# **Product Requirements Document**

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| --- | --- |
| Target Release | July 1st 2021 |
| Epic | MVP |
| Document Status | In Progress |
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## **What**

A one stop food tech application for finding and linking the various regional cuisines and restaurant with the user and getting the food delivered to their doorstep in a cost effective way.

**Why?**

1. Giving access to restaurants to deliver food at far places
2. Customers can try option not only from nearby restaurants but also from a far away places.
3. Customer getting access to wide variety of cuisines to select at comfort from their homes.
4. Competition parity.

**Scope**

* In- Scope for the MVP

1. Sign-Up/Login
2. Restaurant Listing
3. Restaurant search and filter
4. reviews, ratings and other detail information about restaurant
5. Checkout
6. Cart Feature
7. Order Tracking
8. Past Order Listing

* Future Release

1. Pure veg section for vegetarians
2. Order from multiple restaurant in single order
3. Displaying chef recommendation/ most ordered flags over menu items
4. ‘Customer also purchased’ feature
5. Re-Order feature
6. Social Media Sharing
7. Friends/Family follow
8. Coupon Codes

**How**

Create detailed Epics, Features and User Stories to chalk out requirements

* Sample Work Items below (note these are not exhaustive but a good depiction of how to link Epics > Features > User Stories.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **S.No.** | **Epic** | **Feature** | **User Story** | **Priority** | **Jira Issue#** |
| 1 | User should be able to signup and login using ID and password | LOGIN/SIGNUP | 1.As a user I should be able to login using my user id and password so that I can access the app.  2.As a user I should be able to sign up into the app so that I can  Save my credentials to access the app whenever I want.  3.As a user I should be able to reset my password so that I can update my password as per my requirements.  4. As a user I should be able to login using my social media accounts (facebook, gmail etc.) so that I can access the application easily without creating a new profile. | HIGH |  |
| 2. | User should be able to view his/her profile after login | PROFILE PAGE | 1. As a user I should be able to see my profile so that I can logout when I am not using the app 2. As a user I should be able to see my profile page so that I can update my address, phone number etc as per my requirement | HIGH |  |
| 3 | User should be able to see search bar, filters, reviews and ratings of restaurants and food images on the landing page itself | HOME PAGE | 1. As a user I should be able to see search bar on the home page so that I can search the cuisine and restaurants of my choice. 2. As a user I should be able to see the reviews and ratings of the restaurants so that I can select the restaurants or cuisine based on their hygiene 3. As a user I should be able to see the images of cuisines and kitchen so that I can select the cuisine of my choice 4. As a user I should be able to apply filters so that I can set up my preferences | HIGH |  |
| 4. | User should be able to see the best seller and menu of the restaurants along with the price | RESTAURANTS LANDING PAGE | 1. As a user I should be able to view the best seller dishes of the restaurant so that I can check out the best cuisine available in the restaurants 2. As a user I should be able to view the menu of the restaurant along with the price so that I can select the options available as per my budget | MEDIUM |  |
| 5. | User should be able to add or delete items from the cart along with the quantity of the items | CHECKOUT PAGE | 1. As a user I should be able to add or delete items from the cart so that I can only order what I want 2. As a user I should be able to increase or decrease the quantity of the items so that I can order food in my preferable amount | LOW |  |
| 6. | User should be able to see offers and different payment options | PAYMENT PAGE | 1. As a user I should be able to see various payment methods like credit card, debit card, UPI’s and wallet so that I can make the payment as per my preference 2. As a user I should be able to see the discounts and offers available for me so that I can utilize those offers and discounts whenever I want | HIGH TO MEDIUM |  |
| 7. | User should be able to track the delivery after ordering food | ORDER TRACKING | 1. As a user I should be able to track my order using google map so that I can see the delivery time of my order. 2. As a user I should be able to view the distance of the restaurant from my location so that I can choose the nearest restaurants from my location | HIGH |  |

<Add More Rows if Required>

**Success metrics for the beta release**

|  |  |
| --- | --- |
| **Goal** | **Metric** |
| Adoption | * Customer acquisition cost * Number of logins/signups * Acquisition channels * Bounce rate |
| Activation | * Daily orders * Orders within distance * Number of orders by the newly acquired users * Weekly increase in the number of new users |
| Retention | * Daily/weekly/monthly active users * Churn rate * Repeat purchase ratio of existing and new users |
| Engagement | * Average session duration * Daily login |
| Performance | * Downtime * Throughput * Yield * Net promoter score * Number of referrals * App store ratings and reviews |
| Security | * Successful login logout per session * 2 way authentication in case of wrong password * Seeking permission in case of login from other devices |

## <You can choose the above or add your own success metrics too>

## **Go-to-market**

* Target Market – 18-30 years old students, fresher’s, bachelors who are away from home.
* Product Device Usage (App/web etc) - Website
* Pilot launch - Bangalore
* Pricing Model / Strategy - Penetration Pricing

## **Release Timelines**

* MVP target launch – July 1st 2021
* PRD for MVP complete – Jan 31st 2021
* Wireframes – Jan 8th 2021
* UI design complete – Jan 15th 2021
* Development complete for the MVP – May 30th 2021
* SIT / Internal QA – June 15th 2021
* Production Release – June 29th 2021

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