

The Ultimate Street Food Finder: Connecting Food Lovers with Hidden Gems

Street Food Market Landscape: Key Insights and Opportunities

Valued at around **INR 3,000 crore** (approximately **USD 360 million**) in 2020.

Compound Annual Growth Rate (CAGR) of approximately **7-8%** projected over the next **five** years.

14% of street vendors in India are women

operate for **10-12 hours** a day

Average Daily Earning

Major Cities	INR 500 to INR 2,000 per day
Smaller Cities	INR 300 to INR 800 per day



Popular Street Foods

Chaat (37%)	**Pani puri (29%)**
Vada pav (15%)	**Momos (11%)**

over **10 million** street vendors

- Delhi (**300,000** vendors)
- Kolkata (**200,000** vendors)
- Mumbai (**250,000** vendors)

Problem Statement

Opportunities for Growth

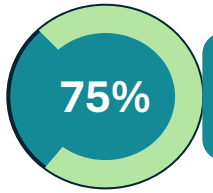
- The PM Street Vendor's AtmaNirbhar Nidhi (PM SVANidhi) scheme has provided financial support to over **5 million street vendors**, including food vendors, offering loans of up to **INR 10,000** to help them restart their businesses post-pandemic.
- Vendors who adopt better health and safety practices and obtain **certifications** are likely to attract more customers.
- With the increasing **use of technology**, there is a significant opportunity for street food vendors to **expand their reach** by partnering with food delivery apps like **Swiggy and Zomato**.



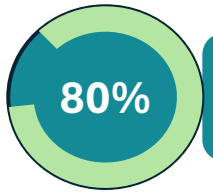
Common Challenges

- **Lack of Infrastructure**: Limited access to clean water, electricity, and sanitation facilities is a significant challenge for many vendors.
- **Financial Constraints**: Vendors often lack access to formal financial services, making it difficult to scale their operations or improve their offerings.
- **Harassment and Evictions**: Street food vendors frequently face harassment and eviction from local authorities, especially in prime locations.

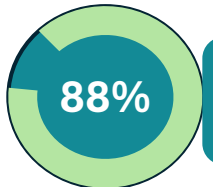
Understanding Our Users: Survey Insights & Personas



75% users aged between 18-34 majorly living in Tier1 cities eats street food few times in a month. Mostly relishes on snaking items like Panipuri, Samosa, Momos etc.



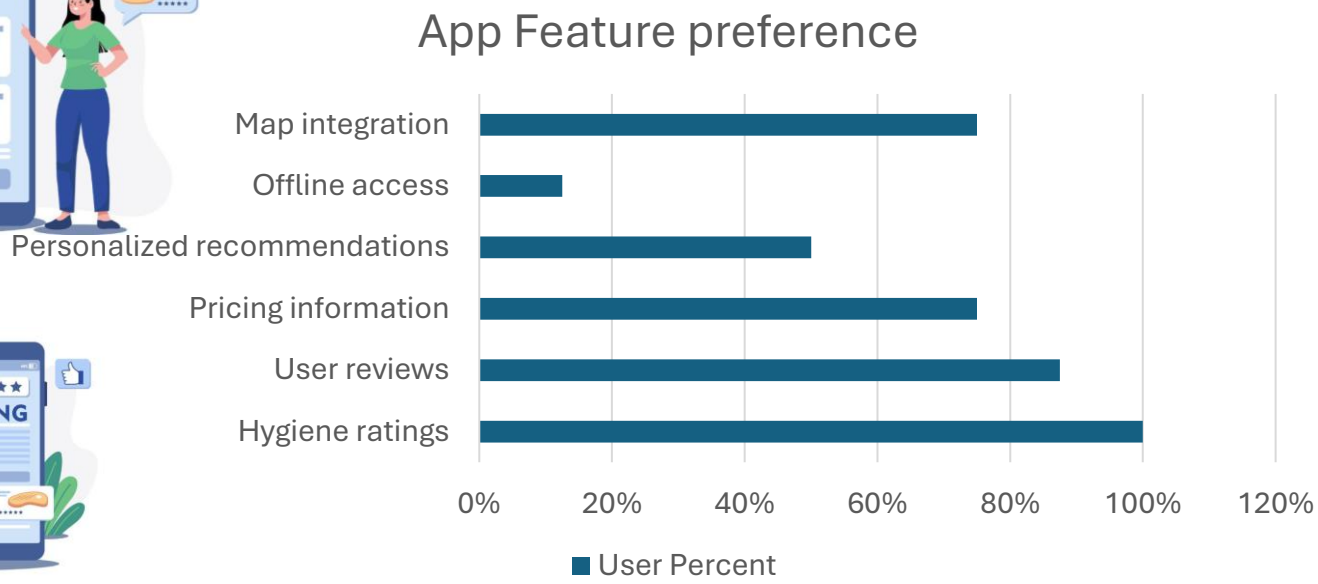
80% users mentioned concerns about the quality, hygiene, and safety of street food, highlighting a need for a platform that provides verified and trustworthy information.



