



Productivity Tools

a STAPLE document

GODREJ & BOYCE / HORIZON 2015-16 / WORK COMPILATION

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About Horizon

As we leave an economy of scale and enter an economy of choice, new means of driving innovation are necessary. Various frameworks and methods are used as lenses to see pathways to innovation. Horizon programme in Godrej is about adopting these strategic design principles to assess internal innovation projects.

Productivity Tools

The project 'Productivity Tools' started with an intention to understand what are the activities people love doing, what are the tools they love using, and where Godrej as a brand can get into. Godrej Cartini is into business of making scissors and knives. These are used as stationery tools and for food preparation. The idea of horizon project is to explore several areas beyond cooking, ie. Terrain of Productivity and high-performance in the context of home, eventually help build a great brand entirely on thoughtful, beautiful and strong design.

Team Productivity



RICHA VERMA
*Industrial Designer &
Architect*

JASINTH MV
Industrial Designer

SHYAM SUNDER
Automation Specialist

TEESTA DAS
*Design Research &
Product Design*

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1 EXECUTIVE SUMMARY

1.1 Introduction

The Purpose Pillar on productivity is about increasing people's and organization's ability to achieve their goals.

Innovation demands agility. As a new global consuming class emerges in developing nations, and innovations spark additional demand, global manufacturers will have substantial new opportunities but in a much more uncertain environment. Manufacturing needs to become agile enough to cater to new opportunities.

If higher productivity is a measure of success, what will the world be like when everything is intelligent enough to make its own decisions?

Productivity should provide freedom to individuals to explore and experiment.

This project titled 'Productivity Tools' started with an intention to understand what are the people's activities around? What do they love doing, what are the tools they love using, and where Godrej as a brand can get into?

1.2 Challenge

Designing the Tools for the activities we love doing. Godrej has a business making scissors and knives. These are used as stationery tools and for food preparation. This Horizon project will explore the evolution of this business.

We have 2 simple questions: What other hand tools should we look at, for what other activities? How can we build a great brand entirely on thoughtful, beautiful, strong design? We will explore the terrain of Productivity and high performance in the context of Home. What does it mean to create hand tools that enhance productivity in the home?

We will need to study different tasks in the home like cooking, decorating, repair work, or completing a school science project and prototype a series of products that make these feel less like chore and more like something to enjoy.

Our hypothesis is hand tools to enhance productivity in the kitchen will have a significant impact. However, we are keen to map out other tasks in the homes that present opportunities for improvement and showcase what great design can do.

The horizon project will explore several areas apart from cooking but not limited to home

decorating, repair work at home, cleaning and organizing personal items, sketching, drawing, and other forms of creative expression, gardening etc, in similar ways. These areas will be discovered and explored through multiple rounds of research, concept development and prototyping.

This challenge led us as a team to explore various regions and people across India and immerse into their daily living, understanding their lifestyle, activities they are passionate about. Right from listening the stories from the users, seeing different home space to understanding their behaviours gave us a good understanding not only about the People, their lifestyle and aspirations but also led us to think deeper about the hidden Indianness among them.

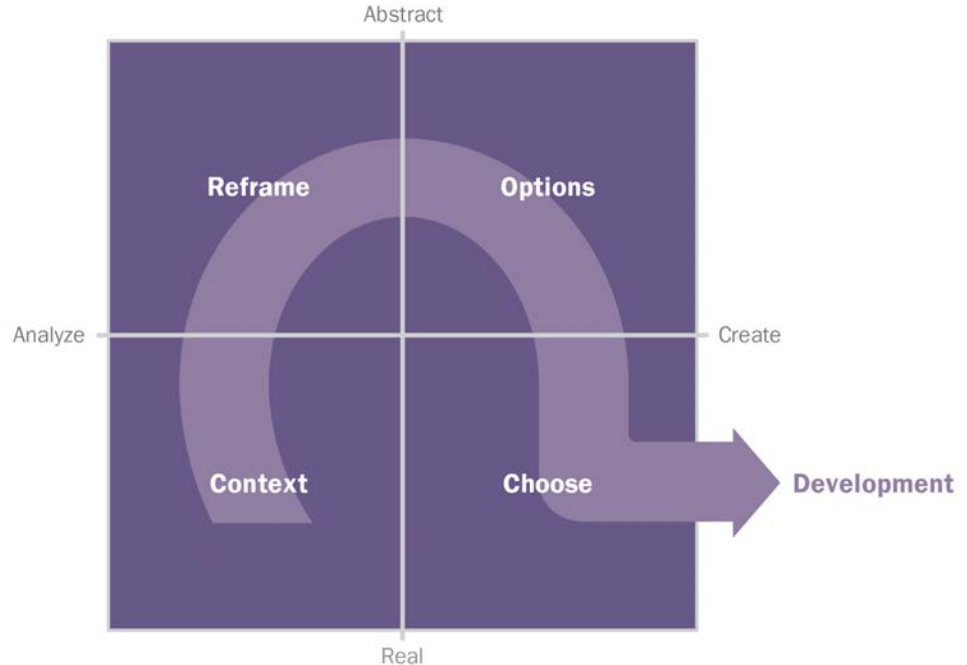
1.3 Approach

'Innovation(n): a viable offering that is new to a specific context and time, creating user and provider value.

The design innovation process starts with the real- we observe and learn from the tangible factors from the real world situations. Then we try to get a full understanding of the real world by creating abstractions and conceptual models to reframe the problem in new ways. Only then do we explore new concepts in abstract terms before we evaluate them and implement them for their acceptance in the real world. This requires fluidity in our thinking between the real and the abstract.'^[1]

The process is Non-linear and iterative. It has 7 modes: Sense Intent, Know context, Know People, Frame insights, Explore concepts, Frame Solutions, Realize offerings.

The team needed to be familiar with a variety of methods in order to choose them effectively for the project. The design and innovation process and design methods forms the appendix of this document.



1.4 Solution

A long journey of research, analysis and idea exploration we brought in the concept of connecting Traditional India to the Modern Youth in the form of STAPLE (an acronym formed with the study of Space, Tools, Activities, People, Lifestyle, Experience). STAPLE as a space was to talk about Indian food and culture, modern tools derived from Traditionally proven benefits from various regions which could connect the Modern Indian youth. STAPLE was meant to bring in people together as a friend or a family at a space where they can cook, eat and enjoy with their loved ones and experience the modern India.

The solution is a participatory food platform that connects to the Indian user motivations like togetherness, self-exploration, health, knowledge etc, while ensuring their productivity.

The platform communicates new remote and ethnic food explorations about India to the local urban community. It creates reasons to come together for outings with family or friends and foster new ideas and interests around their home decor, cooking needs and lifestyle. It is a gradual process that will change the social lifestyle of Urban Indian communities that are disintegrating and growing without the awareness of the proven traditional benefits of

healthy practices at home.

The platform also creates important roles for people who are generally considered at the background of our lives. Active participation of Grandmoms, Chefs and Regional cuisine experts with different communities will create a lifestyle change where, overall users start understanding the importance of local and home food.

The Platform also facilitates partnerships with local businesses and Non governmental Organisations that sends out the message to the users about the local & freshly made food and tools and utensils of an authentic India.



STAPLE

1.5 Project Details

As we leave an economy of scale and enter an economy of choice, new means of driving innovation are necessary. Various frameworks and methods are used as lenses to see pathways to innovation. Horizon programme in Godrej is about adopting these strategic design processes and delve into innovation.

Each step of the design process has associated frameworks and methods—tools that one can use to understand context and users, make sense of constraints and opportunities, and construct artifacts and experiences.

The Design Methods Model indicates four categories of methods that form a general path of innovation; by setting the context, reframing it, creating options, and choosing a direction to go into development. This differs from the standard approach of “direct design” which looks at needs in light of the current offerings and drives toward the nearest, often incremental, solution.

We had faculty from the Illinois Institute of Technology- Institute of Design (IIT-ID) and the General Management Committee (GMC) support and feedback at each stage to comprehend, communicate and share-out for discussion around what we were going through during the project.



IIT Institute of Design

2 RESEARCH & ANALYSIS

2.1 Secondary research

2.1.1 Brand Study- Cartini

Cartini branded knives and scissors from the house of Godrej was incepted as a professional range of equipment for various kitchen applications. Each product is very specifically designed from the handle to the tip. The handles of knives have been ergonomically designed for extended use. Aimed for the professional use of chefs, hospitality students, and the regulars in the part o esearch and development. The finest and highest grade of stainless steel is used in making each and every Cartini Product, which is individually tested to keep the users with the promise of maximum delight for them. The knives are also available in stylish and convenient block sets.

Organizational Understanding

Visit to the Cartini Plant and interaction with the Marketing team,

Strengths:

Cartini is already into kitchen knives and scissors, sold in the modern trade, suppliers are and online channels.

Opportunities:

This project has good opportunity for Godrej to venture out into adjacency spaces in the kitchen like authentic Indian utensils and other accessories.



Contextual research

Competitor's landscape:

Photographs (clockwise from left):

1. Usha Experience center "The Hab"
2. Asian Paint's Experience center "The Colours"
3. U & Us by Godrej Interio

Product tools of various brands:

1. Joseph & Joseph
2. Chef'n
3. Progressive
4. Kitchen Aid
5. Mastrad



2.2 Primary research

2.2.1 Introduction

Productivity is commonly perceived in the industry as a measured or calculated unit of a rate of output per unit of input. In order to understand from the user, we needed to see what it meant for them. Users like to do different things, and they also like to keep certain things the same way. Why? To understand this better, we undertook our primary research on what is productivity for our users?

We learnt, productivity is being task oriented. A mode where one functions and needs to be efficient in their task and thereby receive a sense of achievement or failure in being able to do or not be able to do so. There is a feeling of being in a race, being disciplined and organised and having a clear sense of purpose of management.

Productivity is also being aspirational. A mode where one gets a sense of satisfaction out of kind of work they do. It is unconditional to the time or effort put in, especially when it is for others. There is a lot of happiness and fun in doing such activities.

Productivity is also a by-product of having done activities as per pre-existing conditions or availability. There is either no reason to move away from these activities or there is no

inclination to follow them at all as there is no availability. It is a mode where one is simply following and going with the flow.

The spaces of productivity studied for users were Activities people love, Tools they desire, Spacious living and Good health. Within these we derived seven territories, which could be important business territories for Godrej to enter.

2.2.2 Dimensions of Productivity & Design Principles

We discovered 7 dimensions of productivity and likewise suggested principles for direction which follows.

1) Quality time

We saw users spending time for themselves or for their loved ones with undivided attention. This ensured a high degree of productivity for them in terms of satisfaction, sense of purpose, and high levels of aspiration.

2) Managing Tasks

We saw how users are able to become efficient in the use of their own time and their effort, while pre-planning, organising or managing meals for their families.

3) Plan-stock-organise-Track

We saw how users like to have things in reach when needed. They like to have materials in stock, so as not to be worrying later.

4) Do routine tasks differently

We saw how users create interest among their family about important tasks at home, like shopping, or ensuring child's creativity in a fun way.

5) Traditionalism in tools and practices

We saw users deriving satisfaction out of proven traditional practices which makes them feel it's how they always do things- giving a sense of identity.

6) Professionalism and expertise

We saw users trying out new skills to achieve a sense of growth and improvement. In doing something that they have would like as a hobby, they feel they have conquered or explored something different.

7) Being Healthy

Many users realise its importance and feel being able to contribute to one's health by not doing anything out of the way but fitting it into their regular routine, would be the best way.

Design Principle 1

Inspire Activities which
Ensures Spending Time
for Self or Loved Ones.



