DELIVEREASE

BEST BITES AT YOUR DOORSTEP

Product Canvas

Khyati Heda

DeliverEase

Vision: The DeliverEase will be a one-stop application helping users Compare and Choose the best delivery partner.
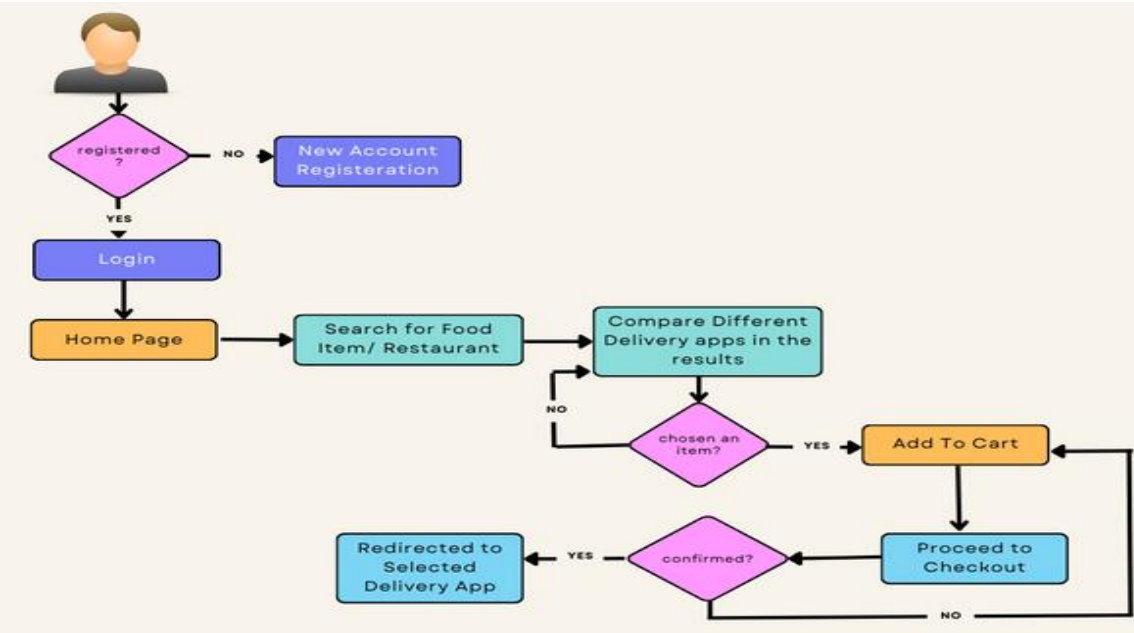
Epic

Epic 1: Develop a Mobile Application which allows users to choose an item and compare prices and wait times from different delivery services.

Feature 1: Creating a Login & Registration Page to enable users to log into their DeliverEase accounts and enter credentials of their accounts on other delivery services.

Feature 2: Creating a Home Page to allow users to explore and easily search for food items, restaurants and discounts or offers provided by DeliverEase.

Feature 3: Creating a Menu Page to let Users check out their desired food items and also provide them with comparisons of wait times, prices and offers/discounts from different delivery services.

Feature 4: Creating a Cart Page to enable users to add multiple items to the cart from the selected delivery service, edit their orders and add any cooking instructions or coupons offered by DeliverEase.

Feature 5: Creating a Redirecting Page which will redirect the User to the selected Delivery Service application for payment after confirming their order on DeliverEase.
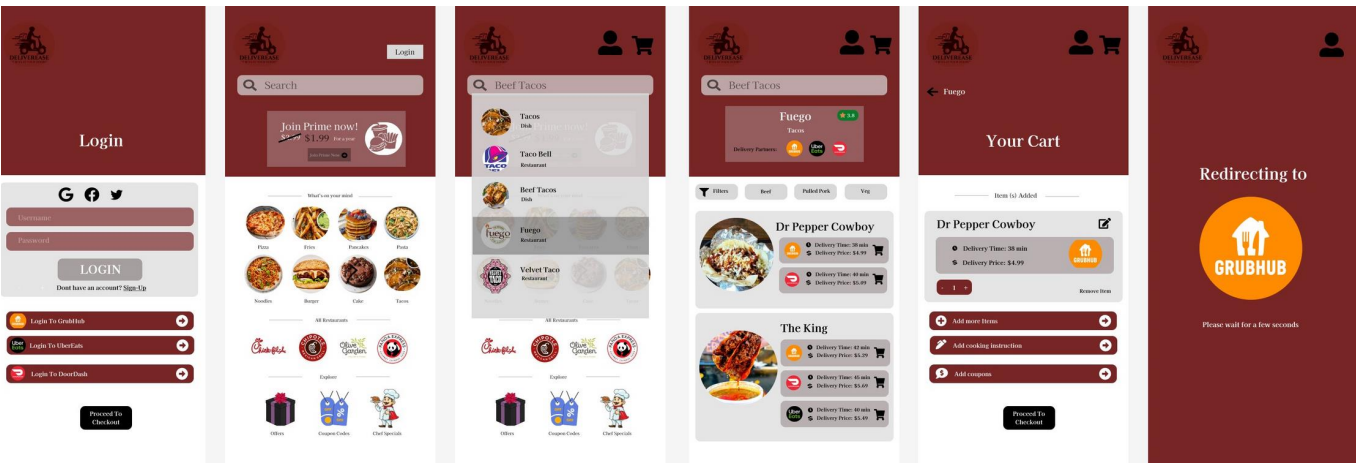
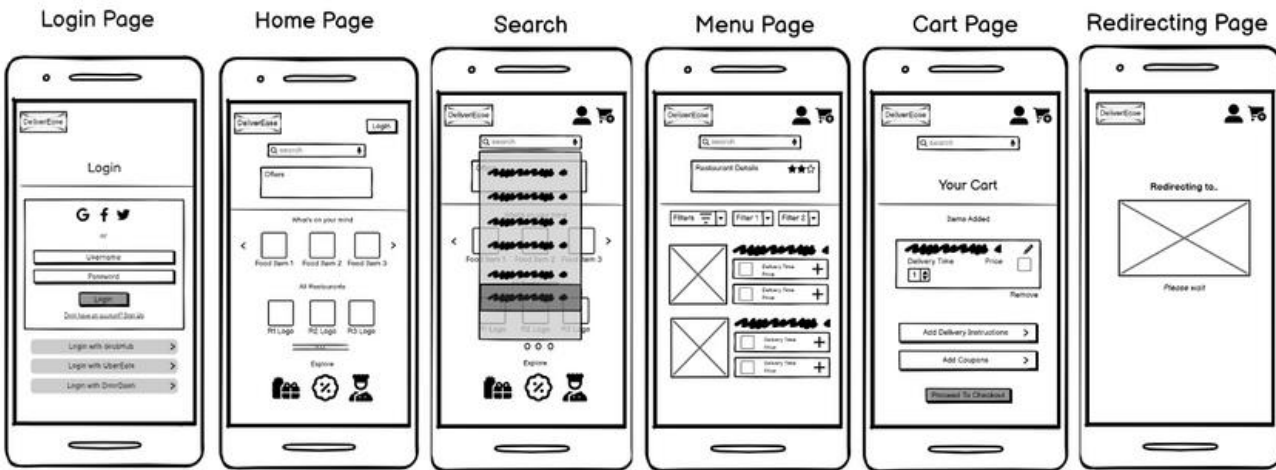## User Personas