88% users would like to see Hygiene rating & user reviews in the street food vendor app.











Asha Sharma

Age: 28
Occupation: Marketing Executive
Location: Mumbai, India
Tech Savviness: High

Background:
Asha is a marketing executive living in Mumbai who loves exploring new foods and flavors. She often travels to different cities for work and leisure and enjoys trying local street food wherever she goes

Pain Points:

- Struggles to find reliable information about street food vendors, including location, menu, and operating hours.
- Concerned about the hygiene and safety of street food due to inconsistent quality and lack of reviews.

Needs:

- A trustworthy platform that provides detailed information on street food vendors, including hygiene ratings and customer reviews.
- A convenient way to discover nearby street food options based on location and personal preferences.
- Easy-to-use app features for bookmarking favorite vendors and sharing experiences with others.



Problem Framing: The Need for Better Street Food Discovery Solutions



What is the True Problem?

People struggle to find reliable information about street food vendors.

- **Why do people struggle to find reliable information about street food vendors?**
  Because there is no dedicated platform that provides comprehensive and up-to-date details about street food options.
  - **Why is there no dedicated platform with comprehensive and up-to-date details?**
    Because street food vendors often lack a digital presence and are not included in existing food discovery platforms.
    - **Why do street food vendors lack a digital presence and aren't included in existing platforms?**
      Because they are small, informal businesses with limited resources and knowledge for online marketing and technology adoption.

Who are the customer facing this problem?

local food enthusiasts ages between **18-34 years**, living in **tier 1** cities who want to explore street food but struggle to find reliable information about vendors. They seek a convenient way to **discover, trust, and enjoy authentic street food** experiences.

What is the value generated by solving this problem?

Customers

- ★ **Convenience**
- ★ **Discoverability**
- ★ **Real-time Updates**
- ★ **Reviews and Ratings**

Business

- **Increased Visibility**
- **Enhanced Marketing**
- **Increased Sales**

Why Should we solve this problem now?

Addressing the street food market now leverages current trends where the global street food market is projected to reach **$165 billion** by **2027**, growing at a **CAGR of 6.8%.** With **76%** of consumers preferring to use mobile apps for food discovery, creating an app now taps into a burgeoning market, driven by increasing smartphone adoption and demand for convenience.
This positions our solution to capture a significant share of the expanding street food segment.

How do we know it's a real problem?

User Research

Conducted survey where significant customers frequently face difficulties in finding reliable and diverse street food options, underscoring the need for a dedicated solution.

