

Product Canvas

DeliverEase



DeliverEase

Vision: DeliverEase application would be a one stop centralized platform which would help to compare real –times metrics and make an efficient decisions helping to improve the overall convenience for the users.

Product Success Metrics

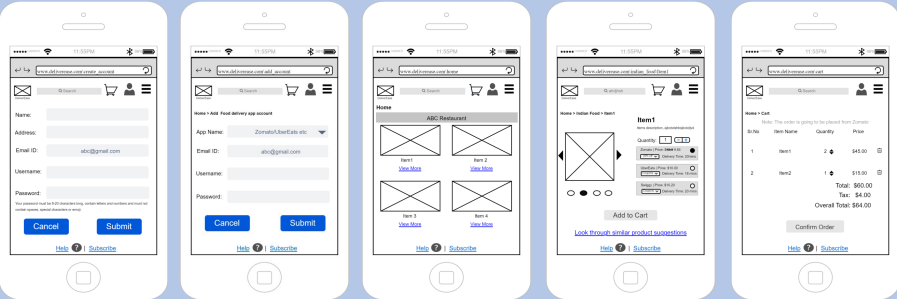
- Over the first 3 months, the users of the platform should be increase to around 5000
- 90% positive feedback from the customer satisfaction surveys filled
- 80% of users continue to use the application for long period of times
- Revenue generated from the premium subscriptions and anonymized user data selling should help the platform to earn a profit from the first 3 months
- The application successfully integrates with most of the known third party delivery platforms
- The application runs with an overall error rate of less than 3%

User Stories

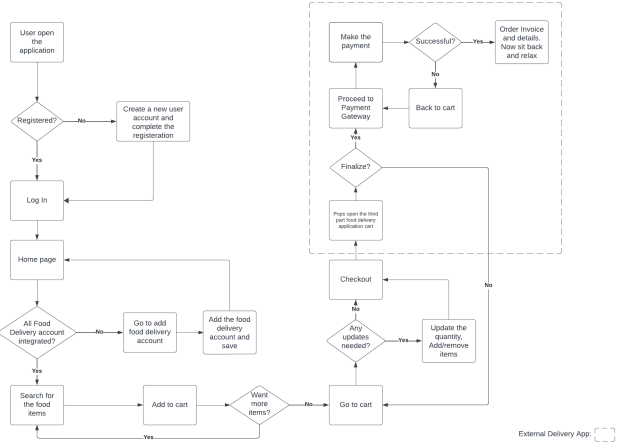
Feature Id	User Story	Acceptance Criteria	Priority	Story Points
1	1.1 As a new user, I want the application account setup hassle free and user-friendly so that I could create an account conveniently	1. The screen should have all the fields needed to setup an account such as Name, Username, Password, Email, Phone etc. 2. Password should be masked 3. Email should be sent confirming successful registration	High	5
1	1.2 As a returning user, I want to be able to successfully login into the application using my username and password so that I could start searching for food items I wish to order	1. The screen should have fields to enter username and password 2. A clear error should be displayed in case of wrong username/password	High	5
1	1.3 As a returning user, I want to be able to reset my password in case I forgot the password so that I could be able to gain access to my account	1. The forgot password option should be present on the Sign In/Sign up screen 2. A mail should be sent to the registered mail id with a password reset link 3. User should be able to access the account with the new password	Medium	3
2	2.1 As a user, I want to link other food delivery accounts such as the UberEats, Zomato with my DeliverEase account so that I can get the item details across all apps on one centralized application	1. The screen should provide fields to enter account information of the other deliver apps 2. The integration should be seamless without any issues 3. Should be able to see the prices, delivery time and other metrics for food items from the external food delivery app on DeliverEase	High	6

