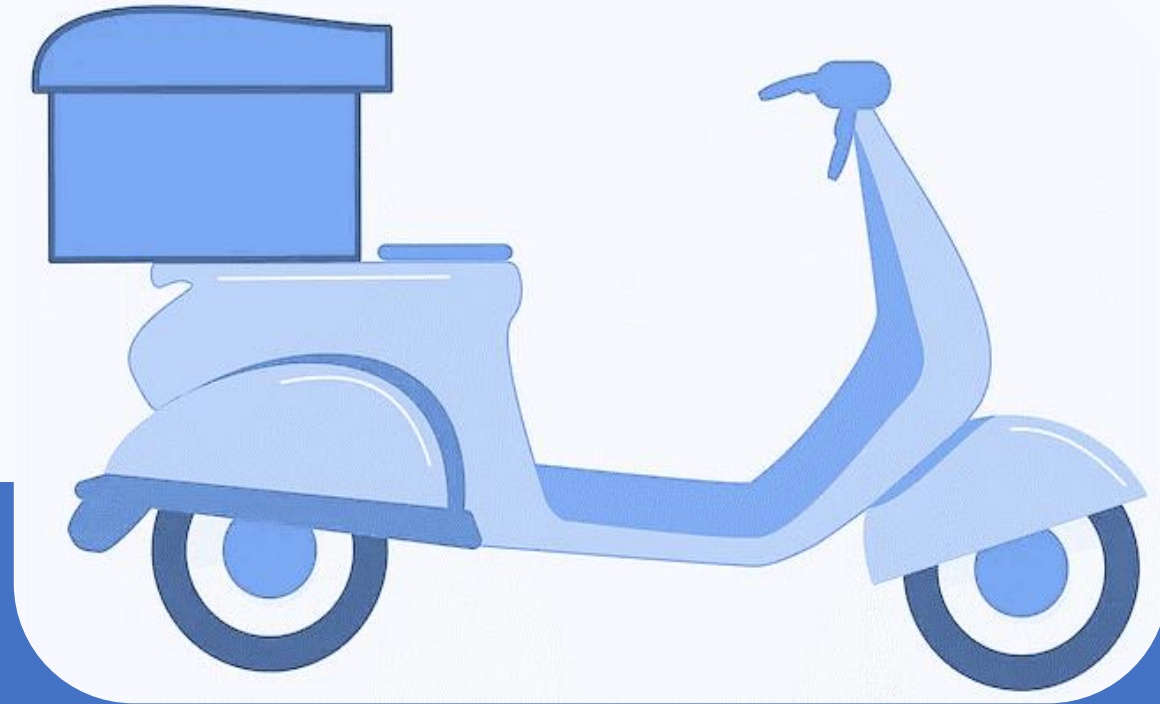


Product Canvas

DeliverEase

Craving something? Grab the best deal out there!!



Product success metrics

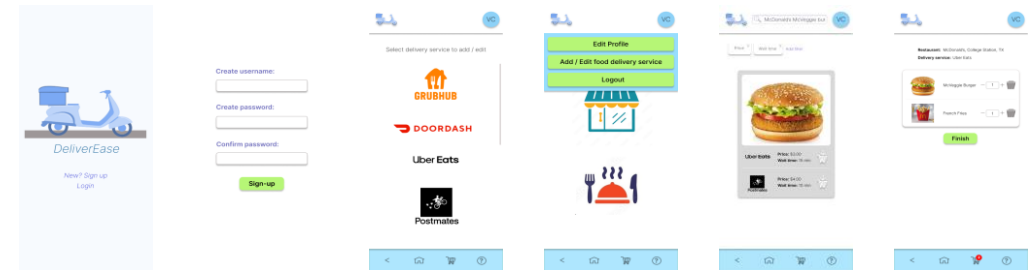
- The application is easy and intuitive for the users to use
- The comparison between the connected food delivery services should be clearly visible over a phone screen
- DeliverEase must show the users the exact same deals that they would get on the connected delivery apps
- The users should be able to form the cart before moving to the selected food delivery service
- The application will be secure as the users need to enter their account information for the supported food delivery services that they use
- The subscription fee is low to enable the users to go ad-free

