JK LAKSHMIPAT UNIVERSITY
Institute of Design
NAAC 'A' Grade Accredited

Design a comprehensive system and product solution to optimize operations, enhance efficiency, and elevate customer experience for a sweet shop

VOL. 1 of 2

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Programme :
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Product Design

THE GRADUATION PROJECT 2025

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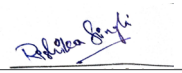
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Rishika Singhi
JK Lakshmipat University
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Abstract

There are many traditional sweet shops that still follow the same old formula, where most of the work — from making sweets to packaging and selling — is done manually by people. Now, when we look from a broader perspective, both the retail and food markets — including big sweet-making brands — are expanding nationally by implementing modern systems and replacing people with machines.

But not every system needs complete automation, there's something to consider about respecting and improving the customer experience.

This graduation project focuses on reimagining the customer journey at a sweet shop, PMB in Nagaon, Assam, through a system and product design lens.

The aim is to elevate the customer experience without disrupting the originality of a business that has been built over decades. In-depth primary research — including observations, stakeholder interviews, and system analysis — was conducted to understand inefficiencies and explore opportunities to increase service efficiency.

Using system design and design thinking, the project came up with multiple key problems and areas of intervention, which led to some focused briefs around system management, experience-based product design, and instant service solutions.

The final concepts are designed to streamline service speed, improve price clarity, and enhance the overall buying experience — offering implementable and scalable solutions that support long-term customer satisfaction at PMB.

Introduction

A Question That Sparked the Journey

I've always been interested in business opportunities and while researching franchise models, I noticed a pattern that many modern outlets are being operated with minimal staff, relying heavily on machines. That thought crossed my mind

Why machines, not people?

There's a certain **emotion and uniqueness** in human-made things. Over time, people often value what's made by hand more than what's made by automation. That contrast between human and machine made me start thinking about traditional businesses, especially Traditional food shops that are still trying to survive with small changes.

Discovery of PMB:

That's when I discovered PMB, a well-known sweet shop in Nagaon, Assam. The shop uses human effort over automation, and its identity is visible in its products and packaging. But something else stood out too

The Design Trigger:

When I visited PMB several times, I noticed how noisy and chaotic the environment was.

- Staff shouted totals across the shop
- Customers repeatedly asked for prices
- Packaging happened in a hurry
- The system lacked calmness

That's when I knew — this space has potential for change.

My Vision:

This is a self-initiated project, developed out of personal interest and enthusiasm. I have approached it as though the organization were my client, in order to simulate a real-world design process and ground my work in practical relevance.
To improve customer experience at PMB, without changing its soul — by designing something that brings structure, calm, and long-term value to a place already filled with emotion and tradition

Context & Background

Sweet shops always take a corner in everyone's heart, and each shop has its own story. This sweet shop was started back in 2006, when there were three other sweet shops available in the locality. The motive was clear it would provide **pure desi ghee** sweets, which no other shop in the area was offering.

As the products were in their purest form, the prices were always higher than the market. Initially, it faced some comparison, but as time passed, customers began to believe that if the product is from PMB, then it's of the best quality.

In recent years, the food industry has shown rapid growth, which has led to rising customer expectations not only in terms of machinery or variety of options but also in terms of experience, operations, and management. Customers now look for **quality with convenience, hygiene, and faster service**.

Many shops are still running on old business methods maintaining handwritten bill books and handling all records, formal or informal, on paper.

Similarly, PMB Sweets represents one such traditional business, known for its authentic taste in sweets and its loyal customer base. PMB has been in market for more than 15 years and has also expanded to multiple partner shops and a centralized kitchen setup in the nearby locality. These expansions show that the brand's want to grow but with need for systems that can **scale smoothly while maintaining PMB's essence.**

However, through initial visits and informal discussions, Some inefficiencies were observed, like crowded counters, delay in customer service and a lack of internal coordination.

By understanding local dynamics, daily practices, and the emotional value associated with the shop, this project recognizes the need to bridge the gap between traditional practices and the new expectations of today's market.

The background research highlights the importance of **not simply digitalizing the whole system to make it look or feel modern,** but carefully designing solutions that support both staff and customers, ultimately enabling local businesses like PMB Sweets to stand out in the current marketplace.

Research Methodology

To gain a in-depth understanding of PMB Sweets' operations and customer experience, both primary and secondary research methods were used extensively.

Primary Research

1. Site Visits
Conducted regular visits to the main sweet shop, central kitchen, and partner stores in Nagaon, Assam to observe layouts, customer movement, and Process flow.

2. Stakeholder Understanding
Talked with multiple People, be it the owner, kitchen staff, sales staff, and customers through informal and formal interviews and also dome shadowing to understand roles, motivations, and pain points.

3. Process Flow Analysis
Mapped process flow of production, packaging, inventory, billing, and customer interaction to identify pain points and inefficiencies.

4. Business Exploration
Understanding of business patterns such as supply chain practices, sales fluctuations, staff timmings, and customer footfall will give more in-depth knowledge of how business is being runned.

5. Visual Documentation
Captured real-time interactions and shop dynamics through photographs to support analysis and later concept development.

Secondary Research

1. Industry Best Practices
Researched modern food retail and sweet shop models in India to benchmark best practices in customer experience, queue management, and service design.

2. Financial & Operational Models
Reviewed literature on small business optimization, inventory management, and customer service to assess long-term financial viability of design solutions.

3. Cultural and Local Context
Studied behavioral trends and cultural nuances specific to Nagaon and Assam, particularly during festivals and high-demand seasons.

This research approach helped to get critical insights and system-level patterns, which were further synthesized into cause and effect loops, key insights, and eventually framed the "How Might We" and design brief.

Objective

The objective of this graduation project is to **enhance the overall operations and user experience** of PMB Sweets by designing a system that brings more clarity, coordination, and connectivity for both staff and customers.

As a local sweet shop handling multiple touchpoints daily from production and dispatch to in store sales and partner counters demands. PMB Sweets faces challenges in maintaining smooth service flow and internal communication. These affect not just efficiency, but also how connected and effortless the entire customer journey feels.

This project also explores how design can **simplify complex systems problems to a meaningful Experience.**

Key Goals

- To understand how people interact with the space, products, and each other across both staff and customer journeys.
- To identify where the current experience feels disconnected, unclear, or delayed.
- To explore opportunities where small interventions may be systemic, or communicative can make big differences.
- To create a solution that aligns with the existing ecosystem.

Client Overview – PMB Sweets

PMB Sweets is a well-known local sweet shop located in Nagaon, Assam, with a strong Customer base and daily footfall. It has evolved from a small shop into a larger operational setup that includes:

- A busy main outlet in Nagaon's core market
- A central kitchen and bakery unit in Centua for large-scale production
- Partner counters in nearby general stores for extended reach
- An in-house transport system for stock delivery and returns

While the shop is appreciated for its freshness and taste, its operations remain largely manual and informal — relying on verbal communication, handwritten slips, and problems not being solved at an advanced level.

This results in inefficiencies that affect customer wait time, staff productivity, and the ability to scale operations smoothly.

Design Brief

This project is a self-initiated system design Project which is focused on enhancing internal coordination and the customer journey at PMB Sweets.

Project Scope:

- Focus on the main shop's retail experience, supported by connections to the kitchen and partner shops.
- Study and optimize customer flow, inventory management, staff movement, and interanl dynamics.
- Improve how customers experience the shop from entry to exit making it feel clear, intuitive, and pleasant.

Constraints:

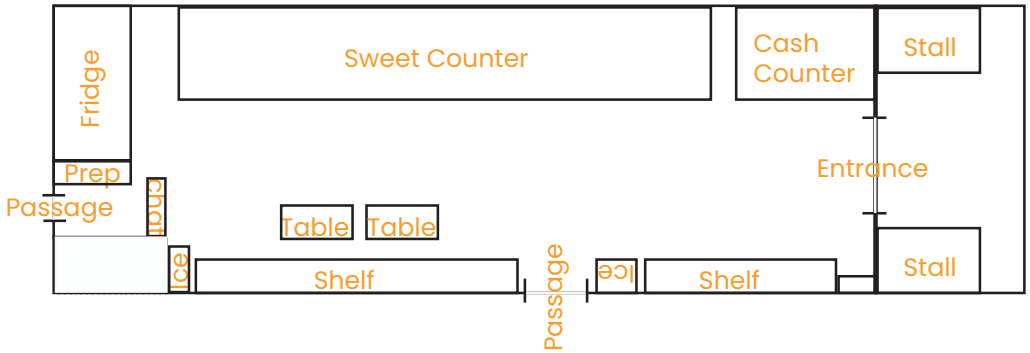
- The staff are habituated to manual systems so solutions must have to be simple, low-friction, and easy to adopt.
- The solution must not disrupt the current visual or emotional feel of the shop.
- There is limited digital infrastructure or technical training.

Direction:

The project seeks to design a modular, adaptable system that improves daily functioning while making the customer journey feel more connected, streamlined, and satisfying. This may include physical space interventions, visual cues, service flow structuring, and coordination tools.

Site Overview

Floor Plan



PMB Sweets operates in the main market in Nagaon, Assam, attracting a high volume of daily walk-in customers. The shop functions from 8:15 AM to 9:30 PM, with two peak time 11:00 AM to 2:00 PM and 5:00 PM to 8:30 PM when crowd levels are consistently high.

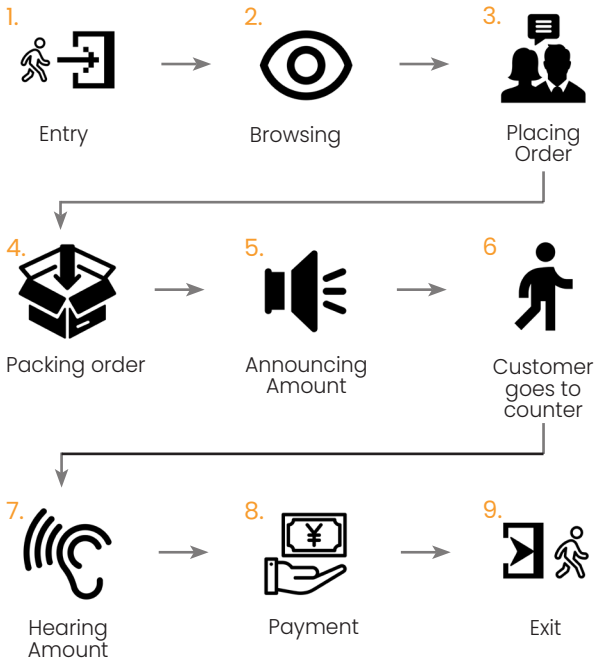
The main sweet shop serves as the central retail outlet, directly connected to the production unit in Centua. The setup is compact but functional, with a clear division between customer and staff areas.

Functional Zones (Identified during Site Visit)

Zone	Description
Entrance	Entry from the main road, no clear signage for queue or flow.
Display Counter	Front-facing display with multiple trays; staff serve directly from here.
Billing Station	Located at the far end of the counter; billing is manual via slip pads.
Packing Area	Immediately behind the counter; staff pack items after verbal confirmation.
Storage / Shelving Units	Wall-mounted and floor racks used for storing trays, tins, and packaging.
Cold Storage (if present)	Stand-alone refrigerators behind the counter for perishable items.

Observation: During busy hours, people often crowd near the entrance or infront of sweet counter because there's no clear system to manage the crowd.

Customer Flow & Service Mapping



Entry

↓

Browsing

↓

Telling Order to Staff

↓

Staff Packs Items

↓

Staff Announces Total

↓

Customer Walks to Cash Counter

↓

Says Amount

↓

Cash Staff Listens for Match

↓

Payment

↓

Exit

Key Observation

- The system depends heavily on verbal communication between customer, counter staff, and cashier.
- There is no token, receipt, or billing slip during this process.
- It works well during slow hours, but in rush hours:
    - Multiple voices overlap.
    - Mistakes in hearing or miscommunication occur.
    - Sometimes the wrong amount is announced, or staff forget the customer's order while multitasking.

"One person is saying 220, another said 280, the Cashier paused and shouted back — How much?"

This type of real-time correction is frequent during peak hours.

Stakeholder Profile 1 – Shop Owner



Needs / Expectations:

- A smoother way to monitor sales and restocking
- Less dependency on phone calls and verbal info
- Staff coordination tools without needing tech-heavy systems
- A system that allows gradual improvement without disruption

"Everyone here knows their work — but during rush, things slip. I can't be everywhere at once."

Role

- Looks daily operations of the main sweet shop
- Coordinates with the central kitchen at Centua
- Manages staff hiring, logistics, inventory orders, and finances
- Takes decisions regarding pricing, supplies, and shop timings.
- Interacts with customer for long time

Daily Activity

- Morning coordination call with production team
- Checks stock status for the day
- Handles customer complaints or big orders
- Supervises end-of-day stock return and waste tracking

Pain Points:

- Has to depend on updates from staff no way to tracking
- Miscommunication happens between partner counters and main shop because of stock
- Difficult to track what sells most during which hours
- No real-time visibility of stock status across all touchpoints

Stakeholder Profile 2 – Counter Staff



Sales + Packing Staff at Main Shop

Needs / Expectations:

- A smoother way to monitor sales and restocking
- Less dependency on phone calls and verbal info
- Staff coordination tools without needing tech-heavy systems
- A system that allows gradual improvement without disruption

"Sometimes I announce ₹320, but the billing guy hears ₹350. Then I have to go explain it again, it slows everything."

Role

- Interacts directly with customers at the sweet counter
- Takes verbal orders and packs items in real time
- Announces total verbally to the customer
- Supports coordination with cashier

Daily Activity

- Cleans and arranges trays before shop opens
- Greets and listens to customers' orders
- Packs selected items while speaking with the customer
- Mentally adds up the total rechecxk on calculator and calls out the amount clearly
- Makes sure the billing staff hears the announcement as the customer repeats it at the counter
- Starts serving the next customer immediately

Pain Points:

- Gets overwhelmed during rush hours
- Must remember multiple orders mentally (no order slip)
- Miscommunication leads to wrong billing or delays
- Difficult to manage impatient customers in crowded space
- If billing staff mishears the amount, must pause and recheck

Stakeholder Profile 3 – Customer Type A (Regular Buyer)



Customer – Regular, Local Buyer

Needs / Expectations:

- Wants a quicker and smoother experience with less back-and-forth
- Would prefer a visual or digital display of total amount (even basic)
- Likes familiarity, but needs more consistency in service
- Doesn't like repeating the amount to the billing staff when it's crowded or noisy

Role

- Visits the main shop frequently — 3 to 5 times per week
- Usually buys for family, guests, or evening snacks
- Familiar with the shop layout and ordering style
- Comfortable with the informal, verbal system

Daily Activity

- Often walks in during non-peak hours (late morning or early evening)
- Knows exactly what to order; sometimes asks for fresh stock
- Prefers quick service and minimal confusion
- Tends to return to the same staff member each time

Pain Points:

- Gets frustrated if a new staff member doesn't remember their usual preference
- During rush hours, avoids the shop due to crowding
- Sometimes hears wrong prices or names — "Did he say ₹140 or ₹240?"
- Needs to wait for the staff to confirm and shout the total before walking to billing

"I know what I want — I just want to get it and go. But sometimes I can't even hear what they said the total was."

Stakeholder Profile 4 – Customer Type B (Festival/Bulk Buyer)



Customer – Occasional, Bulk/Festival Order Buyer

Needs / Expectations:

- A clear and reliable process for bigger orders
- Separate or fast-tracked handling during rush (like a priority line or token)
- Confidence that their entire list of items are packed properly
- A summary or slip (even handwritten) to confirm their order before payment
- More formal and assured experience "Worth the money spent"

"I was buying for a pooja. I told them to pack four types, but they missed one. I had to check everything myself."

Role

- Visits the shop mostly during festivals, family functions, or gifting occasions
- Places larger orders (₹5000–₹10000+) in a single visit
- Often requires multiple items, packed separately and quickly
- May or may not be familiar with the staff or process

Behavior & Preferences:

- Comes with a clear, pre-decided list (sometimes written)
- Expects priority handling due to the size of the order
- May be in a rush and wants everything handled professionally
- Often asks questions like:
    - "Is this fresh?"
    - "Can you pack this separately?"

Pain Points:

- Gets anxious or frustrated during crowd — feels ignored
- Has to repeat the list multiple times if staff gets distracted
- Staff can forget small items or make packing errors under pressure
- No formal receipt or summary causes doubt and reconfirmation

Stakeholder Profile 5 – General Support Staff (All-Rounder)



General Support Staff – Cleaner / Helper / Utility Worker

Needs / Expectations:

- A simple routine or structure to reduce confusion
- A communication method to know what's needed where and at first (especially during rush)
- More space or designated zones for storage and restocking

"Sometimes three people tell me to do three things at once — I just run and do what I can."

Role

- Handles multiple behind-the-scenes tasks that keep the shop running smoothly
- Provides support to counter staff, billing desk, and even customers when needed
- Often works in the background but is essential to real-time operations

Daily Activities

- Cleans the counter area and floor before opening and during the day
- Restocks trays, jars, and fridge items as soon as they run low
- Passes stock from the storage room or fridge to the front counter staff
- Helps manage return trays or empty boxes from the partner counters
- Responds quickly when someone shouts "Bring more rasgullas" or "Check the fridge!"

Pain Points:

- Has no fixed task list must handle multiple things at once
- Often receives last minute, urgent tasks from multiple people
- May not get clear instructions during rush hours
- Moves through crowded spaces, increasing chance of delays or accidents
- Not directly acknowledged, yet responsible for smooth process

Understanding the Existing Operational System

PMB Sweets runs on an **informal people-dependent system** including production, transport, sales, and customer interaction. While the structure appears straightforward from the outside, the internal operations are layered with complex, memory-based processes that have evolved over time.

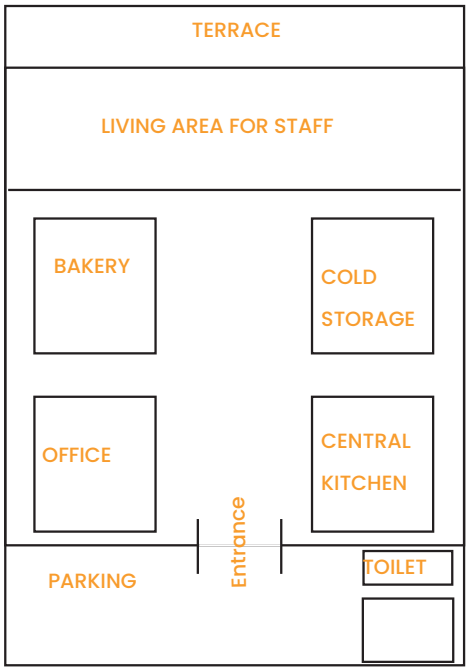
Production takes place at the central kitchen in Centua, where sweets are prepared early in the morning and dispatched to the main shop and partner counters using the shop's own transport. There is no formal inventory system or written log — the quantities are based on experience and verbal coordination.

At the main shop, customer orders are handled entirely through verbal communication. Customers view the display, state their order to the staff, and the staff immediately pack the items and announce the total amount aloud. The system is depended entirely on the customer remembering the announced amount and handing over the money to the staff directly, or in some cases, through casual verbal acknowledgment.

This system, while fast during low traffic, struggles under high volume and offers very little traceability or accuracy for larger or bulk orders.

Centralized Kitchen

2D plan



The Centua unit acts as the central production centre for PMB. From making to packaging, most operations take place here — but they vary depending on the product category.

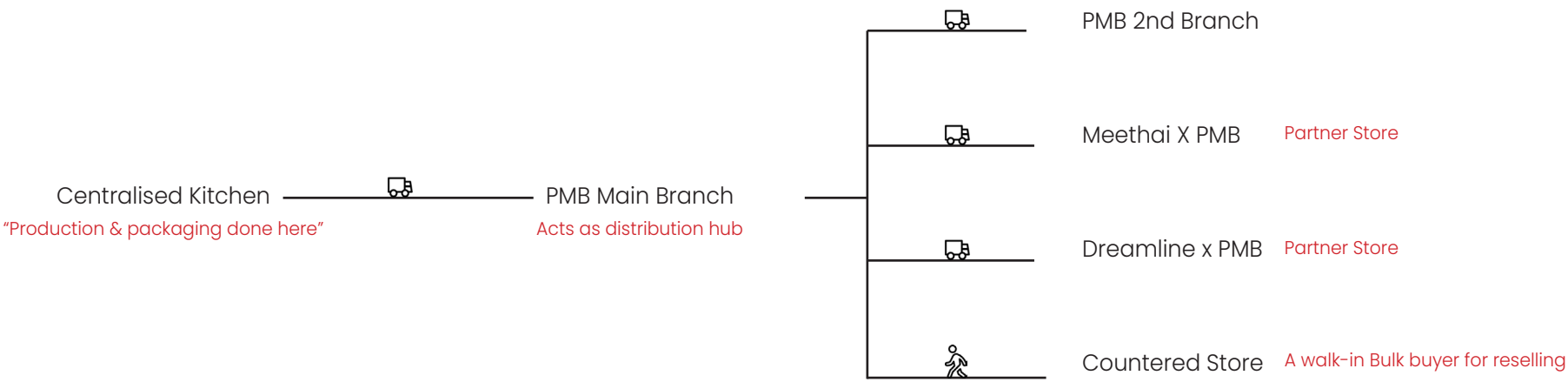
Namkeens and bakery items that require proper packaging are both made and packed directly at Centua. On the other hand, sweets are only prepared here, and the packaging for them happens later at the main PMB branch.

Once products are ready, they are dispatched daily to the main outlet. The inventory sent from Centua is first listed digitally, but once it reaches PMB, all in-stock tracking shifts to manual paper entries. This often causes tracking mismatches.