Feature Id	User Story	Acceptance Criteria	Priority	Story Points
3	3.1 As a user, I want to be able to search food items based on fuzzy logic, so that I could get a variety of related items in the result	1. The search should have a variety of variations and related items as result to improve the user experience 2. The results should be ordered with most relevant items at the top	Medium	5
3	3.2 As a user, I want to see price, delivery time and coupons information for the same item across multiple delivery applications so that I can take an informed decision	1. Prices should be displayed for the various integrated delivery applications 2. Delivery time should also be visible if present on the third party delivery apps 3. All the coupons present on the external delivery app should be visible from DeliverEase	High	8
4	4.1 As a user, I want to be able to see all the items that I selected from restaurants in my cart, so that I can review my order	1. The cart screen should have a list of items, quantity and price details 2. It should also show the restaurant from which they will be ordered and the external food delivery app form which the order would be placed	High	4
4	4.2 As a user, I want to be able to remove/change quantity of items in my cart so that I can have an update option giving me the flexibility to add items and finalize my order at the end	1. There should be an option to edit quantity of the items 2. There should be option to remove items conveniently 3. The updates done should be reflected immediately in the order total and item cost	High	3
5	5.1 As a user, I want to see all the items getting correctly integrated from my cart to the external food delivery app, so that I can confirm my order	1. The external food delivery app should have all the items from DeliverEase cart 2. The user should be able to confirm the order and proceed to payment	High	7

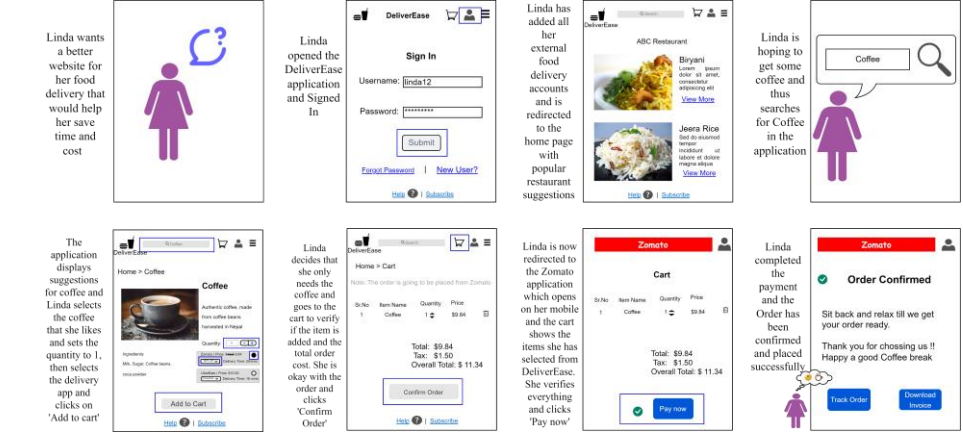
Wireframes



Workflow



Story Board



Epic

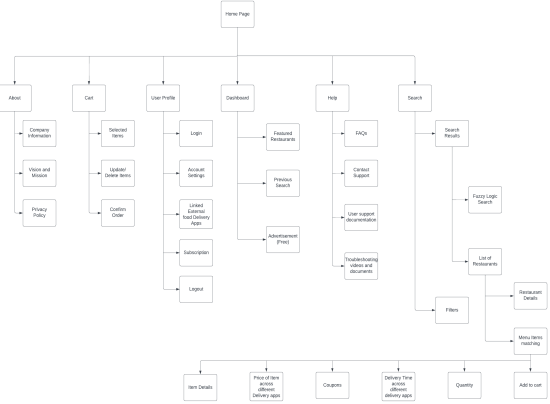
Epic 1: Developing an application that would make the food ordering process more efficient and convenient to the users, giving them a centralized platform to compare all the deals from various other food delivery platforms and then make an informed decision

- Feature 1:** Creating a good user account creation and setup screens which would help user to register new account/login and reset password in case if user forgot the password
- Feature 2:** Developing a functionality of integration the application with other food delivery apps
- Feature 3:** Creating a robust item search functionality that would assist in finding all relevant items through fuzzy logic and would show the price and other delivery features for the same item across multiple delivery platforms
- Feature 4:** Creating a cart screen which would display all the items selected by the user from the restaurants
- Feature 5:** Creating a successful transition from the cart of DeliverEase to the cart of external food deliver app making sure all the items in cart are added to the food deliver app and the user can process to make payment

User Personas



Site Map



Product Name, Vision and Goal

Product Name: DeliverEase

Vision: Vision of DeliverEase is to provide a seamless and efficient experience to users who frequently order food online. It aims to remove the hassles related to comparing various metrics such as wait time, price etc across different delivery platforms. DeliverEase application would be a one stop centralized platform which would help to compare real – times metrics and make an efficient decisions helping to improve the overall convenience for the users.

Goal: DeliverEase goal is to revolutionize the food delivery experience by simplifying the decision-making process for users. The project aims to create a platform that compares prices, wait times, and offers across various delivery services, providing users with real-time information. DeliverEase strongly emphasizes on user experience and aims to offer an interface that caters to the preferences of users taken into consideration the challenges posed by smaller phone screens.