Workflow Diagram

Success Metrics

- The Average Number of Active Customers in a month should be atleast 8,000 customers.
- The Number of Customers that shift from Free Version to Premium Version increases by 15%
- Collaborate with more Food-Delivery Services by the next version.
- The application shows less than 10% downtime error.
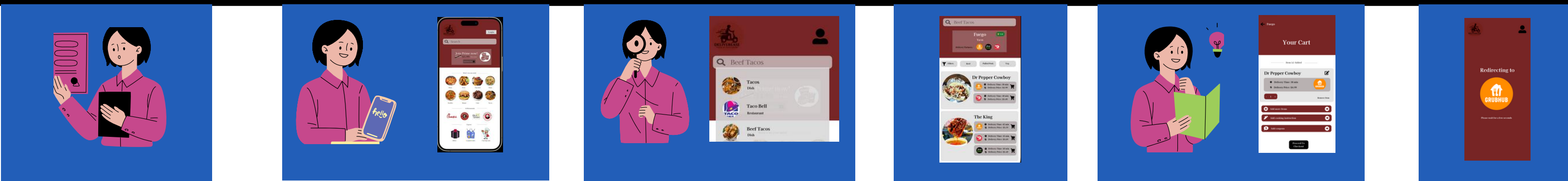
Mockups

Wireframes

Sprint 1: 01/01/24- 04/15/24	Sprint 2: 04/20/24-06/04/24
Features: 1.1, 1.2, 2.1, 3.1, 4.1	Features: 4.2, 5.1, 2.2, 3.2, 4.3

Storyboard

Product Name, Vision & Goal

- **Product Name:** DeliverEase

- **Product Vision:** The DeliverEase will be a one-stop application helping users Compare and Choose the best delivery partner.

- **Product Goal:** The goal of DeliverEase application is to bring all the delivery apps on the same platform and help compare Prices, Delivery times and other options to ensure a seamless & budget-friendly delivery of their favorite meals

Product Success Metrics

- The Average Number of Active Customers in a month should be atleast 8,000 customers.
- The Number of Customers that shift from Free Version to Premium Version increases by 15%
- Collaborate with more Food-Delivery Services by the next version.
- The application shows less than 10% downtime error.

Big Picture

DeliverEase aims to simplify the Food ordering and delivering process by covering the following aspects in the big picture:
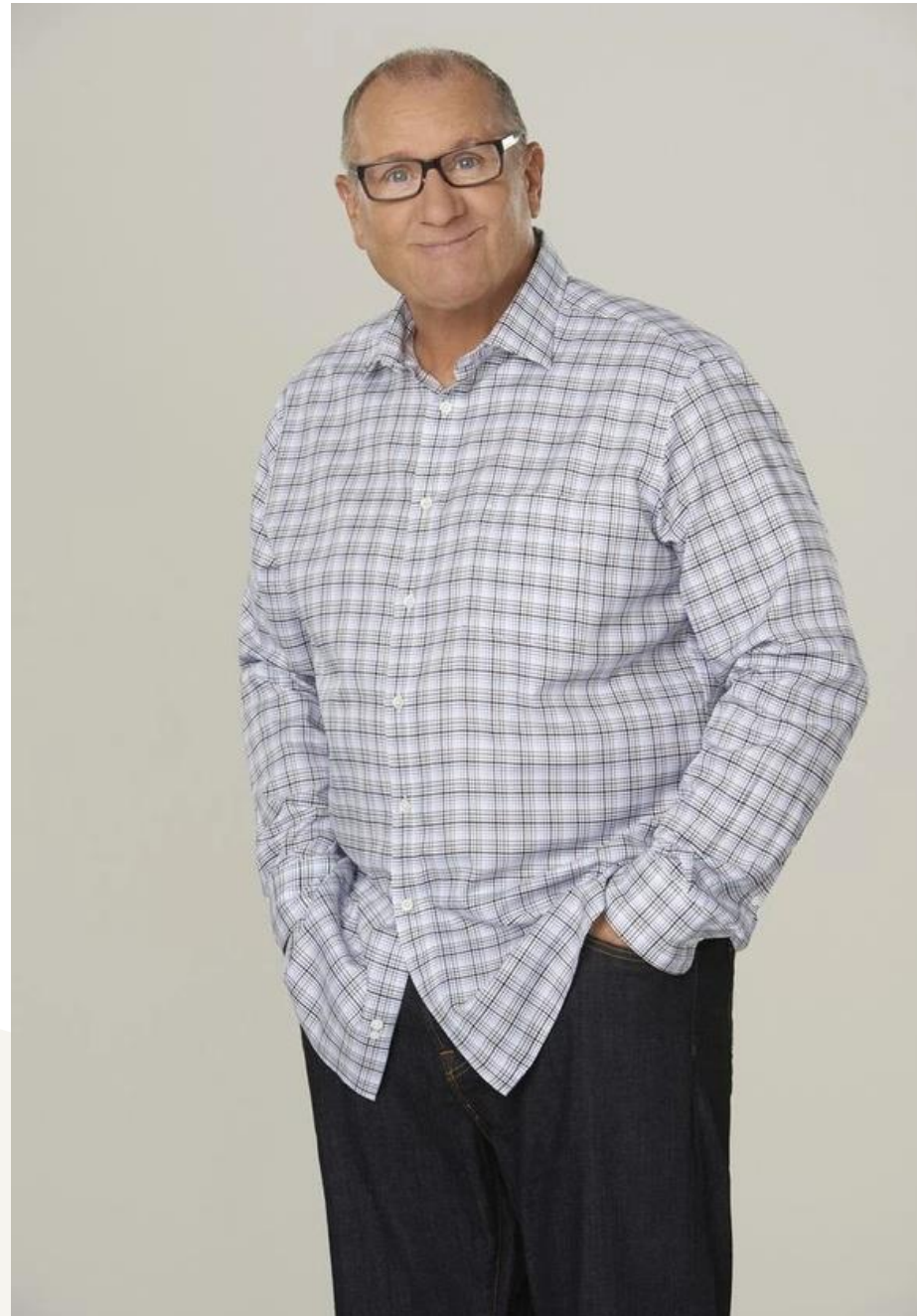
- Integration with multiple delivery service apps
- Real-time updates of Wait Times and Cost
- Fuzzy Logic Searching
- Efficient Cart System
- Security