Target User

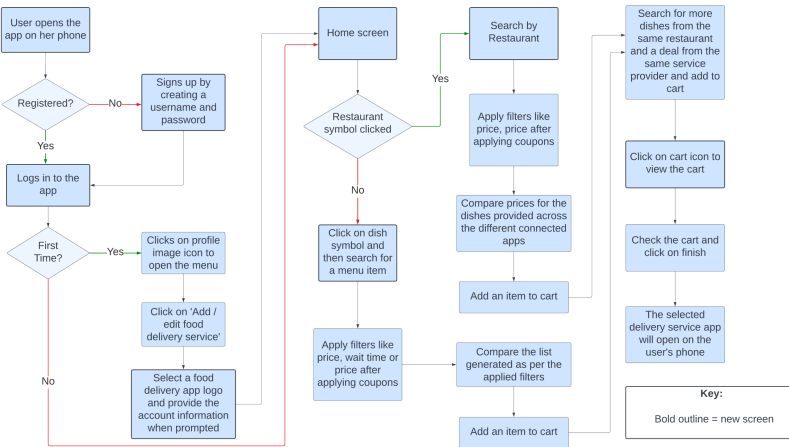
Name: V C
Age: 16
Location: NY
Profession: Student
Digital literacy: 



Mock-ups



Workflow



Epic 1

Epic 1: Develop an application that allows food aficionados to compare price, wait times, preferential pricing for a menu item across different restaurants across the different food delivery applications they use on a single platform

Supported delivery apps: Grubhub, DoorDash, and UberEATS

Feature 1.1: Creating a catchy first screen through which users can navigate to the login and sign-up screens.

Feature 1.2: Creating a sign-up screen which allows the user to create an account on DeliverEase and creating a login screen which enables the user to log in to his / her account on DeliverEase.

Feature 1.3: Creating a menu to provide the user options to edit his / her profile and edit or add food delivery app details and an option to log out.

Feature 1.4: Creating the functionality to enable the users to edit their profile or personal details and to enable them to connect or remove a food delivery app from DeliverEase

Feature 1.5: Creating a functionality to enable the users to search by restaurant menu item to compare the price, preferential price and wait times as desired across all the restaurants that provide the searched item.

Feature 1.6: Creating the functionality of a cart to enable the user to form his / her order before handing over to the selected delivery service provider.

User stories

Feature ID	User Story	Acceptance criteria	Priority
1.1	1.1.1 As a first time user, I want to be able to navigate to the sign-up screen after I open the app.	1. A 'Sign Up' link is created and it is clickable	High
1.1	1.1.2 As a user of DeliverEase, I want to be able to navigate to the login screen after I open the app	1. A 'Login' link is created and it is clickable	High
1.2	1.2.1 As a first time user on DeliverEase, I want to be able to create an account on the app	1. The 'Sign Up' link created as part of the user story 1.1.1 redirects to the sign up page 2. The user is able to create a new account by providing a username, new password and confirming the password 3. A 'Sign Up' button is provided and creates the user successfully on click	High
1.2	1.2.2 As a user of DeliverEase, I want to be able to login to the application to view the comparative deals	1. The 'Login' link created as part of the user story 1.1.2 redirects to the login page 2. The user is able to login by providing the username and password 3. A 'Login' button is provided and logs in the user successfully on click	High
1.2	1.2.3 As a user of DeliverEase, I want to reset my password in case I forget it	1. The 'Login' page should have a link to 'Reset password' 2. The user gets a mail with the reset password link and the link works as desired 3. The user is able to reset the password by setting a new password	Medium
1.3	1.3.1 As a user of DeliverEase, I want to be able to have an option to edit my profile details and to log out	1. The user profile image icon is clickable 2. It opens up a menu which provides an option for the user to edit the profile and to log out 3. Both the menu options are clickable	High

Epic 2 & 3

Epic 2: Extend the application to allow food aficionados to search by restaurant to compare price, preferential pricing for the different menu items a restaurant provides across the different food delivery applications they use on a single platform.

