The Food Store Customer Journey

The food store is an online market that makes life easier for people to buy any type of food like raw, processed, and cooked food they want from the comfort of their home.

1. Download the food store app from Google Play Store or IOS App device.
2. Register as a first-time user by inputting your phone number and set a password or Login as a returning user.
3. Prompt to complete your profile as a first-time user.
4. Takes you to the homepage with easy access to the different types of foods displayed.
5. Click the three dots at the top right part of the homepage for a proper overview of the app, see different sections for raw, processed, and cooked food.
6. Click on raw food, there is a search bar at the top of the screen, search for rice, different types of rice selections are displayed with price tag, make your choice, and add to cart.
7. The same process applies to other section i.e. processed and cooked food.
8. Click on cart from the overview section.
9. Check to confirm all items was selected.
10. Fill delivery information.
11. Total cost is displayed.
12. Click on checked out to pay.
13. Different mode of payment is displayed.
14. Make payment.
15. Items delivered

PRD Assignment

The Food Store Product Requirement Document

**RESPONSIBLE PM**

Ifechi Anthonia Utosu

**ORGANIZATION**

The food Store.

**FEATURE PRD NAME**

FAVOURITE ITEMS LIST

**BACKGROUND**

The food store is an online market that makes life easier for people to buy any type of food like raw, processed, and cooked food they want from the comfort of their home. It is based in Lagos, Nigeria.

**USER**

Chiamaka is a 20-year-old Nigerian female who is a vegetarian and is The Food Store customer. She shops the same items every week, while shopping she will have to go through every section to search for the same items every week.

Chiamaka went through the food store app to see if there is an option to add all items she usually buys permanently to a list. But realise there was none. “The food store only has a list of the most ordered items from different customers displayed on the home page.

Chiamaka’s GOAL is to have a permanent list of her items. A SUBGOAL is that these items are available every week.

Omotola is a busy working professional. who wants to be able to quickly browse through a variety of healthy meal options, add items to my cart effortlessly, and securely make payments, so I can enjoy convenient, nutritious meals without spending too much time on the ordering process.

Omotola GOAL is to easily add items to cart and securely make payment. A SUBGOAL is to save time.

John Bosco, a health-conscious parent, I want to easily find and order organic, allergen-free snacks for my children, so I can ensure their dietary needs are met while offering them a range of tasty and wholesome food options."

John Bosco GOAL is to easily add items to cart. A SUBGOAL is to have varieties of food options.

**NON-GOALS**

This feature will not support shoppers without special needs.

**FEATURE FLOWCHART**

1. User selects the desired food item from the online store.
2. User clicks on the "Add to Favourites" button.
3. System verifies if the user is logged in.
4. If the user is not logged in, the system prompts the user to log in or create an account.
5. Once logged in, the system adds the selected item to the user's favourite list.
6. Users can view the favourite list by accessing their account settings.
7. Users can manage the favourite list by adding or removing items.
8. Users can quickly add items from the favourite list to the shopping cart for easy checkout.
9. The system stores the favourite list data securely for each user account.
10. User can access the favourite list from multiple devices after logging in to their account.

January 25, 2020 ( Press Release)

**The Food Store App is now available on Android and IOS device**

The food store is an online market that makes life easier for people to buy any type of food.

January 25, 2023. Today, the food store announced the launch of its mobile app. The food store is an online market that makes life easier for people to buy any type of food like raw, processed, and cooked food they want from the comfort of their home. The food store app is available on the google play store and the Ios app store for free. Download the app register and start shopping.

Before the covid19 pandemic most people would go to the supermarket or any grocery shop to buy food and items for their household, but when the pandemic set in and everyone had to be on lockdown. It was difficult to have access to food, people would wear nose masks and go out in order to shop, putting them at risk of the covid19 virus.

The food store delivers food to you from the comfort of your home. Download the food store app from the google play store or IOS app store, register with your phone number or login as a return user. Place your order by searching for the different items and add to cart, checkout by making payment, the items are then delivered to your address.

“Food is life and is more enjoyable when you don’t have to stress to get it," said Anthonia Utosu, Vice President of product of the food store. Going out to get food can be very stressful and time wasting. The food store will take only 2 mins to place your order and deliver to your doorstep. Hence, saving you time for other activities.

The food store is available in different states in Nigeria, Lagos, Abuja, Port Harcourt, delta, Anambra, and Imo with more regions coming soon.

Shopping at The Food Store has been an absolute game-changer for my daily routine. From their extensive range of fresh produce to their seamless delivery service, I've found a one-stop solution for all my culinary needs. The user-friendly interface and quick checkout process make the experience even more delightful. I highly recommend The Food Store to anyone looking for convenience and quality. Truly a five-star experience!

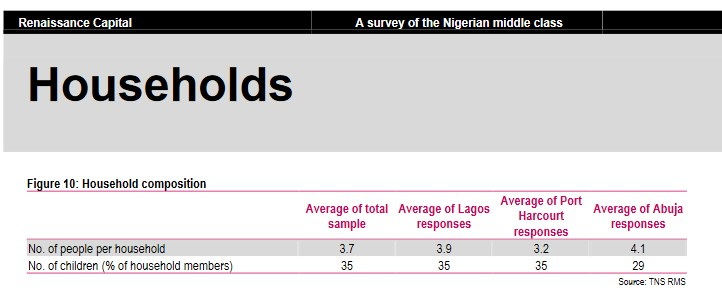
Using The Food Store has been an absolute pleasure. Not only do they offer a wide variety of high-quality products, but their attention to detail in packaging and timely delivery truly sets them apart. Navigating through their user-friendly platform and finding specific dietary options has made my life so much easier. I'm impressed with their commitment to customer satisfaction and will continue to be a loyal shopper. Thank you, The Food Store, for making my online grocery shopping experience seamless and enjoyable!"

