WOK 'N' ROLL

Make hawker culture great again







Search for your favourite foods



Had a good experience?

Add a review!

Position Statement

r KODLEM STATEM	
The problem of	a lacking digital presence for many hawker stalls
affects	customers and hawkers
the impact of which is	difficulty in finding hawker food online; low business activity
a successful solution	makes finding hawkers online easier; increases business

DDORI EM STATEMENT

POSITION STATEMENT

for	food lovers and hawkers
who	are adventurous with food; want a more effective digital presence
the	online hawker curation service, Wok N Roll
that	increases the discoverability of hawkers online to connect customers to hawkers
unlike	current unsustainable approaches
our product	uses intelligent algorithms to accurately derive useful information from crowdsourced data.

Position Statement



To increase the digital presence and discoverability of hawker stalls, Wok N Roll uses intelligent algorithms to accurately derive useful information from crowdsourced data, unlike current unsustainable approaches.

This enables food lovers to discover new hawkers more easily and bolsters hawker businesses.

Feature Showcase

Minimum Viable Product

- A demonstration of our core technologies
- Focused on market growth



Week 7

Lo-Fi Figma Prototype

Static Search

Upload Listings

Upload Reviews

Week 13

Deployed Web Application

Fuzzy and Phonetic Search

Upload Listings and Photos

Upload Reviews with Prompts

User Accounts

Week 7	Week 13
Heng Swee Kiat Curry Rice Bedok Foodcourt 25 mins 0.9km Heng Swee Kiat Curry Rice provides a delightful Jamases culinary experience. Visit the stall if you are looking fo see more Image: The stall if you are looking fo see more Image: The stall if you are looking fo see more Image: The stall if you are looking fo see more Image: The stall if you are looking fo see more Image: The stall if you are looking fo see more Image: The stall if you are looking fo see more Image: The stall if you are looking fo see more Image: The stall if you are looking fo See more Image: The stall if you are looking fo See more Image: The stall if you are looking fo See more Image: The stall if you are looking fo See more Image: The stall if you are looking fo See more Image: The stall if you are looking fo See more Image: The stall if you are looking fo See more Image: The stall if you are looking fo See more Image: The stall if you are looking fo See more <	<image/> <image/> <text><text></text></text>
ing the second s	

Information Database for Hawker Stalls

Week 7	Week 13
Wok 'n' Roll Mok ou want to review? Inter kway toov big white sign Inter kway toov Inter kway toov <th><image/><image/><image/><image/><text><text></text></text></th>	<image/> <image/> <image/> <image/> <text><text></text></text>

Search Engine

Week 7

Week 13

Adding Stall Information	1		
Stall Name		WOKNROLL	
Enter Stall Name here		Search for your favourite foods	
Cuisines			
Cuisines (feel free to add multiple!)		Can't find what you're looking for?	
Add menu items		Add stall information!	
Name of Food Item Price			
Add more menu items			
ddress			
Enter Address here			
Description			
Enter Stall Description here			
Submit!			

Intuitive Uploading Platform

Image: Construction of the construc	Week 7	Week 13
	Reviewing Bedee Foodcourt 2s mins 2 12 Write about your experience here Write about your experience here Submit!	<image/> <image/> <image/> <image/> <text><text></text></text>

Hawker Review Platform

Performance Metrics

Internal Business

PERFORMANCE METRIC	AIM
Agile development sprint velocity	Software development productivity
Average error rate	Software reliability
Average response time under load testing	Software performance 🛛 🏠
Number of known vulnerabilities	Software security

Sprint Velocity Performance Metric

Sprint 1 (Week 8):

- Backend with dummy data and search engine functionality
- Frontend for search engine functionality

Sprint 2 (Week 9):

- Backend for uploading and review functionality
- Frontend for uploading and review functionality



Sprint Velocity Performance Metric



Sprint 3 (Week 10):

 Implemented advanced features on the backend: image upload, fuzzy search

Sprint 4 (Week 11):

