Personalized Shopping Assistant
Team 4

Thomas Ripp   Joseph Mirabile   Jose Cruz

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1   Mission Statement

For the people who are busy and enjoy purchasing online, that requires their products delivered to their doorstep as fast as possible, the shopping assistant is the fastest and most reliable platform, unlike Shopify or Amazon that takes multiple days to deliver their products.

PSA offers a 2-4 hour delivery window, while offering a vast catalog of products, from your nearby stores, so you can buy from your favorite stores without leaving the house.

With PSA, customers are going to be able to make orders, which the drivers are going to either accept or deny. Then the drivers are going to go into the merchants stores and purchase the products which are going to be delivered to the customers.

2　Key Stakeholders

2.1　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 customers while also enables insights on what customers 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 customer.

2.2　Customers

The major benefits for customers 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 customers, the delivery time is fast.

Customers 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.

2.3 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.

2.4 Developers

The developers belong to the same company as requirement engineering team, for them the main concern is clear, precise and verifiable requirements.

3 Key Drivers

3.1 Small Businesses

The main reason that we are building this application is to help small businesses to compete with the big stores. Because of COVID small businesses are now forced to migrate their operations online. Big companies like Amazon and Shopify were online since the beginning, Walmart, Target and BestBuy have their main operations in store but they also had an online presence.

Since these companies already have their own delivery service, they are now focusing on improving and refining their e-commerce experience. This puts small businesses in a peril, since they already work with small profit margins to begin with, they lack the capital to hire the technical skills required to create an online presence.

3.2 Unemployment

Not only small businesses are affected, since the beginning of the pandemic unemployment has been rising, particularly in the US. That's why this application does not only help small businesses but also helps people who have their own method of transportation and want to make extra money by fulfilling orders from the platform.

This application will help small businesses and people without jobs while also helping to keep social distancing during the pandemic, now people more than ever are ordering online, so this is a good opportunity for a new player to get into the market.

3.3 Health Risk

Since the beggining of the pandemic, stores are required to shutdown or limit the amount of people they can have inside the stores, which translates into less sales for the merchants. Going to the store also increase the customers exposure to the virus.

With the application we can reduce the amount of people inside the stores while also helping the businesses to keep their sales.

3.4 Convenience

We want to enable our customers to have the same experience that they receive while ordering fast-food. For this reason we want to create an application that makes the purchase experience as seamless as possible.