



IIT MADRAS

DTD-DAD T3 2024

# DISSENT MEET

GP2 BY TEAM 14

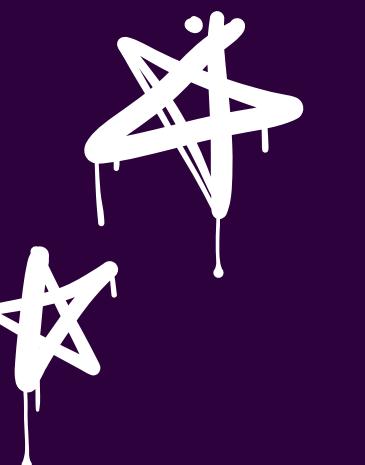


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# DISSENT DECK GP2

BY TEAM 14





# PROBLEMI?

Customers struggle to find reliable, affordable, and quick delivery options from local shops that support local businesses and meet their expectations.

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**Markit** is an instant delivery platform designed to bridge the gap between local shops and their customers. Our solution offers:

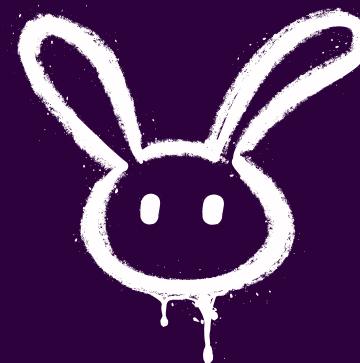
- **Affordable and Reliable Delivery:** Cost-effective logistics that maintain service quality (with B2B partnerships with up and coming competitors of Porter etc).
- **Scalable Logistics:** Systems that grow with business needs, ensuring efficiency.
- **Flexible Options:** Varied delivery speeds to cater to different customer preferences.
- **Customer-Centric Experience:** Easy-to-use interface and real-time tracking for a seamless experience.

**Shop local, mark it off your list with quick, reliable, and affordable delivery.**



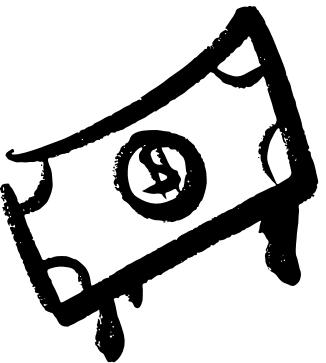
# USER PERSONAS

Shivang Chauhan  
(23, Student)



- **Needs:** Quick, reliable delivery from trusted local stores.
- **Pain Points:** Lack of time and inconsistent delivery services.
- **Motivation:** Convenience and trust in familiar brands.

Prapti Pradhan  
(26, Aspiring Entrepreneur)



- **Needs:** Reliable and cost-effective delivery solutions to maintain customer trust.
- **Pain Points:** Losing customers due to inconsistent delivery services.
- **Motivation:** Retaining customer loyalty and expanding her business.

Chhayank Thakur  
(28, Office Worker)



- **Needs:** Easy access to local products with transparent pricing.
- **Pain Points:** Difficulty finding local products online.
- **Motivation:** Supporting local businesses and finding competitive deals.

Aarya Motiwala  
(26, Local Vendor)



- **Needs:** Affordable e-commerce solutions and manageable delivery logistics.
- **Pain Points:** High costs and complexity of current digital solutions.
- **Motivation:** Expanding her business reach without significant expenses.

# MULTI-WHY ANALYSIS

Unreliable  
Delivery

Scalability  
Limitations

Customer  
Demand for  
Speed

High cost of  
reliable services.

Limited financial  
and technical  
resources.

Inaccessibility of  
premium, fast  
delivery due to  
cost



How might we offer reliable delivery options  
that small businesses can afford?

How might we provide flexible delivery  
speeds while keeping costs manageable?

How might we design a scalable logistics  
solution for growing businesses?

How might we enhance customer  
satisfaction through consistent delivery?

# SOLUTION IDEAS

- **Flexible Pricing Models:** Tailor delivery fees based on speed and time of day.
- **Local Courier Partnerships:** Cost-effective, reliable delivery services.
- **AI-Driven Route Optimization:** Efficient, cost-saving delivery.
- **Subscription-Based Services:** Discounts for frequent users



# PROS



- Affordable for small businesses.
- Enhances customer satisfaction with reliable, varied delivery options.
- Scalable logistics that adapt to growth.

# CONS



- Initial setup and integration costs.
- Dependence on third-party partners.
- Managing peak-time deliveries and customer expectations.

**WE'RE OPEN FOR  
DISSENT**



# TAKEAWAYS FROM DISSENT

## Dissent 1

- “Ensure app supports multiple languages for user inclusivity.”
- “Partner with multiple delivery services to avoid dependency issues.”
- “Utilize Software-as-a-Service (SaaS) for cost-effective initial development.”
- “Conduct live app demonstrations for better consumer and business understanding (showcase features, interface, product catalog).”

## Dissent 2

- “Add tutorials or tooltips to guide users and showcase app features effectively.”
- “Use predictive analytics to manage demand surges and ensure consistent service.”
- “Implement in-app surveys to capture user insights and update features as needed.”
- “Employ automation and offer tiered service plans for cost-effective growth.”

**THANK YOU!**  
**PRESENTATION BY TEAM 14**

