# SNACKSPOT

Addressing the Challenge of Street Food Discovery

Problem Statement:
Finding quality street food can be challenging, whether for locals or visitors. With an estimated 2 million street food vendors in India, there is no streamlined method for discovering the best options nearby.

Solution:
Introducing **SnackSpot**, a dedicated mobile application designed to help users discover top street food vendors based on real-time data and community-driven reviews.

snackspot.com
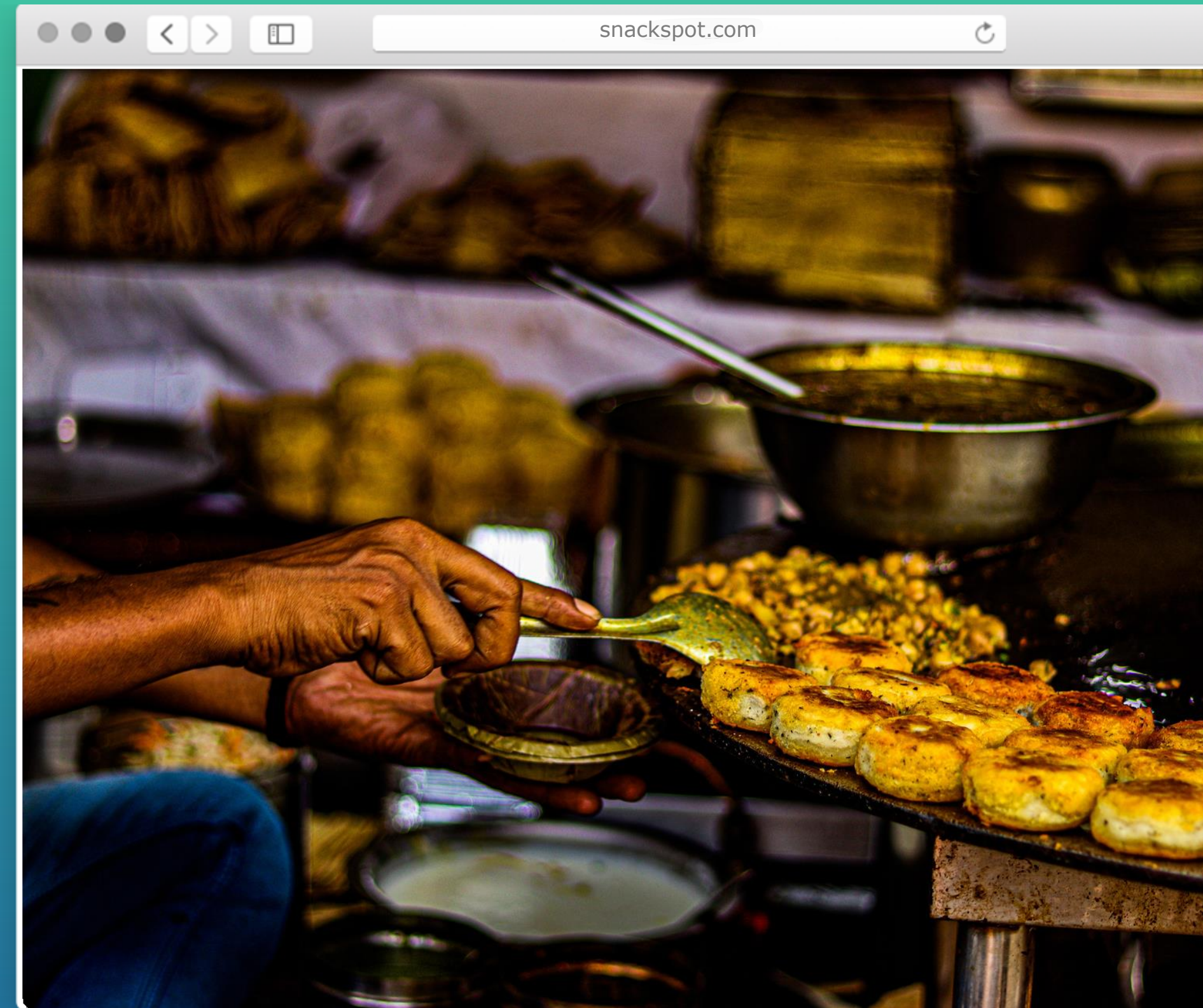
Business Outcome: Increase in Sales for Vendors, Revenue Streams, User Growth.
Product Outcome: Enhanced User Experience, Vendor Analytics, Wider Reach

