

Business Requirements Document (BRD)

Instamart - Quick Commerce Platform

****Document Version:**** 1.0

****Date:**** Q1 Current Year

****Project Type:**** New Initiative - Quick Commerce (15-30 min delivery)

****Project Owner:**** [TBD]

****Status:**** Approved for MVP Development

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1. Executive Summary & Project Vision

1.1 Project Overview

Instamart is a **quick commerce platform** designed to deliver groceries and daily essentials to customers within **15-30 minutes** of order placement. The platform will operate on a hyper-local model with strategically located dark stores/warehouses in high-density urban areas.

1.2 Business Opportunity

- **Market Gap:** Address the immediate need for ultra-fast delivery of daily essentials
- **Competitive Advantage:** Speed (15-30 min) vs. traditional e-commerce (24-48 hours)
- **Revenue Model:** Delivery fees + markup on products + potential subscription services

1.3 Project Vision

To become the most reliable and fastest grocery delivery service in urban markets, providing instant gratification for customers' daily needs through technology-driven logistics and inventory management.

1.4 Current Phase

MVP (Minimum Viable Product) - Q1 Development

- Focus on core functionality for rapid market entry
- Limited geography launch (1-2 cities, 3-5 stores)
- Essential features only, with Phase 2 enhancements planned

2. Business Objectives & Goals

2.1 Primary Objectives (Q1 - MVP Launch)

1. **Market Entry:** Launch MVP in 2 cities within Q1
2. **Delivery Speed:** Achieve 15-30 minute delivery time for 90% of orders
3. **Customer Acquisition:** Acquire 10,000 active users in first 30 days
4. **Order Volume:** Process 500+ orders per day per city by end of Q1
5. **Operational Efficiency:** Maintain 95%+ order accuracy rate

2.2 Strategic Goals (Q2-Q4)

1. **Expansion:** Expand to 10 cities by Q4
2. **Market Share:** Capture 5% market share in operational cities
3. **Customer Retention:** Achieve 40% repeat order rate within 30 days
4. **Revenue:** Achieve ₹10 Cr monthly GMV by Q4
5. **Operational Excellence:** Reduce delivery time to 12-15 minutes average

2.3 Success Metrics

- **Customer Satisfaction:** NPS > 50
- **Delivery Performance:** 95% orders delivered within 30 minutes
- **Inventory Availability:** 98% in-stock rate for top 1000 SKUs
- **App Rating:** >4.5 stars on app stores

3. Scope

3.1 In-Scope (MVP - Q1)

Customer Facing

- iOS and Android mobile apps
- Web-based ordering platform (responsive)
- User registration and authentication (mobile OTP)
- Product catalog with search and browse
- Real-time inventory visibility
- Cart management
- Multiple payment options (UPI, Cards, Wallet, COD)
- Order tracking with live status updates
- Push notifications for order updates
- Basic customer support (chat/ticket)

Store/Warehouse Management

- Store onboarding and configuration
- Product catalog management per store
- Inventory management (basic)
- Order management dashboard
- Pick, pack, and dispatch workflow

Delivery/Fleet Management

- Rider registration and authentication
- Rider allocation algorithm (nearest available)
- GPS-based route optimization
- Live location sharing with customer

- Proof of delivery (photo/OTP)

Admin Panel

- User management
- Store management
- Inventory oversight
- Order monitoring and intervention
- Basic analytics dashboard
- Pricing management
- Promotions management (basic coupons)

Payment & Order Processing

- Multiple payment gateway integration
- Order lifecycle management
- Refund processing
- Invoice generation

3.2 Out-of-Scope (Phase 2+)

Advanced Features

- Subscription services (Instamart Plus)
- Advanced AI/ML for demand forecasting
- Advanced personalization and recommendations
- Social sharing and referral programs
- Advanced loyalty programs
- Scheduled deliveries

- Multi-cart management
- In-app video support for customer service
- Voice ordering
- AR-based product discovery

Operational Features

- In-house fleet management system (use 3rd party initially)
- Advanced warehouse automation
- Predictive inventory management
- Multi-warehouse routing optimization
- Dark store design and automation
- Advanced fraud detection
- Advanced analytics and business intelligence

Business Features

- B2B sales channel
- Private label products
- Third-party marketplace integration
- International expansion
- Multiple language support beyond MVP languages

4. Target Audience & User Personas

4.1 Target Geography

****Primary:**** Tier 1 cities with high population density

- Age: 22-45 years
- Income: ?6L+ annually
- Tech-savvy smartphone users
- Urban professionals and families

4.2 User Personas

Persona 1: The Working Professional - "Busy Neha"

****Profile:****

- Age: 28-35 years
- Occupation: Corporate employee/Entrepreneur
- Location: Metro city, high-rise apartment
- Pain Points: No time for grocery shopping, last-minute needs
- Use Case: Forgotten items, emergency needs, after-work ordering
- Tech Comfort: High
- Order Frequency: 3-4 times/week
- Order Value: ?300-600

Persona 2: The Young Homemaker - "Modern Priya"

****Profile:****

- Age: 25-40 years
- Occupation: Homemaker/Work from home
- Location: Urban residential areas
- Pain Points: Managing household with kids, weather constraints
- Use Case: Daily fresh produce, monthly staples, impulse buys

- Tech Comfort: Medium-High
- Order Frequency: Daily or alternate day
- Order Value: ?500-800

Persona 3: The Hostel Student - "Samarth"

****Profile:****

- Age: 18-24 years
- Occupation: College student
- Location: Hostels/Paying guest accommodations
- Pain Points: Limited pocket money, no kitchen access
- Use Case: Snacks, beverages, instant food, personal care
- Tech Comfort: Very High
- Order Frequency: 2-3 times/week
- Order Value: ?150-300

Persona 4: The Senior Citizen - "Retired Uncle"

****Profile:****

- Age: 60+ years
- Occupation: Retired
- Location: Urban residential societies
- Pain Points: Mobility issues, health concerns
- Use Case: Medicines, daily essentials, heavy items
- Tech Comfort: Medium (needs simple UI)
- Order Frequency: 1-2 times/week
- Order Value: ?800-1500

