



Product Management
Certification Program
Industry Project – I

Yogesh, Ankit, Gabriel and Sriam

After completing all the parts of the project, you will have to submit your responses in the following manner.

- Submit the following parts of the project in this ***“Presentation”*** file
 - Part 1 - Understanding the market
 - Part 2 - User research
 - Part 5 - MVP Creation
 - Part 6 - Sketching
 - Part 7 - Wireframing & Prototyping
 - Part 8 - Creating an App
- Submit the following part of the project in the template document provided on the platform.
 - Part 3 - Business Model Canvas
 - Part 4 - Product Artifacts
 - User Persona
 - User Journey Map

Note: Finally you have to add this **Presentation & other submission documents** in a ZIP folder and upload it in the submission section on the platform. More details in slides to follow

Part 1: Understanding the Market

Target Market Identification - Using Facebook Ad audience

- TAM - Total number of Smartphone users in India between the age of 18 to 35.
- 260,000,000 people

The screenshot displays the Facebook Audience Targeting interface. On the left, a map shows India selected with a blue pin. Below the map, the 'Age' range is set to 18 - 35, and 'Gender' is set to 'All genders'. Under 'Detailed Targeting', the option 'Include people who match' is selected, and the behavior 'Mobile Device User' is chosen, specifically 'Facebook access (mobile): smartphones and tablets'. On the right, the 'Audience Size' section shows a gauge indicating a 'fairly broad' selection. Below this, the 'Potential Reach' is listed as 260,000,000 people, with a note that the criteria allow for detailed targeting expansion. The 'Estimated Daily Results' section shows a 'Reach' of 8.7K - 25K and 'Link Clicks' of 68 - 196. A disclaimer at the bottom states that estimates are based on factors like past campaign data, budget, and market data.

People living in or recently in this location

India

Include | Type to add more locations | Browse

Age 18 - 35

Gender All genders

Detailed Targeting Include people who match

Behaviors > Mobile Device User

Facebook access (mobile): smartphones and tablets

Audience Size

Your audience selection is fairly broad.

Potential Reach: 260,000,000 people

Your criteria is currently set to allow detailed targeting expansion.

Estimated Daily Results

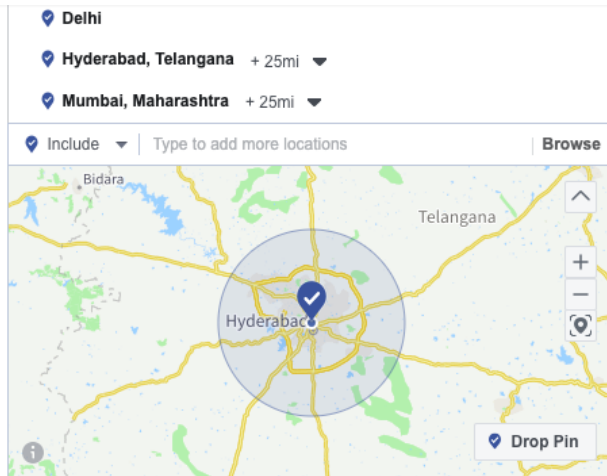
Reach 8.7K - 25K

Link Clicks 68 - 196

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance

Target Market Identification - Using Facebook Ad audience

- SAM - Total number of smartphone users from 18 - 35 age living in metro city i.e. Delhi NCR, Bangalore, Mumbai, Chennai & Hyderabad.
- 48,000,000 people



Add Locations in Bulk

Age 18 - 35

Gender All genders

Edit

Detailed Targeting Include people who match

Behaviors > Mobile Device User

Facebook access (mobile): smartphones and tablets

Audience Size



Your audience is defined.

Potential Reach: 48,000,000 people

Your criteria is currently set to allow detailed targeting expansion.

Estimated Daily Results

Reach

8.2K - 24K

Link Clicks

61 - 176

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance

- Target Market -
Individuals between the age of 18 – 35 years living away from the home & looking for home cooked food in Delhi NCR, Bangalore, Mumbai, Chennai & Hyderabad..

Considering 30 percent of the existing population is living away from home.

30% of SAM

i.e 14,400,000

Porter's Five Forces Template

Threat of Entry

- 1) Strong Brand Name - Swiggy, Zomato, Food Panda have strong brand name in the food tech industry. Thus threat is high for a new entrants.
- 2) Advanced technologies - Zomato, Swiggy, Food Panda have the app and website are aesthetically beautiful and the whole experience is enriching. Thus threat is high for new entrants.
- 3) Geographical Factors affecting Competition - Food Panda is in 200 Indian cities. 22 different countries and they are growing very fast. However, seeing the pace at which these has reached out and expanded it seems difficult for new entrants.

Bargaining Power of Suppliers

- 1) Restaurant's & Food supplier's switching cost from one platform to another is minimal. Thus food tech has virtually no control on supplier loyalty.
- 2) Restaurant's & Food supplier's have also developed their own delivery models, they have capability to fulfil customer demand.
- 3) Restaurant's & Food supplier's are unwilling to compromise on margins or is unwilling to offer credit window to the Food tech platforms. These effectively limit the foodtech's pricing power for its customers & hence they its very difficult for food tech.

Competitive Rivalry

- 1) Swiggy -
Estimated monthly visits 6.8 million.
- 2) Zomato -
Estimated monthly visits 32.4 million.
- 3) Food delivery marketplace available in 13 countries.

Bargaining Power of Buyers

- 1) Presence of various competitor apps in the market means that it is easy for the buyers to switch to other apps.
- 2) Price Sensitivity prompts consumers to become bargain hunters. Customer is not going to pay extra for convenience.
- 3) Love in India as they say is not spoken but eaten. Food industry know the reason why ready to eat has not been so successful because Indian Mother or Wife still expresses love through food.

Threat of Substitutes

- 1) Order Fulfilment & Delivery Mechanism - Restaurant's & Food supplier's are developing the capability/mechanism. & food tech companies have to rely on restaurant for fulfilment of orders received through its platforms.
- 2) Place of consumption - Eating out is a planned activity & a social statement for people. They want to go out and spend quality time with their family.
- 3) Google Maps - Google Maps for desktops includes listings of restaurants in the neighbourhood. It also facilitates restaurant search and contact number to order online.

- Direct Competitor (Online Home cooked food delivery & Recipe Classes)

1.FoodCloud.in

2.Watscooking.com

<Add more slides if required>

FoodCloud

- Goal** - Creating wellness: We believe in creating wellness for both our home chefs, who's home businesses we help nurture and for our customers, to whom we provide healthier, wholesome food choices.
- Mission** - Customer first: Providing customers with a good experience is of key importance to us.
- Current number of employees** - 27
- Investment Funding**
 - Number of Funding Rounds - 4
 - Total Funding Amount – INR 4,49,67,91

Watscooking

- Goal** -
To make healthcare accessible, understandable, and affordable for one billion Indians through a comprehensive website and mobile app.
- Mission** -
Watscooking is a platform based on sharing economy or Collaborative Consumption where people offer their skills and expertise to their neighbourhood.
- Current number of employees** - 8
- Investment Funding** - 0

FoodCloud

- **Revenue Details** - INR 15,10,46,100

- **Founder's Profile**

Vedant Kanoi - Vedant graduated from Carnegie Mellon University in 2006 and then worked for UBS Investment Bank for two years till 2008, post which he founded Batch Buzz Media.

- Shamit Khemka - Founder of SynapseIndia which provides software development and IT services, prior to which he founded sampatti.com, an online database for real estate in India.

Source - <https://angel.co/company/food-cloud-pvt-ltd/people>, <https://angel.co/company/watscooking-com>

Watscooking

- **Revenue Details**

- INR 7,55,04,000

- **Founder's Profile**

Mohamed Jamal- Having 18 years of techno commercial experience in B2B & B2C ecommerce applications and enterprise technology solutions. Held Strategic & Head roles in leading MNCs and consulted for clients like Cisco, DELL, BMW, MasterCard

FoodCloud

Strategy

- It is a home cooking service where we get home cooked food by professionals and a lot of variety is ensured in the menu.
- We can call the chef and give them special instructions in case you require anything out of the ordinary.
- Food pickup and home delivery can be arranged depending on the chef and the quantity of food.

Watscooking

Strategy

- The Home Boutique – Homemakers can sell their homemade things like paintings, Arts & Crafts, Gift items and more with the boutique.
- The Home Academy - Home Academy enables Homemakers to utilize their skills to offer home based classes like Home Tutions, Music, Dance ,Yoga , Meditation classes , Cooking classes etc.
- The Home Café – With the Home Café, the Home Chefs can sell their Home cooked food.

Source : <https://www.foodcloud.in/>, <https://www.watscooking.com/>

FoodCloud

•Target

- 1) Foodcloud.in is an online marketplace connecting consumers with pre-selected, home chefs, bakers and caterers.
- 2) The web and mobile app enabled efficient discovery of chefs, the order placement and delivery of food is all done by FoodCloud.
- 3) It is an end-to end solution for consumers looking for wholesome, homemade delicious food.
- 4) The platform today is operating in the Delhi NCR region (India) and is delivering across 30 cuisines & 5000 menu items with rapid adoption from consumers.

Source : <https://www.owler.com/company/foodcloud1>, <https://www.owler.com/company/watscooking>

Watscooking

•Target

- 1) Every user in Watscooking can also be a seller by creating their Home Shoppe.
- 1) The Home Seller can enable either or all the three categories namely Home Café for Home Foods, Home Boutique for Home Made things and Home Academy for Home based classes.

FoodCloud

Value-added services

- Home cooked food delivery.
- Home cooked snacks delivery.
- Watch videos of your order being cooked.
- Home Chef Academy to learn cooking & launch your home food business.

Geographical reach

- India - Mumbai, Delhi, Chennai, Hyderabad, Kolkata, bangalore.

Watscooking

Value-added services

- Home cooked food delivery.
- Homemakers sell their homemade products like paintings, Arts & Crafts , Gifting items etc.
- Homemakers can offer online sessions on cooking, dance, yoga, meditation classes etc.

Geographical reach

- India, London, Dubai, New York, Singapore.
- India - Mumbai, Delhi, Chennai, Hyderabad, Kolkata, bangalore.

Source : <https://www.foodcloud.in/business>, <https://qz.com/india/580570/the-driving-force-behind-these-pioneering-food-delivery-apps-in-india-housewives/>

FoodCloud

Revenue Model

- Revenue by subscription model of chefs on-boarded on platform.
- Delivers 400 orders a day.
- Average order size of Rs 3500.

Watscooking

Revenue Model

- Revenue by subscription model of chefs on-boarded on platform.
- 8000 transactions per day.
- Average order size is 1000.

Source : <https://economictimes.indiatimes.com/small-biz/startups/on-demand-homemade-meals-gaining-ground-with-companies-like-foodcloud-holachef-biteclub/articleshow/47684156.cms>
<https://qz.com/india/580570/the-driving-force-behind-these-pioneering-food-delivery-apps-in-india-housewives/>

FoodCloud

•Shifts in the business model

- Concierge services like Catering for office parties, Cakes for employee's birthday, Subscription of daily meal, Canteen for staff, Kiosks.
- Reason for the same to expand in the corporate domain for brand visibility and revenue.

Watscooking

Shifts in the business model

- It's an Entrepreneurial application for home chefs to sell home cooked food.
- They have shifted it & added more products in the portfolio i.e Find anything home made e.g. Sweets, Snacks, apparels, handicrafts etc.
- Reason for the same is homemakers around the world are expert in other chores. It's a platform for them to monetise it.

Source : <https://www.foodcloud.in/business>, <https://qz.com/india/580570/the-driving-force-behind-these-pioneering-food-delivery-apps-in-india-housewives/>

FoodCloud

•Strengths

- Catering for office parties
- Subscription of daily meal,
- Canteen for staff, Kiosks.

Weakness

- Prices are high.
- No feedback mechanism in application.

Watscooking

Strengths

- Recommendation algorithm is good, shows your favourite food nearby at best price.
- Catering globally.

Weakness

- App crashes frequently.
- Connection error and try again message frequently.

Source : [Google AppStore](#)

FoodCloud

- How many app downloads do they have (across all OS platforms)? - 1.3K
- What are the app ratings? - 3.9
- No of daily active users - 5.34
- Average Monthly download - 283
- No of monthly Active users - 150
- No of monthly inactive users - 133

Watscooking

- How many app downloads do they have (across all OS platforms)? - 241.3
- What are the app ratings? - 3.7
- No of daily active users - 4
- Average Monthly download - 125
- No of monthly Active users - 100
- No of monthly inactive users - 25

Source :

https://pro.similarweb.com/#/apps/engagementoverview/0_com.synapseinida.foodcloud/356/1m?tab=CurrentInstalls&granularity=Daily,

https://pro.similarweb.com/#/apps/engagementoverview/0_com.wats.cooking/356/3m?tab=Downloads&granularity=Monthly

FoodCloud

- Future proposition is to work for corporate lunches as also for home parties or the last minute visiting friends and family.
- Trying to launch their own chefs for better control over menu and food quality.

Reasoning

- Expand their services in corporate world as well for better reach and more revenue.

Watscooking

- Home boutique - To promote and sell the home made products including Apparales, Handicraft etc.
- Home Academy - For home based classes like Yoga, dance, home tuitions and music.

Reasoning

- To promote the entrepreneurship spirit in house wives and monetise their skills apart from cooking.

Source : <https://brandequity.economictimes.indiatimes.com/news/media/havas-media-group-adds-foodcloud-in-to-its-kitty/48540602>
<https://www.watscooking.com/how-it-works>

Part 2: User Research

Objective

To understand the demography, preferences of people for Home Made Food and methods by the users used to identify availability of homemade food in a City in India.

Hypothesis:

1. Young working Professionals staying away from their home in the age group of 20 to 35 years living in Tier 1 and Tier 2 cities in India prefer homemade food.
2. People think homemade food is healthier & preferable than restaurant food for daily consumption, if given some level consistency in quality and taste
3. People prefer to give instructions for the home cooked food they want to order.
4. Given a choice they would subscribe to Home Made food for one or more of their meal each day for an entire week/month through the delivery App
5. Motivation for ordering home cooked food are Quality, Taste, healthy, cost effective, doesn't have to worry everyday, variety.