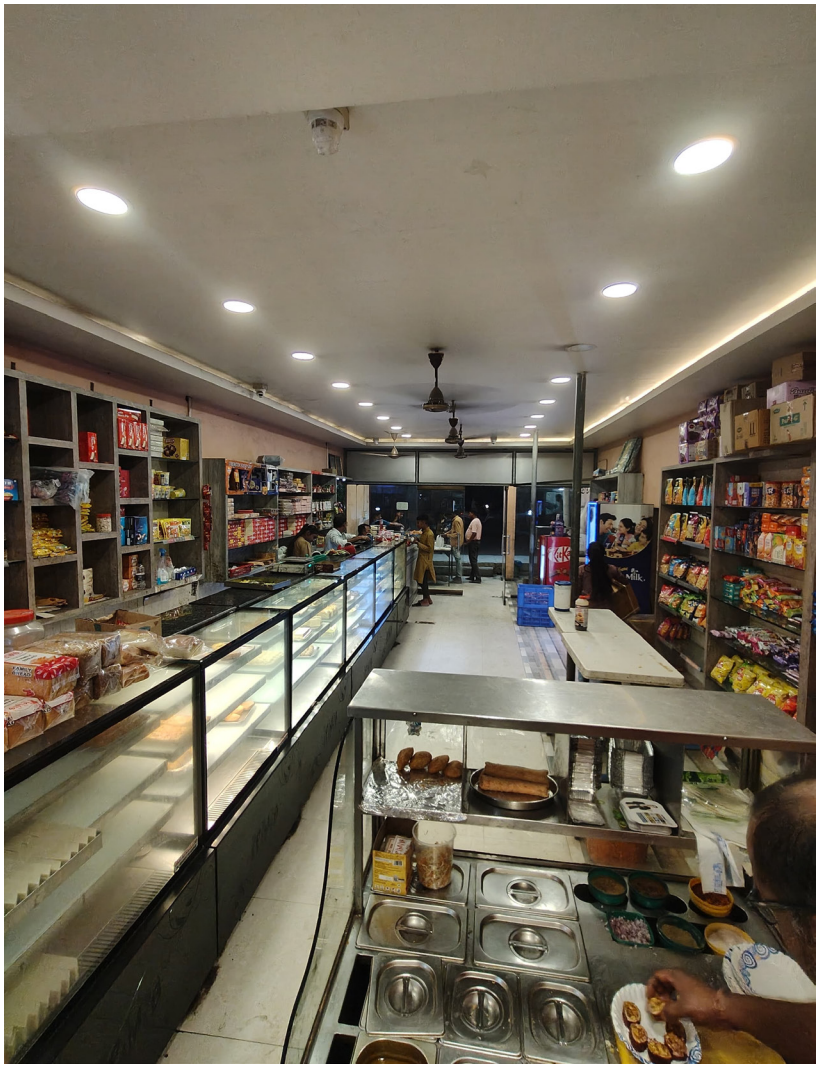
To maintain control, all paper bills and inventory records are collected and rechecked every Monday by the main branch team creating a loop of digital to manual to digital coordination that often results in confusion and time loss.

Basic Operational Process

PMB Sweets follows a consistent daily routine that connects their central kitchen, internal staff, transport team, partner counters, and walk-in customers.



Zooming In: A Closer Look at the Main Branch



While PMB operates across multiple touchpoints including a central kitchen and various partner counters. This study focuses in-depth on the Main Branch, located in the centre of Nagaon.

This branch is where the core operational activities thake place: customer walk-ins, high-pressure staff coordination, real-time packing, and verbal billing. With the highest footfall and least formal infrastructure, it offers a clear view of both the strengths and breakdown points in the system.

To better understand the structure and rhythm of this environment, the following section breaks down the Main Branch's internal operations by key compartments — such as:

- Cash Counter
- Packing & Display Area
- General Support Zones
- Customer Flow Paths

Each section highlights how that space functions, the challenges it presents, and where design interventions can make a difference.

Cash Counter



Customer Billing Process

- The customer verbally communicates the amount announced by the packing staff.
- Counter staff re-announces the total to confirm accuracy.
- A quick verbal confirmation indicates the transaction is complete.
- Cashier verifies the amount and collects payment (cash or digital).

Stock Management Flow

- Fresh stock is delivered from the Centua unit to the shop.
- Items are recorded and documented upon arrival.
- Stock is divided and distributed based on expected sales and demand.
- Items reserved for pending customer orders are separated and labeled.

Order & Packet Item Management

- Available quantities of packed items are reviewed.
- Manager or staff places a order as needed.
- Timely calls are made to confirm order dispatch and ETA.
- Items arrive in batches and are cross-verified.
- Received items are matched against the original order list.
- Final payment is issued upon verification of goods.

Problem Escalation Protocol

- Fresh stock is delivered from the Centua unit to the shop.
- Items are recorded and documented upon arrival.
- Stock is divided and distributed based on expected sales and demand.
- Items reserved for pending customer orders are separated and labeled.

Sweets Counter



Customer Ordering Process

- Customer points out sweets or pastries
- Staff informs the price per piece
- Customer decides the quantity and communicates it
- Staff packs the items and calculates the total
- If the customer also has namkeen, chocolates, or other items, they hand them to the same staff for combined packing
- All items are packed together and the final total is calculated
- Staff announces the final amount to the customer

Counter Stock Arrangement

- After checking stock as per the list
- Staff arranges the verified items in trays
- Items are placed neatly on the counter for display and sale

Chat Counter



Customer Chaat Ordering Process

- Customer takes a coupon from the cash counter
- Hands it to the chaat counter head
- Staff checks the coupon and asks what was ordered and whether it's for dine-in or packing
- Customer responds (e.g., "Papri Chaat")
- Preparation takes around 5 minutes
- Staff announces when the order is ready
- Customer collects the order

Chaat Counter Daily Preparation & Procurement

- Items for the chaat counter are prepped in the morning
- The counter opens for service from 2 PM onwards
- At the end of the day, a list of required ingredients for the next day is prepared
- The list is handed to the manager
- Manager provides approximate cash
- Ingredients like vegetables and masalas are bought from the market at night after the counter closes

Namkeen Shelf



Customer Shelf Selection & Billing ProcessProcess

- Customer goes to the shelf to browse products
- Picks up the required items or calls staff if any assistance is needed
- Hands over the items to either the counter staff or the person packing their sweets
- Items are packed, and the total amount is calculated
- Customer proceeds to payment

Shelf Refill & Cleaning Routine

- Afternoon shelf refilling takes place between 1:00 PM – 2:00 PM
- Evening cleaning and final shelf refilling by female staff happens between 7:30 PM – 8:00 PM

Chai & Jalebi Counter



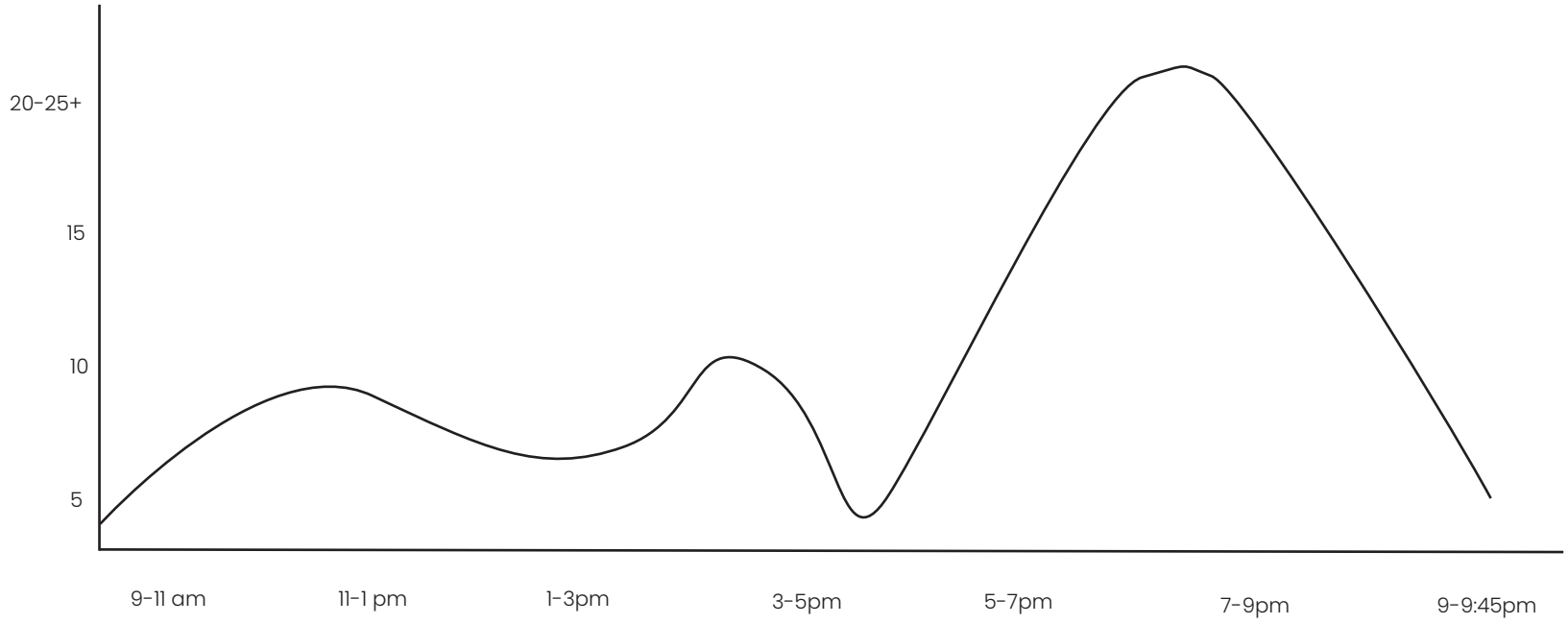
Quick Coupon-Based Order Fulfillment

- Customer takes a coupon from the cash counter
- Hands it over to the designated counter head (e.g., namkeen, bakery, etc.)
- Head instantly packs or serves the ordered item
- Customer collects the order

System Analysis & Key Business Insights

After spending several days at PMB Sweets closely observing its operations, interacting with stakeholders, and shadowing staff. A deeper picture of the business has emerged. While PMB is deeply trusted and beloved by the community, its system relies heavily on verbal coordination and manual memory. This creates friction as demand increases and the team multitasks under pressure.

Foot Fall Anaylasis



Business Model

KEY PARTNERSHIPS

- Raw material suppliers (flour, sugar, dairy, dry fruits, etc.)
- Local suppliers for packed products
- Partner stores and franchisees
- Packaging suppliers

KEY ACTIVITIES

- Production of sweets, bakery items, and snacks
- Quality control and hygiene maintenance
- Store operations and inventory management
- Order processing and delivery logistics
- Customer service and engagement

VALUE PROPOSITION

- Fresh, high-quality sweets and bakery products
- Centralized production for consistency and efficiency
- Custom orders for events and celebrations
- Affordable pricing with premium taste
- Quick service and reliable home delivery through digital platforms

CUSTOMER RELATIONSHIPS

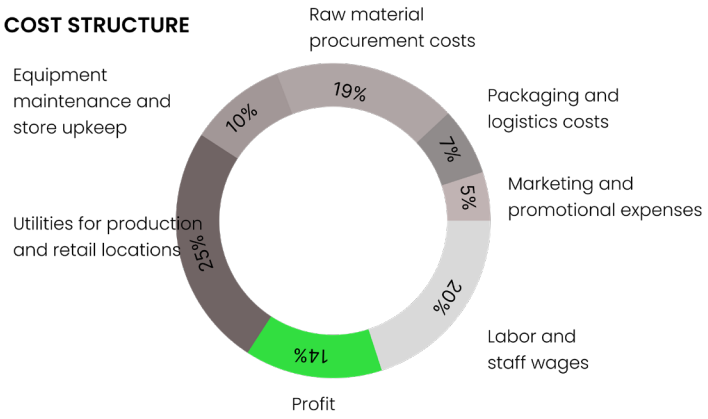
- Friendly and personalized customer service
- Customer feedback and product improvement initiatives

Every thing is managed manually under the surveillance of Owner

CUSTOMER SEGMENTS

- Local residents and families
- Visitors of Residents
- Event organizers (weddings, birthdays, corporate events)
- Retail partners and franchisees

COST STRUCTURE



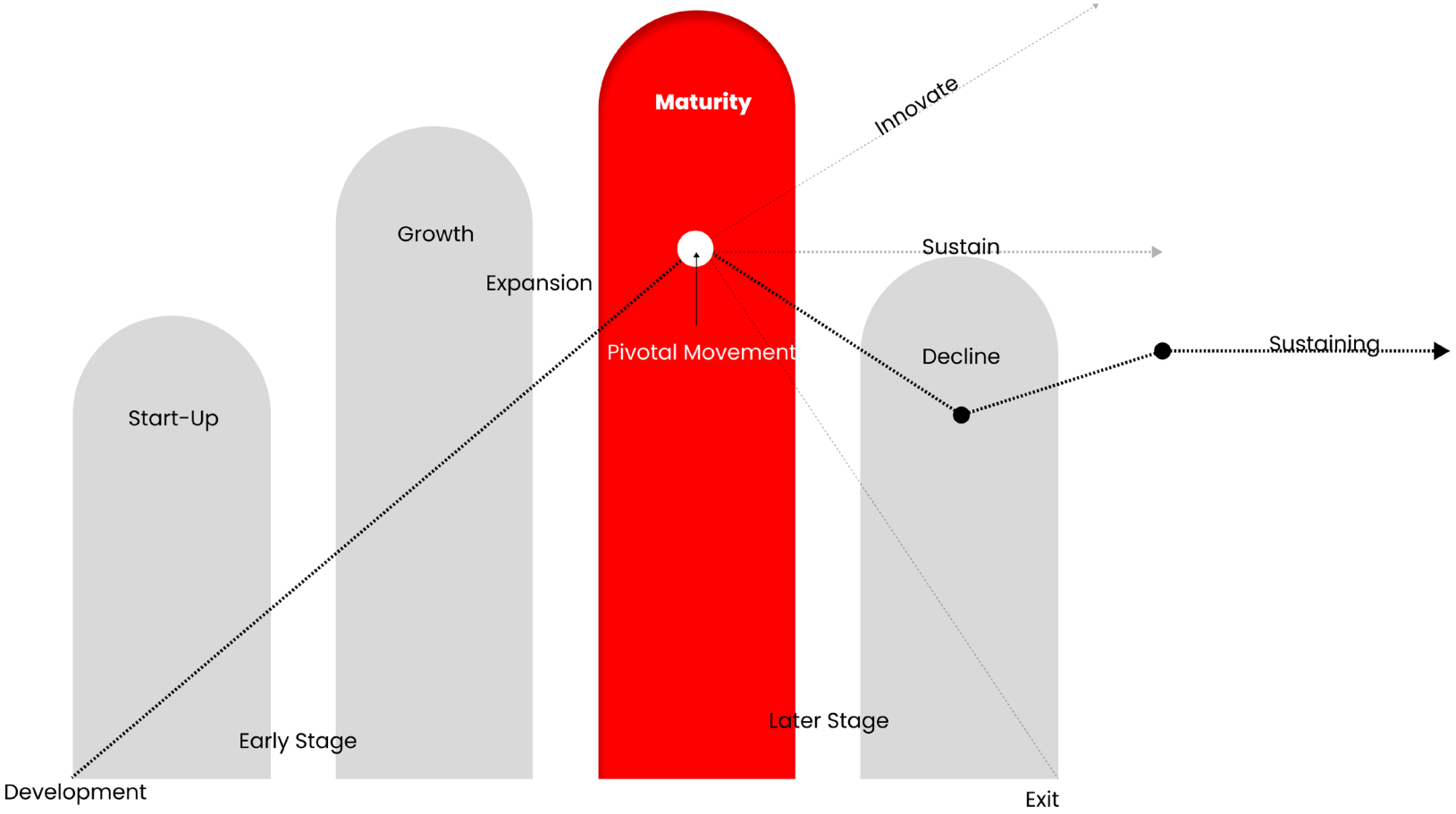
REVENUE STREAMS

- Direct sales of sweets, bakery items, and snacks
- Custom gift boxes and bulk orders
- Event catering and special orders
- Franchise/partnership revenue
- Merchandise sales (packaged snacks, branded items

KEY RESOURCES

- Centralized production unit (karkhana)
- Skilled workforce (chefs, bakers, sales staff)
- Storefronts and partner locations
- Transportation and delivery fleet
- Digital presence (online ordering system, social media)

Business Stage



Design Must Begin Where People Speak

After closely observing PMB's internal operations, one thing becomes clear:
The challenges aren't just technical — they're human, emotional, and experienced daily across every role.

- To move from systems understanding to meaningful design, we must first listen to the people who live the process:
- The owner, who carries a long-term vision but works within a short-term, memory-driven system
- The staff, who juggle multiple roles — serving, packing, calculating — all without structure
- The customers, who repeat orders, wait patiently, or leave quietly when the process breaks down

Their voices don't just validate the observations —
They define what truly needs to change.

In the next section, we highlight the voices, routines, and lived frustrations that will directly shape the design direction and intervention spaces.

Voice Of Customers



Staffs are busy talking among themselves



Do staff alag alag daam batate hai, inko khud ko nhi pata kiska kya daam hai



Malik theek h unko bole toh samne samne staff ko sunaye r sahi se samjhaye



Bohout sahi h yaha pure ghee m bana hua meethai milta ha, kittna bhi kahi r se kaho assa taste nhi milta hai.



Maan lijiye didi hum subha aaye puche ki milk cake hai manager bolte h ki sham ko aayega, sham ko aane pe pata chalta hai ki maal aaya tha khatam hogya ya aaya hi nhi



kisi cheej m coupon h kisi m nhi h hum ittna naam sunke aaye the yaha ake ittna confusion h



Agar hume koi saman chahiye r uske stock m doubt h like ek din pahele ka hai toh they use to say ki bhaiya kl lelijiyega aaj ka maal purana hai, humko ghar jesa trat krte hai



yaha aane se kabhi assa nhi hua h ki koi party m izzat gai ho humari , bhaiya khud dhayan deke orders pack krwate hai , Abhi tk nagaon m assa service koi sweet shop nhi de paara.



yaha staff se pucho toh hass dete hai, arey bhai humko nhi pata paheli baar aaye hai,



Cash counter saabse aage hai koi bhi aata h unko puchta h ki rasmalai h ki nhi ya paneer hoga ya nhi unko khudko nhi pata hota h kya hai kya nhi

Voice Of Staff



Jb koi customer nhi hota h tabhi baat krte h or tabhi customer aagya, r kch puch liya toh jawab dete hue hasi aa jati h kyuki pahele jo baat krre the woh baat dimag m hoti h , but customers ko ulta lgta hai

Malik log bol k rakhe hai ki saman dene se pahele daam batadia karo kuch customers assa lelete hai ki hum unko nicha dikha reh hai pahele daam bata k

yaha staff se pucho toh hass dete hai, arey bhai humko nhi pata paheli baar aaye hai,

Garmio mei sare fans on hote hai uss time hum agar piche se bolte hai total amount, but aage tk awz nhi jati hai phir waha se malik chilate hai ki dhayan kaha hai tumhara, bolte kyu ni ho

Kafi customers roz aate hai r roz daam puchte hai same cheej ka

Bheed k time thora hojata hai confusions total ammount batane mei baki time toh nhi hota hai uttna

Bheed m 3-4 kaam saath krne parte hai. Customer se baat se lekar packing r calculating r phir annoincement

Agar kabhi ucha ho gya awaz toh kya galti hai humari, kosis karte hai nhi kare pr woh roz 4 item ka daam puchta hai aake r 5 rupiye ka pera leta hai

Voice Of Owner



Humari sales aachi hai, management m thora blockage aara hai assa mereko lagta hai

Humari staffs 99% bihar ki hai r saab kafi tym se hai yaha r bohout kaan padhe likhe hai, koi koi nai advance tech hum nhi introduce krr pare

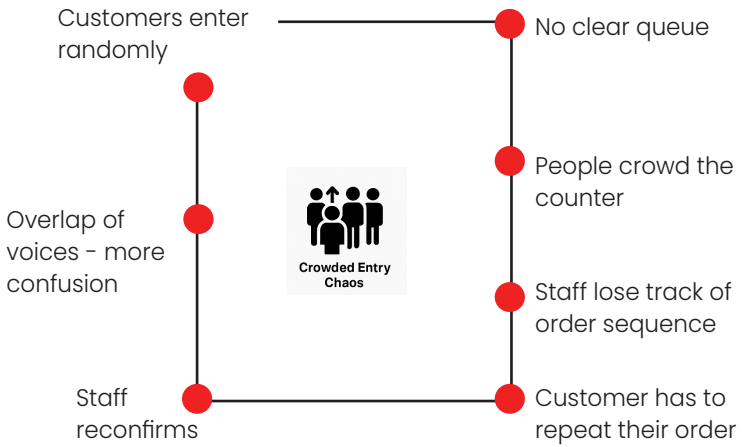
Cheeje jese sochre hai wese automate nhi kr paare, humari knowledge nhi h uttni try krte h chote level pe fail hote h toh baar baar krte hai r pass ho gye toh bade level pe planning k saath start krte h

Packaging bhi r bohout common problem jo hume face kari paar rahi hai aabhi- be it online delhivery apps k ho ya takeaways k ho, ya celebrations k liye ho

Hume Pata hai ki bohot jagaho mei problem hai hum solve krne ki kosis kete hai but hota nhi hai kyuki kaam ittna badha hua hai or har cheej ko tym chahiye

LOOPS

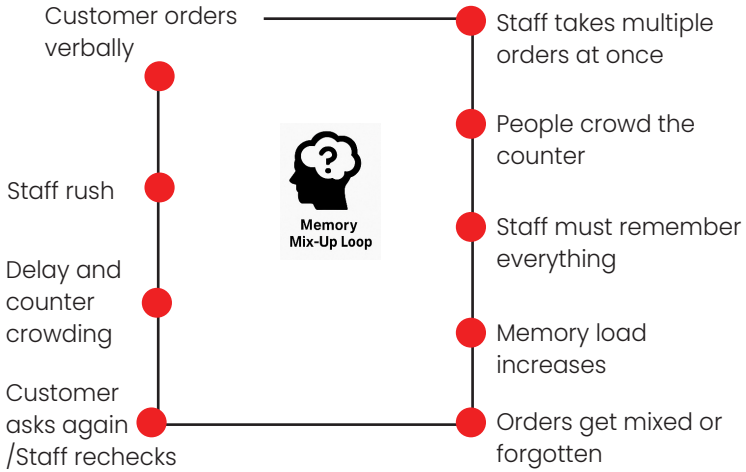
LOOP 1 – Crowded Entry Chaos



The absence of a defined queue leads to crowding, which increases order repetition, confusion, and frustration for both customers and staff

Loop Type: Reinforcing
Impacts: Entry, service flow, order clarity

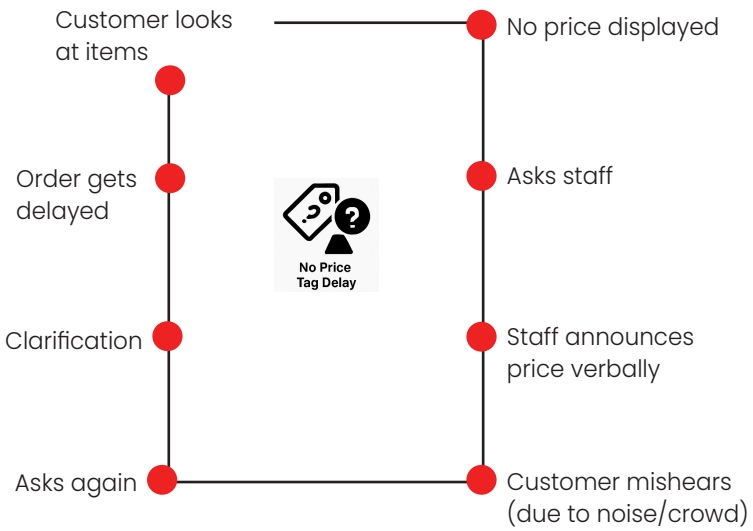
LOOP 2 – Memory Mix-Up



Staff rely only on memory. During busy hours, they forget parts of orders, leading to delays and repeat conversations.

