



Industry Project

Part II

Chaitra Mahadevappa

Jyothi Kumari

Sameet Suryawanshi

Achal Kagwad

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DELIVERABLES

- Part-1 - Product Analytics
- Part-2 - Growth Strategies
- Part-3 - Product Roadmap
- Part-4 - Product Backlog and Sprint Backlog
- Part-5 - Product Requirements Document
- Part-6 - Go-to-Market Strategy

SUBMISSION GUIDELINES

1. Part-1, 2 and 6 should be submitted in this PPT document.
2. Part-3 and 4 should be submitted in the excel document given on the platform.
3. Part- 5 should be submitted in the word document given on the platform.

Part 1

Product Analytics

Acquisition

Retention

Referral



Activation

Revenue

- 1. Number of Signups:** Metric which measures the number of users who have signed up with the Hungroo application. More number of signups better probability of them using the app in future and becoming paid users in future
- 2. Cost of Customer Acquisition(CAC):** Total Spending on Sales and Marketing divided by the number of users acquired. This gives the cost of acquiring a new customer. This gives Hungroo to better allocate its marketing spends to various channels.
- 3. Bounce Rate:** Percentage of Users who open the app and leave without any significant order. This metric shows what better(call to actions) can be done to make the user sign up with Hungroo.
- 4. Cost Per Install:** Cost of getting the app installed by the user. This metric is a subset of Cost of Customer Acquisition and better gives detailed cost in having a user install the app.
- 5. Number of App downloads :** Organic Traffic comes from organic search engines and paid traffic comes from sponsored ads. This metric gives understanding of the proportion and thus helps in investing wisely

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1. **Number of Active Users(DAU/WAU/MAU):** Daily, Weekly, Monthly Active Users: Number of Users placing at least one order per day, per week and per month respectively. A high number indicates customers are satisfied and hooked to the product which is bringing them back to it.
2. **Churn Rate:** Is the ratio of customers who cancel or don't renew their subscription to the total number of customers company had. For Hungroo it's the number of users who have uninstalled the app or have not placed order in the past 30 days. A high churn rate is bad for business.
3. **Engagement Metrics:** Number of orders placed, Average No. of orders placed in month.

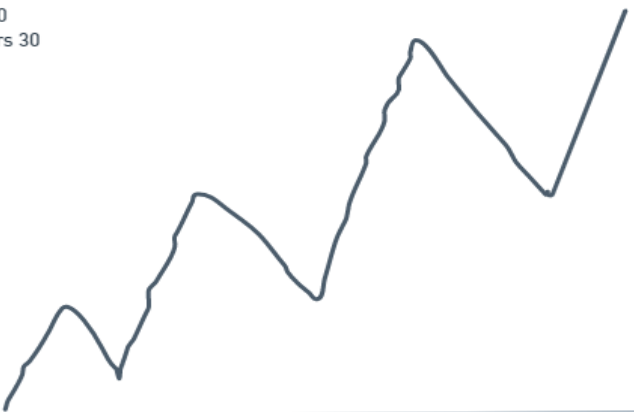
1. **Average Revenue Per User(ARPU):** It's the amount that Hungroo earns per user. It's the measure of revenue generation capability of Hungroo. Higher the ARPU more cashflows to support all business activities and scale the business
2. **Customer Lifetime Value(LTV):** Revenue that Hungroo can expect to get from a customer over entire lifetime the customer is associated with the product. The gold standard is the ratio of LTV to CAC must be 3 or higher at any given time for the business to sustain and scale itself.
3. **Annual Recurring Revenue and Monthly Recurring Revenue(ARR and MRR):** The revenue that will be generated from all its paying users on an annual and monthly basis. Higher the number the better.
4. **Contraction MRR:** Measure of the revenue which has been lost due to a customer downgrading from a higher paid plan to a lower paid plan. Gives sense where the product is heading
5. **Expansion MRR:** Measure of surplus revenue generated due to a customer upgrading to a higher paid plan.
This also gives a sense that customers are willing to upgrade.