<Add more slides if required>

< Use this space to write your survey information and insights>

< Attach your survey questionnaire link>

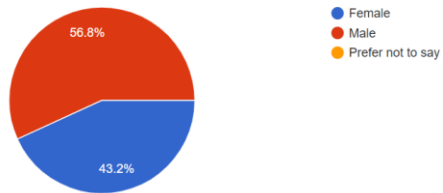
https://docs.google.com/forms/d/e/1FAIpQLSdxRmhMp6OHH-p_xma89fs2sPvpVo6NMaVDn1L1qIwJ16FWyg/viewform

<Add more slides if required>

Survey Responses

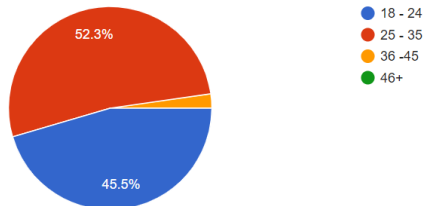
Gender

44 responses



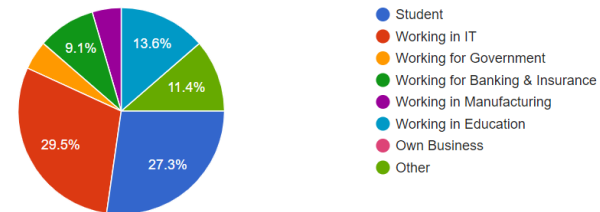
Age

44 responses



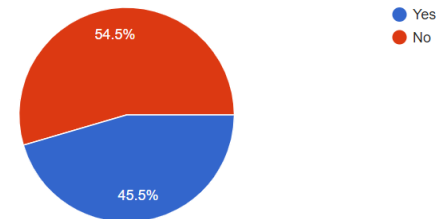
Occupation

44 responses



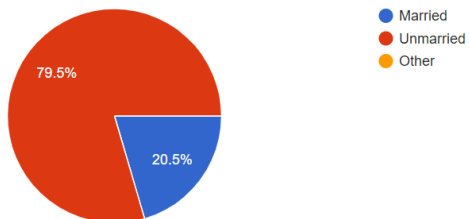
Are you staying in hometown?

44 responses



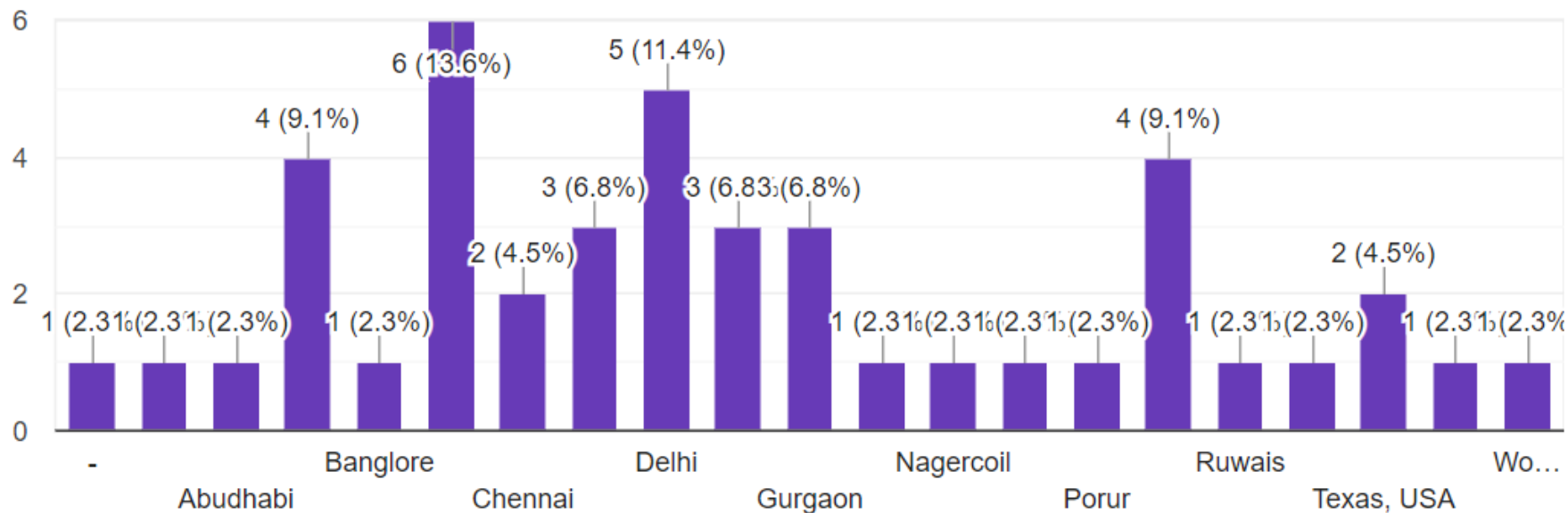
Marital Status

44 responses



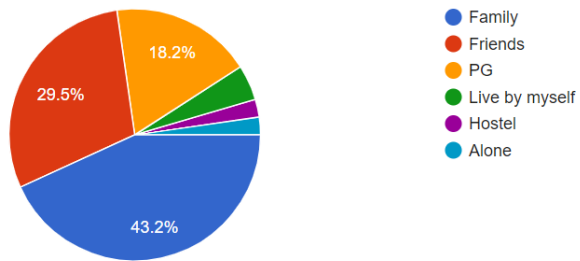
City where you work?

44 responses



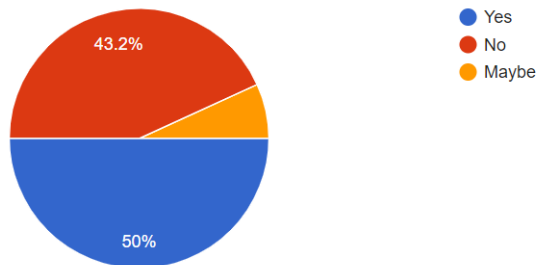
With whom do you stay ?

44 responses



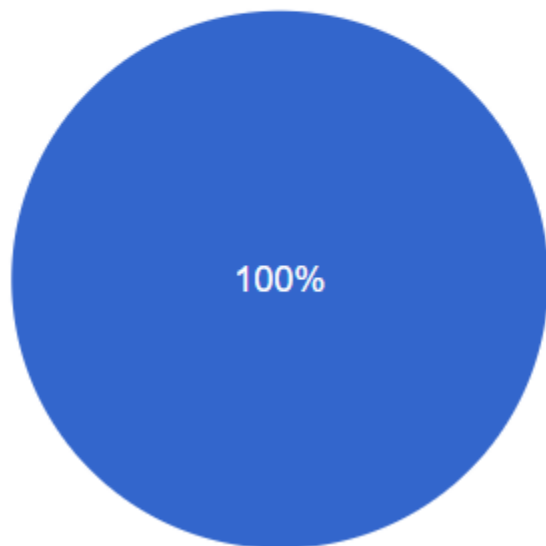
Whether you cook food daily ?

44 responses



Whether you think home made food is healthy and hygienic ?

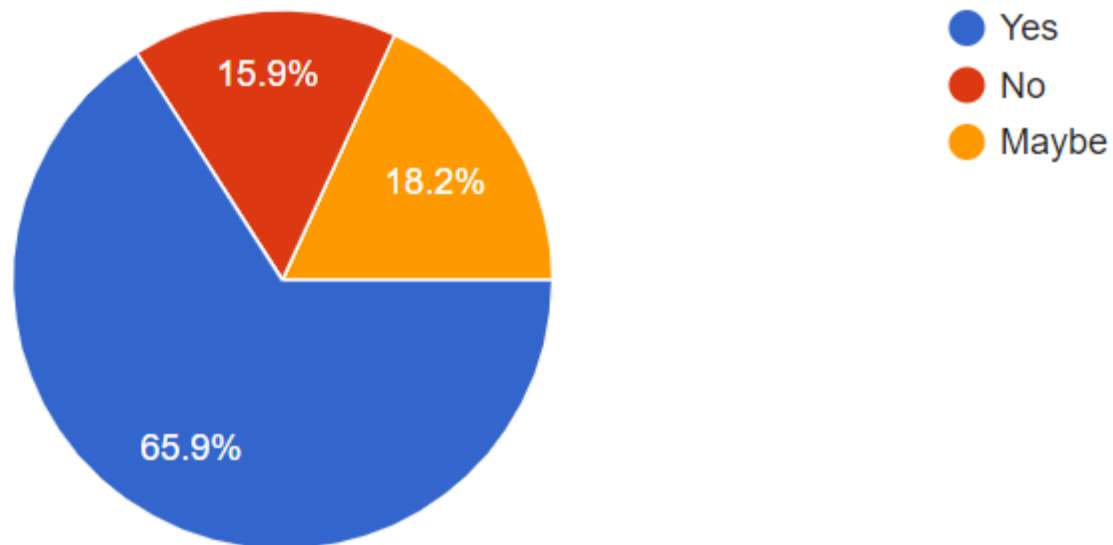
44 responses



- Yes
- No
- Maybe

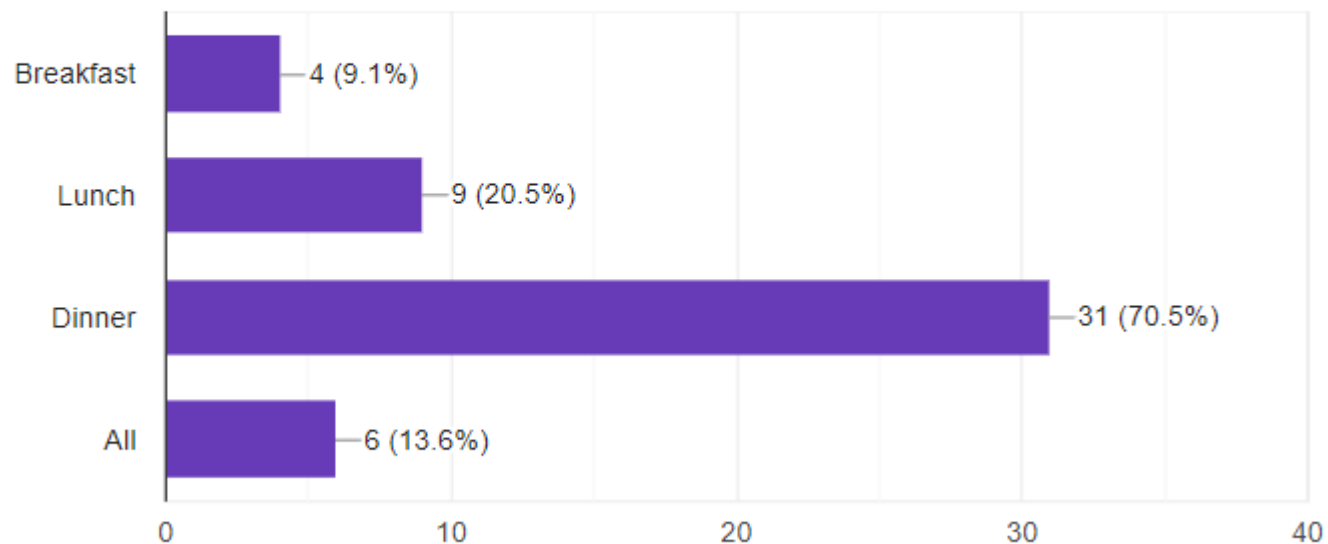
Would you prefer ordering home made food online ?

44 responses



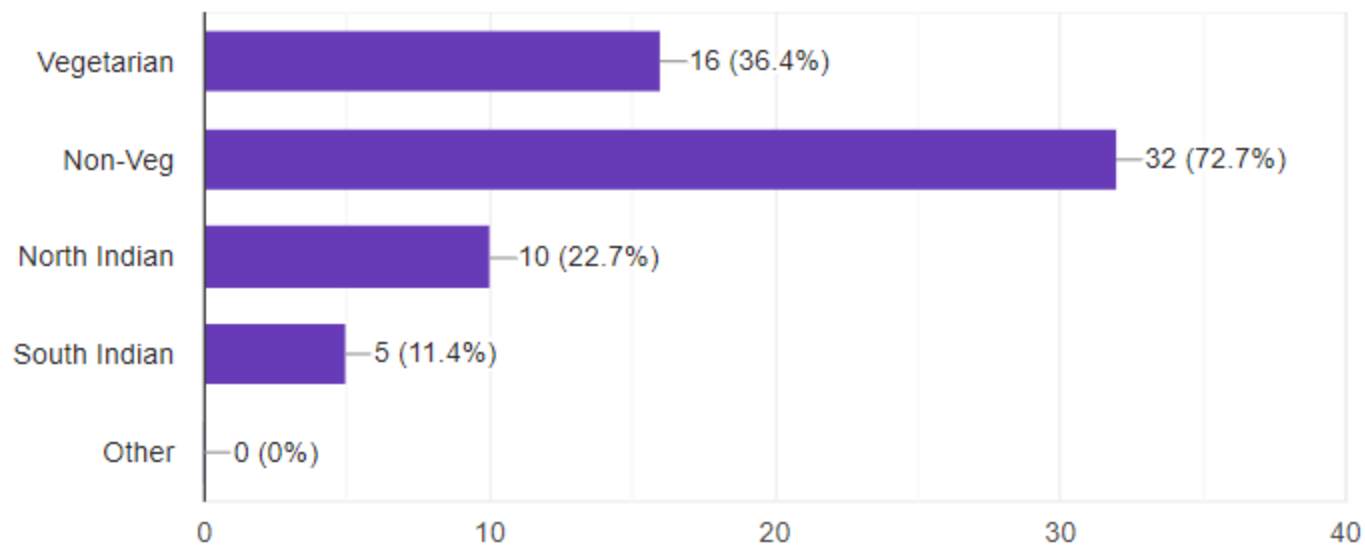
Which meal is most preferred for ordering online ?

