

HelpMeBuy



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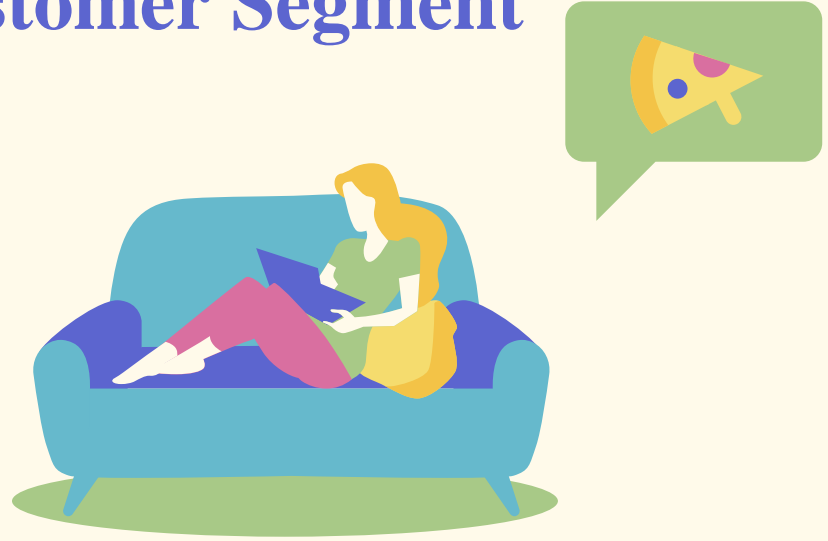
Needs and Customer Segment

Needs –

- Can't afford shopping from retail stores
- Transportation issues
- Something slips off the grocery list
- Shipping cost is an unnecessary expense!

Customer Segment –

Northeastern university – Boston, Seattle and
Silicon Valley Campus



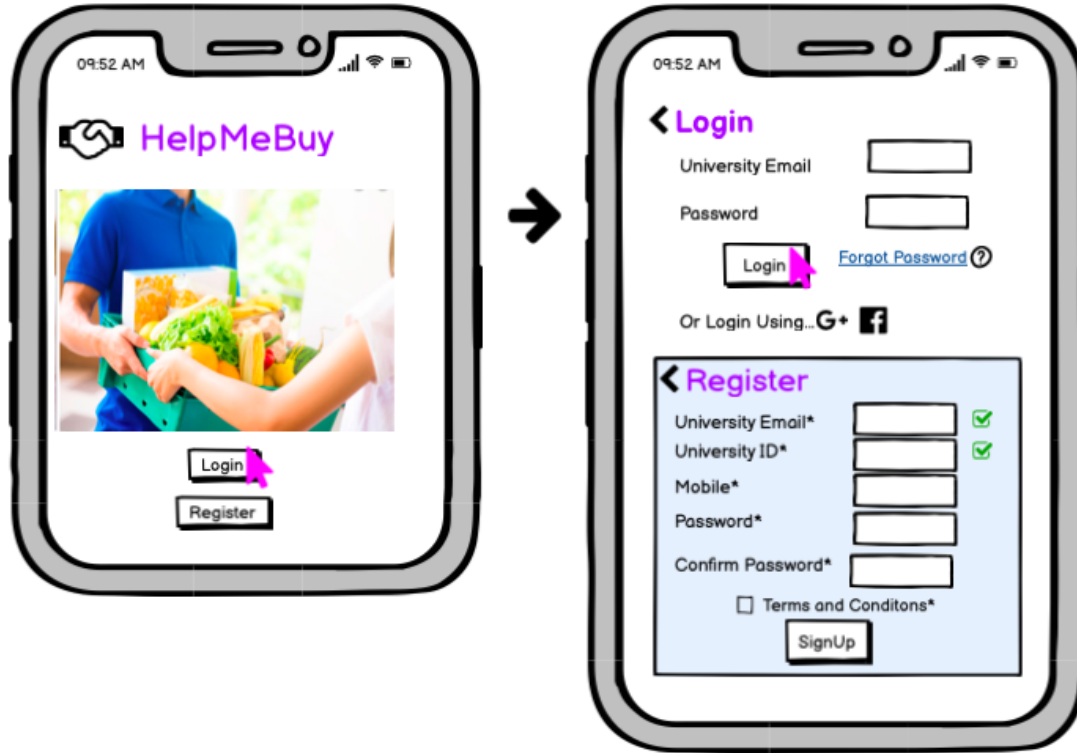
Proposed Solution



- HelpMeBuy application specially designed for college students staying in dormitories
- All in one application – order,track,pay,pickup
- No more dependency on unofficial social media groups
- Amazing user experience
- Synchronized timeline for tracking
- Mandatory review system



Storyboard





09:52 AM

Hello!! John

Going to*:
Purpose*:
Time*:
Pickup Time*:
Additional Notes:
[Create Post](#)

James

Going to: Walmart
Purpose: Groceries
Time: 5pm
Pickup Time: 9pm
Additional Notes: Ping only if under 5 items!!