Supported delivery apps: Grubhub, DoorDash, and UberEATS

Feature 2.1: Creating a functionality to enable the users to search by restaurant to compare the price and preferential price as desired for all the menu items provided by the restaurant across all the connected apps.

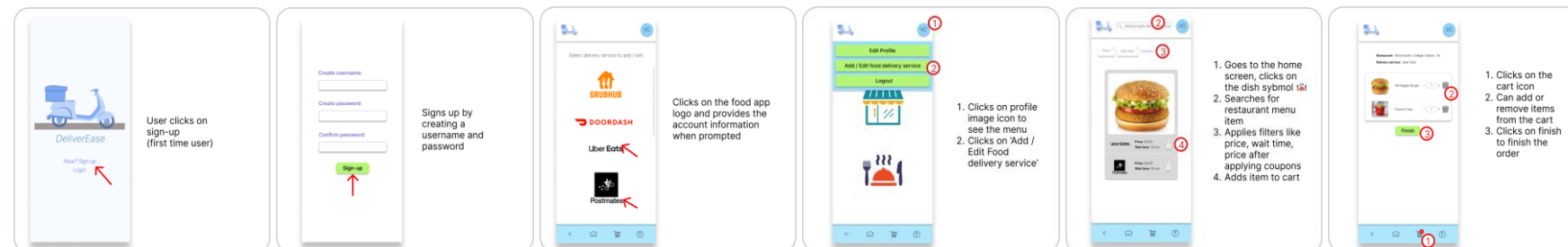
Feature 2.2: Creating a functionality to add a menu item to cart if desired.

Epic 3: Extend the application to allow for connecting other delivery apps like Postmates, Instacart, Gopuff, ChowNow, and AggieFood.com

Feature 3.1: Creating a functionality to enable the user to connect apps like Postmates, Instacart and Gopuff.

Feature 3.2: Creating a functionality to enable the user to connect apps like ChowNow and AggieFood.com.

Storyboard



Product Name: DeliverEase

VISION:

DeliverEase will be the most efficient comparative price checker for food delivery services, wait times and prices.

GOAL:

The goal of this project is to enhance the experience of food lovers by giving them an opportunity to compare best deals, speed of delivery, coupons, if they have any, from the different food delivery apps they use in one go using DeliverEase

The food apps to be interfaced in the first version include: Grubhub, DoorDash and UberEats

Food apps like Postmates, Instacart, Gopuff, ChowNow and AggieFood.com can be interfaced in the next version



What does success look like?

- The application is easy and intuitive for the users to use
- The comparison between the connected food delivery services should be clearly visible over a phone screen
- DeliverEase must show the users the exact same deals that they would get on the connected delivery apps
- The users should be able to form the cart before moving to the selected food delivery service
- The application will be secure as the users need to enter their account information for the supported food delivery services that they use
- The subscription fee is low to enable the users to go ad-free



Target group? Food delivery app users

Name: V C

Age: 16

Location: NY

Profession: Student

Digital literacy:



About:

V C is a typical user of food delivery apps. She is a student and most of the times needs to order food online because of a lot of things on her plate. She uses different food delivery services like UberEats, DoorDash and AggieFood.com.

She loves these food delivery applications as they are easy to use and navigate. It takes her less time to look for a dish of her choice, or restaurant of her choice and order from it. She loves it because she can utilize this saved time elsewhere in doing something productive.