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5. Functional Requirements

5.1 Customer App (iOS/Android/Web)

5.1.1 Authentication & Onboarding (MVP)

Feature	Requirement ID	Description	Priority
----- ----- ----- -----			
Mobile OTP Login	CA-AUTH-001	Login via mobile number with OTP verification	P0
User Profile	CA-AUTH-002	Basic profile: Name, phone, email, addresses	P0
Address Management	CA-AUTH-003	Add/edit multiple delivery addresses with GPS	P0
Basic KYC	CA-AUTH-004	Optional PAN/Aadhar for high-value orders	P1

5.1.2 Product Discovery & Browsing (MVP)

Feature	Requirement ID	Description	Priority
----- ----- ----- -----			
Home Screen	CA-DISC-001	Featured products, categories, offers banner	P0
Category Navigation	CA-DISC-002	Hierarchical category tree (Grocery, Fruits, Snacks, etc.)	P0
Search	CA-DISC-003	Product search with auto-suggest	P0
Product Listing	CA-DISC-004	Grid/list view with price, image, availability	P0
Product Details	CA-DISC-005	Images, description, price, nutritional info	P0
Filters	CA-DISC-006	Filter by price, brand, dietary preference	P1
Sort	CA-DISC-007	Sort by price, popularity, freshness	P1
Recently Viewed	CA-DISC-008	Track last 10 viewed products	P2

5.1.3 Cart & Checkout (MVP)

Feature	Requirement ID	Description	Priority
Cart Management	CA-CART-001	Add/remove items, quantity update	P0
Cart Persistence	CA-CART-002	Save cart across sessions/devices	P0
Price Breakdown	CA-CART-003	Item cost, delivery fee, taxes, discount	P0
Delivery Slot	CA-CART-004	Real-time delivery ETA (15-30 min)	P0
Promo Code	CA-CART-005	Apply discount codes	P1
Delivery Instructions	CA-CART-006	Add delivery notes (gate code, etc.)	P1
Order Summary	CA-CART-007	Final review before payment	P0

5.1.4 Payment (MVP)

Feature	Requirement ID	Description	Priority
Multiple Options	CA-PAY-001	UPI, Credit/Debit Cards, Wallet, COD	P0
Payment Gateway	CA-PAY-002	Integration with Razorpay/Stripe/PayU	P0
Save Payment Method	CA-PAY-003	Secure tokenization for future use	P1
Split Payment	CA-PAY-004	Multiple payment methods per order	P2
Payment Retry	CA-PAY-005	Auto-retry failed payments	P1

5.1.5 Order Tracking (MVP)

Feature	Requirement ID	Description	Priority
Order Status	CA-ORD-001	Real-time status: Confirmed ? Packed ? Dispatched ? Delivered	P0

Live Tracking CA-ORD-002 GPS map view with rider location P0
ETA Updates CA-ORD-003 Dynamic ETA based on live conditions P0
Order History CA-ORD-004 Past orders with re-order option P0
Cancel Order CA-ORD-005 Cancel within allowed timeframe P1
Order Details CA-ORD-006 Complete order info, invoices, receipts P0

5.1.6 Notifications (MVP)

Feature Requirement ID Description Priority
----- ----- ----- -----
Push Notifications CA-NOT-001 Order updates, offers, cart reminders P0
SMS Backup CA-NOT-002 Critical updates via SMS P1
In-app Notifications CA-NOT-003 Notification center P1
Preference Center CA-NOT-004 User control over notification types P2

5.1.7 Customer Support (MVP)

Feature Requirement ID Description Priority
----- ----- ----- -----
Help Center CA-SUP-001 FAQ and help articles P1
Chat Support CA-SUP-002 Live chat with support agent P1
Issue Reporting CA-SUP-003 Report damaged/missing items P0
Refund Request CA-SUP-004 Initiate refund process P0
Ratings & Reviews CA-SUP-005 Rate products and delivery experience P1

5.2 Store/Warehouse Management System

5.2.1 Store Setup & Configuration (MVP)

Feature	Requirement ID	Description	Priority
-----	-----	-----	-----
Store Onboarding	ST-SETUP-001	Create store profile with location, hours	P0
Service Area	ST-SETUP-002	Define delivery radius (3-5 km)	P0
Store Hours	ST-SETUP-003	Operating hours and holidays	P0
Staff Assignment	ST-SETUP-004	Assign staff to stores	P1

5.2.2 Inventory Management (MVP)

Feature	Requirement ID	Description	Priority
-----	-----	-----	-----
SKU Management	ST-INV-001	Add/edit products with images, pricing	P0
Stock Tracking	ST-INV-002	Real-time inventory counts	P0
Stock Alerts	ST-INV-003	Low stock notifications	P0
Batch Management	ST-INV-004	Track expiry dates (FIFO)	P1
Stock Reconciliation	ST-INV-005	Manual stock adjustment	P1

5.2.3 Order Management (MVP)

Feature	Requirement ID	Description	Priority
-----	-----	-----	-----
Order Queue	ST-ORD-001	New orders dashboard	P0
Pick List	ST-ORD-002	Auto-generated picking list	P0
Packing Station	ST-ORD-003	Mark items as packed	P0
Dispatch Handover	ST-ORD-004	Assign to rider/handover	P0
Order Status Update	ST-ORD-005	Real-time sync with customer app	P0

5.2.4 Dashboard & Reporting (MVP)

Feature	Requirement ID	Description	Priority
-----	-----	-----	-----
Daily Summary	ST-DASH-001	Orders, revenue, top products	P0
Inventory Report	ST-DASH-002	Stock levels, expiring items	P1
Performance Metrics	ST-DASH-003	Packing time, accuracy rate	P1

5.3 Delivery/Fleet Management

5.3.1 Rider Management (MVP)

Feature	Requirement ID	Description	Priority
-----	-----	-----	-----
Rider Onboarding	DL-REG-001	Registration with documents (DL, Aadhar)	P0
Rider Authentication	DL-REG-002	OTP-based login	P0
Availability Toggle	DL-REG-003	Online/Offline status	P0
Profile Management	DL-REG-004	Basic profile, payout details	P1

5.3.2 Assignment & Routing (MVP)

Feature	Requirement ID	Description	Priority
-----	-----	-----	-----
Auto Assignment	DL-ASSN-001	Assign nearest available rider	P0
Route Optimization	DL-ASSN-002	Optimal route calculation	P0
Batch Delivery	DL-ASSN-003	Group multiple orders if nearby	P1
Manual Reassignment	DL-ASSN-004	Admin override for assignments	P1