[Send Request](#) [View Rating](#)

Emily

Going to: CVS
Purpose: Medicines
Time: 12 pm
Pickup Time: 3 pm

[Send Request](#) [View Rating](#)

View Rating



09:52 AM

View Rating John

James' Overall Rating

★★★★☆

Read Reviews

Ross Gellar

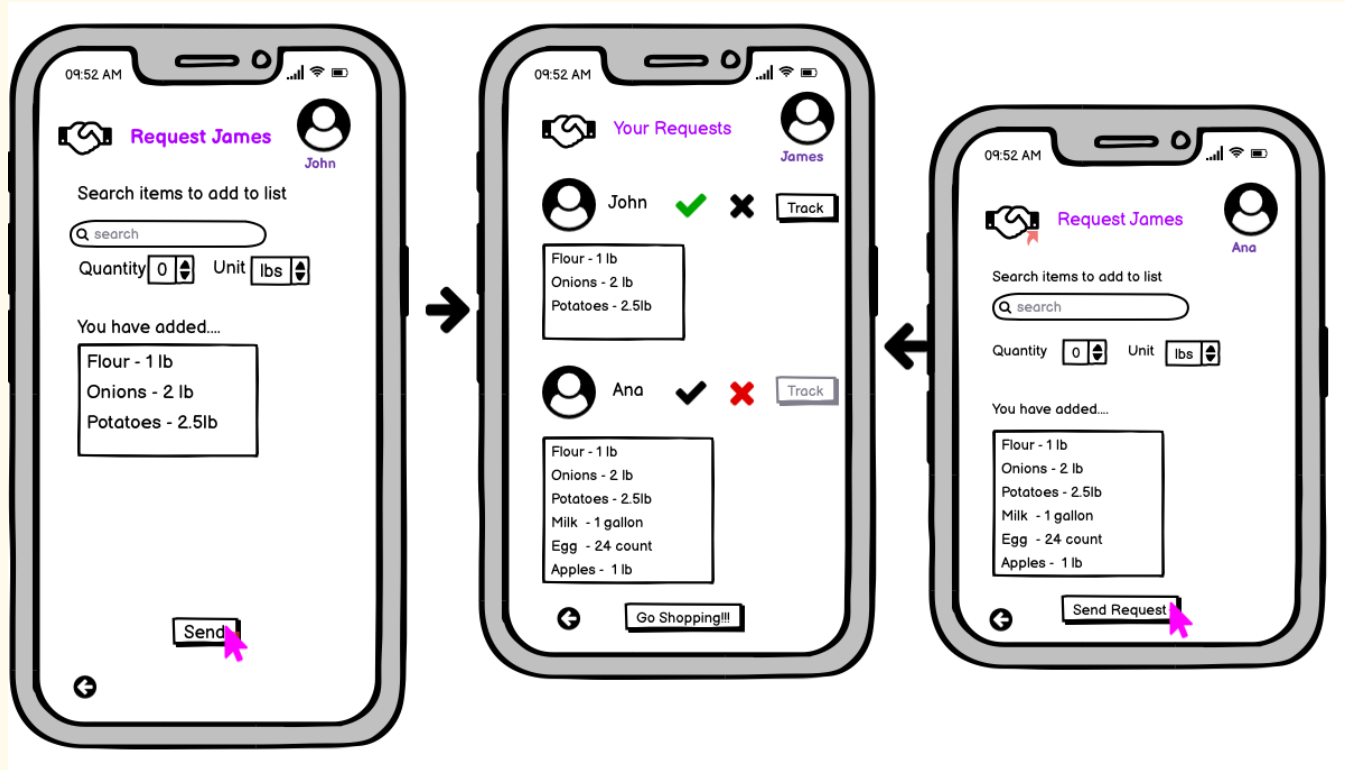
Very nice chap! Very reliable
★★★★☆

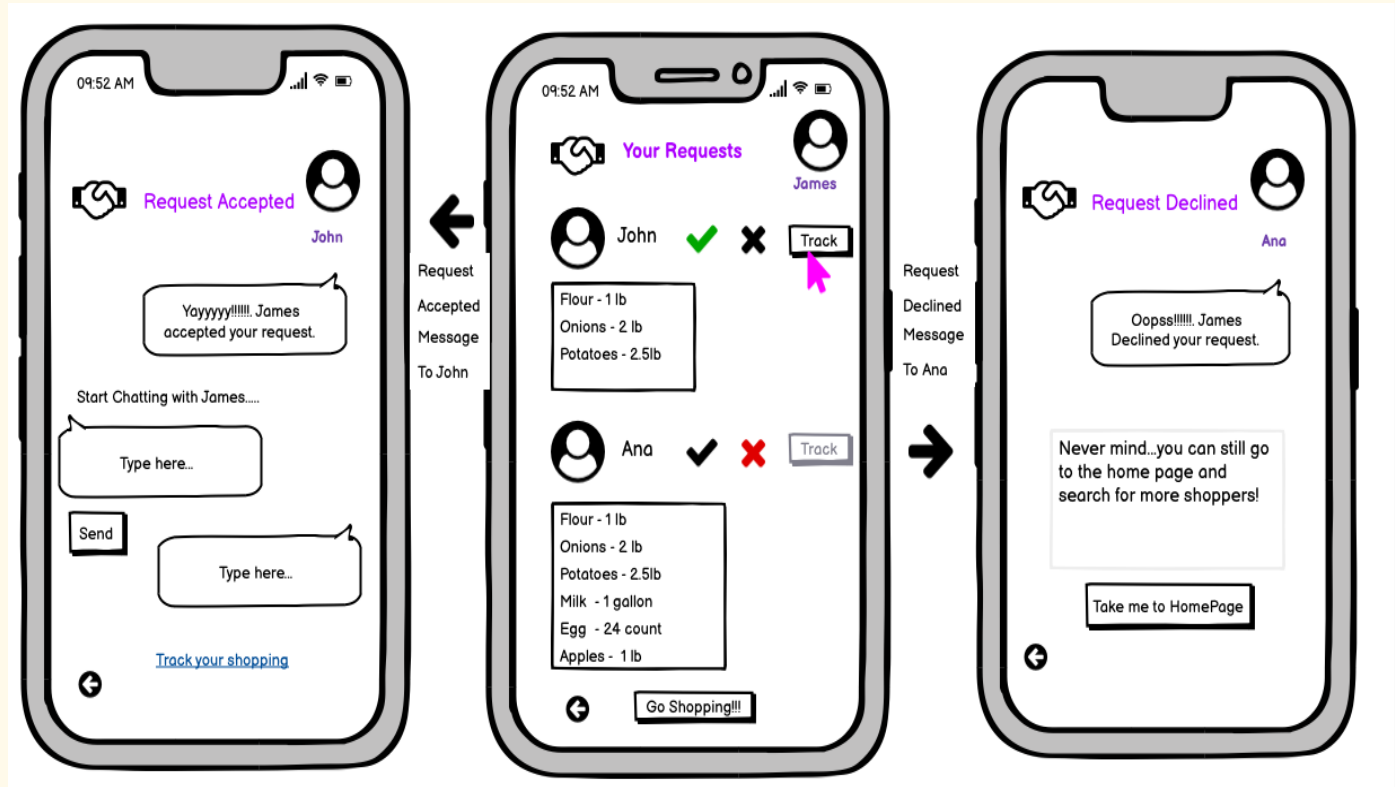
Rachel Greene

Trustworthy and on time.
★★★★☆

Janice

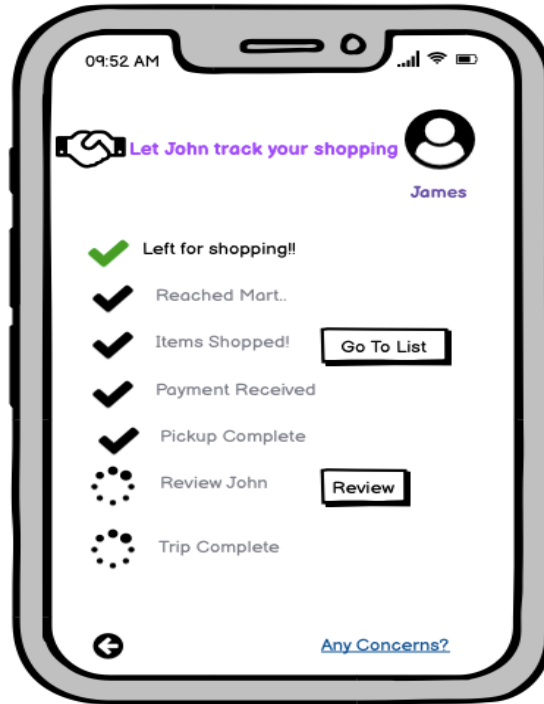
He was good, although a bit late than the given time.
★★★★☆



