

Key Partners

- Restaurants and Home Chefs
- Tech/Cloud Infrastructure Providers such as AWS.
- Payment Network **Partners**
- Relevant **Government Bodies**
- **Delivery Agents**

Key Activities

- Build, maintain and scale tech infrastructure.
- Partnering with potential restaurants and home kitchens.
- Training of HR in all departments
- Customer Support

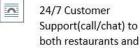
Key Resources

- Tech Infrastructure, Data and Webservers
- HR to handle key tech operations-Designing, Analytics, Al/ Machine Learning.
- Relationship Management with Restaurants and Home Chefs
- **Delivery Partners**

Value Propositions

- Customized food delivery to target customers from online orders via mobile and desktop apps.
- No Minimum Order Requirement
- All available payment methods
- 24/7 Live Customer Support
- Order Tracking and **Order Analytics**
- Offer major subscription models
- Facilitate order from different restaurants in one order with trade-off in time

Customer Relationships



target users

- Social Media Interaction
- Consider customer feedback, ratings

Channels

- Mobile and Web Apps
- Email and Notifications
- Delivery agents to deliver food products

Customer Segments

- Working Single Professionals between age of 18 to 25 staying in shared accommodations or living single who order 2 to 3 times a week or order on a subscription basis.
- Working Married Professionals who stay with family within age of 25 to 40 who order on subscription basis
- Multisided Platform: Restaurants and Home Chefs in Tier1 Cities.

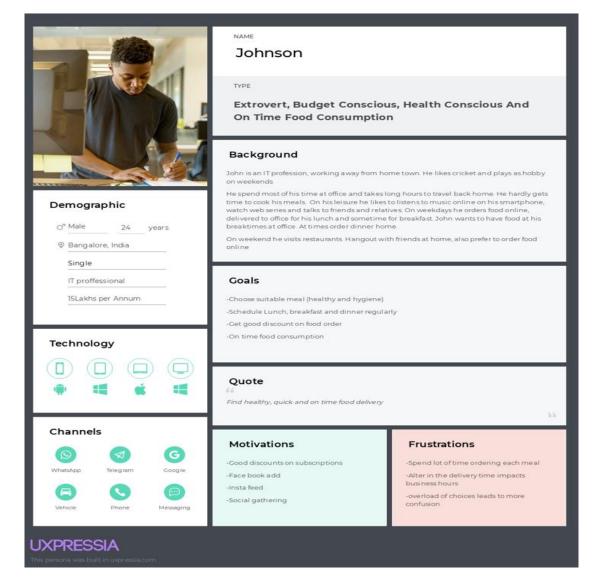
- Cost Structure
 Website and Mobile App Development Costs
 - Tech Infrastructure Maintenance Costs
 - Marketing and Customer Acquisitions Costs
 - Employee Salaries and Benefits,
 - Refunds, Customer Delight and Maintenance Costs

Revenue Streams

- Commissions on Orders
- Usage Fee: Restaurant and Home Chefs Onboarding Fee
- Profit Margins on Delivery Charges
- Subscription Model Revenue



USER PERSONA





USER JOURNEY MAP - 1

	AWARE	DISCOVER	ORDER	VENUE	PAYMENT	WAIT	RECEIVE	CONSUME	SHARE		
	Online search	Food menu and coupon	Reordering and avail discount	Select Destination	One time payment	Delivery	Receive	Consume	Feedback		
User goals	To find a service (food app), download app and sign up	Get the availability of food of choice with great discount	One time ordering (order in advance/pre-ordering) for specified duration with subscription to save time and money.	Default destination based on reorder and time (For ex: Deliver at Office for lunch only and home for Dinner only)	Choose better subscription (one time payment) that suits the user fitness goals	Preset delivery on time and address Quick and easy tracking of orders	Desired order received on time per user requirement	Consume healthy food on time	Share the feed back of the delivery app		
User expectations	Appropriate food App to order	Must have quick and easy search of any type of cuisine	Must have Pre-order option to set the required/repetitive cuisine for Week klybwoek klyfwonthly for all type of meals (breakfast, lunch, evening snacks and dinner)	Must have feature to choose the destination on type of orders well in advance.	Subscription plans based on the cuisine selection, number of days and meal type	Must have feature to choose the destination on type of orders/meals well in advance. Wait time should be with in displayed ETA	Receive the order on Time	Should meet the customer taste, quality and desired quantity	One dick to share the fed back		
Experience		accrition by contribution									
	interest anticontion scopplance										
Process	Sign in to the food App	Browse for the food by preference, price, ratings, reviews, delivery time etc. Or reorder the choice of food.	select the desired food, add to the cart	Select delivery address	Add Promo codes Select payment method Make the payment Complete the order	Track order Delay in delivery contact customer care Attend calls or message from delivery agents	Collect the food Call customer care for any issue Make payment (if COD)	Consume the food Call customer care for any issues (Quantity, quality, missing etc)	Share ratings and reviews of food delivery app and restaurants		



USER JOURNEY MAP - 2

Touch Points	Social Media Ads App website	• App • Website	• App • Website	• App • Website	• App • Website	App Website Customer service agent	App Website Delivery agent Customer service agent	App Website Customer service agent	App Website Customer service agent
Problems	Keep toggling between food apps for reordering/repeating the orders and best discounts	Finding of preference food is not available Desired restaurants not available	Time consuming if the orders are repetitive per week or brweekly (ex: having fall south in dian meals everyday for lunch) Technical error during ordering may delay delivery There is no proper and good support of customer care In order process takes more time due slowness in the internet Amount deducted before ordering	No option to change delivery address once ordered	Highly priced for food and delivery charges Payment get struck midway due to technical issues and a mount deducted promo codes are not available for every meal or payment mode.	Prolong waiting period Repeated calls from delivery agent	Incorrect order delivered Poor customer service	Teste, quantity and quality not per customer requirement Poor customer service	Continuous calls and message for reviews and ratings
Ideas / Opportunities	Advertising, marketing and promotional activities Creating content on social media platform Partnership with rest auants and brand influencers	Advance search options UI and UX should be user friendly Accurate filters and sort options	One time ordering for the desired duration with the advance meal plan and customized meal plan	Select the address in advance based on the meal type and desired delivery time	Subscription based on the cuisine, meal type and desired duration the customer is opting	Reminder notification hour before the delivery	On time delivery based on the preferred time set in advance to the preselected venue	Customer care. Robust and highly responsive	Customer care Robust and highly responsive



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