Loop Type: Reinforcing
Impacts: Counter flow, customer trust

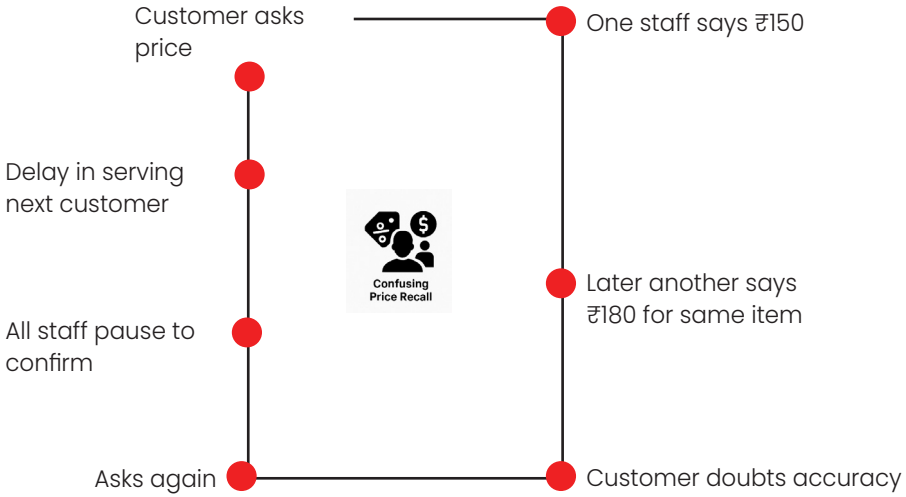
LOOP 3 – No Price Tag Delay



With no price display, customers must rely on verbal pricing, which often leads to mishearing and repeated clarification.

Loop Type: Reinforcing
Impacts: Customer clarity, service speed

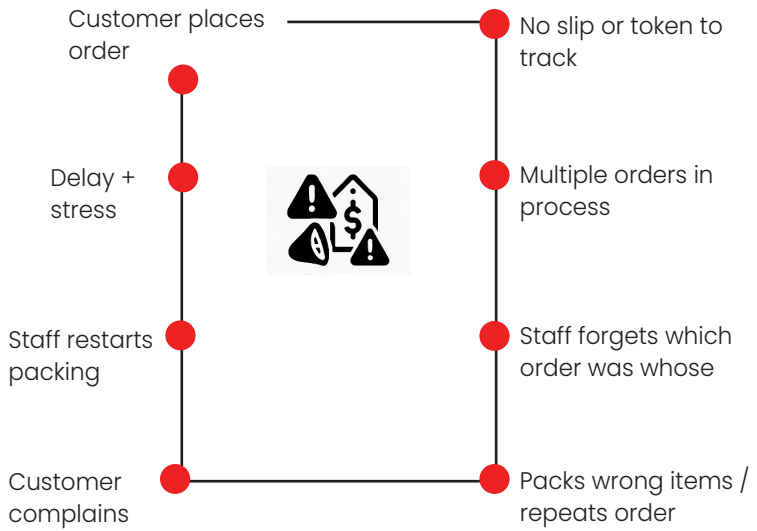
LOOP 4 – Confusing Price Recall



With no fixed pricing display, staff quote prices from memory — which can vary, leading to doubt, rechecking, and delay.

Loop Type: Reinforcing
Impacts: Pricing clarity, staff trust, efficiency

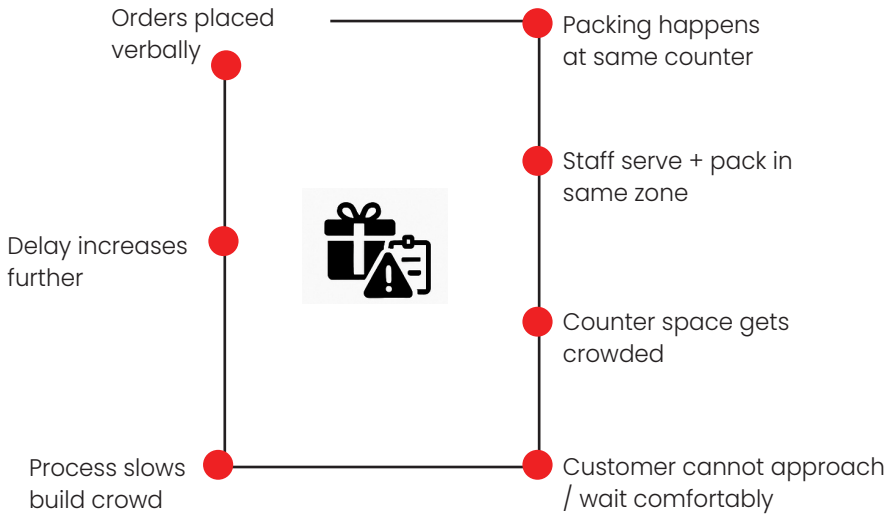
LOOP 5 – No Token Confusion



Without a system to track individual orders, the staff often confuse which order belongs to whom, especially during overlapping interactions.

Loop Type: Reinforcing
Impacts: Packaging, customer satisfaction, workload

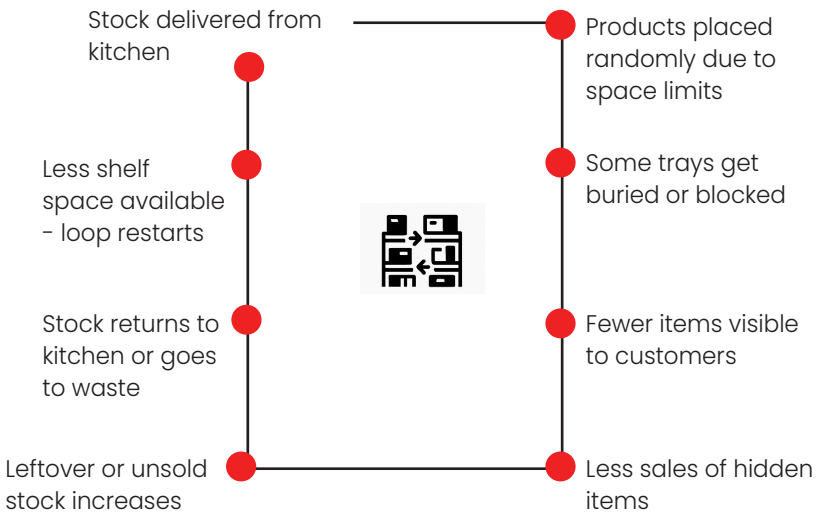
LOOP 6 – Packing at Counter



Without a separate packing station, staff must serve and pack in the same small space, causing overlap and slowing the entire process.

Loop Type: Reinforcing
Impacts: Counter design, customer experience

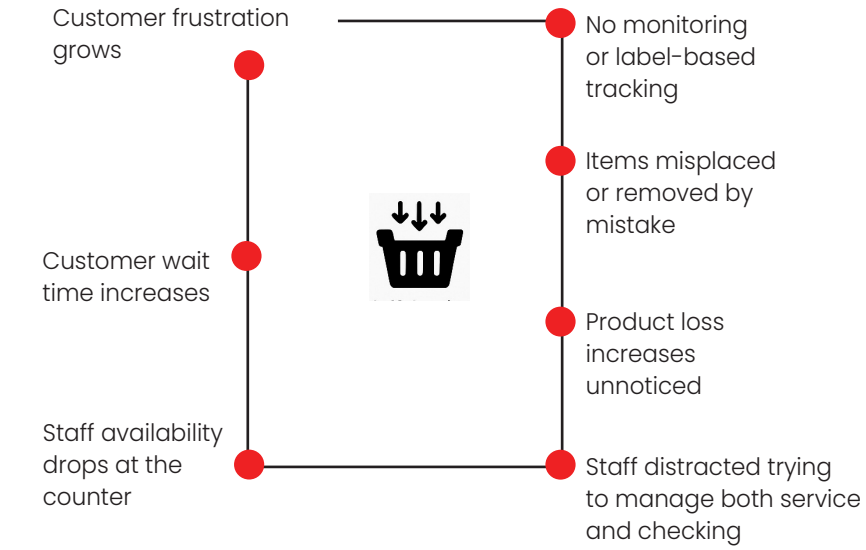
Loop 7: Overstock Layout Trap



Poor layout and random product placement lead to many sweets getting visually blocked. Customers miss items they may have bought, reducing sales and creating a silent surplus cycle.

Loop Type: Reinforcing
Impact: Stock flow, customer experience, business loss

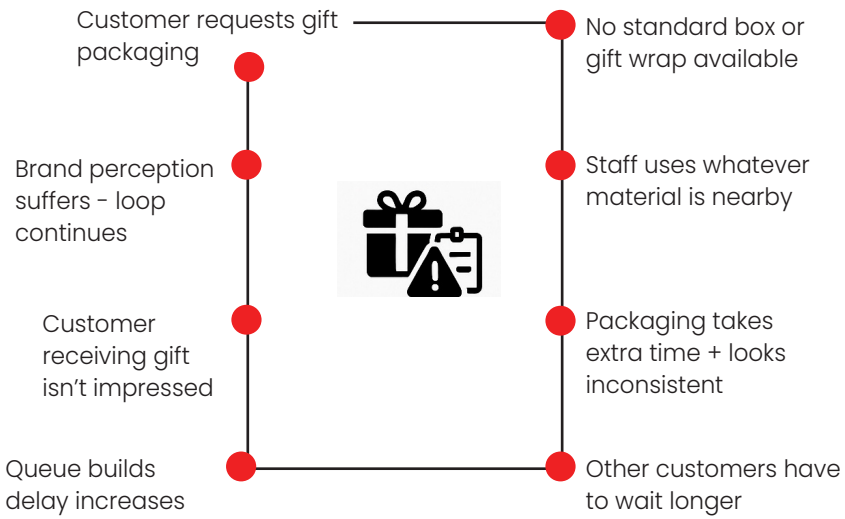
Loop 8: Self-Service Loss Load



Self-service zones help with volume but lead to loss and confusion if left unmonitored. Missing products and overburdened staff directly affect speed and customer trust.

Loop Type: Reinforcing
Impact: Staff flow, product handling, customer satisfaction

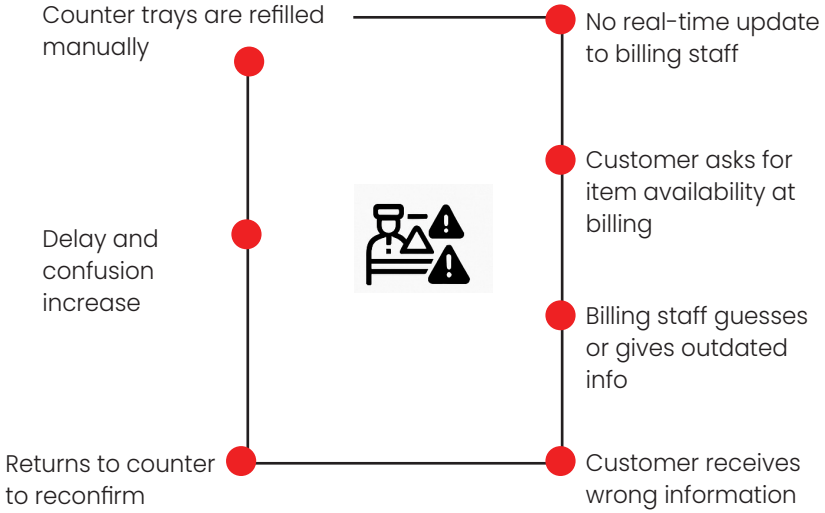
Loop 9: Gift Pack Hassles



Without a defined gift packaging system, staff are forced to improvise. This creates inconsistent presentation and delays, which frustrates other waiting customers and hurts the shop's premium feel.

Loop Type: Reinforcing
Impact: Packaging quality, brand image, wait time

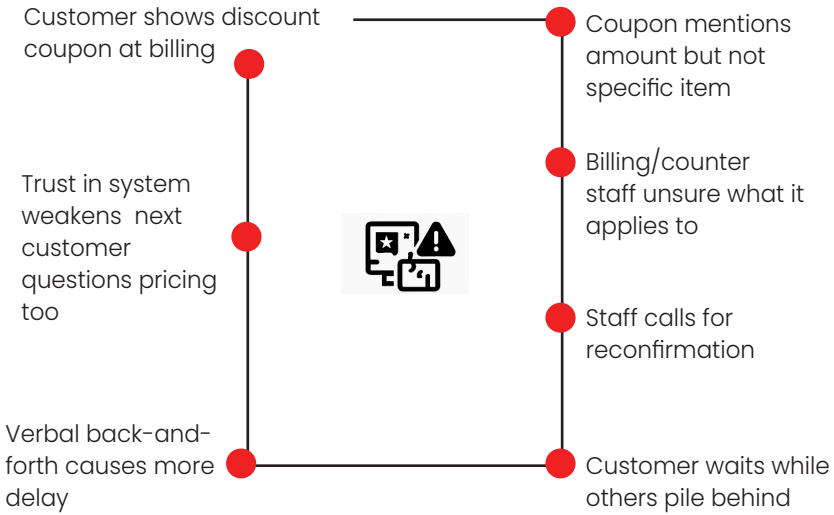
Loop 10: Counter Stock Missing info



Since billing and counter zones aren't connected via inventory or communication tools, staff often give outdated answers — frustrating customers and causing repeat walk-backs during rush hours.

Loop Type: Reinforcing
Impact: Billing accuracy, customer trust, staff workload

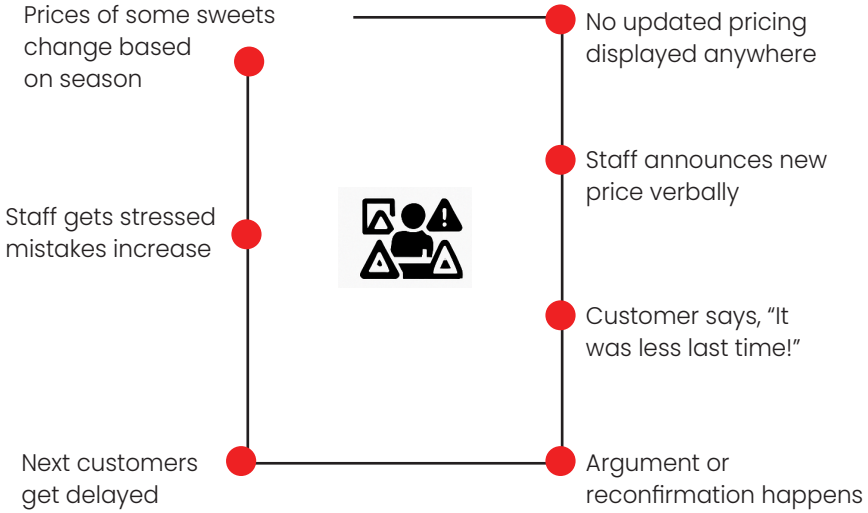
Loop 11: Coupon Confusion Delay



When coupons lack clarity on applicable items, both staff and customers need to verbally clarify. This leads to long hold-ups, especially during rush, and causes tension in the billing-customer line.

Loop Type: Reinforcing
Impact: Billing flow, customer satisfaction, staff stress

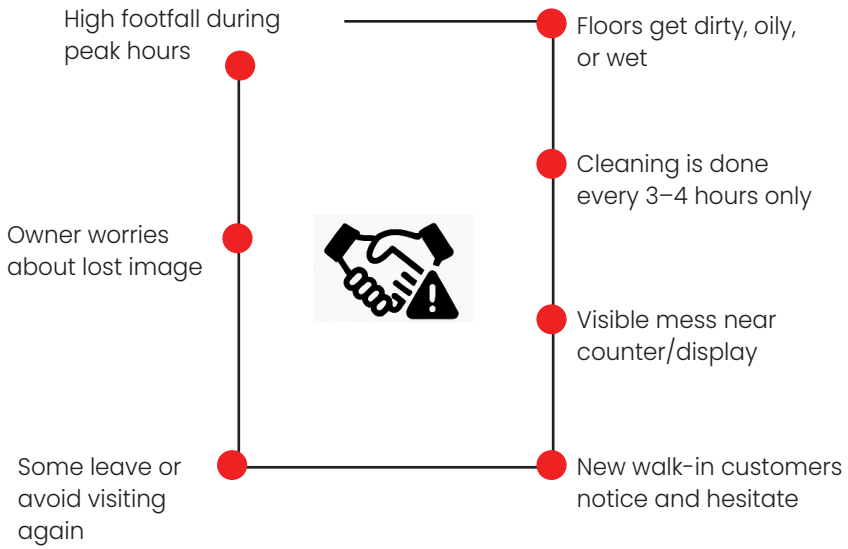
Loop 12: Seasonal Price Stress



When seasonal price changes aren't shown clearly, customers feel misled and start questioning prices. This leads to emotional conversations and friction — especially for regulars who "remember" old rates.

Loop Type: Reinforcing
Impact: Price trust, service speed, staff morale

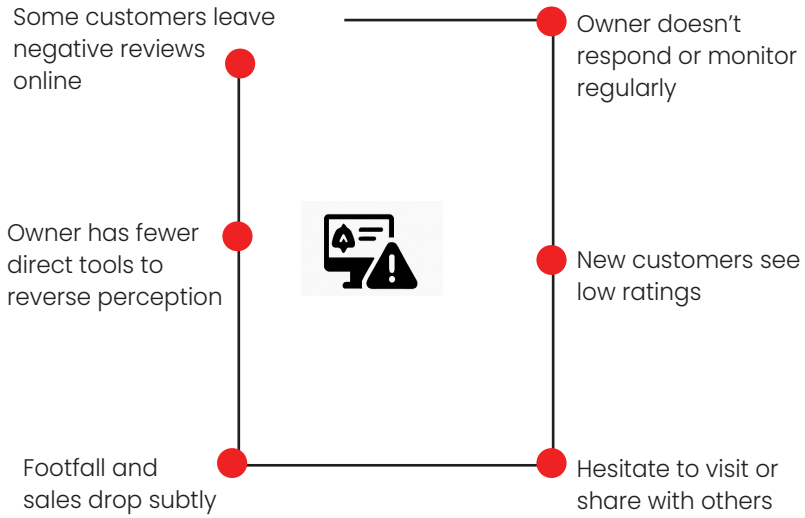
Loop 13: Hygiene Doubt Drop



Infrequent floor cleaning during rush hours leads to visible hygiene issues. This affects walk-in appeal, especially for new or occasional customers who may never return — even if service is otherwise good.

Loop Type: Reinforcing
Impact: Cleanliness perception, customer retention, brand trust

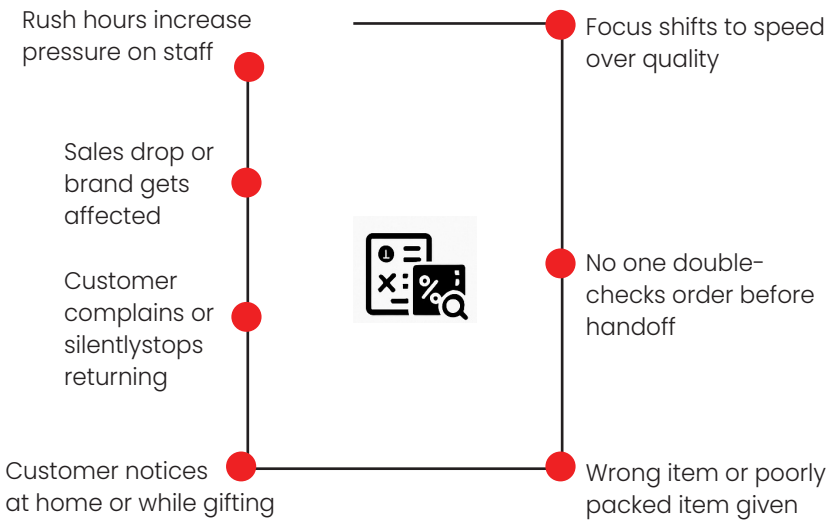
Loop 14: Negative Online Reviews



While the offline system depends on reputation, digital platforms shape first impressions. Poor ratings and lack of review management hurt long-term growth, especially among younger or outstation buyers.

Loop Type: Reinforcing
Impact: Business growth, customer acquisition, digital brand image

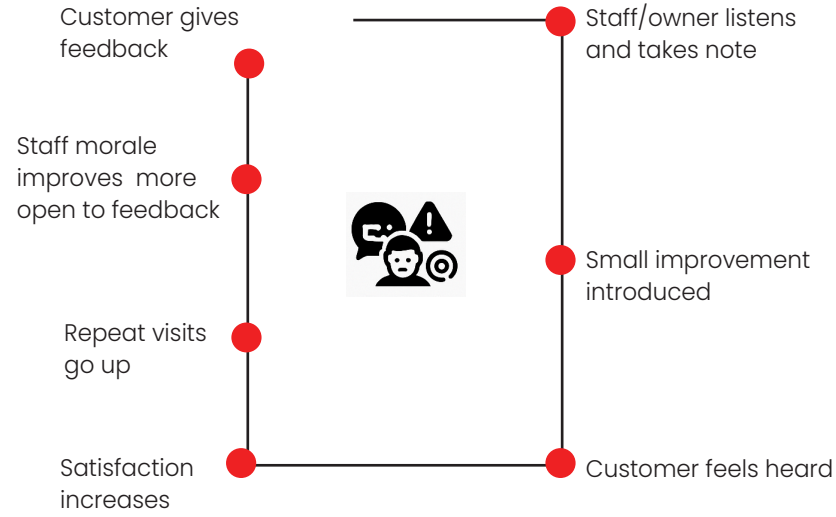
Loop 15: Rush-Time Error Loop



During peak times, staff skip quality checks to move faster. As a result, more errors go unnoticed, hurting customer trust — especially for first-timers or gifting customers.

Loop Type: Reinforcing
Impact: Product quality, customer retention, brand loyalty

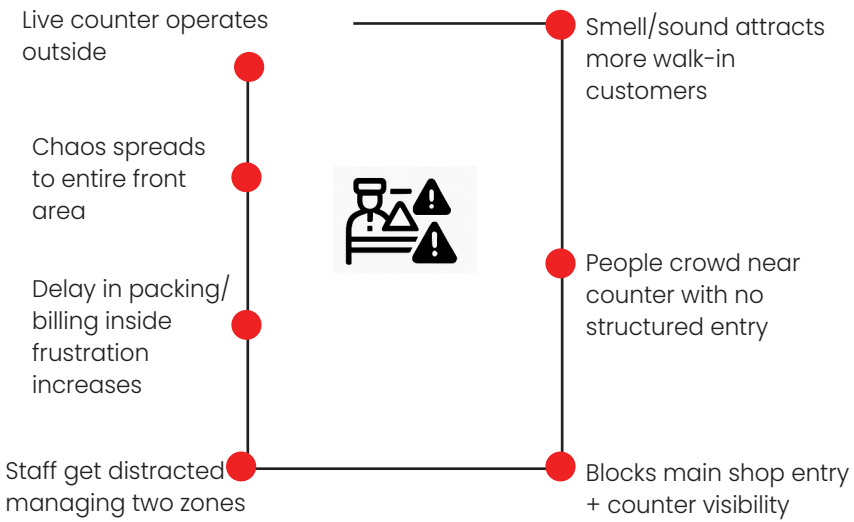
Loop 16: Feedback Fix Cycle



When feedback is taken seriously, even small fixes improve the system. It builds mutual respect, improves service quality, and creates a positive culture shift.