5.3.3 Rider App (MVP)

Feature	Requirement ID	Description	Priority
-----	-----	-----	-----

----- ----- ----- -----
Order Acceptance DL-RAPP-001 Accept/reject delivery requests P0
Navigation DL-RAPP-002 Integrated maps (Google/MapmyIndia) P0
Customer Contact DL-RAPP-003 Call/message customer P0
Proof of Delivery DL-RAPP-004 Photo upload or OTP verification P0
Earnings Tracker DL-RAPP-005 View daily/weekly earnings P1
Live Location Share DL-RAPP-006 Share location with customer P0

5.3.4 Performance Monitoring (MVP)

Feature Requirement ID Description Priority
----- ----- ----- -----
Live Tracking DL-MON-001 Admin view of all active riders P0
Performance Metrics DL-MON-002 On-time rate, order count, rating P1
Payout Management DL-MON-003 Calculate and process payments P1

5.4 Admin Panel

5.4.1 User Management (MVP)

Feature Requirement ID Description Priority
----- ----- ----- -----
Customer List ADM-USER-001 View/search customers P0
Rider List ADM-USER-002 View/search riders P0
Store Staff List ADM-USER-003 View/store staff P1
Block/Unblock ADM-USER-004 Suspend user accounts P1

5.4.2 Order Management (MVP)

Feature	Requirement ID	Description	Priority
-----	-----	-----	-----
Order Dashboard	ADM-ORD-001	Real-time order monitoring	P0
Order Details	ADM-ORD-002	Complete order timeline and details	P0
Manual Intervention	ADM-ORD-003	Cancel, refund, reassign orders	P0
Bulk Operations	ADM-ORD-004	Bulk status updates	P2

5.4.3 Store & Inventory Oversight (MVP)

Feature	Requirement ID	Description	Priority
-----	-----	-----	-----
Store Dashboard	ADM-STORE-001	Multi-store view and status	P0
Inventory Sync	ADM-STORE-002	Central inventory monitoring	P0
Price Management	ADM-STORE-003	Update prices across stores	P0

5.4.4 Promotions & Pricing (MVP)

Feature	Requirement ID	Description	Priority
-----	-----	-----	-----
Coupon Management	ADM-PROM-001	Create and manage discount codes	P1
Delivery Fee Rules	ADM-PROM-002	Configure delivery pricing	P1
Offer Dashboard	ADM-PROM-003	View active offers and redemptions	P1

5.4.5 Analytics & Reports (MVP)

Feature	Requirement ID	Description	Priority
-----	-----	-----	-----
Business Metrics	ADM-ANAL-001	GMV, Orders, AOV, CAC, LTV	P0
Operational Metrics	ADM-ANAL-002	Delivery time, order accuracy	P0

| Revenue Reports | ADM-ANAL-003 | Payments, commissions, fees | P0 |

| Export Data | ADM-ANAL-004 | CSV/PDF export of reports | P1 |

5.4.6 Settings & Configurations (MVP)

| Feature | Requirement ID | Description | Priority |

|-----|-----|-----|-----|

| System Settings | ADM-SET-001 | Platform-level configurations | P0 |

| Role Management | ADM-SET-002 | Admin/staff access control | P1 |

| Audit Logs | ADM-SET-003 | Track all admin actions | P1 |

| Notification Templates | ADM-SET-004 | Customize email/SMS templates | P2 |

5.5 Payment & Order Processing

5.5.1 Order Lifecycle (MVP)

| Feature | Requirement ID | Description | Priority |

|-----|-----|-----|-----|

| Order States | PAY-ORD-001 | Define: Placed ? Confirmed ? Packed ? Dispatched ? Delivered ?
Cancelled | P0 |

| State Transitions | PAY-ORD-002 | Automated and manual state changes | P0 |

| Timeout Handling | PAY-ORD-003 | Auto-cancel if not confirmed in 5 min | P0 |

| Failed Payment Retry | PAY-ORD-004 | Retry logic for pending payments | P1 |

5.5.2 Payment Gateway Integration (MVP)

| Feature | Requirement ID | Description | Priority |

|-----|-----|-----|-----|

| UPI Integration | PAY-GW-001 | Support for GPay, PhonePe, Paytm | P0 |

Card Processing PAY-GW-002 Debit/Credit card payments P0
Wallet Integration PAY-GW-003 Platform wallet (Phase 2) P2
Net Banking PAY-GW-004 Direct bank transfer P1
COD PAY-GW-005 Cash on delivery P0

5.5.3 Refunds & Settlements (MVP)

Feature Requirement ID Description Priority
----- ----- ----- -----
Refund Processing PAY-RF-001 Auto-refund for cancellations P0
Refund Tracking PAY-RF-002 Track refund status P0
Payout Settlement PAY-RF-003 Daily settlement to stores/riders P1
Dispute Management PAY-RF-004 Handle payment disputes P2

5.5.4 Invoicing (MVP)

Feature Requirement ID Description Priority
----- ----- ----- -----
Invoice Generation PAY-INV-001 Auto-generate GST invoice P0
Digital Invoice PAY-INV-002 Email/SMS invoice link P0
Invoice History PAY-INV-003 Download past invoices P1

5.6 Inventory Management

5.6.1 Core Inventory (MVP)

Feature Requirement ID Description Priority
----- ----- ----- -----
Real-time Sync INV-SYNC-001 Inventory updates across all channels in real-time P0

| Stock Reservation | INV-SYNC-002 | Reserve inventory on cart addition (5 min) | P0 |

| Auto Deduction | INV-SYNC-003 | Deduct on successful payment | P0 |

| Expiry Tracking | INV-SYNC-004 | FIFO based expiry management | P1 |

5.6.2 Catalog Management (MVP)

| Feature | Requirement ID | Description | Priority |

|-----|-----|-----|-----|

| Product Catalog | INV-CAT-001 | Central catalog with images, prices, descriptions | P0 |

| Category Management | INV-CAT-002 | Multi-level category structure | P0 |

| Product Attributes | INV-CAT-003 | Units, MRP, shelf life, dietary tags | P0 |

| Bulk Upload | INV-CAT-004 | CSV import for new products | P1 |

5.6.3 Replenishment Alerts (MVP)

| Feature | Requirement ID | Description | Priority |

|-----|-----|-----|-----|

| Low Stock Alert | INV-REP-001 | Auto-alert when stock < reorder level | P0 |

| Reorder Suggestion | INV-REP-002 | Suggest reorder quantity based on velocity | P1 |

| Supplier Management | INV-REP-003 | Track supplier details (Phase 2) | P2 |

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6. Non-Functional Requirements

