Quick It App Product Requirements Document (PRD)

1. Product Overview

Product Name: Quickit
Version: 1.0
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Date: October 2025
Summary:
Quickit is a hyperlocal delivery mobile app designed to connect customers with nearby vendors for groceries, vegetables, restaurant food, daily essentials, and clothing within a 10 km radius of Ranchi. The platform enables fast, reliable, and affordable delivery through vendor-associated delivery partners, ensuring all deliveries within 20 minutes per zone. Quickit aims to revolutionize local shopping convenience while empowering local businesses.

2. Problem Statement

What problem does this app solve?
Customers in Ranchi face delays and inconvenience when ordering everyday essentials from different platforms or traveling physically to local stores. Local vendors also lack a unified online platform to reach nearby customers efficiently.

Who experiences this problem?
- Urban and suburban customers in Ranchi looking for quick home deliveries.
- Local vendors and small shop owners struggling to digitize and manage orders.
- Delivery partners seeking flexible income opportunities within their neighborhood.

Why is solving it important?
Quickit bridges the gap between local demand and supply, promotes local commerce digitization, reduces delivery time, and boosts local employment opportunities through vendor-managed delivery networks.

3. Goals and Objectives

Primary Goals:-
- Enable customers to order from nearby vendors within a 10 km radius.
- Deliver products within 20 minutes of order placement.
- Simplify order management and digital visibility for vendors.
- Optimize delivery routes and assign nearby delivery partners automatically.

Success Metrics:-
- 90% of deliveries completed within 20 minutes.
- 10,000+ active users within the first 6 months.
- 500+ vendor registrations across 6 zones.
- 80% customer retention after the first order.
- Minimum 4.5/5 customer satisfaction rating.

Business Objectives:-
- Monetize via vendor monthly premium memberships and commission per sale (5–10%).
- Generate revenue from in-app advertisements and sponsored placements.
- Introduce Quickit Plus for customers with benefits like free delivery and faster service.
- Build partnerships with local delivery agencies for scalability.

4. Target Audience / User Personas

- Customers – Individuals in Ranchi seeking quick, convenient delivery of groceries, food, clothing, and other daily items.
- Vendors – Local store owners and small businesses aiming to expand their reach digitally and increase sales.
- Delivery Partners – Independent delivery associates operating within designated zones to fulfill local orders.

User Personas

Customer Persona
Name: Riya Sharma
Age: 24
Occupation: College Student (BIT Mesra)
Location: Lalpur, Ranchi
Tech Comfort Level: High
- Goals:
To get daily essentials, food, and groceries delivered quickly.
To save time between studies and personal chores.

- Pain Points:

Multiple apps for food, grocery, and other essentials.
Slow delivery or high delivery charges in some areas.

- Motivations:

Fast, affordable delivery from nearby stores.
Easy to use app with reliable tracking.

- Quote:

"I just want one app that brings me everything I need fast and affordable."

5. Key Features and Functionality

1. Customer Features
- One-Stop Ordering Platform: Order groceries, food, daily items, and clothes from nearby vendors.
- 20-Minute Delivery: Guaranteed quick delivery within zonal radius.
- Smart Search & Location Based Results: Automatically detects nearby vendors within 10 km.
- Multiple Payment Options: UPI, Cards, and COD supported.
- Live Order Tracking: Real-time tracking of delivery status and ETA.
- Ratings & Reviews: Feedback system for vendors and delivery partners.
- Quickit Plus Membership: Premium plan for free delivery and priority service.

2. Vendor Features
- Vendor Dashboard: Manage orders, track sales, and update inventory.
- Product Management: Add or edit items, prices, and stock easily.
- Premium Vendor Subscription: ₹999/month for top listing, analytics, and ad promotion.
- Commission-Based Earnings: 5–10% per order.
- Ad Display Options: Sponsored listings and banner promotions for better reach.

3. Delivery Partner Features
- Smart Delivery Assignment: Auto-assigned within 10 km zones.
- Live Navigation & Route Optimization: Integrated Google Maps for easy delivery routes.
- Earnings Dashboard: Track per delivery income, bonuses, and incentives.
- Availability Toggle: Switch between online/offline modes.

4. Admin & System Functionalities
- Zone Management: Manage 6 operational zones in Ranchi for efficient deliveries.
- Commission & Payment Handling: Automated vendor payout and delivery incentives.
- Analytics Dashboard: Monitor orders, revenue, and performance.
- In-App Advertisement Management: Approve and manage vendor-sponsored ads.
- Customer & Vendor Support System: Resolve order and delivery issues quickly.