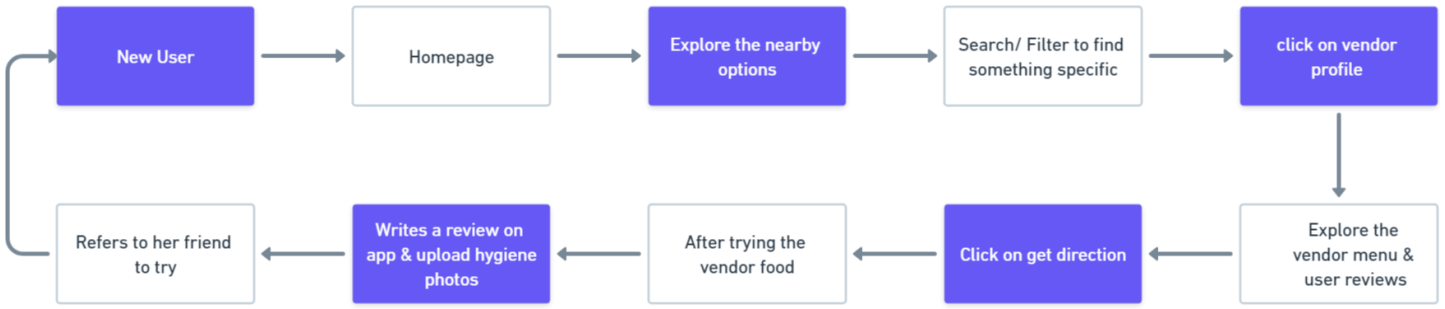
Secondary Research

The problem is evident from the 2019 report showing **40% of street food vendors** struggle with visibility and customer acquisition, and the high volume of search queries for street food recommendations indicates a clear demand.

Feature Roadmap: Prioritization for Optimal User Experience and Business Success

Feature	MosCow	Reach	Impact	Confidence	Efforts	RICE score
Location-Based Vendor Discovery	Must have	5	4	4.5	2	**90**
Vendor Profiles	Must have	4	4	4	2	**80**
User Reviews and Ratings	Must have	4	4	3.5	2	**75**
Search and Filter Options	Must have	3.5	4	3.5	2	**70**
Hygiene and Safety Ratings	Must have	3.5	4	3	2.5	**65**
Favourites and Wishlist	Should have	3	3.5	4	2	**60**
Map View with Directions	Should have	3	3.5	3.5	2.5	**58**
Social Sharing	Should have	3	3	3.5	2.5	**55**
Push Notifications for Nearby Vendors	Should have	2.5	3	2.5	2.5	**48**
Vendor Registration and Self-Management	Could have	3	2.5	3	3	**45**
Event and Festival Listings	Could have	2	2.5	3	3	**40**
Photo and Video Uploads	Could have	2	2.5	2.5	3	**35**
Recipe Sharing and Cooking Classes	Won't have	1.5	2	2	3.5	**28**
Offline Access and Downloadable Maps	Won't have	1	1.5	2	4.5	**20**

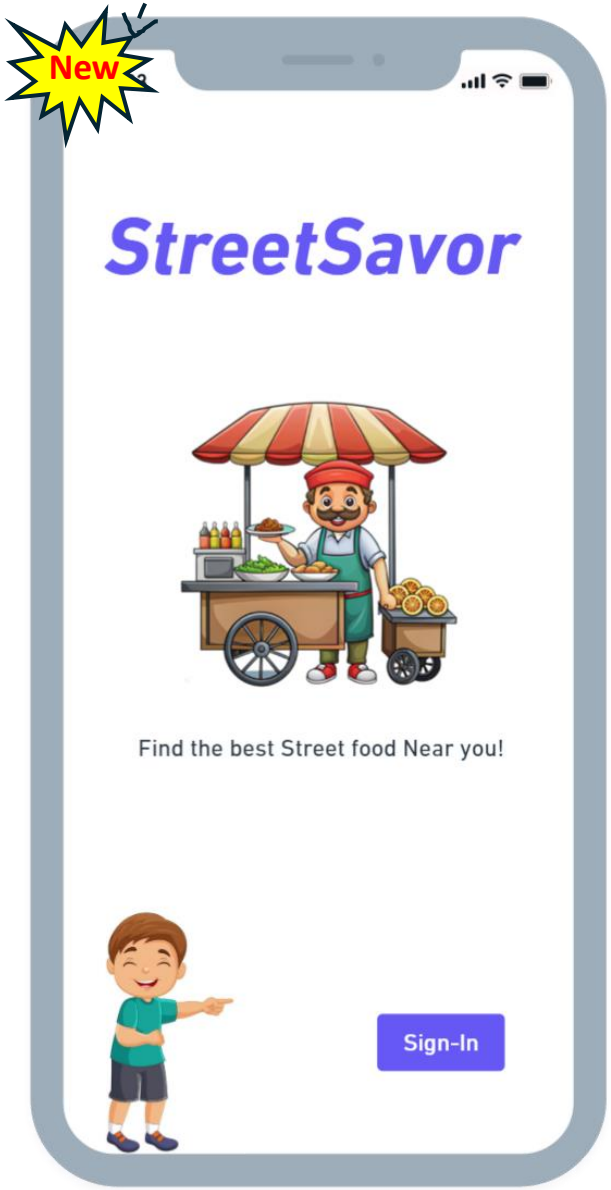
The app will prioritize implementing core features like **location-based vendor discovery, detailed vendor profiles, user reviews, and hygiene ratings** to provide users with easy access to reliable street food options. Additionally, features such as **favorites, map view, and social sharing** will enhance user experience by offering personalization and engagement opportunities.