6.1 Performance Requirements

| Requirement ID | Category | Specification |

|-----|-----|-----|

NFR-PERF-001 App Startup Time < 2 seconds on 4G network
NFR-PERF-002 Page Load Time < 1 second for catalog pages
NFR-PERF-003 Search Response < 500ms for search queries
NFR-PERF-004 API Response Time 95th percentile < 200ms
NFR-PERF-005 Order Placement < 3 seconds end-to-end
NFR-PERF-006 Concurrent Users Support 10,000 concurrent users (MVP)
NFR-PERF-007 Inventory Sync < 2 seconds across all systems

6.2 Scalability Requirements

Requirement ID Category Specification
----- ----- -----
NFR-SCAL-001 Horizontal Scaling Auto-scale to handle 3x traffic spikes
NFR-SCAL-002 Database Scaling Support 1M+ users, 100K+ daily orders
NFR-SCAL-003 Geographic Scaling Easy addition of new cities/stores
NFR-SCAL-004 Microservices Independent scaling of critical services

6.3 Availability & Reliability

Requirement ID Category Specification
----- ----- -----
NFR-AVAIL-001 Uptime 99.9% uptime during business hours
NFR-AVAIL-002 Disaster Recovery RTO < 4 hours, RPO < 15 minutes
NFR-AVAIL-003 Redundancy Multi-AZ deployment, no single point of failure
NFR-AVAIL-004 Offline Support Rider app works offline, syncs when online
NFR-AVAIL-005 Graceful Degradation Core ordering works if payment/notifications fail

6.4 Security Requirements

| Requirement ID | Category | Specification |

|-----|-----|-----|

| NFR-SEC-001 | Data Encryption | AES-256 for data at rest, TLS 1.3 for transit |

| NFR-SEC-002 | Authentication | OTP-based auth, session timeout 24 hours |

| NFR-SEC-003 | Authorization | Role-based access control (RBAC) |

| NFR-SEC-004 | Payment Security | PCI-DSS compliant, tokenization of cards |

| NFR-SEC-005 | Data Privacy | GDPR/DPDP Act compliance, PII protection |

| NFR-SEC-006 | API Security | Rate limiting, OAuth 2.0, input validation |

| NFR-SEC-007 | Penetration Testing | Security audit before production launch |

| NFR-SEC-008 | Admin Access | 2FA mandatory for admin accounts |

6.5 Usability & UX Requirements

| Requirement ID | Category | Specification |

|-----|-----|-----|

| NFR-USAB-001 | App Rating | Target 4.5+ stars on Play Store/App Store |

| NFR-USAB-002 | Accessibility | WCAG 2.1 Level A compliance |

| NFR-USAB-003 | Mobile-First | Optimized for one-handed use |

| NFR-USAB-004 | Language | English + Hindi for MVP |

| NFR-USAB-005 | Onboarding | < 3 steps to first order |

6.6 Compliance Requirements

| Requirement ID | Category | Specification |

|-----|-----|-----|

| NFR-COMP-001 | GST Compliance | GSTIN integration for invoicing |

| NFR-COMP-002 | Food Safety | FSSAI compliance for grocery items |

| NFR-COMP-003 | Data Protection | DPDP Act compliance for customer data |

| NFR-COMP-004 | Taxation | TDS/TCS calculation and reporting |

| NFR-COMP-005 | Labor Laws | Rider contract compliance (if applicable) |

6.7 Monitoring & Logging

| Requirement ID | Category | Specification |

|-----|-----|-----|

| NFR-MON-001 | Application Logs | Structured logging with correlation IDs |

| NFR-MON-002 | Error Tracking | Real-time error alerting (Sentry/DataDog) |

| NFR-MON-003 | Performance Metrics | APM monitoring for all services |

| NFR-MON-004 | Business Metrics | Real-time dashboard for key business KPIs |

| NFR-MON-005 | SLA Monitoring | Track response times against SLA |

7. Technical Architecture & Stack Recommendations

7.1 Architecture Principles (MVP-Optimized)

- **Time to Market:** Use managed services and established frameworks
- **Cost Efficiency:** Pay-as-you-go infrastructure
- **Scalability:** Microservices-ready but monolith initially (for speed)
- **Maintainability:** Clean architecture with clear separation of concerns
- **Vendor Lock-in Mitigation:** Containerized deployment (Docker/K8s)

7.2 Recommended Tech Stack

Customer App (iOS/Android)

| Component | Technology | Rationale |

|-----|-----|-----|

| Cross-Platform | **Flutter** | Single codebase for iOS/Android, faster MVP development |

| State Management | Provider/Bloc | Proven Flutter patterns |

| Local Storage | Hive/SQLite | Offline cart and cache |

| Analytics | Firebase Analytics | Free, comprehensive |

| Crash Reporting | Crashlytics | Real-time crash tracking |

Customer Web App

| Component | Technology | Rationale |

|-----|-----|-----|

| Frontend Framework | **Next.js (React)** | SEO + performance, SSR capabilities |

| UI Library | Material UI / Ant Design | Rapid development |

| State Management | Redux Toolkit | Predictable state |

Backend API

| Component | Technology | Rationale |

|-----|-----|-----|

| API Framework | **Node.js (NestJS)** | Fast development, TypeScript support |

| API Gateway | AWS API Gateway / Kong | Rate limiting, auth, routing |

| Database | **PostgreSQL** | Relational data integrity |

| Cache | Redis | Session management, rate limiting |

| Message Queue | AWS SQS / RabbitMQ | Async processing (order events) |

| Search | Elasticsearch (Phase 2) | Advanced product search |

| Storage | AWS S3 / Cloudflare R2 | Product images, documents |

Admin Panel

Component	Technology	Rationale
Frontend	**React Admin / Retool**	Rapid admin panel development
Authentication	JWT + OAuth2	Secure admin access

Rider App

Component	Technology	Rationale
Platform	**Flutter**	Same as customer app, code reusability
Maps Integration	Google Maps SDK / MapmyIndia	Navigation
Background Location	Geolocation plugin	Continuous location updates

Infrastructure (Cloud-Native)

