PRD & BRD for (Homestyle Food Delivery App)

Problem:

Young professionals who are living away from home are not able to have the same home-cooked cuisine. Homecooked food is a cultural and emotional attachment for many people, who miss it when they are away from home.

Painpoints of Current Solutions (Zomato, Swiggy):

- They are not based on subscription
- Don't have many homestyle and regional food options

Hypothesis:

- Alternate income source for existing restaurants to make home-style cooked food in bulk and aggregate other tiffin service options and list them on the app.
- Customers can choose to subscribe to various regional or international meal plans for each of their meals.
- Meals will be delivered to the customer every day at the same time.

Objective:

Vision:

Develop an app that allows users to discover and order home-style meals from multiple places in one convenient platform.

Goals:

- MVP launch by Q4 2023
- Beta testing by Q1 2024
- Launch by Q2 2024

User Personas:

This product is ideally suited for young professionals (aged 23-28) in metro cities like Mumbai, Delhi NCR, Bangalore, Chennai and Hyderabad.

- **Kaushik:** 25-year-old software developer working at Amazon as SDE 2. He lives in a 3 BHK flat along with 3 flatmates in HSR

Layout Bangalore. He has recently shifted to this flat and thinking of buying utensils, having a gas connection, employing a cook or using any other platform to have his food.

- **Priya:** 27-year-old business developer working at a startup. She lives in a 1 BHK flat. She regularly shifts her house as she needs to travel for work often and stays at a place for 1-2 months.

Approach:

- *Product:*
  Design a user-friendly interface that allows users to easily browse, search, and order meals from multiple restaurants.

- *Restaurant Onboarding:*
  Allow restaurants to register and create their profiles on the app, providing information about their menu, pricing, and delivery options.

- *Ordering and Delivery:*
  Integrate a secure and easy-to-use payment system to process transactions and ensure user data privacy.

- *Marketing and Growth:*
  Develop a marketing strategy to increase brand awareness and attract new users and restaurants to the app.

Assumptions:

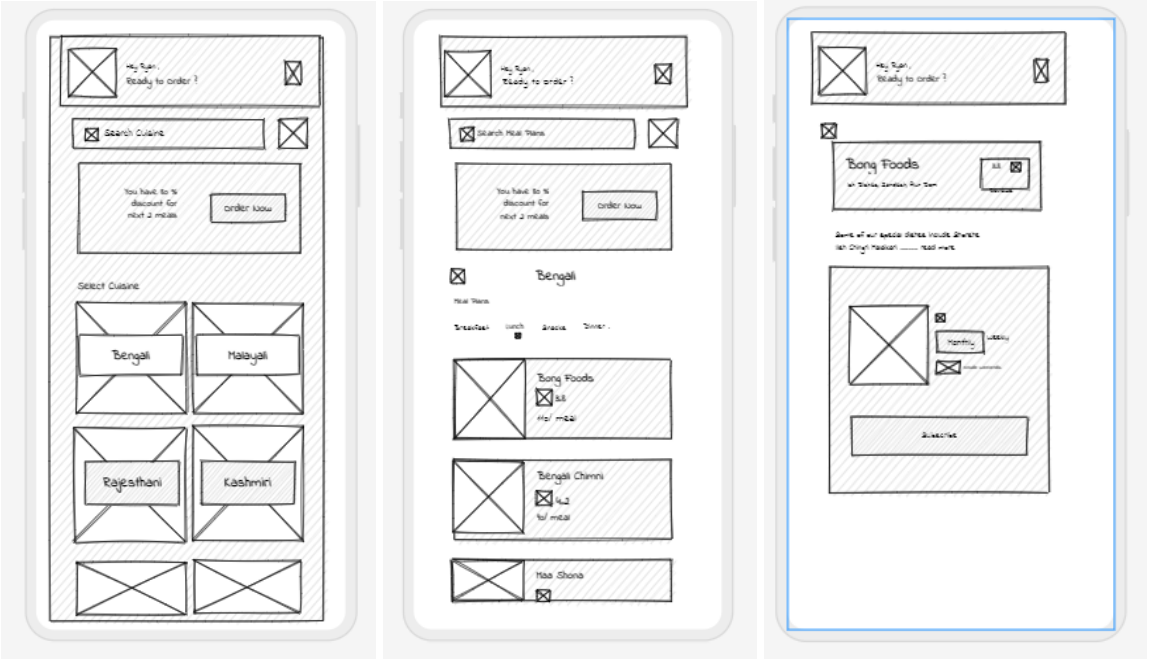
- Users will be primarily based in urban areas, where tiffin services and delivery options are readily available.
- Users will be willing to pay a premium for the convenience and quality of home-style cooked food.
- Local tiffin services will be willing to partner with the app to reach a wider audience and increase sales.
- The app will be able to differentiate itself from existing food delivery apps by offering a unique selection of home-style cooked meals and tiffin services.