Mumbai:
"Maine apni beti ki shaadi mein decoration ka sara samaan khud banaya hain. Envelops, cloth covers, rangoli shagun ka samaan sab ghar par banaya hain."



Mumbai:
"I made this sweater for my grand daughter who lives in london..."



Hyderabad:
"I started planning for my daughter's 1st b'day 6 months before. It was a pool party. I felt, whatever I couldn't do in 1 year wherever this b'day should just coverup or that."

Design Principle 2

Target 'pre-preparation'
for activities.

Reduce
non-core activities.



Pune:

"Earlier... we used to bring one week ka sabji..."

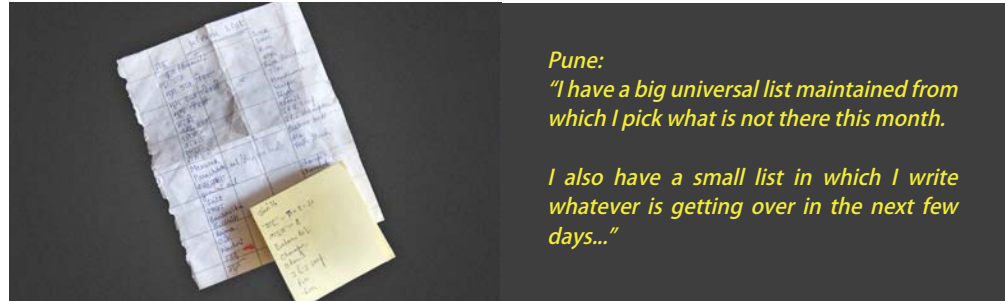
Clean it, chop it and keep it ready on weekend, for the entire week. Sat Sun karke rakho toh week ka problem nahi hoga."

Pune:

"I have kept a cook for making chapatis and cutting vegetables...it saves time.

But sabzi I make it myself, as per our punjabi taste."





Pune:

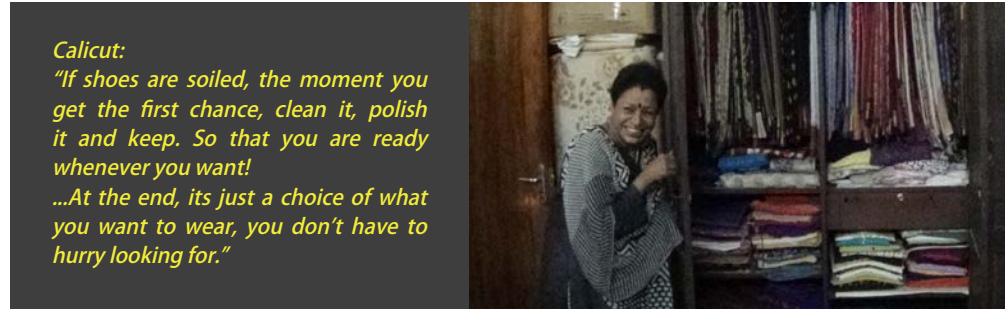
"I have a big universal list maintained from which I pick what is not there this month.

I also have a small list in which I write whatever is getting over in the next few days..."

Design Principle 3

Inventory Management
at home.

Plan-Stock-
Organise-Track



Calicut:

"If shoes are soiled, the moment you get the first chance, clean it, polish it and keep. So that you are ready whenever you want!

...At the end, its just a choice of what you want to wear, you don't have to hurry looking for."



Calicut:

"I keep an account of everything in my diary. Every hundred rupee that I break I write it down!

...You will also know if you're money is lost or stolen. I write down everyday activities."

Design Principle 4

Productivity is creating interest in a fun way.



*Coimbatore:
"Shopping...we love to do."*

We do like some sort of war operation. We go there, we split into 2 teams: one from this end and one from that end, meet in the middle..."



*Pune:
"My daughter likes art and craft so I always have to be on my toes. I told her to make her own mobile phone."*

Design Principle 5

Build on
Traditional Practices.



Delhi:
"Bijli... khane ki asli swaad khatam kar deti hein."

Desi tarike se khane ka swaad aata hein. Nahi tho asli taste ka patha hi nahi chalta."



Calicut:
"For Puttu, traditionally we use a coconut half shell version... Cheratta Puttu. It enhances the taste of Puttu."



Coimbatore:
"For hair bath, we use Aruppu, not shampoo. It's is green colour leaf powder. I have been using since childhood. It is traditional, grandparents follow."



Calicut:
"Since earlier days this is used for serving... Made of Coconut shell and bamboo stick. We still use it."

Design Principle 6

Enable
Growth & Improvement
in performance.



Mumbai:

"I am planning to do a small course from IHMCT Dadar on Baking. It will just add a degree to by skills."

Hyderabad:

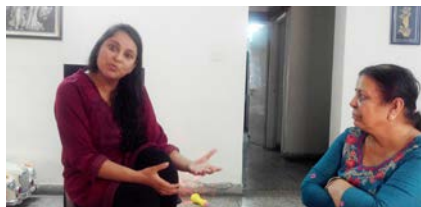
"My daughter is very good and perfect in cutting vegetables."

*She cuts like... their is no need of chopper.
She learned it by watching the chefs on tv."*



Design Principle 7

Provide Knowledge & Expertise towards Good Health.



Delhi:
*"When my baby sleeps, I use that time for myself.
I prefer doing exercise as it makes me feel fresh. I sit near him and do yoga."*



Coimbatore:
*"I have many vegetables in my terrace garden. We use mix of neem leaves, cowdung, fish tank waste as manure.
It's (vegetables) fresh and chemical free!"*



Calicut:
*"Vegetables...very dangerous thing now days! Better to wash them well and is a difficult task.
We boil them in water with turmeric power. "*



Lucknow:
*"Hamare yahan routine se juice aur soup peete hein.
Amla (Gooseberry), Jau (Wheatgrass) ka juice lete hein.
Ajwain (Carom seed plant) bhi hein. "*

3 THE CONCEPT OFFERING

3.1 Introduction

What is STAPLE?

No- It is not an office stationery in this context. It means something main, or important in terms of consumption. We developed a framework for Productivity concepts. STAPLE stands for Spaces, Tools, Activities, People, Lifestyle and Experiences. This framework helped us to ideate in detail of each of these areas as interconnected needs. Brainstorming in this manner, also enabled us to think and ask questions in a wholistic manner about our concepts we would develop.

For instance, in a Space like Kitchen at home, what are the main Tools that are needed, what are the different activities that need to be explored, who are the people who would be using the tools or be associated with, what kind of lifestyle we are triggering and what core experience are we delivering?

'Staple' gives direction. It can be used to address what is missing in an ecosystem, and what has changed with time, what needs to be achieved. Therefore, we suggested it can be used to describe the impact or adoption of an idea, thereby becoming a staple component of the system.

3.2 Scenario 2030

Study of World Trends around the User terrains revealed scenarios such as:

Families will be living individualistic lives under the same roof. Due to migrating populations, physical interaction within family members will seem like a luxury.

Can we think about a DIT* movement?

In a work-obsessed age, more and more people seek an antidote to de-stress. Gamification is the concept of applying game mechanics and game design techniques to engage and motivate people to achieve their goals. Gamification taps into the basic desires and needs of the users' impulses which revolve around the idea of Status and Achievement.

Can gamification be explored in the concepts we suggest?

Due to scarcity of natural resources and heightened awareness, the sensitivity and competence required to manage resources well at a personal and community level will become an adopted skill.

Can we make products for such people who will seek proficiency in Natural resource management?

* DIT: Do-it-Together

Due to a rise in accessibility, and growing adoption of automation and technology in homes, smart devices and services solving non-core activities will need to function seamlessly for users. Users will demand seamlessness in their lifestyle at home.

How might we seek to establish humanness in this?

Growing Westernisation will lead to a future where our original roots from our natives and traditional cultures and practices will seem exotic to the generations henceforth.

Can we focus on contemporising to sustain the goodness of our own uniqueness as stories for the future?

Disease profiles of the future will get more complicated and cure will be more and more expensive.

How might we promote specialist knowledge on healthy food and living at an individual level?

Storyboard

Let's go through the Story of a friend called Suji...



Suji is a Happy workaholic, working 12-14 hours at her office, giving it her all.



But no matter how high her levels of energy at the beginning of the day, by the end, she does get exhausted and has to manage her personal life.



And then there is something she just can't escape- it is a promise she made to her mom that she will be cooking and eating healthy, to always be fuelled up away from home. She had promised to look after herself.



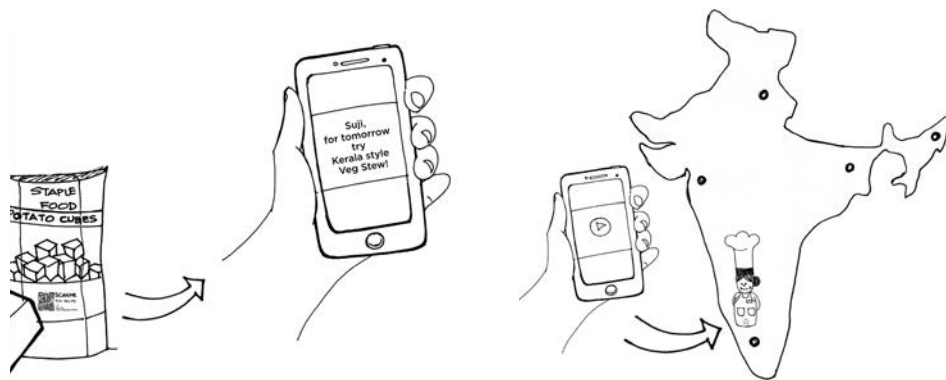
Tired of breaking promises by now, one day, she seeks a friend's recommendation for this aspect of her life. Her friend recommends her to drop by a food store called "STAPLE". It is a one stop shop for fresh and organic vegetables, cereals and spices. Suji gets them washed and cut right at the shop in front of her, for her satisfaction & for her choice of recipe for dinner.



That night, she goes home with her fresh cut veggies and prepares her recipe of Mix-Veg with so much ease as everything was already pre-cut, watching a video from the Staple Food store site.



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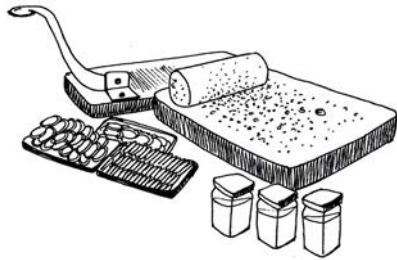


What is interesting is that, after a few days of eating Mix-Veg and trying out similar recipes, she gets notified again that 'what if tomorrow she tried out Mix Veg Stew in Kerala Style'- basically in a new regional style.

Suji totally loves this suggestion as it is connected to her South Indian roots! She imagines this would be an excellent surprise for her friend's brunch on the weekend.



She explores the recipe kit before hand, going through videos and reviews by regional chefs and bloggers, and then she pre-orders the recipe kit for 'Kerala Style Mix Veg Stew'.



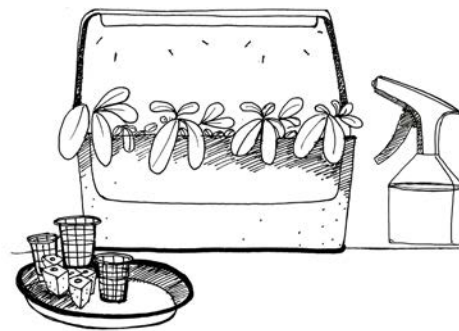
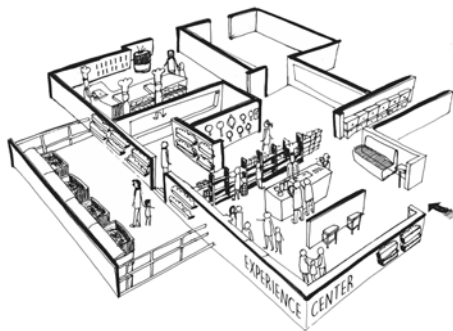
What she gets with the kit is freshly ground masalas for the stew, prepared in absolute traditional style, using traditional tools and obviously her pre-cut veggies.



