Save for

**Menu**  Reviews  Photo  About

**Must try**

Toast sandwich   Club sandwich

**Toast Sandwiches** (3)

Toast sandwich
₹320 · 4.2 (23)
For 4 people
Dish description may include ingredient & way of prepara

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**Ramen Chinese**
4.2 (15)  ⬈ 0.7km  ● Open
Sandwitch, Bhelpuri, panipuri, chat

**9** Hygiene score
✓ Disposable plates  ✓ Mineral water
✓ Disposable spoons  ✓ Covered food
✓ Use of gloves, cap  ✓ Clean kitchen

Get direction  Call  Share  Save for

Menu  **Reviews**  Photo  About

**4.2** (15 ratings)

**Reviews** (4)

Sagar
4.5 ★★★★★
The Sandwich Junction never disappoints. I tried their Veggie Delight sandwich, and it was packed with a variety of fresh veggies and a tangy sauce. The only reason I'm not giving it 5 stars is because the wait time was a bit longer than usual today. Still, totally worth it for the taste!

Suchita
4.5 ★★★★★

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**Ramen Chinese**
4.2 (15)  ⬈ 0.7km  ● (Opens @5pm)
Sandwitch, Bhelpuri, panipuri, chat

**9** Hygiene score
✓ Disposable plates  ✓ Mineral water
✓ Disposable spoons  ✓ Covered food
✓ Use of gloves, cap  ✓ Clean kitchen

Get direction  Call  Share  Save for

Menu  Reviews  **Photo**  About

# Monetization, success metrics, mitigation

## Monetization plan

**Subscription based model**

Vendor will be charge to get listed on the platform & will be recurring monthly. This will improve their visibility to people.

Users will have free access to locating the vendor on map on all parameter. But there will be premium subscription to get hygiene rating with information.

**Advertisement based**

Street food vendor can run the advertisement to gain more visibility on the platform.

**Selling service**

Offer advanced analytics packages to vendors, providing detailed insights into customer behavior, peak times, and popular dishes for a subscription fee.

Provide hygiene certification & training.

## Success metrics

**North star metric**

Monthly active users engaging with vendors

**Acquisition rate**

Number of app downloads
Number of signups
Profile completion rate

**Activation rate**

User used map to locate vendor
Interacted with vendor details, photos, filters

**Engagement rate**

DAU, MAU
Time spend locating vendor
Number of vendor tracked using map

**Revenue**

Number of user taking premium subscription.
Number of vendor listed, number of ad campaign run by vendors, analytics service purchases

**Retention**

Churn rate of users & vendors

## Risk & mitigation

**Risks**

1. User not purchasing premium offering
2. Vendors does not want to spend to get listed, stay listed on platform due to price structure.
3. Vendor not maintaining hygiene standard as per mentioned on the platform
4. User might use for few times & settle on few vendors
5. Current feature may not be the most efficient way to find food on the desired route

**Mitigation**

1. Give one session trial to showcase how hygiene as premium offering works.
2. Provide 15 days free trial period to check how many user visited them through app
3. Vendor agreement, hygienes certification & training, Include user reporting for such case
4. Suggestion based on the past preferences like searched food categories or taste.
5. Research to understand food along route feature need