• Fixed bugs, completed integration of frontend and backend and implemented phonetic search

Sprint Velocity Performance Metric



Performance:

Software development productivity was higher than expected

Reasons for performance:

- Completed planned story points ahead of sprint deadline
- Managed to implement additional functionalities such as fuzzy and phonetic search that were planned as optional items



Customer

	PERFORMANCE METRIC	AIM
	Web traffic analysis	Retention, growth, engagement & attrition rate
	Number of crowdsourced entries added per month	Effectiveness in achieving product goal
Ø	Average regularity of use per customer (number of days per week)	Customer perceived value

Time-on-Task Performance Metrics

Positive experience
Food was tasty and yummy!
Place was clean and the hawker was really friendly.
The food was worth the money.
I would come again often.
Recommended to ize vur frienda!

Neutral experience

) The rice was passable.) The portion was reasonable.) The price is reasonable.) would come back once in a while

Negative experience
The food was pricey.
The food was bland.
The food was loa sally.
Would not come again!
Don't recommend to my friends. No just

Stall Name Enter Stall Name here	
Cuisines	
Cuisines (feel free to add multiple!)	
Add menu items	
Name of Food Item Price	
Add more menu items	
Address	
Enter Address here	M. aualtrice
Description	yuaiiiico.
Enter Stall Description here	•
Submit!	

Time-on-Task Performance Metrics

Time to <u>add a new hawker</u> <u>stall listing</u> with an <u>explicit</u> <u>"add a new listing" button</u>



Time to <u>write a review</u> with <u>multi-select prompts</u>

VS

Time to <u>write a review</u> with <u>references</u>

MEDIAN SAMPLE SIZE 157.17 sec 22 Q4 - Which review system did you like best? Rank by typing a number from 1-3, with 1

being most liked and 3 being least liked.



Review system preference

PREFER MULTI-SELECT PROMPT REVIEWING

75%

SAMPLE SIZE

Time-on-Task Performance Metrics

Time to <u>add a new hawker</u> <u>stall listing</u> with an <u>explicit</u> <u>"add a new listing" button</u>



MEDIAN

29.36 sec

SAMPLE SIZE

18

PLATFORM



Time to <u>write a review</u> with <u>multi-select prompts</u>



MEDIAN

76.55 sec

sample size

qualtrics.

Learning Points

Wearing Different Hats



Software Development



Tech stack

Feature Chasing



Software Product Management



Feature Prioritization

Product Roadmap

"Make the most impact for our end-users"

Requirements?

MVP



Picking the Right Tactic







Innovating a new product in an **immature product category**



Adopt **design school strategy** to establish **best fit** between internal capabilities & external possibilities

Going beyond the classroom

			Our Product (Stem.py)		<u>Lavender</u> Spaceship		<u>Girls2Pioneers</u>		<u>Girls4Tech</u>	
Critical Success Factor	Weight	Rating 1-4	Score	Rating 1-4	Score	Rating 1-4	Score	Rating 1-4	Score	
Interest-based Engagement for Children	0.25	4	1	3	0.75	3	0.75	2	0.5	
Level of Parent Involvement	0.25	4	1	3	0.75	2	0.5	4	1	
Role Models	02	3	0.6	4	0.8	4	0.8	1	0.2	
Pricing	02	4	0.8	2	0.4	3	0.6	4	0.8	
Personalised recommendations	0.1	4	0.4	4	0.4	2	0.2	1	1	
	1		3.8		3.1		2.85		2.6	

COMPETITIVE PROFILE MATRIX

Judges commended our good market fit, thanks to the **CPM** and **petal diagram**

We took part in **Hack4Good** by NUS, and used what we learnt to pitch in the finals



Adapting for the real world

Adaptations



Have a focus group that better represents hawkers with no digital presence



Do experiments on an actual front-end rather than mocking



Develop in incremental iterations (RADIT)



Employ more voice of customer innovation techniques

MAKE HAWKER CULTURE GREAT AGAIN