44 responses



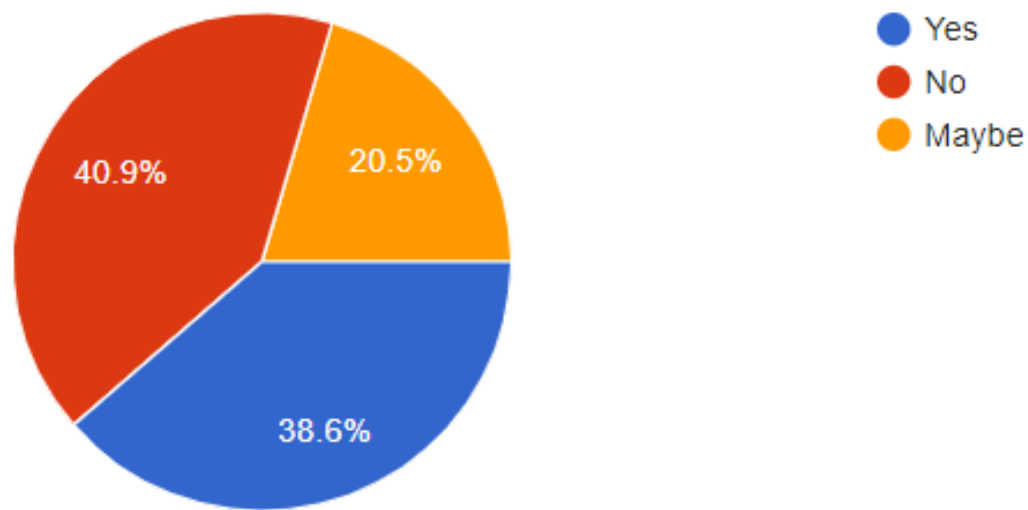
Choice of preferences

44 responses



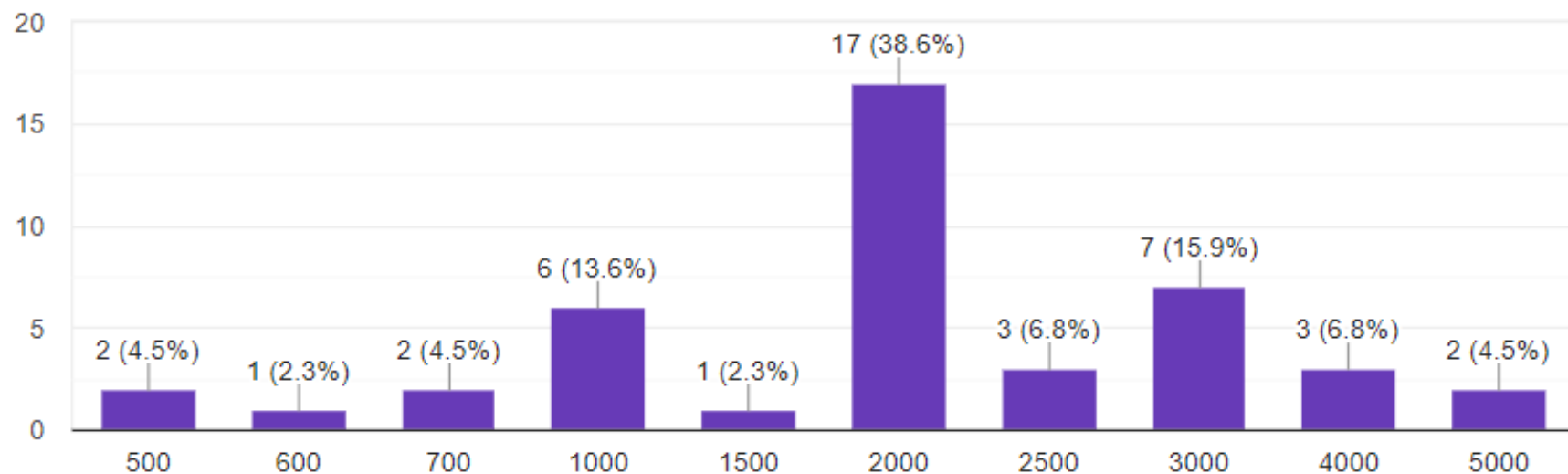
Would you prefer taking monthly subscription for one or more meals to be delivered to you every day?

44 responses



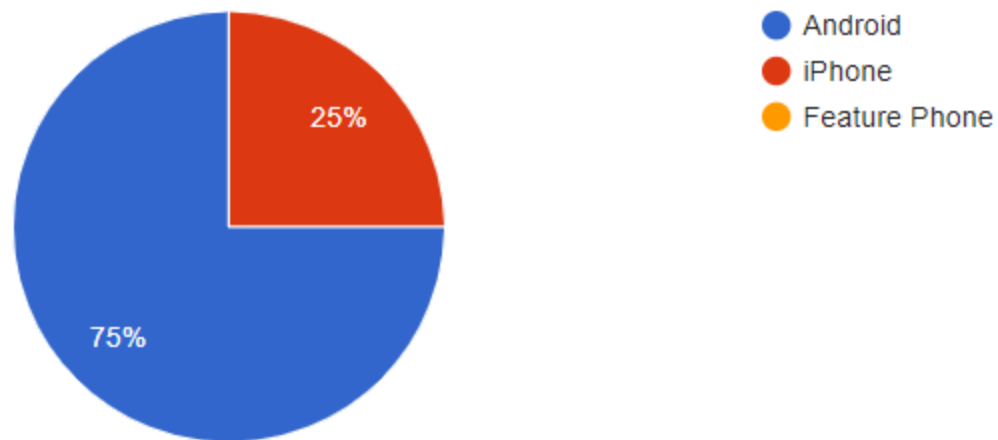
How much you spend every month ordering food outside?(say 1000, 2000, etc., in Rupees)

44 responses



What mobile platform do you use ?

44 responses



S.No	Interview Questionnaire	Response 1	Response 2	Response 3
1	What is your Age?	25	29	29
2	Are you staying away from your hometown?	Yes	Yes	Yes
3	In which city are you staying now?	Chennai	Chennai	Chennai
4	What is the purpose of stay?	IT Professional	Youngster	Youngster
5	With whom are you staying? (Parents, friends, colleagues)	Colleagues	Friends	Alone
6	What are you doing for Food? (Self, parents, hotel, others)	Others-Outside food	Others-Cook	Others- Outside supplier
7	Would you prefer homemade food (based on previous option selection)	Yes	Yes	Yes
8	Do you think homemade food is healthier than restaurant food for daily consumption?	Yes	Yes	Yes
9	If you are given an option for choosing homemade food from our app, would you prefer for one or more meal per day?	More meal (Breakfast and Dinner)	More meals (Breakfast , Lunch and Dinner)	More meals (Breakfast , Lunch and Dinner)
10	Do you want to get food from same place/vendor on daily basis?(yes, no, depends)	Depends on hygiene and taste	Depends on quality and quantity	Depends on cost and variety of food
11	How much money would you spend on homemade food per month?	2000/-	4000/-	4000/-
12	Would you prefer to take weekly or monthly?	Yes(Monthly)	Yes(Monthly)	Yes(Weekly)
13	Would you prefer giving instructions before ordering food?	Yes	Yes	No
14	What are the challenges of ordering homemade food?	Few dishes to choose.	-	Boredom of few options.
15	What motivates you to order homemade food online?	Cost effective and don't have to order every day.	Cost effective and quality of the food	Don't have to order every day and cost effectiveness
16	Which Mobile Platform are you using?	Android	iOS	Android

The survey helped us validate our hypothesis that almost everyone we interviewed are open to have home cooked food, and more than 60% of them were open to order through an App. They also preferred subscription model for a week or month

Part 4: Product Artefacts

PROJECT untitled PERSONA NAVEEN

NAME

NAVEEN

MARKET SIZE

52.3 %

TYPE

Rational

Want to stay fit eat healthy food

Demographic

Male

25 years

Chennai

Single

IT

Quote

Love to have home cooked healthy food delivered with out me ordering everyday at doorstep

Background

Naveen 25 year old professional staying in PG in Chennai away from home town. Likes Home Food. Works for IT.

Motivations

Staying Fit

Frustrations

Unable to get quality / healthy food most of the days; Need to remember to order food

Skills

Skill 1

0 25 50 75 100

Skill 2

0 25 50 75 100

Technology

Browsers

Channels

Brands and influencers

User Journey Map

upGrad

PROJECT: untitled MAP: Customer journey map 1

NAVEEN



Naveen 25 year old professional staying in PG in Chennai away from home town. Likes Home Food. Works for IT.

	TRIGGER	BROWSING	ORDERING	WAITING FOR DELIVER'	AFTER DELIVERY
	Substage title	Substage title	Substage title	Substage title	Substage title
User goals	Morning Breakfast, After Work, Invite friends for dinner, To busy to cook	Search the app for restaurant, Find out from the vendors over phone the menu before deciding	Decide and choose the items, add any custom requirement, take input from others	Keep checking at the regular intervals for the delivery to arrive, order something else from a different place	Unpack the food, Have the meal, share feedback
Process	If i come late, i will check the App for options I feel hungry I want to have quality food Friends are coming for dinner	Whether the Food picture looks appealing, Food in this restaurant is expensive, Does this restaurant serve vegetarian food ?, I search the web for home cooked food	I call my regular vendor to check for the menu before ordering online I wonder whether food will be warm and fresh Quantity is more /less or would be enough for us	Will i get my food on time? will the delivery executive know my place? Will there be traffic? Do i need to call the Delivery Executive?	I love the food, i share feedback I like the delivery on time and share feedback Sometimes it is not good and i don't like that restaurant
Problems	Not finding time to order food on time due to busy work	Not many healthy options Not feel like ordering online as the restaurants don't provide home cooked food taste & quality, Any discounts	App doesn't show the menu chosen App returns with the message that the food is no more available, Apply any promo code	Delivery executive getting delayed due to traffic, do not know the place of delivery, hotel delaying the food preparation	No option to share the feedback about the experience with someone, Happy, Angry, Sad
Ideas / Opportunities	Can we get the taste same as home cooked food ? Food for parents / relatives when they visit, should taste and should be healthy & clean	can we have choice to customize the taste like more spicy less salty etc?	Can it be seem less for a week, i don't need remember to order the lunch or dinner every day?	Can it be delivered in reusable boxes ? Can it be delivered on time everyday?	Share feedback that reaches the cook Can someone collect the reusable boxes ?

Part 5: Minimum Viable Product Creation

First, list of all the features plan to include in your product based on the user research:

-Idea to create a platform where people can order healthy and hygienic home cooked food from home chefs.

- Sign Up (Customer)- Facebook , Email.
- Sign In (Customer)– Facebook, Email, Mobile Number , With OTP.
- Sign Up (Home Chef)- Facebook , Email.
- Sign In (Home Chef)– Facebook, Email, Mobile Number , With OTP.
- Sign Up (Delivery boy)- Facebook , Email.
- Sign In (Delivery boy)– Facebook, Email, Mobile Number , With OTP.
- Offerings – Home Cooked Food, Order Snacks, Learn Cooking via Online Classes.
- Home Page – Home Tab, Profile, Search, Offerings
 - Location Mapping
 - Display of Home chefs mapped at location
- Filter (1)
 - Find & order food from home chefs by Cuisine
 - India – North Indian, South Indian, Rajasthani, Gujarati, Maharashtrian, Keralite etc.
 - International – Italian, Thai, Mexican, Asian, American etc.
 - Desserts – Indian, International etc.
 - Healthy
 - Home made Snacks

CONTINUED...

- Filter (2)
 - Find & order food from home chefs by Location
 - Delhi & NCR – Localities
 - Mumbai - Localities
 - Bangalore - Localities
 - Hyderabad- Localities
 - Chennai- Localities
- Filter by Rating, Time , Cost (Low to High), Cost (High to Low)
- Subscription for daily / Weekly / Monthly meals.
- Corporate Orders
 - Cake for employee's birthday
 - Catering of Office Parties
 - Kiosks
 - Canteen for Staff
- Catering Services
 - Birthdays
 - Family Functions
- Training sessions for Fellow Home chefs & helping them to grow business.
- Cart Management
- Checkout Management
 - Add Address
 - Delivery Details – Date and Time user wants to order
 - Payment Method
- Tracking Page

Must Have Features

Feature	Reason behind choosing this as a 'Must Have Feature'
Sign Up (Customer)- Facebook , Email.	Customer can register and login for ordering the home cooked food.
Sign In (Customer)– Facebook, Email, Mobile Number , With OTP.	
Sign Up (Home Chef)- Facebook , Email.	Home Chef can register and login in order to list the food offerings.
Sign In (Home Chef)– Facebook, Email, Mobile Number , With OTP.	
Sign Up (Delivery boy)- Facebook , Email.	Delivery boy register and login in order to pick and deliver the home cooked food.
Sign In (Delivery boy)– Facebook, Email, Mobile Number , With OTP.	
Offerings – Home Cooked Food, Order Snacks, Learn Cooking via Online Classes.	offerings in order to cater the customers and earn revenue from it.
Home Page – Home Tab, Profile, Search, Offerings	Home page for the stakeholders in order to update their profile and search the offerings.
Location Mapping	In order to identify and map the location of the user.

