Food Delivery MVP: Refined Analysis and New Use Cases

What We Will NOT Be Doing (Justifications)

Excluded Features and Rationale:

1. **Promotions and Dynamic Pricing System**

   o **Why excluded**: Complex promotional logic, coupon management, and dynamic pricing algorithms would require extensive business rule engines and real-time pricing calculations

   o **MVP Alternative**: Fixed pricing with manual promotional codes (if any)

2. **Advanced Payment Options (Split Bills, Credits, Loyalty Points)**

   o **Why excluded**: Multiple payment methods, wallet systems, and loyalty point calculations add significant complexity

   o **MVP Alternative**: Single payment method per order (card or digital wallet)

3. **Real-time Chat Support**

   o **Why excluded**: Requires live chat infrastructure, support agent management, and 24/7 staffing

   o **MVP Alternative**: Email support and FAQ section

4. **Advanced Restaurant Analytics Dashboard**

   o **Why excluded**: Business intelligence tools, reporting engines, and data visualization require significant development

   o **MVP Alternative**: Basic order notifications and simple sales summary

5. **Multi-language and Multi-currency Support**

   o **Why excluded**: Localization, currency conversion, and regional compliance add complexity

   o **MVP Alternative**: Single language and currency for initial market

6. **Advanced Courier Optimization and Route Planning**

   o **Why excluded**: AI-powered routing, traffic integration, and multi-stop optimization are complex

   o **MVP Alternative**: Basic GPS navigation with simple assignment logic

7. **Automated Refund and Dispute Resolution**

- **Why excluded**: Complex business logic, integration with payment processors, and escalation workflows

- **MVP Alternative**: Manual refund processing by support team

8. **Social Features (Reviews, Photos, Social Sharing)**

   - **Why excluded**: User-generated content moderation, photo upload/storage, social integration APIs

   - **MVP Alternative**: Simple star ratings without detailed reviews

9. **Advanced Inventory Management**

   - **Why excluded**: Real-time stock tracking, ingredient-level inventory, and automated menu updates

   - **MVP Alternative**: Manual menu item availability toggle

10. **Comprehensive Admin Panel**

    - **Why excluded**: Role-based access, comprehensive reporting, and advanced configuration tools

    - **MVP Alternative**: Basic admin functions for essential operations

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New MVP Use Cases (10+ Use Cases)

UC-11: Simple Customer Support Request

Preconditions:

1. Customer has an active account

2. Customer has placed at least one order

Main Flow:

1. Customer navigates to "Help" section in app

2. Customer selects issue type from predefined list (Order Issue, Payment Issue, Account Issue)

3. Customer fills out basic form with order ID and description

4. System generates support ticket with unique ID

5. System sends confirmation email with ticket number

Subflows:

- Customer attaches screenshot of issue

- System provides estimated response time

Alternative Flows:

- No order ID provided → system requests order details

- Issue type unclear → system suggests FAQ articles

UC-12: Restaurant Order Notification

Preconditions:

1. Restaurant is registered and active

2. Restaurant has notification settings enabled

Main Flow:

1. New order arrives from customer

2. System sends push notification to restaurant app

3. Restaurant staff opens notification to view order details

4. Staff can see order summary, customer instructions, and estimated prep time

5. Staff accepts or declines order with one tap

Subflows:

- System plays audio alert for new orders

- Order details include special dietary requests

Alternative Flows:

- Restaurant offline → order routed to next available restaurant

- Restaurant doesn't respond within 5 minutes → order auto-cancelled

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UC-13: Basic Courier Earnings View

Preconditions:

1. Courier is registered and has completed deliveries

2. Courier is logged into app

Main Flow:

1. Courier navigates to "Earnings" section

2. System displays daily earnings summary

3. Courier can view breakdown by delivery count and tips

4. System shows pending payments and completed payments

5. Courier can view earnings for current week

Subflows:

- Courier views individual delivery earnings

- System displays weekly earnings trend

Alternative Flows:

- No deliveries completed → system shows empty state with encouragement message

- Payment processing delayed → system shows pending status

UC-14: Menu Item Availability Toggle

Preconditions:

1. Restaurant staff is logged in

2. Restaurant has active menu items

Main Flow:

1. Restaurant staff opens menu management section

2. Staff views list of all menu items with availability status

3. Staff toggles availability switch for out-of-stock items

4. System immediately updates customer-facing menu

5. Customers see "Unavailable" for toggled-off items

Subflows:

- Staff can set estimated restock time

- System notifies customers who had item in cart

Alternative Flows:

- System error during update → staff receives error message and can retry

- All items marked unavailable → system temporarily shows restaurant as closed

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UC-15: Customer Account Deletion

Preconditions:

1. Customer has valid account

2. Customer has no active orders

Main Flow:

1. Customer navigates to account settings

2. Customer selects "Delete Account" option

3. System displays confirmation warning about data loss

4. Customer confirms deletion by entering password

5. System deactivates account and schedules data deletion

Subflows:

- System offers account deactivation instead of deletion

- Customer receives confirmation email

Alternative Flows:

- Active orders exist → system prevents deletion until orders complete

- Customer changes mind → cancellation process available for 7 days

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UC-16: Restaurant Status Management

Preconditions:

1. Restaurant is registered in system

2. Restaurant staff has management access

Main Flow:

1. Restaurant staff opens business controls

2. Staff can toggle restaurant status (Open/Closed/Busy)

3. When set to "Busy," estimated prep times increase by 15 minutes

4. When set to "Closed," restaurant disappears from customer searches

5. System notifies customers with pending orders of status changes

Subflows:

- Staff can set automatic closure for specific hours

- System tracks status change history

Alternative Flows:

- Status change during active orders → system notifies affected customers

- Emergency closure → system cancels pending orders and processes refunds

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UC-17: Courier Location Update

Preconditions:

1. Courier is logged in and on duty

2. Courier has location services enabled

Main Flow:

1. Courier app automatically updates location every 30 seconds

2. System tracks courier movement during active deliveries

3. Customer tracking page shows updated courier position

4. ETA calculations adjust based on current location and speed

5. System logs location data for delivery confirmation

Subflows:

- Courier manually refreshes location if automatic update fails

- System calculates distance to customer for accurate ETA

Alternative Flows:

- GPS signal lost → system uses last known location and shows warning

- Courier appears stationary for >10 minutes → system checks courier availability

UC-18: Basic Order Analytics for Restaurants

Preconditions:

1. Restaurant has completed at least 5 orders

2. Restaurant staff accesses analytics section

Main Flow:

1. Restaurant staff navigates to "Performance" tab

2. System displays simple metrics: total orders today, average order value

3. Staff can see most popular menu items from past week

4. System shows basic customer satisfaction score (if ratings exist)

5. Staff can view order volume by hour of day

Subflows:

- Export basic daily sales summary

- View comparison with previous week

Alternative Flows:

- Insufficient data → system shows message encouraging more orders

- Data processing error → system shows cached data with timestamp

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UC-19: Customer Reorder from History

Preconditions:

1. Customer has completed at least one previous order

2. Previous order restaurant is currently available

Main Flow:

1. Customer opens order history

2. Customer selects previous order to view details

3. Customer taps "Reorder" button

4. System adds all previous items to current cart

5. Customer proceeds to checkout with pre-filled cart

Subflows:

- System checks item availability and removes unavailable items

- Customer can modify quantities before checkout

Alternative Flows:

- Restaurant closed → system suggests similar restaurants

- Items no longer available → system shows modified cart with available items only

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UC-20: Courier Delivery Confirmation

Preconditions:

1. Courier has arrived at delivery location

2. Courier has food order ready for handoff

Main Flow:

1. Courier opens delivery confirmation screen

2. Courier selects delivery method (Hand to customer, Leave at door)

3. Courier takes photo of delivered order or customer receipt

4. Courier taps "Delivered" button

5. System marks order complete and notifies customer

Subflows:

- Courier adds delivery notes if customer not available

- System captures timestamp and GPS coordinates

Alternative Flows:

- Customer not available → courier follows app instructions for safe drop-off

- Photo upload fails → courier can complete delivery and retry photo later

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UC-21: Emergency Order Cancellation

Preconditions:

1. Order has been placed and payment processed

2. Order has not yet been picked up by courier

Main Flow:

1. Customer or restaurant initiates cancellation request

2. System checks order status and calculates cancellation fee

3. If restaurant hasn't started preparation, full refund is offered

4. Customer/restaurant confirms cancellation

5. System processes refund and notifies all parties

Subflows:

- System sends cancellation notifications to customer, restaurant, and courier

- Refund timeline is communicated to customer

Alternative Flows:

- Order already in preparation → partial refund offered

- Courier already assigned → system reassigns courier or compensates for travel

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Reflection Document

How We Decided What NOT to Do

The decision-making process for exclusions followed three key criteria:

1. **Complexity vs. Core Value**: Features that required significant technical infrastructure but didn't directly enable the core ordering-delivery loop were excluded. For example, advanced analytics dashboards provide value but don't prevent successful food delivery.

2. **Time-to-Market Impact**: Features requiring extensive third-party integrations, regulatory compliance, or complex business logic were deferred. The goal was to validate the basic marketplace concept first.

3. **Manual Workaround Feasibility**: If a feature could be temporarily handled manually without breaking the user experience, it was excluded from the MVP. Customer support via email instead of live chat is an example.

Potential Negative Impacts and Stakeholder Disappointments

Customers:

- May expect promotional offers and discounts typical of established platforms

- Limited payment options could frustrate users accustomed to split payments or credits

- Lack of detailed reviews and photos may reduce confidence in ordering

- Basic support options may lead to slower issue resolution

Restaurants:

- Missing advanced analytics may frustrate business owners wanting detailed insights

- Manual inventory management could lead to overselling popular items

- Limited promotional tools may impact their ability to drive sales

Couriers:

- Basic route optimization may result in longer delivery times and reduced earnings

- Simplified earnings tracking lacks detailed breakdowns courier drivers expect

- Limited communication tools with customers may create delivery challenges

Business Stakeholders:

- Reduced competitive differentiation due to missing advanced features

- Manual processes for refunds and support will require operational staff scaling

- Limited data insights may hinder business optimization decisions

MVP Modifications to Appease Stakeholders

For Customers:

- Included robust order tracking and history to maintain transparency

- Added simple reorder functionality for convenience

- Maintained delivery notifications and ETA updates for peace of mind

For Restaurants:

- Included basic analytics showing daily performance and popular items

- Added flexible restaurant status management for operational control

- Maintained real-time order notifications with clear acceptance/decline options

For Couriers:

- Included basic earnings tracking and delivery confirmation tools

- Maintained location sharing for customer transparency

- Added simple delivery photo confirmation for protection

For Business:

- Included essential support ticket system to handle issues systematically

- Maintained order cancellation flows to handle edge cases

- Added basic admin capabilities for emergency interventions

These compromises ensure the MVP remains technically achievable while addressing the most critical concerns of each stakeholder group.