Frustrated with:

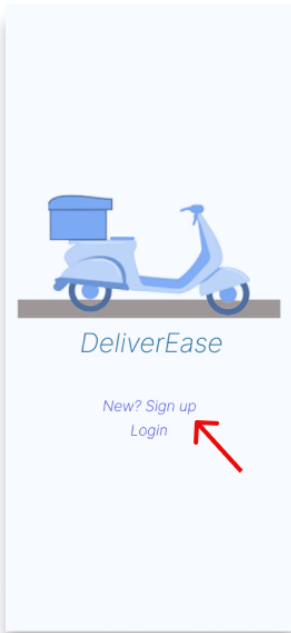
- High costs of food and delivery compared to restaurant pick-up
- Long wait times
- Confusion about tipping
- Constantly switching over apps to check the best deal and wait times for each restaurant / menu item

Needs:

- A one stop solution for comparing the prices and wait times for a restaurant / menu item
- A solution to see the exact deals and coupons that she has on each of the connected delivery apps
- Able to add / remove items from the cart



Storyboard



User clicks on sign-up (first time user)

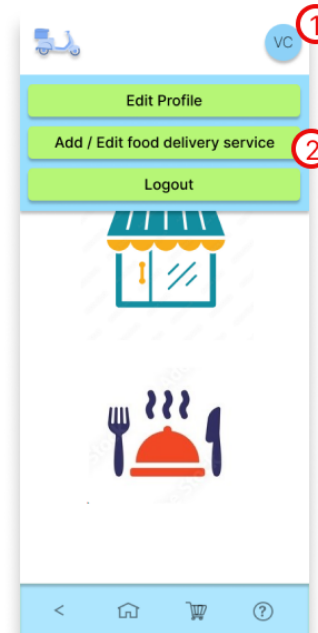
Create username:

Create password:

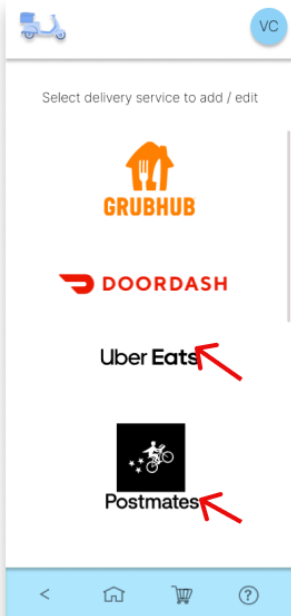
Confirm password:

Sign-up

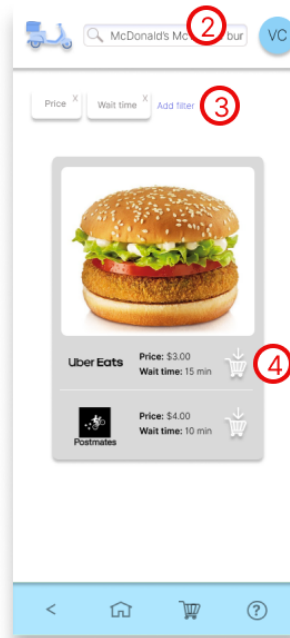
Signs up by creating a username and password



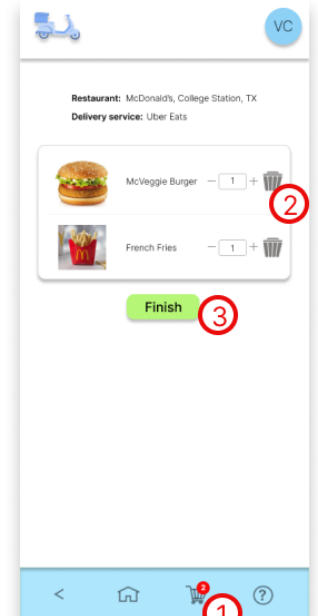
1. Clicks on profile image icon to see the menu
2. Clicks on 'Add / Edit Food delivery service'