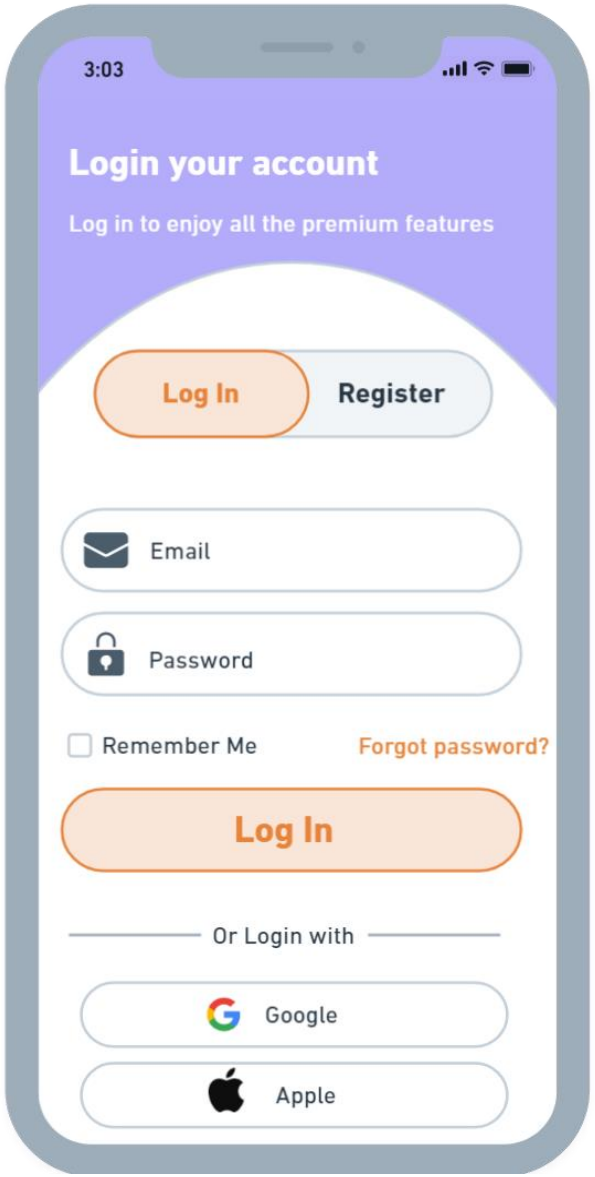
Visualizing the User Journey: Wireframes