Loop Type: Balancing (positive loop)
Impact: Service quality, customer connection, trust cycle

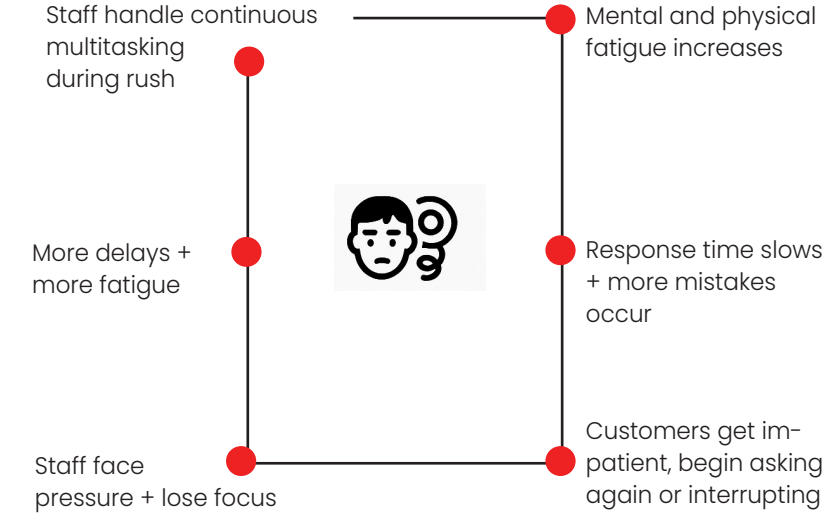
Loop 17: Live Counter Chaos



Live counters help bring traffic but cause entry zone congestion without proper flow design. This divides staff focus and adds confusion, especially when crowd management tools are missing.

Loop Type: Reinforcing
Impact: Crowd control, entry flow, service consistency

Loop 18: Staff Fatigue



Without break rotation, visual cues, or workload support, staff burn out fast. This directly slows service speed and leads to more customer tension — reinforcing stress across the team.

Loop Type: Reinforcing
Impact: Staff wellbeing, service flow, customer patience

System Leverage Points:

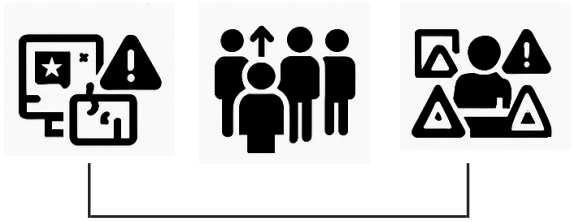
Verbal pricing leads to mishearing and repeated clarification
Loops 2-**Memory Mix-Up,** 4-**Confusing Price Recal**l,
12-**Seasonal Price Stress**



Lack of visible pricing at point of selection

Billing depends on verbal confirmation and memory

Loops 1-**Crowded Entry Chaos,** 10-**Counter Stock Misinfo**, 11-**Counter Stock Misinfo**



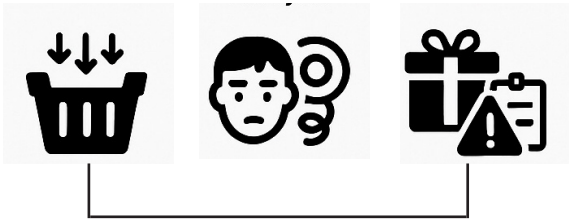
No record of customer order during purchase

Gift orders slow down the process and cause inconsistency
Loops 9- Gift Pack Hassles



No structure for handling gift packaging requests

Staff juggle too many roles during rush hours
Loops 6-**Packing Space Clash** 8-**Self-Service Loss Load**, 18-**Fatigue Spiral Loop**



No division of tasks or zoning within the team

System Leverage Points:

Crowds cluster around the entry and live counter

Loops 17-**Live Counter Chaos**



Lack of visible pricing at point of selection

Billing staff unaware of real-time counter stock

Loops 10-**Live Counter Chaos**



No shared visibility of item availability

Insight 1 – “The System Lives in People’s Heads”



Most of PMB’s daily operations — from order-taking and pricing to billing and stock tracking — exist only in memory and verbal exchanges.

What this means:

- No written or digital record of customer orders
- Verbal pricing only; inconsistent and misheard
- Mental load on staff increases with crowd
- Common errors and rechecking slow down service

Why it Matters

A fragile system built on habit collapses under pressure. Small breakdowns multiply into bigger delays, frustration, or lost trust.

Supporting Statement

“I say the price aloud — if the billing guy hears it, great. If not, we repeat.

Insight 2 – “Everyone Is Multitasking, All the Time”



Staff constantly switch between roles — taking orders, packing, shouting prices — without clear division or support.

What this means:

- Overlap between physical and mental tasks
- Multitasking causes stress, fatigue, and slowdowns
- Errors increase under footfall pressure
- No structured zoning or role separation

Why it Matters

Even experienced staff burn out. A multitasking system can’t scale without support.

Supporting Statement

“I do it all — take the order, pack, and shout the price. Sometimes I forget who asked first.”

Insight 3 – “No Display Means No Trust”



Verbal-only pricing causes miscommunication and doubts, especially for new or seasonal customers.

What this means:

- Customers must always ask for prices
- Inconsistent responses cause distrust
- Price memory varies by season
- Rechecking slows down service

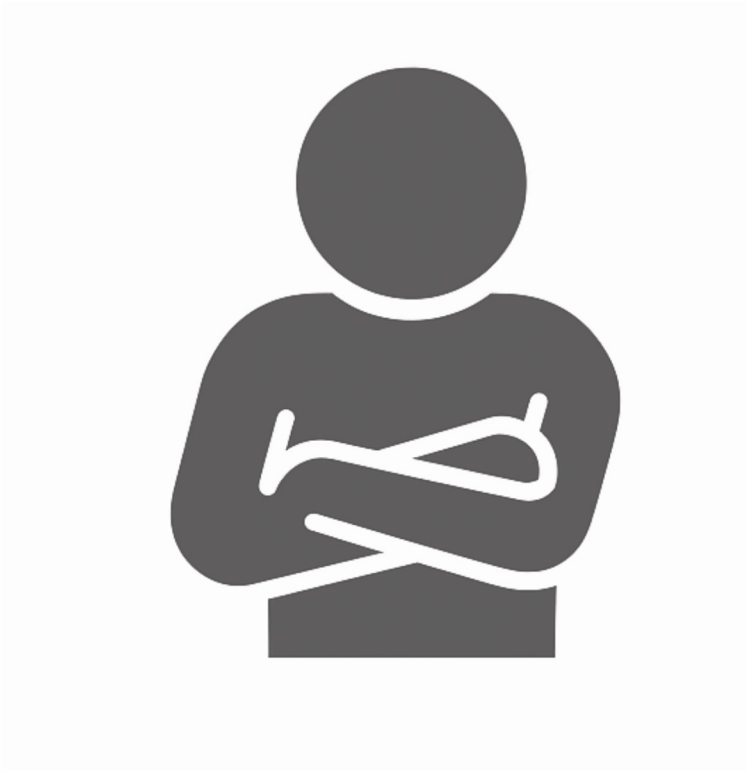
Why it Matters

Without visible prices, customers feel uncertain and disconnected. It damages long-term trust.

Supporting Statement

“I bought this last week for ₹120. Today they said ₹150. Who do I ask?”

Insight 4 – “Customers Silently Adjust Until - They Give Up”



Customers often tolerate delays, confusion, and repetition — but there’s a silent limit before they stop returning.

What this means:

- Many customers repeat orders without complaint
- Others quietly leave if it’s too crowded
- No visible queue structure increases frustration
- Lack of feedback makes issues invisible

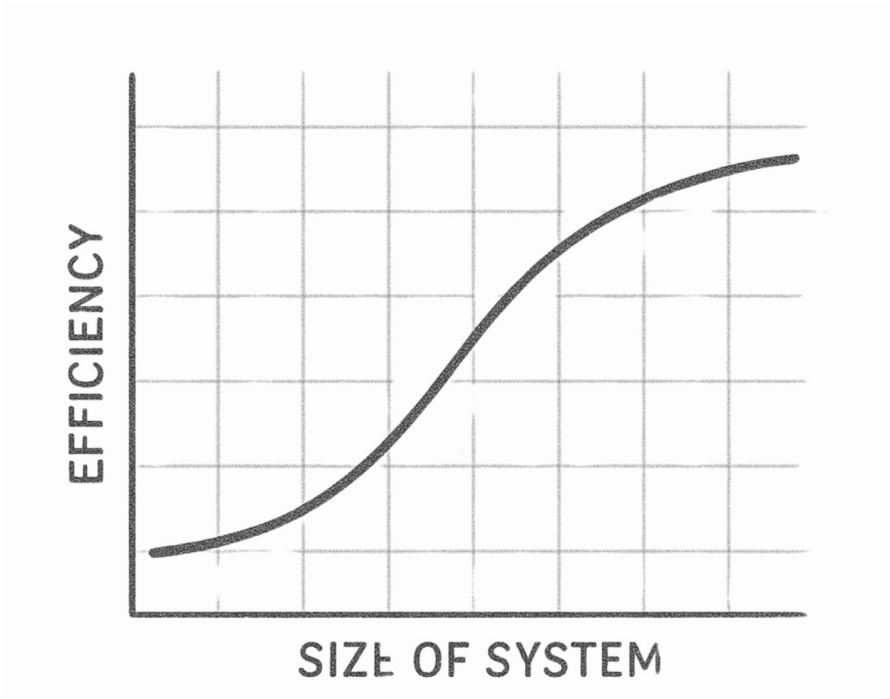
Why it Matters

Silence ≠ satisfaction. Customer tolerance isn’t infinite — and PMB risks it’s loyalty.

Supporting Statement

“If it’s too crowded, I leave. Sometimes I just feel tired of repeating.”

Insight 5 – “The System Works — Until It Starts Growing”



PMB’s verbal, memory-based system worked at a small scale. But now it’s outgrowing itself.

What this means:

- Habits worked when footfall was low
- More products, more people, more problems
- No structure to handle expansion
- Growth without systems = chaos

Why it Matters

PMB isn’t broken — it’s outgrowing its old system. Design needs to support the next scale.

Supporting Statement

“Now there are more people, more confusion. It’s not like before.”

Design Challenge 1 – Fixing Verbal Pricing Friction

This set of “How Might We” questions addresses challenges related to price communication, as identified in the loops on verbal miscommunication and Insight 3: “No Display Means No Trust.”Trust”).Means No Trust.”
They explore how visual systems could reduce verbal confusion, improve price consistency, and build trust between staff and customers — without disrupting PMB’s traditional service rhythm.

How Might we’s

1. How might we create a shared visual reference for prices to reduce verbal confusion?
2. How might we support both staff and customers with non-verbal pricing clarity during busy hours?
3. How might we design a simple price communication system that fits into the current workflow?
4. How might we visually communicate seasonal price changes to reduce customer doubts or disputes?
5. How might we use passive design (like signs or placement) to communicate price without needing staff intervention?
6. How might we ensure that both staff and customers refer to the same price source in real time?
7. How might we build pricing visibility into the customer journey without disrupting PMB’s traditional vibe?

Design Challenge 2 – Reducing Multitasking Pressure on Staff

These HMWs stem from recurring service breakdowns seen in Loops 6, 8, and 18, and tie into Insight 2: “Everyone Is Multitasking, All the Time.”
They explore ways to redistribute cognitive and physical workload without disrupting the current flow of service.

How Might we’s

1. How might we reduce the mental load on staff without needing to hire more people?
2. How might we organize tasks in a way that prevents service delays during rush hours?
3. How might we visually or physically separate roles to reduce constant multitasking?
4. How might we help staff maintain service speed without compromising quality or accuracy?
5. How might we enable short mental breaks for staff without disrupting shop flow?
6. How might we reduce dependency on memory for routine tasks like pricing and packaging?

Design Challenge 3 – Ensuring Order Clarity from Counter to Cash

This set of HMWs addresses confusion caused by verbal billing, lack of order documentation, and misalignment between counter and cashier.
Linked to Loops 1, 10, 11, and Insight 1: "The System Lives in People's Heads."

How Might we's

1. How might we reduce billing confusion without disrupting PMB's current counter system?
2. How might we introduce simple order-tracking without going fully digital?
3. How might we help the billing counter instantly recognize which customer is linked to which order?
4. How might we reduce the need for staff to verbally re-confirm prices during billing?
5. How might we create a shared reference point between packing and billing zones?

Design Challenge 4 – Making Gifting Easy, Fast & Beautiful

These HMWs address breakdowns in the gift packaging experience — as seen in Loop 9 and voiced by both customers and staff.
They aim to balance speed, presentation, and emotional value in the gifting process.

How Might we's

1. How might we standardize gift packaging to reduce delays and maintain a consistent brand feel?
2. How might we offer gifting options that are quick to pack without compromising presentation?
3. How might we help staff handle gifting requests without slowing down other customers in line?
4. How might we create pre-packaged gift sets that align with customer expectations?
5. How might we improve the visual appeal of gift items while using the existing materials or tools?

Design Challenge 5 – Organizing Movement Without Losing Warmth

These HMWs stem from observations in Loop 7 & 17, where crowding at the counter and live zone leads to confusion, overlap, and invisible queues.
The goal is to improve flow without introducing rigid, impersonal systems.

How Might we's

1. How might we organize customer flow at the counter without interrupting the natural rhythm of ordering?
2. How might we prevent congestion near the live counter during peak hours?
3. How might we help customers understand where to stand or wait without using loud signage?
4. How might we preserve the personal, informal vibe of PMB while making queues more fair and visible?
5. How might we create soft, space-saving markers that guide movement without disrupting the shop layout?

Final Design Brief – Framing the Core Challenge

After an in-depth study of PMB's operations — through field observations, stakeholder voices, system loops, and breakdown patterns — the need for a structured yet flexible system became clear.
PMB's existing setup is rooted in habit, memory, and verbal coordination. While fast and familiar, it struggles with clarity, consistency, and scale as footfall and expectations increase.

Final Design Brief

How might we design a system of simple, integrated communication and service tools that support price clarity, order flow, and staff coordination — without disrupting the traditional rhythm of PMB?

Key Focus Area

1. Visual pricing and seasonal rate clarity
2. Order flow from counter to cashier
3. Staff multitasking and fatigue reduction
4. Gift packaging speed and consistency
5. Queue guidance without losing personal touch

Concept 1 – Digital Billing System



PMB's current verbal billing system leads to frequent confusion between counter staff and the cashier, price mismatch, rechecking, and customer frustration — especially during busy hours.

How it Works

- Staff enter items into a digital billing app or POS device (tablet or system)
- Prices are automatically calculated
- A receipt is printed or sent to the customer via SMS/ WhatsApp
- Data is stored for inventory tracking and repeat customer history
- Can sync with backend for daily totals and alert

Where it fits

Main cash counter + backend. Best suited for future scalability and clean billing record management.

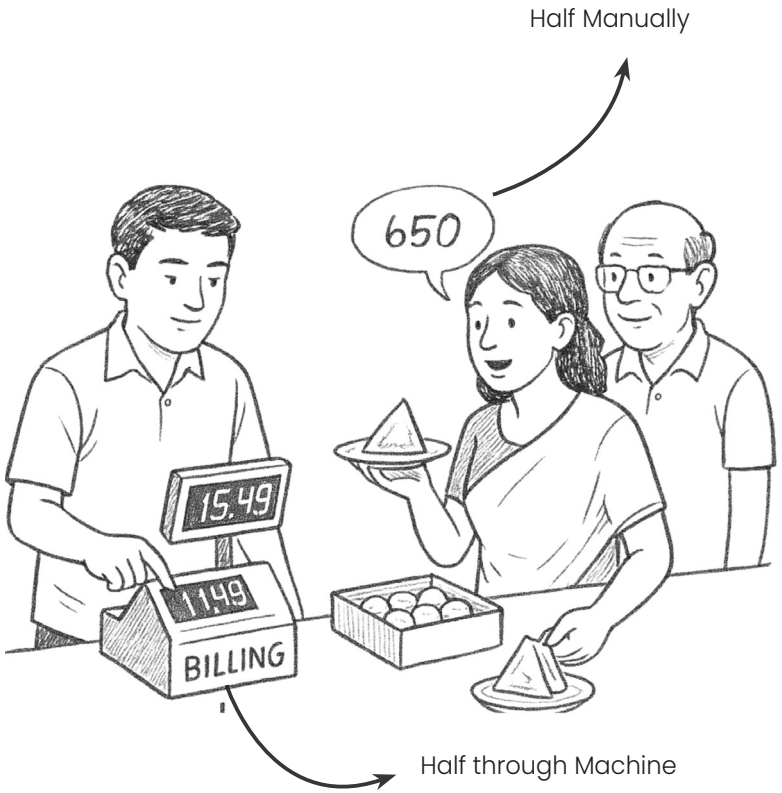
Pros

- Fast and accurate billing
- Reduces verbal miscommunication
- Creates digital order history and inventory
- Enables digital receipts and record-keeping

Cons

- Higher setup cost
- Staff training needed
- Needs stable power and internet
- May feel unfamiliar to loyal customers

Concept 2 – Hybrid Billing System (Digital + Manual)



Full digital systems may be overwhelming or unnecessary for all sections of PMB (like live counters or fridge items). This concept offers a flexible billing flow that matches each section's needs.

How it Works

- Packaged/standard items are billed using a digital POS system
- Live or fresh items (like samosas or sweets sold by weight) continue with manual verbal coordination
- At the billing counter, both records are tallied for final payment

Where it fits

Perfect for mixed-format shops like PMB — where sweets, snacks, and bakery sections all operate slightly differently.

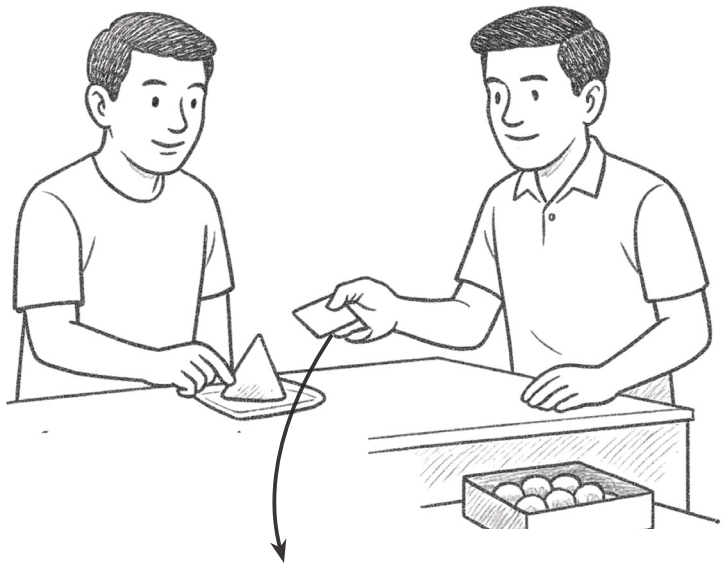
Pros

- Offers flexibility to suit different counters
- Easy transition from manual to digital
- Digital inventory for packaged goods
- Lower tech barrier than full digital shift

Cons

- Slightly longer coordination at billing
- Requires clear tag to match items
- Staff must be trained in both methods
- Needs a easy interface at cashier end

Concept 3 – Token-Based Billing System



Tokens can be used as a trust that a person has paid a certain amount and will purchase

Currently, customers directly receive packed items before payment, which causes confusion, delays, and product mis-handling — especially during rush hours. This system separates selection from payment, adding control and traceability.

How it Works

- Customer selects items at the counter
- Staff provides a token slip or physical token for each selected item or order
- Customer pays at a central billing counter by handing in the tokens
- After payment, customer returns to the counter to collect packed goods

Where it fits

Live counters, fridge sections, and high-value items — ideal for situations where pre-payment can prevent chaos or loss.

Pros

- Prevents unpaid product collection
- Frees staff from multitasking
- Clear separation of roles
- Reduces order mismatch or fraud

Cons

- Requires discipline from customers
  Might slow down small, quick transactions
- Needs simple token or paper slip system
- Training required to avoid wrong token use

Concept 4 – Stamped Slip Billing System



In PMB's verbal system, there's no written record of orders or totals — leading to confusion at the billing counter, especially when it's crowded. This concept introduces a low-tech way to document billing without digital dependence.

How it Works

- After taking an order, staff calculate the total manually
- They write the amount on a pre-stamped slip (includes staff ID, date, optional item note)
- Customer takes the slip to the billing counter and pays
- After payment, the customer shows the paid slip to collect the packed items

Where it fits

Main sweet/snack counter or fridge — ideal for partial digitization or rush hour fallback.

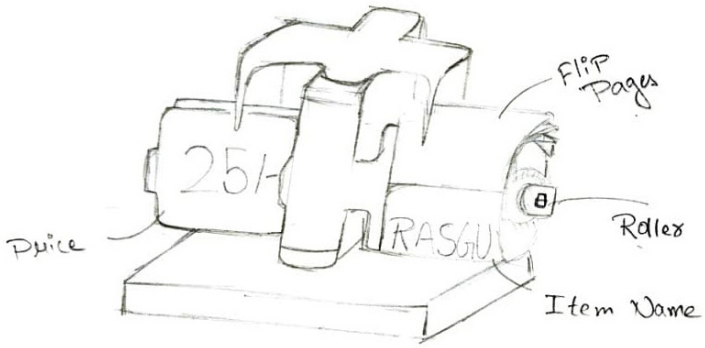
Pros

- Very low-cost, easy to implement
- Builds accountability (stamped ID)
- Removes verbal dependency at cashier
- Works even during power/internet outages

Cons

- Still depends on accurate manual pricin
- Slower than verbal-only system
- Risk of misplaced or damaged paper slips
- Requires regular slip stock and management

Concept 5 – Flip-Mechanism Price Display



PMB staff constantly repeat prices verbally, especially during rush hours. Customers also mishear or forget prices. This leads to confusion, rechecking, and slower service. A visual price display improves clarity for everyone

How it Works

- Each sweet/snack tray has a small flip-board with pre-set prices printed on multiple panels
- Staff can flip to the correct price based on the day, season, or discount
- Optional add-ons include item name, freshness tag, or QR for more details

Where it fits

All major product trays (especially popular and high-volume items)

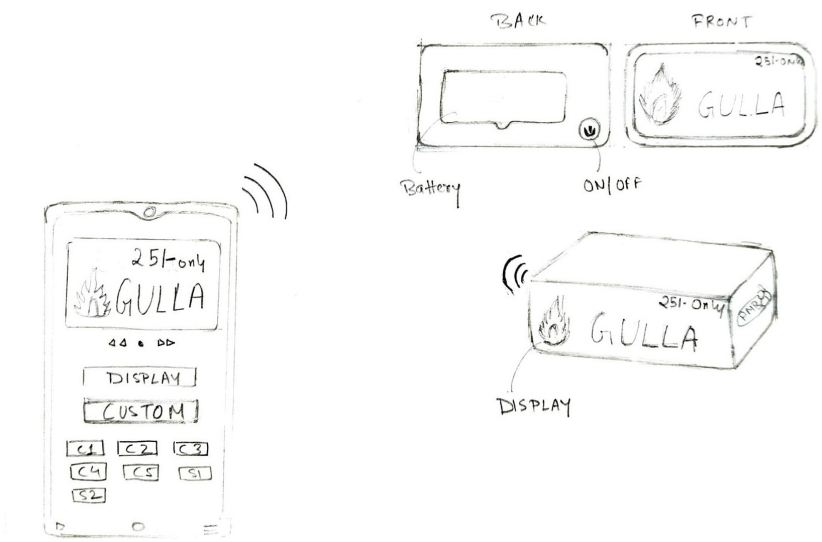
Pros

- Clear and visible pricing at counter
- No need to ask or repeat prices
- No electricity or tech needed
- Fits into PMB's traditional aesthetic

Cons

- Requires staff discipline to update daily
- Cards may wear out with use
- May not suit dynamic pricing models
- Needs maintenance and good design

Concept 6 – Digital Price Display



Verbal pricing changes are inconsistent and time-consuming to update across the store. A digital system offers dynamic pricing control, real-time edits, and high visibility for both customers and staff.