For the last 3 months The food store has been the go app for anyone looking for quality food items or meals. The food store offers different varieties of food, from raw, processed, and cooked food. Thousands of food lovers rely on the food store for their food shopping. To learn more visit www.thefoodstore.com.

Market Sizing

The Food Store Market Sizing

1. Calculate The food store **TAM** (based on the number of customer purchase revenue only, in early 2020)
   1. Let’s think about our unit of analysis. Often, it's the population because consumers are individuals. However, households generally need food and will place orders for each member of the household. So, our unit of analysis is the number of persons in a household.
   2. According to their website archive, the store launched in 3 states in 2020: Lagos, Abuja, and Port Harcourt. How many households live in these states?
   3. The Census Bureau tells us the number of households of these states around 2020 was 21 million + 1.4million + 3.4 million. For example, Abuja:



* 1. The customer persona must be average to consider shopping at the food store. Let’s say their household income is greater than 5,000,000 naira.
  2. Business Insider lists how many households made more than 5,000,000 naira in every state. This is: 50%, 70%, and 60%. So our group that can afford the food store is (21M \* 50%) + (1.4M \* 70%) + (3.4M \* 60%) = 13.5M households
  3. The Vanguard tells us that the average Nigerian eats at least three meals and spends an average of 1000 naira.
  4. 13.5M households \* 70% of them order meals = 9.45M food eating households
  5. Assuming The food store reaches all these potential households, and they all buy, **TAM** would be 9.45M \* 1000 naira = #9.45B.

1. Now let’s estimate the food store **SAM**. SAM imposes realistic resource constraints on the company.
   1. Without unlimited advertising, the food store cannot inform all potential customers about it. And customers can’t buy something they don’t know exists. Food is one of life essentials so it may be reasonable (or even generous) to give The food store 1% consumer brand awareness.
   2. The food store also requires you to have a smartphone and Internet. However, we will assume that all households have both.
   3. So, let’s put **SAM** at #9.45B \* 1% = #94.5M

3. Finally, let’s estimate the food store **SOM**. SOM considers alternatives for consumers.

1. Customer alternatives include walk-in restaurant, supermarket, and the food store competitors. I can’t find any statistics on the online food market, so we just must make assumptions. Let’s just say that most households (more than 80%) order meals online, and the second largest proportion (40%) are happy with going to the supermarkets. Let’s say half of the remaining 10% go to the food store competitors and restaurant. That leaves 5%.
2. So, I propose a **SOM** of #94.5M \* 5% = #4.7M

**A/B Test: Homepage Banner Design**

The food store is an online market that makes life easier for people to buy any type of food like raw, processed, and cooked food they want from the comfort of their home.

Hypothesis: By optimising the homepage banner design, we can increase user engagement and ultimately drive higher conversion rates.

Variation A (Control): Features a high-resolution image of popular food items. Displays a simple, straightforward call-to-action (CTA) button for "Shop Now."

Variation B (Challenger) Incorporates a video loop showcasing the process of food preparation.

Introduces customer testimonials and ratings for credibility.

Adjusts the CTA button to highlight a limited-time discount offer.

Key Performance Indicators (KPIs):

Click-through rate (CTR) on the homepage banner.

Conversion rate on the homepage (number of users making a purchase).

Bounce rate on the homepage (users leaving the site without interacting).

Sample Size and Duration:

Sample size: 50% of the website traffic (randomly selected).

Duration: 2 weeks.

Analysis Plan:

Compare the performance of both variations using A/B testing software. Analyse the data to determine the impact on the key performance indicators. Conduct statistical significance tests to ascertain the validity of the results.

Expected Outcome:

We anticipate that Variation B will drive higher engagement and conversion rates due to the use of dynamic content and persuasive elements, leading to a better user experience and increased trust in the brand.

PM A WEB FRONTEND YouTube

Customer personas

Children of ages 5 -13 in nursery and primary school. A website where they have access to tutorial videos for their favourite subjects, kid content creators. Also, where they can watch their kid shows.

The goal is to have a sign-up mode for children, for them to have only age appropriate content to help parents with parental control.

I recommend less advertisements for this customer.

Musician of ages 16 - 35 different genres of music. A website where they can share their work and reach a world audience, where they can perform virtual concerts and make money.

The goal is to help them reach a world audience and make money.

I recommend more advertisements for this customer.

Business owner of ages 25 -45 can. A website where they have access to tutorial videos for their favourite subjects, kid content creators. Also, where they can watch their kid shows.

The goal is to have a sign-up mode for children, for them to have only age appropriate content to help parents with parental control.

I recommend less advertisements for this customer.

Persona: Content Creator - Sarah

Goal: Increase video visibility and engagement.

Recommendation: Implement a more robust recommendation algorithm

to suggest videos from new creators, fostering diversity and exposure.

Persona: Casual Viewer - Alex

Goal: Discover entertaining content easily.

Recommendation: Enhance the homepage with personalised content based on viewing history and preferences, ensuring a delightful and tailored browsing experience.

Persona: Parent - Emily

Goal: Ensure a safe and educational environment for children.

Recommendation: Introduce enhanced parental controls and content filtering options, allowing parents like Emily to have better control over what their children can access on the platform.

Key Redesign Focus:

Enhanced Personalization: Implement a refined recommendation system that caters to diverse user interests while maintaining a safe and enjoyable environment for all users.