# Weekly Product Review

## **Industry Overview**

|  |  |
| --- | --- |
| **Product Name** | Instacart |
| **Company Name** | Instacart Inc. |
| **Company Size** | Medium (1,000-5,000 employees) |
| **Industry** | Online Grocery Delivery |
| **Competitor 1** | Amazon Fresh |
| **Competitor 2** | Walmart Grocery |
| **Porter’s 5 forces** | ***Threat of New Entrants:*** *Low. High barriers to entry due to established logistics networks and technology infrastructure.*  ***Bargaining Power of Suppliers:*** *Low. Multiple grocery chains partner with Instacart, so no single supplier has high bargaining power.*  ***Bargaining Power of Customers:*** *High. Customers can switch to competitors easily if they find a better service or price.*  ***Threat of Substitutes:*** *High. Alternatives like direct grocery store delivery and competitor apps (e.g., Walmart, Amazon Fresh) exist.*  ***Industry Rivalry:*** *High. The online grocery market is very competitive with major players like Amazon and Walmart.* |

## **Product Positioning**

|  |  |
| --- | --- |
| **Value Proposition** | Convenient, same-day grocery delivery from local stores to your door. |
| **Target Audience** | Busy professionals, families, and individuals seeking convenience. |
| **Revenue Streams** | Delivery fees, subscription service (Instacart Express), advertising partnerships with grocery stores, and service fees. |
| **Product Life Cycle Curve** | The product is in the **Growth** phase, where the market demand is increasing, and the company is expanding its services through partnerships and technology improvements. |
| **Phase of PLC** | Growth phase, due to its expanding market presence and increased competition. |
| **Company Actions** | Recent feature releases like pickup options and partnerships with major grocery stores. These actions are appropriate as they enhance customer convenience and solidify market presence during the growth phase. |

## **Product Features**

|  |  |
| --- | --- |
| **Identify 10 product features**   * **Number all features** * **Star the features needed for a MVP** | Grocery delivery from local stores (MVP)\*  Scheduled delivery times (MVP)\*  In-app chat with shoppers  Real-time updates on order status (MVP)\*  Instacart Express subscription (MVP)\*  Pickup options (MVP)\*  Integration with loyalty programs  Multi-store shopping in one order  Alcohol delivery (MVP)\*  Ability to share shopping lists (nice-to-have) Widgets  Calendar view, Trend view |
| **Choose a feature that matches with a specific audience. What is the User Story for that feature?** | As a busy parent, I want to schedule grocery deliveries at a convenient time, so I don’t have to leave my children at home. |
| **Choose a feature that differentiates this product from the competition.** | Multi-store shopping in one order sets Instacart apart, allowing customers to order from different stores in one go. |
| **Choose a feature that is “nice to have”. If this feature did not exist, what would be the impact to the product lifecycle?** | Sharing shopping lists helps with collaborative shopping but would not significantly affect the product lifecycle if absent. |
| **Does this product have multiple SKU’s? Does it make sense given the product category, market size, and company position to have multiple SKU’s?** | Instacart offers different levels of subscription services (Instacart Express vs. non-members). This differentiation makes sense as it provides value to frequent users while offering casual users a pay-per-order model. |

## **Product Review & Recommendation**

## Product Review

Read some reviews of the product. Based on these reviews, what are the key areas of improvement that the company should focus on when developing the next generation of this product?

|  |  |  |
| --- | --- | --- |
|  | **Customer Feedback** | **Product Recommendation** |
| 1 | **Delivery fee transparency** | Some users find the fees unpredictable. |
| 2 | **Product substitution preferences** | Users have requested more control over what substitutions can be made by the shopper. |
| 3 | **Faster delivery for non-express users** | Offering faster delivery options for those without a subscription could increase usage. |