Clicks on the food app logo and provides the account information when prompted



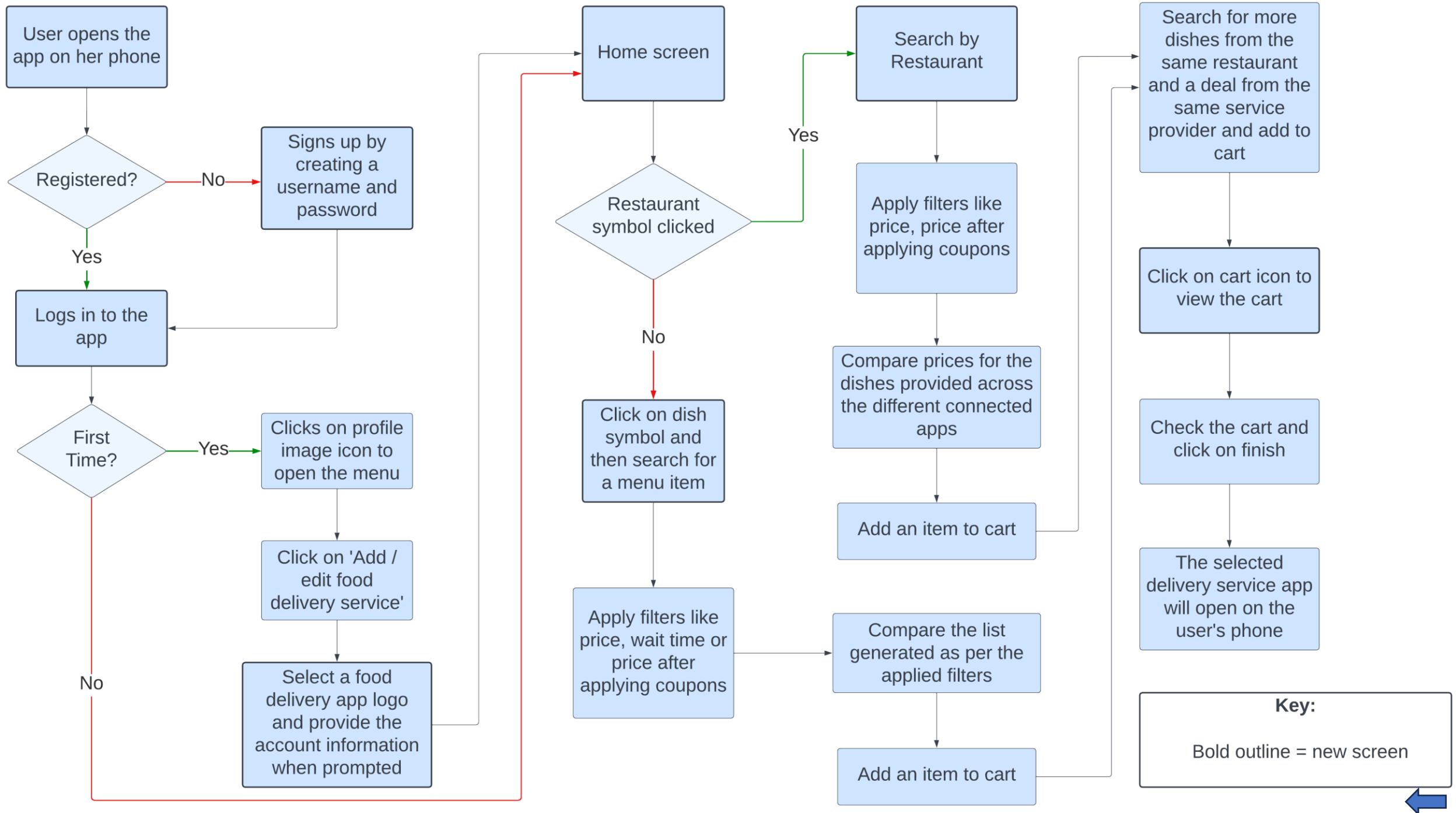
1. Goes to the home screen, clicks on the dish symbol 🍔
2. Searches for restaurant menu item
3. Applies filters like price, wait time, price after applying coupons
4. Adds item to cart



