Team: MRD Report

Instructions

Key point to keep in mind: MRD is about a need and customers, not about your solution! You will describe it in PRD.

MRD Report. Please follow the MRD template closely and address all the things mentioned there. Make sure to list all students who <u>actively</u> worked on this Report (on Title page).

Things to keep in mind:

- Round numbers in your market calculations. For example, your estimate of $10,374,645.63 should be presented as $10.4 million
- Make sure to list all the references
- Don't be shy to include (relevant) pictures, tables and graphs
- Make your report easy and exciting to read. This is your "product" and I and TA team are the "customers"!

MRD – HelpMeBuy

Team Members:
Aishwarya Samel
Neha Sadhasivareddy
Sachin Kumar
Shweta Gupta

Vision

For "**college students**"
Who "**face the problem of buying their groceries and utilities as they stay in college dormitories and do not have their own vehicle**"
Our "**HelpMeBuy application is a one stop solution**"
That provides "**students with a single portal to connect with other students who live in the same community to help them buy groceries and utilities, pay for the service and also provide review making it reliable**"
Unlike "**existing social media groups**"
We offer an "**amazing user experience, synchronized timeline for tracking the entire process and a mandatory review from both the sender and receiver to ensure smooth, intelligent and reliable shopping process**"

Motivation

Customer Segments

We assume that our customers will be college students across Northeastern University Boston, Seattle and Silicon Valley campuses living in the college dorms or hostels who are facing the problem of buying groceries and utilities.

The early adopters will be more student centric and small in numbers since we are targeting only college students. These students are different from mainstream users as students mostly have financial and time constraints, and no own vehicle.

Unmet Needs

Every year lots of students enroll into the university and they have one common issue which is the problem of buying groceries and utilities as they stay in college dormitories and do not have

their own vehicle. Sometimes, they get so busy in their college stuff that they don't have time for shopping, our app helps them to address these challenges.

We had customer development interview of 25 college students across 3 campuses from different backgrounds. We gathered information based on whether students had vehicle or not, how frequently they go to the market for grocery shopping, what their usual travel and grocery costs. In addition to this, we questioned them about the situation where they needed help to buy groceries.

The unmet needs discovered in these interviews were there is no single channel to help users buy grocery, make payments and write reviews. Users are accustomed to use multiple apps for this purpose or they go in-person to buy groceries. Our app is designed as one stop shop to reach out people for buying grocery, make online payments and review each other.

Existing Solutions

The existing solution like WhatsApp and Facebook allow customers to create group and chats. Since someone is helping you during your grocery run, they need a money for their effort for that we need payment option which both the apps don't provide. On WhatsApp we can take pictures, video calls, and audio calls and have group chat but if we want to send money to our friend, we can't send it. Our app helps to overcome this issue. Since somebody who is going for grocery run need money and since our app is chargeable, we have a payment option integrated, to facilitate the payment. In addition to this, we have review system where grocery buyer and person who got grocery can review each other based on the service they get.

Instacart delivers grocery online but they are very expensive for students as they charge a lot of delivery fee. It is not community based and there are no reviews about the person delivering groceries.

Differentiation

We are right now better equipped since we have the technology and resources to address these challenges. Many apps example: Facebook and WhatsApp, right now don't have payment options though the people can chat and create group but our app have the facility of payment and creating a group options which is quite helpful for all the students who need quick resolution of their grocery issue. Since we as students, have faced these challenges, our app is specifically for grocery shopping. We do have the notable feature which is $10 Referral Bonus if the people sign up.

Why Now?

We think that this is the right time to address these issues because due to globalization many students travel from one country to another country for education purpose with limited fund and limited resources. Right now, we can see the issues faced by students and this needs to be resolved immediately.

Use Cases

A student (Mary) with vehicle who intends to go for a grocery shopping -
- Mary registers herself on the application.
- Enters her college Id, contact details, email id and photo identification details.
- Gets a message that the account is verified.
- Then posts a message on the community wall that she is going out for shopping, to a particular store and would like to get stuff for others too.
- Multiple students respond to her with their list. She accepts (Bob and Sam) or declines request as per her wish and when she thinks it's enough, she makes her post unavailable.
- She heads out to the store, gets the requested items and notifies Bob and Sam about it.
- They collect the items from her, pay her via app and both review each other based on the service provided and service received respectively.
- Based on the value of items bought for others, Mary receives some cashback that she can redeem in her future shopping trips.

An international student (James) who is new to town and needs a couple of items, that he left off her grocery list -
- James registers himself on the application.
- Enters her college Id, contact details, email id and photo identification details.
- Gets a message that the account is verified.
- Checks for the post on the homepage looking for someone (Emily and John) who is planning to go for grocery.
- She sees that Emily has a better review rating than John, hence she sends the request items to Emily.
- Emily responds with a yes.
- Emily goes and shops for him and notifies him about it.
- James goes and picks up the requested items, pays for them plus the delivery charges, aforementioned.
- Both review each other based on the quality of service provided. The extra charges that were applicable to James get added into Emily's account.

