

Product Canvas

DeliverEase

DeliverEase

Vision:

DeliverEase is an online application that allows users to compare prices, delivery times, and menus across different food delivery services

Epic

Epic 1: Develop a mobile application for users to compare prices, deals, and delivery times across different food delivery platforms

Feature 1: Integrating various delivery platform services with DeliverEase platform through APIs to give seamless communication between the platforms and smooth experience to the users

Feature 2: Creating fuzzy logic for the system to suggest all the related items to search inputs given by users, even if the inputs are vague or not well put together

Feature 3: Checkout page functionality to redirect to the user's preferred delivery service from the deliver ease checkout page

Feature 4: Filters and sorting features to segregate the menus according to prices, coupons, ratings, delivery times, platform preference, and other criteria based on user choice.

Feature 5: Building the ad-free version of the app and make the subscription options clear to the users



Target Group



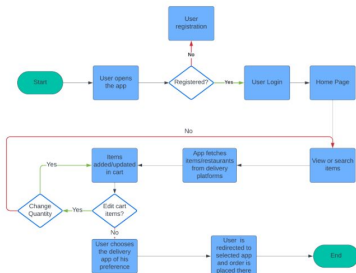
College Student



Busy Professional



Workflow



Product Success Metrics

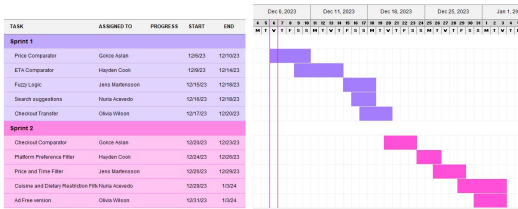
- Reach 50,000 downloads within the first month of product release
- Convert a minimum of 25% downloads to active users
- Resolve 90% of customer support tickets within 24hours
- The app shows real time changes in prices, delivery times within 30 seconds of last checked updates in the delivery services it's checking
- Generate \$10,000 or more through premium subscriptions and \$5000 or more through ad-revenue in first three months
- The app successfully retrieves real-time including menu items, prices, and delivery times directly from the delivery services and error-free mapping of which restaurant is on which delivery service



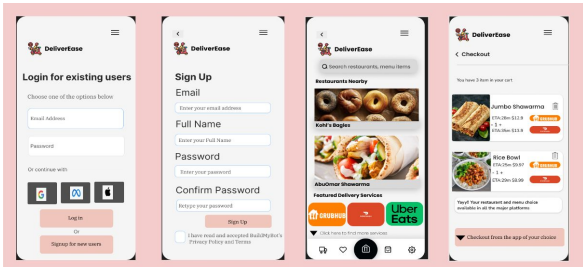
Gantt Chart

DeliverEase project

Project lead



Mockups



Storyboard

1

Jim gets hungry and thinks how to get the cheapest possible meal in the earliest possible time
Jim gets hungry

2

He opens deliverEase app to look for the options he has
He opens the app to search

3

Then, the app will show the search results from different platforms
Search results are displayed

4

Jim applies filters and sorts the options as per his choice
Filtering and Sorting

5

After that, Jim selects the items of his choice adds it to the cart
Adding to Cart

6

Finally the order is checked out to the delivery app of his choice
Redirect Order to delivery apps

Sprint 1

User Stories 1.1, 1.2, 2.1, 2.2, 3.1

Sprint 2

User Stories 3.2, 4.1, 4.2, 4.3, 5.1

Product Name, Vision, and Goal

Product Name: DeliverEase

Vision: DeliverEase will be a mobile application that allows users to compare prices, delivery times, and menus across different food delivery services

Goal: The primary goal of DeliverEase is to provide the users with a centralized platform in form of DeliverEase mobile app to compare prices, delivery times, menus, and deals from various food delivery platforms at once. This product aims to provide a streamlined process for its target audience, primarily college students and busy working professionals, or anyone who is short on time and looking to save money, but also seek quality and cost-effectiveness in their food delivery experience, allowing them to take informed decisions.

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User Personas



College Student



Busy Professional



Lee Davie

Age: 21
Occupation: College Student

Customer Profile: A college student, often on a busy schedule and tight budgets, but also loves to explore different cuisines of food. He is a tech savvy person and values data driven decision making and information accuracy.