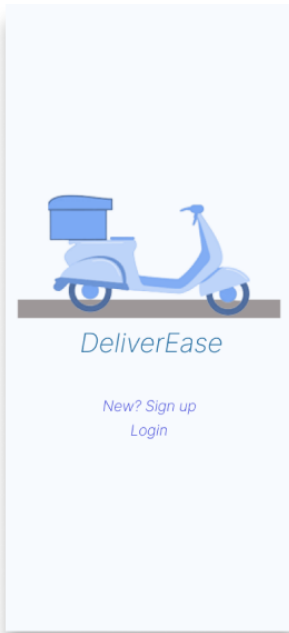
1. Clicks on the cart icon
2. Can add or remove items from the cart
3. Clicks on finish to finish the order



Workflow



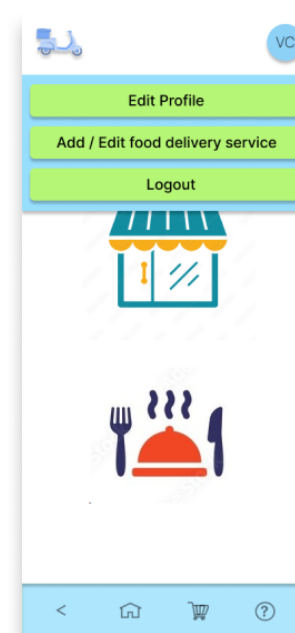
Mock-ups



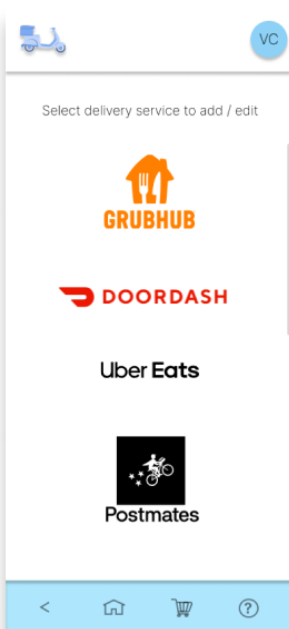
This is the first screen that appears when a user opens the DeliverEase app on the phone. It provides the user with two options, one is to log in and one is to sign-up

 The sign-up form has a light gray background. It contains three input fields: "Create username:", "Create password:", and "Confirm password:". Each field has a small blue label above it. Below the fields is a green "Sign-up" button.

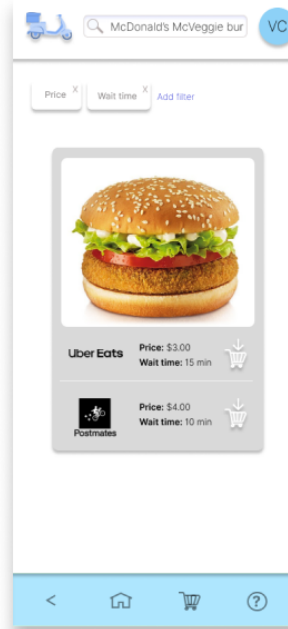
This is the sign-up page which will enable the user to create an account on the DeliverEase app by creating a username and password.



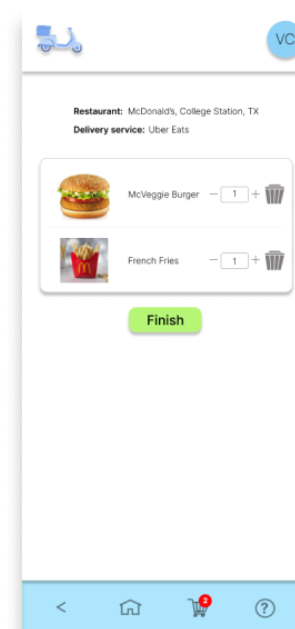
This is the home screen that appears after the user logs in to the app. When the profile image icon is clicked, a menu will be displayed containing three options. One will be to edit the profile, one is to connect food delivery service apps to DeliverEase and one option is for logging out of DeliverEase
As you can see, there are two images on the screen. One being of a restaurant and one being of a dish. The restaurant image when clicked provides the user the ability to search by restaurant and compare the deals on the different menu items provided by that restaurant across all the connected apps. If the dish image is clicked however, the user will be able to search by menu items to compare the deals provided by different restaurants on a dish across the connected apps.



