

1. Define a MVP of food delivery app. Identify key features and share the reason for that feature to be in MVP or not in MV
2. What type of metrics should you track while testing your MVP for travel tech app like goibibo or mmt or ease my trip

Product Development and Launch Execution.

1. What A/B do you suggest to make it easier to find friends on Facebook?
2. Design a user research questionnaire you would ask users for your food delivery app?

Instruction:

This assignment consists of two parts. You are required to complete once case study from each section:

1. **MVP Scoping:** Choose any one of the two given scenarios.
2. **Product Development and launch Execution:** Attempt any one of the two given scenarios.

SECTION 1: MVP Scoping

Selected Case Study: Define a MVP of a Food Delivery App

Objective:

To define the **Minimum Viable Product (MVP)** of a food delivery app that solves the core problem — helping users order food from nearby restaurants quickly and reliably.

Key Features — Included in MVP:

Feature	Why It's In MVP
User Login/Signup	Needed to personalize experience, manage orders, and secure payments.
Restaurant Listing	Core to the app enables users to browse options based on location/cuisine.
Menu View	Users need to explore dishes before ordering.
Cart & Checkout	Essential transaction flow. Enables order placement.
Payment Gateway (UPI/Cards)	Basic digital payment options needed for a seamless order experience.
Order Tracking (Basic)	Builds user trust by showing real-time updates after payment.
Order History	Useful for quick reordering and support queries.

Excluded from MVP:

Feature	Why It's Not in MVP
Loyalty/Reward Points	Useful for retention, but not critical for early traction.
Referral Program	Good for growth, can come post-product-market fit.
Live Chat/Support Bot	Start with email/help form, scale support later.

Feature

Why It's Not in MVP

AI-Based Recommendations Adds complexity; best post-launch when user data exists.

Scheduled Deliveries More of a power-user feature, not needed in v1.

Focus:

Keep it **simple, fast, and functional** — let users browse, order, and receive food without any friction. Build loyalty and growth features after validating core behaviour.

SECTION 2: Product Development and Launch Execution

Selected Case Study: A/B Test for Finding Friends on Facebook

Problem:

Users find it hard to discover and connect with friends after signing up.

A/B Test Ideas to Improve Friend Discovery:

1. Test 1: Contact Sync Prompt Timing

- **A:** Show contact sync prompt immediately after signup.
- **B:** Delay it until after profile setup and photo upload.
- **Goal:** See which timing leads to more friend connections.

2. Test 2: Mutual Friends Suggestion Format

- **A:** Show basic name + profile picture
- **B:** Show name, profile pic, mutual friends count, and common interests
- **Goal:** Measure click-through and add-friend conversion.

3. Test 3: Suggested Friends Placement

- **A:** Keep friend suggestions on the homepage
- **B:** Move them into a dedicated tab ("People You May Know")
- **Goal:** See which placement increases engagement and connections.

4. Test 4: Incentive-based Additions

- **A:** Normal friend suggestion
- **B:** Add "Add 5 friends to unlock profile themes"
- **Goal:** See if gamification improves discovery and retention.