How it Works

- Each tray or shelf has a small e-ink or digital screen
- Prices can be updated via Bluetooth app, remote control, or centralized POS
- Screens display price, item name, and optional icons (e.g., Hot, Festival, New)

Where it fits

Premium items, seasonal trays, or counters with frequently changing prices

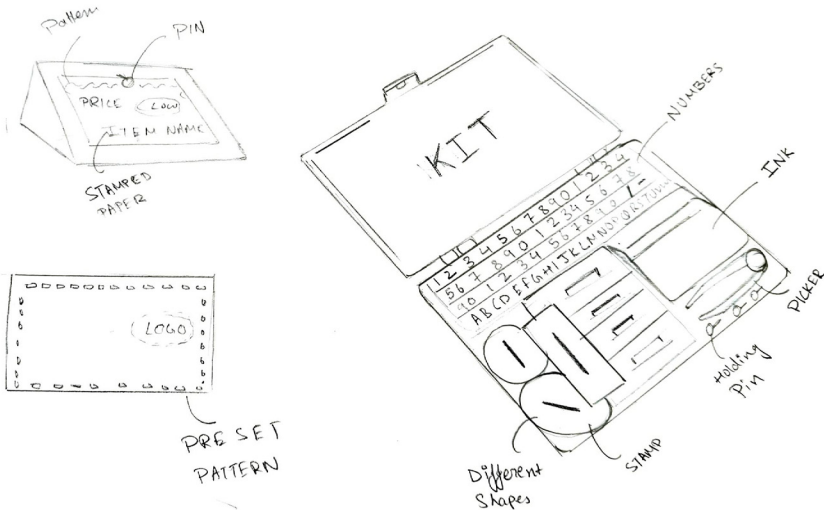
Pros

- Allows instant price changes across counters
- Looks professional and modern
- Can be reused for events, offers, categories

Cons

- Higher setup cost than manual solutions
- Requires power backup or battery management
- Risk of tech malfunction or disconnects
- Not all staff may be tech-comfortable

Concept 7 – Stamp-Based Price Tags



Inconsistent or missing price labels force staff to verbally repeat rates. This concept offers a quick, repeatable method for marking prices directly on trays or cards using stamps — without tech or handwriting.

How it Works

- Staff use a pre-designed stamp kit with digits and symbols (e.g., ₹120)
- They stamp the price on reusable cards, labels, or directly on kraft paper slips
- When prices change (daily or seasonally), new price is stamped over or replaced
- Stamp ink is waterproof/smudge-resistant for food-safe environments

Where it fits

Ideal for the sweets section or counters where prices don't change too often, and staff are already comfortable with manual

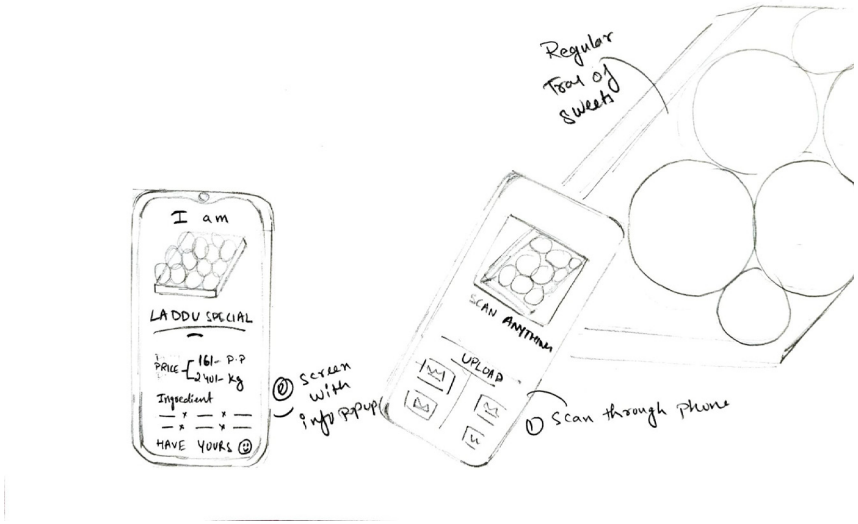
Pros

- Very low-cost and scalable
- Prevents messy handwriting on tags
- No electricity or tech dependency
- Maintains consistent visual style
- Easy seasonal updates

Cons

- Staff must regularly remember to update prices
- Cards may require cleaning or occasional replacement
- Less dynamic than digital options
- Takes a few seconds per tray, which may be time consuming during rush

Concept 8 – Mobile QR Price Scanner (Customer-Facing)



Customers frequently ask staff about prices, ingredients, or discounts. This slows down service and increases pressure on multitasking staff. A QR-based self-check system gives customers autonomy and reduces staff load.

How it Works

- A small QR code is placed next to each product tray or item label
- Customers can scan the QR using their phone (no app needed)
- It opens a mobile page showing the item name, live price, ingredients, or special offers
- Can also be used to display freshness dates or allergen info

Where it fits

Ideal for the sweets section or counters where prices don't change too often, and staff are already comfortable with manual

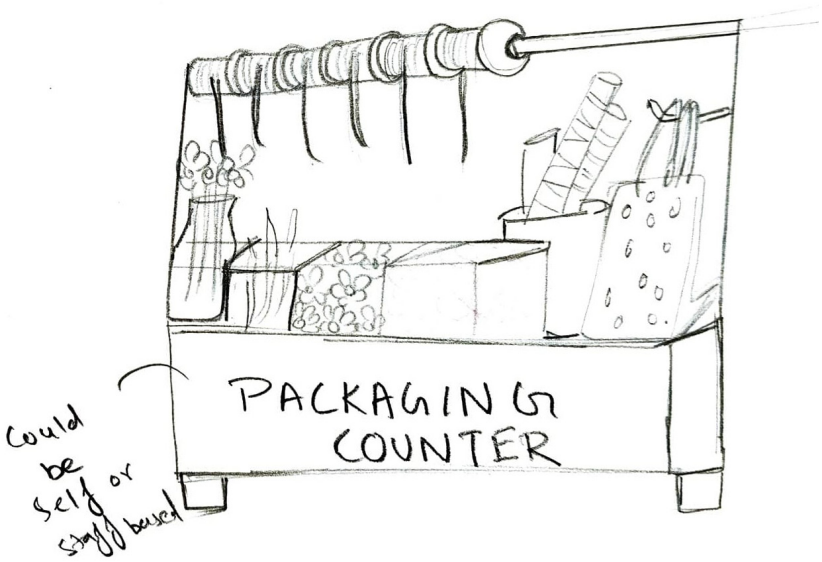
Pros

- Lets customers check prices/details
- Reduces staff interruptions
- Makes PMB look modern and user-friendly
- Real-time updates via backend
- Easy setup with printed QR stickers

Cons

- Some customers may not know how to scan QR codes
- Needs internet and mobile-friendly design
- Too many QR codes can cause clutter
- Verbal backup needed for non-digital users

Concept 9 – Pre-Set Self-Packaging Station for Customers



During peak hours, staff are overwhelmed with both order handling and gift packaging. This leads to inconsistent wrapping, longer wait times, and a rushed experience. A self-service station reduces that load while improving customer involvement.

How it Works

- A small station near the counter includes gift boxes, wrapping paper, ribbons, and tags
- Customers who wish to pack gift items can do so themselves using pre-organized materials
- Staff can focus on core service while still offering a quality packaging experience
- Instructions can be displayed visually or printed on a poster

Where it fits

Ideal for the sweets section or counters where prices don't change too often, and staff are already comfortable with manual

Pros

- Frees staff from packaging duties
- Adds a personal, interactive touch
- Encourages creativity, great for gifting
- Reduces counter crowding during rush
- Easy to restock and scale

Cons

- Needs dedicated space in the shop
- Some customers may prefer staff help
- Requires regular upkeep and restocking
- Risk of mess or material overuse

Concept 10 – Pre-Made Gift Boxes with Standardized Pricing



Custom gift packaging slows down operations and often leads to inconsistent wrapping, delayed service, and staff stress during rush hours. Pre-made boxes simplify the gifting process for both staff and customers.

How it Works

- Pre-packed gift boxes are assembled in advance with popular item combinations
- Each box has a fixed price, printed clearly on the label
- Customers can select from a display shelf without needing to describe or wait for custom packing
- Boxes can be themed (festive, light snacks, premium sweets) for different occasions

Where it fits

Ideal for the sweets section or counters where prices don't change too often, and staff are already comfortable with manual

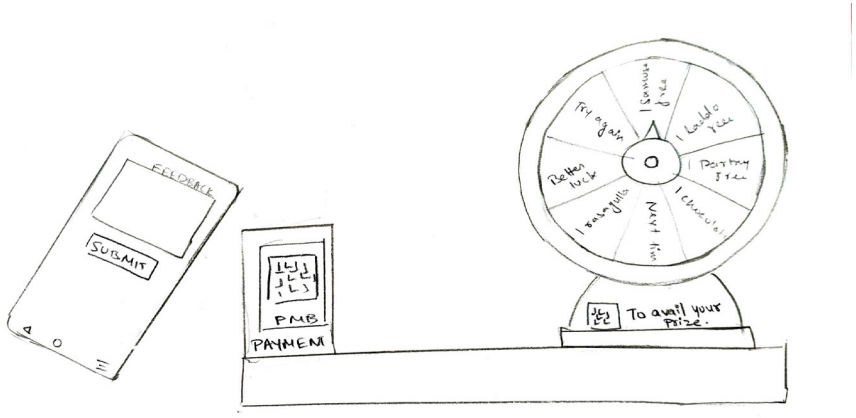
Pros

- Saves time during busy hours
- Ensures consistent, quality packaging
- Lowers staff workload — just display and sell
- Boosts upselling and quick choices
- Enhances visual appeal and presentation

Cons

- Requires shop space
- Some may still want staff assistance
- Needs regular maintenance and restocking
- Risk of mess or overuse of materials

Concept 11 – Gamified Feedback System



Customer feedback is currently minimal or informal at PMB. Most customers don't voice issues unless something goes wrong. A gamified system makes feedback fun, rewarding, and easier to collect — without feeling like a survey.

How it Works

- After billing, customers are invited to give feedback using a scratch card or digital spin-the-wheel
- Every feedback attempt wins a small prize — like ₹10 off next visit, a sweet, or a thank-you note
- Scratch cards can be physical (with printed QR codes) or digital via tablet or mobile scan
- Optional: tie rewards to frequency (e.g., loyalty boosters)

Where it fits

Perfect for counter placement near billing area, during festive seasons, or weekend campaigns where engagement and crowd control matter.

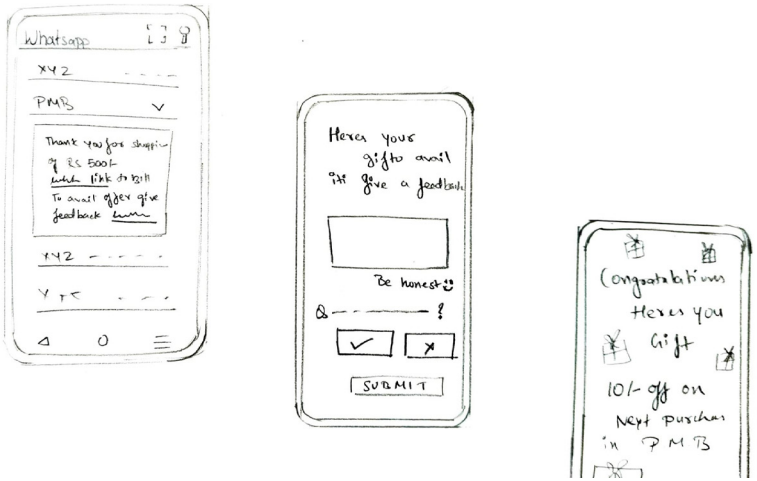
Pros

- Makes feedback fun and engaging
- Boosts participation and loyalty
- Reveals issues without formal complaints
- Encourages post-purchase interaction
- Flexible for occasional or campaign use

Cons

- Needs backend or manual tracking
- nvolves cost for cards/reward inventory
- Risk of fake feedback if overdone
- Clear rules needed to prevent misuse

Concept 12 – Feedback System with Incentives



PMB lacks structured customer feedback. While some people voice opinions in person, many walk away silently. A digital feedback system lets customers respond on their own time — and adds a reason to participate.

How it Works

- After billing, customers receive an SMS or WhatsApp message with a feedback link
- The form is simple: rating + optional comment
- Once submitted, the customer receives a small incentive (discount code, loyalty point, free sweet next visit)
- Staff or management can access a dashboard to track recurring issues and satisfaction

Where it fits

Perfect for digitally-inclined customers — especially bakery buyers, younger shoppers, or repeat visitors who are already

Pros

- Quiet, non-intrusive feedback method
- Works post-visit
- Responses are trackable and analyzable
- Incentives boost participation
- Easily integrates with digital billing systems

Cons

- Needs mobile numbers at billing
- Simple backend or form setup required
- Elderly may not respond digitally
- May need manual response review

Integrated Service Toolkit for PMB – Design/Product Brief

A three-part service solution designed to streamline PMB's high-traffic retail flow. It enhances the customer experience from ordering to billing to packaging, without disrupting the shop's traditional charm or overburdening the staff.

What it includes

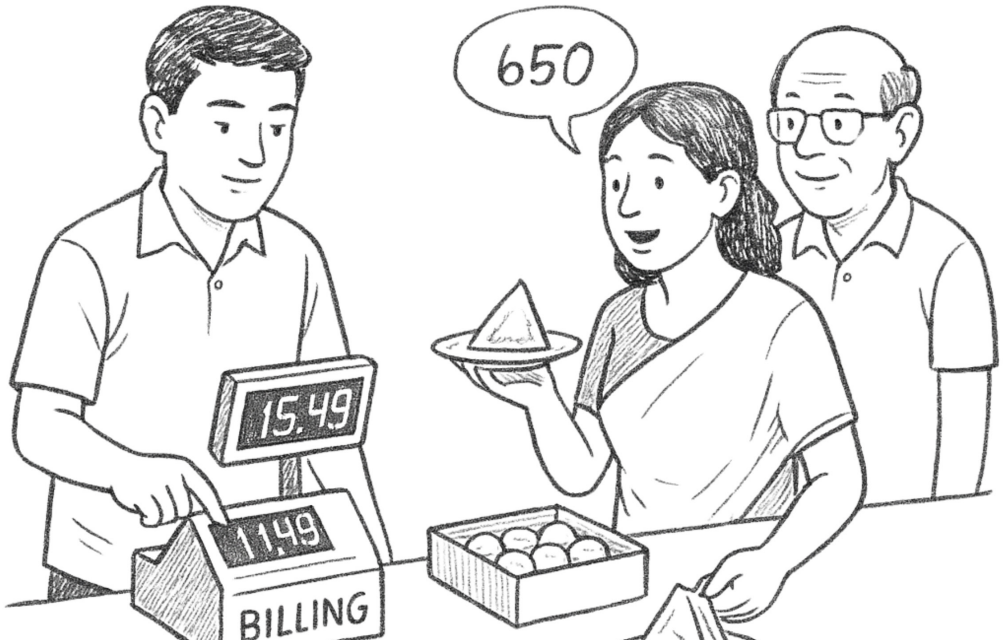
1. Hybrid Billing System
   A semi-digital process that supports manual order-taking while introducing digital billing for accuracy and speed. It preserves verbal interactions but adds clarity at the cashier, reducing mismatches and customer rechecking.

2. 3x2" Flip-Tag Price Display Units
   Compact display tools that allow quick price updates of product on trays. These help customers instantly identify item costs, reduce repetitive verbal questions, and support smoother queue movement during peak hours.

3. Pre-Made Gift Boxes with Standardized Packaging
   Ready-to-pick gift boxes designed for sweets in syrup, featuring leak-proof structure, PMB branding, and fixed pricing. They eliminate the need for custom wrapping during rush hours and elevate the gifting experience.

PRODUCT BRIEF 1: Hybrid Billing System

A system designed to speed up checkout in high-movement retail environments, ensuring smooth transactions, reduced queues, and better staff-customer interaction. It should be easy to use, minimize delays, and integrate seamlessly into daily operations.



Implementation

STEP 1

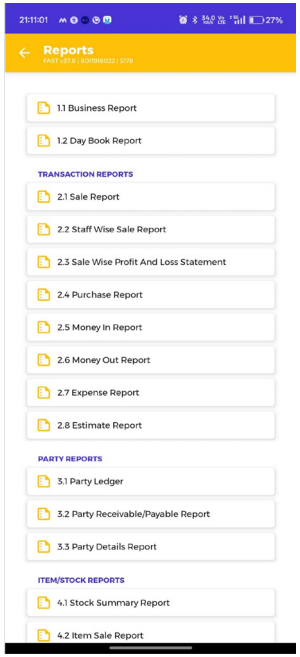
EZO is the best choice for PMB because of its simplicity, photo uploading, instant calling, and strong inventory control—all crucial for a sweets & bakery business. Petpooja, while great for full-service restaurants, has unnecessary complexities for PMB.

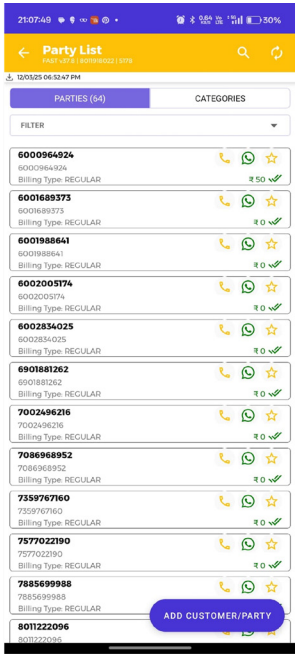
Initial Application Assessment

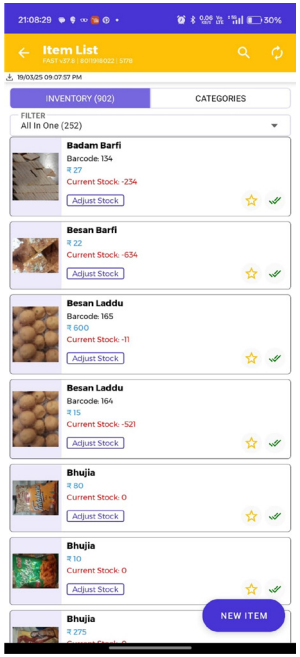
STEP 2

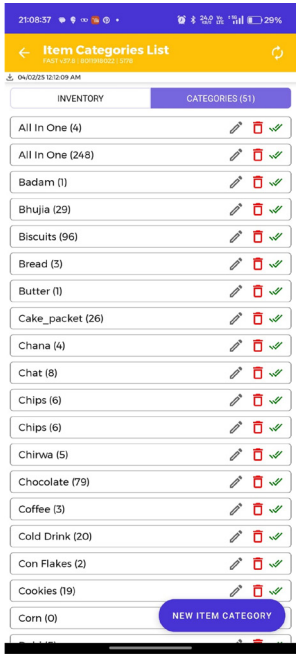
Began by understanding the existing interface, followed by documenting the product range, regular customers, and partner store associations.

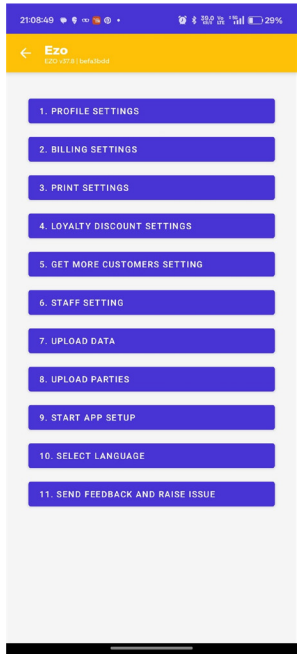
Interface of EZO











Initial Execution of EZO in PMB

STEP 3



To ensure a smooth transition to the EZO inventory system, I focused on an inclusive approach that considered both well-educated and less-educated staff members.

Approach

Selected two staff members for the initial implementation:
One well-educated female staff member to ensure correct spellings and structured entry.

One less-educated male staff member who could at least communicate via WhatsApp, ensuring accessibility for all levels of staff.
This selection was intentional to engage all staff members from the start, ensuring that even those unfamiliar with digital systems felt included and motivated to adopt the change.

Imolementation Process

1. Explained and demonstrated the process of listing items in the inventory system.
2. Initially supervised every entry to ensure accuracy.
3. After 15-20 entries, staff were asked to list items independently.
4. Conducted a nightly check to verify all entries and correct errors if needed.

Observation

1. After a few hours, both staff members started enjoying the process.
2. Surprisingly, the male staff member (less educated) showed more enthusiasm in learning the system.
3. The biggest challenge was helping him memorize the steps of the process.

Practice with Old Entries

STEP 4



After the initial execution, I focused on reinforcing learning through practice. For the next few days, the staff practiced entering old item entries that were sent to partner stores. This allowed them to gain confidence without the pressure of real-time transactions.

Approach

Staff repeatedly entered past bills to improve familiarity with the system.
Instead of asking them to be faster immediately, I allowed them to get comfortable first and then guided them toward improving speed.