Must Have Features

Feature	Reason behind choosing this as a 'Must Have Feature'
Display of Home chefs mapped at location	Map the location of home chefs, so customer can search the home cooked food offering near to them.
Filter(1)	Filter in order to search the home cooked food cuisine wise
Find & order food from home chefs by Cuisine	
India – North Indian, South Indian, Rajasthani, Gujarati, Maharashtrian, Keralite etc.	
International – Italian, Thai, Mexican, Asian, American etc.	
Filter (2)	Filter in order to search the home cooked food city and localities within the cities.
Find & order food from home chefs by Location	
Delhi & NCR – Localities	
Mumbai - Localities	
Bangalore - Localities	
Hyderabad- Localities	
Chennai- Localities	

Must Have Features

Feature	Reason behind choosing this as a 'Must Have Feature'
Filter and Sort by Rating, Time , Cost (Low to High), Cost (High to Low)	Customer can filter & sort and home cooked food rating and cost wise to
Training sessions for Fellow Home chefs & helping them to grow business.	Training session for fellow home chefs, will increase the suppliers on platform.
Cart Management	Post confirmation of the food item , user can proceed further with cart management and order processing for delivery.
Checkout Management	
Add Address	
Delivery Details – Date and Time user wants to order	
Payment Method	
Tracking Page	User can track its order

Nice to have features in to expand the company's portfolio in corporate domain as well-

- Subscription for daily / Weekly / Monthly meals.
- Corporate Orders
 - Cake for employee's birthday
 - Catering of Office Parties
 - Kiosks
 - Canteen for Staff
- Catering Services
 - Birthdays
 - Family Functions

Part 6: Sketching

Page name	It's Features/Functionalities

Note: Add a row in the above table for each page you will create

First Page -

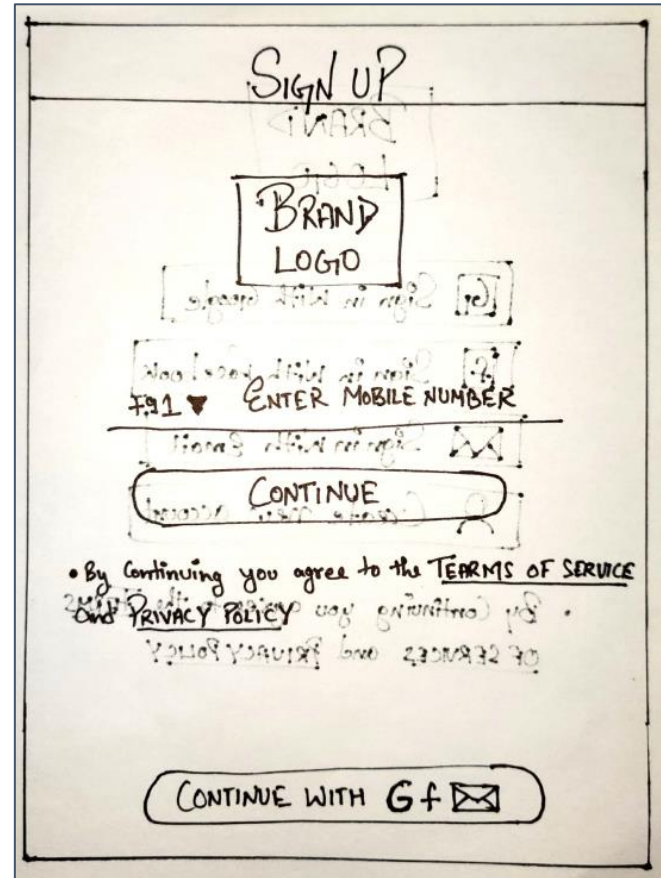
Login Page -

Customer can login as a registered user.

Features -

- phone number login
- Google login
- Facebook login
- Signup

Note: Duplicate this slide for each of the pages you create



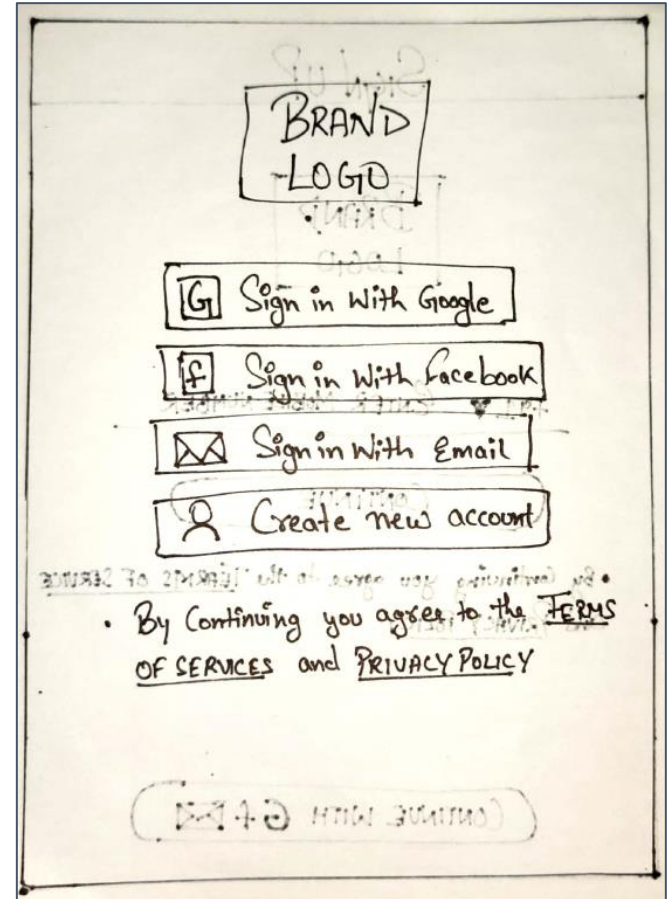
Sign-up Page

In order to register with different accounts and can create own account on the app.

Feature:

Create New Account basis

Gmail ID, facebook or Email ID.

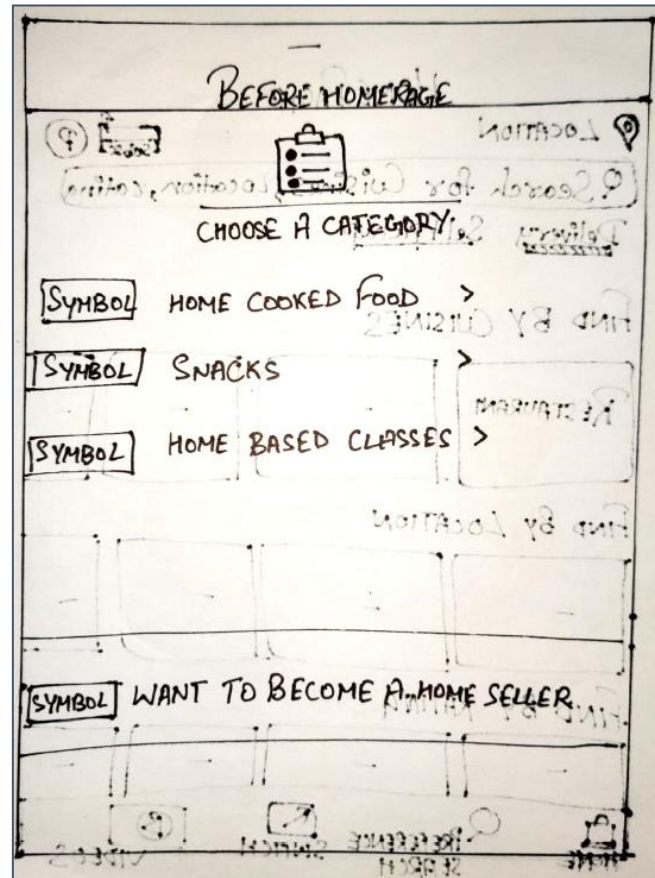


Category Page

Customer can select the available options as per the need.

Features:

- Home Cooked Food
- Snacks
- Home Based Classes in order to learn cooking at home.

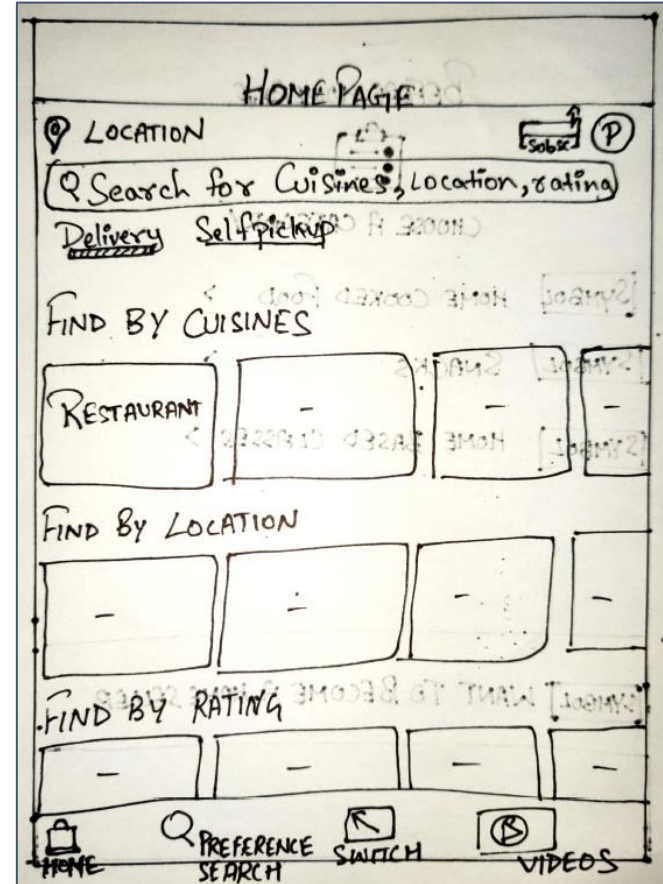


Home Page-

Landing page for customer for location mapping and default recommendation as per the trend.

Features :

- Location of the user
- Profile
- Home
- Subscription
- Switch
- Videos
- Search
- Home

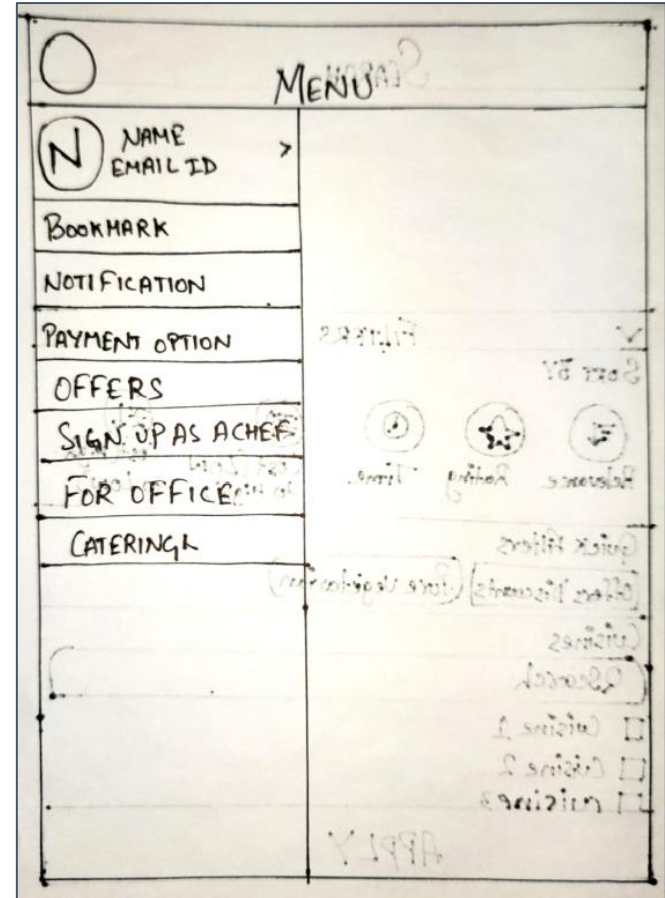


Menu Page-

Available options for customer to choose from the product offerings.

Features:

- Profile - Edit
- Payment Option
- Offers

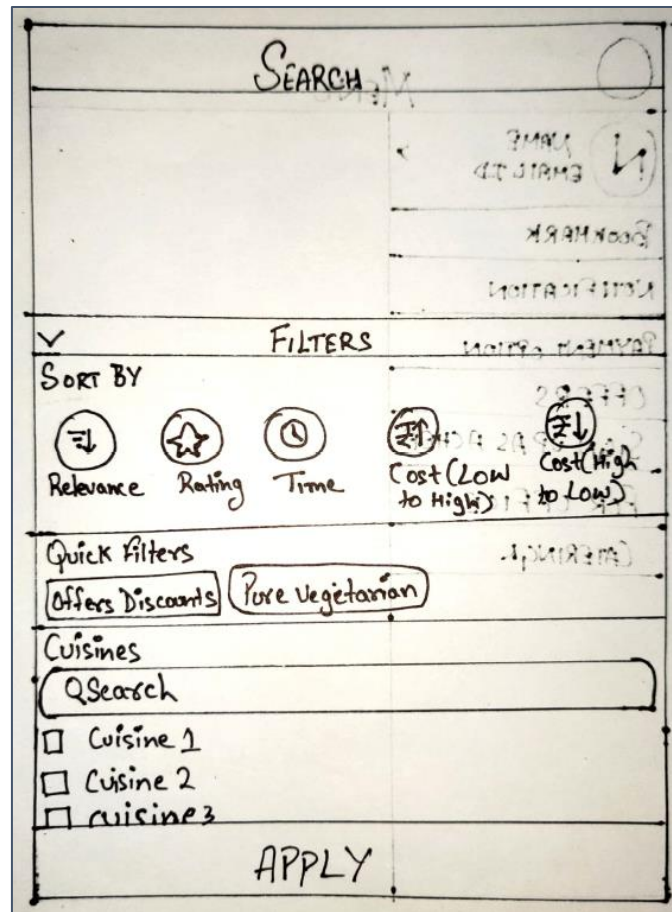


Search

User can search, sort & filter as per the available options.

Features:

- Cost
- Time
- Rating



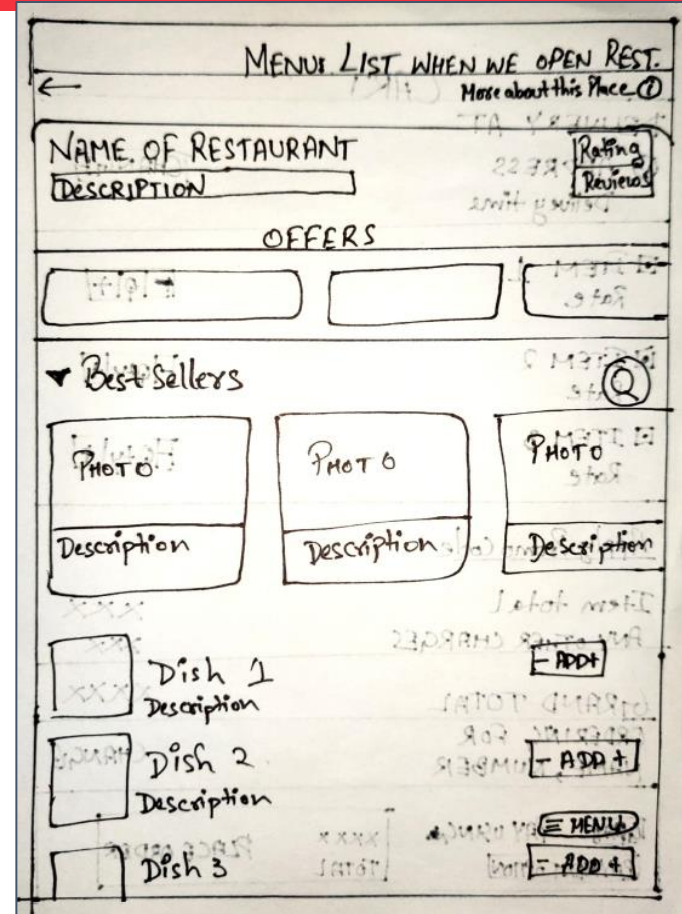
Note: Duplicate this slide for each of the pages you create

Specific Seller Page-
Basis user's selection, seller
offerings page.