Component	Technology	Rationale
Cloud Provider	**AWS** (or GCP)	Enterprise-grade, managed services
Compute	AWS ECS / EKS	Container orchestration
CI/CD	GitHub Actions / Jenkins	Automated deployments
Monitoring	CloudWatch + Datadog	Unified observability
CDN	CloudFront / Cloudflare	Static assets delivery

7.3 Database Design Considerations

Core Tables (MVP)

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Users (Customers, Riders, Staff)

Products (SKU, pricing, inventory)

Stores (Location, service area)

Orders (Order items, status, payments)

Inventory (Stock levels, expiry)

Payments (Transactions, refunds)

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#### ##### Indexing Strategy

- Composite indexes on (store\_id, product\_id) for inventory
- Indexes on order\_date, user\_id for reporting
- Geo-indexes for store/service area lookup

#### ### 7.4 Microservices Breakdown (Post-MVP)

For scalability beyond MVP, consider:

- **Order Service:** Order lifecycle management
- **Inventory Service:** Stock and catalog
- **User Service:** Authentication and profiles
- **Payment Service:** Transactions and settlements
- **Notification Service:** Push, SMS, email
- **Delivery Service:** Rider assignment and tracking

#### ### 7.5 Caching Strategy

- **L1:** In-memory cache (Redis) for hot data (inventory, prices)
- **L2:** CDN for static assets (images, JS/CSS)
- **TTL:** 5 minutes for inventory, 1 hour for catalog

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## ## 8. Integration Requirements

### ### 8.1 Payment Gateway Integration (P0 - MVP)

| Provider | Integration Type | Use Case                     |
|----------|------------------|------------------------------|
| Razorpay | Primary          | UPI, Cards, Net Banking      |
| Stripe   | Backup           | International cards (future) |
| PayU     | Backup           | Alternative payment methods  |

#### \*\*Integration Details:\*\*

- Webhook endpoints for payment status updates
- Retry mechanism for failed webhook delivery
- Idempotency keys for duplicate transaction prevention

### ### 8.2 Communication Services

#### #### 8.2.1 SMS Gateway (P0)

| Provider        | Use Case                            |
|-----------------|-------------------------------------|
| Twilio / Exotel | OTP, order updates, critical alerts |
| AWS SNS         | Backup SMS service                  |

#### \*\*Requirements:\*\*

- 10DLT compliance for India (registered templates)
- Fallback provider for delivery failures
- Delivery reports tracking

#### #### 8.2.2 Email Service (P1)

| Provider           | Use Case                     |
|--------------------|------------------------------|
| SendGrid / AWS SES | Invoices, promotional emails |

#### #### 8.2.3 Push Notifications (P0)

| Provider                       | Use Case                       |
|--------------------------------|--------------------------------|
| ----- -----                    |                                |
| Firebase Cloud Messaging (FCM) | Android/iOS push notifications |
| APNS                           | iOS-specific push              |

#### ## 8.3 Maps & Location Services (P0)

| Provider             | Use Case                                   |
|----------------------|--------------------------------------------|
| ----- -----          |                                            |
| Google Maps Platform | Geocoding, distance calculation, routing   |
| MapmyIndia           | Alternative for compliance/cost            |
| OSRM (Open Source)   | Route optimization (self-hosted for scale) |

#### \*\*Integration Points:\*\*

- Store service area boundary validation
- Real-time distance calculation for delivery ETA
- Rider location tracking

- Reverse geocoding for address auto-complete

#### ### 8.4 Analytics & Monitoring (P0)

| Tool                        | Purpose                            |
|-----------------------------|------------------------------------|
| Google Analytics / Mixpanel | User behavior analytics            |
| Firebase Analytics          | App performance, user acquisition  |
| Datadog / New Relic         | APM, infrastructure monitoring     |
| Sentry                      | Error tracking and crash reporting |
| CloudWatch                  | AWS infrastructure logs            |

#### ### 8.5 Third-Party APIs

##### #### 8.5.1 Address Validation (P1)

| Provider               | Use Case                          |
|------------------------|-----------------------------------|
| Google Places API      | Address autocomplete              |
| MapmyIndia Pincode API | Pincode-based location validation |

##### #### 8.5.2 Identity Verification (P2)

| Provider      | Use Case                         |
|---------------|----------------------------------|
| Digilocker    | Document verification for riders |
| OTP providers | Aadhar-based verification        |

#### ### 8.6 Integration Architecture

- **API Gateway:** Single entry point for all external integrations
- **Message Queue:** Decouple payment webhooks and async operations
- **Circuit Breakers:** Prevent cascade failures in 3rd party integrations
- **Retry Policies:** Exponential backoff for transient failures

---

## ## 9. Key User Flows

### ### 9.1 Customer Journey Flow

...

#### 1. Onboarding & First Order

?? Download App / Visit Web

?? Mobile Number Registration

?? OTP Verification

?? Location Permission / Enter Address

?? Browse Products / Search

?? Add to Cart

?? Select Delivery Address

?? View Delivery ETA (15-30 min)

?? Apply Promo Code (optional)

?? Choose Payment Method

?? Complete Payment

?? Order Confirmation Screen

?? Live Order Tracking

## ?? Delivery & Rating

### 2. Repeat Order Flow

?? Login (Auto if session valid)

?? Home Screen with "Reorder" CTA

?? One-click Reorder

?? Skip to Checkout (auto-add to cart)

?? Payment (prefilled)

?? Track Order

### 3. Issue Resolution Flow

?? Order History ? Select Order

?? Report Issue (Wrong/Damaged/Missing)

?? Chat with Support OR

?? Auto-refund for eligible cases

?? Resolution confirmation

...

### ### 9.2 Order Lifecycle Flow

...

Order States & Transitions:

[INITIAL]

?

PLACED (Payment Pending/Success)

? (Auto-confirmation < 1 min)

CONFIRMED (Store accepts order)

? (Pick + Pack < 5 min)

PACKED (Items ready for dispatch)

? (Assignment < 1 min)

DISPATCHED (Rider picked up)

? (Delivery < 15-25 min)

DELIVERED (Proof of delivery captured)

?

COMPLETED (Rating solicited)

[Exception Paths]

?

CANCELLED (Customer/Admin initiated)

?

REFUNDED (Payment reversed)

[Failure Paths]

?? PAYMENT FAILED ? Retry / Cancel

?? OUT OF STOCK ? Partial Cancel / Substitute

?? NO RIDER ? Delayed Dispatch / Cancel

?? ADDRESS ISSUE ? Cancel / Re-attempt

...

