

DESIGN THINKING FOR DATA-DRIVEN APP DEVELOPMENT MILESTONE 1



TEAM 14

Dev Khatri (21f3001150)

Ameya Raj (21f1003202)

Uroosha Rahat (21f1002968)

Sandeep Kumar (21f1000195)

PROPOSAL

Concept:

Our project focuses on developing an *instant delivery platform for local shops*, aimed at bridging the gap between customers seeking convenience and trusted local stores needing efficient delivery solutions. The platform will allow users to browse products from nearby shops, compare prices, and place orders with the promise of quick, reliable delivery. This eliminates the need for warehousing and ensures that local businesses can compete with larger e-commerce platforms while providing customers with a seamless shopping experience.

Methodology:

We will employ the *design thinking framework*, specifically focusing on the *Empathise* and *Define* stages for Milestone 1. This includes conducting empathy interviews, developing user personas, and creating customer journey maps to deeply understand user pain points. The goal is to identify the specific challenges faced by our target users (both customers and business owners) and address these through user-centred design solutions.

Our interviews with four diverse personas will guide the design of a solution that addresses *convenience, trust in local shops, efficient delivery, and affordable tech solutions for small businesses*.

Goal:

The primary objective is to create a *convenient platform* that allows users to easily access products from trusted local stores, ensuring fast and reliable delivery, while also offering small business owners an easy-to-use, cost-effective solution to transition their stores online. Ultimately, we aim to *strengthen local commerce* and *promote community growth* through improved delivery logistics and customer satisfaction.

SCOPE

Direction:

The project will focus on delivering a *minimal viable product (MVP)* for an instant delivery platform tailored for local businesses. The MVP will include features such as *local shop discovery, price comparison, user-friendly interfaces for shop owners to manage their products*, and *reliable delivery tracking* for customers.

We will ensure that the platform is scalable and adaptable for both urban and suburban users.

The scope for this phase is primarily *research-focused*. By the end of Milestone 1, we aim to have identified key pain points and user requirements, which will inform the design and prototype of our platform. The *empathise phase* will involve gathering insights from *four key user personas*, conducting interviews, and synthesising findings to guide the *problem definition*.

Aim:

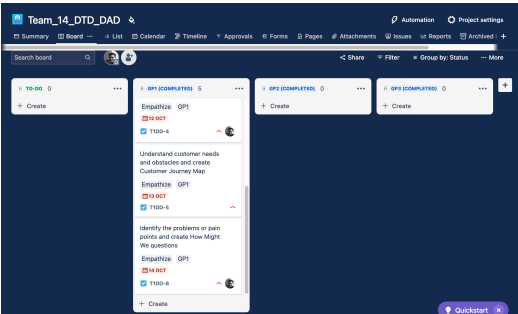
Primary Users: Local business owners and customers seeking convenient and fast shopping options.

Key Features to Explore:

- Instant product discovery and price comparison for customers.
- Seamless onboarding and management tools for business owners.
- Fast and reliable delivery logistics integrated into the platform.

WORK BREAKDOWN STRUCTURE

S. No	Task	Assigned To	Assigned By	Due Date
1	Define the Situation	Dev	Dev Khatri	5/10/24
2	Create Persona	Everyone	Dev Khatri	9/10/24
3	Conduct Customer Interviews	Everyone	Dev Khatri	12/10/24
4	Create User Journey Map	Dev, Uroosha	Dev Khatri	13/10/24
5	Identify Pain Points & Create HMWs	Sandeep, Ameya	Dev Khatri	14/10/24
6	Create Document	Everyone	Dev Khatri	14/10/24



JIRA



THANK YOU!

SUBMISSION BY TEAM 14

Dev Khatri (21f3001150)

Ameya Raj (21f1003202)

Uroosha Rahat (21f1002968)

Sandeep Kumar (21f1000195)