Product Success Metrics

- Over the first 3 months, the users of the platform should increase to around 5000
- 90% positive feedback from the customer satisfaction surveys filled
- 80% of users continue to use the application for long period of times
- Revenue generated from the premium subscriptions and anonymized user data selling should help the platform to earn a profit from the first 3 months
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Big Picture

One-stop(Centralized) decision making

- DeliverEase would revolutionize the food delivery systems allowing users to make a sound decision through just one platform
- User can compare real-time metrics such as price, delivery times and offers across multiple delivery platforms within a single application

User-friendly interface

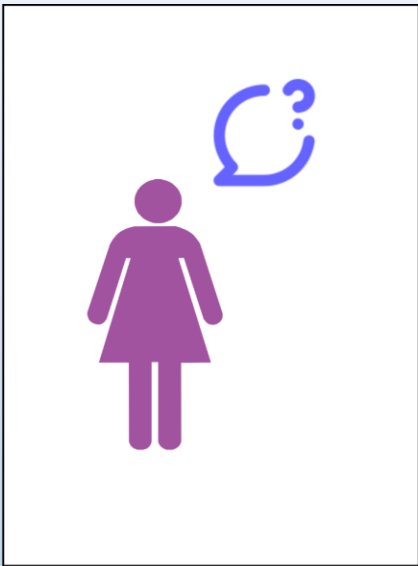
- The interface takes into consideration the readability on small phone screen
- Interface UI would support all types of users

Data Security and Privacy

- DeliverEase would not store any sensitive data apart from the order information
- It would securely handle user information and while sharing also would only share anonymized user data.

Story Board

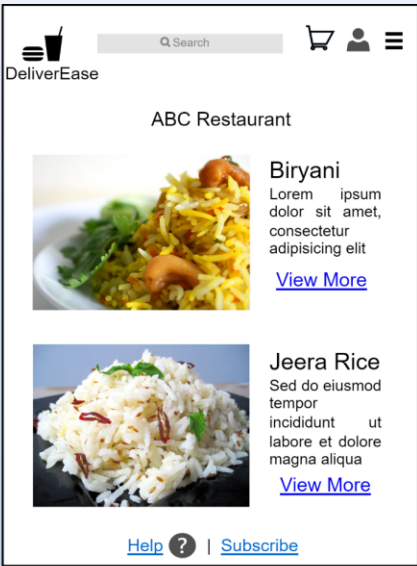
Linda wants a better website for her food delivery that would help her save time and cost



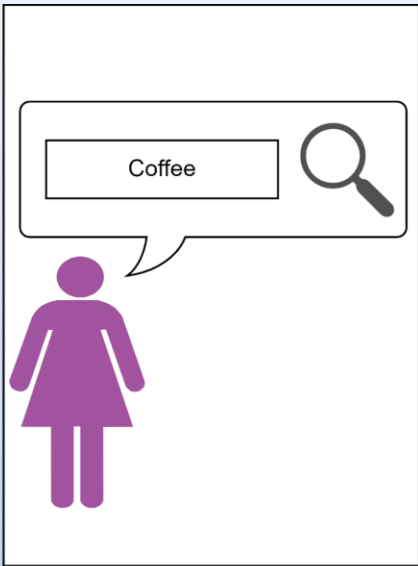
Linda opened the DeliverEase application and Signed In



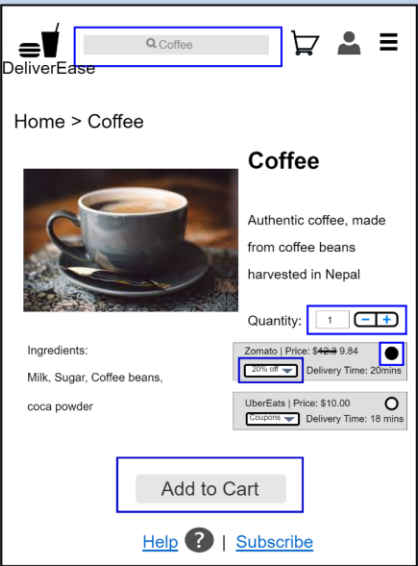
Linda has added all her external food delivery accounts and is redirected to the home page with popular restaurant suggestions