Imolementation Process

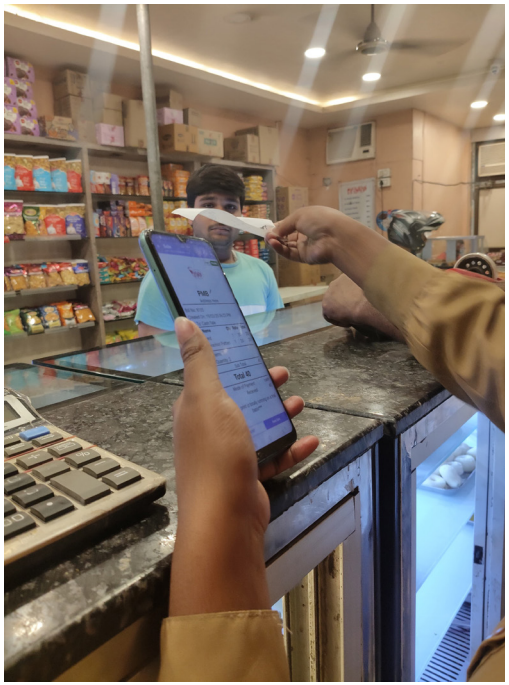
Staff continued entering past bills to refine their skills.
Observation & Feedback: Monitored their progress, identified errors, and provided corrections.

Observation

1. Even after a couple of days, they were taking a long time to enter a bill.
2. Unlike a live billing scenario, they had the flexibility to enter details at their own pace since no one was waiting for the bill.
3. Mistakes occurred due to missing items or incorrect entry of price and quantity.
4. Some errors were caused by misinterpreting handwritten bill book details.

Transition to Live Billing

STEP 5



After sufficient practice with old entries, the next step was to introduce real-time billing while ensuring a smooth customer experience.

Approach

Staff started cutting bills for actual customers during non-rush hours.

Requested the owner and manager to convince customers to wait a couple of minutes to receive their printed bills. Focused not just on billing but on handing over bills professionally and respectfully, shaping a habit of proper customer interaction.

Imolementation Process

1. Staff began generating and printing bills for customers
2. Customers were encouraged to wait and accept printed bills, reinforcing the importance of formal transactions.
3. Staff started integrating the habit of issuing bills as a standard process rather than just an entry task

Observation

1. Staff were initially slow, but confidence improved as they got used to live interactions.
2. Customers were generally cooperative when requested to wait by the owner/manager.
3. Early challenges included occasional hesitation in handing over bills or minor errors in the print process.
4. Mistakes occurred due to missing items or incorrect entry of price and quantity.
5. Some errors were caused by misinterpreting handwritten bill book details.

Full Integration & Expansion

STEP 6



After 10 days of practice, the staff had gained confidence and experience in the billing process. To further integrate EZO into daily operations, I introduced the next phase: handling both billing and order fulfillment simultaneously.

Approach

Staff followed the same routine as before, but instead of using a calculator, they now fully relied on the EZO app for calculations and billing.
They were now responsible for both billing and handing over sweets to customers, ensuring a seamless checkout experience.
Began training two more counter staff to expand adoption of the system.

Imolementation Process

Staff now used EZO for all calculations instead of manual methods.They handled both billing and physically giving sweets to customers.

Observation

1. Staff were unable to efficiently handle both tasks together when customer volume increased.
2. To manage the workload, they instinctively divided roles—one person handled billing while the other packed goods.
3. Maintained workflow efficiency similar to the practice phase.
4. Required two staff per customer, leading to slower service for waiting customers and staff shortages elsewhere.

Process

STEP 6



1. Customer places order



2. Staff walks to the display counter



3. Retrieves the itemsallyplay counter



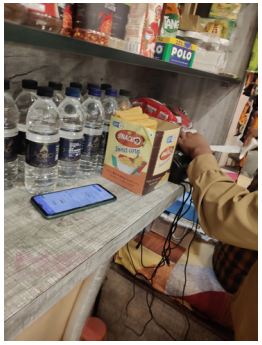
4. Packs the order manually



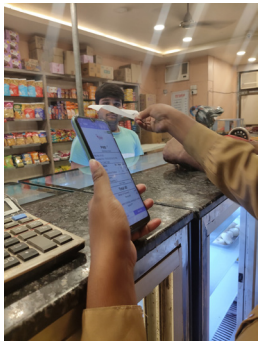
5. Hands over the packed order



6. Enter the bill



7. Take Printout



8. Hands over the Bill

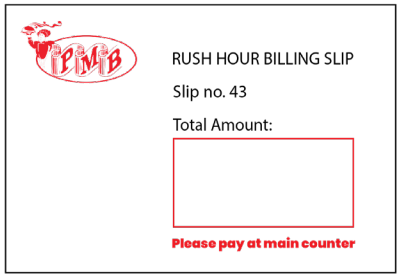
Pain Points

1. Full Digital Billing Works All Day – But Not During Peak Times
2. Only one staff member is handling all tasks (billing, packing, checkout). This leads to too much pressure on them, causing errors, wasted time, and a poor customer experience.
3. Long Wait Times and Slow Service
4. When two staff members are assigned to one customer, it creates confusion and wasted time. There's a lack of coordination between them, leading to double-checking and a bad experience for the customer.
5. Assigning one staff to one customer creates a bottleneck.

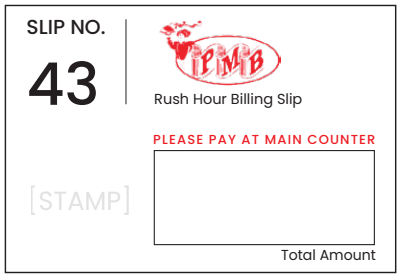
Design Challenge

How might we redesign the billing interaction during rush hours so that customer wait time is reduced, without losing billing accuracy or overburdening the staff?

Reworking on intervewing point









1. Full Digital Billing Works All Day – But Not During Peak Times
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Process

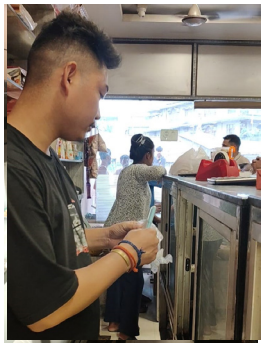
STEP 6



1. Weight the Items



2. Pack the products



3.Take Slip out after calculation



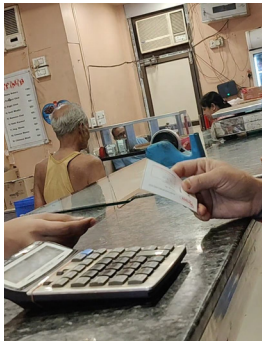
4. Writes the ammount on it



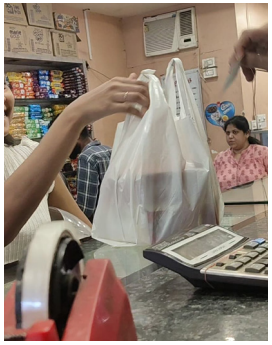
5. Hands over the Slip to get paid



6. Cashier check bill amount & return the slip



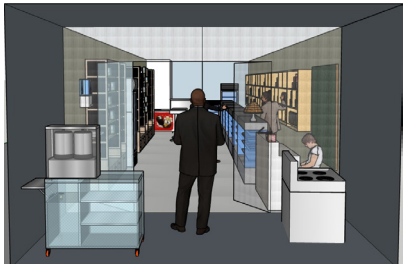
7. Give slip back to the staff



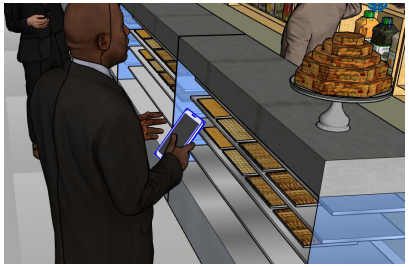
8. Fibally give it to customer

Upcoming Concept to implement

"Let me check what all they have today... need something fresh and nice."



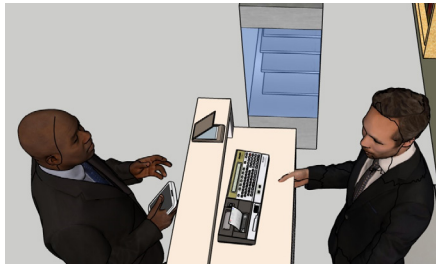
Oh, I can scan and order right from here? That's convenient!



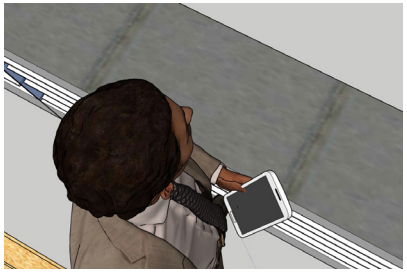
"Adding this to my cart... and done. Let's place the order."



Payment is done here only — card, cash, or UPI — and I'll give you the receipt



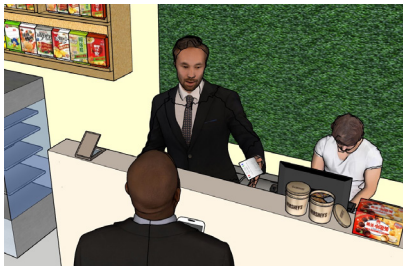
New order received! Let me start packing before it gets busy.



"Okay... 1 gulab jamun box and 2 namkeens. Got it!



Here's the customer's bill. The KOT should match this.



Yup, KOT matches. Here's your order. Thank you!



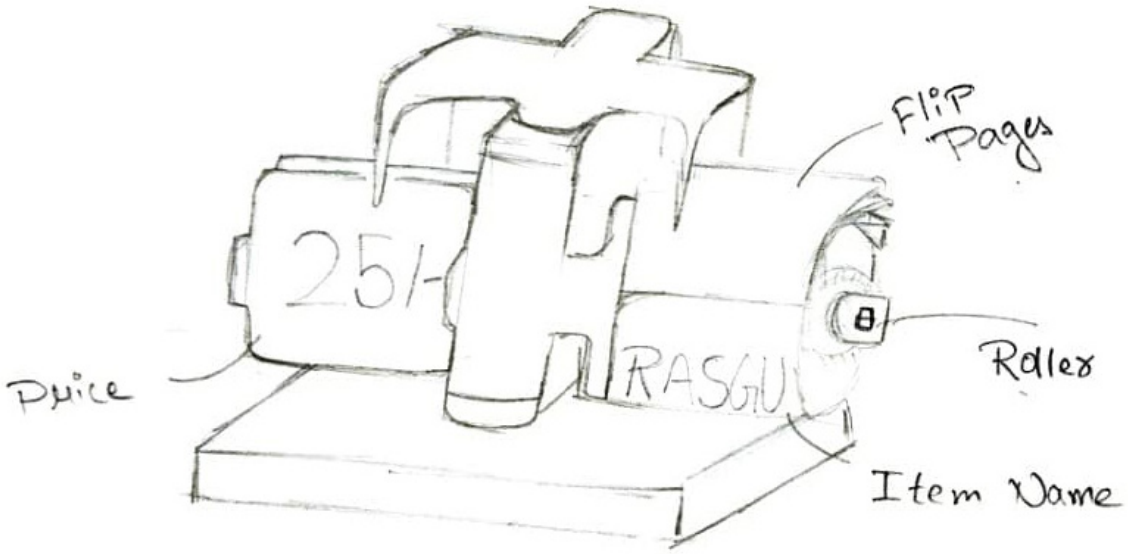
"Here's my bill."



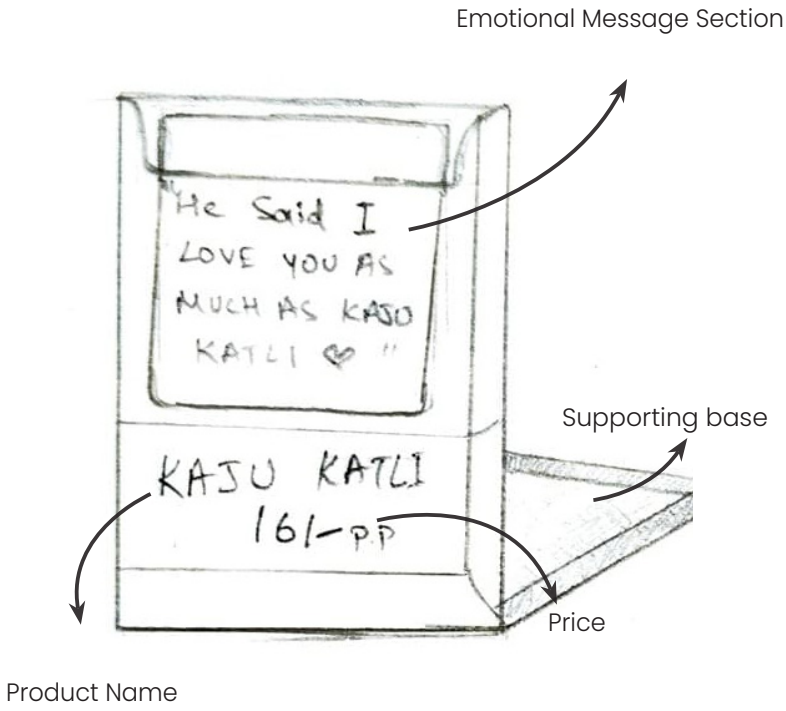
1. This sequence illustrates a futuristic service model designed for sweet shops, integrating digital convenience with existing store workflows. In this system, customers browse, scan, and place orders using their smartphones while still enjoying the physical store experience. The order instantly reaches the idle staff member via a digital device, allowing real-time work distribution and efficient packing. Meanwhile, payments are made at the counter, ensuring clarity in billing and verification. This model was well-received by the shop owner, who found it both innovative and practical. He expressed interest in exploring it further and encouraged me to continue developing it — provided it can be made feasible and cost-effective.

Product Brief 2: 3x2 ” Flip-Tag Price Display

Compact 3*2” display tool that allow quick price updates of product in trays. These help customers instantly identify item costs, reduce repetitive verbal questions, and support smoother queue movement during peak hours.



Ideation-01

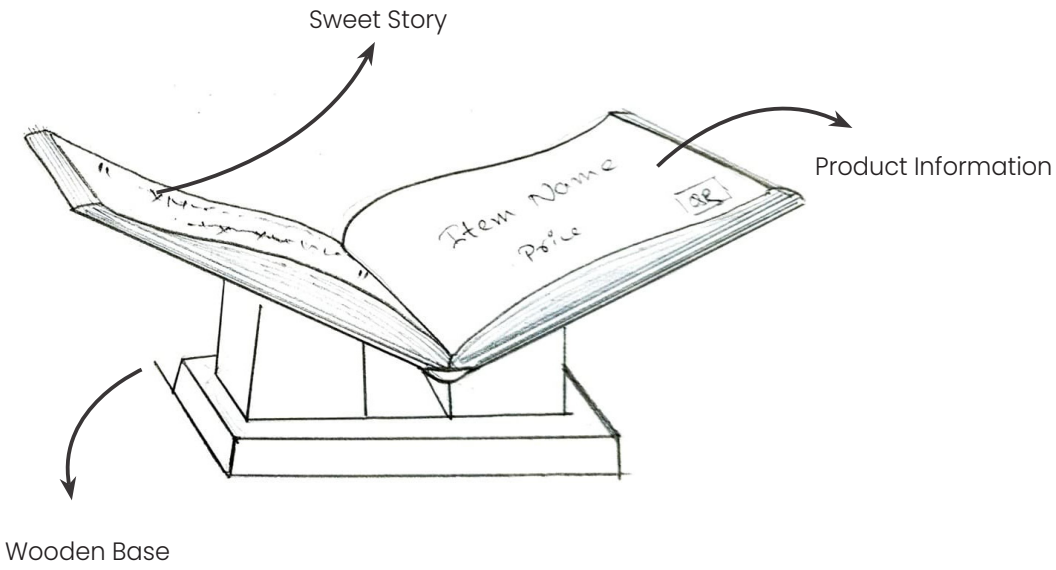


Tag Tale

Description

A **folded stand display** inspired by the idea of a **flip tag**, where **flipping** is the core interaction. Each stand shows the **product name and price**—for example, "Kaju Katli ₹16/pp"—but it also includes a small emotional message or quote, which can be **flipped and changed every few days.** This adds an **interactive** and engaging element to the display, encouraging customers to come closer and see what's new. Over time, it becomes something customers look forward to—like a little surprise with every visit. To make it even more fun, there can be a small **suggestion box** where customers can write about their **memories, experiences, or creative quotes** related to a sweet. Some of these can later be featured on the display itself, turning customer stories into **community driven emotional branding**. This simple idea not only gives clear product info but also creates a **fun, participatory and emotionally rich retail experience.**

Ideation-02

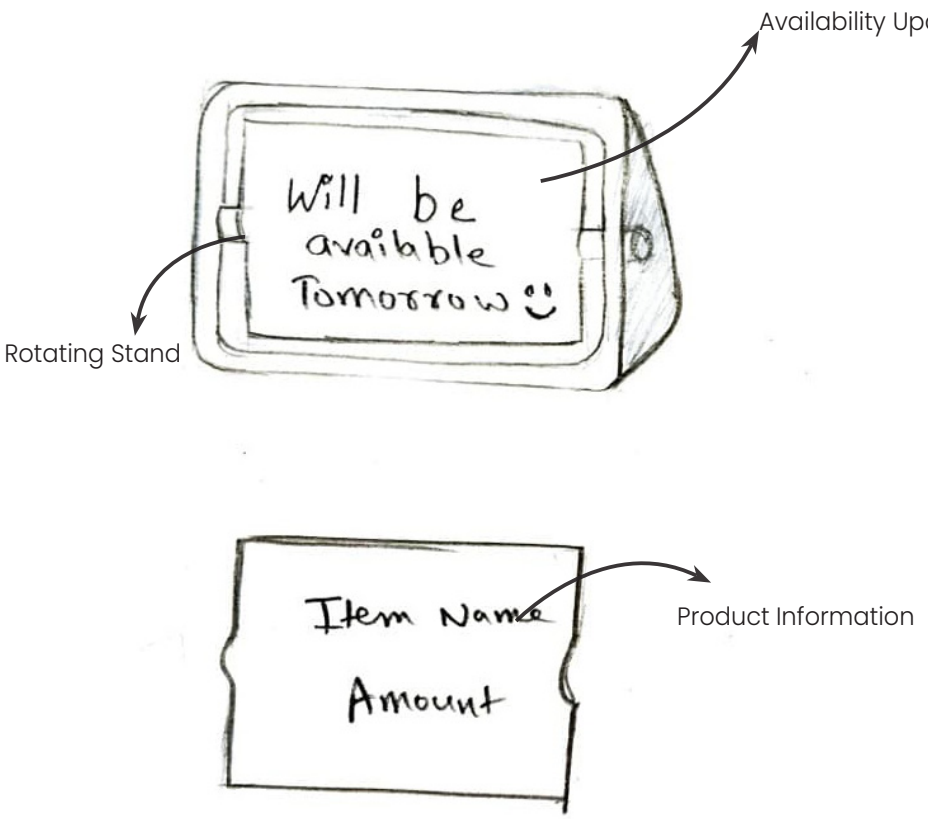


SweetPages

Description

This idea is inspired by a book and works like a flipbook. It came from the same flip tag concept but in a new form. This can be used in two ways — customers can hold it in their hands like a menu, or it can be kept near the sweet trays to show the prices. Each page shows a different sweet. On the left side, it has all the important details like the name, price, ingredients, and other info. On the right side, there's a fun comic strip or drawing related to that sweet to make it more interesting. The best part is — even if the trays are shifted or the shop layout changes, there's no need to move around tags. Anyone can just flip a few pages and find the right sweet and its price. It makes things simple, neat, and fun for both staff and customers.

Ideation-03



Flip & Know

Description

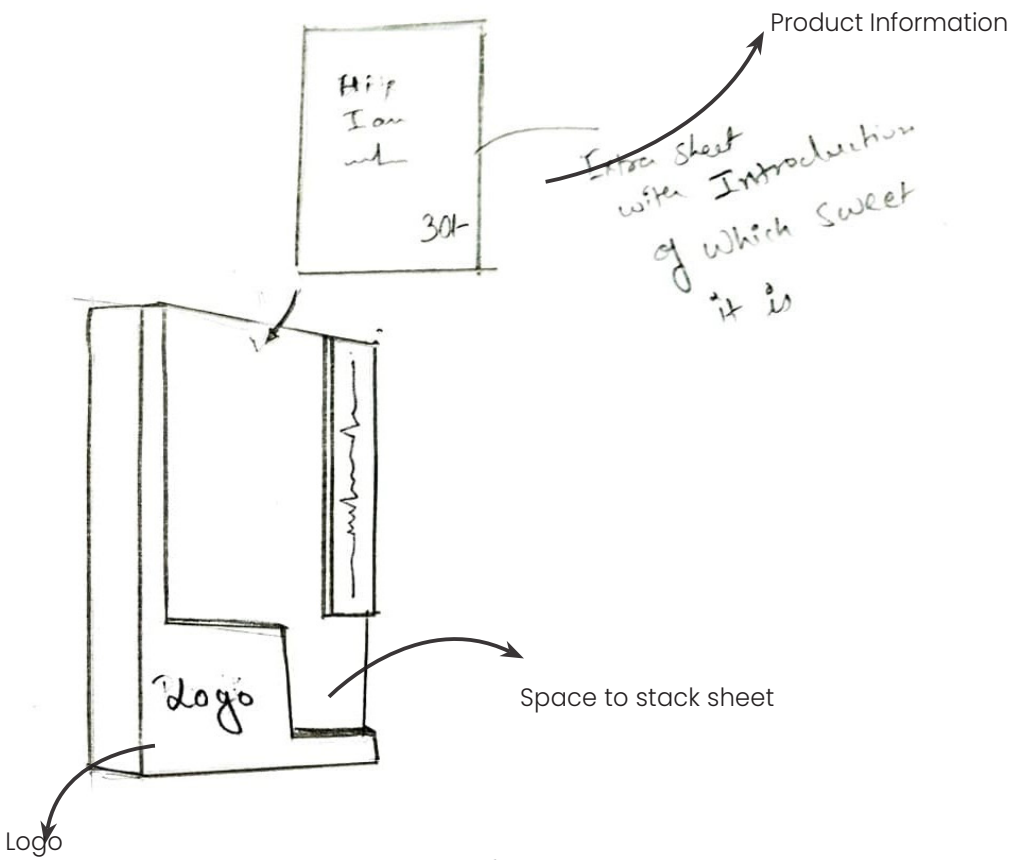
This concept features a **dual-sided display tag** designed to **manage customer expectations clearly and warmly**. One side contains basic product information such as the **item name and price,** while the reverse side carries a **message about availability,** like:

"Will be available tomorrow " or "Not available today".

The idea stems from a **real customer emotion** — when someone sees an empty tray with just a tag, they build up hope that the item might be restocked soon. But when they later find out it won't be available until tomorrow, it creates **disappointment.**
To avoid this gap in experience, this flip tag gives **immediate clarity.** It tells the customer upfront whether the item is currently available or not, while still maintaining a **friendly tone.**

This system keeps communication **transparent,** reduces the need for repeated verbal explanation by staff, and ensures that **customer experience stays smooth,** especially during rush hours.

