

Product Requirements Document (PRD)

PRD Title: Community Group Ordering – Quick Commerce Platform

Author: Omkar Pilaji Kabugade

Team:

- Product Manager: Omkar Kabugade
- Engineering Lead: [Placeholder]
- Designer: [Placeholder]
- Approvers: [Placeholder]

PM Epic: [Insert JIRA/PM Tool Link]

Status of PRD: In Progress

Overview

To improve delivery efficiency and increase Average Order Value (AOV), we propose a Community Group Ordering feature that enables users within the same locality (e.g., societies, offices) to place joint orders. This reduces individual delivery fees and optimizes logistics for the platform.

Problem

Users are discouraged from placing small or frequent orders due to high individual delivery fees. Quick commerce platforms struggle with optimizing costs while maintaining ultra-fast deliveries.

Objectives

1. Increase AOV through group-based purchases.
2. Improve delivery efficiency with consolidated drops.
3. Enhance user engagement and retention via community-driven features.

Constraints

- Must maintain 10-minute delivery promise.
- Backend must ensure cart privacy and individual payments.
- Needs to balance UX simplicity with feature complexity.

Personas

Key Persona:

Name: Priya, 29

Profile: Working professional in a co-living space. Orders groceries 3–4 times/week. Price-sensitive, prefers value deals.

Persona 2:

Name: Arjun, 42

Profile: Resident in a gated society. Bulk orders for family. Wants convenience and savings.

Persona 3:

Name: Aisha, 35

Profile: Freelancer in a coworking hub. Orders lunch and essentials. Looks for speed and shared cost.

Use Cases

- Scenario 1: Priya creates a group cart during her lunch break and shares it with flatmates to buy groceries together.
- Scenario 2: Arjun's housing society uses the recurring "Greenwood Towers Group" to place daily orders for milk and vegetables.
- Scenario 3: Aisha joins a shared order from her co-working space and splits delivery fees with three other members.

Features In

- Cart Sharing: Invite others to a shared order via link or app
- Time-Limited Ordering: Cart closes automatically after 10 minutes
- Private Cart View: Each user only sees their own items
- Split Delivery Fee: Delivery fee shared among participants
- Smart Group Suggestions: Based on past behavior/location
- Anonymous Participation: Shows number of participants, hides identities
- Individual Payments: Pay only for personal items + fee share
- Optional Group Chat: Anonymous communication in cart

Features Out

- Real-time location tracking of each member: Adds complexity without clear value
- Public group profiles: Compromises privacy
- Non-time-limited cart: Affects delivery SLAs

Technical Considerations

- Backend logic to consolidate separate carts into one delivery.
- Secure, isolated payment flow for each user.
- Delivery allocation logic based on proximity and batch orders.

Success Metrics

- AOV Uplift: +15–25%
- Delivery Cost per Order: ↓ by 10–20%
- Feature Adoption: ≥20% of active users by Q2
- Repeat Group Orders: 30% repeat rate in pilot regions

GTM Approach

- In-app banner and tutorial for new feature.
- WhatsApp/Push campaigns targeting high-density areas.
- Referral rewards for group order creators.

Open Issues

- Handling order failures in a group: Auto-refund and re-routing fallback logic
- Preventing spam group creations: Implement rate limits and quality checks

Q&A

- Engineering: How do we handle individual payments with one delivery?

Answer: Backend will manage cart mapping and reconcile payments while consolidating delivery tasks

- Marketing: Can we track social sharing effectiveness?

Answer: Yes, via UTM tracking and referral analytics

Feature Timeline and Phasing

- Group Cart UI - In Design - May 20, 2025
- Backend Consolidation Logic - In Development - May 28, 2025
- Smart Group Suggestions - Backlog - June 10, 2025
- Pilot Rollout - Planned - June 25, 2025