Target Users

Claire Dunphy

Jay Pritchett

Luke Dunphy

Claire Dunphy

Age: 36
Status: Event Organizer
Location: Chicago, Illinois

Customer Profile:
Gloria is a renowned event coordinator in her locality and surroundings. She has been in the industry for more than 10 years and have been deemed as friendly and understanding by her customers as well as her team. Her agency, "Congratulations" ensures that their Customer have the best day of their lives within their budget. Outside of work, Gloria is a wine tasting enthusiast and a great singer!
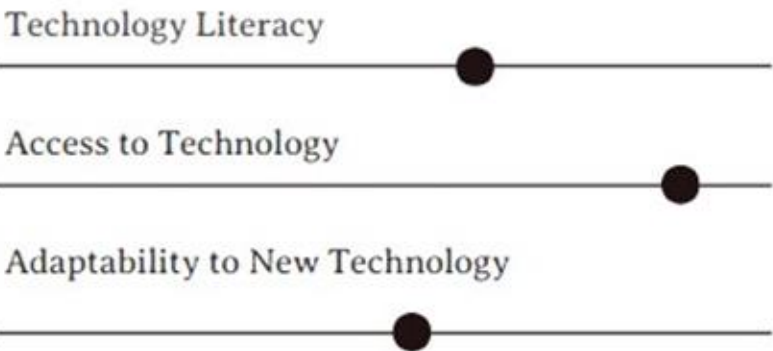
Needs

- Claire wants to make sure she makes an informed decision and researches various food delivery app to provide the Customers with the best services.
- She wishes to have a sheet of all the delivery apps in case of last-minute emergencies.
- Claire wishes to have all the restaurant menus which sell the cuisines chosen by the Customers; to select from a variety of food items.
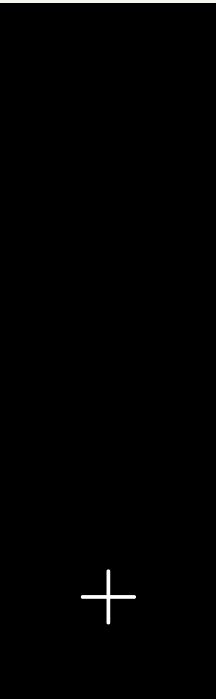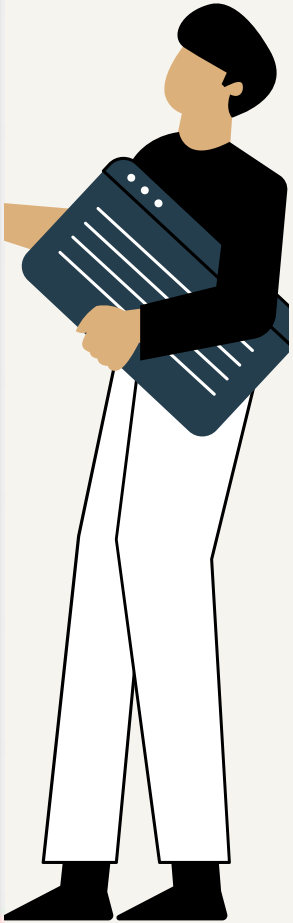
Frustrations

- **Tight Deadline:** Limited time to research and order from the best delivery application based on various metrics like cost, delivery time etc.
- **Backup for Emergency:** In case of last-minute cancellations from the restaurants, it becomes difficult to find another app which delivers quickly
- **Uncertainty:** Claire often times encounters customers who give limited information like providing only Cuisine Name/ Favorite Restaurants.

Key Metrics

Technology Literacy

Access to Technology

Adaptability to New Technology

Favorite Places

- Global Fusion- Multi-Cuisine Restaurant
- Velvet Tacos- Mexican Cuisine Restaurant
- Slink & Bardot- Bar & Restaurant
- Siam Iyara- Authentic Thai Cuisine Restaurant
- Poetry- Café

Jay Pritchett

Age: 60
Status: Retired Businessman
Location: Austin, Texas

Customer Profile:
Jay Pritchett is a retired businessman who built a very successful Closet company called "Pritchett's Closet". After years of hard-work, He has passed on his legacy to his daughter, Claire. Jay is living his relaxed post-retirement lifestyle spending quality time with his wife, children and grandchildren and pursuing his long-lost hobbies like playing Golf and building airplanes with his son.

Needs

- Jay needs a single app where he can order for his entire family with different food preferences.
- He wants to compare different food delivery apps and determine which app gives more discounts and has less delivery time.
- He also is trying to become more adaptable to new applications.
- He wishes to have backup food delivery apps from which he can order from in case of sudden cancellations.
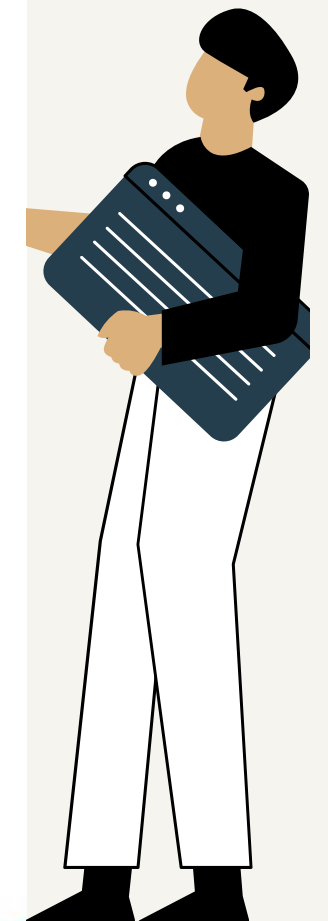
Frustrations

- **Ordering for Whole Family-** Jay faces a lot of trouble ordering for different family members with varying tastes in food from different applications.
- **Hesitating Trying New Apps-** He is a bit hesitant while using new applications and deviating from the routine apps.
- **Long Delivery Times-** During family gatherings, Jay dislikes uncertain delivery timings given by apps.

