



DISJOIN

Product Document



Overview

With the pandemic situation, currently, there is a possibility that the grocery stores/supermarkets are over crowded during a few hours in a day.

To ensure social distancing and avoid crowd at grocery stores, Disjoin provides a solution!

Real-time live updates on the customer count at a given store.

Prediction for the next 2 days to help you pick a time to visit the store



Problem

Long wait times in the queues at grocery stores/supermarkets leading to higher density of people at the counters.

Time and management issues for the staff at the stores to tackle the crowd and ensure social distancing.

No solution currently, that shows the user when to visit a store and what are the peak hours, how many customers are present at the store right now, etc.



Business Goal

To ensure that social distancing is followed by letting the users know updates of customer count at the store so that they choose an appropriate slot for visit.



Customer Segments

Mentioned below are categories of customers identified to solve the problem specified.

- Tech savvy working professionals in Tier1/TierII cities of age group 21-55 with lack of time to wait in long queues at the grocery stores
- Smartphone/Laptop users who are senior citizens of age group >55, from in Tier1/TierII cities wanting to know when there is less crowd at the store
- Women (Smartphone users) in Tier1/TierII cities with kids/household responsibilities wanting to avoid long queues at grocery stores and ensure safety of kids by maintaining social distancing



Proposed Solution

The solution aims at providing live updates about the customer count in a given store so that it would be easy for the users to pick a time slot

There solution also contains a prediction model that takes past data and predicts the expected customer count for the next two days.



Value Proposition

The core value proposition of the product is the **live updates** about a particular store and the data about **predicted customer count for the next two days** which gives the users time to plan and understand when to book a slot to visit the store.

Our solution is backed by Machine Learning prediction algorithms that continuously learn from the past data and the user gets all necessary information and updates just in a single click!



MVP Features

The Minimum Viable Product(MVP) consists of the following features -

- View list of stores
- Select a store
- Get live customer count for the store shown in a foot traffic meter
- View the past data graph and a prediction of customer count for the next 2 days - which gives user information about peak and non-peak hours, thereby ensure better planning to visit



Risks and limitations

One of the risks is the assumption about the availability of data for stores in located in different cities and not just metros.

Tie-ups/Partnership delays with stores might lead to limitations in getting lot of data. Without partnerships, there might be a need to consult some regulatory authority for trusted data or train the model with limited available data.