Features:

- Bestseller
- Offers
- Most ordered dishes

Note: Duplicate this slide for each of the pages you create



Cart Management:

User can add the selected Food items from the Seller's offerings and add into the Cart.

Features:

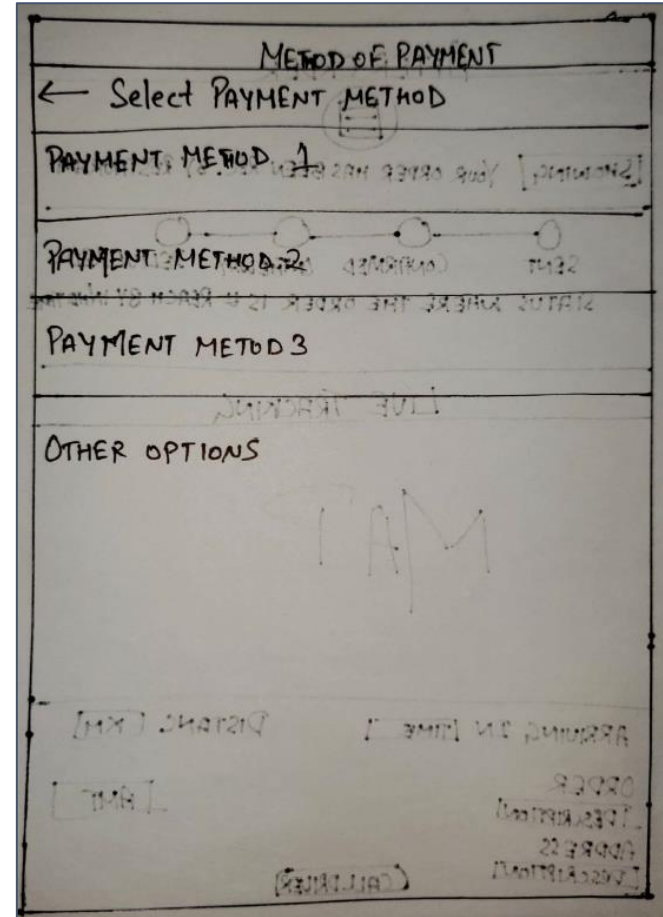
- Add & Subtract the quantity.
- Item wise price
- No. of items
- Grand total Amount to Pay

A hand-drawn sketch of an order cart interface. The sketch is divided into several sections. At the top, it says 'CART'. Below that, there is a section for 'DELIVERY AT' with a radio button for 'ADDRESS' and a text box for 'Delivery time'. To the right of this is a 'CHANGE' button. Below this is a table with three rows for items. Each row has a checkbox, a label 'ITEM 1', 'ITEM 2', or 'ITEM 3', a 'Rate' text box, and a quantity control box with '-' and '+' buttons. Below the table is a section for 'Apply Promo Code' with a text box and a 'CHANGE' button. Below that is a section for 'Item total' with a text box showing 'xxx'. Below that is a section for 'ANY OTHER CHARGES' with a text box showing 'xxx'. Below that is a section for 'GRAND TOTAL' with a text box showing 'xxxx'. Below that is a section for 'ORDERING FOR NAME, NUMBER' with a text box showing 'CHANGE'. At the bottom, there is a section for 'PAY USING' with a 'PAYMENT OPTION' button and a 'TOTAL' text box showing 'xxxx'. To the right of this is a 'PLACE ORDER' button.

Note: Duplicate this slide for each of the pages you create

Payment Page

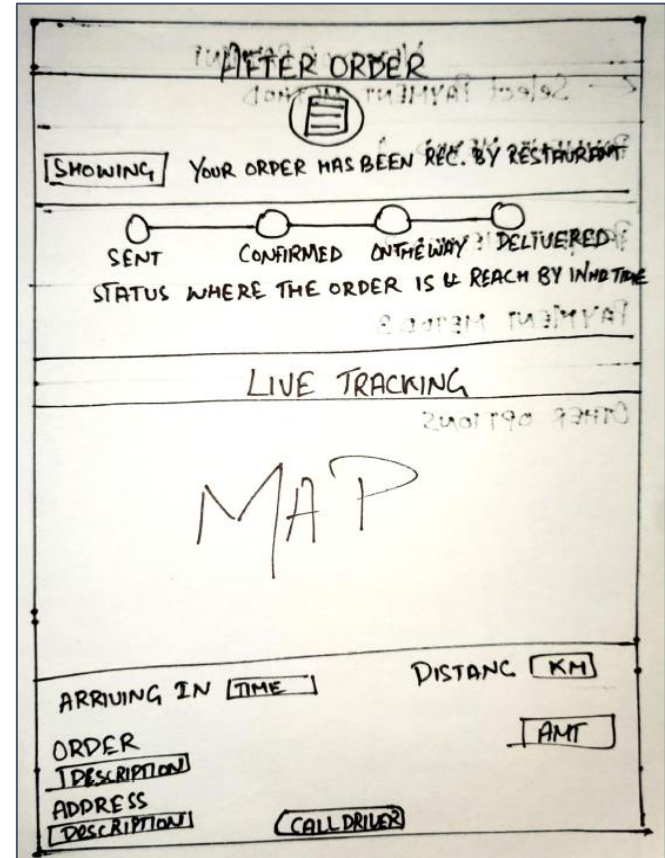
Available payment methods



Note: Duplicate this slide for each of the pages you create

Tracking Page

Post order placement customer can track the status of the order till delivery.



Note: Duplicate this slide for each of the pages you create

Screenshots of VENDOR APP

Registration for Seller / Home Chef on Platform

A hand-drawn sketch of a mobile app form titled "CHEF/RESTAURANT LOGIN". The form includes a "LOGO" placeholder, a "Tell us about yourself" section with a progress indicator showing "step 1" as the current step, and input fields for "First Name", "Last Name", "Display Name (the name client will know you by)", "Email", and "Password". Below these are radio button options for "Home", "Base Kitchen", and "Take away Restaurant", with "Home" selected. An "ADDRESS" section with an input field is at the bottom. The sketch is labeled "Scanned with CamScanner" at the bottom.

CHEF/RESTAURANT LOGIN

LOGO

Tell us about yourself

step 1 step 2 step 3

First Name Last Name

Display Name (the name client will know you by)

Email

Password

Do you Cook out of:

Home ☒

Base Kitchen ☐

Take away Restaurant ☐

ADDRESS

Scanned with CamScanner

Note: Duplicate this slide for each of the pages you create

Seller can see the orders he has received from the customer and change the status of order as per the order journey.

The image shows a hand-drawn mockup of a seller's order management interface. At the top, there is a header bar with the text "SELLER" and "Location". Below this, there is a navigation bar with a hamburger menu icon and the text "Sell". To the right of the navigation bar, there are two tabs: "ORDERS" and "CURRENT". Below the navigation bar, there is a table with four columns: "INCOMING", "ORDERS", "CURRENT", and "LOCATION". The "ORDERS" column is expanded, showing a list of orders. The orders are categorized by status: "All", "Take Away", "Delivery", "Occupied", and "Unpaid". Each category has a corresponding box containing the order details. For example, under "All", there are three boxes: "ORDER 1 TAKE-AWAY", "ORDER X", and "ORDER X". Under "Take Away", there are three boxes: "ORDER 2 DELIVERY", "ORDER X", and "ORDER". Under "Delivery", there are three boxes: "ORDER 3 DELIVERED (UNPAID)", "ORDER X", and "ORDE".

SELLER		Location
≡ Sell		LOCATION
INCOMING	ORDERS	CURRENT
All	ORDER 1 TAKE-AWAY	ORDER X ORDER X
Take AWAY	ORDER 2 DELIVERY	ORDER X ORDER
DELIVERY	ORDE 3 DELIVERED (UNPAID)	ORDER X ORDE
OCCUPIED		
UNPAID		

Note: Duplicate this slide for each of the pages you create

Seller / Home Chef Customized Page

- Seller can add the dishes along with images
- Menu Available (Add & Edit)
- Order feedback management by end customer
- Contact Details etc.

A hand-drawn sketch of a 'DETAILS' page for a seller/home chef. The page is divided into sections by horizontal lines. The sections are labeled as follows:

- DETAILS** (at the top, with a small icon to the right)
- REAL NAME OF OWNER** (left side)
- RATING** (right side, with a small icon to the right)
- MANAGE PHOTOS** (left side, with a small icon to the right)
- MENU** (left side, with a small icon to the right)
- SIGNATURE DISHES** (left side, with a small icon to the right)
- INFORMATION** (left side, with a small icon to the right)

Below the 'INFORMATION' section, there is a large empty space for additional details. There are also some small icons and arrows indicating functionality, such as a heart icon and a plus sign.

Note: Duplicate this slide for each of the pages you create


Seller can accept and reject incoming orders as per the availability of the kitchen.

Can see the order summary like no. of orders received along with items each order.

Order Book

≡ Sell LOCATION ▼ LOCK REGISTER

INCOMING	ORDERS	CURRENT				
ORDER ID	TIME	ITEMS	VALUE	TYPE	STATUS	ACTION
XXX	<input type="checkbox"/>	HOW MANY ITEMS	RSXXX	Take AWAY	NEW	<input type="button" value="ACCEPT"/> <input type="button" value="REJECT"/>
"	"	"	"	"	"	
"	"	"	"	"	"	
"	"	"	"	"	"	



Note: Duplicate this slide for each of the pages you create

Seller / Home Chef can take the order feedback from end customer.

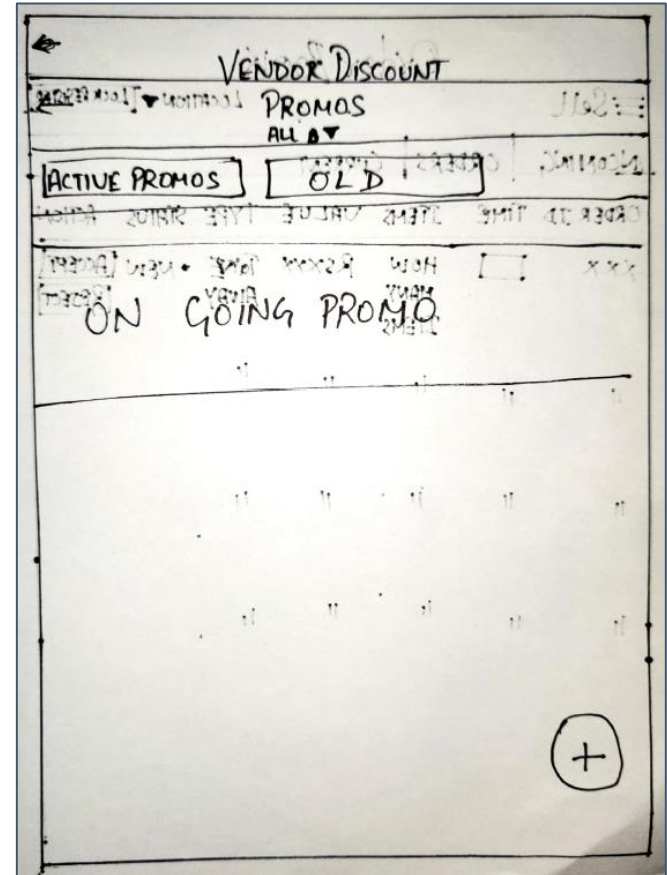
- Reviews
- answer problems

Good for the performance of his kitchen. He can also improve the ratings by engaging with customers.

Note: Duplicate this slide for each of the pages you create

The image shows a hand-drawn sketch of a user interface for 'CUSTOMER HANDLING'. The sketch is on a piece of paper with a grid. At the top, it says 'CUSTOMER HANDLING'. Below that, there's a section labeled '← ACTIVITY'. To the right of this, there's a date '20/03/2024'. Below the 'ACTIVITY' section, there's a table with four columns: 'All', 'UNANSWERED', 'STARRED', and 'ANSWERED'. Below the table, there's a section for 'PERSONS NAME' and 'NO. OF REVIEWS'. To the right of this, there's a star icon. Below the 'PERSONS NAME' and 'NO. OF REVIEWS' section, there's a section for 'WHAT REVIEW'. To the right of this, there's a heart icon and a reply arrow icon. Below the 'WHAT REVIEW' section, there's a section for 'LIKES COMMENT'. The sketch is a rough draft, with some text and icons drawn in pencil.

Customised Discount and promo offer page by Seller/ Home chef to attract more customers like 1+1 etc.



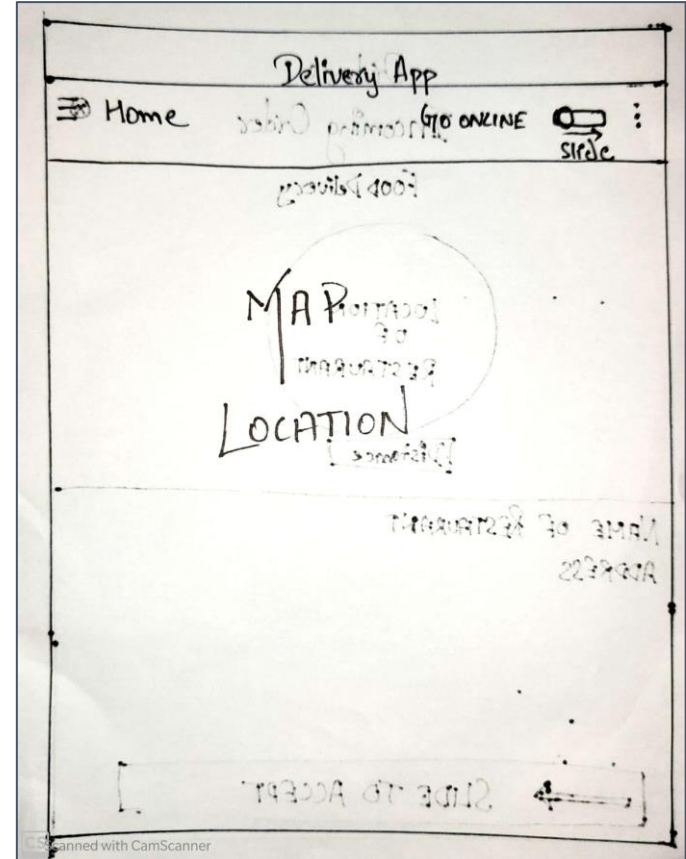
Note: Duplicate this slide for each of the pages you create

Sketch of Riders app

Rider

Can see order by going online or offline.

