

HelpMeBuy

INFO 6215 Business Analysis

Team 2

Members:

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Spring 2021

Vision



College students seeking help to buy groceries



Peers helping using HelpMeBuy application



Pay and review for the service

Unmet Needs

One Stop Solution

Reliability



Cost effective

User Friendly App

Spring 2021

Customer Segments

Northeastern University
Boston

Northeastern University
Seattle

Northeastern University
Silicon Valley



Spring 2021

Use Cases

Sam checks on app and sends request to shop



Mary accepts Sam's request



Mary shops for herself and Sam, as per his list



Sam collects his stuff from Mary and makes payment



Mary reviews Sam based on the service



Sam reviews Mary based on the service



Competitive Analysis



- Facebook is primarily used for social networking
- No payment and review options for our use case
- Not a trusted solution as person's identity is not verified



- WhatsApp's primary purpose is to keep in touch with people
- No payment and review options for our use case
- No incentive offered and limited contact access to get help from other people

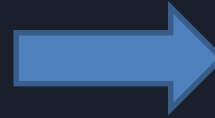
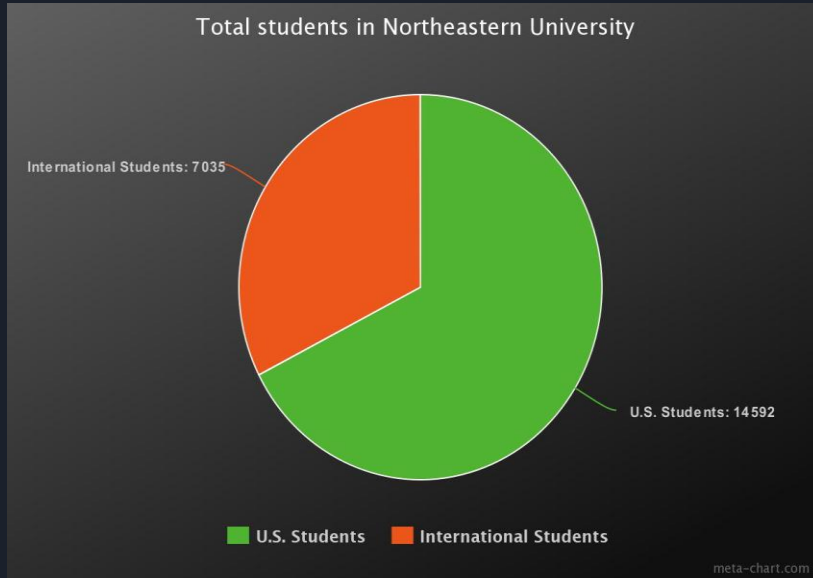


- Splitwise is generally used to split charges in transactions
- Payment enabled but no chatting, calling and review features
- Cannot function independently and needs another app to serve our purpose



- Instacart is used to get groceries online
- The charges for delivery fee and service fee is higher
- Lot of negative reviews on missing/damaged orders, delayed orders and billing

Market Size



Assuming **90%** of international students and **8.5 %** of the U.S. students use our app

Total no. of NEU students who will be using our app = **7600**

Risks & Mitigations

Risks

- Security Risks



- Reputation



- User Base
- Damaged product(s)

Mitigations

- Proper cloud infrastructure to secure user data and prevent them from falling into wrong hands
- Prioritizing the user needs and taking customer reviews very seriously
- Marketing strategies to increase the users
- Monetary benefits for affected customers