Key Metrics

Technology Literacy

Access to Technology

Adaptability to New Technology

Favorite Places

- Republic Steakhouse- Steaks & Seafood Cuisine Restaurant
- Carney's Pub and Grill- Brewery
- Aga- Indian Cuisine Restaurant
- Olive Garden- Italian Cuisine Restaurant
- Mo's Irish Pub- Pub

Luke Dunphy

Age: 20
Status: High School Student
Location: Miami, Florida

Customer Profile:
Luke Dunphy is about to graduate from his High School in May'24. He is termed as a funny and easy-going person by his friends and family. Luke is yet to choose his career path, but his interest lies in entrepreneurship. He has come up with an application which will make the process of filling forms much easier in hospitals. In his free time, Luke likes to play video games with his dad and spend time with his family.

Needs

- Luke wants an app which can help him find healthy food items within his budget.
- He also wants to try new food items and would like an app which can help him check different products on various apps.
- He also would like to get the best possible deals and discounts possible on his order.
- Luke wishes to eliminate the hassle of switching between multiple apps to find the right food item within his budget and time constraint.

Frustrations

- **Time Constraints:** Luke does not get enough time after coming back from college and finishing his assignments to cook healthy food for himself.
- **Fitness Products are Costly:** He works out in the gym and needs to have healthy food to make a good body. Diet Food are often costlier and Luke is looking for budget-friendly options.
- **Hassle Switching between apps:** Luke expresses how he dislikes switching between apps in case his desired item is not on that app.

Key Metrics

Technology Literacy

Access to Technology

Adaptability to New Technology

Favorite Places

- Chick-Fil-a: Fast-Food Restaurant
- Chipotle: Mexican Cuisine Restaurant
- Dunkin Donuts: Donut Shop
- Starbucks: Café
- Fish Daddy's Grill House: Multi-Cuisine Restaurant
- Napa Flats Wood Fired Kitchen- Italian Cuisine Restaurant

Storyboard

Persona: Claire

Claire has to order Beef Tacos for an event

She opens the DeliverEase app and Logs In her account

She types "Beef Tacos" in the search bar

The app displays a list of all beef tacos available from different delivery services along with their price and delivery time
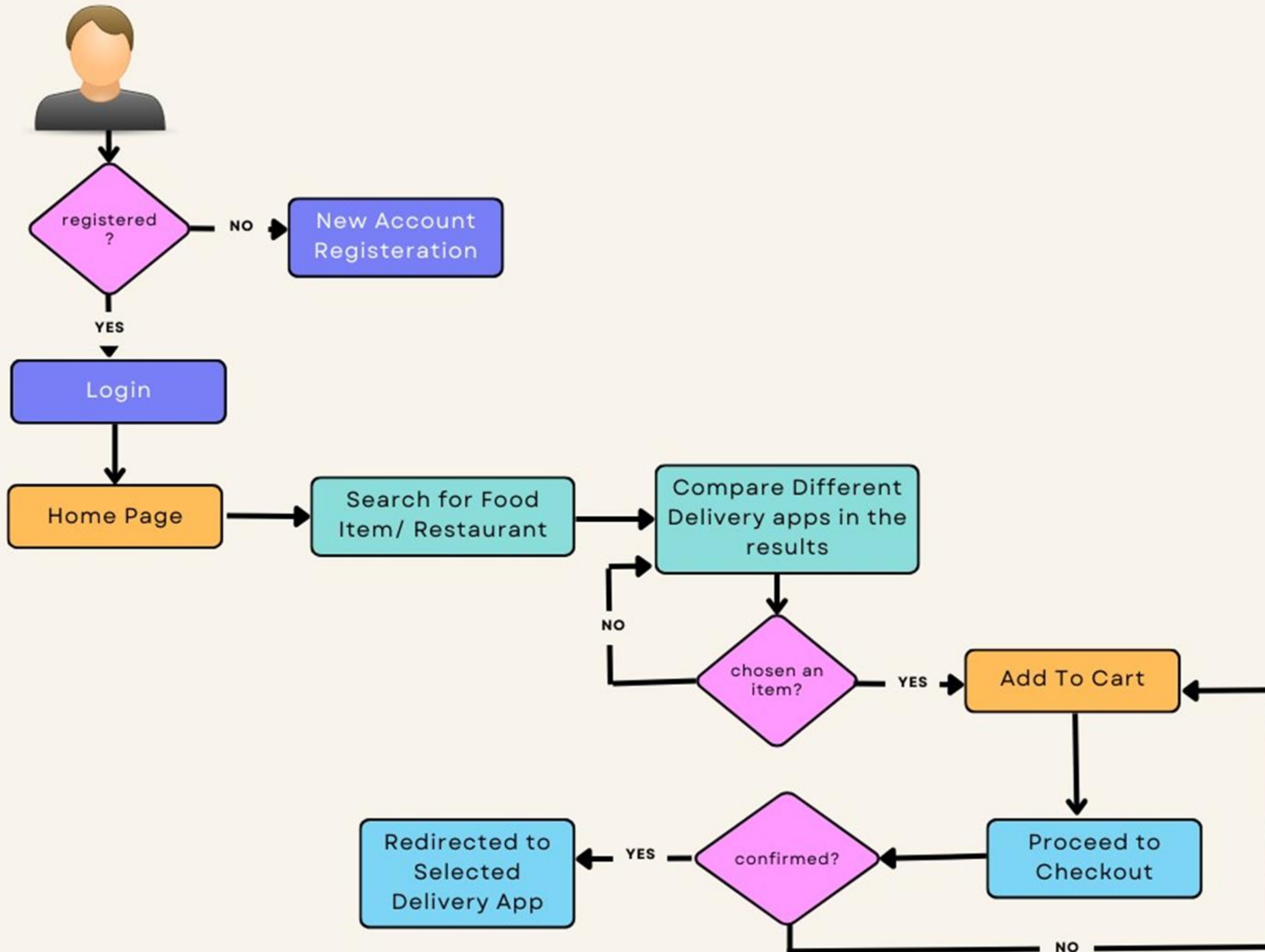
Claire chooses the best option and adds it to cart.