This screen is displayed when the user clicks on 'Add / Edit Food Delivery Service' from the menu and provides the user the ability to connect the food delivery apps to DeliverEase. The user can click on the food delivery app logo and will be redirected to another screen where he / she can supply the account information for that app to connect it.



This screen comes up when the user clicks on the 'dish' image on the home screen. This screen provides the user the ability to apply filters like 'Price', 'Wait time'. It enables the user to search for a food item to generate the comparison of deals provided across the connected apps. It also enables the user to add an item to the cart if he / she is okay with the price or wait time provided by the delivery service provider.



This is the screen where the user can have a look at the cart or edit it. If the user is happy with the order, then he can click on 'Finish'. Upon clicking on 'Finish', the selected delivery service provider's app will open on the user's phone.



Epic 1

Epic 1: Develop an application that allows food aficionados to compare price, wait times, preferential pricing for a menu item across different restaurants across the different food delivery applications they use on a single platform

Supported delivery apps: Grubhub, DoorDash, and UberEATS

Feature 1.1: Creating a catchy first screen through which users can navigate to the login and sign-up screens.

Feature 1.2: Creating a sign-up screen which allows the user to create an account on DeliverEase and creating a login screen which enables the user to log in to his / her account on DeliverEase.

Feature 1.3: Creating a menu to provide the user options to edit his / her profile and edit or add food delivery app details and an option to log out.

Feature 1.4: Creating the functionality to enable the users to edit their profile or personal details and to enable them to connect or remove a food delivery app from DeliverEase

Feature 1.5: Creating a functionality to enable the users to search by restaurant menu item to compare the price, preferential price and wait times as desired across all the restaurants that provide the searched item.

Feature 1.6: Creating the functionality of a cart to enable the user to form his / her order before handing over to the selected delivery service provider.



Feature ID	User Story	Acceptance criteria	Priority
1.1	1.1.1 As a first time user, I want to be able to navigate to the sign-up screen after I open the app.	1. A ‘Sign Up’ link is created and it is clickable	High
1.1	1.1.2 As a user of DeliverEase, I want to be able to navigate to the login screen after I open the app	1. A ‘Login’ link is created and it is clickable	High
1.2	1.2.1 As a first time user on DeliverEase, I want to be able to create an account on the app	1. The ‘Sign Up’ link created as part of the user story 1.1.1 redirects to the sign up page 2. The user is able to create a new account by providing a username, new password and confirming the password 3. A ‘Sign Up’ button is provided and creates the user successfully on click	High
1.2	1.2.2 As a user of DeliverEase, I want to be able to login to the application to view the comparative deals	1. The ‘Login’ link created as part of the user story 1.1.2 redirects to the login page 2. The user is able to login by providing the username and password 3. A ‘Login’ button is provided and logs in the user successfully on click	High
1.2	1.2.3 As a user of DeliverEase, I want to reset my password in case I forget it	1. The ‘Login’ page should have a link to ‘Rest password’ 2. The user gets a mail with the reset password link and the link works as desired 3. The user is able to reset the password by setting a new password	Medium
1.3	1.3.1 As a user of DeliverEase, I want to be able to have an option to edit my profile details and to log out	1. The user profile image icon is clickable 2. It opens up a menu which provides an option for the user to edit the profile and to log out 3. Both the menu options are clickable	High