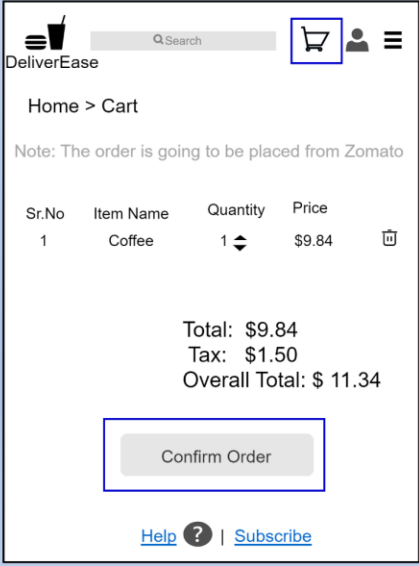
Linda is hoping to get some coffee and thus searches for Coffee in the application



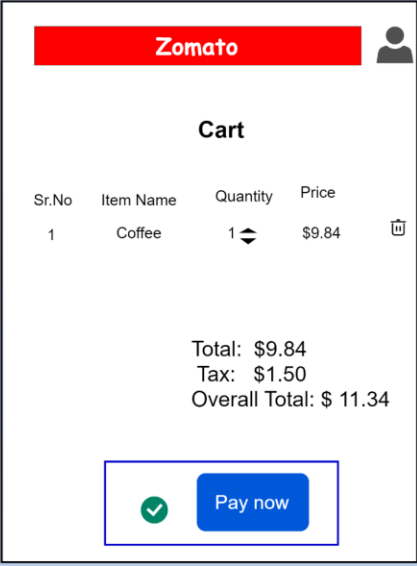
The application displays suggestions for coffee and Linda selects the coffee that she likes and sets the quantity to 1, then selects the delivery app and clicks on 'Add to cart'



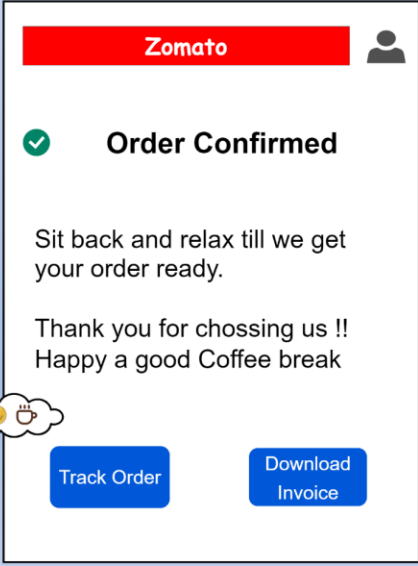
Linda decides that she only needs the coffee and goes to the cart to verify if the item is added and the total order cost. She is okay with the order and clicks 'Confirm Order'