### 9.3 Store Operations Flow

...

## Order Processing Workflow:

### 1. New Order Received

?? Push notification + Sound alert

?? Order appears in "New Orders" queue

?? 30-second timeout for acceptance

### 2. Picking Process

?? Generate pick list (optimized route)

?? Picker scans items (if barcode system)

?? Mark picked items in system

?? Move to packing station

### 3. Packing & Quality Check

?? Verify items against order

?? Pack in branded bags

?? Attach delivery label

?? Photo capture (optional)

?? Mark as "Packed"

### 4. Dispatch

?? System looks for available rider

?? Assign order to rider

?? Rider arrives at store

?? Handover + OTP verification

?? Mark as "Dispatched"

## 5. Post-Dispatch

?? Customer gets notification

?? Store continues to next order

?? Inventory auto-deducted

```

9.4 Rider Delivery Flow

```

### Rider App Flow:

#### 1. Login & Availability

?? App Login (OTP)

?? Go Online (toggle)

?? Location permission check

#### 2. Order Assignment

?? New order notification

?? Order details (store, customer, items)

?? Accept or Reject (15 sec window)

?? View optimized route

#### 3. Pickup from Store

?? Navigate to store

?? Show order code to store staff

?? Verify items (count check)

?? Capture store handover OTP

?? Mark as "Picked Up"

#### 4. Delivery to Customer

?? Navigate to customer location

?? Call/SMS customer on arrival

?? Verify identity (order number/name)

?? Deliver items

?? Capture proof (OTP / Photo)

?? Mark as "Delivered"

#### 5. Earnings & Next Order

?? View delivery fee earned

?? Return to availability for next order

?? End shift (logout)

...

#### ### 9.5 Admin Intervention Flow

...

Exception Handling by Admin:

Scenario: Order stuck in "Confirmed" for >10 min

## 1. Admin Dashboard Alert

- ?? Red flag on order card
- ?? View store staff status
- ?? Check inventory availability

## 2. Intervene

- ?? Option 1: Notify store (push/SMS)
- ?? Option 2: Reassign to different store
- ?? Option 3: Cancel + Refund with apology coupon
- ?? Option 4: Manual status update

## 3. Follow-up

- ?? Monitor resolution
- ?? Update customer via manual notification
- ?? Log incident for SLA tracking

...

---

## ## 10. Success Metrics & KPIs

### ### 10.1 Business KPIs (North Star Metrics)

| Metric | Target (MVP) | Target (Q4) | Measurement |
|--------|--------------|-------------|-------------|
|--------|--------------|-------------|-------------|

|       |       |       |       |
|-------|-------|-------|-------|
| ----- | ----- | ----- | ----- |
|-------|-------|-------|-------|

|                  |              |                |              |
|------------------|--------------|----------------|--------------|
| **Daily Orders** | 500/day/city | 5,000/day/city | Order system |
|------------------|--------------|----------------|--------------|

|                                                          |
|----------------------------------------------------------|
| **GMV**   ?1.5L/day/city   ?10 Cr/month   Payment system |
| **Active Users**   10,000   100,000   User system        |
| **Repeat Rate (30d)**   20%   40%   User analytics       |

### ### 10.2 Operational KPIs

| Metric                                                                 | Target | Measurement |
|------------------------------------------------------------------------|--------|-------------|
| ----- ----- -----                                                      |        |             |
| **On-Time Delivery (30min)**   >90%   Order timestamp comparison       |        |             |
| **Order Accuracy**   >95%   Post-delivery complaints                   |        |             |
| **Inventory Availability**   >98% (Top 1000 SKUs)   Daily stock checks |        |             |
| **Store Packing Time**   <5 min avg   Order lifecycle logs             |        |             |
| **Rider Assignment Time**   <60 sec   Assignment logs                  |        |             |

### ### 10.3 Customer Experience KPIs

| Metric                                                              | Target | Measurement |
|---------------------------------------------------------------------|--------|-------------|
| ----- ----- -----                                                   |        |             |
| **App Rating**   >4.5 stars   App stores                            |        |             |
| **NPS Score**   >50   In-app surveys                                |        |             |
| **Support Resolution Time**   <15 min (chat)   Support system       |        |             |
| **Cancellation Rate**   <5%   Order cancellations                   |        |             |
| **Customer Acquisition Cost**   <?150   Marketing spend / new users |        |             |

### ### 10.4 Financial KPIs

| Metric | Target | Measurement |

|-----|-----|-----|

| \*\*Average Order Value\*\* | ?450+ | GMV / Orders |

| \*\*Contribution Margin\*\* | >15% per order | (Revenue - COGS - Delivery Cost) |

