Product Requirements Document

Target Release	15th July 2023
Epic	MVP Features
Document Status	V1
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What

An Aggregator Food Tech Service, that provides a marketplace for restaurants, home chefs and customers by connecting them in easy and flexible way at cost effective price.

Why
With the Survey and Interview Analysis we have the following reasons why such a food aggregator service can solve customer problems
1. The survey indicates that the average age of customers who order online food range between 18 to 40.
2. The major other players from where customers order food online are zomato and/or swiggy

3. 64.5% of Working professionals who are away from hometown and 19 % of who are living in their hometown are ordering the food frequently (more than three days a week.) Thus Tier 1 Cities contribute to major customers, however the TAM, SAM and SOM could extend to tier 2 cities in future.
4. We found out that users would like to pre order food rather than ordering 2 to 3 times every day which saves time by the subscription model
5. We found out that users are paying at least Rs300/ day for food which can be converted into decent subscription models.
6. We found out that users have access to home chefs but lack coordination, also a complete different set of home chefs with variety in cuisines can be brought to various customers in a city.

Bringing all these insights together we have a product market fit to address the pain points of customers and get a fare share of the market which could further be extended by blue ocean strategies.

Scope

- In- Scope for the MVP

Login and Sign Up	User should be able to login and sign up with mobile number (OTP verification), email and google and Facebook accounts
Profile	Photo Address Food Preferences Payment options Subscription page settings Root Settings
Home Page	Restaurants and Home Chefs Listing page Search Bar Location autodetected Featured sections Bookmarks
Search Page	Results include summary of each product via home chefs and restaurants Estimated Delivery Time Cost Filters and Sorting

Preference Page	Diet Choices if any (Vegetarian, Vegan) Allergies of any Fitness goals if any
Cart and Order Placement	Cart Page for pre pay orders Cart Page for subscriptions Integration of payment gateways with various modes of payment Order History Rate Order
Order Tracking	Live Tracking when a meal is being delivered Map and Time to delivery Rider details and contact number
Announcement Pages	To be used to declare offers during festive seasons, Marketing Page
Weekly Menu/Subscription Page	Pre order Meals from restaurants and Home Chefs Notify change in menu and price Flag popular items being served in geographies.

- Out of Scope for MVP (for future releases)

Enhanced Filters and Sorting	Data Analytics for keywords and enhanced filters
Chat with Home Chef/Cook	Allow Users to chat with Home Chefs before subscribing.
Request Your Craving	Allows the users to raise a 'request' with the Home Chef for the food items they are longing for.
Loyalty Program	Reporting and Analytics such as Spend Pattern, Preferences of Food, Calorie intake, Loyalty Points.

How

Create detailed Epics, Features and User Stories to chalk out requirements

- Sample Work Items below (note these are not exhaustive but a good depiction of how to link Epics > Features > User Stories.

upGrad

PRODUCT BACKLOG

S.No	Work Item Type	Work Item Title	Priority (P1, P2 etc)	Comments	Other details, if any
1	Functionality	Landing page	1	MVP	
2	Functionality	Home/Start page	1	MVP	
3	Functionality	Restaurant Listing Page	1	MVP	
4	Functionality	Profile Page	1	MVP	
5	Functionality	Search Page	1	MVP	
6	Functionality	Menu Page	1	MVP	
7	Functionality	Order Page	1	MVP	
8	Functionality	Final Cart View	1	MVP	
9	Functionality	Offer and discount page	1	MVP	
10	Functionality	Scheduling Pre order Page	1	MVP	
11	Feature	Customise Pre Order	1	MVP	
12	Functionality	Filter and Search Option	1	Search	
13	Functionality	Payment Gateway Page	2	MVP	
14	Feature	Mobile Logging OTP	2	Log In	
15	Feature	Order tracking page	2	Order Tracking	
16	Bug Fixes	Bug Fixes	2	Enhancement	
17	Feature	Preferences	2	Product page	
18	Functionality	Customer Support Page	2	Product page	
19	Functionality	Rating and review Page	2	Feedback	
20	Feature	Subscription page	3	Subscription	
21	Feature	Pay later option	3	Payment	
22	Feature	Reminder for Food	3	Enhancement	
23	App Improvement	App improvement	3	Enhancement	