Once she clicks on "Proceed To Checkout", Claire is redirected to the selected delivery service app where she can pay for her order
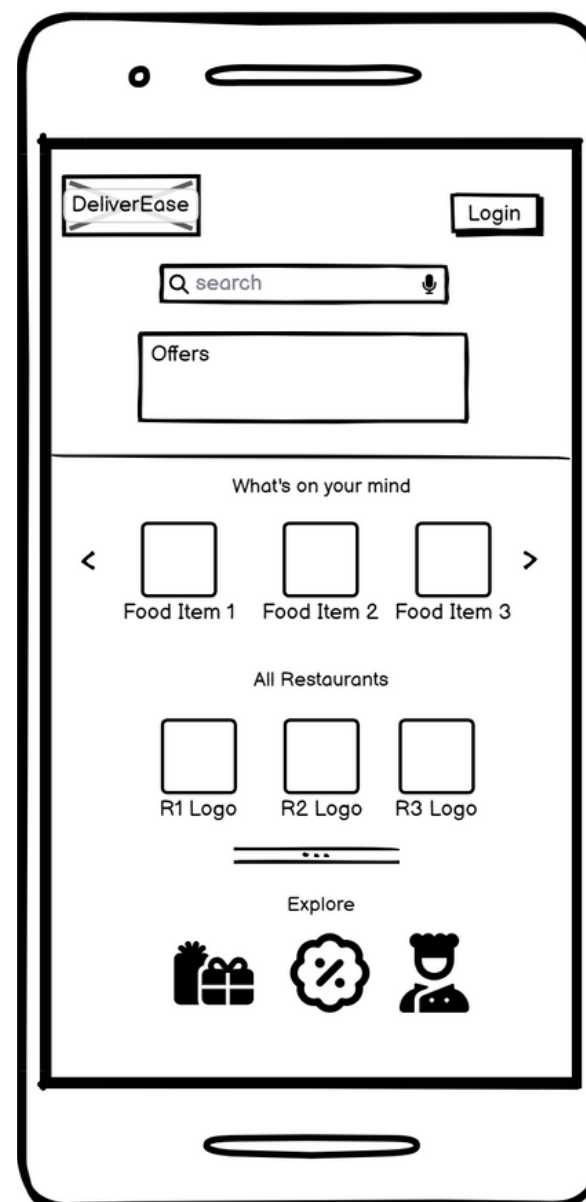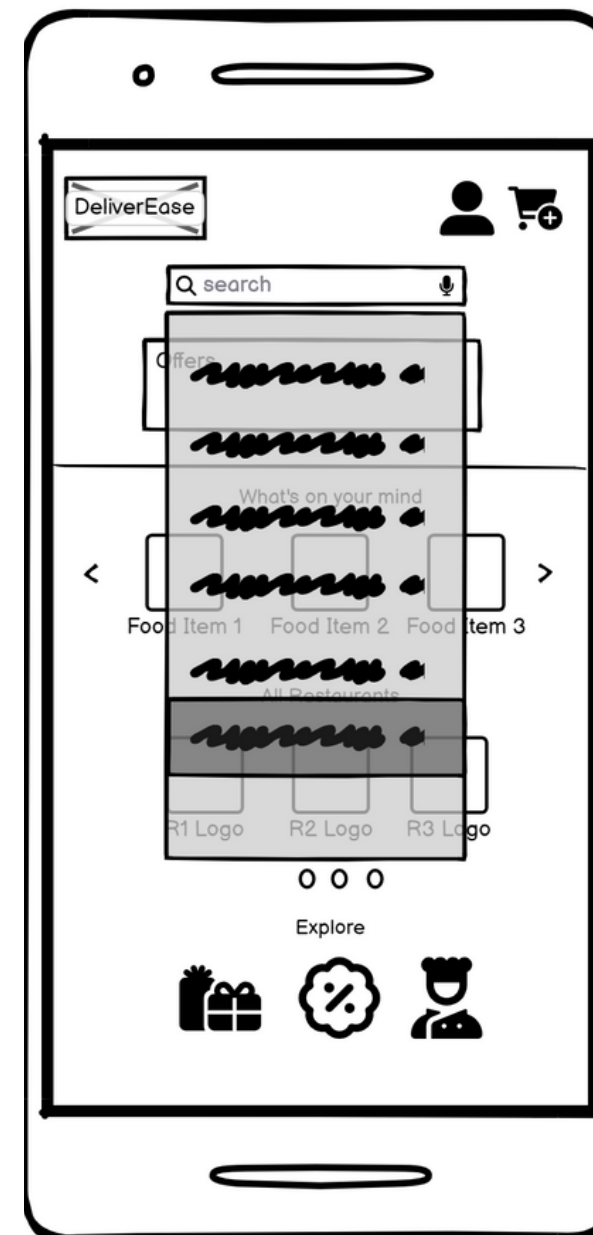
Workflow Diagram