Market Analysis

01

Existing Platforms: Dominant food discovery apps focus on restaurants, leaving a gap in the street food sector.

02

Market Gap: No major player caters specifically to street food discovery.

03

Opportunity: SnackSpot aims to become the leading platform for street food enthusiasts, filling a significant market gap.

Product Vision

- **User-Centric Interface:** Intuitive design tailored to street food discovery.
- **Real-Time Updates:** Live tracking of vendor locations and menu offerings.
- **Community Engagement:** Users contribute reviews and share experiences, creating a comprehensive street food database.

Users Persona

Street Food Enthusiast (Age 18-35): Loves discovering new, local food spots.
Frequent Traveler (Age 25-45): Travels across India for work or leisure.
Local Vendor (Age 35-50): Owns a small street food stall.

User Segments, Pain Points, and Solutions

Primary User Segments

01   **Local Consumers:** Seeking reliable recommendations for street food.

02   **Tourists:** Looking for authentic local cuisine in unfamiliar cities.

03   **Street Food Vendors:** Aiming to increase visibility and attract more customers.

Pain Points and Solutions

01   **Consumers:** Difficulty finding reputable vendors. Solution: Curated lists, user reviews, real-time location tracking.

02   **Vendors:** Struggling to reach a broader audience. Solution: Detailed profiles, customer feedback integration, and promotional opportunities.

Research Strategy

- **Competitive Analysis:** Identify gaps in existing food discovery apps.

- **User and Vendor Research:** Conduct surveys and interviews to understand user needs and vendor challenges.

Feature Prioritization for MVP:

- **Location-Based Search:** Discover vendors nearby or in a specific city.

- **User Reviews and Ratings:** Community-driven insights into vendor quality.