Motivations

- As a college student on a strict budget, Lee always looks for ways to save money, especially on daily expenses like food
- Lee holds high value for time and efficiency, as juggling between classes, assignments, projects, and work often leaves him no time for meal preparation
- Lee likes to enjoy diverse cuisines and new dishes regularly
- Given his busy schedule, Lee values tools or apps that can make life simple and efficient

Goals

- Lee has a primary goal of finding affordable food with no compromise in variety and taste
- Looking for an app that provides him with accurate information from different delivery services at once, saving him time
- To find any discount coupons, and price cuts in different delivery apps

Frustrations

- Limited budget makes it difficult for Lee to regularly afford food delivery without no compromise on other essentials
- Lee does not like the uncertainty and price fluctuations in different delivery apps causing him to miss out on the best deals
- With a hectic schedule, Lee cannot afford too long for his delivery

Hobbies and Interests

- To balance his tech savvy and busy lifestyle, Lee likes to spend his time contributing to various student organizations.
- He enjoys attending different cultural events, and ethnic cuisine exploration
- Lee is also an active food blogger

Key Metrics

Metric	Value
Technology Access	Very High
Socio Economic Position	Medium
Technology Literacy	High



Sarah McKenzie

Age: 32
Occupation: Marketing Consultant

Customer Profile: Sarah is a busy professional in the world of marketing, who has to juggle between several meeting with clients and has a demand for time efficiency. She loves to explore different cuisines and prioritizes healthy lifestyle and nutritious meals in her daily life.

Motivations

- Sarah values time and efficiency. She seeks to cut down on daily tasks like ordering food and meal planning
- Despite a hectic schedule, she prioritizes healthy eating and tries to look for various options that can provide her with this.
- Sarah appreciates an app that will allow her to explore different cuisines and dining options from one place.

Frustrations

- Often dealing with hectic assignments and deadlines, It gets challenging to prepare meals or wait for long delivery times for Sarah.
- Too many food delivery options are overwhelming and Sarah needs a streamlined process to compare and choose the best
- While she seeks convenience, she does not want to overspend or let go of best deals possible

Key Metrics

Metric	Value
Technology Access	High
Socio Economic Position	High
Technology Literacy	High

Goals

- Sarah's primary goal is to save time in ordering meals, expects a quick turnaround from meal selection to delivery
- To find the options in line with her health goals
- To take advantage of deals and promotions by different delivery services and also have the option to explore a variety of cuisines

Hobbies and Interests

- Stays active through fitness classes
- Leisure travel and trying local cuisine
- Owns a cooking channel on youtube

Story Board

Persona: Jim

1



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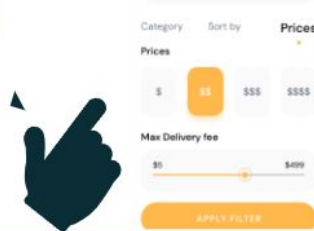
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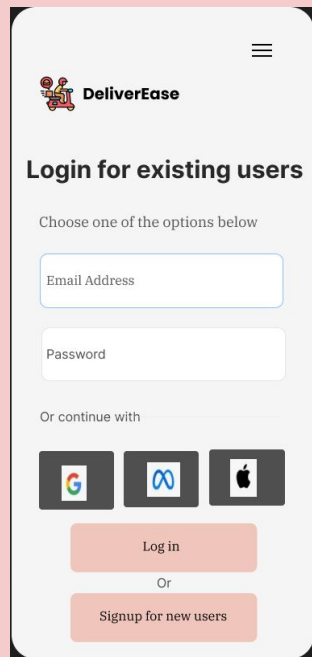
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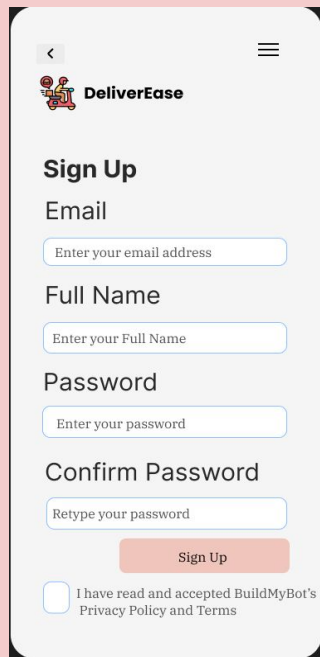