Suji then gets a recommendation alongside for trying out her regional recipe in a Puttu maker and other regional cook-n-serve dishes, which also she can buy at this site. All this gets delivered at her place, and she thoroughly enjoys her creation over the weekend with her friends who are all nostalgic about their homes.



Slowly Suji starts exploring all the different recipes, which are being posted by chefs from different ethnicities. She gets inspired and starts contributing some of her own as well. She is not that bad after all.

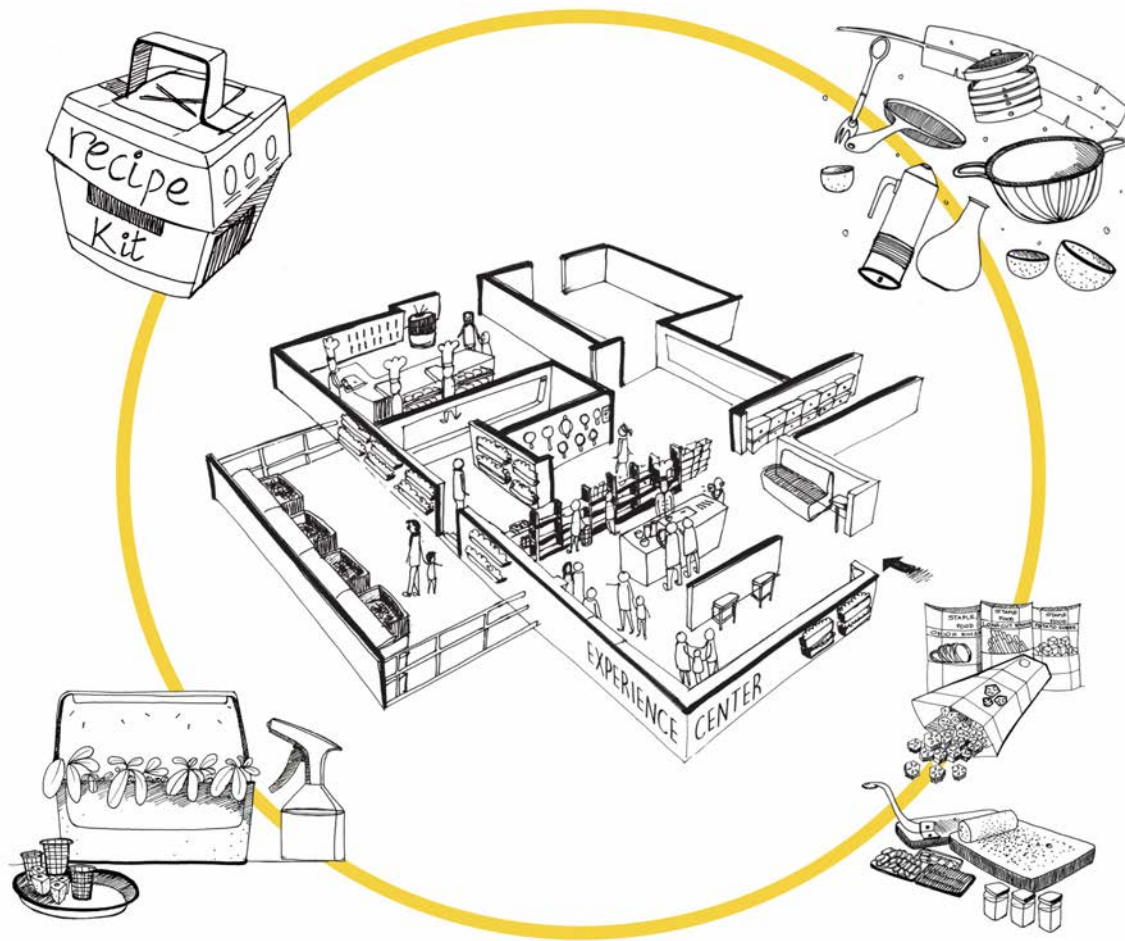


Over a period of time, with Suji's involvement, there is a new recommendation that why doesn't she try growing some of the vegetables at home.

When she browses the section, she finds, how growers in various parts of the city have been planting vegetables at home and how she can go visit a Staple experience centre and learn how its so easy now to grow your own!

That's how Suji gets inspired and brings home her first Hydroponic kit to grow fresh herbs and becomes a home-grower!

For Suji's daily life: looking after her health, traditions, culture & togetherness, hasn't she just Stapled them all?



3.3 Concept Ecosystem

STAPLE

We are proposing a 4 quadrant ecosystem. It can be experienced at a Staple location where one can bring their family and friends to Unlock, Learn and Create experiences together about hidden stories of India.

Modern Cooking Tools

This offering is around the user experiencing a new design language of a Modern Indian and exploring the tools for cooking and other such daily activities at home. It will be taking inspiration from the goodness of traditional-regional practices, materials, tools, understanding the fundamentals of science behind them.

Material facts & Aluminium facts

Choosing the right material for any purpose is very important. For Example:

Iron: Cooking in iron vessels boosts the dietary Iron Intake.

The Stone grinder: Unlike a Mixer, using the traditional Stone grinder (Silbatta, ammikallu, xilpat) for grinding avoids oxidation and also enhances the taste

Clay: Cooking in Clay Pots is said to give you all the calcium, phosphorus, magnesium, sulphur etc. that our body benefits from.

Copper: Drinking water from copper vessel reduces ageing.



Pre-cut Vegetables and Masalas experience

This offering is about making an experience of fresh, organic, hygienically washed vegetables and home-made masalas more accessible, popular and renowned.

In our research we found users who told us that "earlier...we used to buy one week ka sabji, clean it, chop it and keep it ready on the weekend for the entire week."

Another user said "Bijli, khaana ka asli swaad khatam kar deti hai."

Around this offering the users will get the satisfaction of coming to a store, where they can pick their required vegetables and get them chopped according to their choice right in front of them by professional chefs. And also get freshly masalas prepared in the traditional methods.

This offering involves designing modern mechanisms imitating traditional methods of preparations and a possibility of providing oncall home delivery through a web interface.



Traditional Recipes kit

"Growing westernisation will lead to a future where exotic will mean rediscovering traditional culture and practises."

This offering is exploring around various traditional recipes from across india which haven't seen the lime-light or known to many.

You have just seen Suji's story where she opted for the Recipe Kit for Kerala Style Vegetable Stew and Puttu. But her cooking experience will be totally incomplete if she doesn't have a Puttu Maker to prepare it. That's why our recipe kit will not only include the fresh vegetables, ingredients & masalas in right serving quantities, but also an option to buy or rent the authentic cooking tools and utensils for it.

In south, Puttu is now popularly prepared in aluminium/steel, but was originally made using bamboo shoots, giving it an authentic flavour.

This also leads to regional cuisine mapping to their regional cooking tools and patterns such as- the same Cooking tool being used to make 2 completely different authentic regional cuisines. For eg. a Bamboo stem can be used to make a South-Indian Puttu as well as an Assamese Sticky Rice. Both have completely different styles of preparations and outcomes with the same cooking tool.



Growing own food

Hydroponics is a fairly novel farming technology for Indian farmers. It is a flexible technology, apt for both developing countries like India, and high tech space stations.

This technique can be used anywhere in all agro-climatic zones, and hydroponic fruits and vegetables have higher nutritional value and tastes better than soil grown crops.

For popularization of hydroponics in our country, it is very important to provide scientifically proven technology to gardeners and create a mass awareness in potential areas.

"Being a locavore"

There is no export market for hydroponic produce as the farmer can grow a crop in the importing market itself, irrespective of the location. Besides, this kind of farming is intensive high productivity farming.

This offering is about enabling users to grow healthy-safe locally-grown vegetables indoors. Our offering is an easy to start hydroponics kit for gardening enthusiasts.

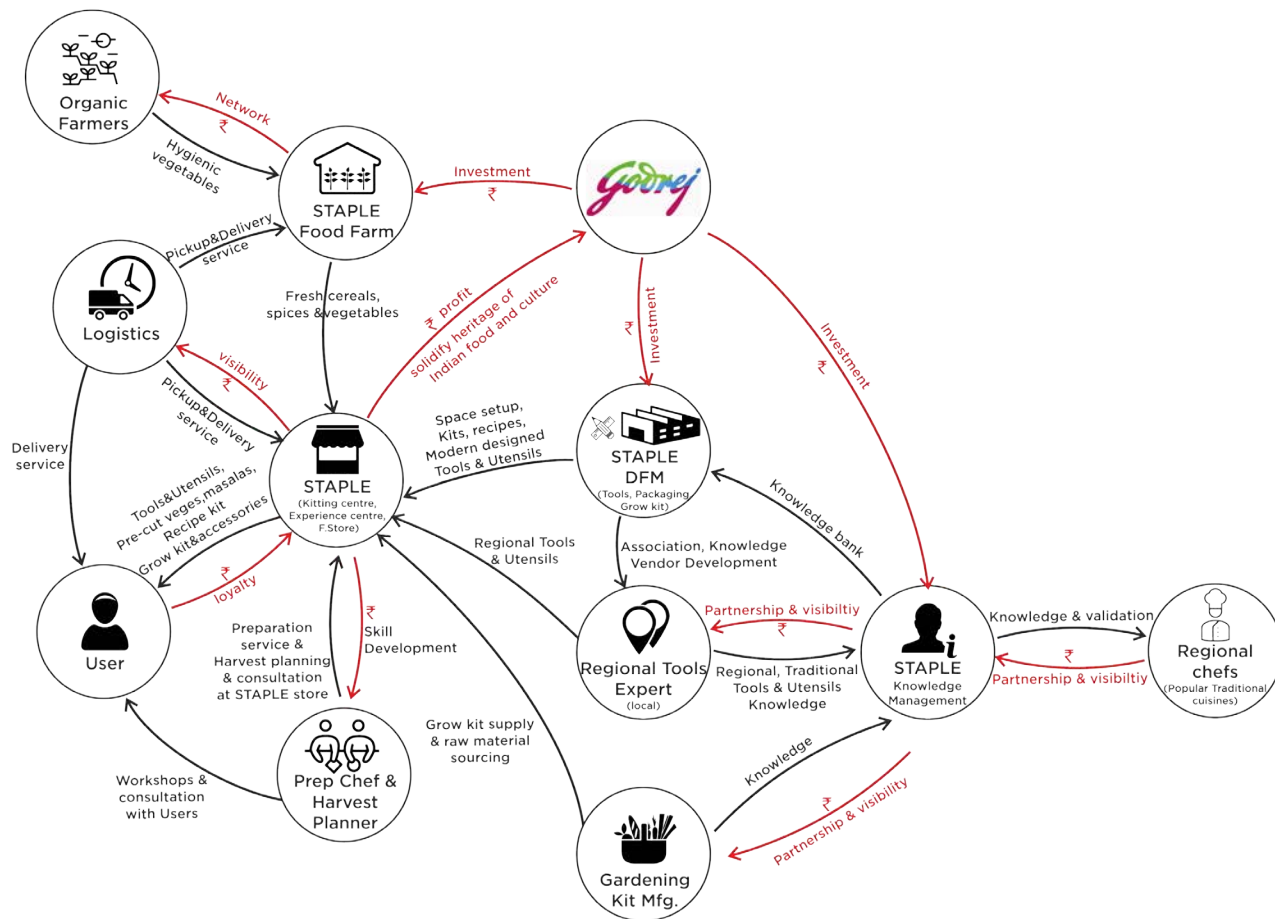
Hydroponics can be done in 3 ways:

Progressive farmers can adopt it in commercial farming. People can adopt it as a hobby. Can be most beneficial for urban farming in metros.