| \*\*Delivery Cost per Order\*\* | <?25 | Rider fees + overheads |

| \*\*Payment Success Rate\*\* | >95% | Payment gateway data |

### ### 10.5 Rider KPIs

| Metric | Target | Measurement |

|-----|-----|-----|

| \*\*Rider Utilization\*\* | >70% | Active hours / Total hours |

| \*\*Rider Rating\*\* | >4.2 stars | Customer ratings |

| \*\*On-Time Pickup\*\* | >90% | Store handover timestamps |

### ### 10.6 Platform Health KPIs

| Metric | Target | Measurement |

|-----|-----|-----|

| \*\*API Uptime\*\* | >99.9% | Monitoring tools |

| \*\*App Crash Rate\*\* | <1% | Crashlytics |

| \*\*Payment Failure Rate\*\* | <3% | Payment logs |

| \*\*Page Load Time\*\* | <2 sec | Performance monitoring |

---

## ## 11. Risks & Mitigation (Aggressive Q1 Timeline)

### ### 11.1 High Priority Risks

| Risk ID      | Risk Description                                                | Impact | Probability | Mitigation Strategy                                                                                                                                                                                                                                                      |
|--------------|-----------------------------------------------------------------|--------|-------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| **RISK-001** | **Timeline Slippage** - MVP launch delayed beyond Q1            | HIGH   | HIGH        | **Mitigation:** <br>? Use cross-platform (Flutter) for faster development<br>? Prioritize P0 features only<br>? Pre-built integrations (Stripe, Firebase)<br>? Parallel development tracks<br>? Daily standups, weekly sprint reviews<br>? MVP scope locked after Week 2 |
| **RISK-002** | **Inventory Management Complexity** - Real-time sync challenges | HIGH   | HIGH        | **Mitigation:** <br>? Use simple reservation system (5 min hold)<br>? Real-time sync via PostgreSQL pub/sub<br>? Manual reconciliation tools for store staff<br>? Expose inventory API with aggressive caching<br>? Start with limited SKUs (500-1000) per store         |
| **RISK-003** | **Rider Availability** - Not enough riders for demand spikes    | HIGH   | MEDIUM      | **Mitigation:** <br>? Partner with existing fleet providers (Shadowfax, Dunzo)<br>? Surge pricing for peak hours<br>? Minimum rider guarantee with partners<br>? In-house recruitment running in parallel<br>? Manual allocation backup for critical orders              |
| **RISK-004** | **Payment Failures** - High transaction failure rates           | MEDIUM | HIGH        | **Mitigation:** <br>? Integrate 2 payment gateways (primary + backup)<br>? Smart retry logic with different banks<br>? Multiple payment options prominently displayed<br>? Pre-authorization for COD orders<br>? Real-time payment status monitoring                     |
| **RISK-005** | **Store Onboarding Delay** - Stores not ready for launch        | MEDIUM | MEDIUM      | **Mitigation:** <br>? Pre-signed MOUs with 3-4 stores per city<br>? Provide store setup kit (app, scanner, printer)<br>? Dedicated store onboarding team<br>? Go-live checklist and dry runs<br>? Phased store launch (1 store per week)                                 |

## ### 11.2 Medium Priority Risks

| Risk ID      | Risk Description                                                    | Impact | Probability | Mitigation Strategy                                                                                                                                                                                                        |
|--------------|---------------------------------------------------------------------|--------|-------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| **RISK-006** | **App Rejection** - iOS/Android app store rejection                 | MEDIUM | LOW         | <p>**Mitigation:** Follow guidelines strictly from day 1<br/>Beta testing with TestFlight/Play Store beta<br/>Privacy policy and data handling compliance<br/>Separate build for review vs production</p>                  |
| **RISK-007** | **3rd Party API Downtime** - Maps, SMS, Payment gateway outage      | MEDIUM | MEDIUM      | <p>**Mitigation:** Circuit breakers in place<br/>Fallback providers for critical services<br/>Graceful degradation (e.g., show manual address entry if maps fail)<br/>Cache critical data to reduce API calls</p>          |
| **RISK-008** | **Data Privacy Compliance** - DPDP Act violations                   | HIGH   | LOW         | <p>**Mitigation:** Privacy-by-design architecture<br/>User consent management from onboarding<br/>Data encryption at rest and transit<br/>Regular security audits<br/>Clear data retention policies</p>                    |
| **RISK-009** | **Customer Education** - Users don't understand 15-30 min promise   | MEDIUM | MEDIUM      | <p>**Mitigation:** Prominent UI messaging on serviceable areas<br/>Real-time ETA display on checkout<br/>Delightful unboxing experience<br/>First order free delivery incentive<br/>Social media education campaign</p>    |
| **RISK-010** | **Quality Control** - Wrong/Damaged items in fast-paced environment | MEDIUM | HIGH        | <p>**Mitigation:** Pick-list verification mandatory<br/>Photo capture at packing (stored for 7 days)<br/>Easy refund process for customers<br/>Rider checks items count at pickup<br/>Store staff performance tracking</p> |

### ### 11.3 Low Priority / Long-term Risks

| Risk ID      | Risk Description                                                  | Mitigation Strategy                                                      |
|--------------|-------------------------------------------------------------------|--------------------------------------------------------------------------|
| **RISK-011** | **Competition Response** - Existing players copy model            | Build brand loyalty via CX, lock-in with subscriptions (Phase 2)         |
| **RISK-012** | **Supply Chain Dependency** - Stock unavailability from suppliers | Multiple suppliers per category, demand forecasting (Phase 2)            |
| **RISK-013** | **Rider Safety** - Accidents during fast deliveries               | Insurance coverage, safety training, speed limiters (if feasible)        |
| **RISK-014** | **Negative Reviews** - Initial bugs affect ratings                | Aggressive beta testing, rapid iteration post-launch, PR team on standby |

### ### 11.4 Contingency Plans

#### \*\*Scenario: Launch delayed by 2 weeks\*\*

- \*\*Plan B:\*\* Launch with "Beta" tag in App Store
- \*\*Plan C:\*\* Web-first launch to test flows, apps in parallel

#### \*\*Scenario: Rider shortage on Day 1\*\*

- \*\*Plan B:\*\* Limit deliveries to 2 km radius
- \*\*Plan C:\*\* Founder/team makes first 100 deliveries

#### \*\*Scenario: Payment gateway down\*\*

- \*\*Plan B:\*\* Switch to backup gateway automatically
- \*\*Plan C:\*\* Enable COD only temporarily

**\*\*Scenario: Inventory sync issues\*\***

- **Plan B:** Manual inventory update every 2 hours
- **Plan C:** Pause orders for affected store, redirect to nearby store

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## **## 12. Milestones & Deliverables**

### **### 12.1 Q1 Timeline Overview (12-Week Sprint)**

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Week 1-2: Planning & Design

Week 3-6: Core Backend Development

Week 5-8: Frontend Development (Customer App)

Week 7-9: Store/Rider Systems Development

Week 9-10: Integration & Testing

Week 11: Beta Testing & Bug Fixes

Week 12: Launch Prep & Go-Live

---

### **### 12.2 Detailed Milestones**

#### **#### \*\*Milestone 1: Foundation & Design\*\* (Week 1-2)**

**\*\*Deliverables:\*\***

- [ ] Finalized BRD and technical architecture

- [ ] UI/UX designs for all screens (Customer, Rider, Store, Admin)
- [ ] Database schema finalization
- [ ] API contracts and swagger documentation
- [ ] Project setup and repository structure
- [ ] CI/CD pipeline setup
- [ ] Dev/Staging environments provisioned

**\*\*Sign-off:\*\*** Technical architecture review, Design approval

---

#### ##### \*\*Milestone 2: Backend Core APIs\*\* (Week 3-6)

**\*\*Deliverables:\*\***

- [ ] User authentication API (OTP, JWT)
- [ ] Product catalog and search API
- [ ] Cart and checkout API
- [ ] Order management API (CRUD + state machine)
- [ ] Inventory management API
- [ ] Payment gateway integration API
- [ ] Basic admin APIs
- [ ] Database migrations and seeding scripts
- [ ] Unit tests (70% coverage)