Ideation-04



InfoStack

Description

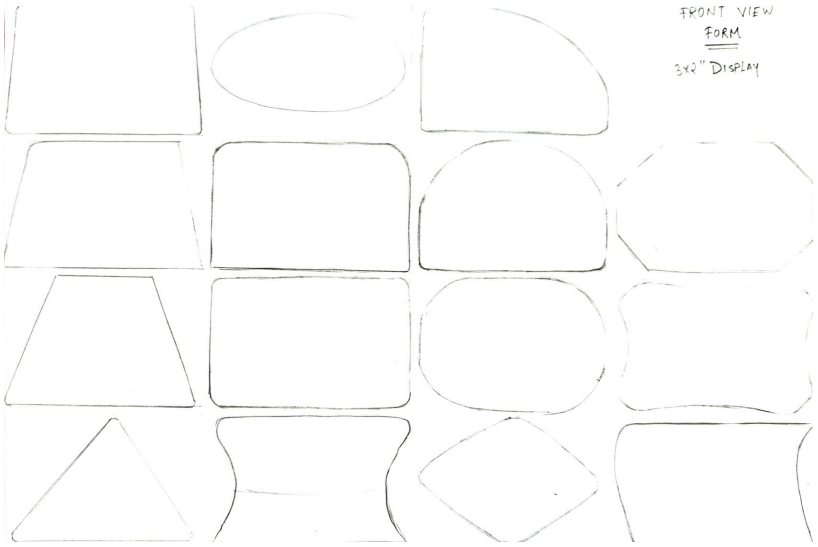
This concept takes inspiration from the **design of a traditional bill book.** It features a compact **tower-like display** placed near each tray, with **identical slots on both sides** that hold multiple sheets. Each sheet contains complete **product information** — such as the **sweet's name, price, ingredients, and shelf life**.

At any point, only **one sheet is shown in front,** while the rest are stacked behind it. This setup allows staff to **quickly swap the front sheet** if a different sweet is placed in that location — without searching for tags or printing anything new on the spot. All relevant sheets are already **stored at the back of the product's own display.**

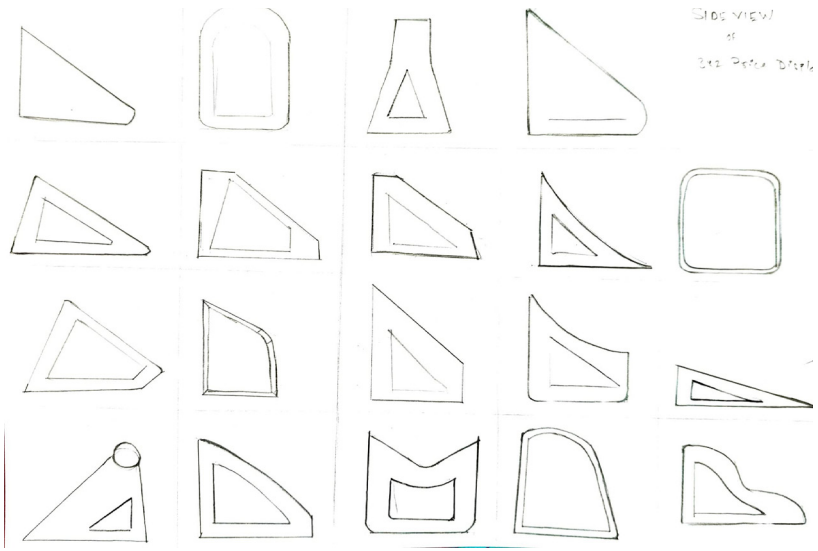
For temporary updates (like price change or availability), the staff can easily print a new sheet using a **regular office printer** and slide it in — making this concept **flexible, fast, and low-maintenance.**

It ensures that the **product display remains neat, consistent, and up-to-date,** while also **reducing confusion and effort** for the staff during tray rearrangement or peak hours.

Form Ideation

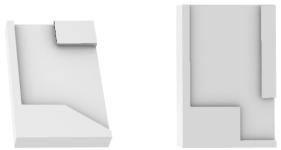


Front View Form



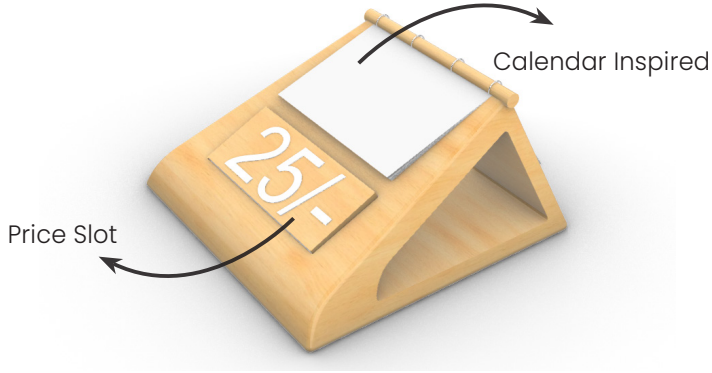
Side View Form

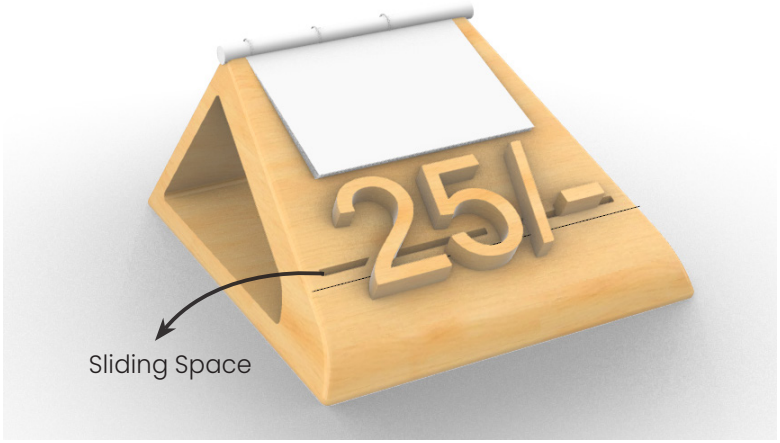
3D Ideation











Description

This idea is inspired by a flip calendar or bill book. It has a wooden stand with a small flipbook on top that shows sweet-related quotes, emotional **messages**, or fun facts. These messages can be **changed by the staff** every few days to keep it fresh and engaging for the customers who come regularly.

Below the flipbook, there are **two different ideas** for how to show the price:

Block Slot Style – Numbers (like "25/-") are placed as blocks that can be inserted or removed easily.

Sliding Number Strip – Only the numbers slide and can be changed quickly without much effort.

This whole display will be placed **inside the sweet counter,** so customers cannot flip the pages—only the staff can do that. It's a fun and useful way to show price and add a personal, emotional touch to the shopping experience.

Mockup Testing & Realization

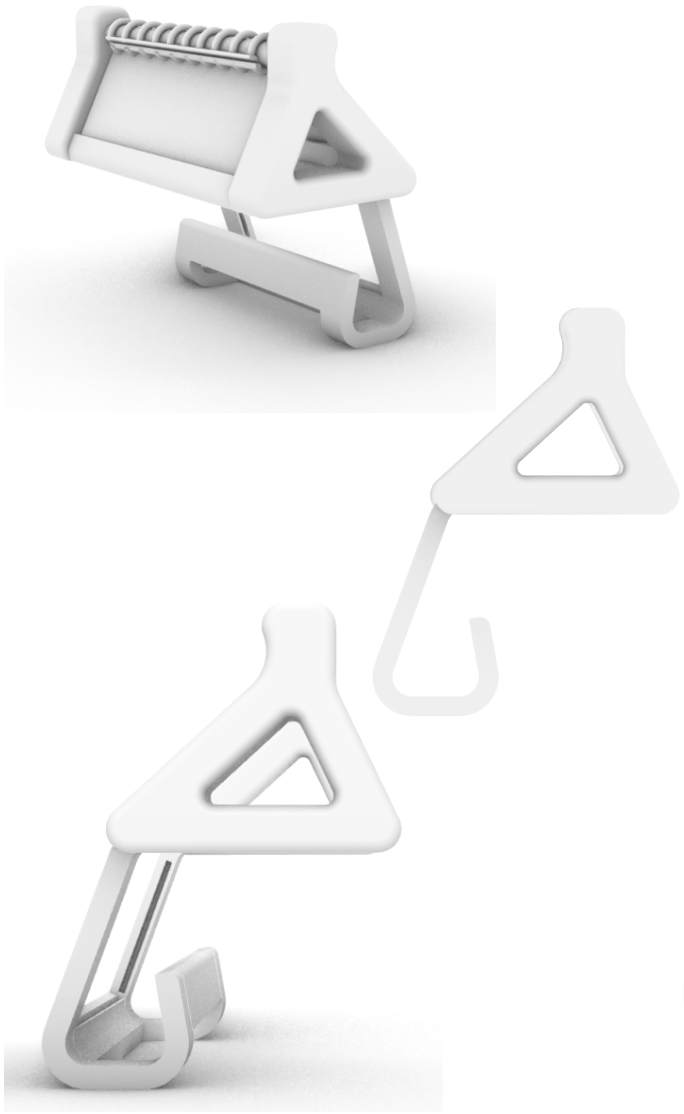


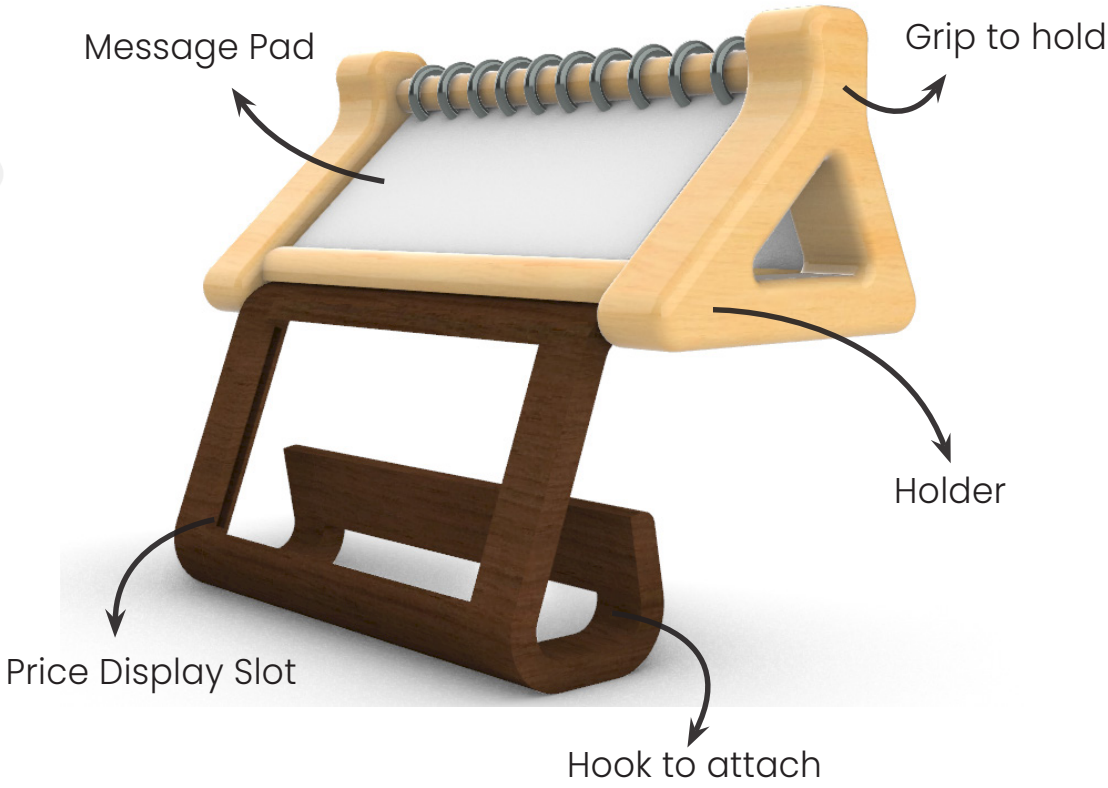
To test the idea, I made a quick triangular mockup out of paper and observed it from different angles. During this process, I realized that trying to fit both the price and an emotional story display within a 3x2 inch space was not practical. The area was too small to hold both pieces of information clearly and effectively.

Another issue was stability. In this simple triangular form, with no added support or attachment, the mockup wouldn't stay in place on a glass surface. During busy hours, when staff frequently remove or adjust trays, there's a high chance this display would fall off. And realistically, no staff would have the time or patience to pick it up and reposition it every time—it would just be ignored or removed.

Through this test, I understood that the current design wouldn't work efficiently in a real-world shop setup. But this failure led to an important insight: instead of forcing the display to stay where it doesn't fit, why not find a natural slot that already exists in the counter setup? This realization helped me rethink the placement—and finally, I came up with a refined idea where the display could be neatly attached within a slot, maintaining the same form language. I then moved forward to model this updated concept in 3D.

Evolved Design





Mockup Testing & Realization



Tried with 2 different materail





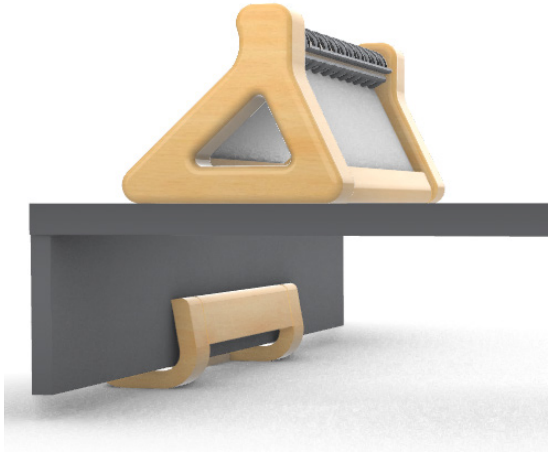
After designing the 3D model, I moved to quick physical mockups to test how the display might behave in real shop conditions. I first tried using a simple straw to simulate how the display could slide into an existing slot. This lightweight version gave some positive results, showing that the idea had potential.

Next, I did a rough trial using a piece of wood—not as a refined prototype, but simply to test the idea with a harder material. It fit and stayed in place, but the problem became clear: if a tray is moved too roughly or quickly (which often happens during rush hours), the display still tends to fall or tilt.

While these trials helped confirm that the slot idea can work, I'm still working on a more stable, self-locking form—one that can stay in place naturally without adhesives and withstand the movement that happens behind the counter.

Rendering


You're my daily dose of peda-level sweetness.
14/- PP
520/-Kg
I love you as much as I love kaju katli
16/-PP
680/- kg

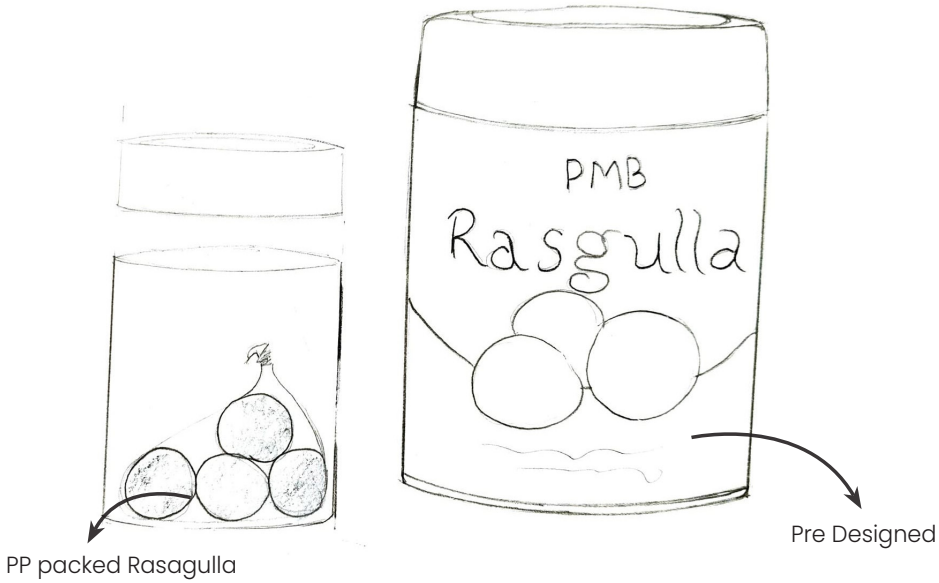


PRODUCT BRIEF 3: Pre-Made Gift Boxes with Standardized Packaging

Ready-to-pick gift boxes designed for sweets in syrup, featuring leak-proof structure, PMB branding, and fixed pricing. They eliminate the need for custom wrapping during rush hours and elevate the gifting experience.



Ideation-01

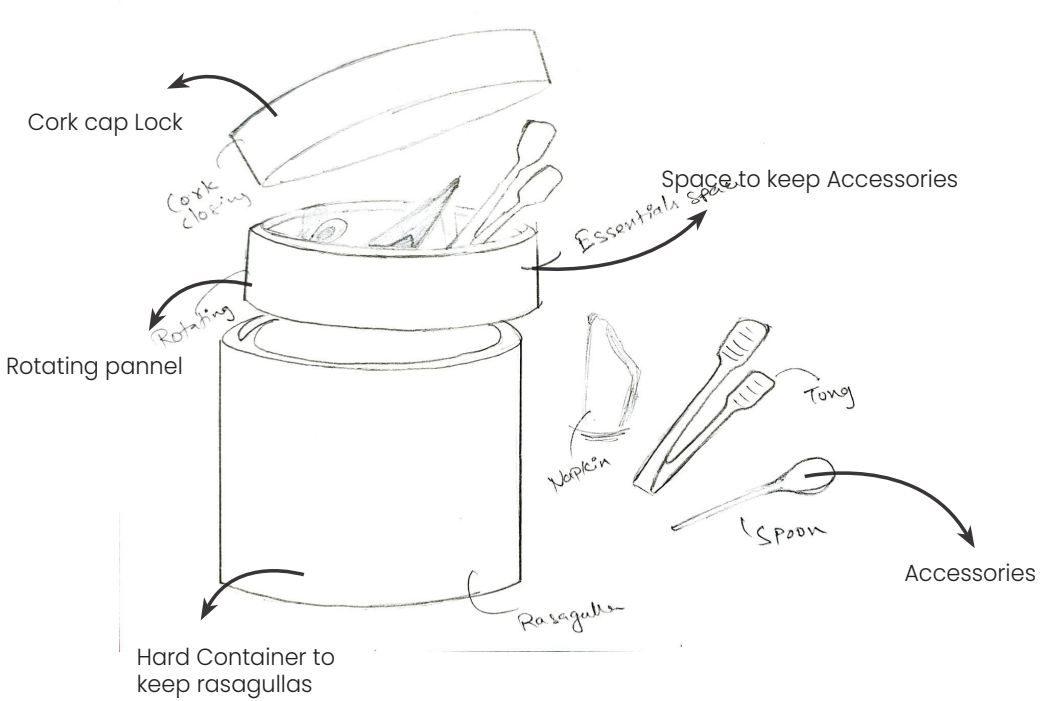


Sleeve Box

Description

This concept uses the existing fast method of packing sweets like rasgullas in sealed PP (polypropylene) pouches and adds a festive touch by placing them inside a pre-designed, non-transparent cardboard box for occasions or gifting. The cardboard box adds visual appeal without disrupting the current workflow, allowing staff to continue their routine efficiently. Since the PP pouch and cardboard box are made from different materials, they can be separated easily after use, making the packaging more sustainable. This solution balances speed, convenience, and presentation while ensuring the sweets remain secure and leak-proof.

Ideation-02

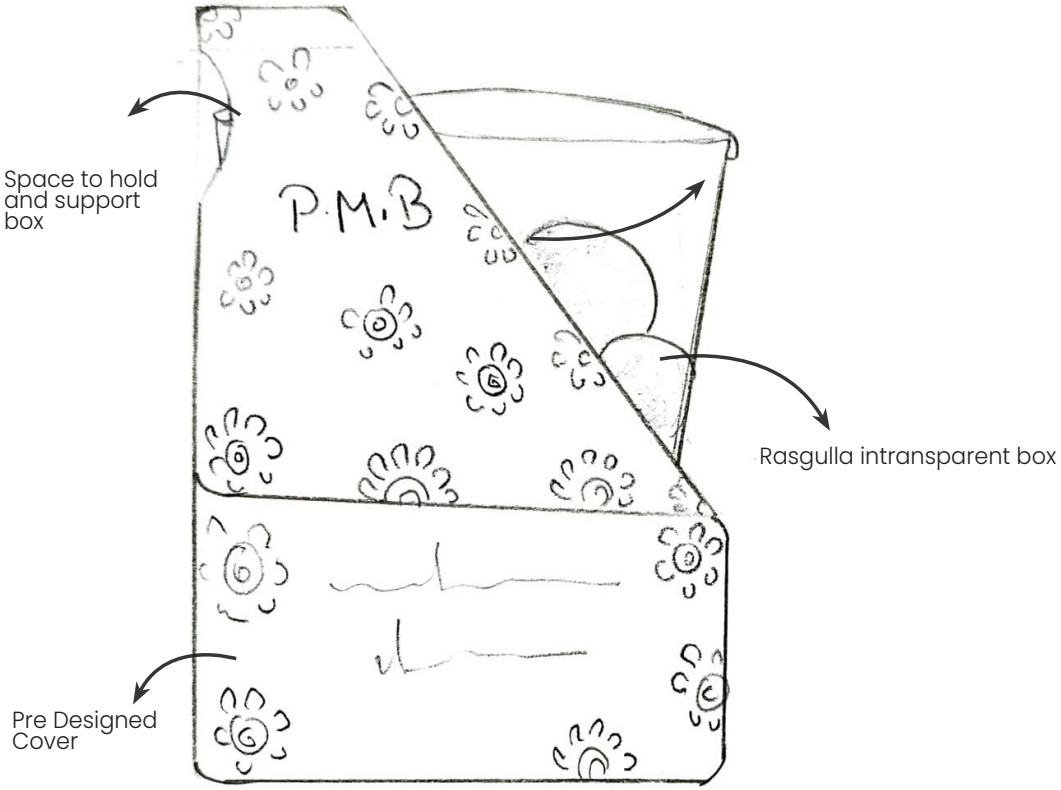


Gift Jar

Description

This concept features a sturdy, reusable container designed specifically for Rasgullas. It includes a secure cork-style rotating lock to prevent any leakage and ensure freshness. A special inner slot is provided to hold all necessary accessories like a spoon, tong, and napkin — making it a complete, ready-to-serve pack ideal for gifting or travel

Ideation-03

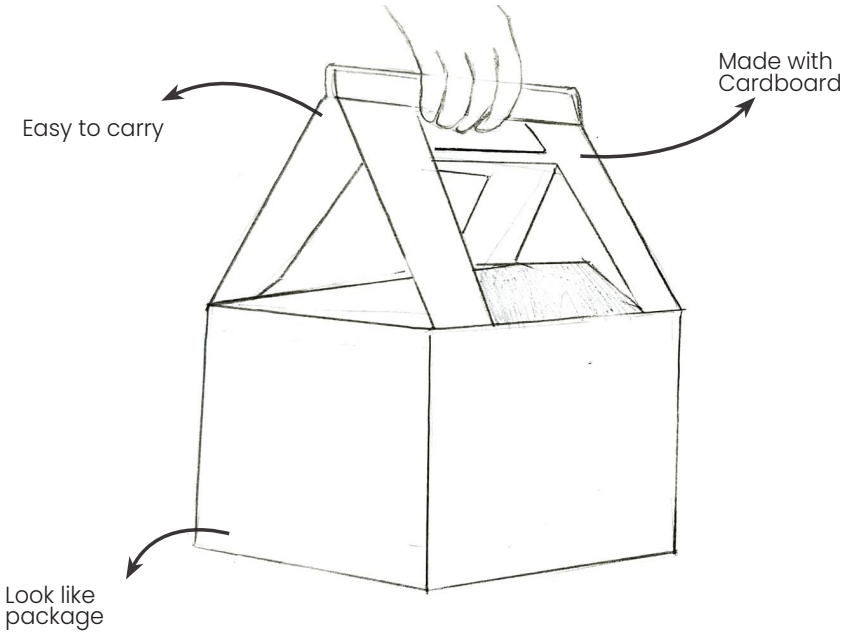


Wrapped Treats

Description

This concept builds on PMB's existing transparent rasgulla box, which is already in use for customer deliveries. To enhance both its visual appeal and structural integrity, an additional decorative sleeve is introduced. This sleeve, wrapped around the transparent box, features festive patterns and subtle PMB branding, instantly upgrading the packaging for gifting occasions. Beyond aesthetics, the sleeve also adds a layer of protection and grip, making the box easier to handle and more durable during transit. The design smartly leverages existing packaging while offering a cost-effective way to elevate the customer experience without altering the product inside.