S.No.	Epic	Feature	User Story	Priority	Jira Issue#
1	User Authentication/Login Sign Up	User sign up page	As a new user, the user shall be able to create an account on the app using username and password	P1	
		Sign Up with OTP	As a new user, the user shall be able to create an account through phone number and OTP	P1	
		Sign Up with Facebook	As a new user, the user shall be able to link Facebook account to create an account	P2	
		Incorrect credentials	As a user if I enter incorrect credentials or invalid data, and submit any login/signup/forgot password form, then I am shown a message to be notified of my mistake	P1	
2	Profile Page	View and Edit Profile	As an existing user, I shall be able to view and edit my profile.	P1	
		Reset Password	As an existing user, I can click reset password button to receive link to reset my password on email	P1	
3	Home/ Restaurant Listing Page	Popular Restaurant, Chefs near me	As a guest/user, a home page shall be displayed with popular restaurants/chefs serving near me.	P1	
		View Top Rated Dish	As a guest/user, a home page shall be displayed with top-rated dish suggestions	P1	
4	Search	Search a Dish	As a user, upon entering the search text, a list shall be displayed with a list of results consisting of matching dish name	P1	
		Search a Restaurant	As a user, upon entering the search text, a list shall be displayed with a list of results matching restaurant name	P1	

		Search a Chef	As a user, upon entering the search text, a list shall be displayed with a list of results consisting of matching chef names.	P1	
		Sort my search results	As a user, I shall be able to sort the search results based on price, popularity, rating etc.	P2	
5	Adding to Cart	Add dishes to cart	As a user, upon clicking Add to Cart button, I shall be able to add dishes to my cart	P1	
		Change dish items	As a user, upon clicking on quantity dropdown in Shopping Cart Page, I shall be able to change the quantity of the food item	P1	

Product Wireframes and Prototypes:

Start Page   upGrad

Start page for the users
after the app is
downloaded and opened
before login.
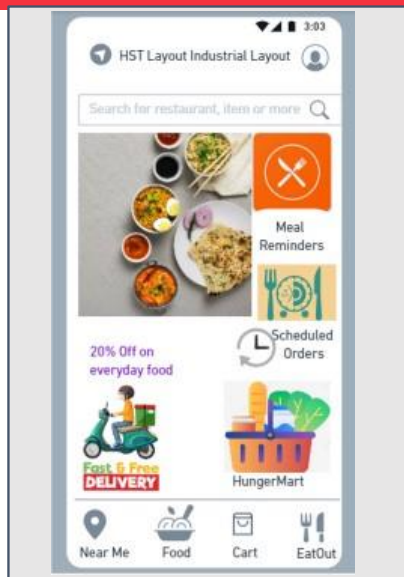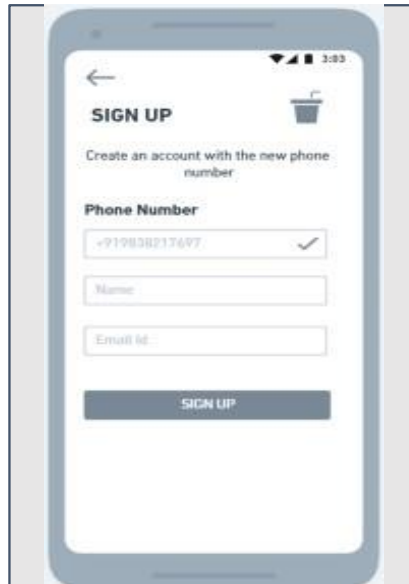
Login Page, allows
user to login with their
registered phone, if the
phone is not registered
users will be directed to
the next Sign-Up page,
also option is there to
login with Google,
facebooketc.

HungerWoo !

Login/Create your account to
manage food order

| 91 ÷ | Phone Number |

LOGIN

OR Connect with G f ✉

By clicking, I accept the **Terms & Conditions**
and the **Privacy Policy**.
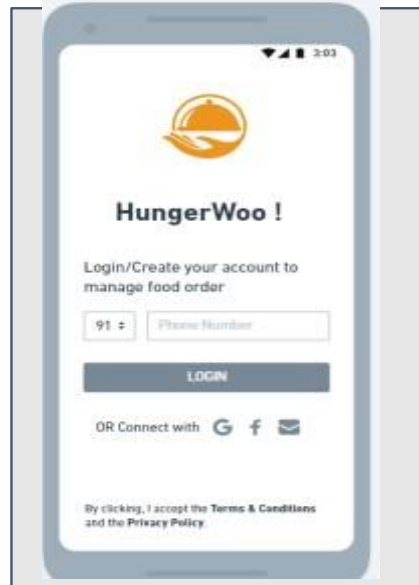
Sign-up page, for new numbers, it will ask for the Name, email id and register the user.