- **Vendor Profiles:** Detailed information on vendors' offerings and hygiene ratings.
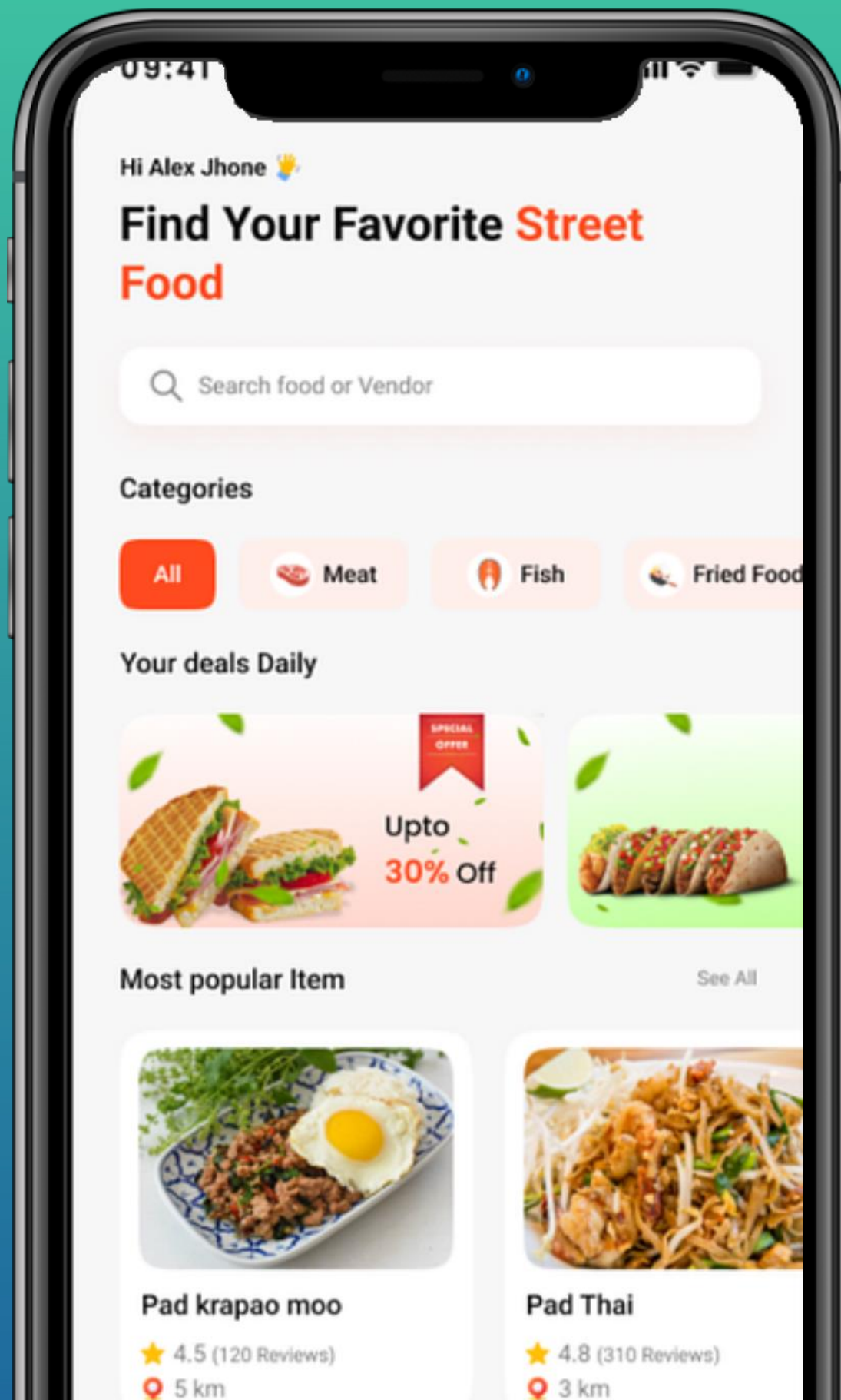
Designing the Minimum Viable Product (MVP)

