



The Dabbawalas of Mumbai:

The dabbawalas (tiffin carriers) of Mumbai are a community of around five thousand people. They are efficiently serving up to 0.2 million customers and have been delivering daily lunches to offices for over a century.

They mainly speak Marathi and Hindi. The working system of the dabbawalas is highly efficient and it hasn't seen any major change in the past 125 years. Their supply chain is made up of a series of collection zones, sorting points, and delivery zones, supported only by their own coding system. The delivery addresses are written on top of the dabbas (lunch boxes) in codes.

Major Pain Points:

Reducing customer base

- Entirely dependent on word of mouth for publicity.
- Bachelor employees eat outside and prefer fast food.
- Unavailability of information for new customers.

Lack of any kind of technology in their business

- No accountability.
- No customer database for business analysis.

Design Solution:

To empower them we introduce Dabbawala — a mobile application that enables partnership between dabbawalas and food services and directly connects them to their combined customer base.

System Flow:

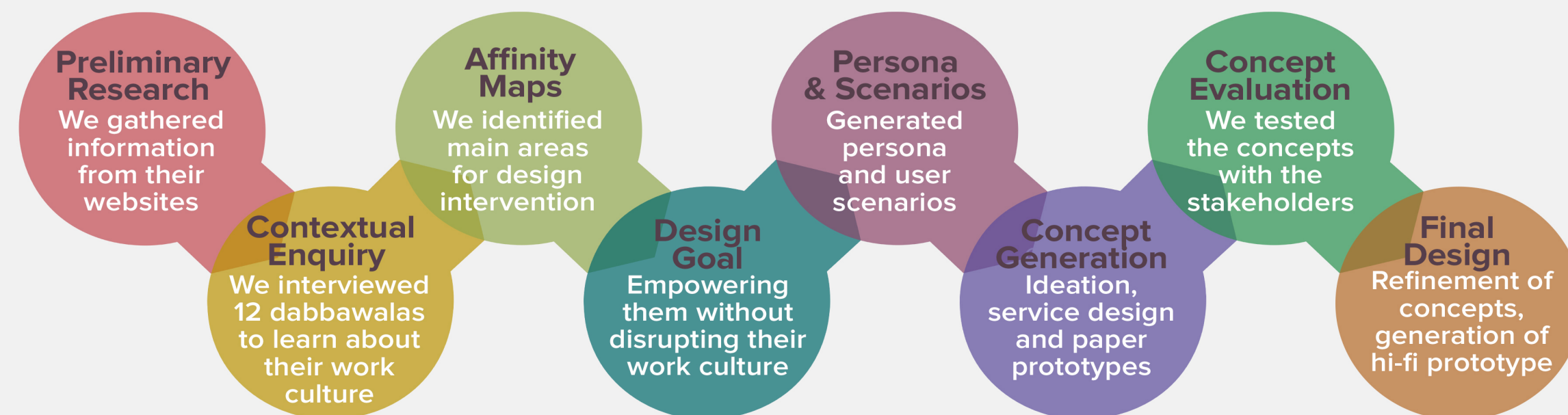


The customers get variety of tastes and flexibility in choices every day. This creates a symbiotic environment where all the stakeholders benefit from the each other's presence.

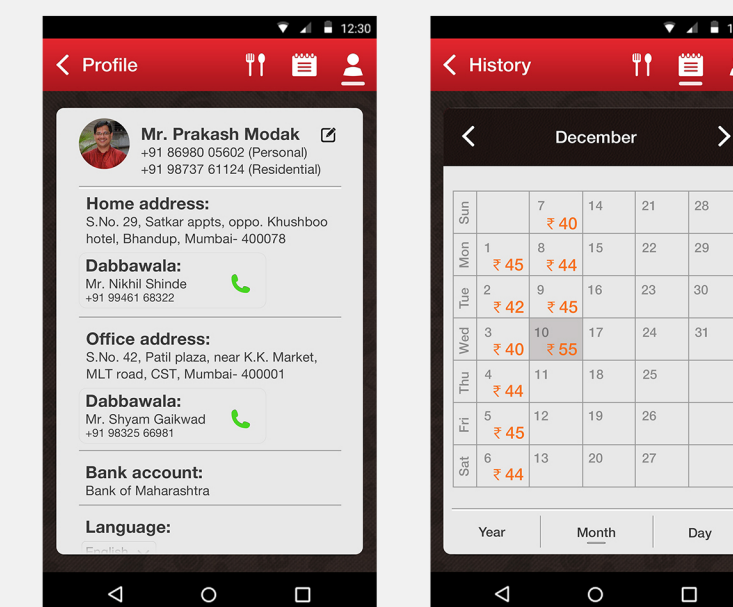
Scenario Storyboard:



Design Process:



Additional Features:



Key Design Features:

- Adoption of technology in their business.
- No interference with their established way of working.
- Integration of kitchens with lunch delivery system.
- Signing up of new customers through the application.
- Flexibility in choosing lunch for existing customers.
- Profile management of the stakeholders.
- English and Marathi interface.
- Seamless transaction through online banking.
- Better accountability by maintaining transaction history.
- Holistic approach towards system & application design.