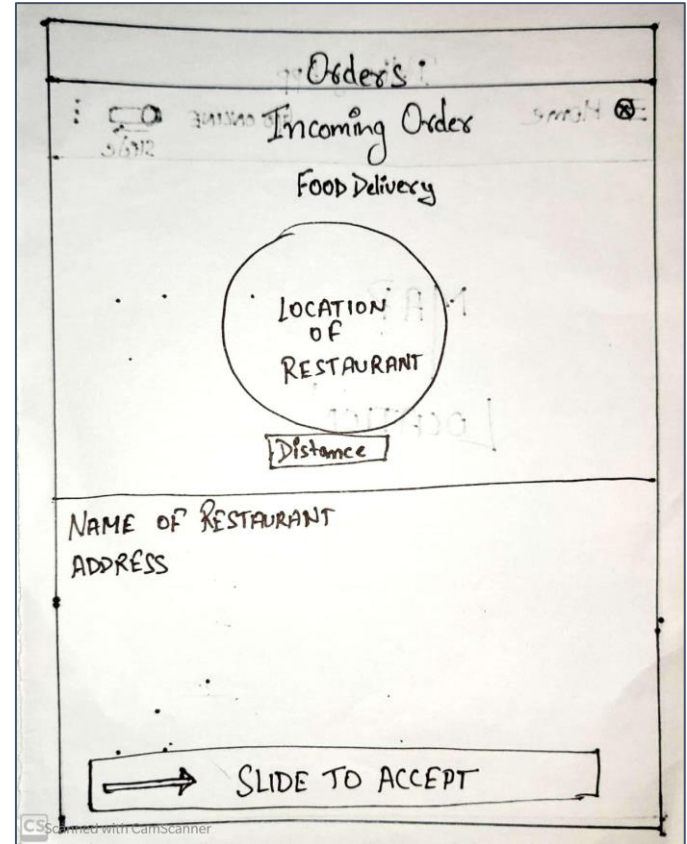
Accepted orders and check the location of the pickup from where he has received the pickup order.



Note: Duplicate this slide for each of the pages you create

Rider can accept order.

Check the map location of pickup along with address and contact number of seller.



Note: Duplicate this slide for each of the pages you create

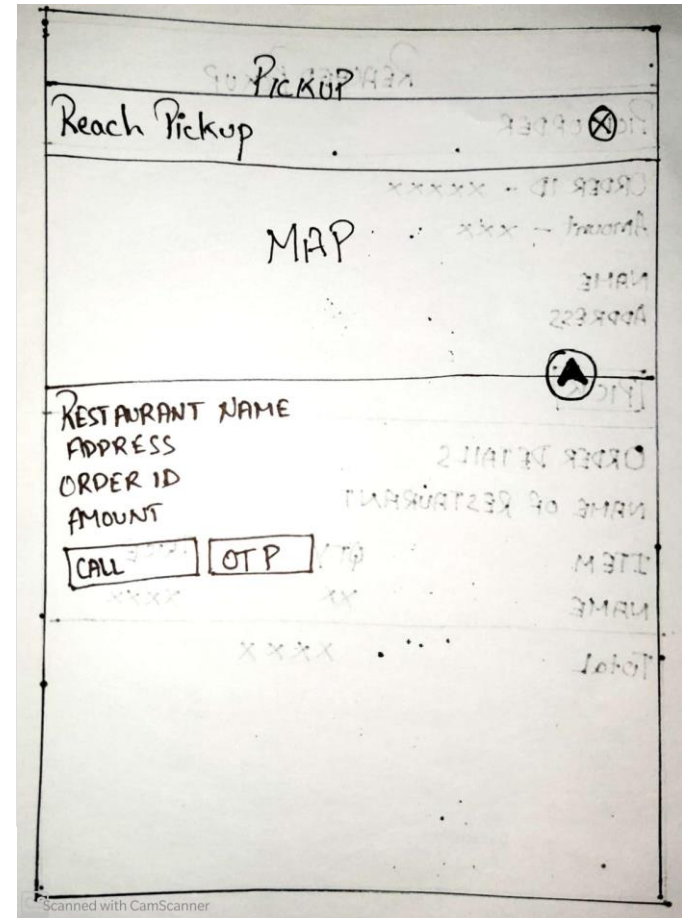
Rider will reach and Pickup the order as per the description available in pickup details.

REACHED PICKUP		
PICK ORDER		
ORDER ID - xxxxx		
Amount - xxx		
NAME		
ADDRESS		
<input type="checkbox"/> PICK		
ORDER DETAILS		
NAME OF RESTAURANT		
ITEM	QTY	PRICE
NAME	xx	xxxx
Total . xxxxx		

Note: Duplicate this slide for each of the pages you create

Rider can check the drop location along with contact details.

Once reaches will ask for Delivery OTP to confirm the order.



Note: Duplicate this slide for each of the pages you create

OTP matches

Deliver the order to end customer and take the money if its COD order.

A hand-drawn sketch of a mobile application screen for an 'Order drop page'. The screen is divided into several sections by horizontal lines. At the top, the word 'REACHED' is written in a stylized font. Below it, the text 'DROP ORDER' is displayed. The next section contains the text 'CASH TO BE COLLECTED' followed by four 'X' characters (XXXX) on the right. Below this, the text 'ORDER ID' is followed by 'Customer NAME -' and 'ADDRESS' on separate lines. The next line shows 'CONFIRM' followed by a rectangular box containing the text 'OTP'. Below that is another rectangular box containing the text 'DROP'. At the bottom of the screen, there is a large rectangular button with a right-pointing arrow and the text 'ORDER DELIVERED'.

REACHED

DROP ORDER

CASH TO BE COLLECTED XXXX

ORDER ID

Customer NAME -

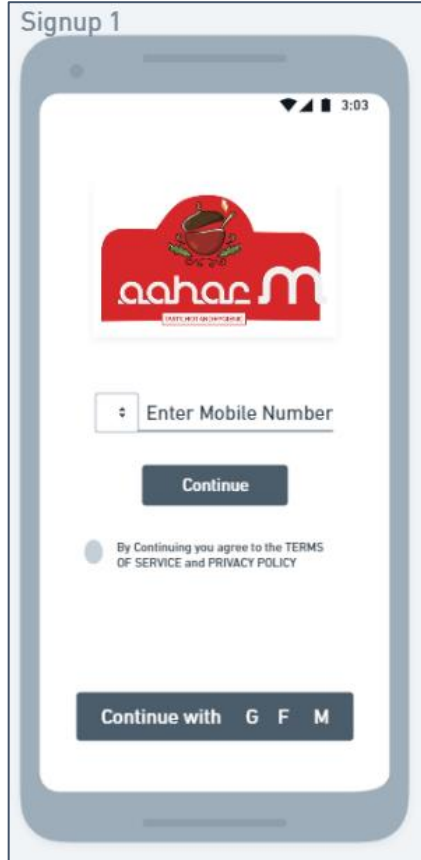
ADDRESS

CONFIRM

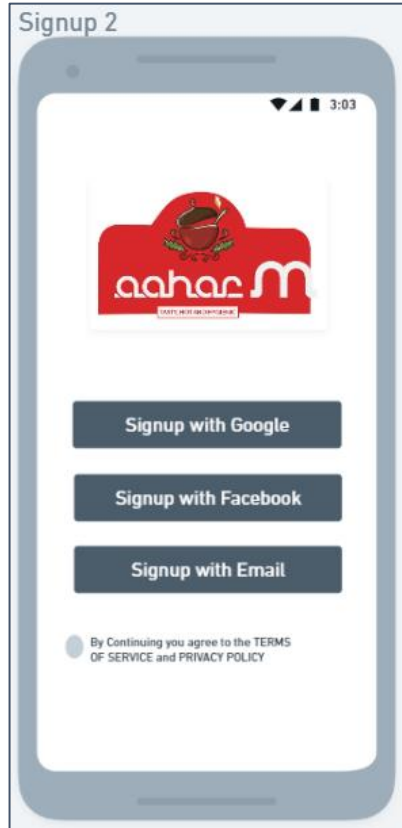
Note: Duplicate this slide for each of the pages you create

Part 7: Wireframing and Prototyping

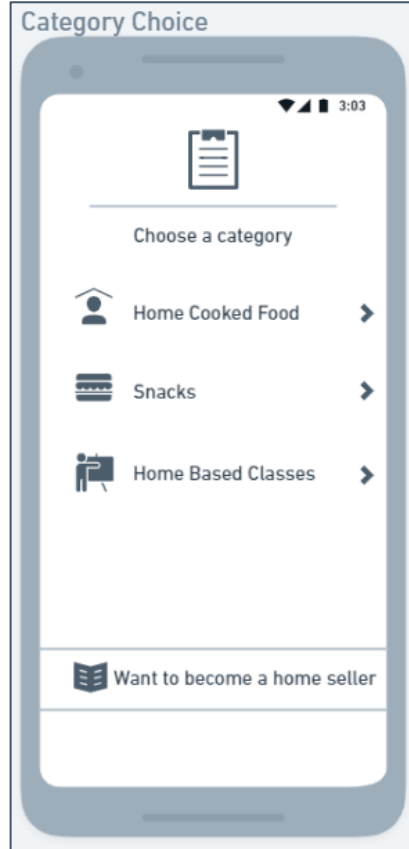
Add the screenshot of the wireframe for this page below.



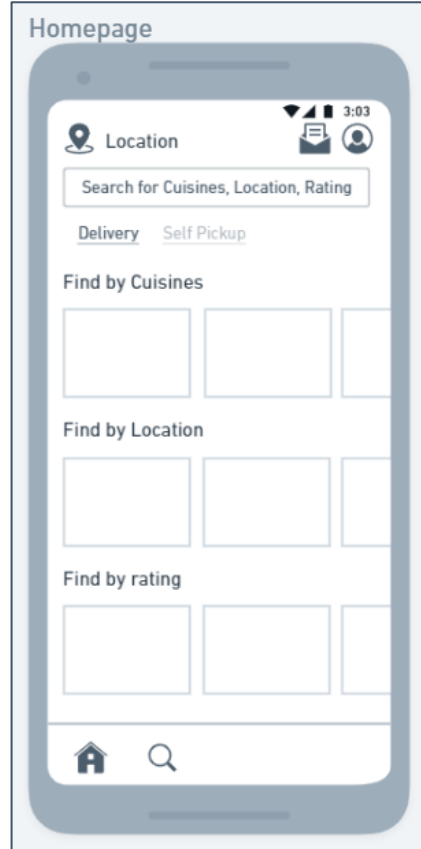
Add the screenshot of the wireframe for this page below.



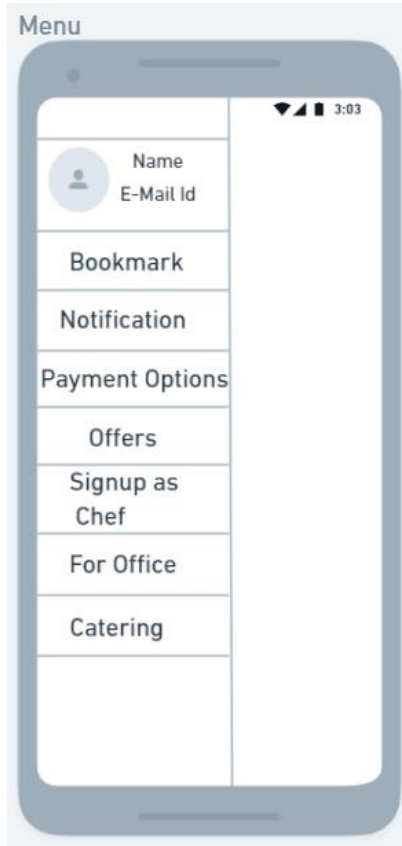
Add the screenshot of the wireframe for this page below.



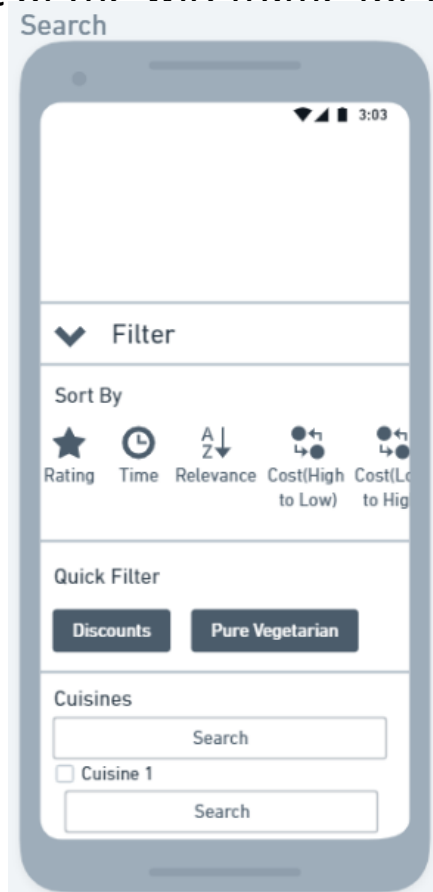
Add the screenshot of the wireframe for this page below.



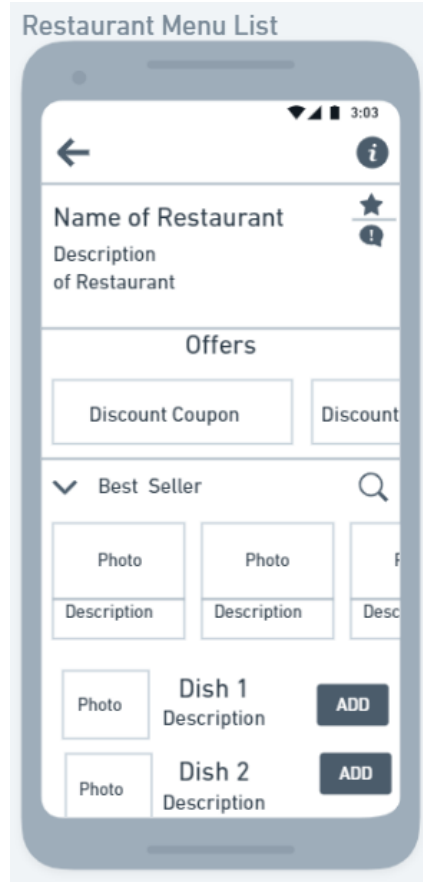
Add the screenshot of the wireframe for this page below.