System Design Overview:
- **User Interface:** Simple, intuitive design focused on ease of use.
- **Backend Architecture:** Scalable infrastructure to manage vendor profiles, user reviews, and real-time updates.
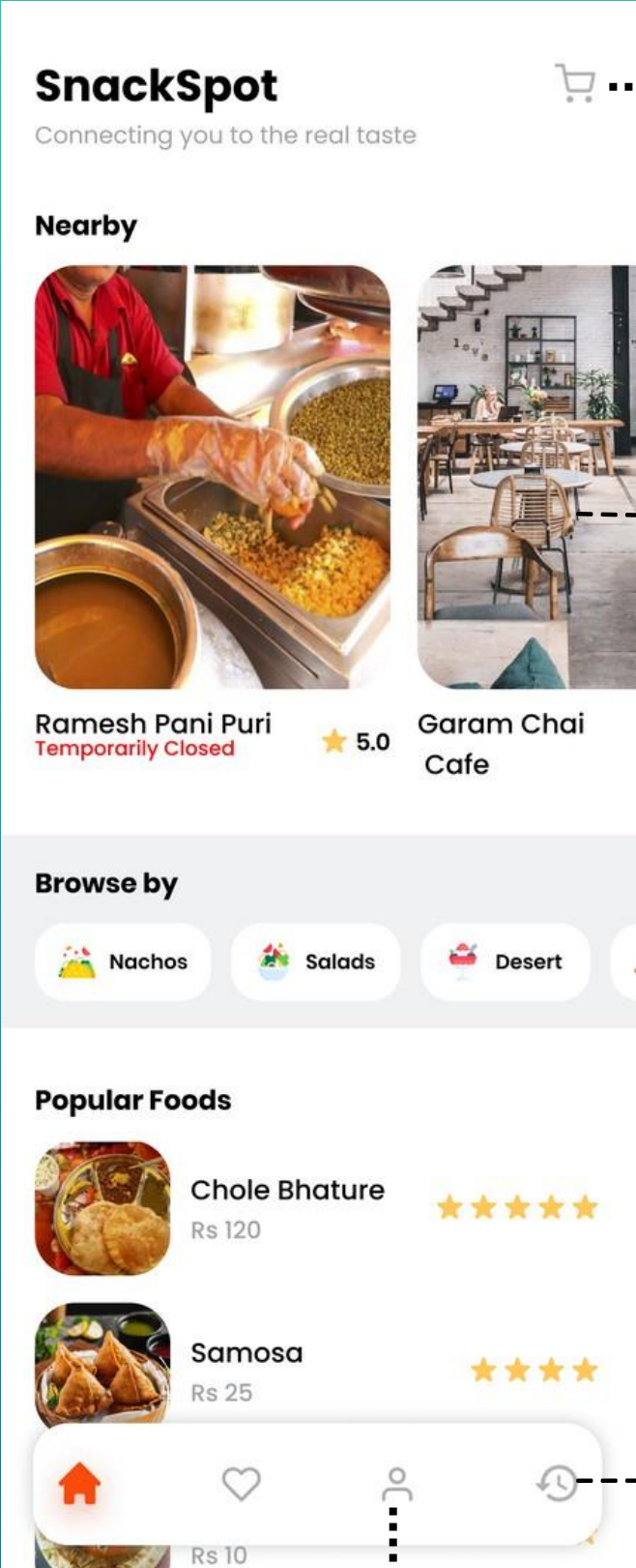- **Integration:** Seamless inclusion of geolocation services and user-generated content.