1. **Net Promoter Score(NPS):** It's the measure of satisfaction among users and the likelihood of customers willing to refer the product to peers. Mathematically its percentage of promoters – percentage of detractors. An NPS greater than 30 is good.
2. **Viral Coefficient:** It's the measure of how many customers, an existing customer is bringing in for the product. This metric calculates the exponential referral cycle. This metric will help us understand if our referral scheme is making an impact or not.
3. **App Store Ratings:** Measure of Ratings provided by users and customers in the App Store for Hungroo app. Higher the ratings the better

1. Below are Analytics Dashboard Wireframes for each of the AARRR framework metrics.
2. We have made Low Fidelity Wireframes here.

Acquisition

Users 150
New Users 30



App Downloads

App Store 100 +

Google Play Store
200 +

User Statistics

Customers	
Total	New
150	30

Restaurants	
Total	New
130	20

Chefs	
Total	New
120	15

Users in last 30 mins

Users



Social Media Adds SEO



Activation



Revenue

Orders 100
New Orders 25

Chefs

Restaurants



Total Sales

Rs 3 Cr

Total Revenue

Rs 10 Cr

Ads Revenue

Rs 40 L

Chef Commision

Total	Avg/Chf
Rs 90 L	10K

Restaurant Commision

Total	Avg
Rs 130 L	14K

Orders

Total	Tot Avg
Rs 130 L	14K

Orders in last 30 mins

10

Orders
Per
minute



City

Income Trend Rs70 L



Referral

Clicks on invite 120
Installs on invite 26



App downloads
Google Play Store **500 +**

App downloads
App Store **100 +**

Ads Revenue
Rs 40 L

Net Promoter Score
Total
120
New
10

Viral Coefficient
1

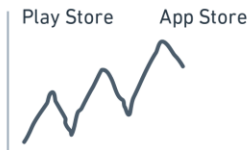
Tot No. of shares
200

Share in last 30 mins
10

Shares
Per
minute



App downloads



Retention



Added 10 items in wishlists
500 +

Users with 15 mins/per
day engagement time
100 +

Repeat Orders
30%

Retention Rate 8 weeks
Buyers Chefs Restaurants
20% 10% 14%

Customer Churn Rate (% of MRR)
Buyers Chefs Restaurants
20% 10% 14%



Part 2

Growth Strategies

INORGANIC CHANNELS:

PAID SEARCH: PPC(Pay Per Click), PPI(Pay Per Impression):Allow business to customize their campaigns. These Paid ads can be placed via google ads and on other platforms.

ORGANIC CHANNELS:

- 1. SEO:** Search Engine Optimization, SEO tactics can be used
- 2. Referral Users.**
- 3. Direct Traffic.**

- 1. Improving Landing Pages:** To create different landing pages that are contextual to the paid ad.
- 2. Setting Up catalogue feeds:** Run automated campaigns at scale by creating versatile product catalogue that targets users who are interested in them.
- 3. Optimizing Conversion Pixels:** These are tags or pixels that are placed at specific events in product flow. This will help measuring how many users ended up converting to registered/paid users from the ad campaigns.
- 4. Creating Custom Audience:** Create a custom audience of all transacted users to find out other users with similar traits.

- 1. Adopting Mobile First Approach:** Since we have data that for food ordering users use mobiles rather than desktop we can adopt the “Mobile First Approach”. Mark the most frequently visited pages as Accelerated Mobile Pages(AMP).
- 2. Focusing on User Generated Content(UGC):** Leverage User Generated Content on Apps. Google Crawlers give weightage to uniqueness and freshness of content on any page. More user generated content on app or website can improve page's rank on search results. UGC helps brands collect visual product or company mentions from social media and other sources to influence discovery based ecommerce. Brand can easily gather UGC, secure approval to use it, and present it on-site to help boost conversion.

1. **App Downloads:** Successful app downloads mean acquisition strategies have led users to download the app.
2. **Placing the first order using the food delivery app.**
3. **Placing the first 'n' order within a time duration of 'x' weeks.**
4. **Subscribing to a meal delivery plan.**

- 1. Avoid the Cold Start Experience:** The churn rate for most of the apps is 86% in first 2 weeks, which means most people don't even experience our product. The First-Time experience of the users should take them to the core action of the product which is ordering food or meal online and getting it delivered within stipulated time frame. Avoid the empty dead end states, if at all such a state is reached, users should be educated to take them back doing the core action.
- 2. Incentivise the first 'n' orders.** Based on the data at hand and the budget we have, we can incentivise the first 'n' orders by giving discount. We can also run campaigns where users is incentivised with either money or free meals if the referral he has referred gets activated. Main motto is to ensure the users make their first few transactions(core action) as soon as possible and help the users build a 'habit' around it.
- 3. Personalize First Time Experience:** Recommend top restaurants and brands based on user persona, demography etc.