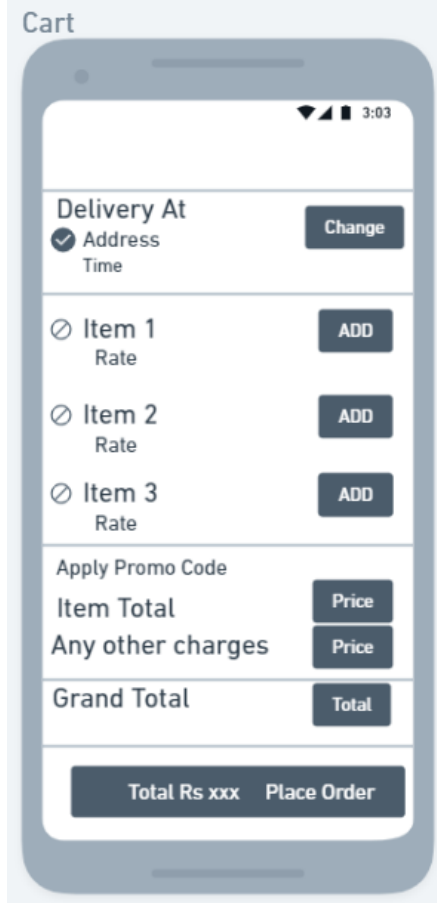
Add the screenshot of the wireframe for this page below.



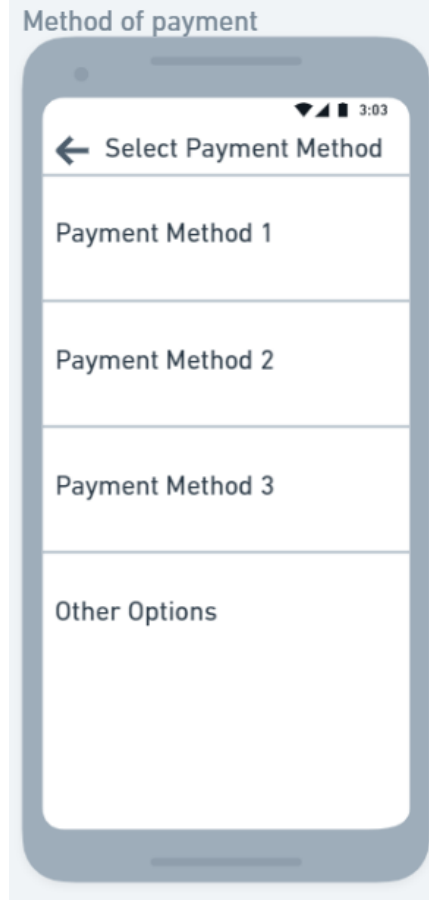
Add the screenshot of the wireframe for this page below.



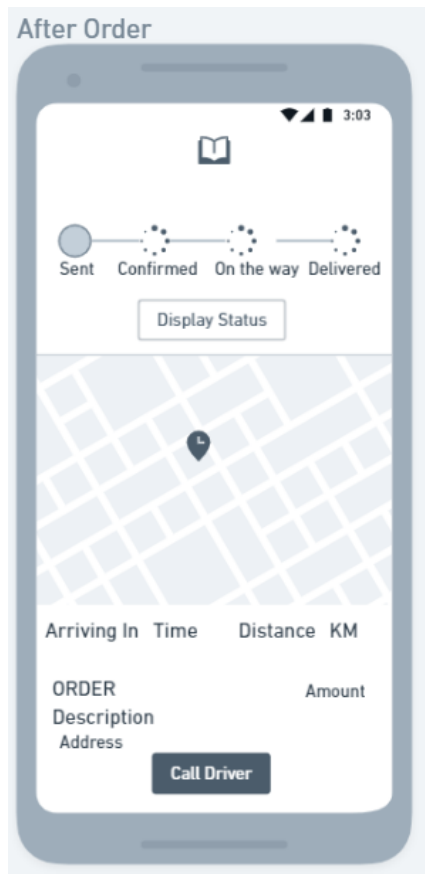
Add the screenshot of the wireframe for this page below.



Add the screenshot of the wireframe for this page below.

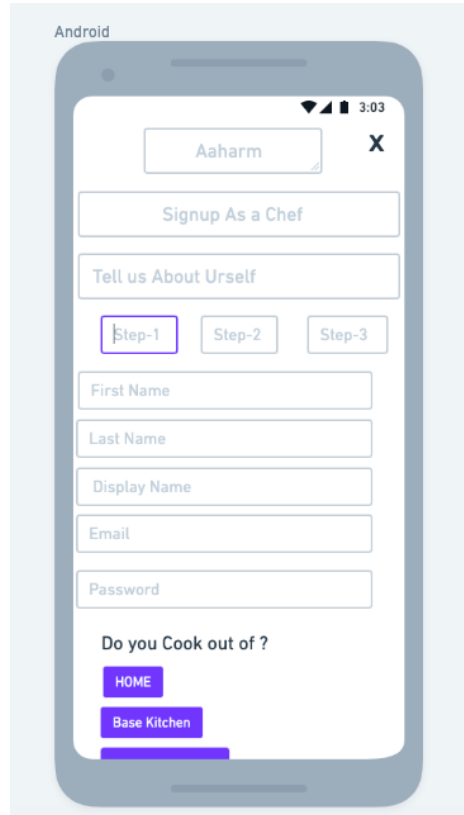


Add the screenshot of the wireframe for this page below.



Wireframe for Seller app

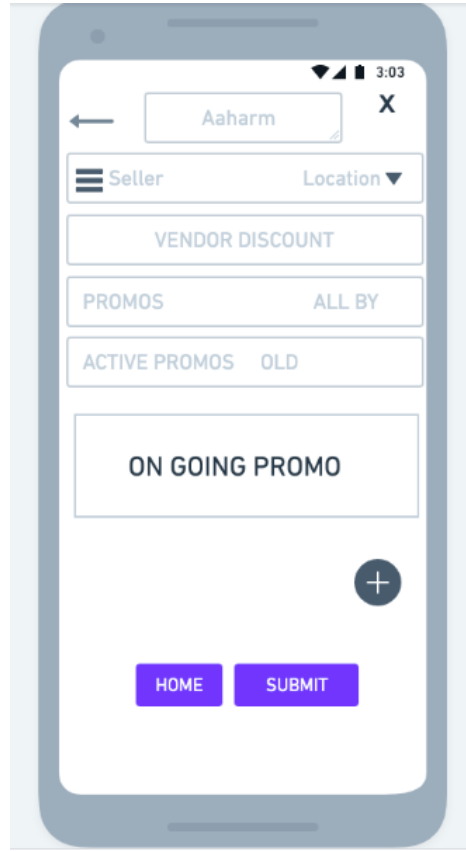
Add the screenshot of the wireframe for this page below.



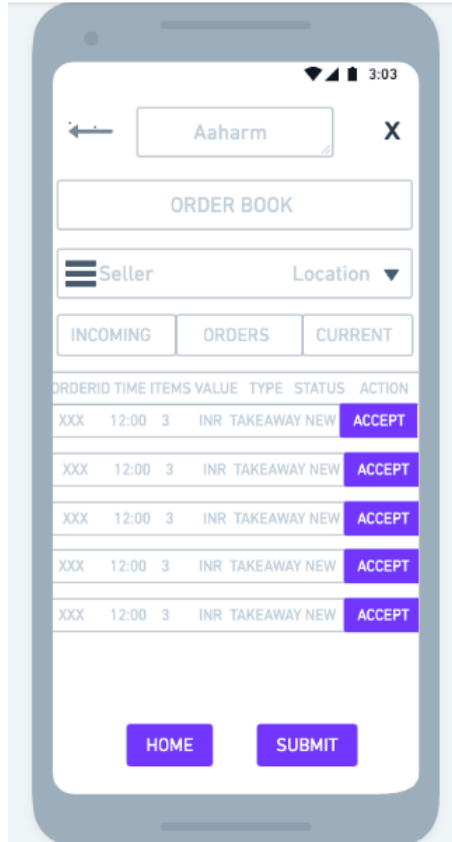
Add the screenshot of the wireframe for this page below.



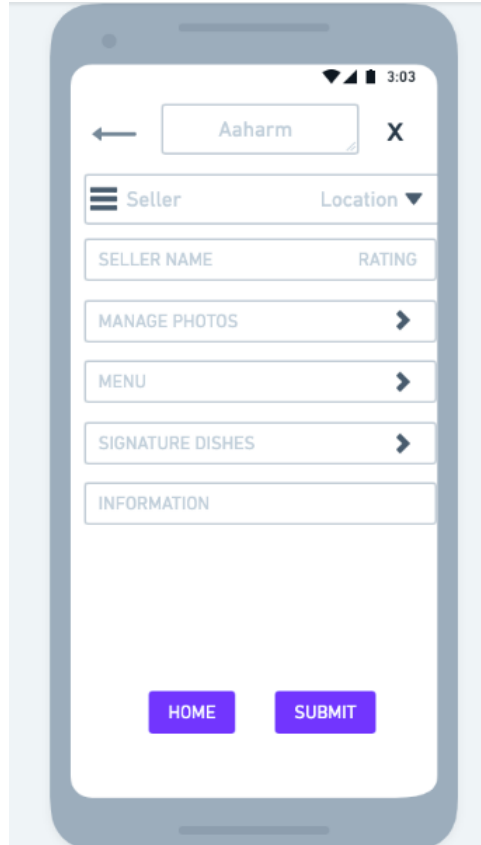
Add the screenshot of the wireframe for this page below.



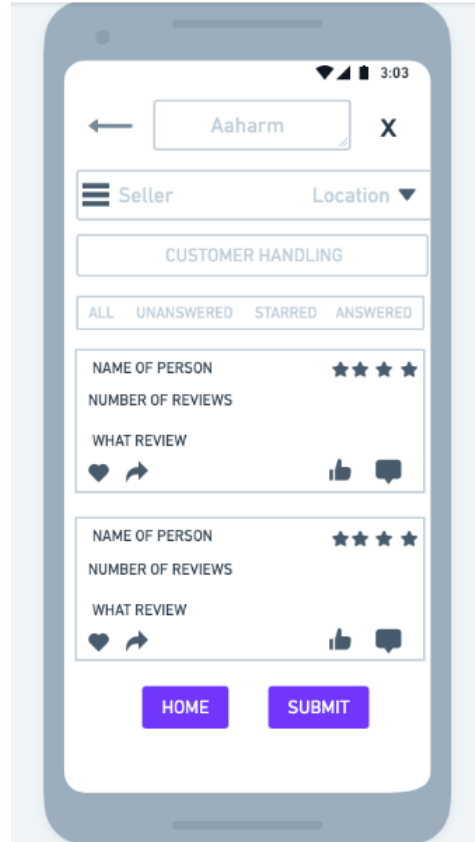
Add the screenshot of the wireframe for this page below.



Add the screenshot of the wireframe for this page below.

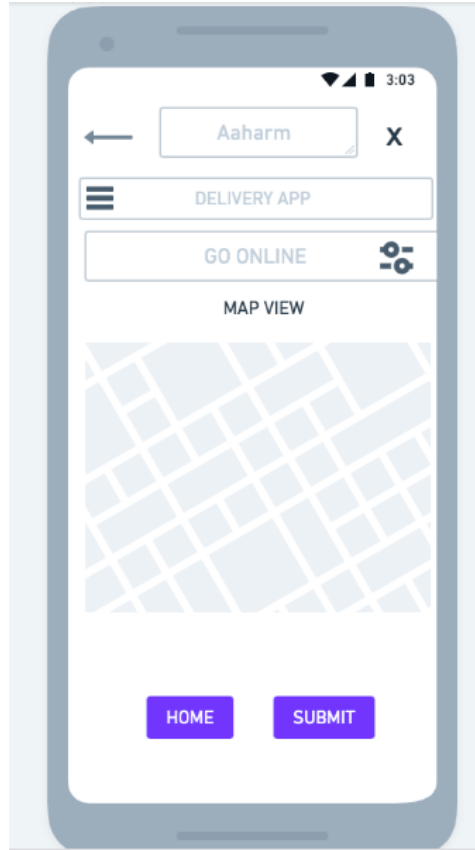


Add the screenshot of the wireframe for this page below.

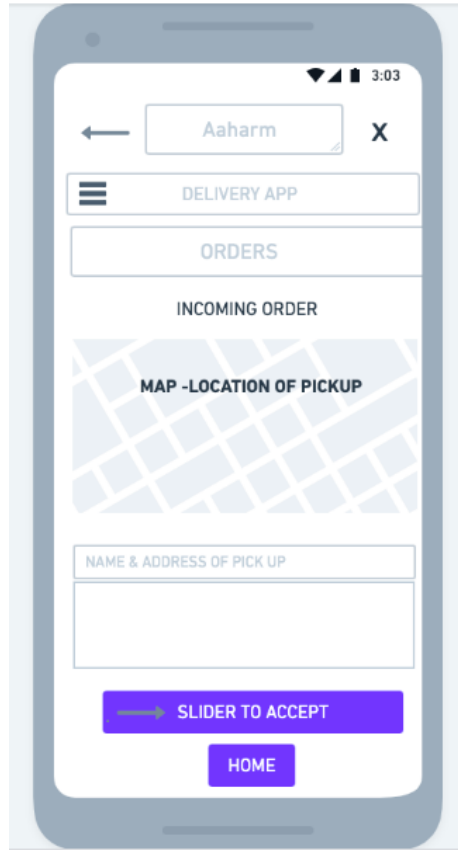


Wireframe of Riders app

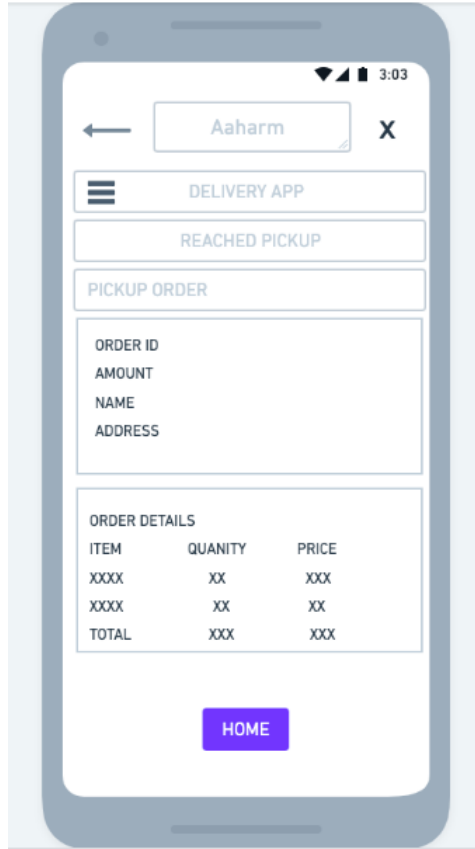
Add the screenshot of the wireframe for this page below.