Introducing the new Street food finder app

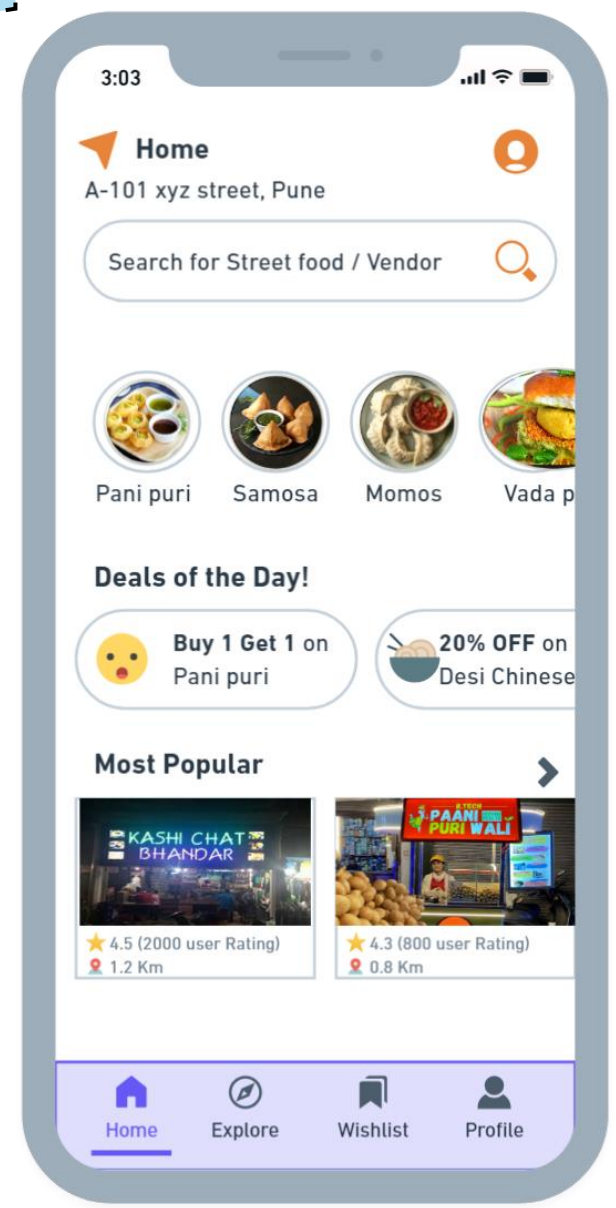
New



Introduction screen



Login/Sign up screen



Homepage screen

Login Screen
Once the user download the application, users are required to login/ sign up for application.

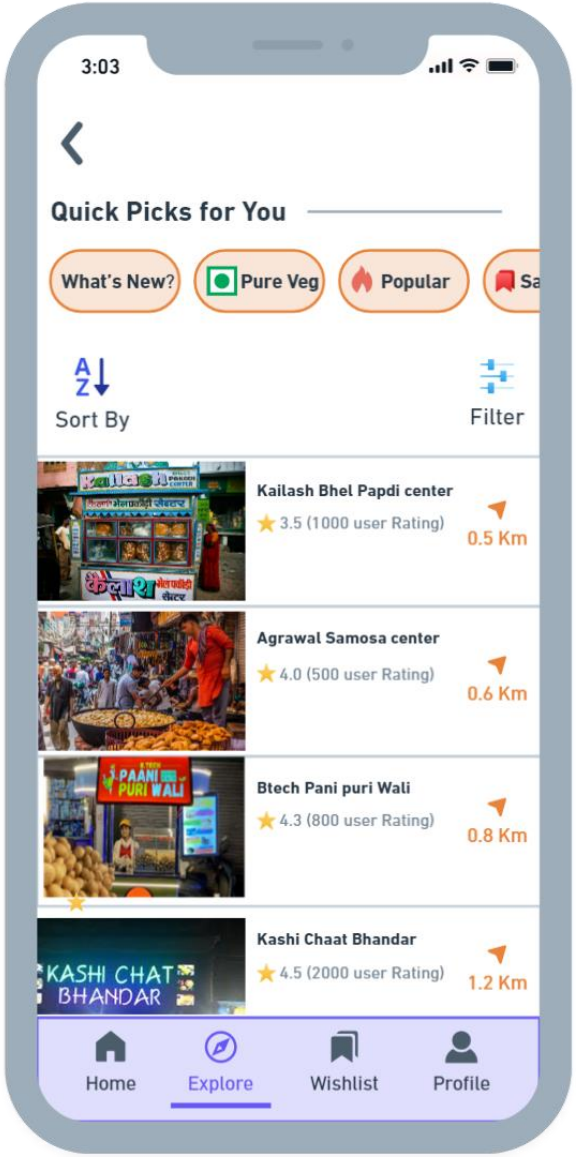
Post sing up/ login, users are required to provide location access that will enable app to shows vendors nearby.