It is the user profile page,
which contains details
about the user also,
navigation to the different
sections like account,
address, subscription etc.
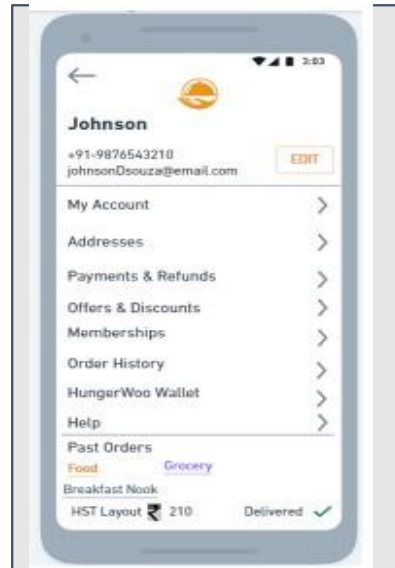
This page shows the order history of the user with options for using this order for reordering, set this order as recurring and rate the order.
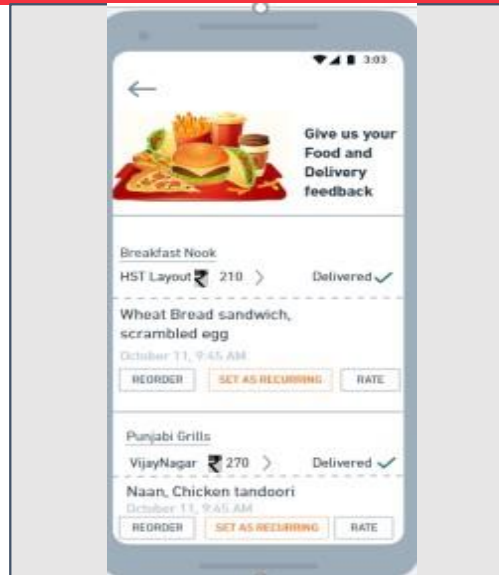
Rate the delivery and the
food item as well, also there
is a help link in top right.
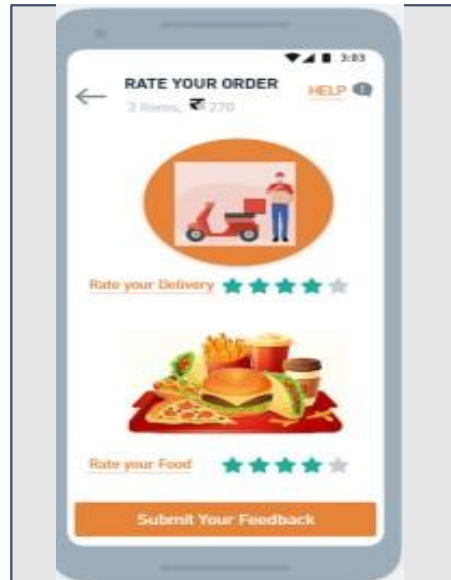
Scheduling the pre order meals as per user's choice of food items, dates, days, time also there is a reminder option for the user.