3.4 Prescriptive Value Web



3.5 STAPLE framework



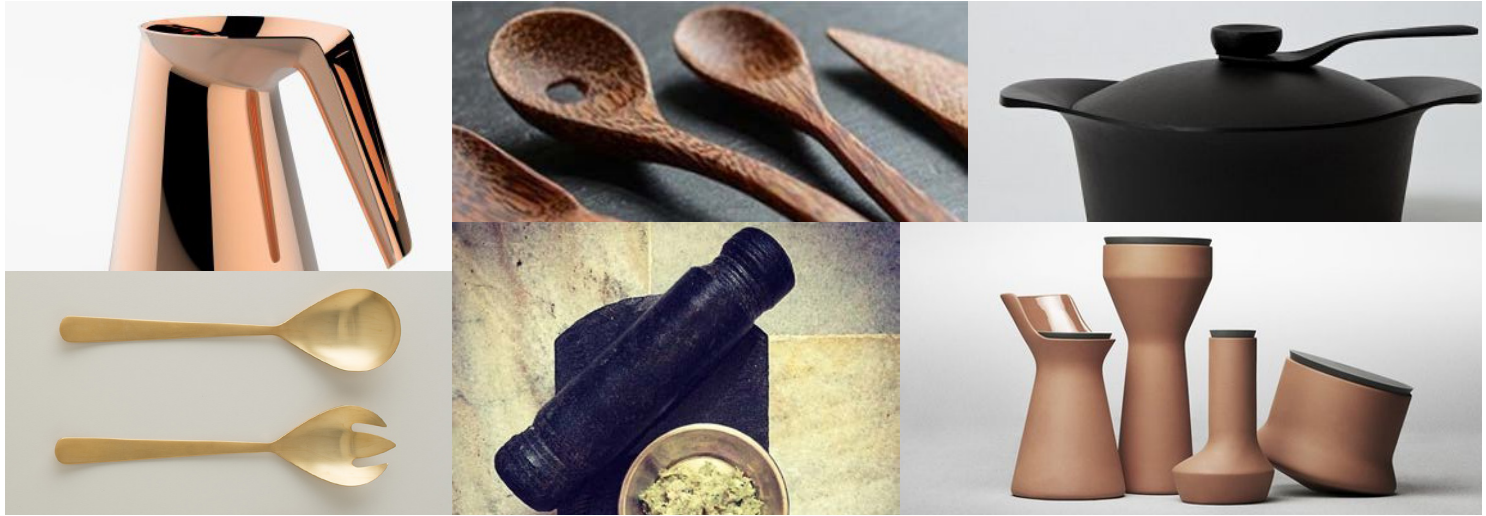
During our research we had found that a modern indian community seeks togetherness. The need to be inspired to do activities together that ensure spending time with self and loved ones, can boost one's capacity to be able to contribute more.

Our users live in modern times, but in constrained space. Sometimes with either a factor of less physical space to do more, or less motivation to use the space effectively if we have more. Our users are not able to achieve their best.

STAPLE - Space

A Staple Space is social, co-creative. It is unique to the culture of our cooking environments in India and at the same time it is a modern relaxed spaced, where people can enjoy the meditative feel of Indian cooking.

It is also on a personal level, very self exploratory. The moment a person steps into this space, the person is struck by their positive interconnections with the 2000 ethnicities that is unique to their culture. The space screams India..



STAPLE - Tools

Staple Tools are the set of kitchen tools & food items that allow people to celebrate the experience in a truly Indian style. There is a small problem in our cooking-Wrong kitchen utensils or cooking methods can reduce the amount of nutrients you glean from even the healthiest meals.

We want people to use these tools as a way to learn more about India and the culture where they come from. These tools are strong narratives of the local spirit of India. People can come, cook together and explore the benefits of

these and carry back their experience artefact.

Staple tools consists of 3 themes:

The themes are:



The themes are:

1. Fusion of health & lifestyle, so you no longer have to worry about health.



2. Everyday need, used by all, modern indian take on our kitchen tools which can simplify prepping; like our common kitchen tools made easy to use by all and also recipe kits preparing for enjoying home cooking in a delightful way.



3. Methods of cooking simplified, a direction of which we explored during this project: The indian puttlu maker.



STAPLE - Activities

During our research we had come across certain people who love spending their time exploring the same activities that few members of their family are experts in and they like exploring it on their own. For instance pickle-making or cooking certain dishes.

Staple activities are those activities which explore the traditionally proven methods and take us through the hidden science behind them. A lot would be around team work and family exercises.

With Indian cooking as a multi-sensory experience, the revitalization is a by-product. Exploring new materials, by sometimes preparing the dishes with them, sometimes eating in them, even cooking in them!



STAPLE - People

These are the important people living in the background of our lives, like the homechefs, moms and grandmoms. They are the ones who have a lot of generational knowledge which a modern Indian may not be aware of.

Thus they help us demystify the scientific logic behind certain practices and important traditional wisdom. For instance, during research we came across a grandmom who was an ordinary grandmom but with extra-ordinary gardening expertise. With her knowledge

and enthusiasm, the family would be able to consume home-grown vegetables many times during a month.

Javed, who is Godrej Hubble's Food expert, shared the reason behind why masalas crushed and ground in a stone grinder taste better than in a mixer.



"Actually cooking we dont get irritated, the preparation is, it's very important. Everything has to be there. If somebody si there to clean etc. there shouldn't be a problem!"

Everything we have to see. Buy the things, see the hiegine. Again we have to see the other things, like utensils and ingredients. Most often it happens that, when we start cooking, we realise one masala is missing. We have to adjust the things!"



"It was fun because, like for me it's different, my daughter wants to help me cooking. But my kitchn doesn't allow that, the shelves are high, she is so small. I had to make a step, then would start to jump with joy, saying I want to do this and that. So in that sense, a space where one get help plus something new, and with her the excitement goes even in our heart also, it's not like everyday thing. Next time if I get an opportunity like this, I think I will bring her, if this kind of space exists. It's nice because sometimes you don't have that kidn of time and space, and to even host few friends who haven't met for a while, and you actually wants to be together during your meals."

STAPLE - Lifestyle

There is more meaning to everyday task.

It induces meaningful improvement towards what we do regularly.



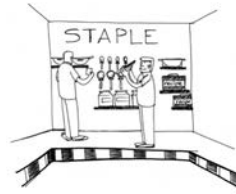
ENTICE



ENTER



ENGAGE



EXIT



EXTEND



STAPLE - Experience

A Staple experience entices you with media about on-going events and experiences at are culturally more tuned. Over such 'select' events, one is able to book their experience for a food outing at a Staple Studio with their friends and family. As per availability, one can reserve tables as per number of invitees, plan a meal from the studio's kitchen menu (we will keep ingredients ready and prepared as per selection) and make payments. There could be additional service partnerships for pick-ups and drops.

Once the group arrives at the Space, they can simply engage themselves in cooking and enjoying the wonderful teamwork. One can learn prepping, serving and plating techniques with the chefs available for assistance.

The menu selected will give its unique experience of experimenting new flavours, cuisines, methods of preparations. Artefacts experienced will also be sold around the store, and one can carry back a unique personal experience of India back home.

Recipe-kits can sold through this medium and

when our one time users scan the QR code back at home on the product, maybe to check the recipe, or prepare a list, they will connect with us digitally again.

This wonderful re-union is the Staple experience.

4 PROTOTYPES

4.1 Staple studio

A space where friends and family can pre-book their menu and come and cook. They can get an experience of the authentic utensils and cooking styles, while they are assisted by chefs and grandmoms. They will discover the goodness of the Indian practices in such a space.



4.2 Pre-cut veg and masalas

We created a provotype and asked users about what they felt around receiving this experience in their daily lives. How would they like to receive the vegetables? What do they currently maintain their vegetables in?

Users shared their dependency on maids for tasks which are time taking.

Ordering pre-cut vegetables would definitely save them time and effort, but they would need a re-assurance around its freshness. We saw how some vegetable vendors who cut them in front of the users, make their customers feel they are buying something more fresh.

Lack of preservatives will reduce the shelf life but, a remark captured was when users have seen the fresh preparation of masalas in front of them once, they will regard its value more than otherwise.



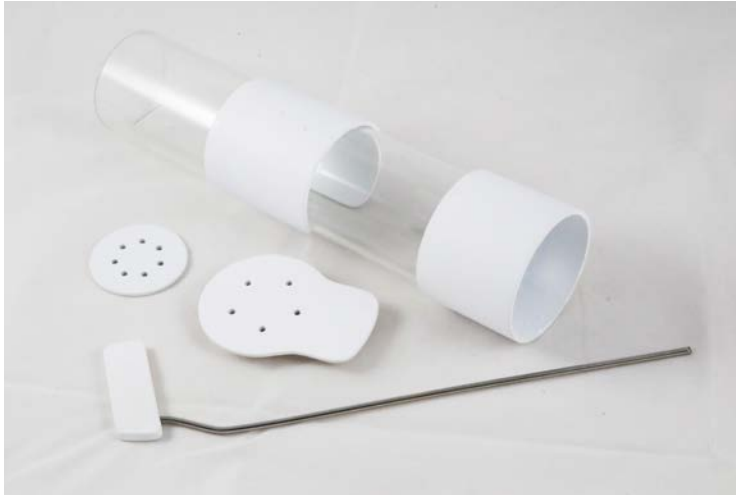
4.3 Recipekit

There is a notable trend of food startups delivering food home, and several are failing. But this is not a food delivery start-up. Our recipe kit is a collection of traditional utensils and tools mapped to regional cuisines of India. The ingredients of the meal is wrapped and packaged with the appropriate kitchen tools to use while prepping the ingredients and the utensils to cook it in.

We tried a few cooking exercises to test the trending 'i-chef' delivery. The team activity around cooking a regional delicacy brought out several pain-points and ideas. User pain-points around the kind of instructions needed for different kinds of users and the utensils and tools that might be usually required for such cooking.



4.4.1 Regional Tools Prototype



4.4.2 Tools Exotic Collection





4.4.3 Hand Tools in Market





4.5 Grow your own food indoor

"Food begins to lose its nutrients the moment it is plucked from the farm." So what if, if you have provision to grow your own food.

This offering is about enabling users to grow healthy-safe locally-grown vegetables indoors. Our offering is an easy to start hydroponics kit for gardening enthusiasts.

Hydroponics is an upcoming system of growing without soil. It may be buzzword now, but experts say it is the future. Moreover, there is a whole movement around the globe where people are experimenting to grow food indoors, to adapt the changing climate and depleting natural resources.

We were also able to conduct certain empathy building exercises like growing the plants using a hydroponic system, or using grow-lights for indoor care for the plant. This helped in understanding the design gaps.



4.6 DIT box

A DIT box is a kit that enables team/family members to participate and enjoy activities together. For instance, we created a labelling kit for home. Where in a home, one member of the family might feel the task of labelling all the jars is too much work to be done alone and needs engagement of more people.