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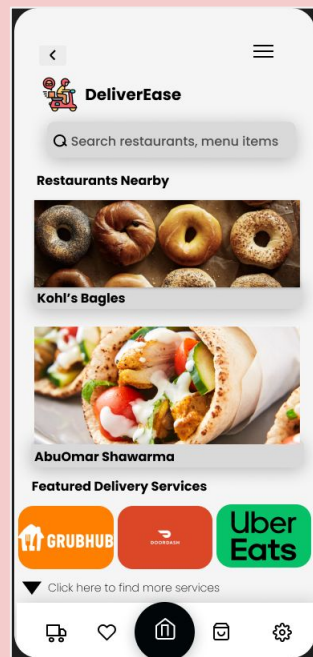
MockUps



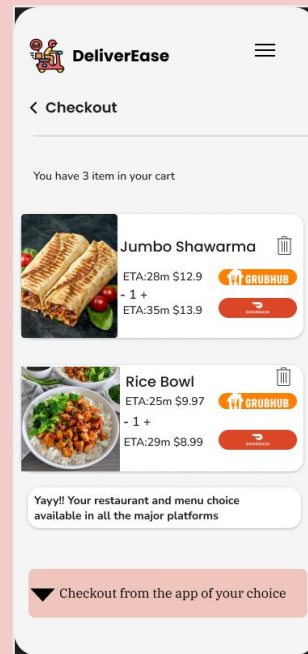
Users open the app and if already registered, they can login with the existing deliverease account or google, meta, and apple accounts



If the users do not have an account, they can signup on the registration page

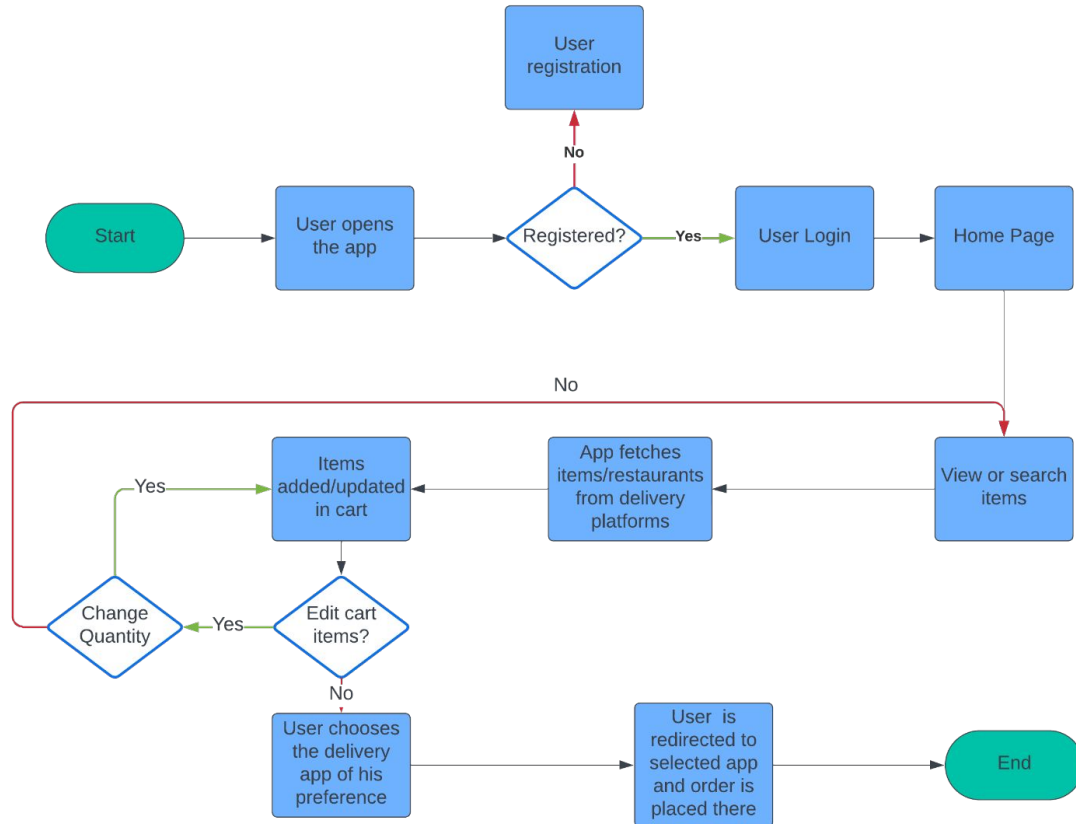


Homescreen has a search bar, nearby restaurants, and featured delivery platforms on the app. There is also an option to check more services