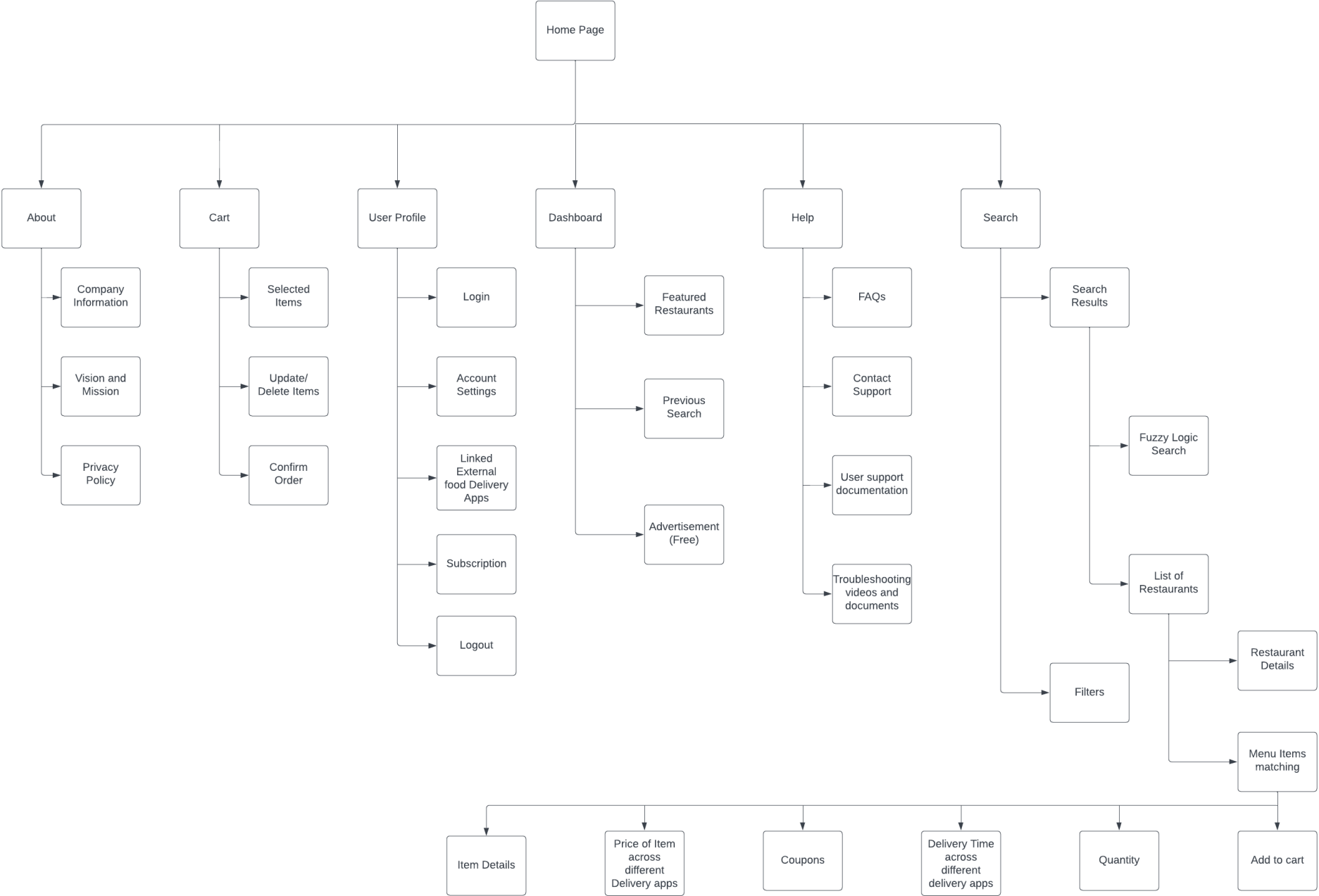
Linda is now redirected to the Zomato application which opens on her mobile and the cart shows the items she has selected from DeliverEase. She verifies everything and clicks 'Pay now'



Linda completed the payment and the Order has been confirmed and placed successfully



Site Map



User Personas



Linda

Busy working professional



Jay

College Student



Linda

About

Linda is a 38-year old working professional with a 9am-5pm job as a sales manager in a software company in the east area. She is also a proud parent of 6 year old twins a boy and a girl. She is a dedicated individual who has to effectively manage both her personal and professional life. She makes sure to spend time with her kids and cook for them but hardly has time to pack tiffin for herself and generally eats at the company by ordering food online.

Goals

- Prefers ease and convenience in activities
- She seeks online food delivery most of time but don't have time to spend on comparing all the options and generally goes with the first leading to not getting a good deal

Needs

- Requires a solution that would help to gain more convenience in meal planning during her hectic work schedule
- Would prefer platform which also have options for kids

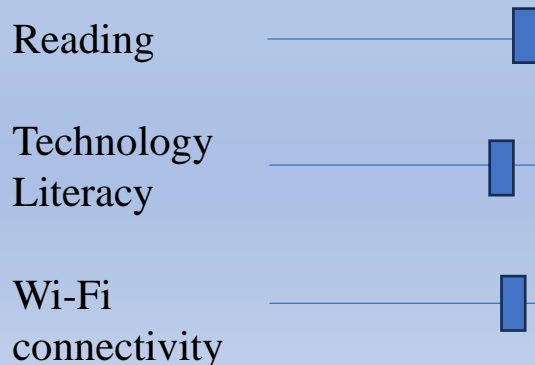
Pain Points

- Struggles to find time to manage her meals
- The numerous food delivery apps make it time consuming and difficult for Linda to take a good decision

Age: 38 years

Occupation: Working Professional

Metrics:

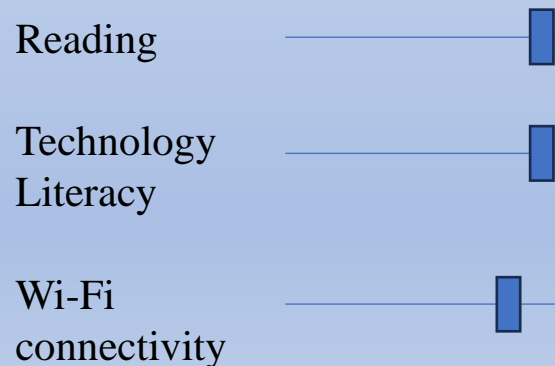




Age: 23 years

Occupation: College Student

Metrics:



Jay

About

Jay is a Master's student with limited budget for a month. He is extremely busy during weekdays handling both the college works, assignments and part-time and would often have to order food from outside since he doesn't have time to cook.

