

Product Requirements Document (PRD)

Objective

The objective of this PRD is to add a tipping feature to Blinzedu's delivery app that allows customers to show appreciation for their delivery partners. The tipping feature will provide a way for customers to reward good service and incentivize delivery partners to provide high-quality service.

Why is it important to build this feature?

As a new Hyperlocal Delivery app, Blinzedu aims to provide exceptional customer service and create a seamless user experience. Adding a tipping feature to the app is crucial to meet this objective and keep up with the competitors in the market. The feature will allow customers to reward delivery partners for excellent service, boosting their motivation and job satisfaction.

Key Features

The tipping feature will have the following key features:

- Easily Accessible:** The tipping feature should be prominently displayed within the app and accessible from the order confirmation screen.
Acceptance Criteria: Users should be able to tip the delivery partner from the app's main dashboard and receive a prompt to do so upon the completion of the order.
- Customizable Tip Amounts:** The feature should allow customers to customize the tip amount and choose from preset options.
Acceptance Criteria: Customers should be able to select a custom amount or choose from preset values (e.g., 5%, 10%, or 15% of the order value) for the delivery partner.
- Transparent:** The app should clearly communicate that 100% of the tip goes to the delivery partner and not the company.
Acceptance Criteria: A message should be displayed that states that the tip is being sent to the delivery partner to show transparency.
- Anonymous:** The feature should allow customers to tip anonymously if they choose.
Acceptance Criteria: The tipping feature should allow customers to opt-out of displaying their name along with the tip amount.

User Stories

The following user stories illustrate how the tipping feature will be used:

1. As a customer, I want to be able to leave a tip for my delivery partner after completing a delivery, so that I can show appreciation for their good service.
2. As a customer, I want to have multiple tipping options, so that I can choose an amount that I feel comfortable with.
3. As a customer, I want clear messaging and instructions on how to use the tipping feature, so that I can easily understand how to leave a tip.
4. As a customer, I want to be able to view my tipping history in the app, so that I can keep track of my spending.
5. As a delivery partner, I want tips to be included in my earnings and paid out correctly, so that I am incentivized to provide high-quality service.

Risks

The following risks have been identified for the tipping

While the PRD for Blinzedu's tipping feature is designed to add value for customers and delivery partners, there are several risks that should be considered:

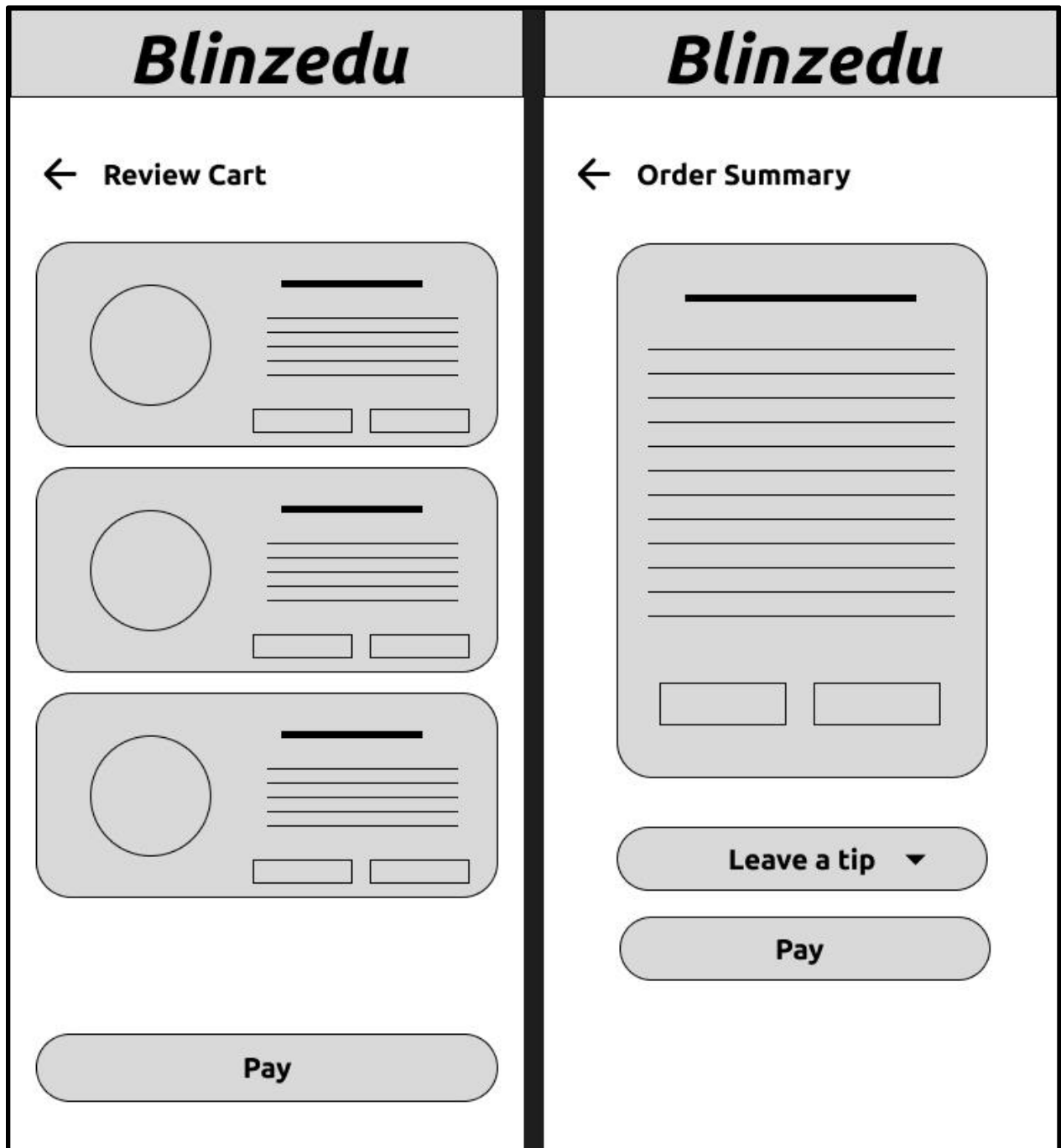
1. **Implementation risks:** The development and integration of the tipping feature may be more complex than anticipated, and could take longer to complete than expected.
2. **Adoption risks:** Customers may not use the tipping feature as expected, or delivery partners may not receive tips as frequently as anticipated.
3. **User experience risks:** If the tipping feature is not intuitive or easy to use, customers may become frustrated and abandon the feature.
4. **Regulatory risks:** Depending on the country and jurisdiction, there may be regulations or laws that apply to tipping that Blinzedu needs to comply with.
5. **Financial risks:** If there are any errors in the tipping feature or in the integration with the delivery partner earnings and payout system, it could result in financial errors or losses.

Success Metrics

Increase in Tipping Rate: The percentage of orders where customers choose to tip should increase by 30% within three months of launching the feature.

Increase in Delivery Partner Satisfaction: The percentage of delivery partners reporting satisfaction with their job should increase by 20% within three months of launching the feature.

Wireframes



Relative Prioritization

Key Requirement	Priority
Customizable Tip Amounts	High
Transparent	Medium
Anonymous	Low

RoadMap

The tipping feature will be developed and released in four sprints:

Sprint 1 (March)

1. Conduct user research to determine the most effective tipping options and messaging for customers.
2. Design the tipping feature in the app.

Sprint 2 (April)

1. Develop the tipping feature in the app.
2. Test the tipping feature with a small group of beta users.

Sprint 3 (May)

1. Gather feedback from beta users and iterate on the tipping feature as needed.
2. Launch the tipping feature to all users.

Sprint 4 (June)

1. Integrate the tipping feature with the delivery partner earnings and payout system.
2. Monitor and iterate on the feature based on user feedback.

Conclusion

In conclusion, the implementation of a tipping feature on Blinzedu is an exciting opportunity to increase customer satisfaction, improve delivery partner retention, and generate additional revenue for the app. By defining the problem and opportunity, determining the scope of the tipping feature, identifying the user experience, assessing the impact on revenue and costs, and developing a timeline and roadmap, Blinzedu can successfully implement this feature in a way that meets the needs of both customers and delivery partners while aligning with the overall product strategy. With the right planning and execution, the tipping

feature has the potential to differentiate Blinzedu from its competitors and deliver a high-quality experience to all users.