Hyperlocal business:

Zomato:

Zomato is a leading food delivery and restaurant discovery platform operating globally.

Market Analysis:

Rapid growth in the food delivery sector due to changing consumer preferences and increasing urbanization.

Intense competition from rivals like Swiggy, Uber Eats, and local players.

Key Trends:

Shift towards online ordering and contactless delivery.

Rising demand for premium dining experiences at home.

Opportunities:

Expansion into new markets.

Diversification into grocery delivery and cloud kitchens.

Threats:

Regulatory challenges.

Operational complexities in managing a large network of restaurants and delivery partners.

2. Business Requirements Document (BRD)

New Feature: **"Recipe Suggestions"**

Objective:

Enhance user engagement and satisfaction by providing personalized recipe suggestions based on their food preferences and ordering history.

Features:

AI-driven algorithm to analyze user data and recommend recipes.

Integration with partner grocery stores for ingredient procurement.

Success Metrics:

Increase in user retention rate.

Growth in average order value.

Stakeholders:

Product Managers, Data Scientists, Marketing Team.

3. Product Requirements Document (PRD)

New Feature: **"Task Management System"**

Objective:

Streamline internal operations and improve productivity by implementing a task management system for restaurant partners.

Features:

Task assignment and tracking functionality.

Integration with existing Zomato Partner App.

Success Metrics:

Reduction in order processing time.

Increase in partner satisfaction scores.

Stakeholders:

Operations Team, IT Department, Restaurant Partners.

A. Enhancing Business:

Increased Revenue: By offering special discounts for scheduled orders, Zomato can encourage users to plan their meals in advance, leading to higher order volumes and increased revenue.

Improved Operational Efficiency: Scheduled orders can help in better planning of delivery routes, leading to optimized delivery operations and reduced costs.

B. Enhancing Productivity:

Streamlined Order Management: Scheduled orders allow restaurants to better manage their incoming orders, leading to improved kitchen efficiency and reduced order processing times.

Predictable Workload: With scheduled orders, delivery partners can anticipate their workload in advance, leading to better time management and increased productivity.

To move canvas, hold mouse wheel or spacebar while dragging, or use the hand tool

SERVER

UPDATE STATUS

GET LATEST DATA

ORDERS SYNC MODULE

PUBLISH UPDATE DATA TO SUBSCRIBERS

CRUD

STOR- -AGE

ORDERS STATUS TRACKER

PUBLISH STATUS UPDATE EVENTS

AUTO REJECT TIMER SERVICE

ORDER COMMUNICATION SERVICE

SHOW/DISMISS NOTIFICATION

NOTIFICATION UTIL

PLAY/STOP SOUND

MEDIA PLAYER

PROXIMITY DETECTOR

START/STOP

GEOFENCE DETECTOR

BEACON DETECTOR

START/STOP