Market Size

The core market for HelpMeBuy is Northeastern University students across all Boston, Seattle and Silicon Valley campuses living in a community who do not have access to vehicle with time and financial constraints but wish to get groceries delivered at low cost. By researching Northeastern University data, we have created an estimate of total market size for this service. The scope of these estimates is focused on Northeastern University students as the primary initial market and expanded to the communities across the United States as a larger target market. The estimate of consumers in need of a grocery delivery service in the Northeastern University was created by comparing the number of students living in the community, number of

international students who do not always own the car. Using this method, we found that total market size for individuals

Northeastern University	
Total no. of Students	21,627
International Students	7,035
U.S. Students	14,592

Total students in Northeastern University
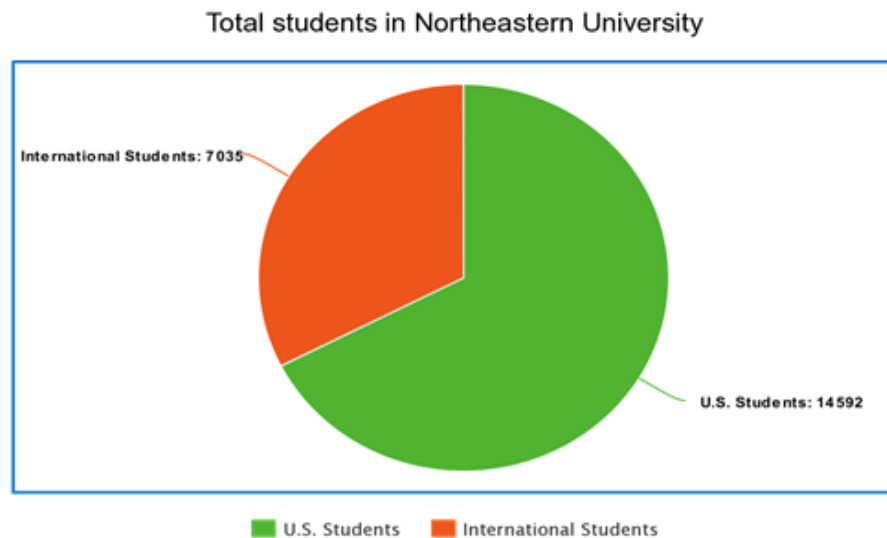
Assuming 90% of international students and 8.5 % of the U.S. students use our app
 Total no. of students who will be using our app = 7600
This market also satisfies minimum requirements for further development.

Caveats / Risks / Key Dependencies

Security and Frauds
Although we have reviews/ratings to determine the person what if the review is made for someone not trustworthy enough to trust and get the asked items. In addition to this, as a greater number of users use this channel inclusive of personal data like address or the apartment number or phone number there would be more possibility of losing customer sensitive data.

Reputations
If the customer is unhappy with the app or the product does not fulfill any requirement a bad review can lead to the application's reputation, which can further lead to losing more customers. So, we are focusing on prioritizing the user needs and ease of usage, to make it more comfortable for the customer.

There could be a possibility that the number of users using this app is **comparatively lower** than the expected number of users. Because for the people who have their vehicle, some prefer walking,

who lives nearby to stores or some people don't want to rely on outsiders to get the items or other existing apps like WhatsApp. Considering these situations may impact the usage of the app.

There can be a possibility that the product once ordered **got damaged/lost/ruined** either during transit or at the shop when buying. The end-user who got that poor quality product will lose interest in using this app in the future because of the negative experience they got. To handle such scenarios, the app can give them compensation for the damaged products provide an in-depth description with images are provided to retain customers and have a better customer experience.

Strategic Considerations

The channel sounds useful to the people who face difficulty due to busy schedules or old age and they certainly want help. We think this would be a helping hand to the people considering the small amount of fee. Considering existing apps like WhatsApp or Facebook, however, these are limited to friends and do not provide any info about if the person is not fraud which we can find through the review section in our app. Also, the app covers more people from dormitories or communities.Therefore, we find the app is consistent and complements the existing app.

Team Members

Neha Sadhasivareddy: She performs all the duties of the CEO like overseeing the app growth and company overall development and success.

Aishwarya Yatin Samel: She is responsible for customer analysis and their response towards the app and also sees the UI features of the app.

Sachin Kumar: He works on the development part of the product and help in resolving any technical glitch the app faces.

Shweta Gupta: She work on the market research of the product and try to find the new leads for the product.

Go/No Go Recommendation

Market size and early market response from customer interviews are promising enough to move forward with this project. The HelpMeBuy team is convinced at this point that the pain point for students is authentic and addressable as our market size supports our plan. At this point the team is going to move forward with development of an MVP to further test market interest and develop deeper insights into student needs.

References

https://facts.northeastern.edu/

https://www.collegefactual.com/colleges/northeastern-university/student-life/international/#:~:text=An%20analysis%20of%20student%20visa,to%20approximately%207%2C035%20international%20students