Retention Measures the “breath” of the usage of a product by its users. It Measures the % of users active within a time period.

Engagement measure the “depth” of the usage of the product by its users. Depth of the engagement is the strongest indicator that the users are deriving the desired the value.

1. **Improving the Product:** In our case, experiment with pricing strategies. For e.g. offer discounts on longer subscription plans.
2. **Improving Activation:** Steepest drop in the retention curve is right at the beginning, if we can improve the activation rate than we can also shift the retention curve up to have long term retention.
3. **Reward Loyalty:** Reward most profitable customers with tailor made offers and packages. Knowing who brings more revenue allows us to allocate our time and resources efficiently.
4. **Allow Users to Pause Subscription or Membership.**
5. **Show Users what they will miss:** Give users an offer they cannot resist!

- 1. Build Reinforcing Habits around the Core Value Proposition:** In food delivery app the habit loop is Trigger-The user is hungry. Action- The user orders food from the app. Benefit- The user gets good food delivered to his location and satisfies the users hunger.
- 2. Generate and Deliver the External Trigger:** Have Personalized Push Notifications/ In Product Notifications almost often right after meal times. Map the external trigger(app notifications) to internal trigger(Hunger)
- 3. Expand the Value Proposition:** Instead of just delivering food from restaurants, we can also deliver also other items that go along with food, such as groceries. This can be a long term plan and not an immediate plan.

- 1. Incentivise Referrals to friends and family:** Using a personalized link both the referrer and the referee get a discount benefit when the link leads to a sign-up or a successful order placed. This will encourage the referrer to send out the invite link to more people and convince them to place an order so both people receive benefit.
- 2. Referral Leader boards:** Time based Gamified Leader Board that rewards the top 'n' referrers with exclusive prizes. Weekly, Monthly based Leader Boards
- 3. Other Referral schemes may look like these in the food delivery app:**
 - 1) Refer 5 friends and when they place their first order you get a dish worth Rs300/- free.
 - 2) Point based system on referral which can be redeemed on the next order which also drive engagement.
 - 3) Cashbacks of referral orders.

- 1. Repeat Purchase:** Giving points on each order and an upper cap of points to be redeemed in the next frequency of orders. This cycle will continue and will increase the LTV of a customer.
- 2. Premium Providers:** Another customer segment that is luxury driven and target customers that will pay higher price for a product that has a higher quality. Several premium and/or imported product providers in India. Provide a aggregator market place product.
- 3. Memberships and Subscriptions:** Again based on the User Data, like Zomato Gold, we can come up with plans that gives customers tier-based benefits. Such as Basic- 10% of on orders above Rs750, Silver- 10% of on Orders above Rs600 and Gold- 10% of on orders above Rs500.

Part 3

Product Roadmap

Note:

1. Use the template provided on the platform to create a product roadmap
2. You are free to edit / add columns as needed to the template provided

Part 4

Product Backlog and Sprint Backlog

Note:

1. Use the template provided on the platform to create a product backlog and sprint backlog document.
2. You are free to edit / add columns as needed to the template provided

Part 5

Product Requirements Document

Note:

1. Use the template provided on the platform to create a well-structured, exhaustive and comprehensive PRD.
2. You are free to edit / add columns as needed to the template provided

Part 6

GTM Strategy

KEY FEATURES FROM MVP AND KEY INDICATORS:

- 1. Weekly Menu and Subscription Page:** Display of 7 day menu on Subscription Page. Our customers will be able to select their meals and subscribe to it weekly. *Key Indicators:* of achieving PMF(Product Market Fit): Ratio of Pay per order to subscriptions, Subscriptions Renewed, High Customer Retention Rates.
- 2. Preferences Page:** To further streamline to subscribe to a meal plan, we have added a preference page where customers can add their dietary requirements , restrictions, allergies. This data is shared with Home Chefs so they can customize their meals accordingly. *Key Indicators:* No of Meal Plans Customized, Sales closing early, Value from Product, High Customer Retention Rates
- 3. Search Page:** Search by Restaurants, Food Items and Chef. The Search is curated by Search Filters, by location, dishes, highly rated chefs. This makes search intuitive. *Key Indicators:* Number of Searches by various filters, No of Bookmarks on Search Pages, Value from Product in customizing meal plans.