On the checkout page, price and delivery times comparison is displayed. Users can select the app of their choice, and it gets redirected to the target app

WorkFlow



Flowchart shapes

- Terminator**
Start and end points
- Process**
An action or function
- Decision**
A question to be answered
- Document**
The input/output of a document
- Data**
Data available for input/output

Epic

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SPRINT 1 (DEC 06 2023 - DEC 20 2024)

Feature ID	User Story	Acceptance Criteria	Priority	Estimation (Story Points)
1	1.1 As a user, I want to see different price differences across different delivery platforms	<ol style="list-style-type: none">1. The same food item chosen must be matched in all the available apps2. There is a minimal delay in getting the price details from external apps through APIs	High	5
1	1.2 As a user, I want to compare delivery times across different delivery apps	<ol style="list-style-type: none">1. The app should show accurate delivery times from different delivery services2. The times should keep updated with any upstream changes in external delivery apps	High	5
2	2.1 As a user, I should get all the related items to my search terms	<ol style="list-style-type: none">1. The app must implement Fuzzy logic successfully to find related terms2. Suggestions features should work even with vague inputs by user3. Search feature should take the context behind search terms into account	High	5
2	2.2 As a user, I want to see alternative suggestions to my search inputs	<ol style="list-style-type: none">1. The app should display alternative suggestions based on different possible interpretations of the user inputs given.2. The app should present the user with clear and comprehensive suggestions	Medium	3
3	3.1 As a user, I want to checkout my cart items from my desired delivery app service	<ol style="list-style-type: none">1. Checkout page should show the finalized items from the cart2. Checkout page should have the option to choose the desired delivery app3. Checkout page must redirect to the target app	High	5

SPRINT 2 (DEC 20 2023 - JAN 03 2024)

Feature ID	User Story	Acceptance Criteria	Priority	Estimation (Story Points)
3	3.2 As a user, I want an item wise options from different apps in checkout page as well	<ol style="list-style-type: none">1. The checkout page should show ETA from different delivery apps for each item in checkout page2. The checkout page must show the price from different delivery apps in check out page as well	Medium	3
4	4.1 As a user, I want to filter and sort by my delivery platform preference	<ol style="list-style-type: none">1. The app should have filters and sorting options visible in the UI for the users to grasp the feature easily2. There should be option in the app to persist these preferences, without the need to ask for it in every session	High	5
4	4.2 As a user, I want to filter by price, coupons, delivery times, and discount deals across different restaurants and delivery apps	<ol style="list-style-type: none">1. The app must allow users to apply multiple filters at the same time to filter by price, coupons, deals, delivery times, individually and as a combination too2. The filters must contain reset option to go back to the default filters state in the app	High	5
4	4.3 As a user, I want to filter by different cuisines and dietary restrictions	<ol style="list-style-type: none">1. The app should allow users to set dietary preference in user profile section2. There must be a cuisine wise filter in the app	Medium	3
5	5.1 As a user, I want the option to eliminate the in-app ads	<ol style="list-style-type: none">1. The app should have a clear subscription section to demonstrate how users can get ad-free version2. Payment terms for the ad-free version must be clearly explained to the users, enabling them in decision making	Medium	3

GANTT CHART

DeliverEase project

Project lead

Project start: **Wed, 12/6/2023**

Display week: **1**

TASK	ASSIGNED TO	PROGRESS	START	END
Sprint 1				
Price Comparator	Gokce Aslan		12/6/23	12/10/23
ETA Comparator	Hayden Cook		12/9/23	12/14/23
Fuzzy Logic	Jens Martensson		12/15/23	12/18/23
Search suggestions	Nuria Acevedo		12/16/23	12/18/23
Checkout Transfer	Olivia Wilson		12/17/23	12/20/23
Sprint 2				
Checkout Comparator	Gokce Aslan		12/20/23	12/23/23
Platform Preference Filter	Hayden Cook		12/24/23	12/26/23
Price and Time Filter	Jens Martensson		12/26/23	12/29/23
Cuisine and Dietary Restriction Filter	Nuria Acevedo		12/29/23	1/3/24
Ad Free version	Olivia Wilson		12/31/23	1/3/24