Wireframes

The Login Screen allows the User to Login into their DeliverEase application or create a new account. Through this screen, they can also enter their login credentials for other delivery service accounts
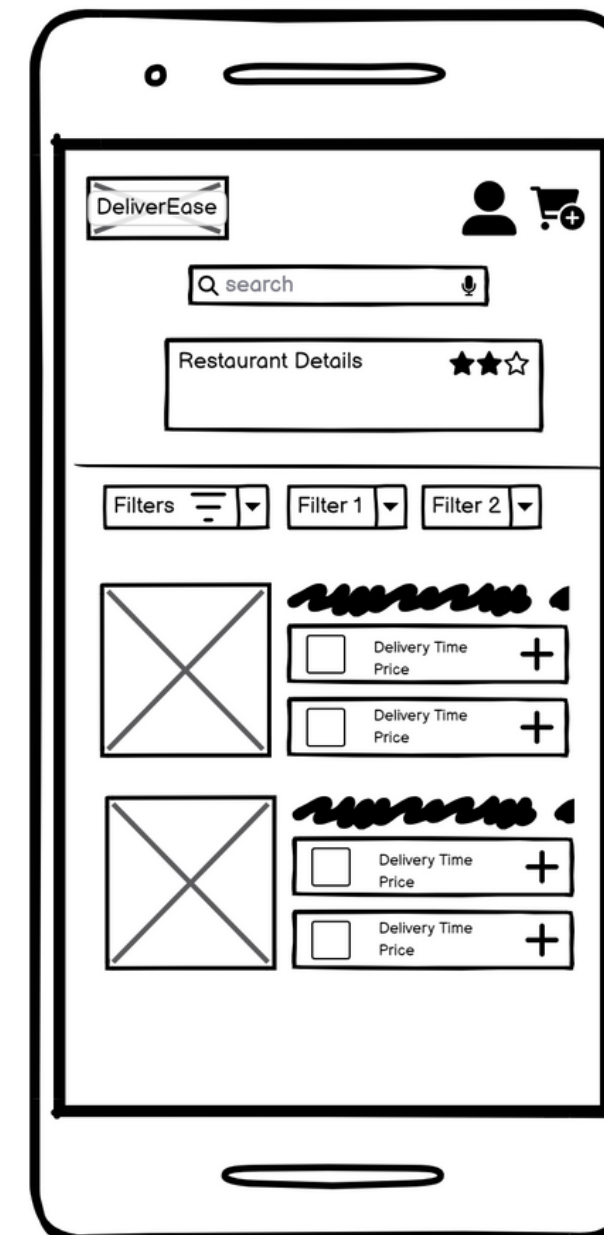
This is the first screen of the application. The user can Login from the home page. The user will be able to explore food items, restaurants as well as offers, discounts etc.
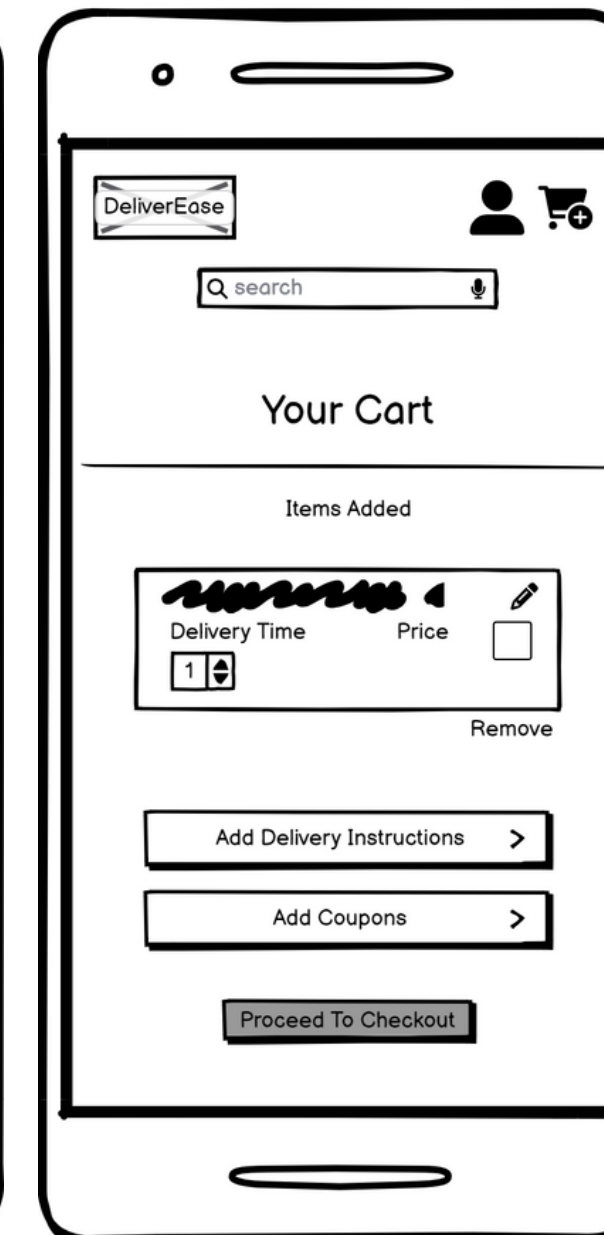
On the same screen once a User searches for something let's say Beef Tacos; related Food items as well as Restaurants are displayed which sell different kinds of Beef Tacos
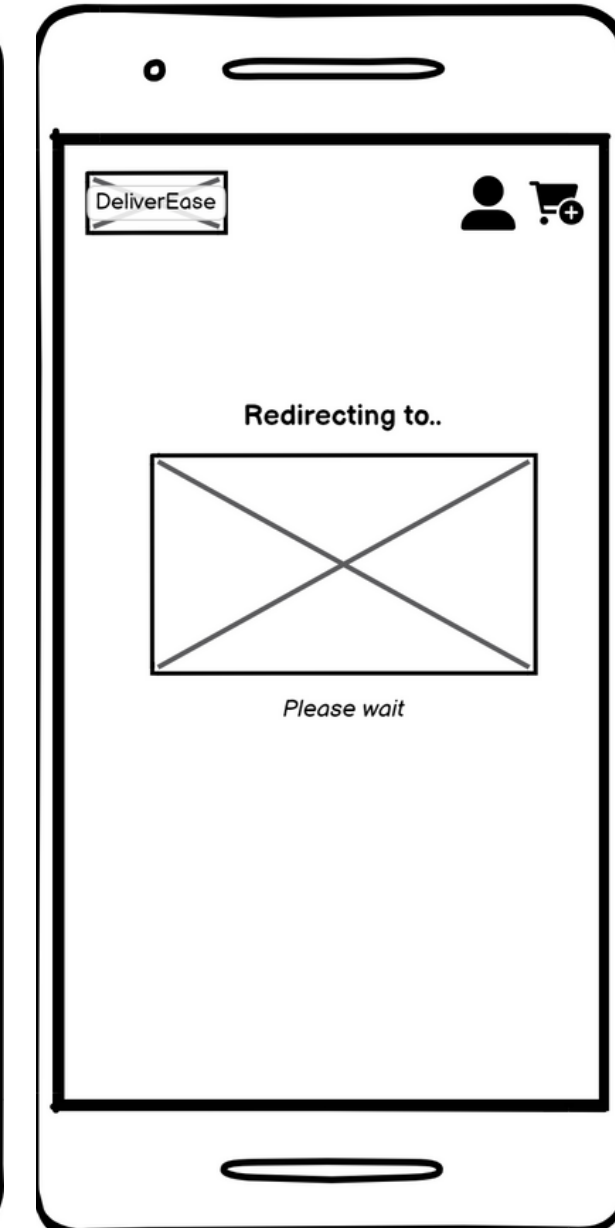
On the menu screen; Fuzzy Logic algorithm is applied and different kinds of the product is displayed, along with the different delivery services delivery time as well as Prices are mentioned

