

Bio Synergy Hub
 An outdoor food experience backed by Trend research and forecasting

Classroom project done during the Trend Research module at IITDM Jabalpur - evolved into a passion project.



In collaboration with Rishika Kedia
 March 2021 to June 2021

Under the guidance of Prof Vasant Dewaji
 My Role: Research, Ideation, Product Design, Space Design, Service Design.

Trend Research

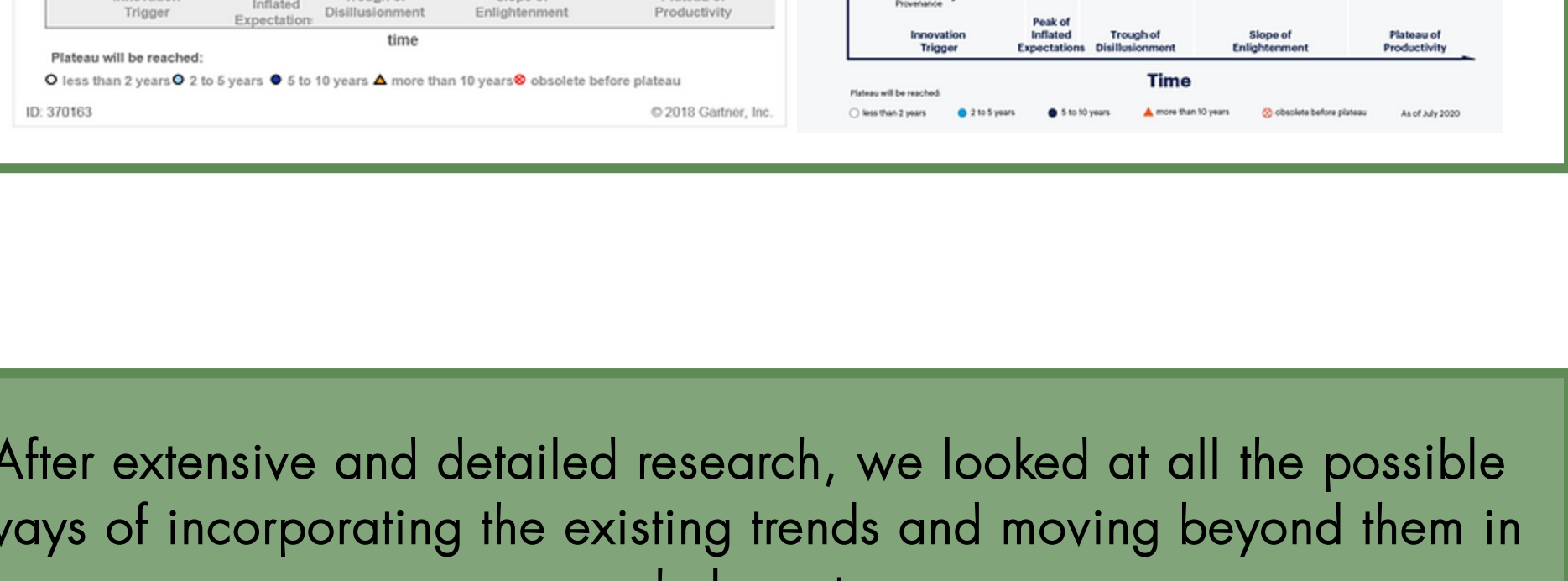
As a part of the Design Forecasting and Trend Research module being taught at IITDM, we studied global consumer trends and then all the microtrends that exist in the domain of outdoor dining. We then developed a new service offering in the same domain using the framework has been shown here.