Constraints:

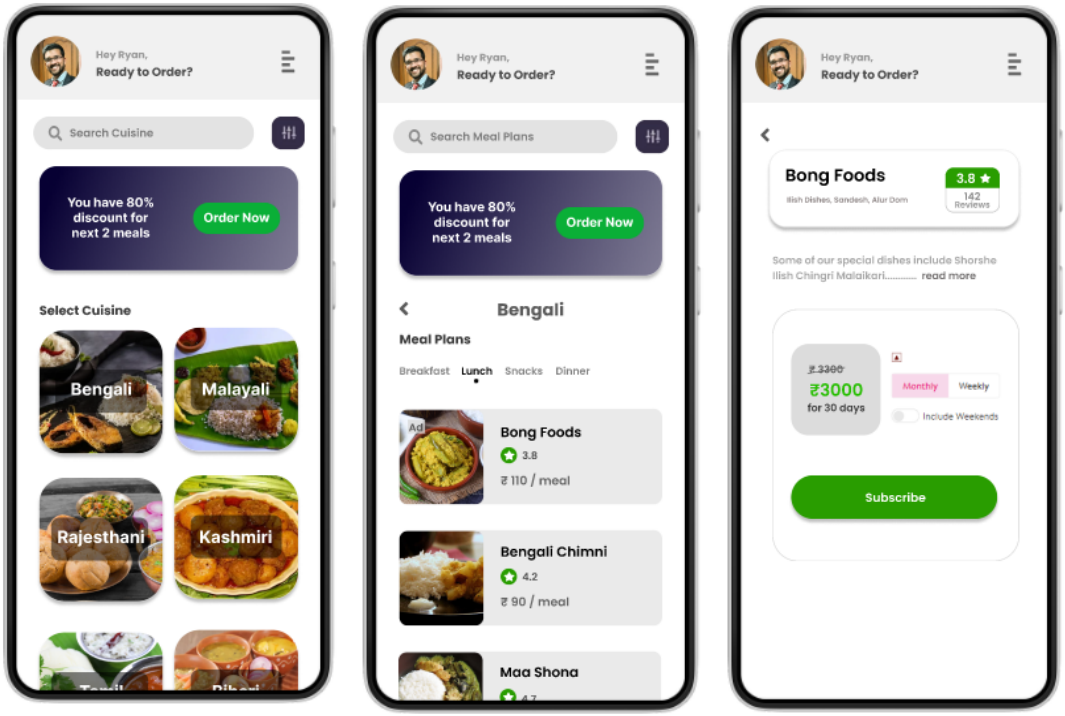
- Development must be completed within a set budget and timeline.
- The app must comply with relevant regulations and laws.