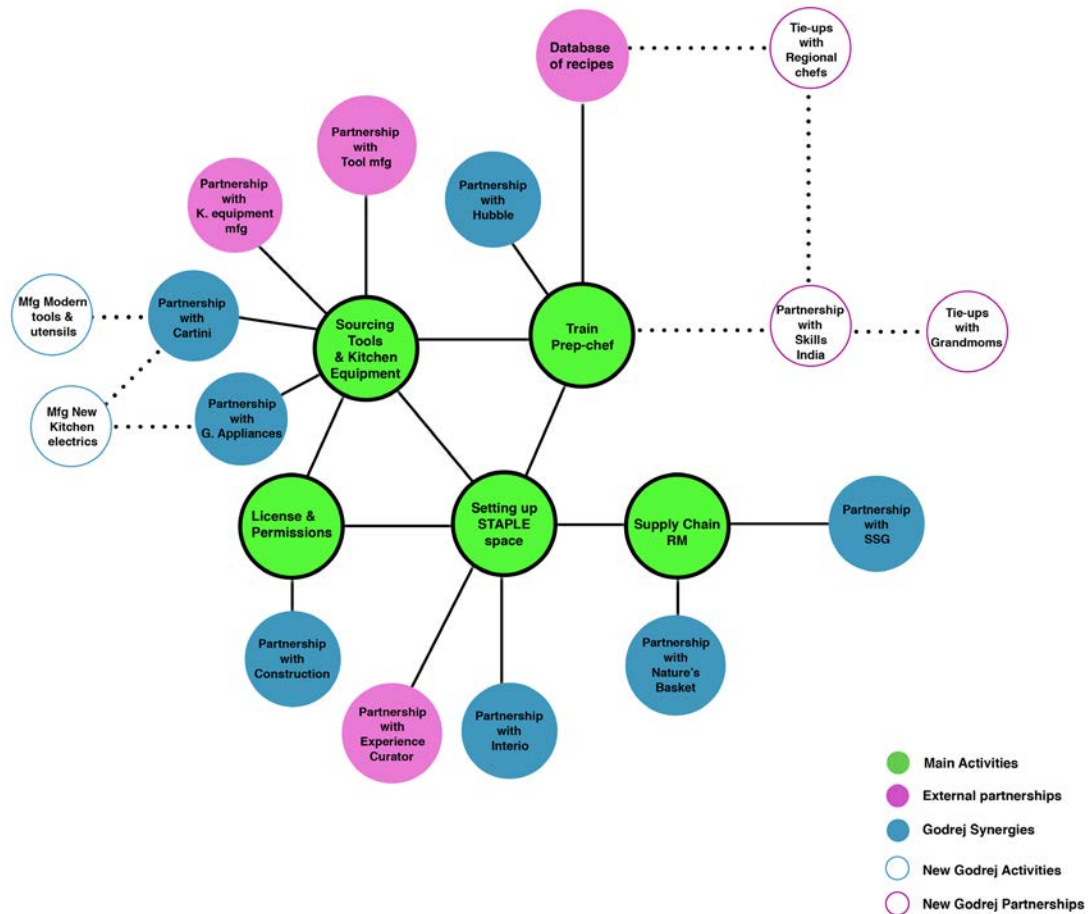
She/he should be able to get everyone together, delegate roles and each member must have fun while using the kit.

The DIT box is designed as a game. Every task is a game.



5 ACTIVITY SYSTEM & ROADMAP

5.1 Activity System



Experiences	Indian culture Socialise Meditative aromas Fun & Bonding	Indian culture Regional Flavours
Lifestyle		
People	Prep Chefs	Prep Chefs Regional Chefs Grandmoms
Activities	Explore new tools with recipes Channelise, teamwork Experiment regional materials	Explore regional tools Food Tours
Tools	Sourced Kitchen Utensils Locally available Ethnic utensils display Recipe Kits/ Pre-cut Veg for home	New designed Staple tools Traditionally inspired modern utensils for display & sale Traditionally ground masala/ Pickle kits
Space	Staple Studio: 1	Staple Studio: Pop-up

PHASE 1

Offerings 1 : Staple Studio Experience

Families and Friends can book their meal timings, from the website and enjoy outings

Team bonding exercises for corporates

Workshop: rent space for cook experts

PHASE 2

Offerings 2 : Staple Studio Pop-Up

Staple tools and Utensils from various regions.

Regional chefs workshop.

Pop-up store selling Staple Kits (Food, pickle, masalas)

5.2 Way Forward & Extension - with Cartini

Through the Horizon Productivity Tools, user centric method of research, we proposed Staple as an avatar of Cartini's Retro version of the brand. In the way forward, we suggested to begin with a Product centric offering and continue to validate with users exploring the Service Offerings. This way, the overall experience of the Staple concept shall continue as shared in the Roadmap earlier.



Product Offering

Transformation into Cartini RETRO under three themes:

1. Everyday need, used by all.
2. Cooking Methods Simplified.
3. Fusion of Health & Lifestyle.

Service Offering

Pop-up food studio for engaging & selling:

1. 'Cook Out' Experiences.
2. Recipe Kits/Pickle Kits.
3. Pre-Cut Preparations.
4. Cartini-Retro tools & Utensils

5.3 Target users

Those living away from their cultural roots
Those in flow of a busy, hectic lifestyle
Those looking for Holistic health

6. INCUBATION: CARTINI AS A HEALTH PLATFORM

6.1 Cartini Productivity tools: Product direction

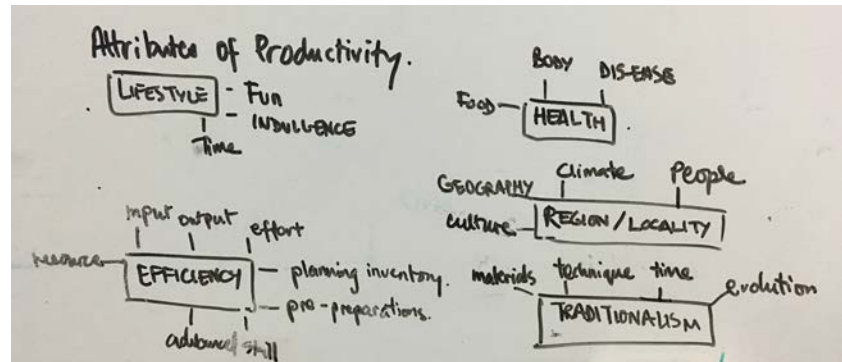
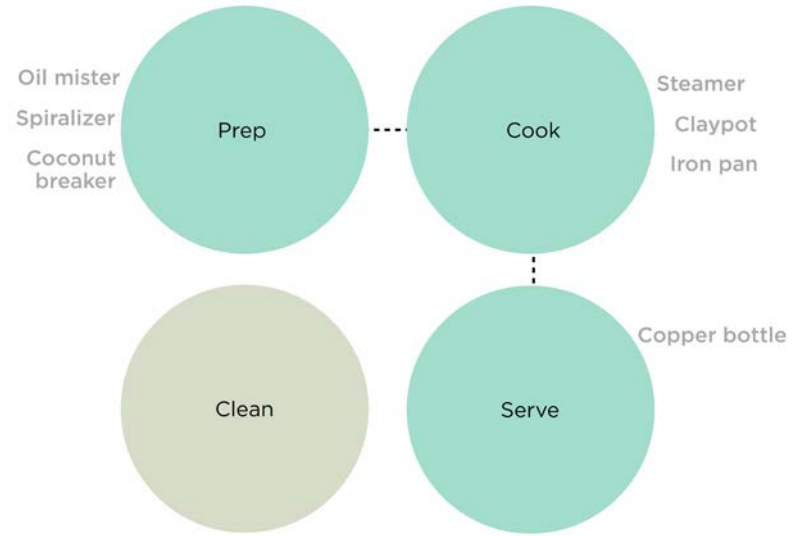
From User research, four activities define the Staple productivity in any space: Preparations, Cooking, Serving and Cleaning.

The study of Cartini products reveals that Preparation is the only activity that they have a range of products for this space. Therefore, Productivity Tools team, recommended diversification in atleast two more activities in the Space of Kitchen which is for Cooking as well as Serving.

Horizon research also revealed that Productivity measures the following attributes:

- Lifestyle: fun, indulgences
- Efficiency: planning, preparations, expertise
- Health: food, body, disease
- Regional: local, indian
- Traditional knowledge: time, age, evolution

Therefore, the objective of Prototyping should be to understand the role of the product for the user through a medium resolution prototype and check its features, so that we can extend the existing Cartini range of products.



6.2 Competitors

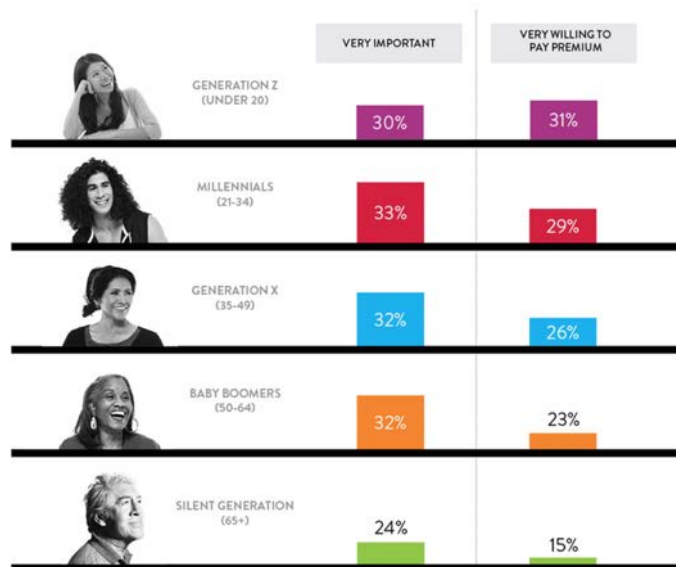
The two columns from the left are international brands and the next two are indian brands. The highlighted logos are of ones which are focussing on health.



6.3 Secondary study

GENERATION Z AND MILLENNIALS ARE MOST WILLING TO PAY A PREMIUM

GAP BETWEEN THOSE THAT THINK HEALTHY ATTRIBUTES ARE VERY IMPORTANT AND THEIR WILLINGNESS TO PAY A PREMIUM FOR THEM*



*Percentages are an average of all 27 health attributes in the study

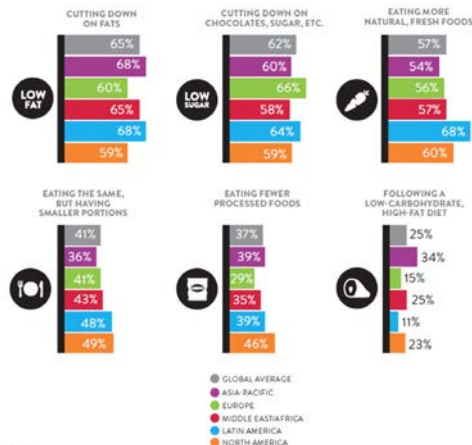
Source: Nielsen Global Health & Wellness Survey, Q3 2014

BACK-TO-BASICS FOOD ATTRIBUTES ARE MOST POPULAR

PERCENTAGE THAT RATE EACH HEALTH ATTRIBUTE VERY IMPORTANT IN PURCHASING DECISIONS



WAYS WE ARE CHANGING OUR DIETS TO LOSE WEIGHT



nielsen AN UNCOMMON SENSE OF THE CONSUMER™

6.4 Food Experts

About THAC

Dr. Vijaya Venkat is a pioneer in India for Health and holistic nutrition. She had founded THAC (The Health Awareness Centre) way back in 1989. It was started in a quaint little space in Parel, Mumbai, and moved only six years ago to Worli, which houses amongst many other resources, a library of books, documents and a good source of natural food. The Centre trains people to become nutrition messiahs. We attended a 3-Day workshop by them in Worli on Food, Body and Disease, led by her daughter Dr Anju Venkat and 3 other experts. It was in order to understand the real facts about various food categories sold and information which is propagated in the market today, the impact of it on our body and the relation of food and lifestyle with diseases.