Feature ID	User Story	Acceptance criteria	Priority
1.3	1.3.2 As a user of DeliverEase, I want to be able to have an option to edit or add food delivery app details	<ol style="list-style-type: none"> The user profile image icon when clicked displays a menu which provides an option to the user to add or edit food delivery app details The menu option is clickable 	High
1.4	1.4.1 As a user of DeliverEase, I want to edit my profile details to keep my profile current and should be able to log out if desired	<ol style="list-style-type: none"> The edit user profile option created as part of the user story 1.3.1 redirects to a page that enables the user to edit profile details The user is able to edit personal information and add a profile image The log out option created as part of the user story 1.3.1 successfully logs out the user 	Medium
1.4	1.4.2 As a user of DeliverEase, I want to be able to connect Grubhub to the app	<ol style="list-style-type: none"> The menu option to add or edit delivery app details created as part of the user story 1.3.2 redirects to a page that gives the user an option to connect Grubhub to the app The option to add Grubhub is clickable and redirects to a page where the user is prompted to provide the account information for Grubhub The user is able to successfully connect Grubhub to DeliverEase 	High
1.4	1.4.3 As a user of DeliverEase, I want to able to connect DoorDash to the app	<ol style="list-style-type: none"> The menu option to add or edit delivery app details created as part of the user story 1.3.2 redirects to a page that gives the user an option to connect DoorDash to the app The option to add DoorDash is clickable and redirects to a page where the user is prompted to provide the account information for DoorDash The user is able to successfully connect DoorDash to DeliverEase 	High
1.4	1.4.4 As a user of DeliverEase, I want to be able to connect UberEats to the app	<ol style="list-style-type: none"> The menu option to add or edit delivery app details created as part of the user story 1.3.2 redirects to a page that gives the user an option to connect UberEats to the app The option to add UberEats is clickable and redirects to a page where the user is prompted to provide the account information for UberEats The user is able to successfully connect UberEats to DeliverEase 	High

Feature ID	User Story	Acceptance criteria	Priority
1.5	1.5.1 As a user of DeliverEase, I want to be able to search for a menu item to view the comparative deals	<ol style="list-style-type: none"> The user has an option to search by restaurant (part of epic 2) or the option to search by menu item by providing appropriate image symbols The ‘dish image’ is clickable and redirects to a page that enables the user to search for menu items A comparison list corresponding to the item searched and as per the filters applied is displayed 	High
1.5	1.5.2 As a user of DeliverEase, I want to be able to apply filters like Price, Wait Time and preferential price to compare based on the applied filters	<ol style="list-style-type: none"> User is able to apply or remove filters like ‘Price’, ‘Wait time’ and ‘Preferential Price’ to make the comparison accordingly 	Medium
1.5	1.5.3 As a user of DeliverEase, I want to be able to add a deal of choice to cart	<ol style="list-style-type: none"> The comparative list of deals should have an option of adding the item to cart for each deal The food delivery service is thus selected or finalized once a user adds his / her first deal to the cart 	High
1.6	1.6.1 As a user of DeliverEase, I want an easy way to navigate to the cart to view or edit my order	<ol style="list-style-type: none"> A cart icon is created and it is clickable and visible on every screen except for the sign-up and login screens 	High
1.6	1.6.2 As a user of DeliverEase, I want to be able to edit my cart	<ol style="list-style-type: none"> The cart page provides an option to add or delete items from the cart 	High
1.6	1.6.3 As a user of DeliverEase, I want to be able to complete my order and proceed to the selected delivery service provider’s app	<ol style="list-style-type: none"> There is a ‘finish’ button on the cart page which is clickable and redirects the user to the selected food delivery service app. 	High

Epic 2 & 3

Epic 2: Extend the application to allow food aficionados to search by restaurant to compare price, preferential pricing for the different menu items a restaurant provides across the different food delivery applications they use on a single platform.

Supported delivery apps: Grubhub, DoorDash, and UberEATS

Feature 2.1: Creating a functionality to enable the users to search by restaurant to compare the price and preferential price as desired for all the menu items provided by the restaurant across all the connected apps.

Feature 2.2: Creating a functionality to add a menu item to cart if desired.

Epic 3: Extend the application to allow for connecting other delivery apps like Postmates, Instacart, Gopuff, ChowNow, and AggieFood.com

Feature 3.1: Creating a functionality to enable the user to connect apps like Postmates, Instacart and Gopuff.

Feature 3.2: Creating a functionality to enable the user to connect apps like ChowNow and AggieFood.com.