Homepage
On homepage search bar is provided to search for food or the specific vendor

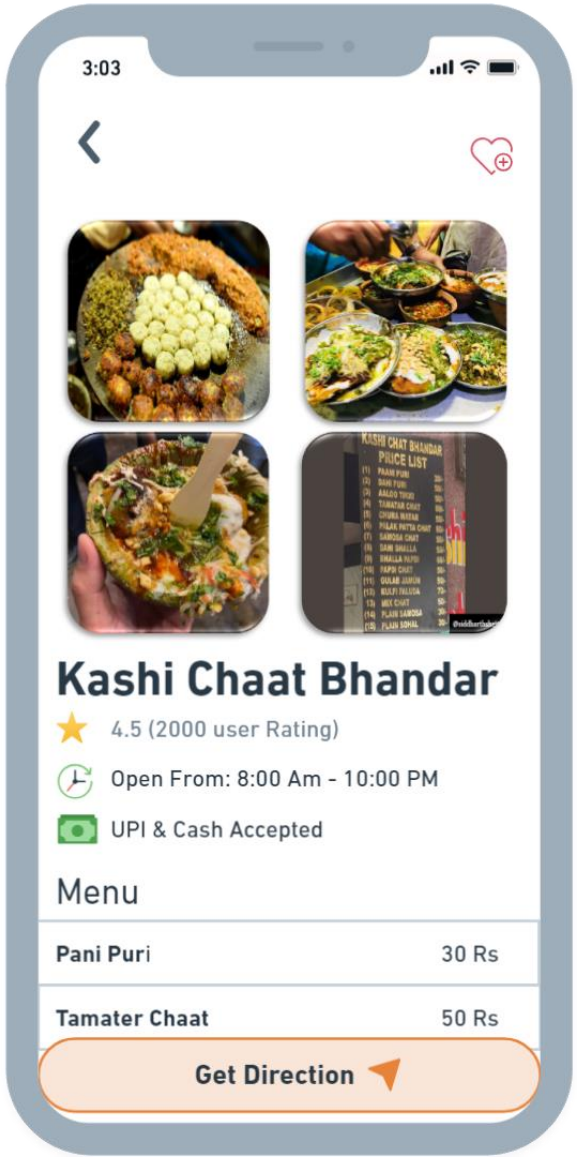
Users can find the food by clicking on the popular street food icons, that will show the list of vendors nearby.

Most Popular vendors with high food & hygiene rating is shown on homepage, for ease to use.

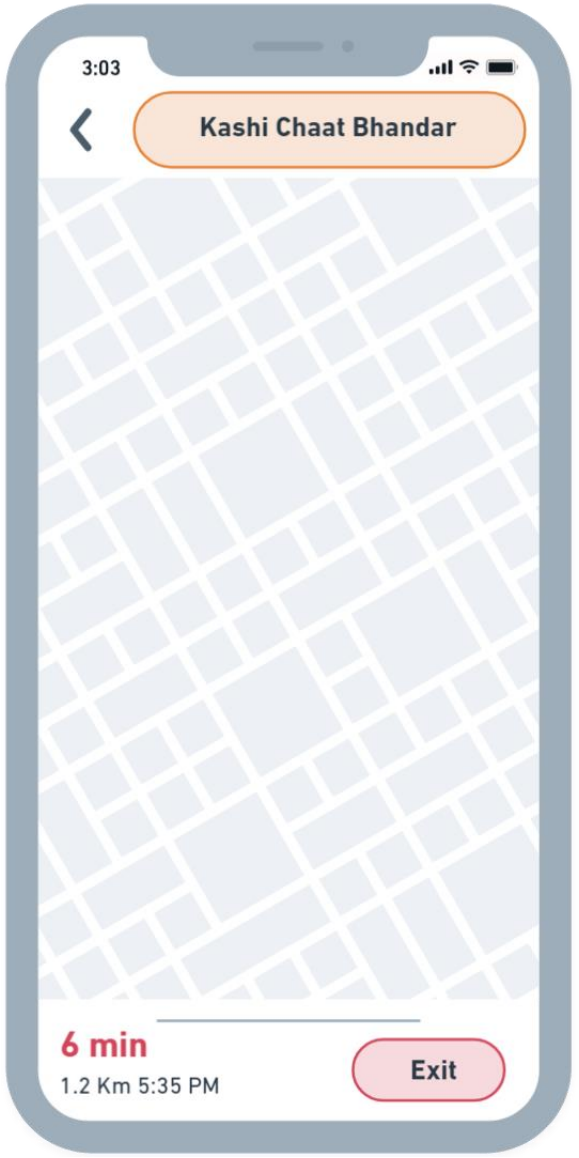
Visualizing the User Journey: Wireframes



Explore screen



Vendor details screen



Get Direction Screen

Explore Page
Several filter option are provided for users ease to navigate & search.