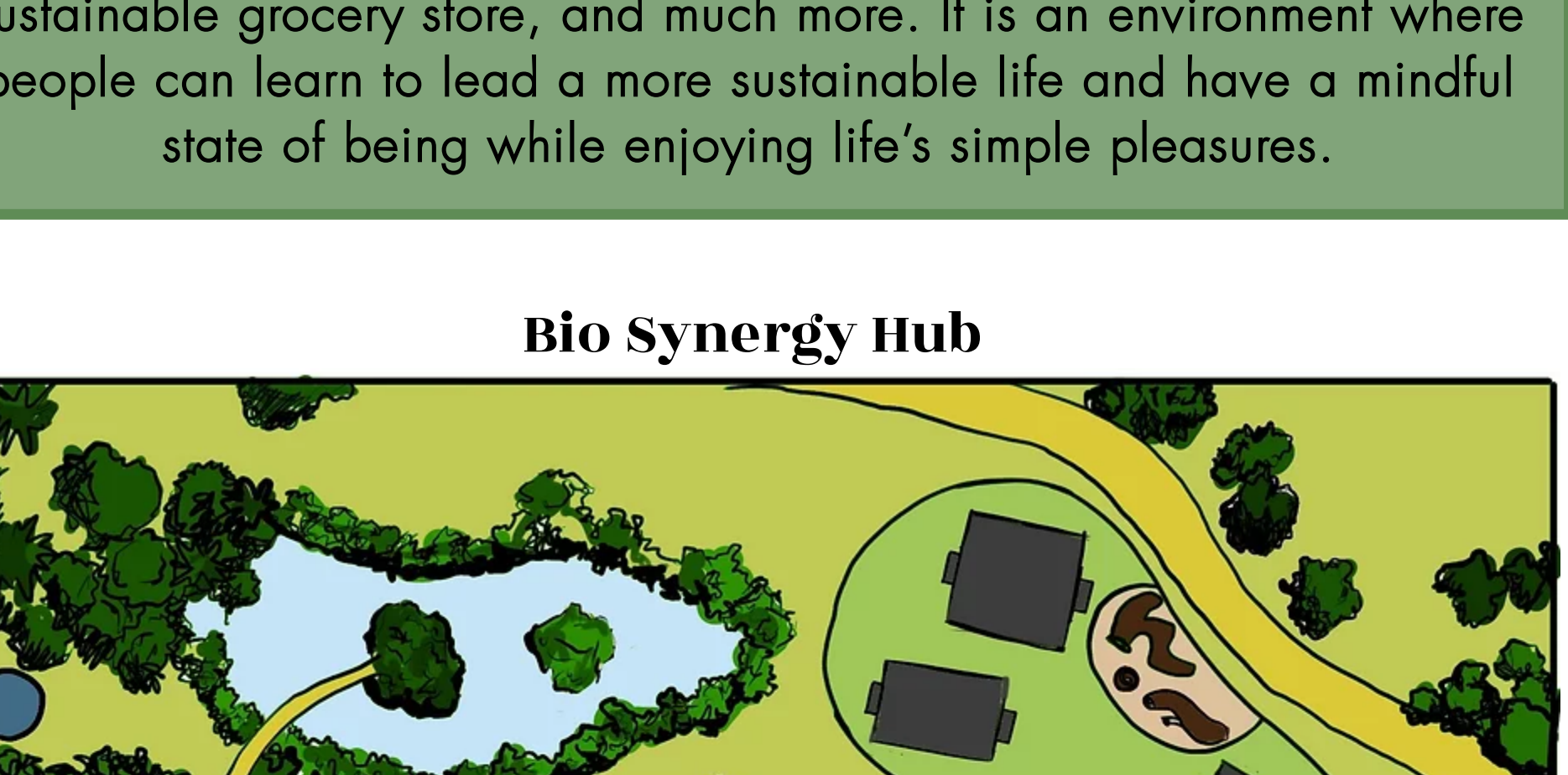
Understanding Basic Needs



Drivers of Change - Trends

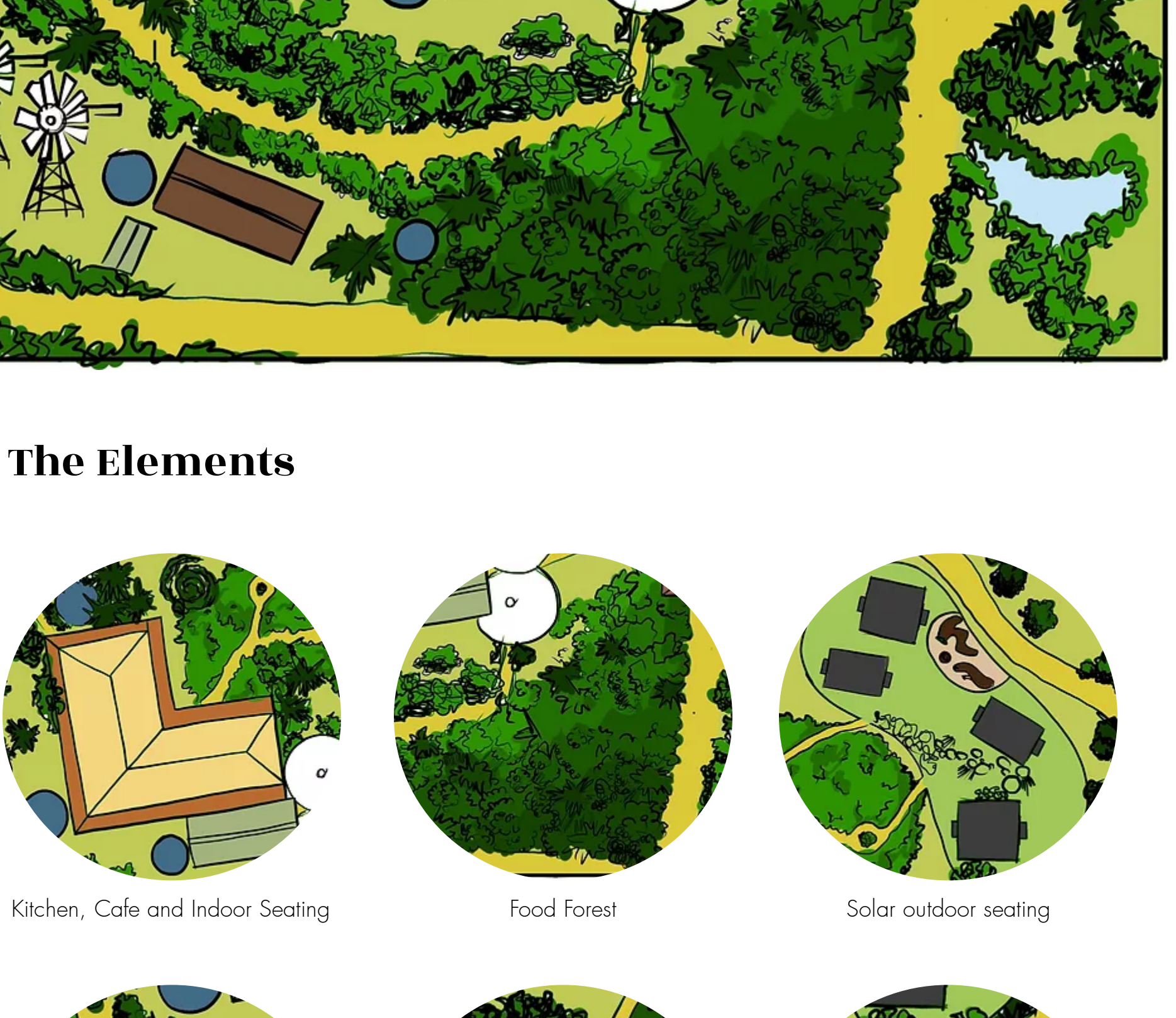


Innovation - Emerging Tech



After extensive and detailed research, we looked at all the possible ways of incorporating the existing trends and moving beyond them in a whole system. This led to the creation of Biosynergy hub - an amalgamation of a food forest, a sustainable cafe, a recreational cultural centre, and a fashionable grocery store, and much more. It is an environment where people can learn to lead a more sustainable life and have a mindful state of being while enjoying life's simple pleasures.

