Product Canvas

DeliverEase Mobile Application

- by Mithilesh Menakuru

DeliverEase

Vision: Compare prices, track orders, and discover deals effortlessly - delivering convenience, one byte at a time!
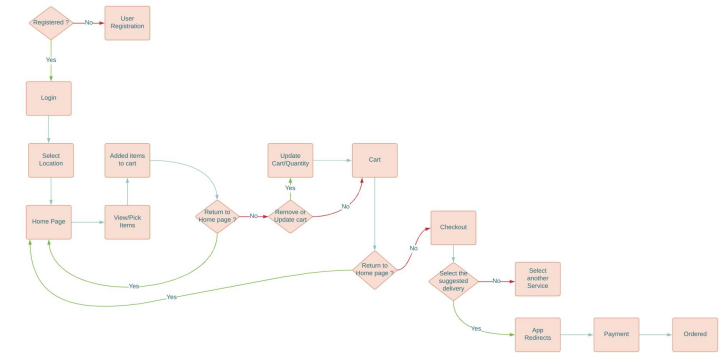
Epic

EPIC 1 : Design and develop a food delivery clarity to your fingertips, DeliverEase application simplify choices, saving you time and money.

Feature 1: Creating the Login and registration Screen so that users can update, edit, save their personal data for ordering.
Feature 2: Allowing users to input their desired restaurant or menu item, by displaying a comprehensive list of options with prices and wait times, streamlining the decision-making process.
Feature 3: Creating a chat support for the customers to acknowledge any issue that was faced.
Feature 4: Users finalize their order within DeliverEase, the app seamlessly transfers the selected items to the chosen delivery service's app on their phone.
Feature 5: Creating a feature in which it has inapp navigation of the application.
Feature 6: Creating application which offers two versions - free with ads or a subscription-based ad-free option.

User Personas

Workflow

Product Success Metrics

Product Success Metrics

- 48 percentage increase in overall traffic on DeliverEase over a 6-month period.
- The site's inventory to reflect changes made to the system, with the goal of achieving updates within 30 seconds.
- The income generated from users opting for the ad-free subscription version is High.
- The frequency of technical issues or errors encountered by users while using DeliverEase are minimal.
- *Daily Active Users (DAU):* The number of unique users engaging with DeliverEase on a daily basis is 28%.

Product Features

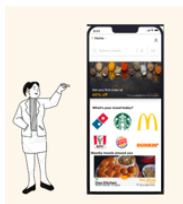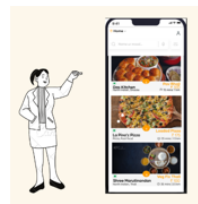| Feature ID	User Story	Acceptance Criteria	Priority	Story Points
1	1.1 As a user i want to be able to create a user profile in the app and can upload my details	1. The app provides a button for user registration that can store the details of the customer 2. There is option to log in if the user account has already exist.	High	4
2	2.1 As a user i want the application to have food choices based upon preferences	1. There is option which offers customer to select their food preferences. 2. There is option where the user can update their food preference later.	Medium	3
3	3.1 As a user i want the app to have a feature which shows the faster delivery	1. The app will display the fastest delivery service based upon your location.	Medium	3
4	4.1 As a user i want the app to have straight forward solution for ordering food i.e. in app navigation	1. The user will be navigated through the in-app navigation feature. The user is now able to understand the interface of the app	High	4
5	5.1 As a user i don't want unnecessary ads in the app	1. The app provides 2 versions for the user. 2. The user can select based upon their Preferences 3. This is available in the profile section	High	4

Wireframes

Storyboard

Ria opens the app and logs in with her details

Ria can see the offers and restaurants near her location

Ria then searches for her desired restaurant and scroll through the list

Ria then selects her order and moves to check out and the app suggests the fastest delivery

Ria edit her profile and do neccesaary changes if needed. It also shows the favorite orders, and has customer support

Product Name, Vision, and Goal

Product Name: DeliverEase

Vision: Transforming the food delivery experience by simplifying and optimizing the process for users. DeliverEase envisions a world where customers effortlessly find the best deals, shortest wait times, and optimal prices across various food delivery services, all in one centralized platform.