Once the User compares and selects the best delivery service according to their preference, They add the item to cart. The Cart Page displays the Items added along with Add Delivery Instructions & Coupons Button.
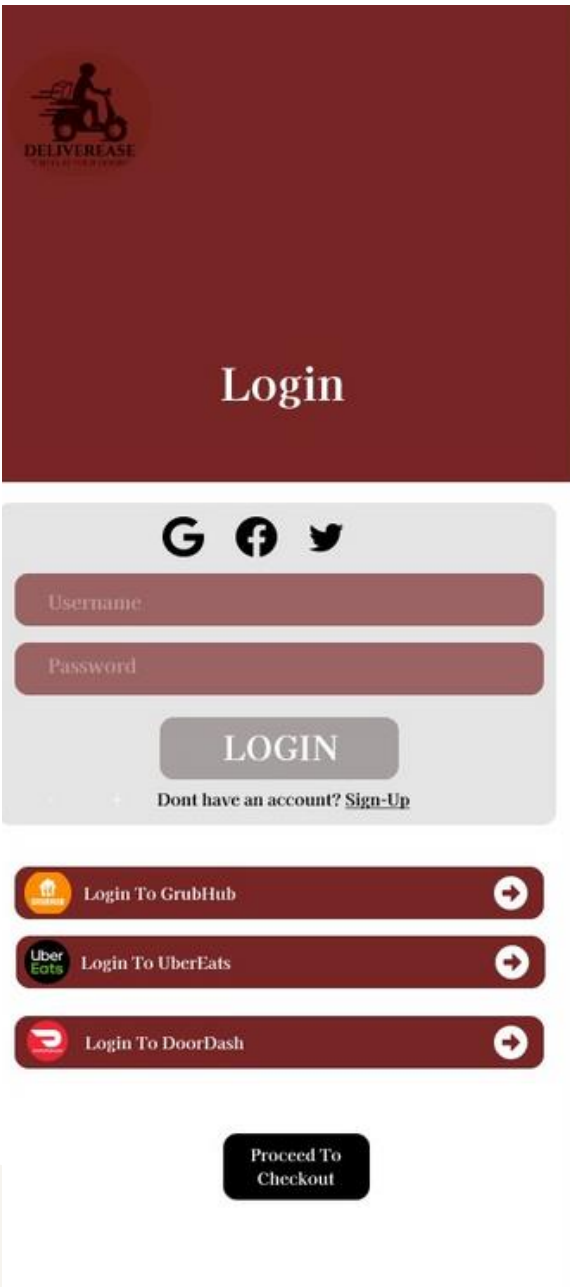
After the user confirms and clicks "Proceed To Checkout", they are redirected to the selected Delivery Partner's Page where they can pay and place the order
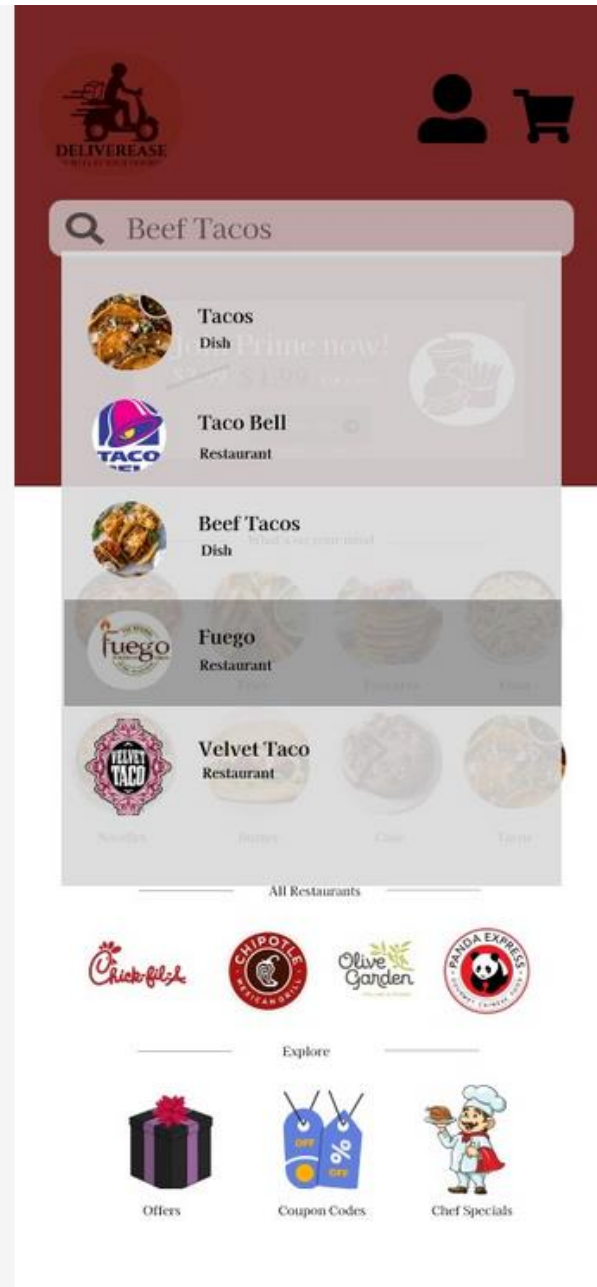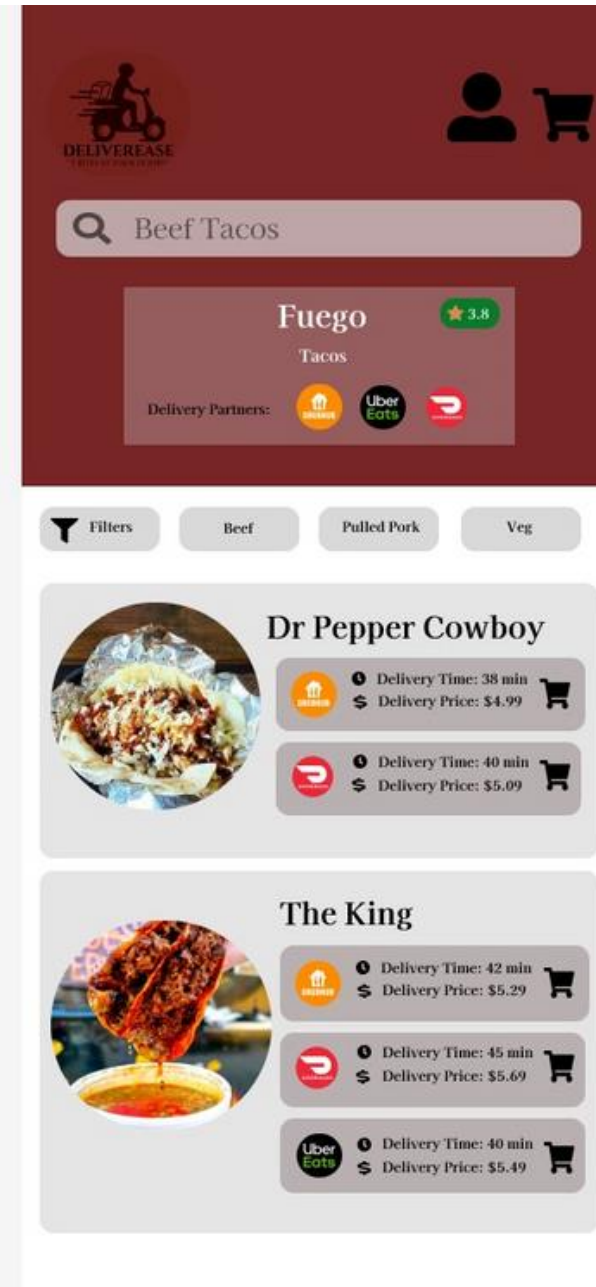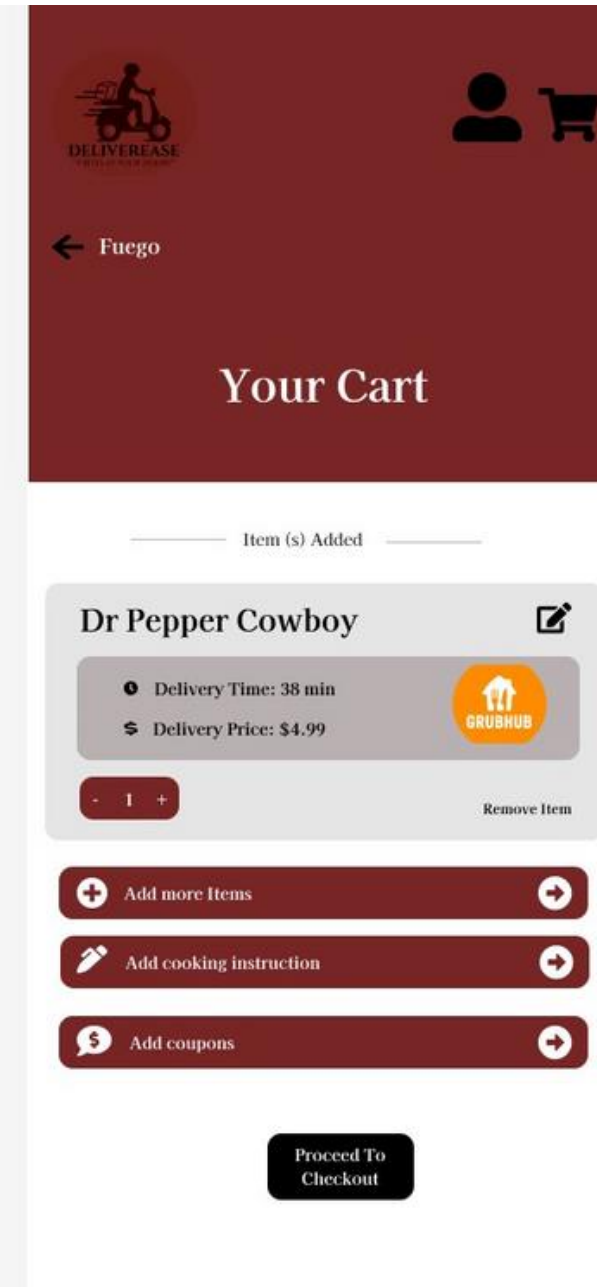
Mockups