THE HEALTH AWARENESS CENTRE



SELF CARE IS HEALTH CARE IS EARTH CARE

Objective and Key-takeaways:

Sensitizing ourselves with the details of this space and needs of our Core users on wayforward.

As an expert nutritionist's perspective and validation for our product offerings from the STAPLE portfolio, we have been able to gain crucial insights which is currently serving as deeper knowledge in designing authentic products serving as real differentiators from other offerings in the market. Infact more product opportunities shared at the workshop by the nutritionists and the participants who are seeking such a lifestyle, have been insightful in order to serve the core customers within modern Indian youth (Age group: 18-35) with consciousness about good health.

1

Consumption of natural whole food items is far healthier than available fragmented food items (for eg: fresh walnut broken out of its shell vs the De-shelling process & packaged walnuts)

Core Users will need the tools to make a convenient choice of including whole food items in their lifestyle

2

Consciously choosing using natural materials over processed materials helps protecting nature.

Core Users will need availability of products in natural materials instead of processed plastic products

3

Need for tested authentic Traditional utensils like right thickness of iron vessels, lead-free claypots, clay and copper jug lining, pure stainless steel.

Core Users will seek the availability of these authentic utensils.

4

Need for Variety while eating Natural food and Nature's offerings of "Super foods" which can replace as many processed food options.

Core Users to be able to identify, categorize and organize these variety of natural, available food items

5

Consumption of Seasonal and locally available food items.

Identifying the right form of natural sources for our users



Whole



Raw



Natural



Fresh



Seasonal

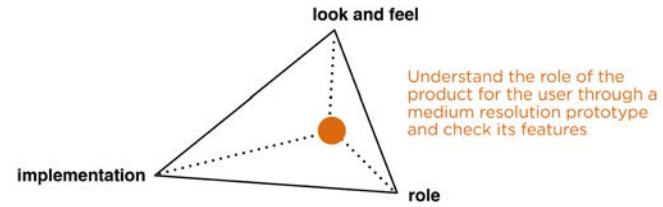


Regional



Organic

6.5 Cartini health range



* Existing product representation



6.6 Hyper-local food event

We carried out a hyper-local food event in a group of around 30 people, who came together to enjoy healthy cooking and testing of new tools proposed by the Productivity Tools team. Before coming to cook, we oriented them towards Healthy food and good health. The average age for this activity was 25-35 years, commonly falling in the Millennial age group. Many were not used to daily cooking, however the group balanced out the activities in terms of learning and trials vs expertise.

Prep Tools were the Cartini Chef Knife, bamboo chopping board, Hand held Spiralizers, Peelers of different brands and Julienne peelers.

Cook Tools were Silicone Ladles, Oil Misters and Non-stickware.

Serve tools for this event was not specially created and everyone cooked and ate off the Cooking Pan for a community-feel.

Fresh ingredients were procured from Godrej's Nature's Basket and Godrej Hubble.

The total time for the set-up and clean up was two hours. However, the group produced several varieties of creative dishes enjoying thoroughly for an average of one hour.



6.7 Prototypes

Handheld Spiralizer

Healthy meals include lot of “Raw” and “Natural” in your food as the experts from various Holistic nutrition backgrounds recommend. Where Raw food is consumed with minimal cooking and Natural food is the pure, untampered state of food as produced by Nature.

The spiralizer is a razor-sharp cutting tool that creates thin ribbons of any vegetable. The Handheld spiralizer is as easy as using pencil sharpeners in the kitchen for vegetables of diameters of about 2 inches. It adds a great fun factor to cooking as well as in the preparations.

The first reactions of user testing this product was very positive. Many had never used it earlier. Some were looking forward to eating healthy preparations with a lot more excitement than before. It allowed more creativity and involvement.



Nut Breakers

Eating nuts as part of our culture, comes either while regional preparations happen or during festivals as gifts.

As the experts from various Holistic nutrition backgrounds recommend, Nature provides us with eating in abundance in a particular season and also packaged in the most nutritious manner. Healthy meals can be about eating "Whole" food.

All nuts have a painpoint of breaking. This is the reason why there is an upsurge of eating more de-shelled nuts and we look for packaged options with longer shelf life in supermarkets.

The handheld coconut breaker is a one of its kind product which helps in easily breaking them at home. It is easier for females who usually would take the help of males for this task, can now do it themselves!



Copper Vessel

Drinking water from a copper vessel sounds like an old memory of childhood, where our grand mothers would store the water overnight in these vessels.

This traditional practice is based on scientific theory that copper helps in performing better digestive system and maintain cardio vascular health. It beats anaemia.

As per Ayurveda, drinking water from copper vessels reduces ageing by stimulating the production of collagen protein that helps in connecting tissues.

Also when copper gets mixed with water, then the copper ions fills viruses and other micro organisms making the water fit for drinking.

Users whom we showed this product felt it was a missing product for them -one they would love if it fits their current lifestyle. Each one in the family having a handy bottle of copper, could impact at an individual level.



Non-electric Steamer

Flame cooking can kill the good nutrients in the food. Healthy eating consists of eating food which is “Fresh” and “Raw”, as many Holistic Food experts recommend.

Several implements and molds are commonly available for the purpose of steaming in Indian Regional kitchen. The non-electric Steamer, is a multi- use vessel for steaming ingredients and making a variety of dishes for Indian Cooking.



Oil Mister

North Indian Cooking and preparations include the usage of large quantities of oil. In order to introduce healthy cooking, one of the measures are to cut down on consuming Oil in our daily cooking efforts.

This Indian Oil mister is designed for the north indian freezing climate where the oil can be heated from the bottom when placed on a burner. It contains the provision to pour measured quantities of oil, as well as to spray when needed.



The Healthy range Prototypes:

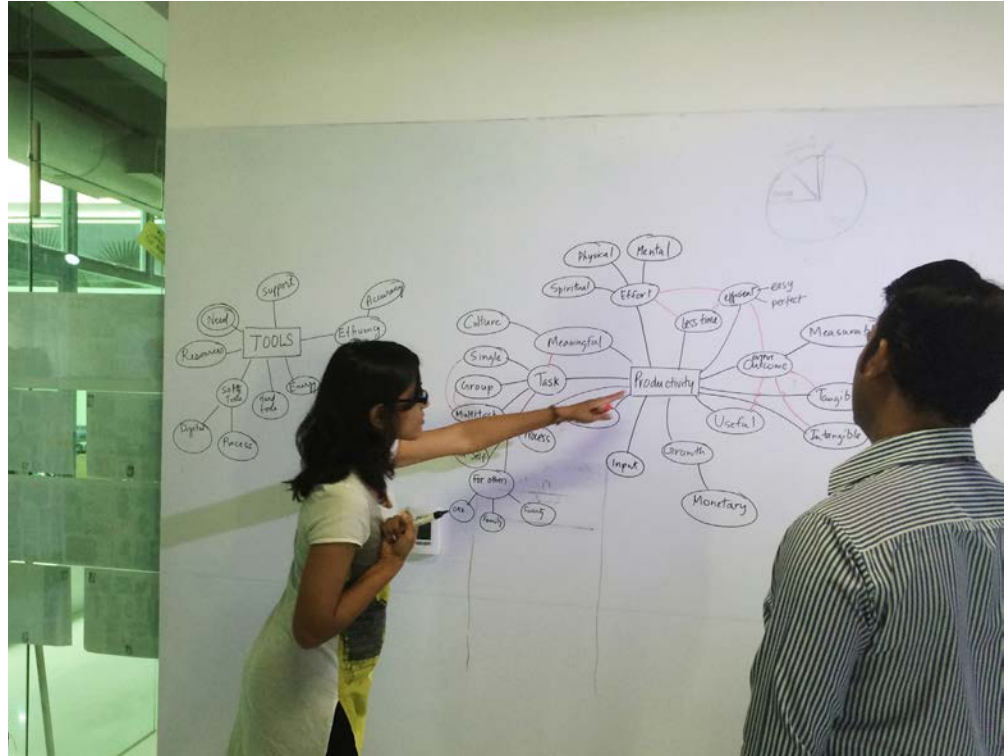
Look and feel Prototypes (L to R): Coconut Breaker, Glass Puttu Steamer, Oil Mister, Spiralizer, Copper Bottle, Induction Steamer



7 METHODS

7.1 Mind Mapping

Mindmapping acts as a visual aid of the thoughts running in the mind of all team members. We used it in the beginning of the project to clarify and come to a common start about how we would like to explore the topic of Productivity Tools.

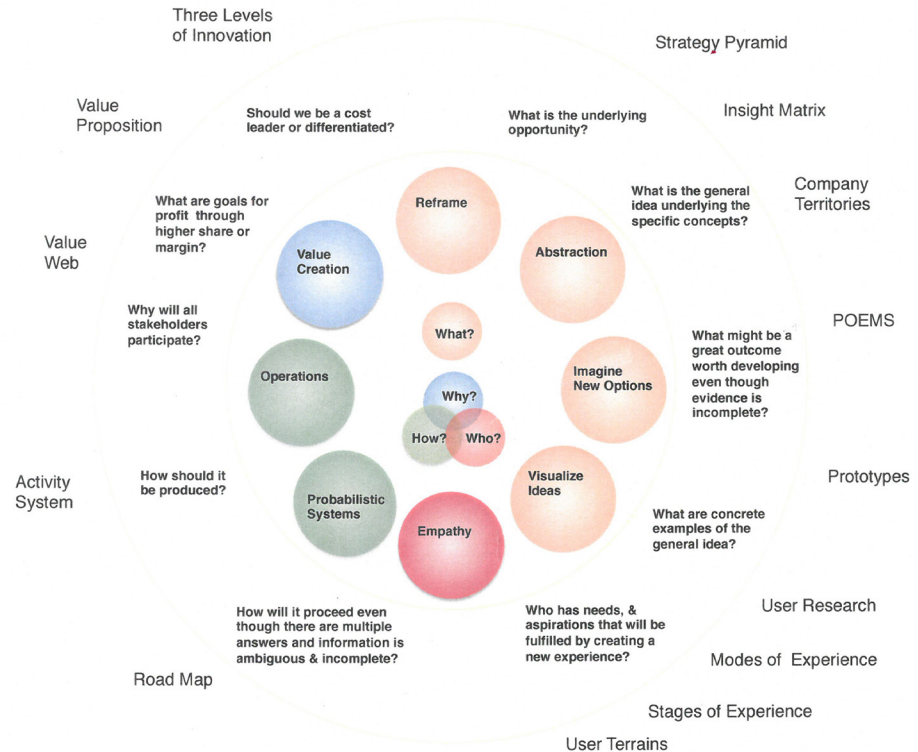


7.2 The Whole view

The Whole view model helps in answering the basic questions of What, Who, Why and How. Dean Professor Patrick Whitney, shared the design methods which could be used to answer these simple business questions.

These were the questions that we repeatedly tried to answer using various methods.

This was the hypothesis creating model for us.



7.3 Card Sorting

Card Sorting is an exercise which was used during the user interviews. It helps as an ice breaking technique with the user, and gets them to relax and openly share what they would like to, based on the images that they select.



7.4 User Interviews

The interviews with users are conducted in their homes so that they may feel relaxed and can share more freely. It works better than conducting face to face interviews in cafes or workplaces, where the context for the discussion is lacking.