Search Page

This is a search page, upon entering anything in the search box, user is shown the matching or related items or restaurants, users can select and add to cart the same.
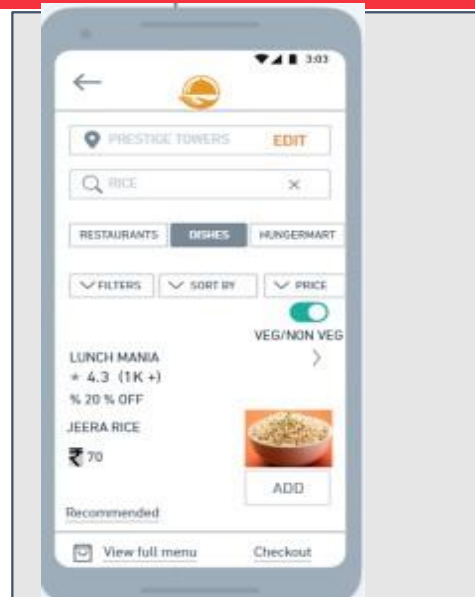
This page has the features like the user can select from their subscription plan for their meal type and choice of food.
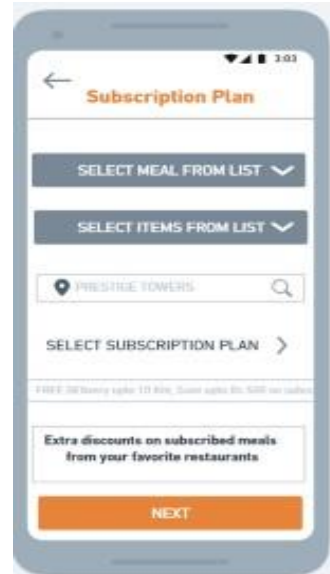
Users can view their cart from this page, they can also have a view of the offers and the total amount of their cart values.
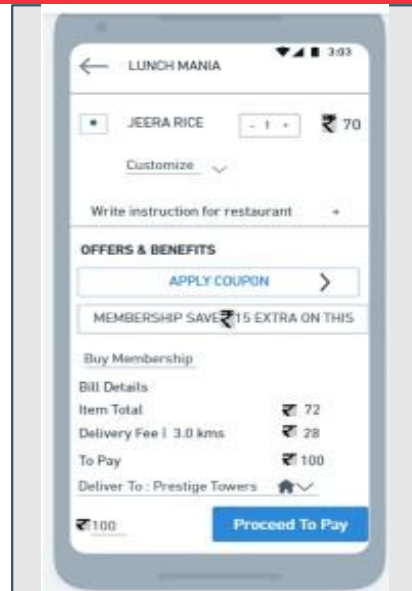
This page has the food order delivery status and progress details, also there are options to call the delivery agent, restaurant and the customer care.
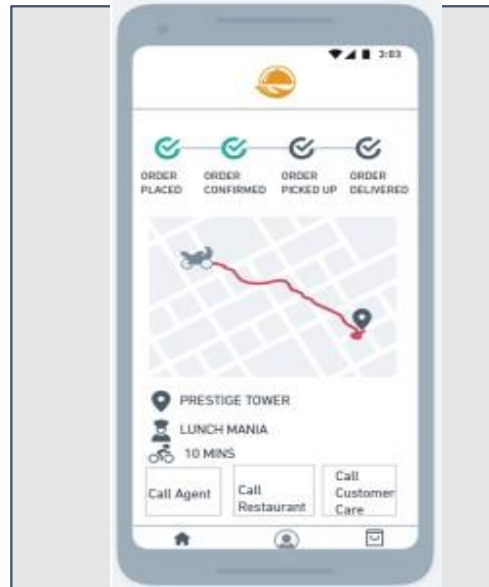
This page shows the users their frequently ordered meal, the best offers and the trending meals, at the top there is option to select the location and search for food and restaurant
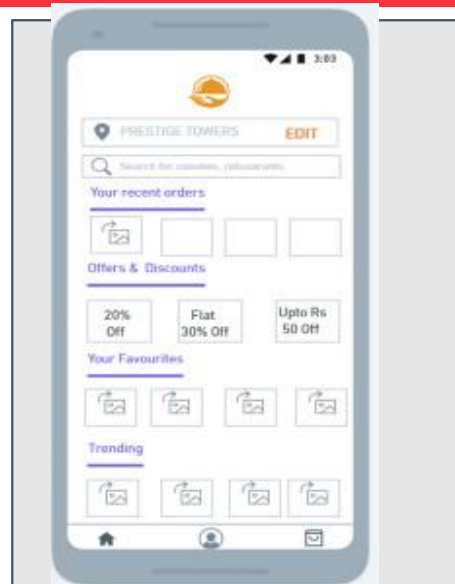
This is the before payment page, to check and apply the offers, add a tip and request for any instruction.
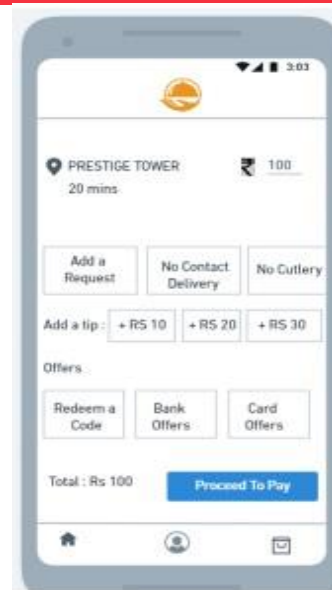
Payment page, in this page the order summary with the delivery location and time of delivery id shown, also using the preferred mode of payment and other payment options are listed as well.
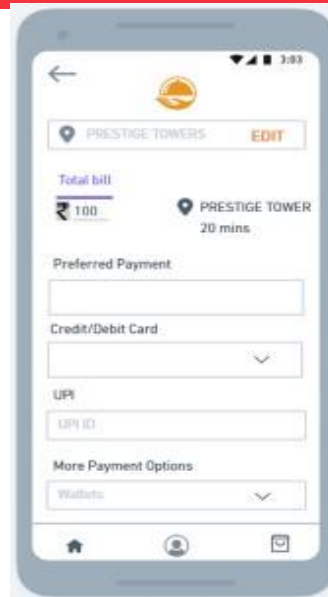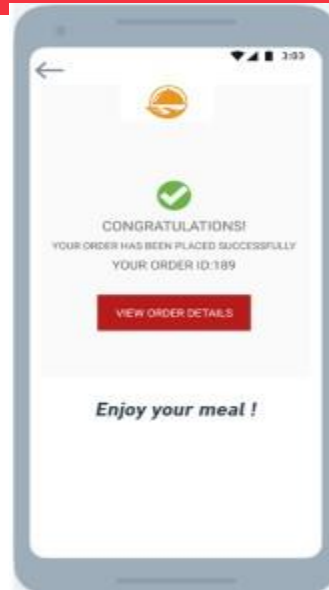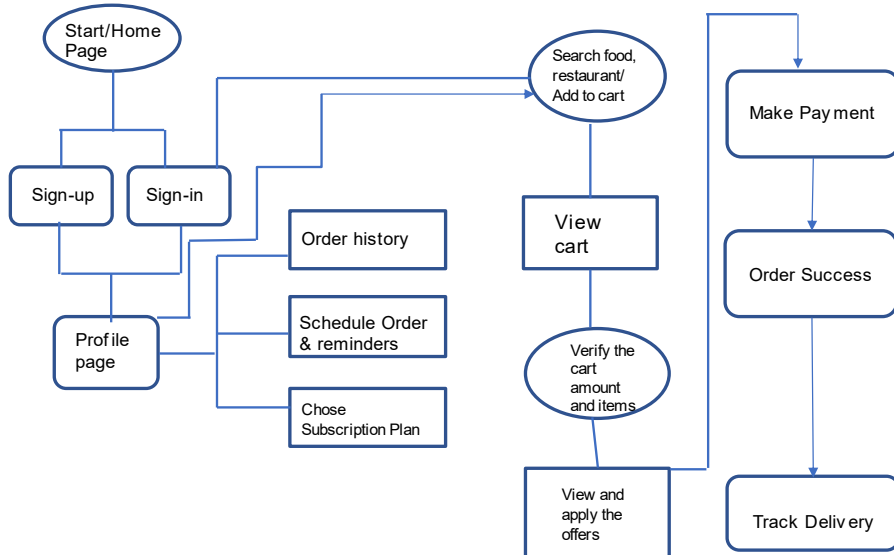
Order Success