6. User Journey / User Flow

1. Customer Flow
- App Onboarding → Register/Login via mobile OTP or Google.
- Home Screen → Location auto-detected and nearby vendors displayed.
- Browse & Select → Choose category (groceries, food, etc.) and add items to cart.
- Checkout → Confirm address, apply promo (if any), and make payment (UPI/Card/COD).
- Order Tracking → Live status updates until delivery.
- Delivery Complete → Rate vendor and delivery partner.

2. Vendor Flow
- Vendor Sign-Up → Register business, upload documents, and get verified.
- Dashboard → Receive and manage customer orders.
- Inventory Update → Add, remove, or modify products and prices.
- Order Processing → Assign order to nearest available delivery partner.
- Payment Settlement → View daily earnings and commissions.

3. Delivery Partner Flow
- Sign-Up & Verification → Submit ID, license, and bank details.
- Zone Assignment → Auto-assigned to nearby 10 km zone.
- Order Notification → Accept delivery request.
- Pickup & Drop → Use in-app navigation to complete delivery.
- Earnings Update → View total completed orders and bonuses.

- 4. Admin Flow
- Dashboard Access → Monitor all zones, vendors, and delivery activity.
- Manage Payments → Handle commissions, subscriptions, and ad revenues.
- Analytics & Reports → Track performance, delivery times, and customer feedback.
- Support & Maintenance → Resolve issues and update system features.

7. Design and UX Guidelines

- Clean & Modern: Simple layouts with intuitive navigation for all user types.
- Minimalistic: Focus on essential features, reducing visual clutter.
- User-Centric: Optimized for quick actions order placement within 3 taps.
- Consistent Experience: Unified UI across Customer, Vendor, and Delivery apps.
- Responsive Design: Seamless performance on Android and iOS devices.

Color Palette
- Primary Color: #2B8EFF (Quickit Blue) — symbolizes speed, reliability, and trust.
- Secondary Color: #FFC727 (Vibrant Yellow) — highlights key actions and offers.
- Accent Color: #4CAF50 (Green) — indicates success states (delivered, payment done).
- Neutral Shades: White (#FFFFFF), Light Gray (#F5F5F5), Dark Gray (#333333).

Typography
- Primary Font: Poppins – clean, geometric sans-serif for modern readability.
- Secondary Font: Roboto – used for body text and small labels.

Font Weights:
- Headings: Semi-Bold (600–700)
- Body Text: Regular (400)
- Buttons & CTAs: Medium (500)

Accessibility Requirements
- Contrast Ratio: Minimum 4.5:1 for text visibility.
- Font Size: Scalable typography with adjustable size for readability.
- Voice Support: Optional voice-based search for accessibility.
- Icons & Labels: Clear iconography with descriptive text.
- Color Blind Safe Palette: Avoid red-green dependency for alerts or notifications.

8. Technical Requirements

- Platform: Cross-platform (iOS & Android)

- Tech Stack: React Native for front-end, Node.js (Express) for backend, MongoDB/Firebase for database

- API Integrations:
  - Payment Gateway (Razorpay / Stripe)
  - Authentication (Google, Apple, Email)
  - Location & Maps (Google Maps API)
  - Push Notifications (Firebase Cloud Messaging)

- Security & Privacy:
  - End-to-end encryption for sensitive data
  - Secure authentication (OAuth 2.0, JWT)
  - Regular data backups and encryption at rest
  - GDPR & local data protection compliance

9. Non-Functional Requirements

- Performance Goals:
  - App should load within 3 seconds on standard 4G connection.
  - Support up to 100K concurrent users with scalable backend infrastructure.

- Security Standards:
  - End-to-end encryption for sensitive data (user info, payments).
  - Secure authentication using OAuth 2.0 / JWT.
  - Regular data backups and server-side encryption.

- Compliance:
  - Adherence to GDPR and local data protection laws.
  - Clear privacy policy and user consent for data collection.

- Usability & Reliability:
  - Intuitive UI/UX with smooth navigation and minimal learning curve.
  - 99.9% uptime for core services.
  - Seamless operation across Android and iOS with consistent performance.

10. Milestones & Timeline

Milestone	Description	Target Date
MVP Design	Completion of wireframes, user	Nov 15, 2025
Development	Implementation of core features and	Dec 15, 2025
Testing	QA, bug fixing, and User Acceptance	Jan 15, 2026
Launch	Official release on App Store / Play Store	Feb 15, 2026
Post-Launch Updates	Gather feedback and roll out version 1.1	Feb 28, 2026

11. Risks and Dependencies

Technical Risks:
- Possible integration issues between frontend and backend services.
- Performance bottlenecks during high user traffic.
- Data security vulnerabilities or server downtime risks.
- Compatibility issues across iOS and Android (if cross-platform).

Resource Dependencies:
- Availability of skilled developers and designers throughout the project.
- Timely coordination between development, QA, and product teams.
- Dependence on internal infrastructure or testing environments.