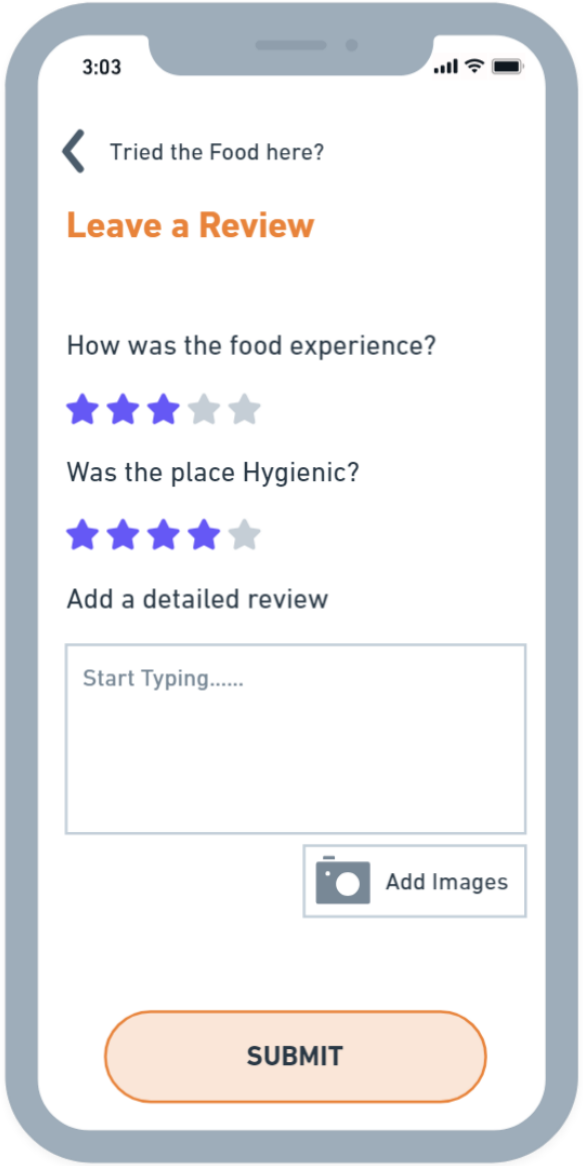
List of nearby vendor are provided according to the user's location. With combined rating for user's quick view.

Vendor Detail page
Vendor details with rating, timing & accepted payment mode is provided. Also, menu is provided for users to choose the dish they want to try.

Direction screen
If the users wishes to visit the vendor, he/she can click on get direction & they will be able to get current direction of the vendor



Building Success: Revenue Generation and Distribution Channels



Review screen

Once the user has visited the vendor, he/she can review on the app that will guide other users.

Revenue Channels for the App

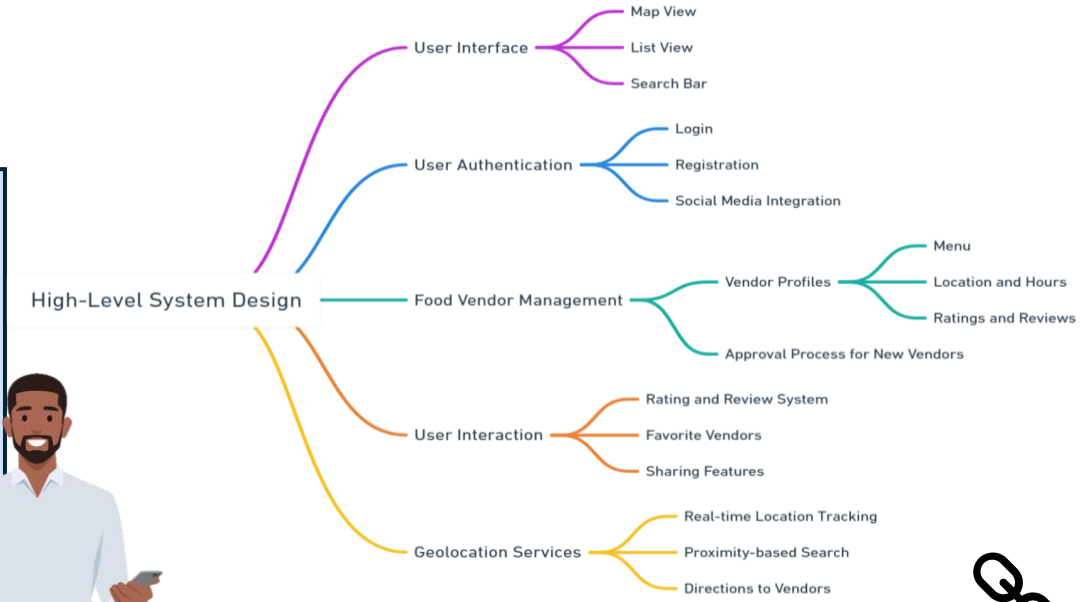
Freemium Model:
The app offers free access to basic features while charging for premium features such as **advanced search filters**, **exclusive vendor deals**, **offline access**, and **ad-free experience**.