This page shows a success message after placing the order.

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PROTOTYPING WESBITE LINK: https://whimsical.com/getting-started-boards-Rp2AMQtGw73pH7MFcSDSmK

Success metrics for the beta release

Goal	Metric
Adoption	A Signups by >20%, the users targeted by Social Media Marketing(Google Ads, Instagram Ads, Collaborating with social media Influencers)
Activation	Minimum of 5 orders placed in a month>80% Number of unique subscriptions after a month>20%
Retention	Daily, Weekly, Monthly Active Users> 6% Average stickiness Revenue Retention Rate>70%

Engagement	Repeat Purchase Rate-Users who place at least 10 orders in a month>20% Repeat Purchase Frequency-Duration Between Repeat Purchases >2.5 days
Performance	Session Duration-Average session duration when an order is places<4 mins Product Up time- Based on Geographies>99.9% Customer Service Request and emails<2% of total orders placed
Security	A User Data Encryption User Data Security-Compliance protocols (GDPR) Server Firewall and OWASP (Regulatory, testing side) App Security-Authentication and Authorization

Go-to-market

- Target Market -
  - o   Launch Age 18-40 years old working professionals living in metro cities.
- Product Device Usage (App/web etc.)-
  - o   Mobile First Approach
  - o   Android first and iOS next
  - o   Responsive website and Tablet
- Pilot launch -
  - o   Launch On 15th July with 100 chefs and restaurants listed and 1000 customers onboarded in a locality of Bangalore, Perform QA and UAT.
- Pricing Model / Strategy
  - o   Commissions on orders
  - o   Usage Fee: Restaurant and Home Chefs Listing Fee
  - o   Profit Margins on Delivery Charges
  - o   Subscription Model Revenue
- Strategy:

- o Focus on Penetration Market for the first 5 years. Capture At least 30% of market share.
- o Customized Meal Plans price range within rates set by our platform. Control over pricing.
- o Subscription plans to have tiered pricing in future
- o Blue Ocean Strategy to make non customers also customers in future.

Release Timelines

- PRD for MVP complete – 31st Jan 2023
- Wireframes – 15th Feb 2023
- UI design complete – 1st March 2023
- Development completes for the MVP – 30th April 2023
- SIT / Internal QA – 31st May 2023
- Production Release – 30th June 2023
- MVP target launch – 15th July 2023

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