External Dependencies:
- Reliance on third-party APIs (e.g., Firebase, Payment Gateway, Google Maps).
- App Store / Play Store approval timelines.
- Internet connectivity and cloud service uptime (e.g., Firebase, AWS).

12. KPIs & Measurement

Key Performance Indicators (KPIs):
- Daily Active Users (DAU): Measures user engagement and app activity.
- User Retention Rate: Tracks how many users return after first use (7-day / 30-day retention).
- Conversion Rate: Percentage of users completing key actions (e.g., sign-up, purchase, booking).
- Session Duration: Average time users spend in the app per session.
- Churn Rate: Percentage of users who uninstall or stop using the app.
- Crash-Free Sessions: Monitors app stability and user experience.
- Customer Feedback Score (App Rating / NPS): Reflects user satisfaction and loyalty.

Measurement Tools:
- Firebase Analytics / Google Analytics
- Mixpanel / Amplitude for user behavior tracking
- App Store & Play Store dashboards for installs and ratings

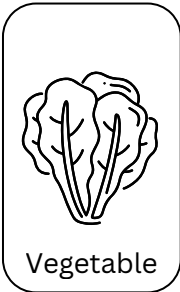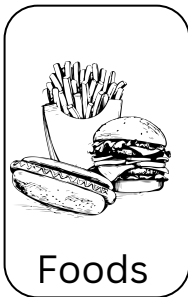# 13. Appendix
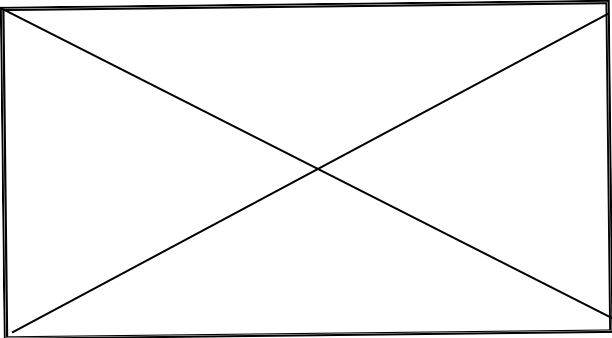
LOGIN

SIGN UP

Forget Password?

or

Login with Facebook

Login with Google

🔍 search for product

Ranchi Specials

Grocery

Foods

Vegetable

🏠 Home   ⊞ Categories   🛒 Cart   ⊚ Profile

← **Product Category Page**

Daily Essentials

Fast Food

Vegetable & fruits

Medicine

Clothes

Restaurant
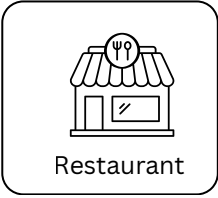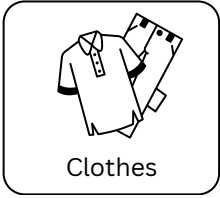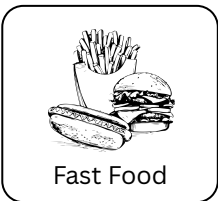
🏠 Home   ⊞ Categories   🛒 Cart   ⊚ Profile

← **Product Details**
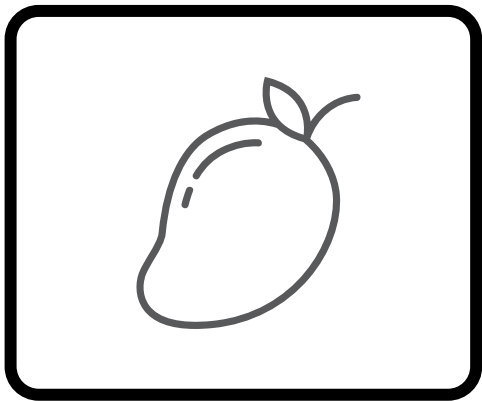
Fresh Mangoes   ₹ **150/kg**
★ ★ ★ ★ ★

Add to Cart

🏠 Home   ⊞ Categories   🛒 Cart   ⊚ Profile
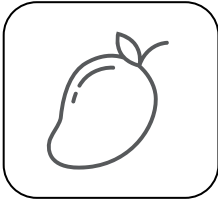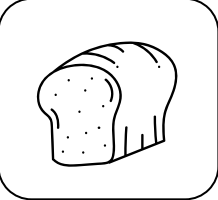
Items

🥭	**Fresh Mangoes x 1 Kg**	⌄
	₹150	
🍞	**Breads x 1 kg**	⌄
	₹ 50	

Total ₹200

Check Out

Delivery Address

Enter Ranchi address

Contact Number

Credit Card / UPI ⌄

Cash on delivery ⌄

Place Order

Quick Delivery within 20 mins