

Product Requirement Document

Project: EcoEats Local Sourcing Initiative






Version: 1.0

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Change Logs of PRD

 Date	 Owner	Change	Status
October 7th, 2025	Riya Thorve (BA)	Initial PRD created	 Completed
October 10th, 2025	Product Design (UX Team)	Design review meeting to validate feature scope	 In-Progress
October 20th, 2025	Business Ops	Business impact discussion	 Pending

Problem Statement

How might we enable restaurants to **highlight dishes made with locally sourced ingredients** and empower users to **discover sustainable, farm-to-table meals** that support small farmers while aligning with EcoEats' sustainability goals?

1. Context

EcoEats, a leading food delivery platform with over 5 million users and 10,000 partnered restaurants, aims to champion sustainability in food delivery.

Despite rising consumer awareness, **visibility of locally sourced meals remains low** — users cannot filter sustainable options, and restaurants lack a way to promote eco-friendly sourcing practices.

1.1 Current Scenario

Consumers increasingly seek transparency in food sourcing and prefer eco-conscious brands. However, **only 15% of dishes** on major delivery platforms highlight local ingredients.

Restaurants that already practice sustainability struggle to showcase it digitally, and small farmers remain disconnected from urban dining markets.

1.2 Limitations or Challenges

- No tagging or verification system for locally sourced ingredients.
- Users cannot filter or identify eco-friendly meals.
- Farmers have limited digital exposure.
- Missed business opportunities for restaurants promoting sustainability.

2. Goals & Objectives

For Users

- Discover and filter **eco-friendly and locally sourced meals** easily.
- Gain **trust and transparency** about where food comes from.
- Support sustainable practices through informed choices.

For Restaurants


- Showcase **local sourcing and sustainability practices**.
- Differentiate themselves to attract conscious customers.
- Increase sales and customer loyalty through value alignment.

For Farmers/Suppliers

- Expand reach through restaurant collaborations.
- Strengthen digital visibility within EcoEats' ecosystem.
- Build consistent demand from urban consumers.

3. User Personas

Persona	Background	Needs	Frustrations	Goals
Ariya Sharma – Conscious Urban Professional	30, Marketing Manager in Mumbai; orders food 5–6 times a week.	Wants transparency about ingredients; prefers local produce.	Too many options; unclear sourcing.	Eat healthy, support sustainability.
Arjun Patel – Restaurant Owner	40, Owner of “GreenBite Café”, sources from local farms	Easy tagging for local dishes; better visibility on app.	Competes with chain restaurants; lack of discovery tools.	Build brand identity around sustainability.
Suhas Rao – Local Farmer/Supplier	37, runs a small organic farm near Pune.	Wants recognition and stable demand.	Feels invisible in city supply chains.	Expand reach via EcoEats platform.

 **Prioritized Persona:** *Ariya Sharma – The Conscious Urban Professional*

Rationale:

- Represents growing millennial demand for sustainability.
- Orders frequently → measurable engagement impact.
- Influences peer choices through social sharing and advocacy.

4. User Stories (for Prioritized Persona)

- As a health-conscious user, I want to **filter meals tagged as “Locally Sourced”** so that I can easily choose sustainable options.
- As a first-time EcoEats user, I want to **see a “Local 🌱” badge** on dishes, so I can quickly trust the restaurant’s sourcing.
- As a frequent user, I want to **view ingredient origin details**, so I can feel confident about supporting small farmers.
- As a curious foodie, I want to **explore curated “Farm-to-City” collections**, so I can discover new restaurants that align with my values.

5. User Flow

 <https://ecoeatsflow.lovable.app/>

6. Requirements

6.1 Technical Requirements

Platforms: iOS, Android, and Web.

Integrations:

- Ingredient sourcing verification API.
- Google Maps API to define “local” (≤ 100 miles).

Technologies:

- Extend restaurant CMS for dish tagging.

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- Modify backend search engine for “Local Sourcing” filter.
 - Integrate analytics to track filter usage and badge conversions.
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6.2 Design Requirements

UI Guidelines:

- Local sourcing badge 🌱 — visible on listings, menus, and dish detail screens.
- Clean, minimalist design emphasizing eco-friendliness.

Branding:

- Use a **green, natural palette** to reinforce sustainability.
- Messaging tone: “Fresh • Local • Responsible.”

UX Principles:

- 1–2 tap discovery flow.
 - Consistent badge placement.
 - Optional deep-dive into sourcing info (progressive disclosure).
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6.3 Functional Requirements

- Restaurants can tag dishes as **Locally Sourced** via dashboard.
 - Users can **filter, search, and view** only local-sourcing dishes.
 - Curated collections like “🌾 Farm Fresh Meals” or “Local Bowl Specials.”
 - Post-order message: “You supported small farmers 🌱.”
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6.4 Non-Functional Requirements

Category	Requirement
Performance	Search results load within 2 seconds on 4G.
Scalability	Support up to 10M daily searches.
Security	Verify restaurant data through self-certification and audits.
Usability	Intuitive UI with minimal learning curve.
Reliability	Stable during lunch/dinner peak times.

7. Edge Cases

User Interaction

- No locally sourced options nearby → show fallback recommendations.
- Mixed cart items (local + regular) → clarify impact messaging.

Restaurant Tagging

- Overuse of local tag (false claims).
- Missing verification data.

Technical

- Badge not loading on poor networks → fallback text.
- API response delay → show cached results.

Checkout

- Dish marked “local” but unavailable → handle gracefully.

Post-Order

- Low freshness ratings despite tag → monitor for quality assurance.

8. Success Metrics

Metric	Frequency	Baseline	Target
Restaurants tagging at least one dish as “Local Sourced”	Monthly	0%	30% within 6 months
Usage of “Local” filter	Weekly	0%	20% of active users
Uplift in orders for sustainable dishes	Monthly	N/A	+20%
User satisfaction (NPS for sustainability)	Quarterly	3.8/5	4.5+/5
Reduction in delivery emissions	Quarterly	N/A	-10% in pilot phase
Repeat order rate for local dishes	Quarterly	N/A	25% higher than baseline

9. References

- EcoEats Project Charter v1.0 (October 2025)
- Nielsen Market Report on Sustainable Eating (2024)
- Internal ESG Goals: EcoEats Sustainability Roadmap 2030