Goals

- Jay hopes to find affordable food option without have to compromise on quality of the food
- He seeks to find the best deal considering his limited monthly budget

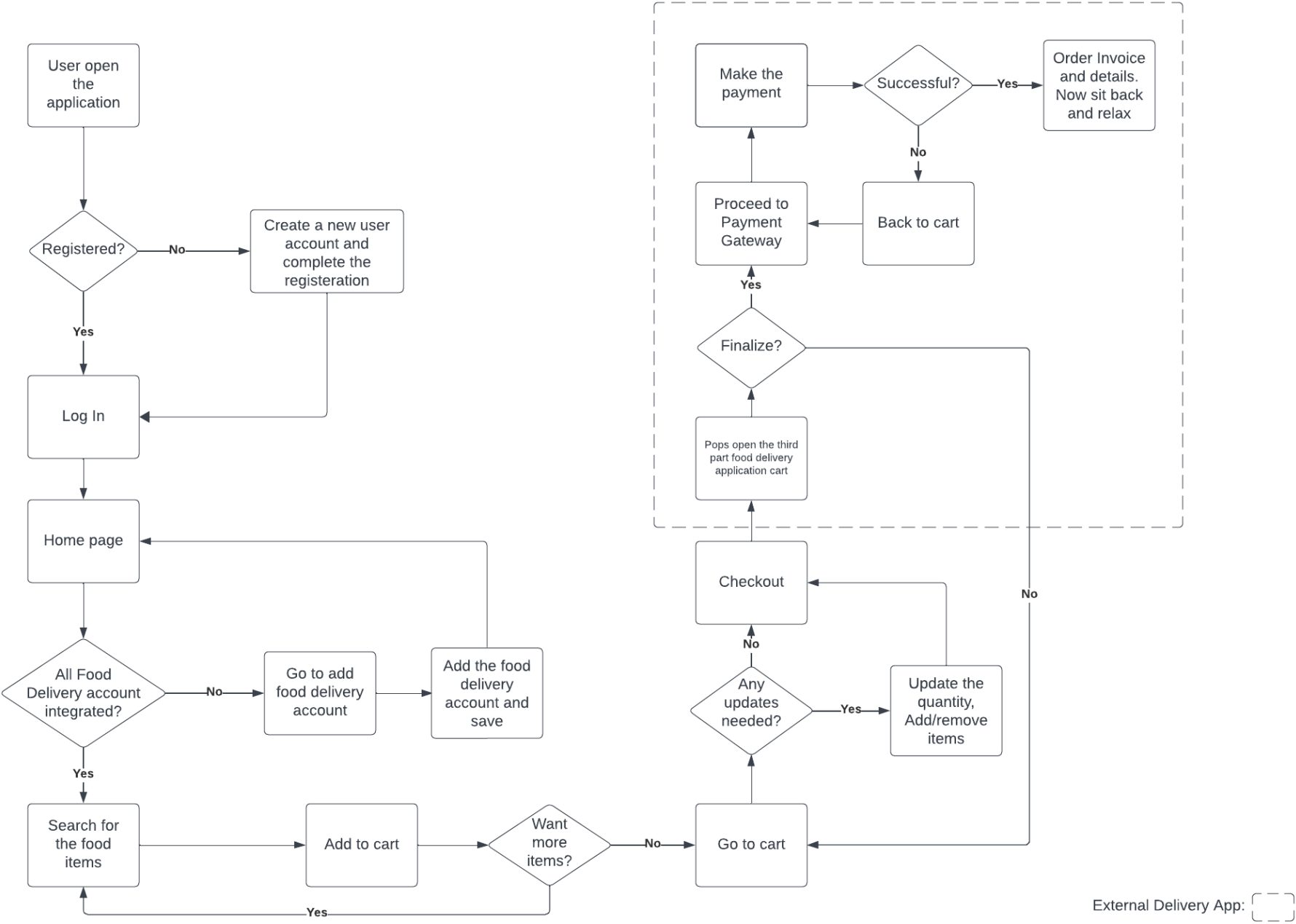
Needs

- Requires a solution that would help him to find affordable food options without have to invest a large amount of time
- He values discounts and offers to help save more on his food orders