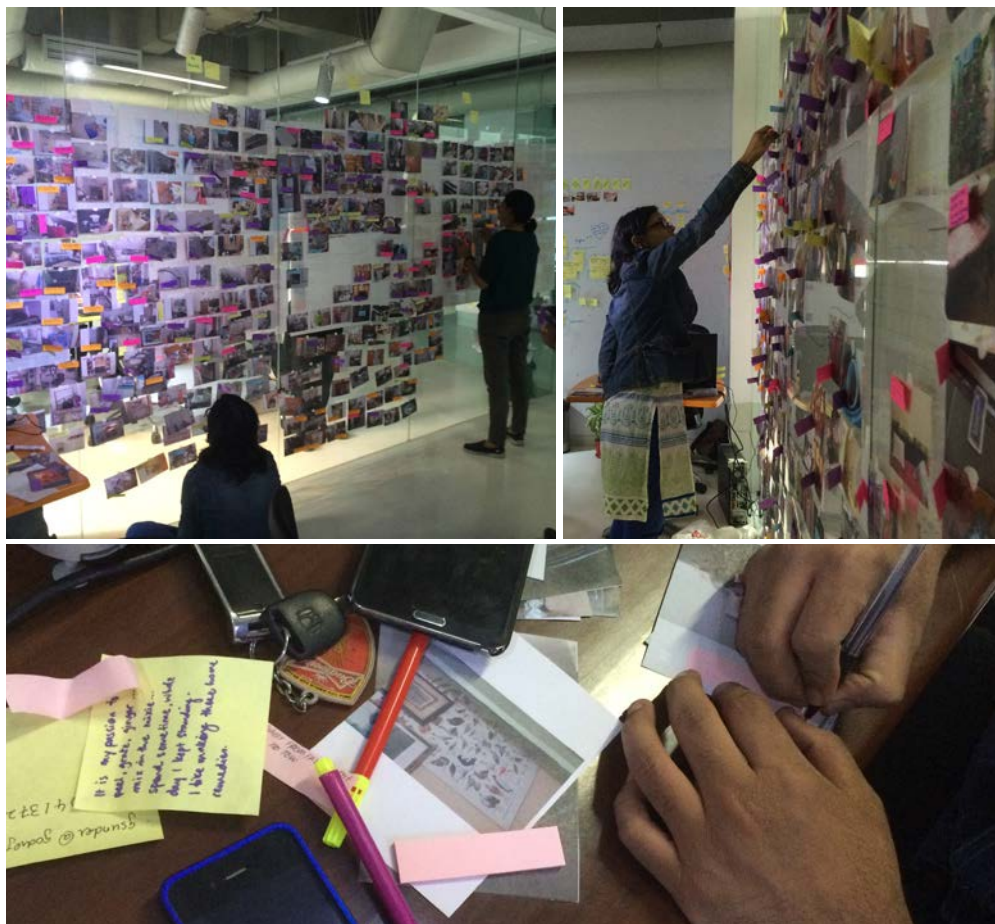
In the home, the stories shared by the users become more visually relatable and therefore more convincing and true.



7.6 Visual library, NOABS categorization for insights

A visual library has clusters of photographs shot at User homes that would help in visually relating to observations spoken/heard about. we were able to find many un-said observations about users.

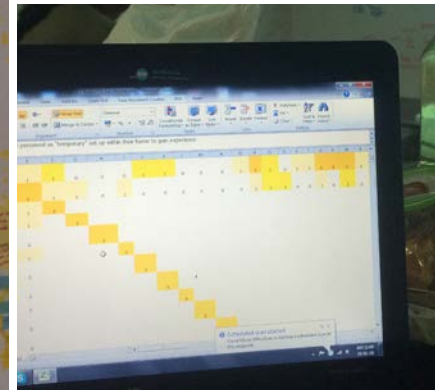
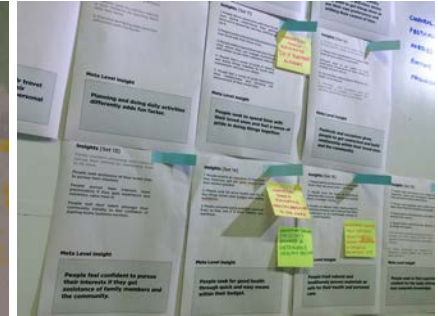
We categorised them using the framework of NOABS (Needs, Objects, Activities, Breakdowns, Services)



7.7 Insight Matrix

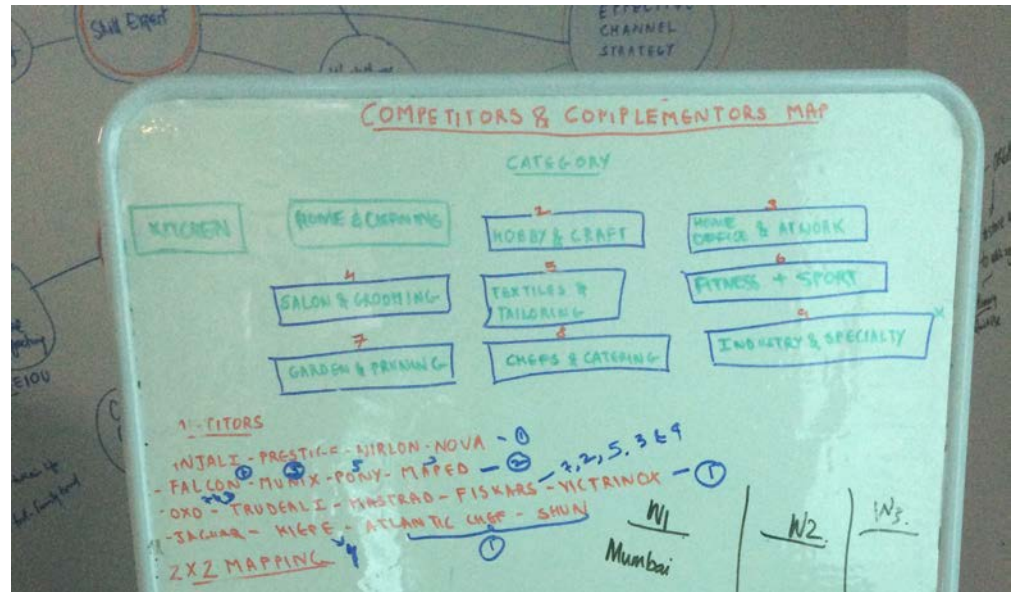
Insight Matrix is a method of rating insights in a matrix of 99x99 using a scale of 0,1,2,3.

It helped in revealing clusters of insights, which have similar rating and helped further to form "Meta- insights"



7.8 Competitor- Complimentor's Study

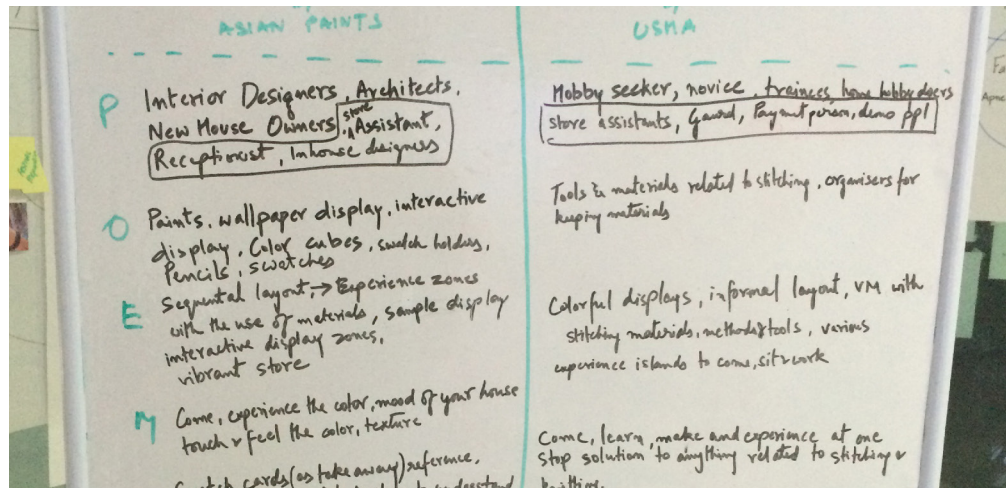
The study of various companies in the similar landscape, revealed their product level offerings and overlaps between their and Godrej's offering.



7.9 POEMS and 5E framework

Both the framework helped us in mapping the user experiences in any store visit. They helped in understanding the company's offering and use of various means to deliver deliberate experiences to the user.

It was also helpful in concept development in order to deliver a complete user experience.



Entice	Enter	Engage	Exit	Extend
<ul style="list-style-type: none"> Website Text SMS Phonecall 	<ul style="list-style-type: none"> ? - Shop? - Music - Food library feel - Menu for the day - ? 	<ul style="list-style-type: none"> - Exp. Centre (the table) - Utensil cooking experience ? - Games? 	<ul style="list-style-type: none"> - Cupcakes? - Recipe kit? - Sarees 	<ul style="list-style-type: none"> ? - Feedback? - Photos? - exchange pin of cooking exp. - repeat experiences.

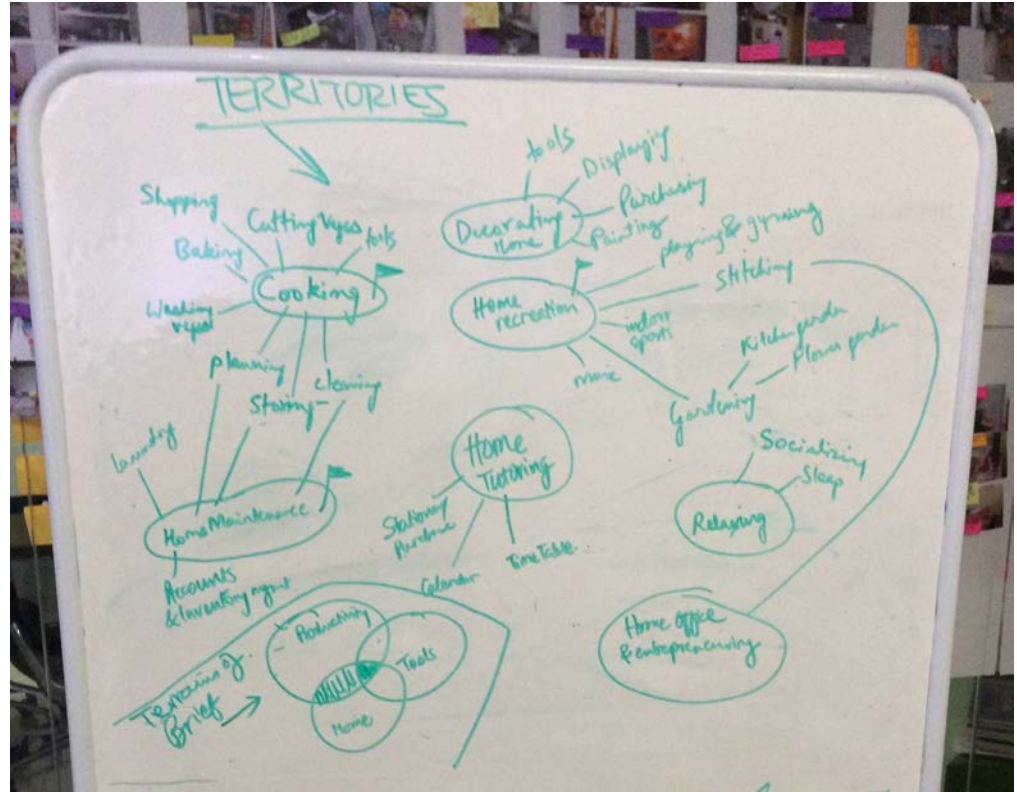
7.10 Product Landscape study

Frequent local store visits revealed various brands selling Kitchen Productivity tools. Price points, packaging, product quality, making were few benchmarks which were noted.



