Title: QuickBites: A Sustainable Food Delivery Web-App Platform

# 1. Problem Statement

The current food delivery industry significantly contributes to environmental waste, primarily through excessive packaging and carbon emissions from delivery processes. Consumers are increasingly aware of the environmental impact of their choices but lack options for making sustainable decisions when ordering food. Additionally, there is limited transparency regarding the carbon footprint associated with food items on existing platforms. Therefore, a sustainable food delivery app platform is needed to promote eco-friendly practices, provide users with information on the environmental impact of their orders, and incentivize both customers and restaurants to adopt greener habits.

# 2. Background

The food delivery market has grown exponentially in recent years, driven by convenience and a shift in consumer behaviour. However, this growth has come at a significant environmental cost. Single-use plastic containers, non-recyclable packaging, and the carbon emissions from delivery vehicles are just a few of the contributors to this issue. Studies have shown that a growing number of consumers are concerned about the environment and are willing to make sustainable choices if given the option. However, current food delivery platforms do not adequately address this demand. There is an opportunity to create a platform that not only offers the convenience of food delivery but also prioritizes sustainability, aligning with the values of environmentally conscious consumers.

# 3. Project Scope

The EcoEats platform will focus on the following:

In-Scope:

- Developing a web-based platform for food delivery.

- Integrating features that highlight eco-friendly restaurants and menu items.

- Providing transparency on the carbon footprint associated with each meal.

- Offering sustainable packaging options and tracking packaging waste reduction.

- Implementing reward programs that incentivize users to make sustainable choices.

- Collaboration with delivery partners who use low-emission vehicles.

- Out-of-Scope:

- Developing an in-house food production or delivery fleet.

- Providing services outside the initial target cities/regions.

- Catering to non-environmental related customer demands (e.g., luxury dining experiences).

# 4. Target Users

The primary users of the EcoEats platform include:

- Environmentally Conscious Consumers: Individuals who are aware of the environmental impact of their lifestyle choices and are actively seeking ways to reduce their carbon footprint, including their food choices.

- Eco-Friendly Restaurants: Restaurants that prioritize sustainability in their operations, such as using locally sourced ingredients, offering plant-based options, and utilizing eco-friendly packaging.

- Delivery Partners: Companies and individuals who use electric bikes, scooters, or other low-emission vehicles for deliveries, aligning with the platform’s sustainability goals.

# 5. Needs of the Customers

- Consumers:

- Desire transparency regarding the environmental impact of their food choices.

- Need access to sustainable, eco-friendly food delivery options.

- Prefer convenience without compromising on environmental values.

Restaurants:

- Want to attract environmentally conscious customers.

- Need a platform that aligns with their sustainability initiatives.

- Require support in promoting their eco-friendly practices.

Delivery Partners:

- Seek opportunities to work with platforms that prioritize sustainability.

- Need incentives for using low-emission or eco-friendly delivery methods.

# 6. Objectives

- Environmental Impact Reduction: Reduce the carbon footprint and waste associated with food delivery by promoting eco-friendly practices and sustainable choices.

- Consumer Empowerment: Provide consumers with the information and tools needed to make environmentally responsible food choices.

- Market Differentiation: Establish EcoEats as a leading platform for sustainable food delivery, setting it apart from competitors.

- Support for Eco-Friendly Businesses: Promote and support restaurants and delivery partners that are committed to sustainability.

# 7. Features

- Sustainable Packaging Options: Offer and promote the use of biodegradable, recyclable, or reusable packaging.

- Eco-Friendly Restaurant Listings: Highlight restaurants that adhere to sustainable practices.

- Incentive Programs: Rewards for users and partners who make sustainable choices, such as discounts or loyalty points.

- Green Delivery Options: Collaboration with delivery services that use low-emission vehicles.

# 8. Assumptions and Dependencies

- Assumptions:

- Users are willing to pay a slight premium for sustainable options.

- Restaurants are interested in partnering to promote their sustainable practices.

- Delivery partners will adopt eco-friendly vehicles if incentivized properly.

- Dependencies:

- Availability of eco-friendly packaging that is cost-effective for restaurants.

- Partnership with delivery services that offer low-emission transportation.

- User adoption rates based on the platform’s ability to communicate its value proposition.

# 9. Deliverables

- Mobile and Web Application: A fully functional platform that users can access via mobile devices and desktop computers.

- User Documentation: Guides and tutorials for consumers, restaurants, and delivery partners on how to use the platform.

- Marketing and Promotion Materials: Content and campaigns to promote the platform’s launch and ongoing sustainability initiatives.

# 10. Timeline

- Month 1-2: Research and planning, including user surveys and market analysis.

- Month 3-4: Design and development of the core platform features.

- Month 5-6: Testing and refinement, including beta testing with a select group of users and restaurants.

- Month 7: Launch of the platform in initial target cities.

- Month 8+: Post-launch support, feature updates, and expansion to additional regions.