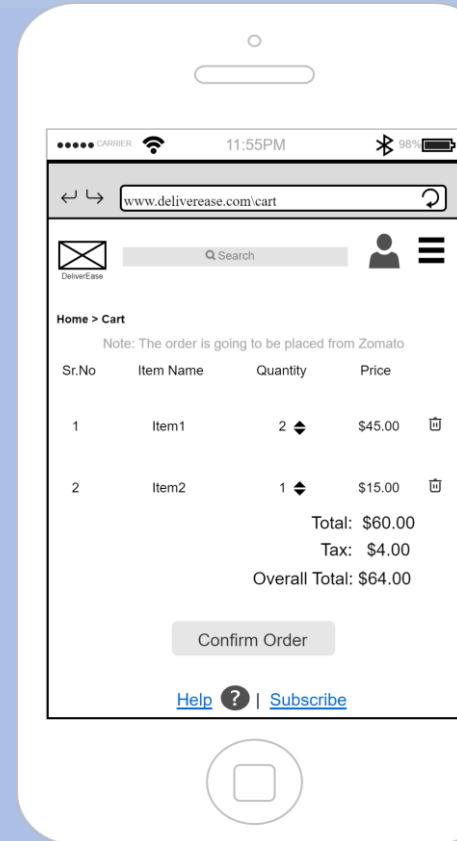
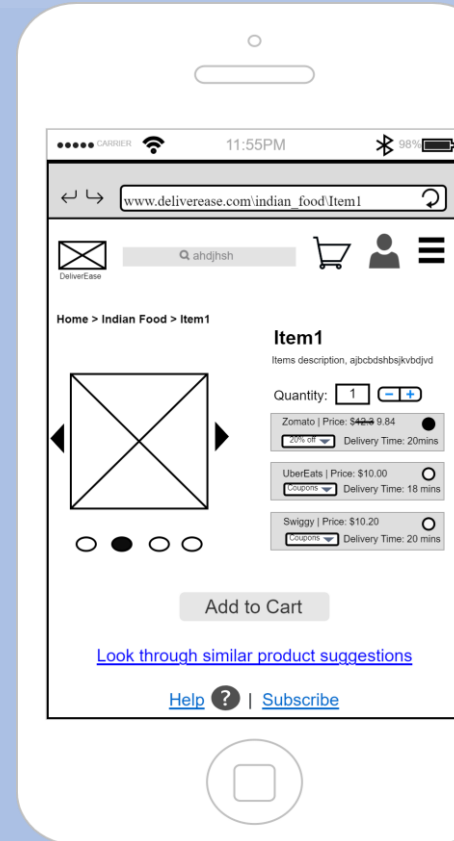
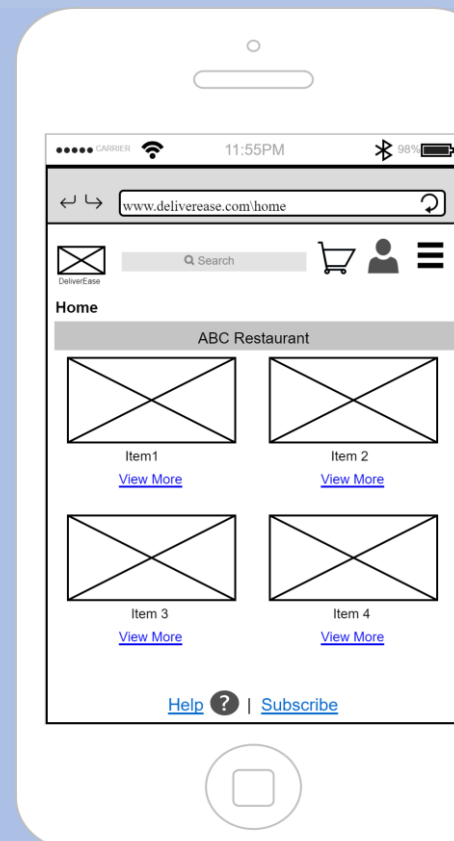
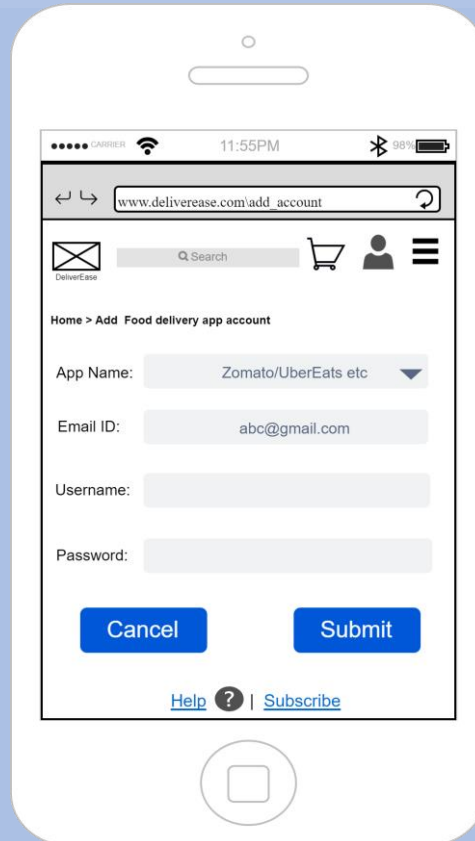
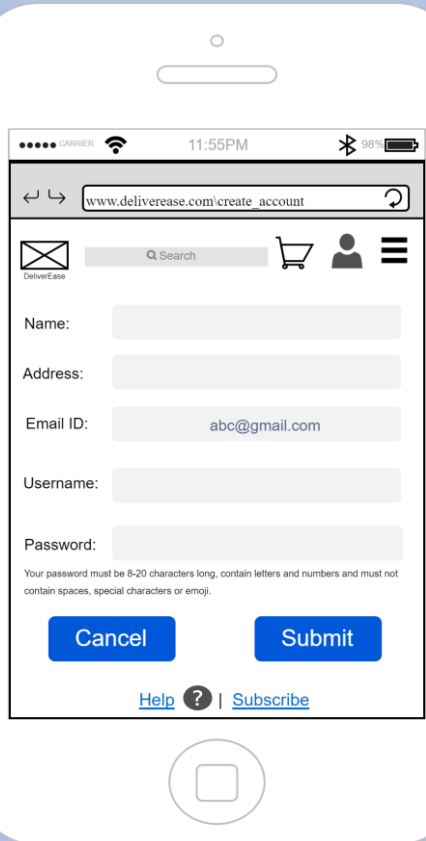
Pain Points

