

CHOWABITE



Skip the line. Chow on Time!

GOAL

Create a food delivery app that is sufficient and user-friendly – customers should be able to easily select what they want from an inclusive variety of restaurant menus within a wide radius from their location – providing that they are communicated with on the delivery time – tracking and payment options – this supports a user-friendly experience

Whilst

(sustaining job opportunities, improving and establishing/. building relationships within communities – working with different restaurant – in order for them to build their businesses)

CUSTOMER USER PERSONA

- Age: 18–40
- Income: R5,000+ per month
- Relationship: Single or student/9–5 employee and/or single parent households
- Lifestyle: Busy, social, long work hours, no time to cook
- Diet: Flexible, enjoys diverse food options
- Cooking Skills: Limited
- Transportation: Relies on public transport, doesn't drive
- Values: Time-saving solutions

UNIQUE SELLING POINT

- First-time customers receive **25%** off their first four orders.
- Inclusive of coffee shops, local cuisine restaurants, and Tshisanyamas.
- Points/rewards system: Earn 5 points for every R100 spent; 100 points = R50.
- Maximum of two stores per order.
- Go-Green program: Partnerships with local farmers for sustainability.
- Language Inclusivity.



APP FEATURES



01: CUSTOMER

- Customers are able to browse available restaurants.
- The customers are able to track their order in real time
- Users will be able to login and sign up
- **Delivery Address Management:** Enable users to save multiple delivery addresses (home, work, etc.) for quicker checkout.
- The customer is able to rate the app, restaurant and the driver.
- The customer has a option to pay with card or cash or card on delivery
- A reward system will be implemented
- Users will be able to customize their order
- Users will be able to update their profile details

02: DRIVER

- Driver will have an embedded GPS system in order to deliver as quick.
- Driver will have a button of distress incase of any threats and emergency

03: RESTUARANT

- Restaurant will have their own user interface to manage orders
- The staff is able to update stock and menu of the store
- The restaurant staff is able to update their presence whether they open or closed

PROJECT TIMELINE



PROJECT PLANNING & BUDGETING

DURATION PERIOD: 2-4 WEEKS

WEEK ACTIVITIES:

- IDENTIFY USER NEEDS THROUGH RESEARCH, PRIORITIZE FEATURES BASED ON IMPORTANCE AND BUSINESS GOALS, AND ENSURE CORE FUNCTIONALITIES ARE INCLUDED FOR THE PLATFORM TO FUNCTION EFFECTIVELY.
- FOSTER COLLABORATIVE EFFORTS AMONG TEAM MEMBERS FOR BUDGET FORMULATION. CONDUCT COMPREHENSIVE DISCUSSIONS ON USER REQUIREMENTS TO STRATEGICALLY GUIDE PROJECT PLANNING.



DESIGN PLANNING

DURATION PERIOD: 4-6 WEEKS

WEEK ACTIVITIES:

- ASSIGN TASKS TO ONBOARD THE DESIGN TEAM EFFECTIVELY.
- THE DESIGN TEAM ENDEAVORS TO CRAFT A USER-FRIENDLY PLATFORM INTERFACE.
- COLLABORATE WITH STAKEHOLDERS FOR VALUABLE FEEDBACK ON PROJECT PROGRESS AND ENSURE ALIGNMENT WITH OBJECTIVES



DEVELOPMENT & TESTING

DURATION PERIOD: 8-12 WEEKS

WEEK ACTIVITIES:

- THE PLATFORM'S DEVELOPMENT IS BEING CARRIED OUT BY THE ASSIGNED DEVELOPMENT TEAM.
- THOROUGH TESTING PHASE ENCOMPASSING ASSESSMENTS OF RELIABILITY, SECURITY, AND PERFORMANCE, ALONG WITH THE FOLLOWING STEPS..
- DEVELOPMENT ITERATIONS INFORMED BY THE OUTCOMES OF TESTING PROCEDURES.



REVIEW & ENHANCEMENT PHASE.

DURATION PERIOD:

CONTINUOUS REFINEMENT:

- CONTINUOUS MONITORING OF CUSTOMER REVIEWS FOR ONGOING IMPROVEMENT.
- ROUTINE UPDATES AND ENHANCEMENTS BASED ON ONGOING FEEDBACK
- ADDRESSING BUGS AND IMPLEMENTING ENHANCEMENTS ACCORDING TO RECEIVED FEEDBACK..

DURATION PERIOD:
4 MONTHS ⌚

STRATEGIES



DEALING WITH COMPETITION

- In-app feedback, analytics will constantly improve customers needs and create a tailored experiences as well as have constant updates to create new experiences.
- Data gathered from Customer feedback, Order Delivery etc, helps improve new development in the future expectations.

EXECUTION

1. Valuable Client Needs.
2. Design/UX and Prototype Overview.
3. Review Business Requirements.
4. Development and Testing.
5. User Feedback Improvements.

ANALYSIS

- Constant demographic analysis is taken to improve driver efficiency and user experience.
- Financial analysis is needed calculate user rewarding discount points.

THANK YOU!