Goal : Our goal is to empower users with a seamless and efficient platform to compare prices, wait times, and promotions users with the ability to make informed choices, save on costs, and enjoy a seamless and convenient ordering experience.

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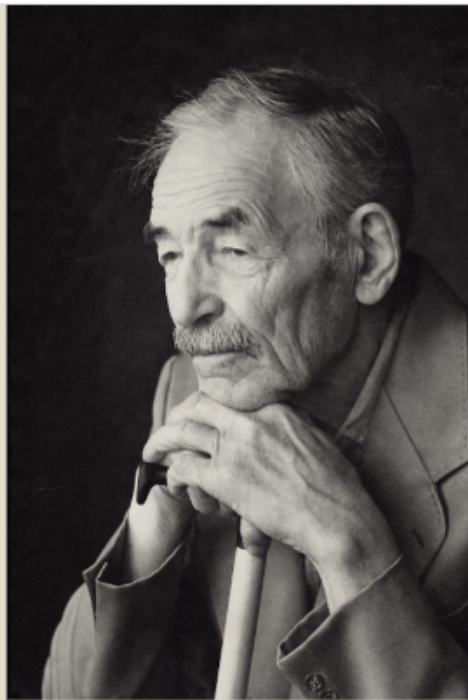
User Personas

Retired Officer   **Undergrad Student**   **Marketing Professional**

ABOUT

Mr. Henry Thompson is a spry 78-year-old retiree residing in a quiet suburban neighborhood. Having spent decades in a career that demanded structure, he now enjoys a leisurely life filled with hobbies, family, and the joy of good food. Mr. Thompson is not averse to technology but values simplicity and ease in his interactions with it.

JOB DESCRIPTION

Retired from a long and successful career in finance, Mr. Thompson now spends his time volunteering at the local community center, reading classic literature, and sharing wisdom with his grandchildren. He appreciates the conveniences that technology offers but prefers straightforward solutions.

NEEDS

- Mr. Thompson seeks a straightforward solution for ordering meals, eliminating the need for extensive technological navigation.
- He values high-quality, familiar meals from local restaurants, appreciating the comfort and consistency they provide.
- While open to technology, Mr. Thompson prefers applications that are easy to navigate and do not overwhelm him with unnecessary features.

SKILLS

65%
Ability to Understand

71%
Technology

56%
Application Usage

PAIN POINTS

- Mr. Thompson finds many apps overwhelming, often struggling with complex interfaces and numerous options.
- While still active, Mr. Thompson's mobility may limit his ability to pick up meals, making food delivery an essential service.
- He occasionally faces disappointment when unfamiliar apps lead to uncertainty about the quality of the ordered meals.

MR. Henry Thompson

Retired Finanace Officer

AGE 78
GENDER MALE
LOCATION LAS VEGAS

ABOUT

Ria Patel is a 22-year-old university student navigating the challenges of living away from his family for the first time. Originally from a small town, Ria is now immersed in the vibrant city life, pursuing a degree in computer science.

JOB

As a full-time student, Ria juggles a demanding academic schedule while also working part-time to cover living expenses. She values convenience and efficiency in all aspects of his life to create a balance between studies and personal time.

GOALS

- Ria is budget-conscious and seeks cost-effective meal options that align with her student budget.
- With a busy academic and work schedule, Ria requires quick and efficient food solutions that don't disrupt her daily routine. Also eager to explore diverse cuisines

PAIN POINTS

- Ria's packed schedule leaves little time for cooking, making her heavily reliant on food delivery for daily meals.
- She is conscious of her spending, often facing the challenge of finding affordable yet satisfying food options.