Designs:

Low-Fidelity Designs:



High-Fidelity Designs:

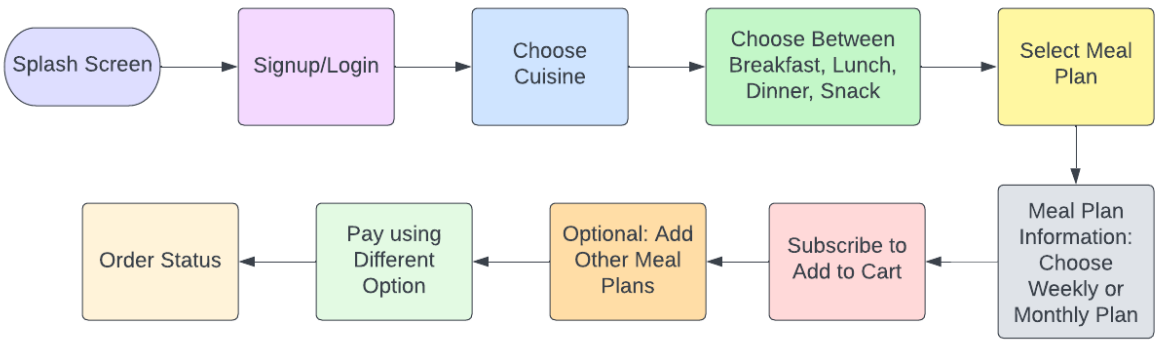


Link for prototype design:
https://www.figma.com/proto/SGKY81VDqGmJwIVxLBguOx/Untitled?node-id=2-2&scaling=scale-down&page-id=0%3A1

Technical Requirements:

- **Mobile Application Development:** The app must be developed for both iOS and Android platforms using appropriate development frameworks for Frontend and Backend. The app should be optimized for different screen sizes and resolutions.
- **Frontend:** It should load fast and must dynamically change hence ***React Native*** can be used.
- **Backend:** To handle high traffic but also develop fast, ***Node.js*** with ***Express.js*** can be used.
- **Database Management:** The database should be scalable, secure, and optimized for fast read and write operations and for this, we will be using ***Mongo.db***
- **Payment Gateway Integration:** The app must integrate with a payment gateway such as ***PayU*** or ***Razorpay*** to facilitate secure online transactions.
- **API Integration**: The app must integrate with APIs provided by tiffin service providers, delivery services, and other relevant third-party services to provide seamless ordering and delivery experiences for users.
- **Location-Based Services:** The app must integrate with GPS to provide accurate location information for users, delivery services, and tiffin service providers.
- **Cloud Hosting and Infrastructure**: The app must be hosted on a cloud-based infrastructure such as AWS or GCP to provide scalable and secure hosting solutions. Hence services like EC2 (AWS) or Compute Engine (GCP) could be used.

User Journey Flow:



Link for User Journey Flow:
https://lucid.app/lucidchart/8e45d628-f843-41cc-ad37-5b85fe699857/edit?viewport_loc=-99%2C101%2C1829%2C855%2C0_0&invitationId=inv_fc82a406-3632-409e-a512-21b7948551c7

Timeline:

Release Name	Audience	Date	Features	Testing Stage
Phase 1: Planning and Design	Internal Team	Q2 2023	App concept and goals, wireframes and mockups, target audience research, branding and visual identity	N/A
Phase 2: Development	Internal Team	Q3-Q4 2023	Backend architecture and API development, frontend coding for basic features (user login, order placement), integration with payment gateway and delivery services	Alpha testing with a small group of internal users
Phase 3: Beta Testing	Selected Group of Users	Q1 2024	Beta version of the app with advanced features (regional and international meal plans, tiffin service options), user feedback collection	Beta testing with a small group of external users
Phase 4: Launch	General Public	Q2 2024	Full version of the app released on app stores (iOS and Android), marketing and PR efforts, user acquisition	Post-launch monitoring and iteration based on user feedback

Success Metrics:

User Acquisition:

- Number of app downloads and registrations
- Number of active users

Customer Retention:

- Frequency of subscription per user
- Number of repeat customers

Restaurant Partnerships:

- Number of restaurants partnered with the app
- Revenue generated for restaurants

North Star Metrics:

For this app, the north star metric could be the **average number of repeat subscriptions per customer**, as it indicates that users are satisfied with the service and are returning to order more meals. A high number of repeat customers would also suggest that the app has successfully addressed the problem of young professionals missing home-cooked cuisine and is providing a valuable service to its users.