PRODUCT POSITIONING STATEMENT: “For 18-40 years old who need home cooked food, our platform provides customized meal plans, subscriptions and a range of home-chefs to choose from”

PRODUCT USP:

1. Homely hygienic food, preferred food by customers at affordable prices.
2. Customized Meals
3. Try meal before subscribe
4. Subscription plan based on frequency(Weekly, Monthly)

EXTERNAL FACTORS:

1. Highly Price Sensitive Audience
2. Food Tech is into high volume, low margins pricing section.
3. Competitors : Offline tiffin aggregators.

INTERNAL FACTORS:

1. Product Cost
2. Investment Budget
3. Revenue and Profit Milestones

We will be using combination of pricing strategies for our product namely:

1. **Penetration Pricing:** Offering large discounts on newly launched locations
2. **Cost Based Pricing:** The price of the product is the summation of its production cost and the margins required over it.
3. **Value Based Pricing:** The price of the product is based on what the customers are willing to pay.

Sales & Marketing Strategy- Marketing Channels

- 1. Social Media:** Food is surely appeals visually to most. We can use prominent social media such as Instagram and Facebook to post images and generate buzz. Every affiliate partner(Restaurants and Home Chefs) associated with us will post on their respective social media pages to drive awareness. Paid ads can be leveraged to boost content to relevant audiences
- 2. Email:** Emails can be used to broadcast major feature change, price change. We will also use email for order confirmation and tracking. Emails are good way to let our users know how are product is evolving.
- 3. Word of Mouth:** Most Home chefs manage their clients offline. We can leverage their existing network and encourage their client base online on our app. We can use referral links to restaurants, home chefs, subscription pages via instant messaging app such as WhatsApp.

Sales & Marketing Strategy- Sales Channels upGrad

1. **Direct Selling:** Selling Through App and Website will be our major sales channel. Post Marketing , the number of visits on the app/website will cause direct selling.
2. **Affiliate Partnerships:** Partnership with Restaurants and Home Chefs to promote each other on our platform. Our Partners will provide offers if ordered using our App and we will feature our partners.

PRODUCT:

1. City wise reach is enabled and home chefs are ready to accept orders
2. Onboarding journeys in sales channels are in place
3. Setup reporting structures and metrics for the product
4. Ensure market place as at least “x” different products sourced specifically from prominent home chefs.

MARKETING:

1. Launch Social Media and Email CRM Campaigns to enable a complete holistic effort
2. Finalize and set on auto mode Ad Spends for Social Media and PPC Campaigns

TECHNOLOGY:

1. Ensure Platform readiness by checking if development and testing sprints are completed.
2. Ensure the servers are ready to handle to anticipated web traffic
3. Have back up plans if any show stoppers do arise during this phase.

PRODUCT:

1. Track Everyone and corresponding metrics that interact with our product.
2. Qualify leads that are generated.

MARKETING:

1. Send our press releases to media outlets, Social Media Live can also be used.
2. Collaborate with identified micro-influencers to drive engagement on platforms.

TECHNOLOGY:

1. Monitor the web and app for performance issues and crashes.
2. Use Back Up Servers in case of performance issues and crashes.

PRODUCT:

1. Define and Measure Key Performance Indicators(KPIs)
2. Establish strong customer support.
3. Build Customer Testimonials
4. Define Long Term Referral and Retention Strategies

MARKETING:

1. Track launch campaigns and new users by channels.
2. Track metrics with micro influencers on platforms.

TECHNOLOGY:

1. Plan next important priority feature releases.
2. Build Human Capital to maintain IT Infrastructure for scaling and growth.

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