Ria Patel

Undergrad Student

Age   : 23
Gender   : Female
Address   : Jhon Crompton

SKILLS

Layouting ★★★★☆

Problem Solving ★★★☆☆

Communication ★★★★☆

Technical Skills

85%

Critical Thinking

95%

Technical Knowledge

Name	Elijah Mikaelson
Gender	Male
Age	28
Address	Chicago

PERSONALITY

Adaptability ⚫⚫⚫⚫⚫
Analytical ⚫⚫⚫⚫🟠
Attitude ⚫⚫⚫⚫🟠

ABOUT

Elijah Mikaelson is a 28-year-old marketing professional residing in a bustling city. With a dynamic lifestyle, he is always on the move, juggling work, social activities, and fitness routines. He values efficiency and seeks solutions that align with his fast-paced lifestyle.

Description

As a marketing professional, Elijah is often engaged in tight deadlines and frequent client meetings. His job requires creativity and adaptability, making his schedule unpredictable. He enjoys exploring different cuisines but struggles to find a balance between convenience and health.

GOALS

- He needs a food delivery solution that aligns with his busy schedule, ensuring quick and convenient meal options.
- He seeks diverse food choices that cater to his taste preferences while also considering healthier alternatives for a balanced lifestyle.

PAIN POINTS

- His packed schedule leaves him with minimal time for meal planning or cooking, making food delivery a crucial part of his routine.
- The abundance of food delivery apps and options overwhelms Elijah , leading to indecision and anxiety about making the right choice.

Epic

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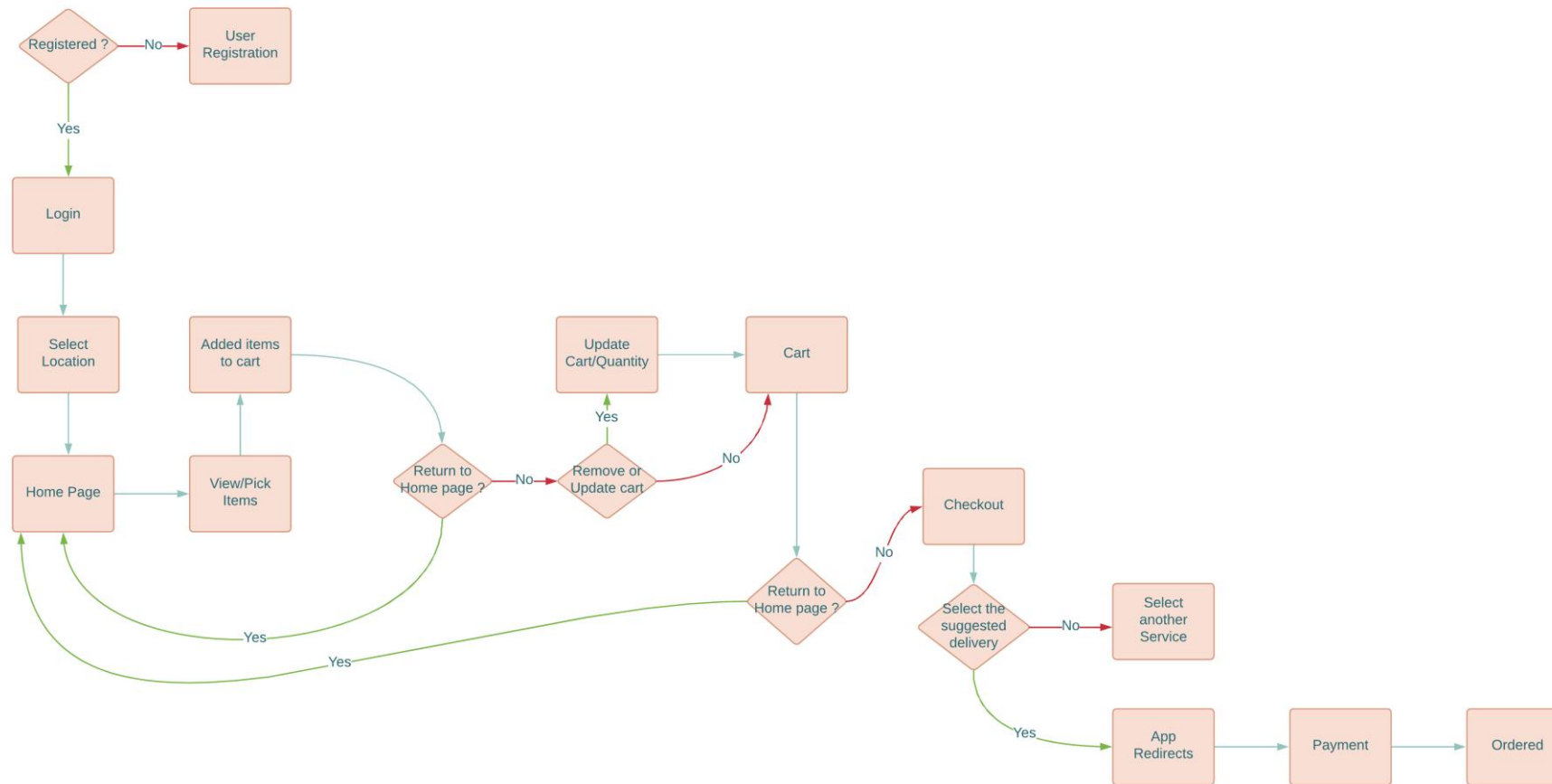Feature 5: Creating a feature in which it has inapp navigation of the application.
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User Stories