**\*\*Sign-off:\*\*** API documentation, Postman collection

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#### ##### \*\*Milestone 3: Customer App MVP\*\* (Week 5-8)

##### \*\*Deliverables:\*\*

- [ ] iOS app (Flutter) - P0 features
- [ ] Android app (Flutter) - P0 features
- [ ] User onboarding flow (registration, address)
- [ ] Product browsing and search
- [ ] Cart management and checkout
- [ ] Payment integration (UPI, Cards)
- [ ] Order tracking screen
- [ ] Basic profile and order history
- [ ] App store assets (icons, screenshots)

\*\*Sign-off:\*\* Beta build on TestFlight & Play Store Beta

---

#### ##### \*\*Milestone 4: Store & Rider Systems\*\* (Week 7-9)

##### \*\*Deliverables:\*\*

- [ ] Store staff dashboard (web-based)
- [ ] Order queue and pick-list generation
- [ ] Packing and dispatch workflow
- [ ] Rider app (Flutter) - P0 features
- [ ] Rider assignment algorithm
- [ ] GPS location tracking
- [ ] Proof of delivery (OTP/Photo)

- [ ] Basic analytics dashboard

\*\*Sign-off:\*\* Store staff training completion, Rider app beta

---

#### ##### \*\*Milestone 5: Integration & QA\*\* (Week 9-10)

\*\*Deliverables:\*\*

- [ ] End-to-end integration testing
- [ ] Payment gateway webhook handling
- [ ] SMS/email notification integration
- [ ] Maps API integration
- [ ] Load testing (1000 concurrent users)
- [ ] Security testing (OWASP Top 10)
- [ ] Bug fixes and performance optimization
- [ ] UAT with pilot store staff

\*\*Sign-off:\*\* QA sign-off, Security audit report

---

#### ##### \*\*Milestone 6: Beta Launch & Feedback\*\* (Week 11)

\*\*Deliverables:\*\*

- [ ] Closed beta with 100-200 trusted users
- [ ] Real-world testing with 1-2 stores
- [ ] Feedback collection and prioritization

- [ ] Critical bug fixes
- [ ] Performance monitoring setup
- [ ] Customer support training
- [ ] Rider training sessions

**\*\*Sign-off:\*\* Beta success metrics (>80% on-time delivery)**

---

#### **##### \*\*Milestone 7: Production Launch\*\* (Week 12)**

**\*\*Deliverables:\*\***

- [ ] Production infrastructure deployment
- [ ] App store submissions (iOS/Android)
- [ ] Payment gateway production credentials
- [ ] Monitoring and alerting setup (PagerDuty/Slack)
- [ ] Launch day war room setup
- [ ] Press release and marketing materials
- [ ] Customer support systems live
- [ ] Go/No-Go decision meeting

**\*\*Sign-off:\*\* Launch approval, App store approvals**

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#### **### 12.3 Post-Launch Activities (Week 13+)**

#### #### \*\*Week 13-14: Hypercare Phase\*\*

- Daily war room meetings
- Real-time bug fixing
- Customer feedback triage
- Rider performance monitoring
- Inventory reconciliation

#### #### \*\*Week 15-16: Stabilization\*\*

- Performance optimization
- Feature enhancements (P1 from backlog)
- Marketing campaigns for user acquisition
- Begin Phase 2 planning

### ### 12.4 Deliverables Summary

#### #### \*\*Technical Deliverables\*\*

1. \*\*Source Code:\*\* All repositories on GitHub/GitLab
2. \*\*Documentation:\*\* API docs, architecture diagrams, runbooks
3. \*\*Infrastructure:\*\* Terraform/CloudFormation scripts
4. \*\*Database:\*\* Migrations and backup procedures
5. \*\*CI/CD:\*\* Automated build and deployment pipelines

#### #### \*\*Application Deliverables\*\*

1. \*\*Customer Apps:\*\* iOS App Store & Android Play Store
2. \*\*Rider Apps:\*\* iOS & Android (internal distribution)
3. \*\*Web Apps:\*\* Customer web, Store dashboard, Admin panel

#### #### \*\*Operational Deliverables\*\*

1. \*\*Training Materials:\*\* Staff and rider training docs
2. \*\*SOPs:\*\* Standard operating procedures for stores
3. \*\*Support Scripts:\*\* Customer support macros and scripts
4. \*\*Incident Response Plan:\*\* Runbook for common issues

#### #### \*\*Business Deliverables\*\*

1. \*\*Launch Plan:\*\* Marketing and PR plan
2. \*\*Legal Documents:\*\* Terms of service, privacy policy
3. \*\*Vendor Contracts:\*\* Payment gateway, SMS, cloud providers
4. \*\*Insurance Policies:\*\* Rider insurance, liability coverage

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### ## 13. Appendices

#### ### 13.1 Assumptions

- Customers have smartphones with internet connectivity
- Stores have basic internet and packing station
- Riders have smartphones with data plans
- Payment gateway will have >95% success rate
- Initial launch cities have adequate rider pool
- 3rd party APIs (maps, SMS) will have >99% uptime

#### ### 13.2 Dependencies

- \*\*External:\*\* Payment gateway account setup, App Store developer accounts
- \*\*Internal:\*\* Store partnerships finalized, Rider recruitment completed
- \*\*Technical:\*\* Cloud accounts provisioned, Domain names purchased

### ### 13.3 Glossary

- \*\*AOV:\*\* Average Order Value
- \*\*GMV:\*\* Gross Merchandise Value
- \*\*P0:\*\* Priority 0 (Must have)
- \*\*P1:\*\* Priority 1 (Should have)
- \*\*P2:\*\* Priority 2 (Nice to have)
- \*\*SLA:\*\* Service Level Agreement
- \*\*SKU:\*\* Stock Keeping Unit
- \*\*COD:\*\* Cash on Delivery
- \*\*NPS:\*\* Net Promoter Score

### ### 13.4 Contact Information

**Project Owner:** [Name] - [Email]

**Tech Lead:** [Name] - [Email]

**Product Manager:** [Name] - [Email]

**Delivery Lead:** [Name] - [Email]

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**Document Approved By:**

---

Date: \_\_\_\_\_

**\*\*Next Review:\*\* Post-MVP Launch (Q2)**