Ideation-04



GiftEase

Description

This carry bag is made to hold the transparent sweet box that PMB already uses. Inside the bag, there is a special holder that keeps the box in place so it doesn't move or spill while carrying. The bag has a strong shape and a handle for easy holding. It looks neat and is useful, especially for gifting or when someone is buying more items. It makes it easier to carry sweets safely and nicely.

Rough Iteration



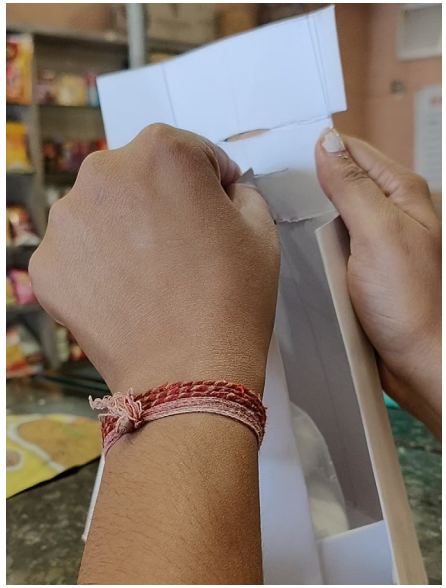
Description

This page captures the early explorations for a container that holds the PP bag securely while enhancing the overall unboxing experience. Inspired by the elegance of a blooming lotus—often seen in Indian festivities and offerings—the chosen concept gently opens up, much like a flower, to reveal the sweets inside. This adds a sense of celebration and care, turning a simple sweet box into a delightful, ceremonial experience. The form not only protects the contents but also makes gifting more meaningful.

First Mockup Test – Field Reactions & Insights









Description

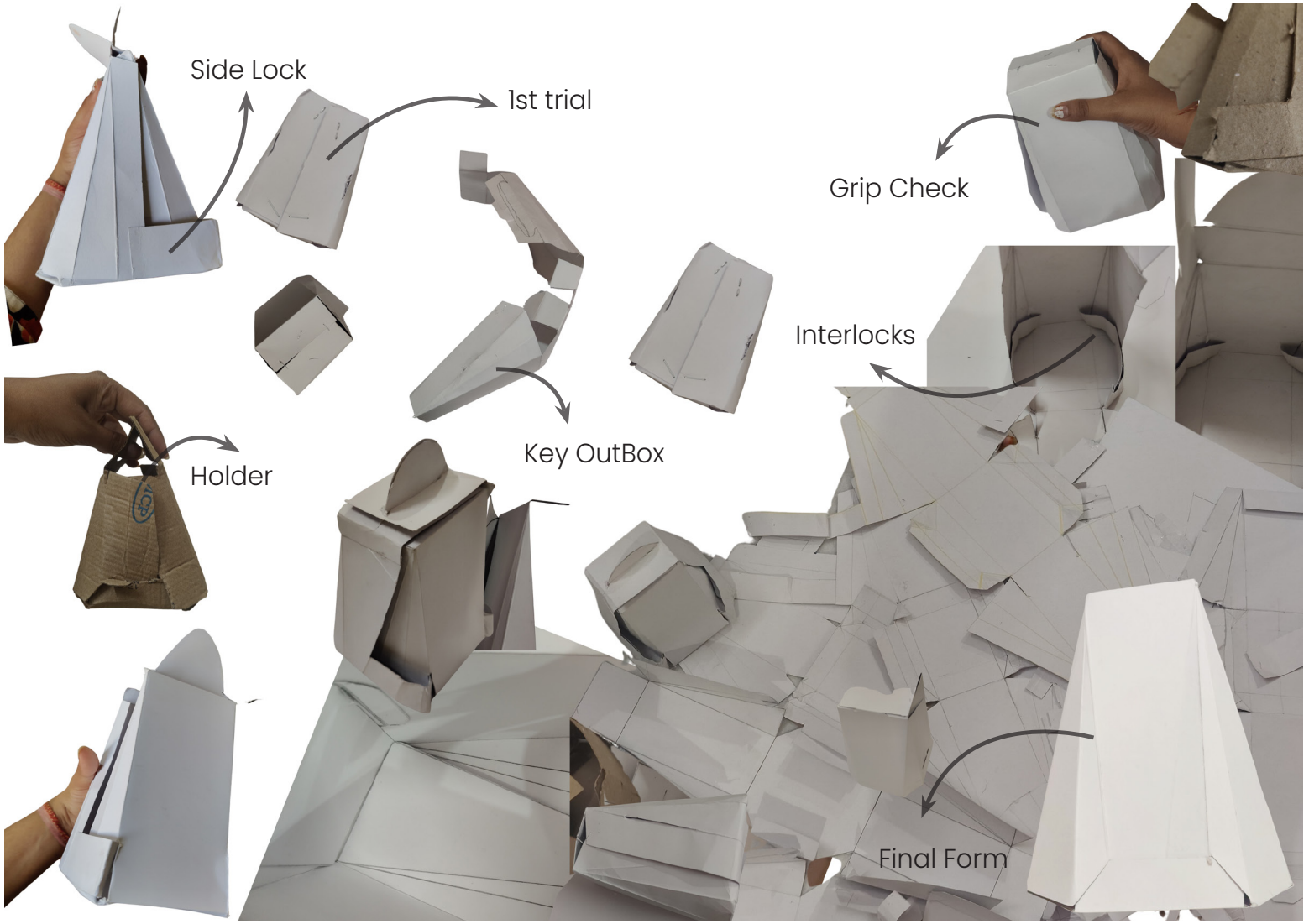
This was the first variation of the mockup that I brought to the shop to test directly with customers, staff, and the owner. The overall form worked really well—everyone appreciated the fresh thinking. customers even said, “Bohot accha socha hai! Kab ayega yeh market mein?” and enjoyed the way it felt to hold.

But while the outer form and experience were promising, the joineries and strength were a concern. The paper structure couldn’t handle heavy items well—if pressure came from one side, there was a real risk that sweets like rasgullas might fall out.

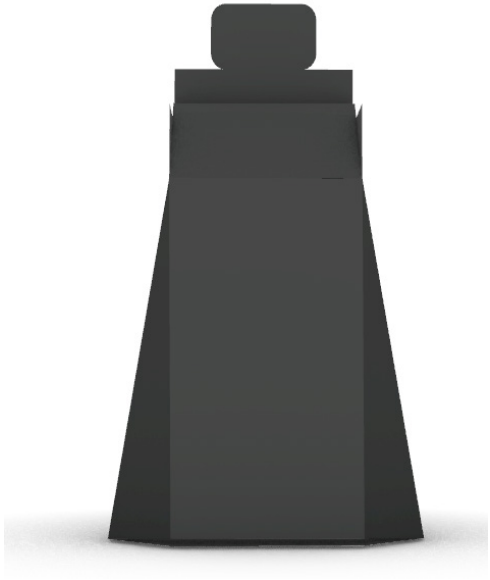
This feedback became the base for many more trials and improvements. It was a beginning that helped guide the design towards something both beautiful and reliable.

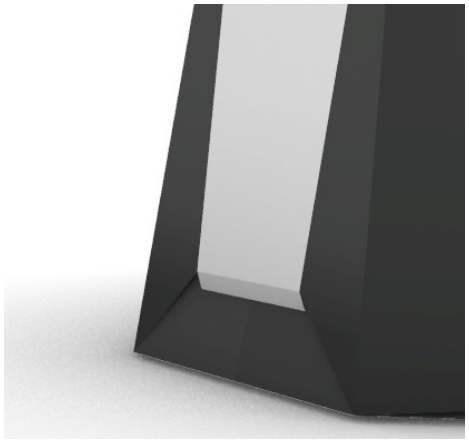
From First Fold to Final Form

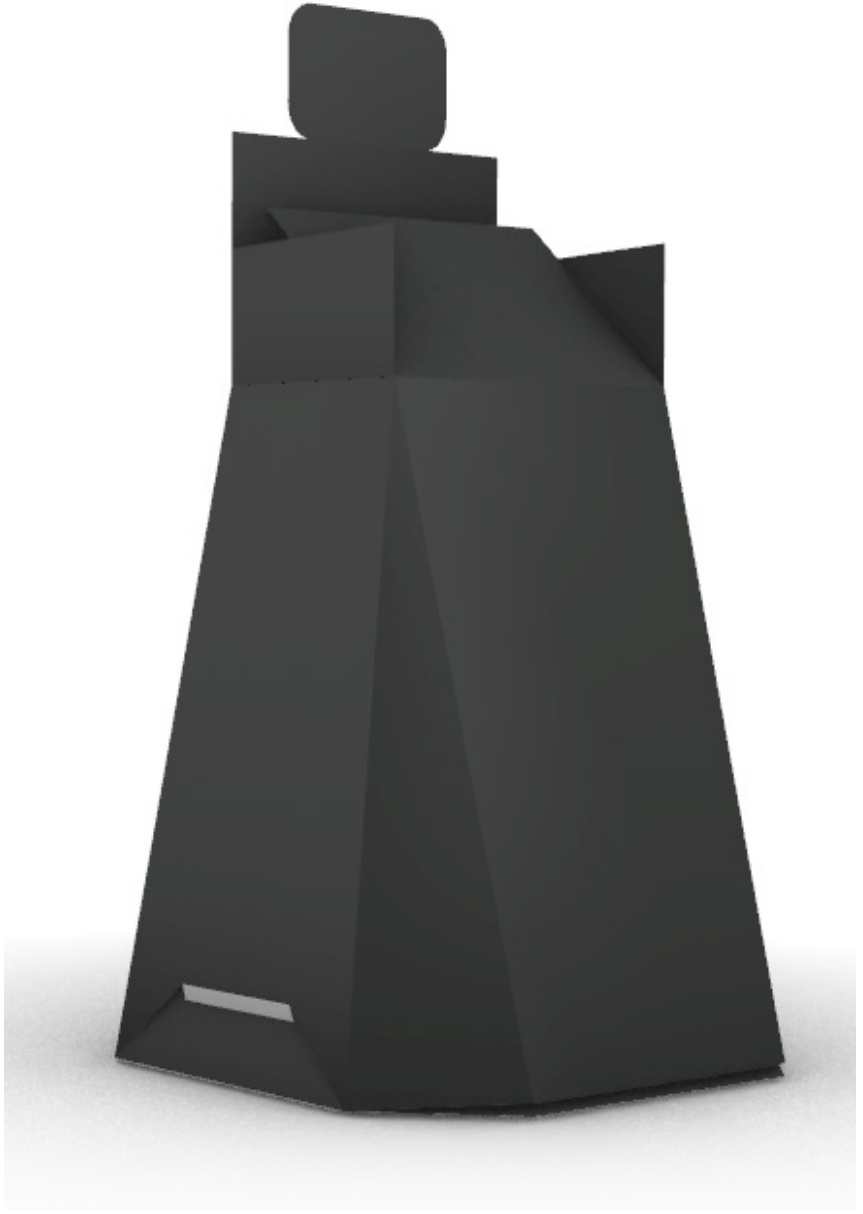
This page captures the step-by-step transformation—from the early paper mockups to the refined final structure. Each model reflects lessons learned, feedback gathered, and a constant push toward better strength, usability, and celebration-worthy presentation.



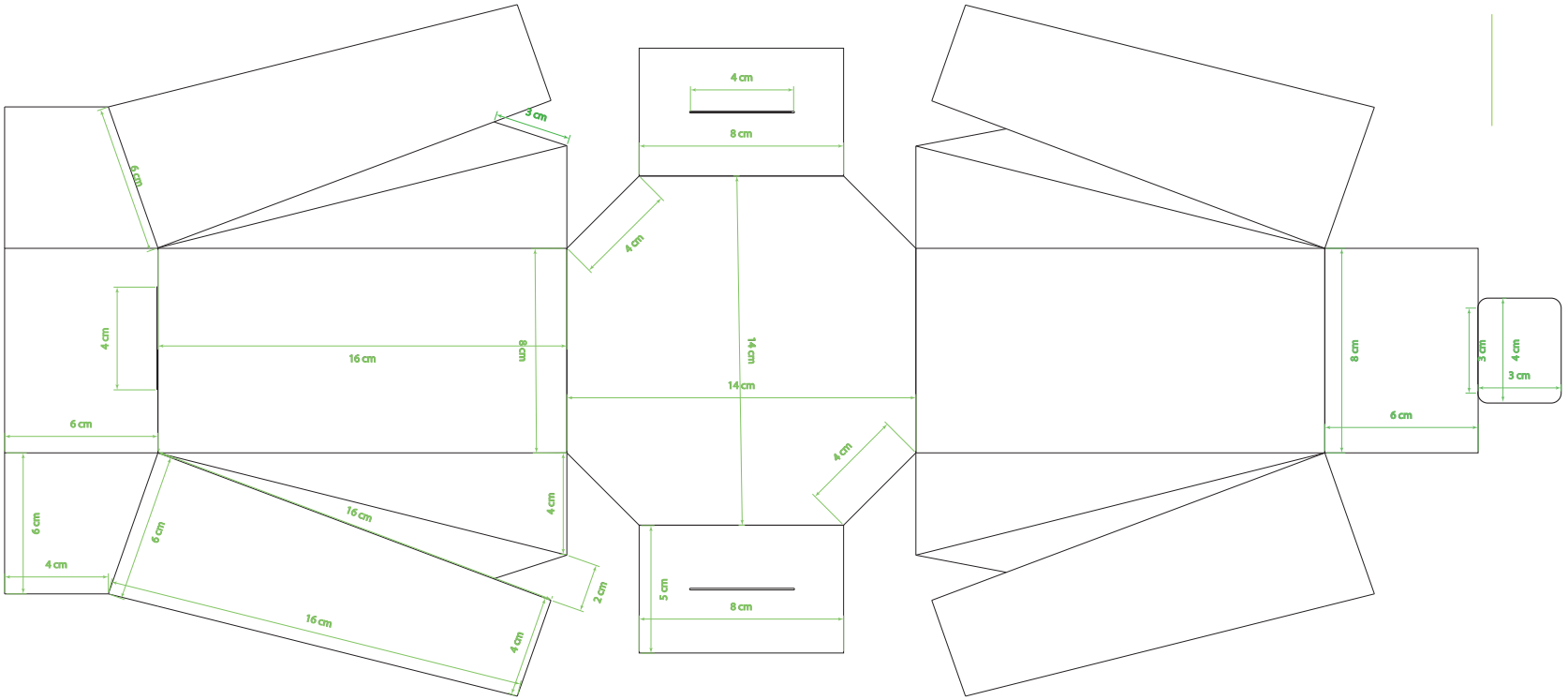
3D Modelling



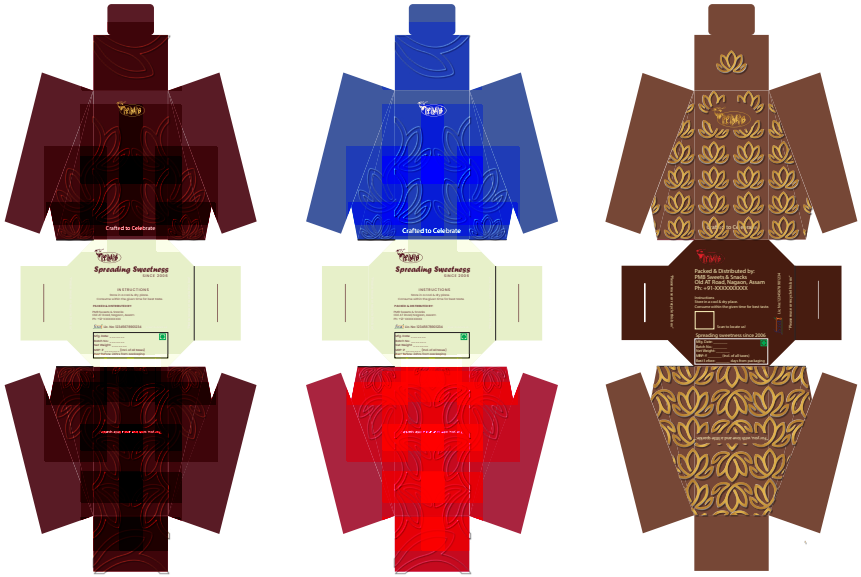




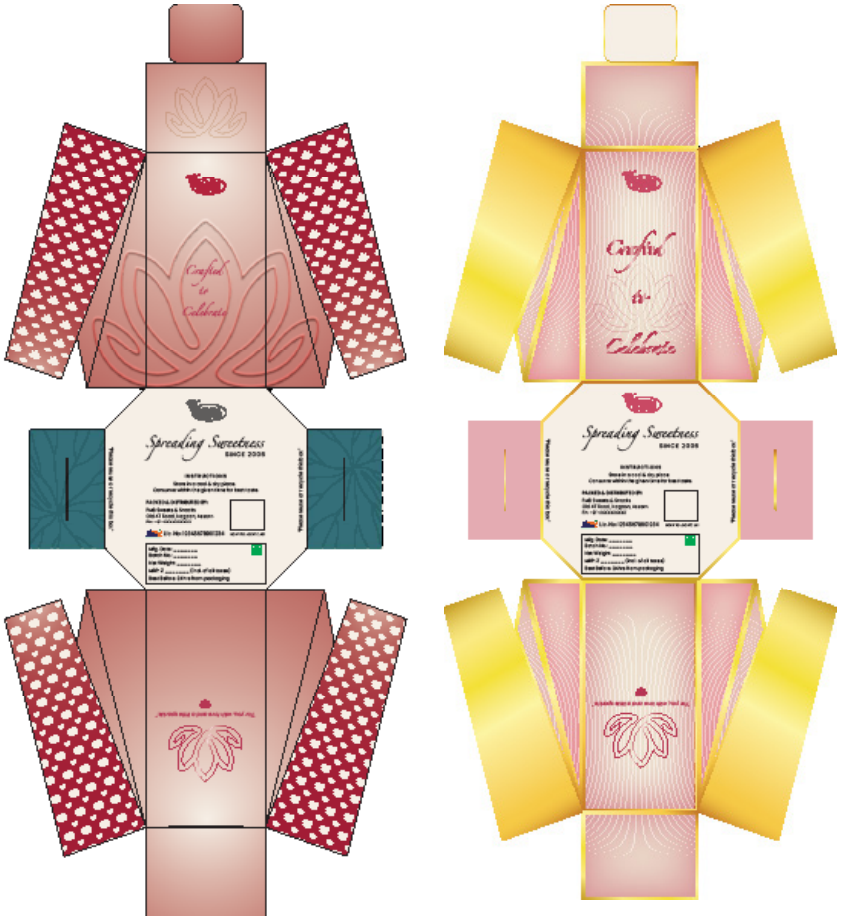
Technical Drawing



Branding



This visual language aims to feel premium yet personal, festive yet familiar — just like PMB itself.



Inspired by the lotus—a symbol of **purity, resilience, and celebration**—this base branding was developed to feel elegant and versatile.The visual elements and soft gradients reflect both cultural richness and festive charm, making it suitable for a wide range of gifting occasions — from **everyday treats to religious ceremonies and special celebrations.**

The designs are intentionally flexible.
They **can be customized further** for festivals, wedding invites, poojas, birthdays, or business gifting — while still keeping a consistent brand identity.

This base branding sets a strong foundation that lets PMB adapt and shine in any moment of joy.

Testing















Displayed in
Boxes Shelf

To test the final box design in a real setting, I conducted live trials at the shop with both staff and customers. First, I asked a staff member to pack freshly made gulab jamuns inside the box, just as they would during regular shop hours. Then, customers were given the box to carry and open, allowing me to observe how naturally it fit into their experience. To check how easy it was to access the contents, I requested a staff member to take out the sweets from inside the box, imagining she was unpacking it at home. This helped assess the ease of use, inner stability, and overall handling. Finally, I placed the box on the store's display shelf to see how well it fit among existing packaging while still maintaining a distinct identity.

Feedback









Customer Feedback:

- Some customers were curious about how the final product would look and asked when it would be available in the store.
- One customer, whose daughter is getting married in December, showed strong interest. She requested to see the final prototype when ready, as she might place an order for the wedding.

Owner Feedback:

- The shop owner was excited to see something new, especially because there isn't anything in the market specifically designed for gifting syrup-based sweets.
- He also explored the possibility of using the box for other sweets or gift combos.
- He encouraged further design development and expressed interest in implementing it, depending on feasibility, cost, and discussions with vendors.

Design Concern:

- The only issue noted was that the rope handle space isn't fitting well, which still needs refinement for better usability

Reflection

What I Learned from PMB's System

Systems are made of people, not just processes
PMB's verbal billing and multitasking culture showed that habits and human memory are a real part of design — not just inefficiencies.

Small breakdowns reveal big design gaps
Repeated price confirmation, staff stress, and packaging delays weren't isolated issues — they were all connected.

Change must be scalable, not disruptive
PMB needed solutions that work today, not just theoretically. This taught me how to blend practicality with ambition.

Personal Takeaways as a Designer:

Observing real environments taught me more than any secondary research ever could

I learned to map loops, trace causality, and listen to users deeply

I realized design is not just about solving — it's about respecting systems before reshaping them

Conclusion

Strengthening PMB, Not Replacing It

- This system was not designed to modernize PMB for the sake of change — it was designed to help PMB grow without losing itself.
- Through three simple tools — a hybrid billing flow, visible price displays, and ready gift packaging — the shop becomes:

    - More transparent,
    - More coordinated, and
    - More respected by its customers.

What It Means for PMB:

Staff are less burdened and more focused

Customers feel informed and less hesitant

The owner gains a scalable model without costly overhauls

Final Thought:

Design isn't just about solving visible problems — it's about supporting people inside the system.

This project is a step toward creating a more thoughtful, adaptable, and human-centered PMB — one that serves, grows, and delights.