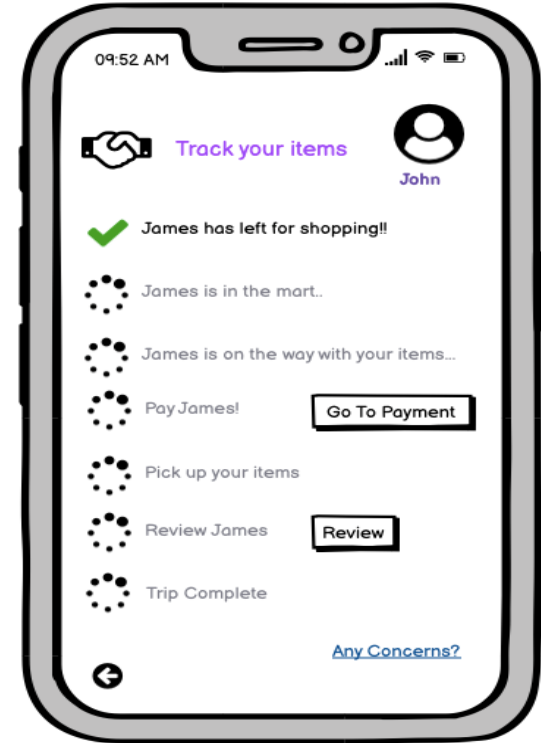


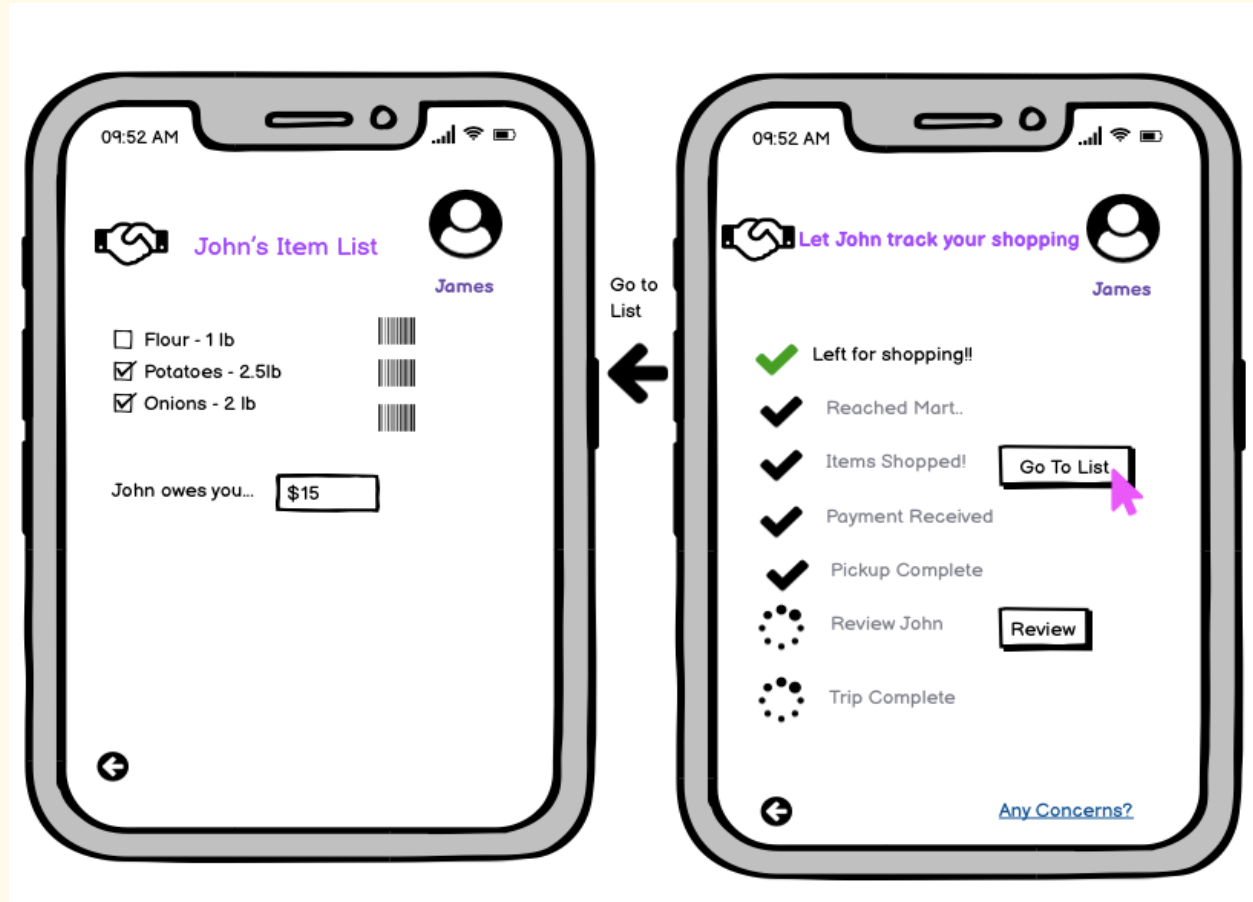


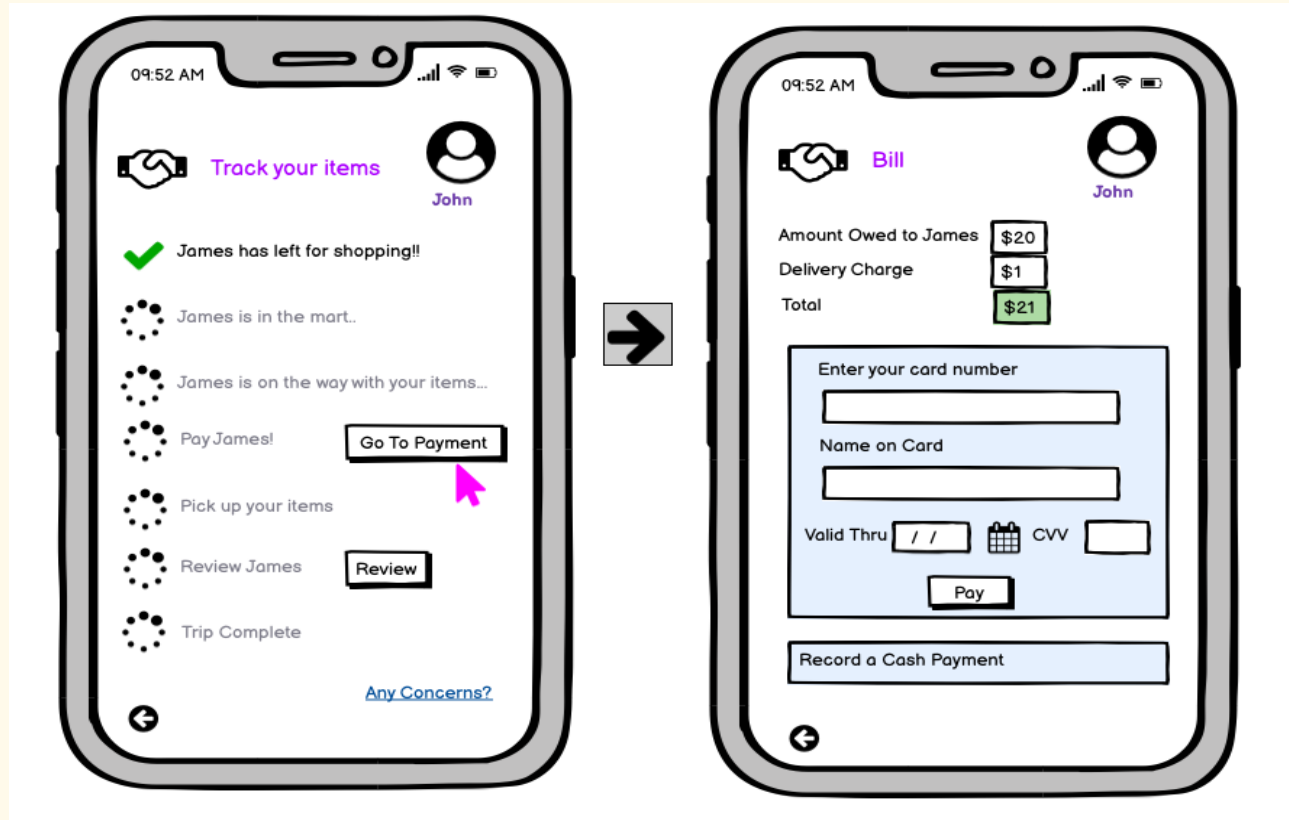
James' Tracking Screen

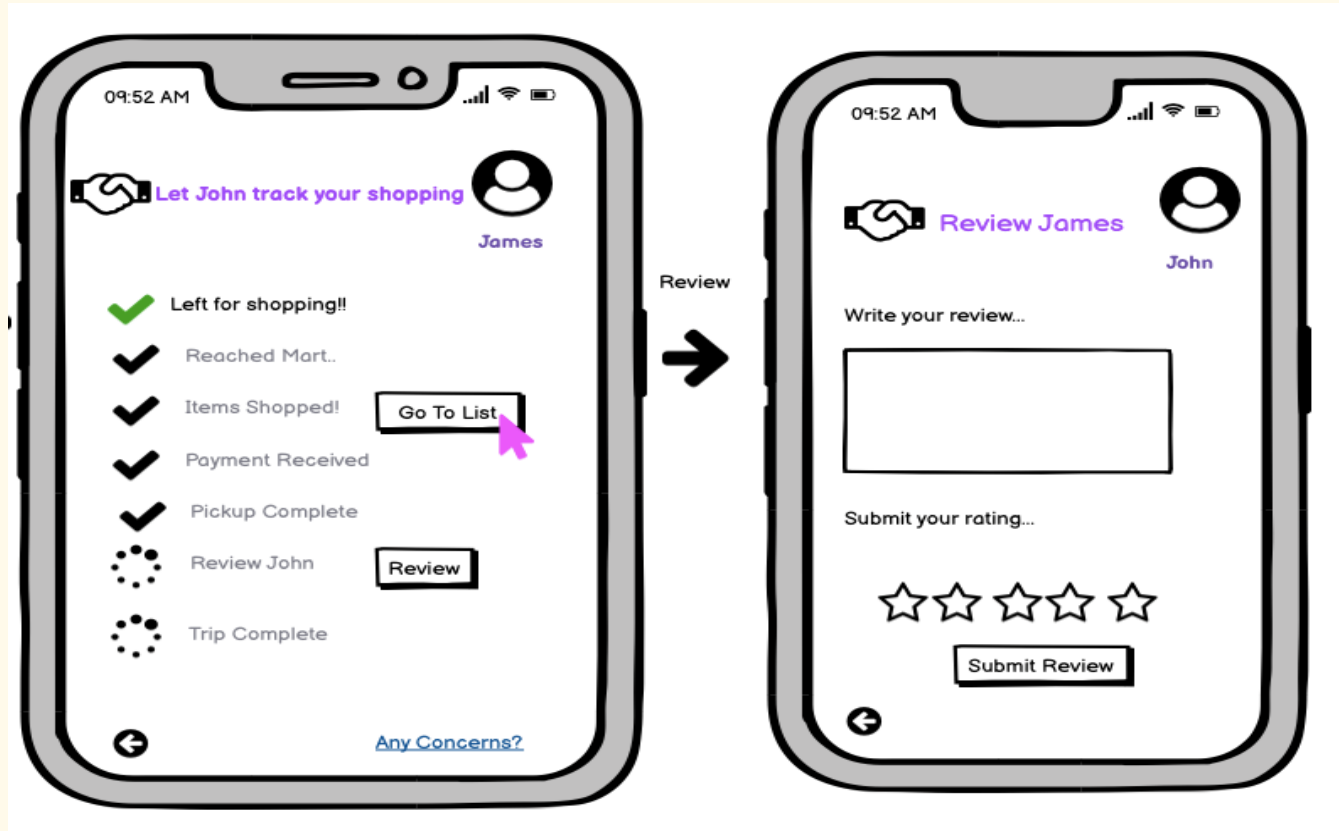


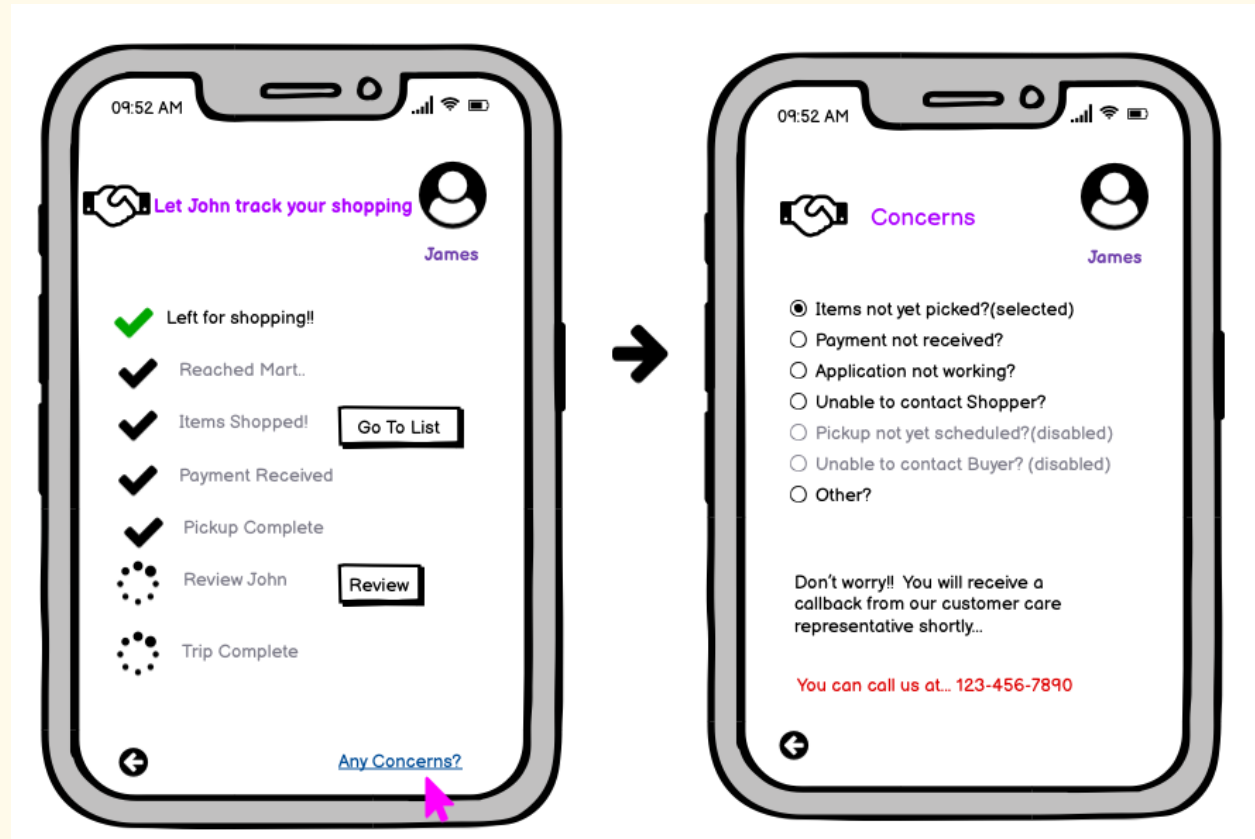
John's Tracking Screen

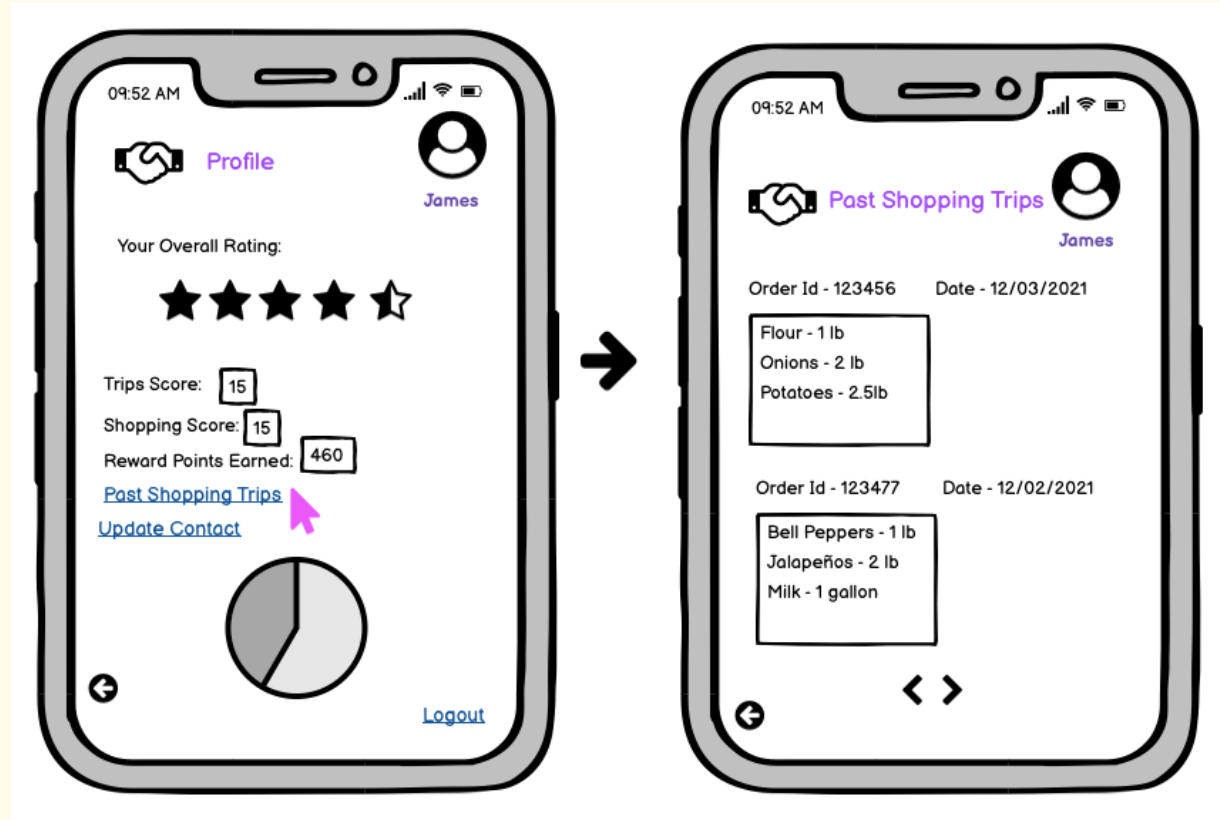




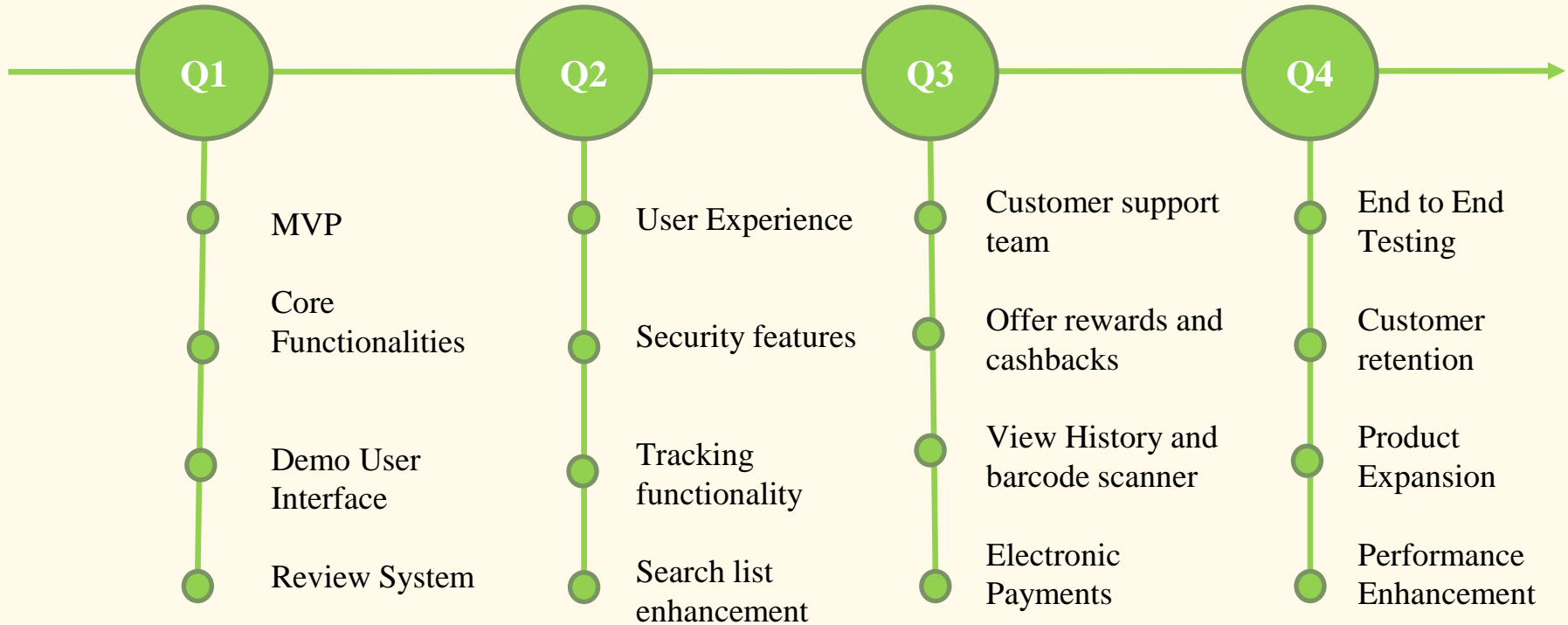








Product Roadmap for Q1-Q4



