

# Personalized Shopping Assistant

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# **1 Key Stakeholders**

## **1.1 Merchants**

The major benefits that the merchants will receive from the application is to increase their exposure, while also saving cost, because they wouldn't need to hire a delivery service nor there is a need to keep maintenance of the vehicles..

Once of the major features is that the application will provide the merchant a delivery service, a bigger pool of costumers while also enables insights on what costumers are purchasing, giving them information on what items to promote.

The merchants that the application is going to target are small stores and boutiques, one of their constraints is that they are short staff so they can have a dedicated person to handle the picking up the items, and we don't want to be intrusive in their workflow so the drivers will do the shopping and pickup the items like a regular costumer.

## **1.2 Costumers**

The major benefits for costumers is that they will be able to find out merchants near their home from where they can purchase, since the merchants that get display in the users app, are close to the costumers, the delivery time is fast.

Costumers also avoid spending time going to the stores, doing the line and purchasing the items, they only need to make the order and they get it delivered at their doorstep in less than 2 hours.

## **1.3 Drivers**

The main benefit for the drivers is to get another source of income by using their current means of transportation as an asset.

For them one of the major features is going to display in the map the play where they need to do the shopping and the location where they need to deliver.

They also require to keep track of the milage and time of the order, and also keep track of all the orders that were perform by the drivers.

## 2 Business Requirements

- Increase transactions to 15 a day within 6 months
- Keep customer satisfaction as high as possible, a 9 out of a 10 scale within the first 6 month of release
- Achieve the break-even point in 6 months
- Increase transactions to at least 50 a day, within a year
- Achieve positive cash flow on this product within a year
- Increase market share in Hoboken to 2% within a year
- Increase market share in Hoboken to 4% in the second year
- Reduce delivery time by 5% in the first 6 months
- Reduce delivery time by 10% in the first year
- Comply with federal laws and regulations
- Achieve product market fit within the first year from release
- Become the application with the biggest amount of stores partnered with our services in Hoboken within the first year
- Be the application with the largest amount drivers in Hoboken within the first two years
- Increase the amount of stores affiliated to the application to 12 stores after 3 months from release
- Increase the amount of stores affiliated to the application to 30 stores after 6 months from release
- Increase the amount of stores affiliated to the application to 100 stores after 12 months from release
- Increase the amount of stores affiliated to the application to 150 stores after 18 months from release
- Expand to nearby cities within the first three years since release
- Increase the amount of drivers enrollment to 50, within the first 6 months since release
- Increase the amount of drivers enrollment to 100, within the first 2 months since release
- Increase the amount of drivers enrollment to 150, within the first 24 months since release
- Increase gross margin on partnered business by 10% within the first 12 months since launch

- Increase gross margin on partnered business by 20% within the first 24 months since launch
- Achieve 30, 000 USD in gross profit at the end of the first year
- Increase the amount of employees by 2 in the first two years
- Increase company gross margin at a rate of 10% from the previous year, each year
- Improve UI/UX in our products between the first and second year since launch
- Reduce monthly support cost by 10% after the first year

## 3 User Requirements

### 3.1 Driver

- As a driver i need to authenticate in the application
- As a driver i need to notify the system that i am ready to accept orders
- As a driver i need to accept orders
- As a driver i need to deny orders
- As a driver i need to delivered orders to an address
- As a driver i need to message a costumer in case an item is not available
- As a driver i need to see a history of all the orders i delivered
- As a driver i need to take a picture when i do a delivery
- As a driver i want to know if i am in an available area to receive orders
- As a driver i want to know the route to deliver the costumers order
- As a driver i want to see what is my current period balance from the orders
- As a driver i want to be able to the items in the order i accepted
- As a driver i want to know the route to the store where was created
- As a driver i want to be able to sign out

### 3.2 Costumers

- As a costumer i want to authenticate in the application
- As a costumer i want to see the available merchants
- As a costumer i want to see the available products in a single merchant
- As a costumer i want to see where are the merchants in the map
- As a costumer i want to be able to add my credit card information to my profile

- As a costumer i want to upload my photo to my profile
- As a costumer i want to save my favorite merchants
- As a costumer i want to be able to see the information of the driver that is bringing the order
- As a costumer i want to know what is the ETA for the order to arrive
- As a costumer i want to be able to rate the driver
- As a costumer i want to be able to tip my driver
- As a costumer i want to cancel an order
- As a costumer i want to be able to find stores that has a particular product
- As a costumer i want to be able to logout
- As a costumer i want to be able to set replacements in case a product is not found
- As a costumer i want to see all the products category from a merchant
- As a costumer i want to see all the collections from a merchant

### **3.3 Merchants**

- As a merchant i want to add products into the application
- As a merchant i want to disable existing products
- As a merchant i want to update existing products
- As a merchant i want to remove existing products
- As a merchant i want to re-enable products that are disabled
- As a merchant i want to group products in categories
- As a merchant i want to set possible substitution for related items
- As a merchant i want to display existing discounts for products
- As a merchant i want to group products in different type of collections