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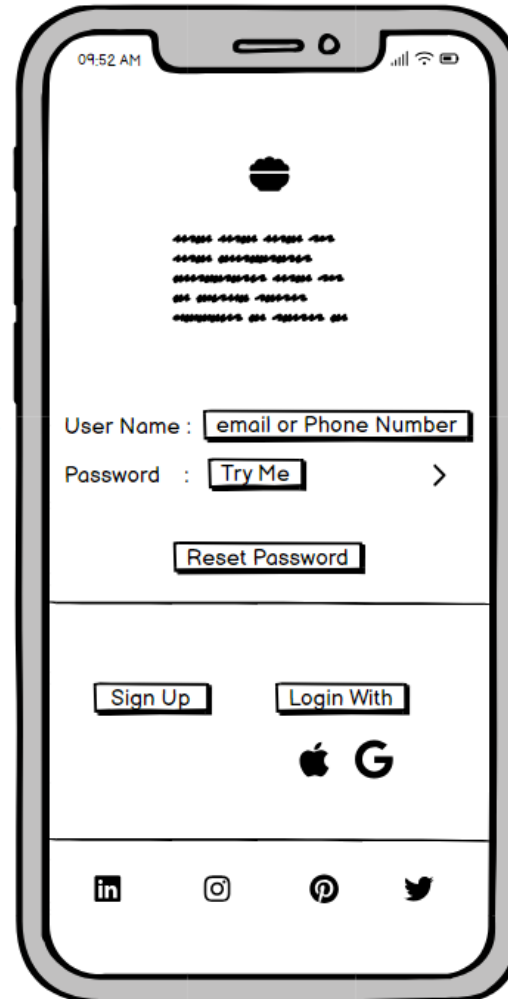| Feature ID	User Story	Acceptance Criteria	Priority	Story Points
6	6.1 As a user i want a feature in which it compares the timing diff between delivery or go to the restaurant	1. There is a option in the checkout page. 2. This option will display the time to delivery and count of customer flow in the restaurant	Moderate	2
7	7.1 As a Student i want the app to suggest me some cost-effective food options	1. The app has a option along with the discounts. 2. The user can now successfully check the discounts	Medium	3
8	8.1 As a student i want the app to save my past orders in return i can order them whenever i want	1. The app stores the history of past orders. 2. The app will suggest the past order in case if the user wants to repeat it 3. The user is now successfully abled to use this feature	Moderate	2
9	9.1 As a user i want the app to locate my location and suggest me the nearby restaurants	1. The user is provided with allow to track location. 2. This feature will ensure the app to find the nearest restaurants	Moderate	2
10	10.1 As a user i want to learn about the particular dish made with precise ingredients used by the restaurants	1. The app allows user to select the selected dish and provide information about it along with the discounts and coupons 2. The user can select the dish to know the details successfully.	Medium	3