Product Features

Users
Register /
Login

Create post

Send
Request

View
Rating

Accept /
Reject

Track

Contact
Customer
support

Payment

Review &
view
Ratings

View
Profile

Update
Info

Log Out

Features of MVP for launch



- Landing Page
- Sign Up and set up a profile
- Application home page with basic features – post, request, update list, pay and review
- Demo user interface
- Manual approach initially, automation later





Key Metrics



- Number of Posts per day
- Number of new accounts created on the app
- App rating/reviews by the people
- Average time spent on the app per user
- Retention and Churn Rate per month for the app

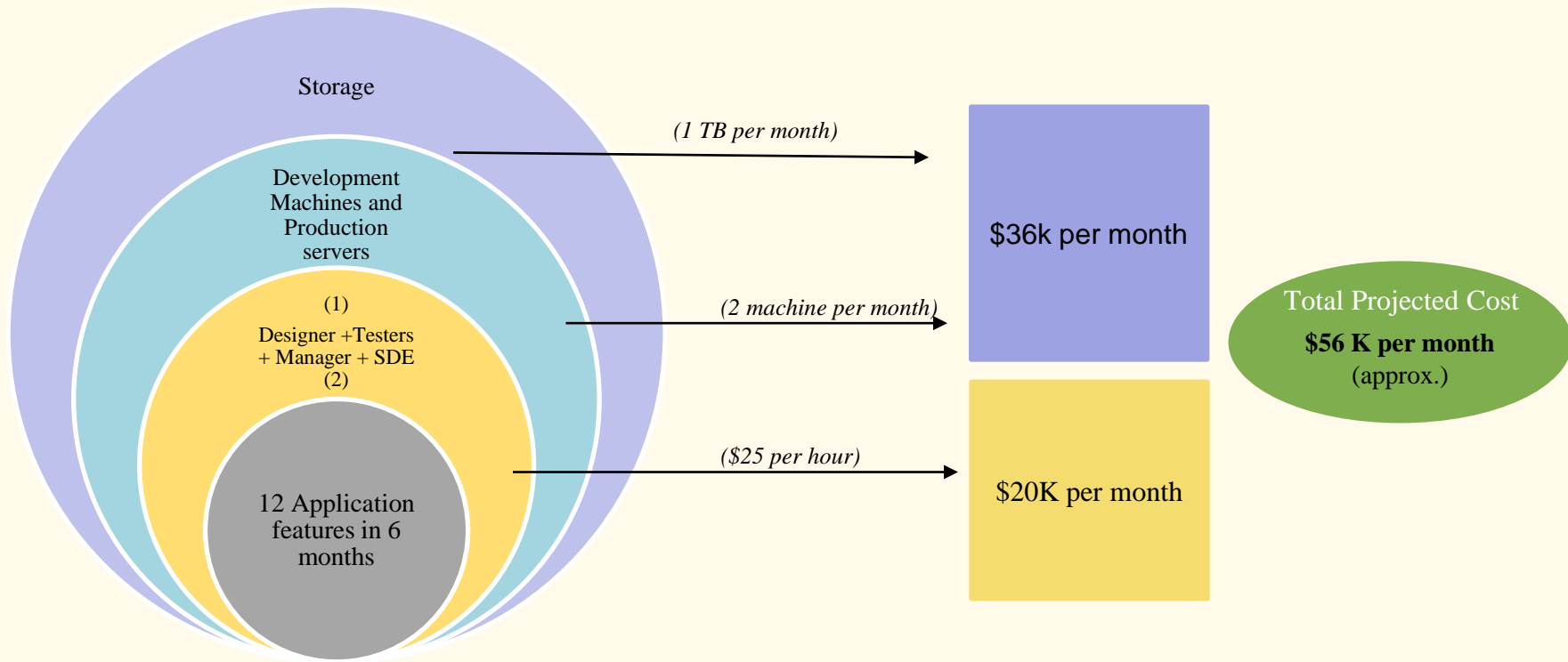


Operational Needs



- **Development Team**
- **Marketing Team**
- **Operations related to Finance**
- **Legal advice and approval**

Projected Costs



Addressing Risks & Mitigations

Security	<ul style="list-style-type: none">• Proper cloud infrastructure to secure user data.
Brand Reputation	<ul style="list-style-type: none">• Prioritizing the user needs• Robust application with easy navigation features
User Base	<ul style="list-style-type: none">• Marketing strategies to increase user
Damaged Product(s)	<ul style="list-style-type: none">• Monetary benefits compensation to affected customer
High Cost	<ul style="list-style-type: none">• Lean business model for continuous improvement strategies.
Legal Compliance	<ul style="list-style-type: none">• Contract with law firm to compliance with all federal laws and regulations.