Login Page | Home Page | Search | Menu Page | Cart Page | Redirecting Page

Epic

Epic 1: Develop a Mobile Application which allows users to choose an item and compare prices and wait times from different delivery services.

Feature 1: Creating a Login & Registration Page to enable users to log into their DeliverEase accounts and enter credentials of their accounts on other delivery services.

Feature 2: Creating a Home Page to allow users to explore and easily search for food items, restaurants and discounts or offers provided by DeliverEase.

Feature 3: Creating a Menu Page to let Users check out their desired food items and also provide them with comparisons of wait times, prices and offers/discounts from different delivery services.

Feature 4: Creating a Cart Page to enable users to add multiple items to the cart from the selected delivery service, edit their orders and add any cooking instructions or coupons offered by DeliverEase.

Feature 5: Creating a Redirecting Page which will redirect the User to the selected Delivery Service application for payment after confirming their order on DeliverEase.

Sprint 1: 01/01/24- 04/15/24

Feature ID	User Story	Acceptance Criteria	Priority	Estimation (Story points)
1.	1.1 As a user, I want to be able to login into my DeliverEase account so that I can Compare different delivery services	1. There is an option to Login via third-party apps like Google, Facebook Or Twitter. 2. There is an option to Create a New Account. 3. There is a functional Login Button	High	5
1	1.2 As a User, I want to connect to my other delivery service accounts securely so that DeliverEase can redirect me to my account on other food-app services.	1. The Button to Enter Login Information for different Delivery Services is functional and the User can enter their Login Information easily. 2. Permission is taken from User if they would want to save their Log-In information. 3. Once API is validated from the delivery service, confirmation message is displayed. 4. There is an option to Modify or Remove the account details from DeliverEase	High	4
2.	2.1 As a User I want to easily search for the food-item or restaurant I desire so that I can look at my selected choice's menu.	1. The Search Button should accept both Restaurant and Food-Items names while searching. 2. The Search Bar is easy to locate, and Search Button is functional. 3. Fuzzy-Logic Algorithm is working allowing Users to search entering Vague terms yet receiving the appropriate results.	High	5
3.	3.1 As a User, I want to compare the wait time, prices and discounts offered by other delivery service for my selected item so that I can get the best deal	1. The Delivery Partners associated with the Food-item/ Restaurant should be displayed clearly. 2. User Ratings can be easily seen on the screen. 3. The Different Delivery Services is displaying both wait-time and prices clearly. 4. The Cart Button beside every delivery service option is functional 5. Wait-time and prices are updated regularly.	High	5
4.	4.1 As a User, I want to see all the items I have added in my cart so that I can review what I have chosen.	1. All the items I have selected are visible in the cart. 2. The quantities for each gem are the same that I had selected before. 3. The delivery partner I have chosen is the same that I had selected before. 4. The Delivery partner is displayed. 5. The Total Price of the Cart is displayed .	Medium	3

Sprint 2: 04/20/24-06/04/24

Feature ID	User Story	Acceptance Criteria	Priority	Estimation (Story points)
4.	4.2 As a User, I want to be able to edit/remove the items in my cart so that I can buy what I wish for	1. The Edit Button is functional. 2. The quantities can be toggled easily. 3. When "Remove Item" is pressed, the item disappears from the cart. 4. Before Removing an item, a confirmation message is displayed. 5. If the User clicks on "-" when the quantity is 1, the item should be removed from the cart.	Medium	3
5.	5.1 As a User, Once I confirm my order, I should be redirected to the selected delivery service app so that I can make the payment.	1. The User is prompted to the third-party app within 60 -80 seconds. 2. The Delivery Service app which is selected should be displayed. 3. The App redirects only to the selected delivery service app.	High	5
2	2.2 As a User, I want to search food-items I desire by using the Voice Search	1. The Voice Search option should be able to convert speech-to-text rightly. 2. The DeliverEase app is taking permission from the User to access Microphone. 3. Once the User speaks, The text is displayed on the search bar.	Medium	2
3	3.2 As a User, I want to apply filters to the Menu Page so that I am only displayed what I want to see.	1. The Filters Button are functional and easily located. 2. The Filters can be easily modified based on liking. 3. The Filters can be Reset or removed altogether based on the User.	Medium	3
4	4.3 As a User, I want to Add Coupons or Promo Codes I have got from DeliverEase so that I can apply it to my total Price.	1. The "Add Coupons" button is functional. 2. There is a Text-field for inputting the promo code . 3. If the Promo-Code is not Valid, a notification pops-up on the Page. 4. If the Promo-Code is Valid, The change is reflected in Total Price.	High	4