Development Timeline:
- **Phase 1:** UI/UX design and prototyping (1 month).
- **Phase 2:** Backend development and feature integration (2 months).
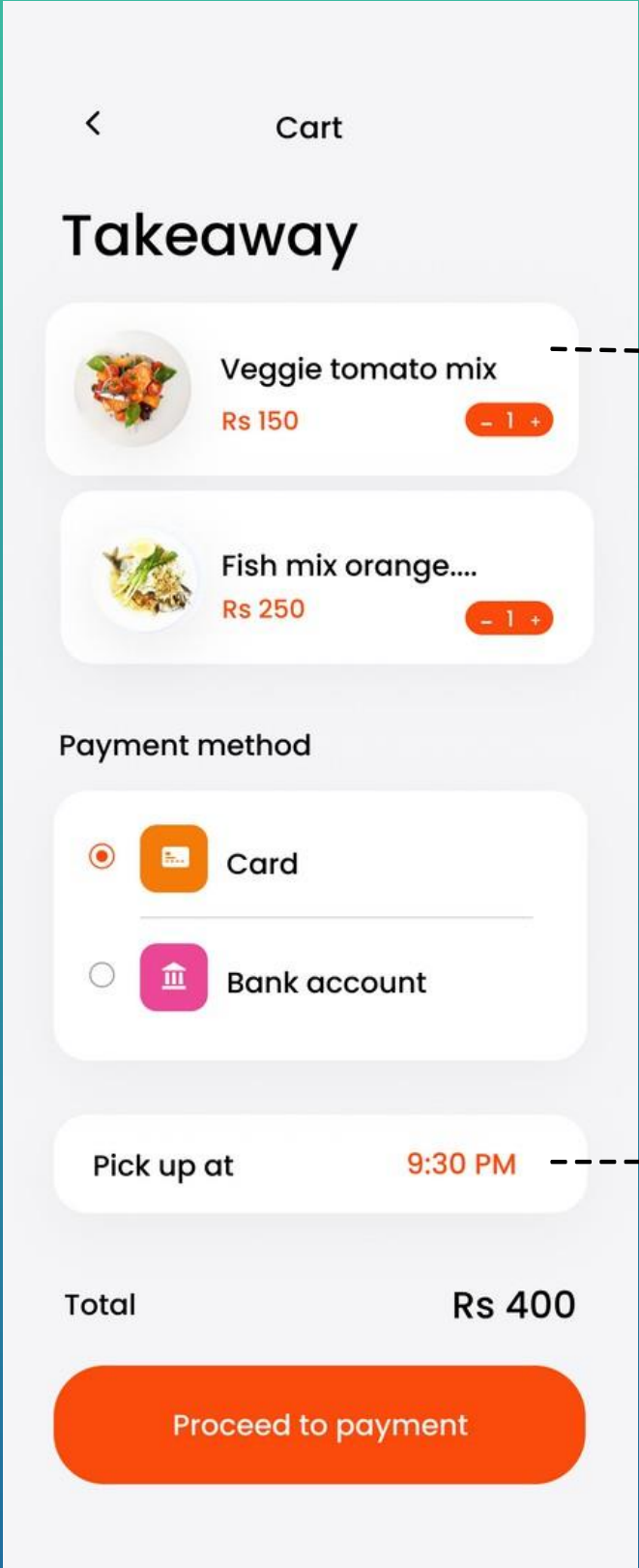- **Phase 3:** Beta testing with select users and vendors (1 month).