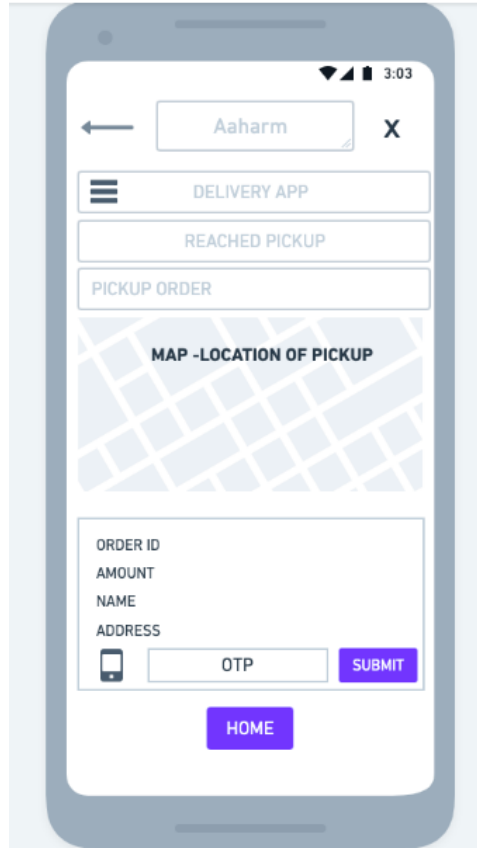
Add the screenshot of the wireframe for this page below.



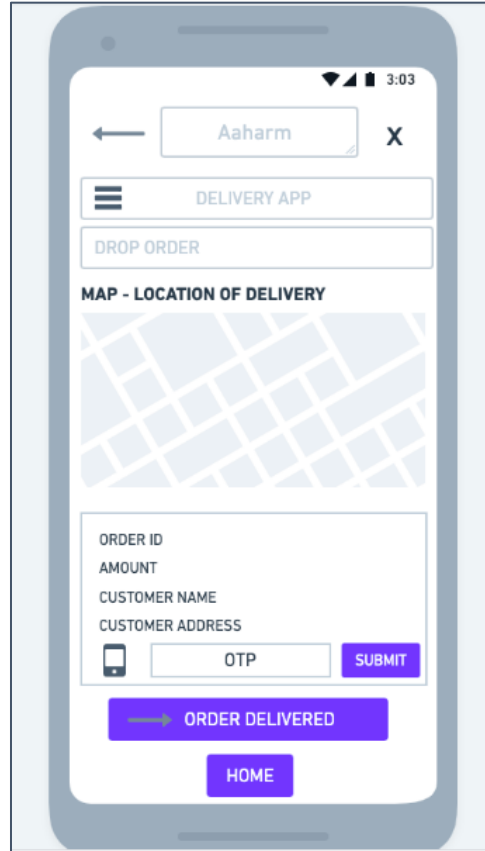
Add the screenshot of the wireframe for this page below.



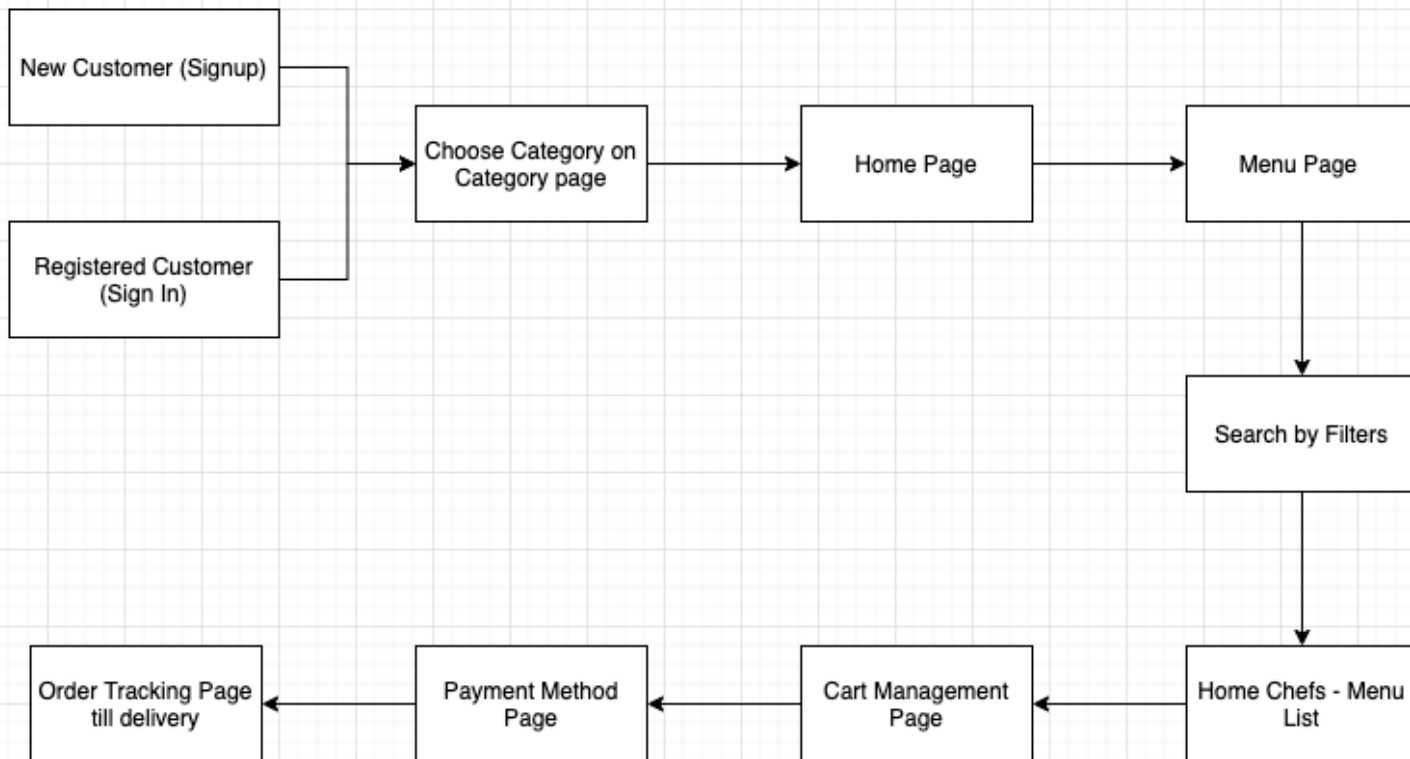
Add the screenshot of the wireframe for this page below.



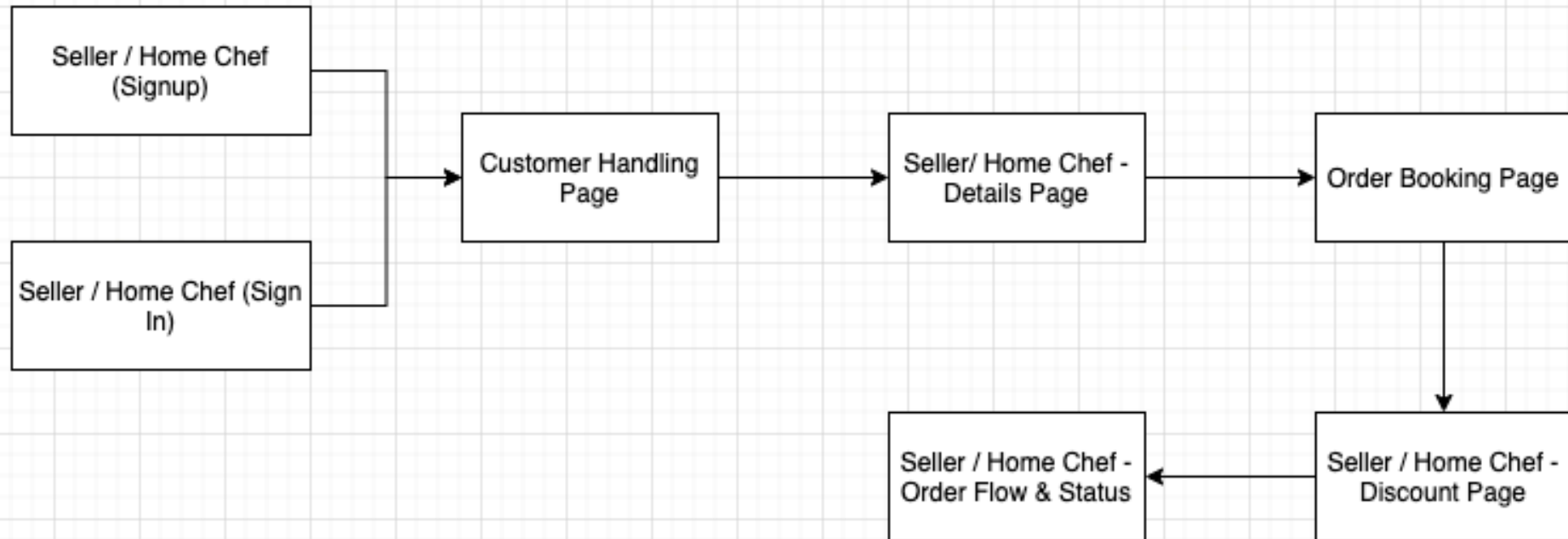
Add the screenshot of the wireframe for this page below.



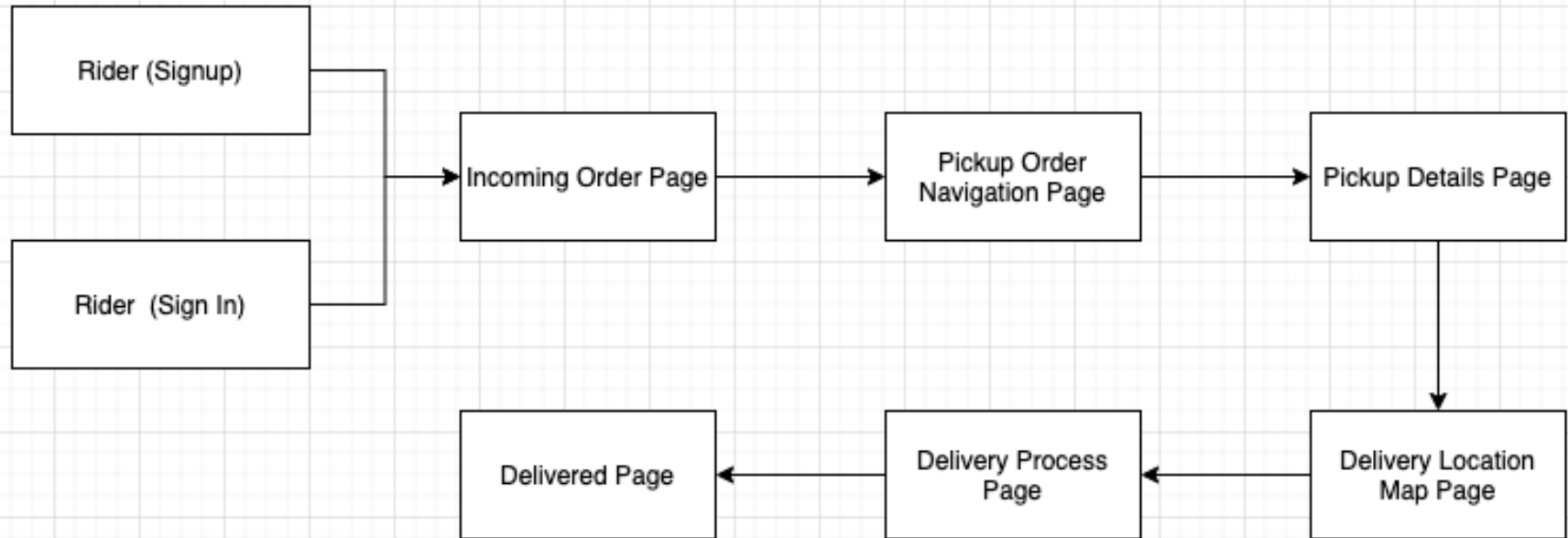
Customer Order Management Flow



Seller Order Management Flow



Rider Order Management Flow



Wireframing	Whimsical
Prototyping	Proto.io

Prototyping	https://share.proto.io/1JJ3S6/
--------------------	---

Part-8: Create an App

Home page

**Restaurant or Food
Selection Page**

Checkout Page

Copy the link of your app and paste it here



Disclaimer: All content and material on the UpGrad website is copyrighted material, either belonging to UpGrad or its bonafide contributors and is purely for the dissemination of education. You are permitted to access print and download extracts from this site purely for your own education only and on the following basis:

- You can download this document from the website for self-use only.
- Any copies of this document, in part or full, saved to disc or to any other storage medium may only be used for subsequent, self-viewing purposes or to print an individual extract or copy for non-commercial personal use only.
- Any further dissemination, distribution, reproduction, copying of the content of the document herein or the uploading thereof on other websites or use of content for any other commercial/unauthorized purposes in any way which could infringe the intellectual property rights of UpGrad or its contributors, is strictly prohibited.
- No graphics, images or photographs from any accompanying text in this document will be used separately for unauthorised purposes.
- No material in this document will be modified, adapted or altered in any way.
- No part of this document or UpGrad content may be reproduced or stored in any other web site or included in any public or private electronic retrieval system or service without UpGrad's prior written permission.
- Any rights not expressly granted in these terms are reserved.