Sponsored Listings and Promotions:
Vendors can pay to have their listings featured prominently in search results or on the app's homepage.

In-App Advertisements:
Display **non-intrusive ads** relevant to the user base, such as local events, food-related products, or travel services.







Distribution Channels for the App

App Stores (iOS and Android):
The app is available for download on major app stores (Apple App Store, Google Play Store).

Social Media Marketing:
Leverage platforms like Instagram, Facebook, and Twitter to promote the app, share user-generated content, and engage with potential users.

Influencer Partnerships:
Collaborate with food bloggers, influencers, and street food enthusiasts to promote the app through reviews, sponsored content, and giveaways.

Vendor Network Referrals:
Encourage vendors to promote the app to their customers through in-store signage, QR codes, and referral programs.

Defining Success: Key Product Metrics and North Star Metric



North Star Metrics

Monthly Active Users (MAU) Engaging with Vendors:
The number of unique users who actively search for vendors, view vendor profiles, or interact with vendor content (e.g., reviews, photos) at least once a month.

Acquisition

App Installs	# application installs per month
App open rate	New user opened the app within 30 days of installation per month

Activation

# Sign ups	# new users who signed up on StreetSavor application
Activation rate	# New users clicked on get direction button within 48 hours of signing up/ # New User signed up

Awareness

Ad Impressions	# times an advertisement for the app is displayed to users across various platforms.

Retention

30-day Retention Rate	# user continued engaging with app even after 30 days of installation/ # users installed app

Revenue

Conversion Rate to Paid Features	The percentage of free users who convert to paid features or subscriptions.
Vendor Acquisition and Retention Rate	The percentage of vendors who sign up for the app and continue to renew their presence or pay for premium listing features.

Navigating Product Risks: Pitfalls and Mitigation Strategies

Value
Will this create value for users/vendors?



Users might not see the unique benefits of the app compared to existing platforms (e.g., Google Maps, Zomato).

Conduct thorough **market research** and **user testing** to ensure the app provides unique features (e.g., detailed hygiene ratings, user-generated street food maps) that other platforms don't offer.

Usability
Will users be able to use this?



Users may find the interface confusing, or the app could be buggy, leading to frustration and abandonment.

Prioritize **user-friendly design** and conduct **usability testing** with a diverse group of users, including both tech-savvy individuals and those less familiar with technology.

Feasibility
Can we build it with the available resources?



Technical limitations in integrating location-based services or maintaining real-time data accuracy could affect performance.

Start with a **minimal viable product (MVP)** that focuses on core functionalities and iteratively build upon it based on user feedback. Ensure robust backend architecture to handle scale.

Viability
Does our business model/ strategy support it?



Insufficient monetization strategies or failure to gain a critical mass of users/vendors could result in financial losses.

Develop **multiple revenue streams**, such as freemium models, sponsored listings, and **partnerships with local businesses**, to diversify income sources.

Second order Thinking

A **user-friendly app** reduces support costs and **enhances user satisfaction**, leading to **positive reviews** and higher ratings in app stores. Plan for potential scaling issues by regularly **stress-testing** the app and optimizing server responses to accommodate **future growth**. To further ensure viability, create **vendor success programs** that help street food vendors increase sales through the app, fostering a symbiotic relationship that encourages vendor loyalty and participation.