Homescreen

SnackSpot
Connecting you to the real taste

Nearby

Ramesh Pani Puri
Temporarily Closed ★ 5.0

Garam Chai Cafe

Browse by

🌮 Nachos   🥗 Salads   🍧 Desert

Popular Foods

Chole Bhature
Rs 120   ★★★★★

Samosa
Rs 25   ★★★★

Rs 10

Shows nearby street food vendors

Recently Visited

Cart

< Cart

Takeaway

Veggie tomato mix
Rs 150   − 1 +

Fish mix orange....
Rs 250   − 1 +

Payment method

◉ 💳 Card

○ 🏦 Bank account
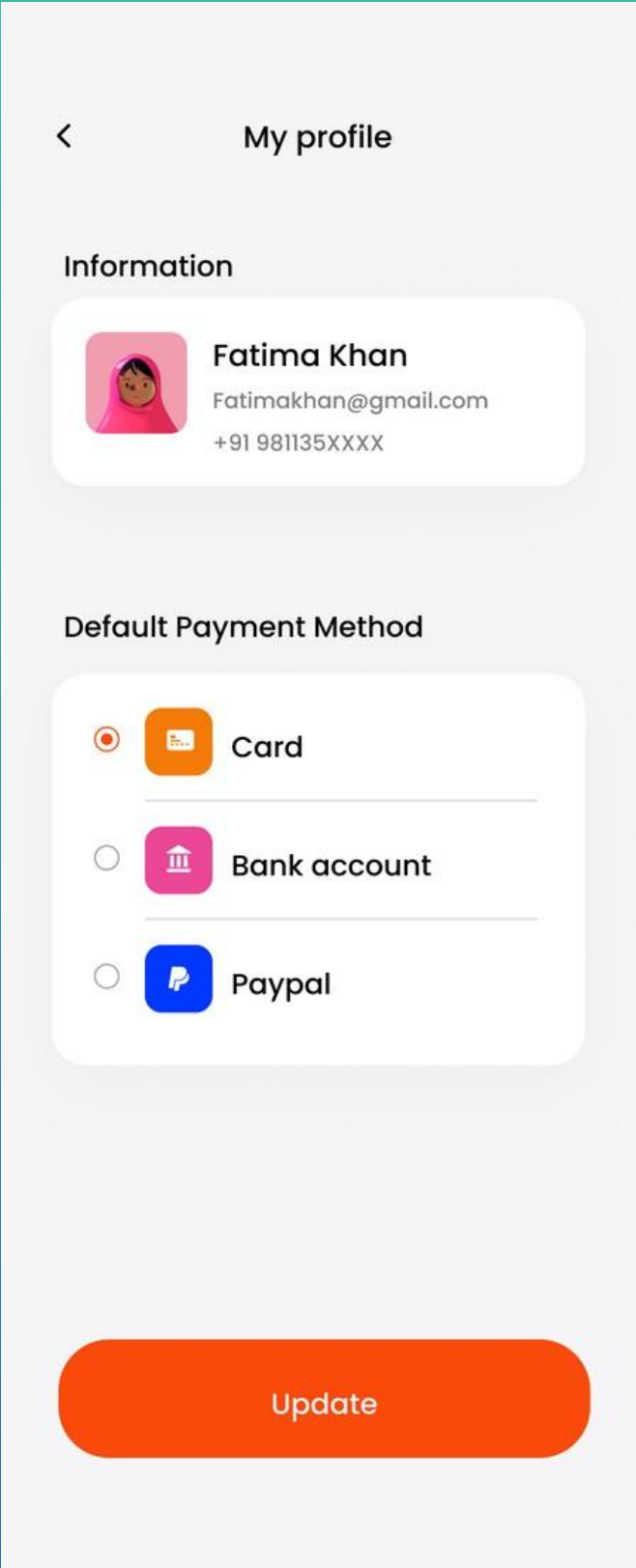
Pick up at   9:30 PM

Total   Rs 400

Proceed to payment

User can check their order to do any last minute changes

User has an option to ask the vendor to prepare food in advance so that they can skip queues

Profile

< My profile

Information

Fatima Khan
Fatimakhan@gmail.com
+91 981135XXXX

Default Payment Method

◉ 💳 Card

○ 🏦 Bank account

○ 🅿 Paypal

Update

Establishing Success Metrics

North Star Metric

User Engagement: Tracking daily active users (DAUs) and repeat usage.

Leading Indicators

App Downloads: Initial adoption rates.

Vendor Sign-Ups: Growth in vendor participation.

User Retention: Percentage of returning users.

Lagging Indicators:

Revenue Generation: Evaluating financial performance.

Customer Satisfaction: Assessing user feedback.

Market Penetration: Expanding presence in key urban markets.

Monetization Strategy →

Hypothesis
Primary Hypothesis: If we create an intuitive and user-friendly platform for street food discovery, users will frequently use the app to find nearby food stalls, leading to higher vendor sales and a growing user base.

Secondary Hypothesis: Providing vendors with digital tools for promotions and analytics will lead to increased business efficiency and customer satisfaction.

Future Prospects

- **Expansion into Multiple Cities**

- **Integration with Delivery Partner**

- **Street Food Festivals**

- **AI based Personalized Recommendations**

Freemium Model

Basic features are free; premium features are subscription-based.

Vendor Subscription Plans

Enhanced visibility and customer analytics for a fee.

In-App Advertising:

Targeted ads relevant to the street food audience.

How Does It Help

For Users:
- Convenient Discovery:
- Reviews and Ratings:
- Location-based Suggestions:

For Vendors:
- Increased Visibility:
- Digital Presence:
- Sales Analytics:

For the Community:
- Support Local Economy:
- Promotes Cultural Exchange:
- Food Safety Awareness:

Risk Factors and Mitigation Strategies

Key Risks:

Vendor Resistance: Vendors may be hesitant to adopt the platform.

Mitigation: Offer free trials and demonstrate benefits through case studies.

User Adoption Challenges: Difficulty in attracting a large user base.

Mitigation: Targeted marketing campaigns and incentives like discounts.

Competition: Competing with established food discovery apps.

Mitigation: Focus on niche market and strong community engagement.