Bio Synergy Hub

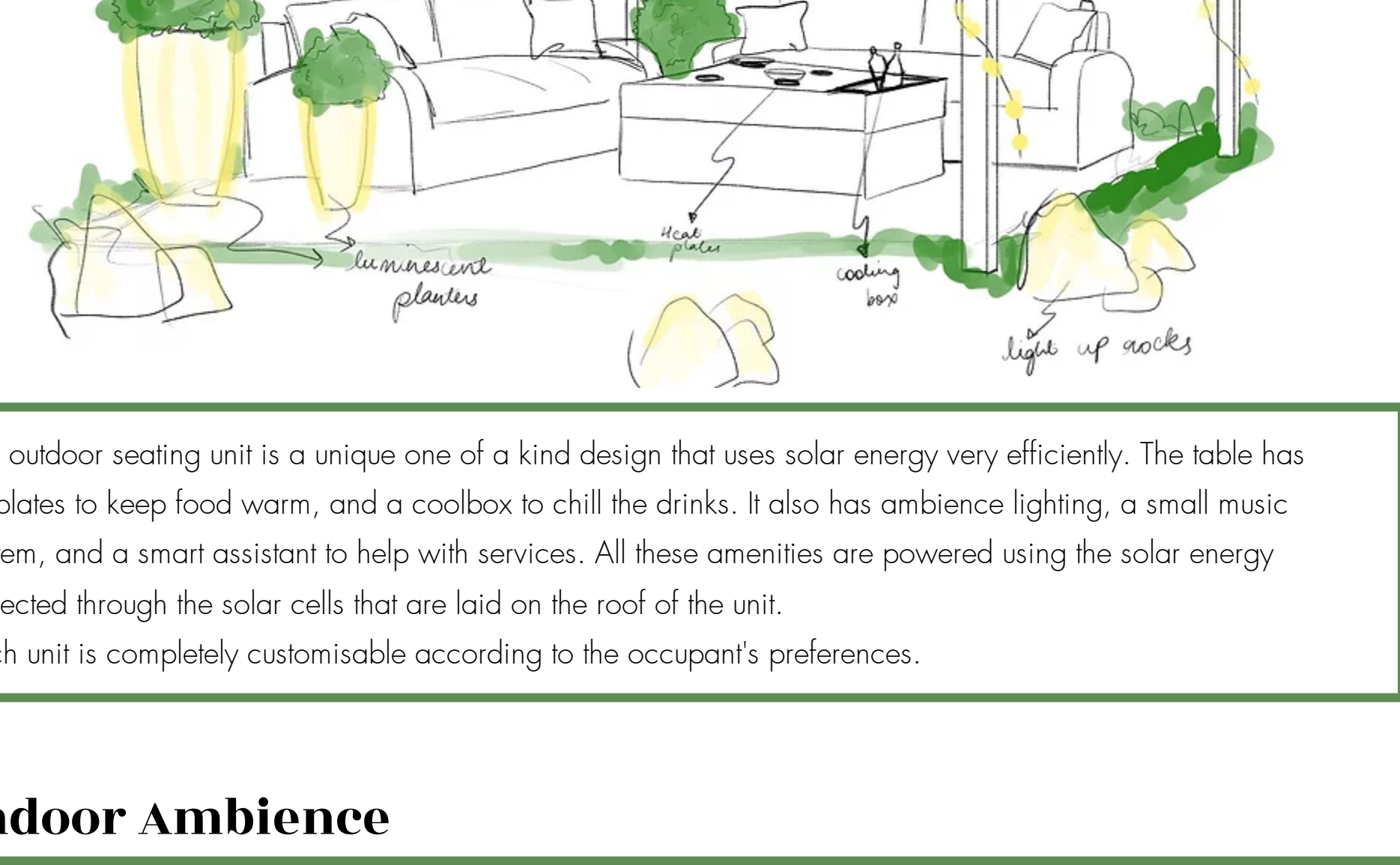


The Elements



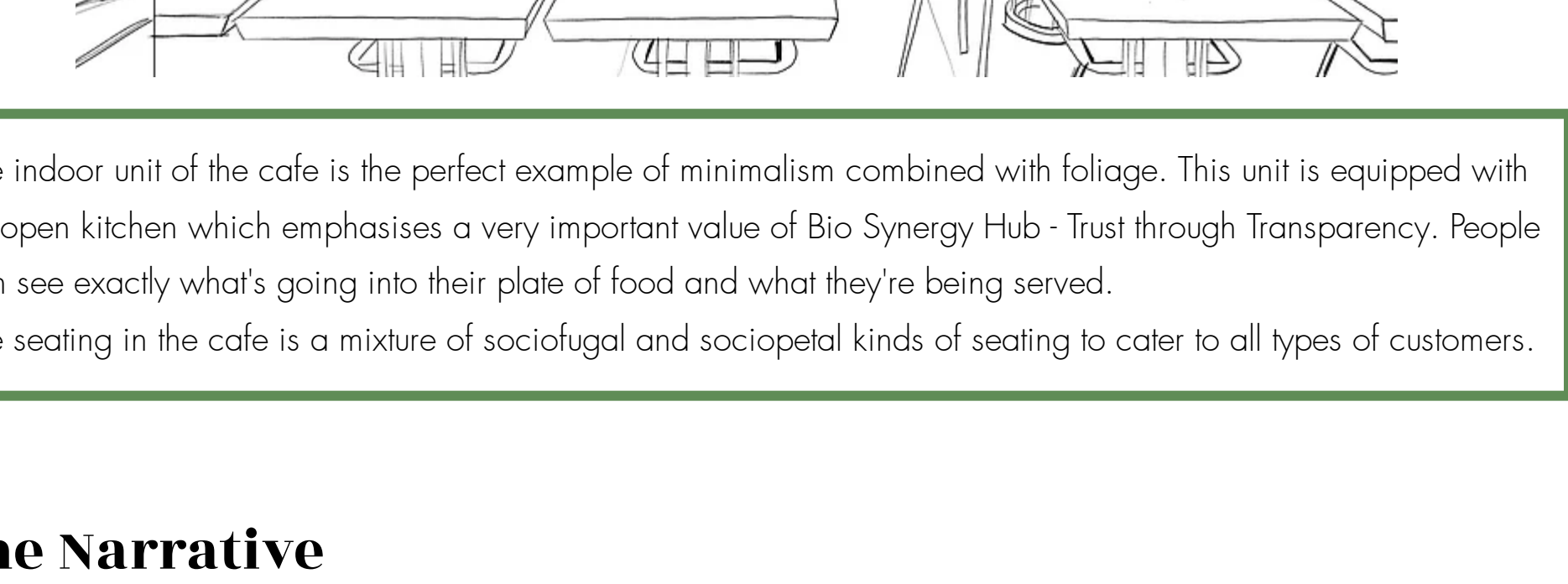
Bio Synergy Hub is an amalgamation of all of these elements and much more.

Outdoor Ambience



The outdoor unit is a unique one of a kind design that uses solar energy very efficiently. The table has hotplates to keep food warm, and a coolbox to chill the drinks. It also has ambience lighting, a small music system, and a smart assistant to help with services. All these amenities are powered using the solar energy collected through the solar cells that are laid on the roof of the unit. Each unit is completely customisable according to the occupant's preferences.

Indoor Ambience



The indoor unit of the cafe is the perfect example of minimalism combined with foliage. This unit is equipped with an open kitchen which emphasises a very important value of Bio Synergy Hub - Trust through Transparency. People can see exactly what's going into their plate of food and what they're being served. The seating in the cafe is a mixture of sociofugal and sociopetal kinds of seating to cater to all types of customers.

The Narrative



This is what an average day at the Bio Synergy Hub would look like.