Work Flow Diagram
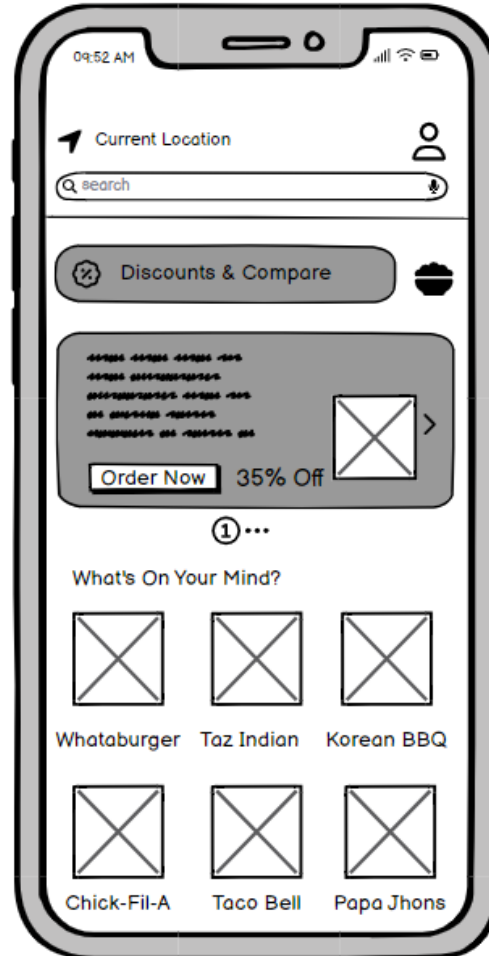
Wire Frames

Wire Frames

This is the login page of the DeliverEase. The user can login if user account exists or can sign up with their details to create a account as a new user. The user can also login with their gmail or apple accounts info
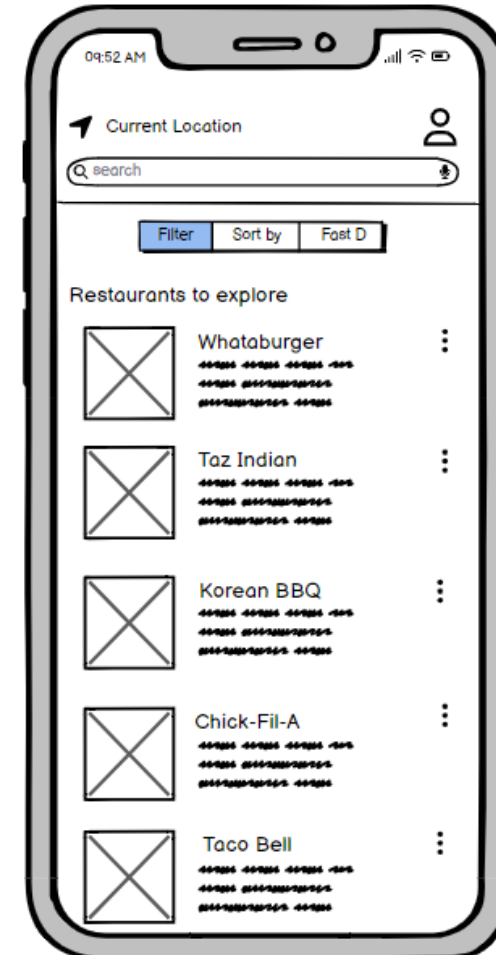
09:52 AM

User Name : email or Phone Number

Password : Try Me >

Reset Password

Sign Up   Login With

Wire Frames

This is a home page of Deliver Ease mobile application. We have current location and profile with search bar on the top of the home screen. Then we have a separate section for offers given by the app.