- The numerous food delivery apps make it time consuming for Jay
- Struggles to find the right delivery application, which would help him save on his food
- Cannot dedicate much time just to search for correct food options due to his extremely tight schedule

Workflow



Wireframes



Account Setup Screen, which is used by the user to create a new account on DeliverEase. Help option redirects to user documentation and customer support contact information and the Subscribe button helps you to subscribe to get new updates and notifications

Food Delivery Apps can be added to DeliverEase so that user can compare the prices. The dropdown lists all the external food delivery apps supported by DeliverEase. The Email Id here should be the email which is used on account of external food deliver application which can be different from one used on DeliverEase

This is the home screen the user sees when they first login. The food items are categorized by more popular restaurants and the View more option helps to get specific details about the Items and its cost across various delivery applications

One specific item is selected by the user to view more details about the item and price. The quantity of item can be selected before adding to cart and the coupon dropdown lists all the coupons if available on the mentioned food delivery app to choose from and once selected the price automatically is changed according to discount. Add to cart helps to add that item into cart

This is the cart screen of DeliverEase. The selected items can be reviewed and updated i.e quantity can be changed or the item can be removed completely. It also shows the final order total and Confirm Order button redirects to the third part food delivery application

Epic

Epic 1: Developing an application that would make the food ordering process more efficient and convenient to the users, giving them a centralized platform to compare all the deals from various other food delivery platforms and then make an informed decision

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Features

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4	4.2 As a user, I want to able to remove/change quantity of items in my cart so that I can have an update option giving me the flexibility to add items and finalize my order at the end	<ol style="list-style-type: none"> There should be an option to edit quantity of the items There should be option to remove items conveniently The updates done should be reflected immediately in the order total and item cost 	High	3
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