7.11 Territories

Territories is a framework used to map activities that came up from User research and it helped in identifying which ones should the sponsor work in.



7.12 Era Analysis

Era Analysis is a framework used during Secondary research in the initial phase which helps in putting the observations under factors or scenarios such as: social, technological, political, economic, environmental etc.



7.13 Business criteria

Business criterias are a checklist that will influence the business decisions for the project. We were able to list them with the help of interactions with various levels of Senior management and sharing trends and User insights with them.

Busi. criterias.

TRIPRAH ← A (5) D.
B. (6) - D

- ① Extension of Cartini biz.
- ② Engage Home biz & appliances to develop new prod.
- ③ Outside India - a trend of digitally enabled systems. (Smart janset.)
- ④ Kitchen Brands → HomeCare Brands
(oro,
- ⑤ DIY Culture - (USA)
- ⑥ Maker movement + Make in India.
- ⑦ ↑ Home Food Businesses.
- ⑧ ↑ Organic Food consumption
- ⑨ Fun tools, Special Tools in Kitchen
(Chef'n)
- ⑩ Home - Interio
NHE
Prima.
GSS
Cartini
Appliances, Laukima Motors
E&E
Infotech

Insights [Set 12]

1. People seek to build relationship and strong support system as they grow in life.
2. People feel comfortable to engage with small groups within a community.
3. People seek to be aware of their community irrespective of their ability to engage actively with it.
4. Connectivity makes people feel they can reach out to anyone.
5. Festivals and occasions give an opportunity to people to pursue the activities which they love to for others.

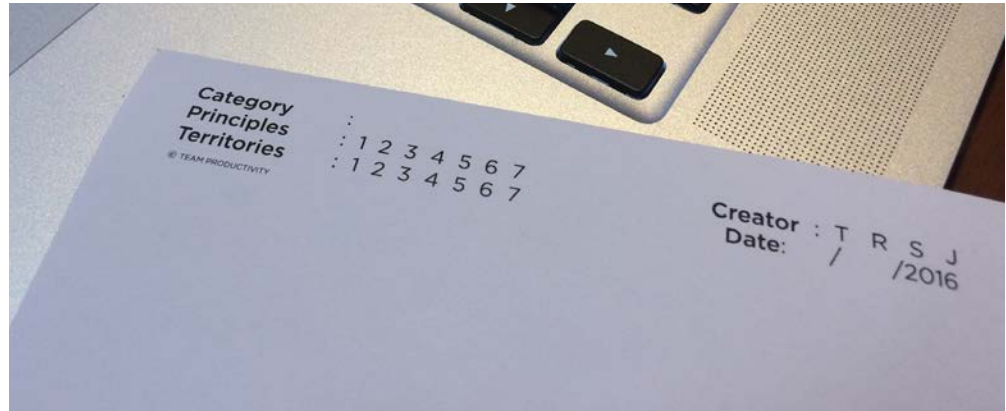
Meta Level Insight

Festivals and occasions give people to get connected and relationship within their love and the community.

7.14 Brainstorming and ideation

Brainstorming and ideation is a common method in any innovation project. We brainstormed creating ideation sheets and sketching ideas in a short time.

The constraint of time and need of a visual representation helps in identifying unexpected ideas from team members who are usually not so good at visual skills.



7.15 Brand mapping

The brief included the creation of a brand that was based on a simple yet unique design language.

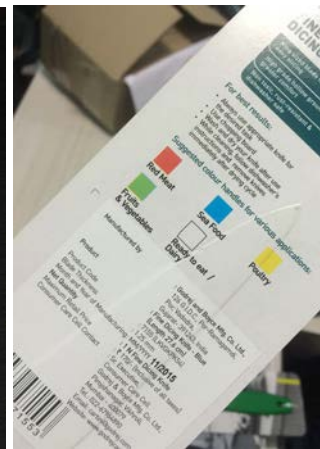
We created moodboards of the product and space language and identified brand positioning through this exercise as well.



7.16 Cartini Product Study

Cartini brand under the Business of Locks and locking solutions in Godrej was the primary sponsor for this project.

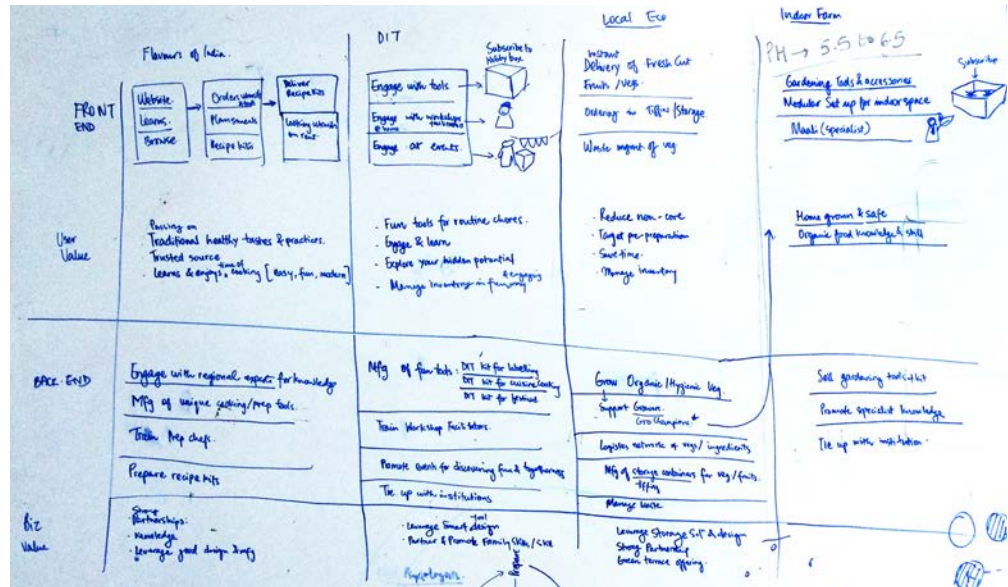
We went through their product catalogues, product packaging and new range of SKUs, apart from visiting their manufacturing plant in Baroda, Gujarat.



7.17 Offering Blueprint

Offering Blueprint was a matrix of the selected concepts with their front end and User value along with their back end and Business value.

Using this framework, helped in easily understanding the core of all the concepts in one format and evaluate or add what we felt could be missing in the concept.



7.18 Paper modelling and prototyping

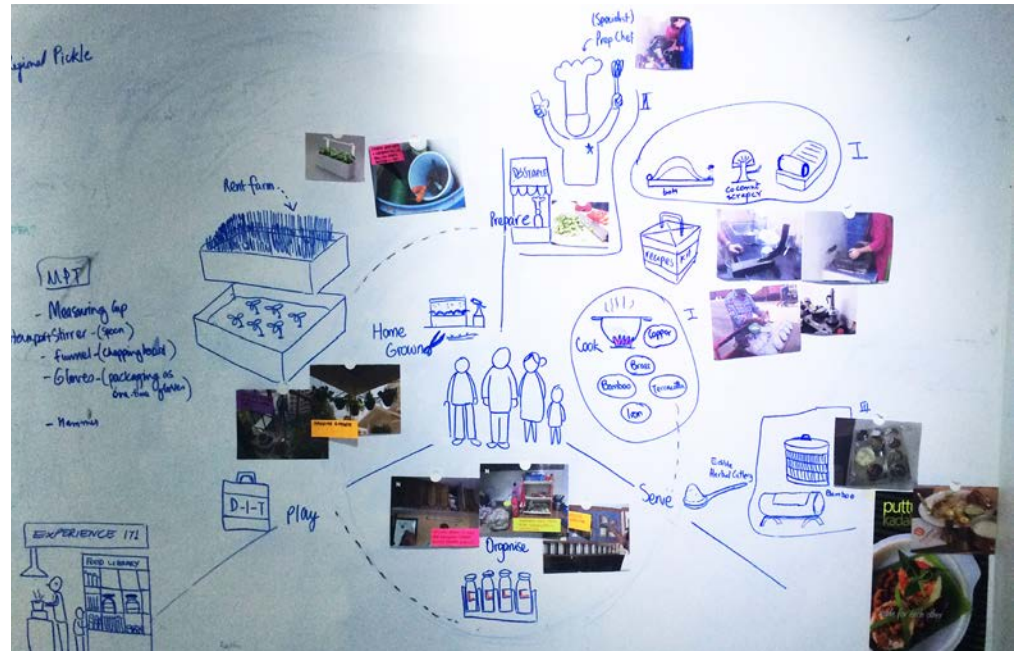
Paper Modelling and Prototyping are ways of making physical representations of the ideas on paper.

They help in quick user validations on concepts, idea- sharing presentations etc. Paper Prototypes help in further visualising the details in concepts.



7.19 Ecosystem generation

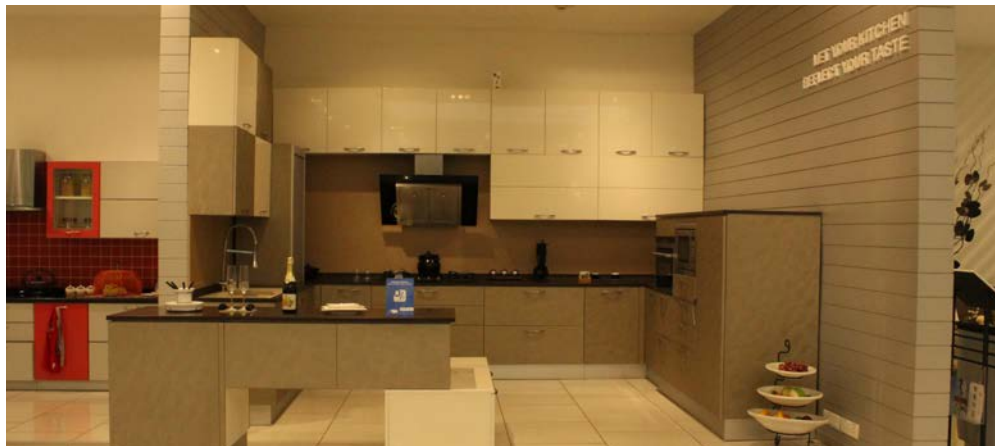
After ideation and creating individual offerings, the intention of an ecosystem is to help in creating a holistic story for the user. An ecosystem consists of several concepts which will impact a user at different points of time.



7.20 Concept realisation

Concept realisation is a stage in the project, where the team looks at the realistic measures of implementing the concept ecosystem quickly. Most often we began with what is existing within Godrej, where we can collaborate and share some resonance with the idea.

Godrej Store visits, helped in this duration. The Interio Lifestyle store and the U&Us stores in Pune and Mumbai



7.21 Godrej Hubble Kitchen study

Collaborating with the Hubble Team and the Kitchen helped us to quickly prototype the Experience that we were looking to deliver for the user in the initial stage of the Offering ecosystem.



7.22 Rental models study

Study of various rental models, such as the Utensils for parties and special occasions, opened the scope of the project from a new dimension: Logistics of utensil hiring and warehousing.



7.23 Service Study and mapping

Food tech Startups had mushroomed across metro cities and while some were flourishing, some had even shut down during the year of 2016. Service study of the Food tech-startups, enabled us to open up thoughts in this directions.



7.24 Empathy exercises

For all members of the team to relate to and contribute equally in the ideation phase , we did several empathy exercises, where even those who couldn't cook, were made to try. This opened our minds to be able to ideate differently.



7.25 Regional Cuisine study

Regional study helped us to deliver core values of the Staple concept from point of view of food and the tools required to accomplish the experience.

It also helped us to iterate new regional recipes, which could be interesting for the trials of the experience centre.



Productivity Tools

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