Next to that is dedicated section where it suggest types of foods, delivery, additional discounts, preselected cuisines etc. Then followed by it we have restaurants to which the user can select what they want to order.
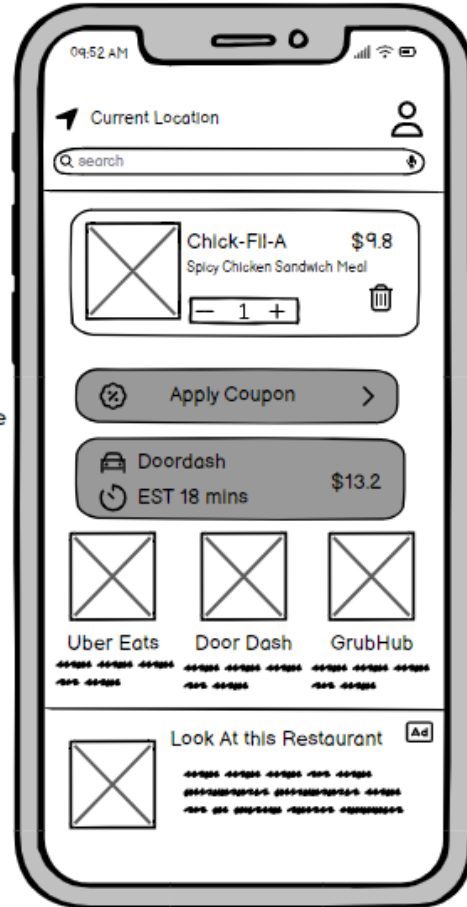
In this part we have dedicated buttons which are specified to Filter, Sort By, Fast Delivery and more. Followed by this we have a list of restaurants with their logo and certain like rating, Waiting time, Average cost per meal, and some additional features.
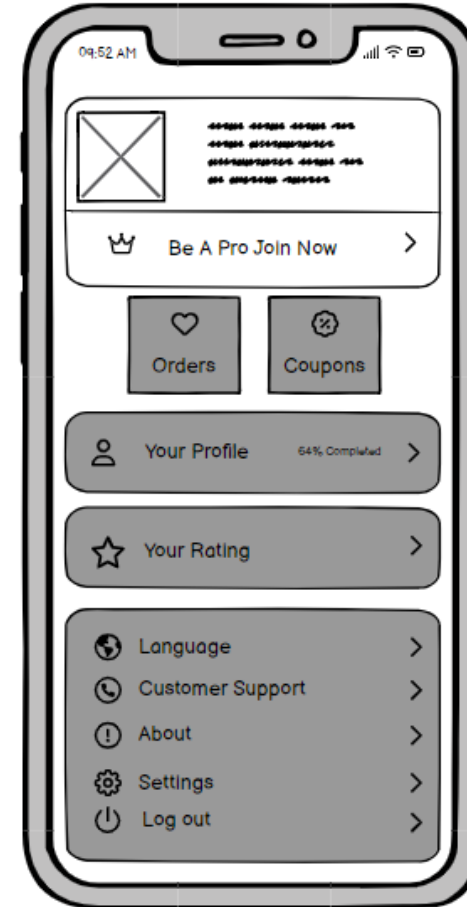
Wire Frames

Upon Selecting a item from a particular restaurant we get to the next page of checkout in which it displays the item ordered with the cost and name of the order along with other details on the top. Then we have additional section where we can coupons or discounts. here the app can calculate and suggest you with the delivery services through its algorithm as best suitable for the customer. It will also allow to choose another delivery services if want to select apart from the suggestion
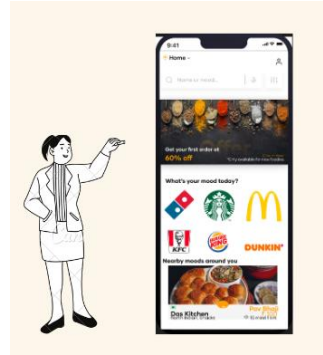
In this display we have profile on the top where it displays the image of the customer with their name and attached to that we have a option to choose the pro version in which the ads are blocked. Followed by that we have buttons for previous orders and coupons. Then we have the section for profile and the rating given to the app's service. Then followed by the language, about, customer support, settings and logout option for the application.
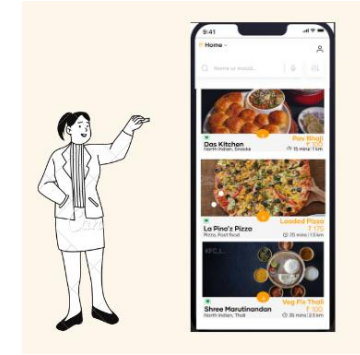
Story Board

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