



# Product Management Certification Program

*Industry Project – I Submitted By:*

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After completing all the parts of the project, you will have to submit your responses in the following manner.

- Submit the following parts of the project in this ***“Presentation”*** file
  - Part 1 - Understanding the market
  - Part 2 - User research
  - Part 5 - MVP Creation
  - Part 6 - Sketching
  - Part 7 - Wireframing & Prototyping
- Submit the following part of the project in the template document provided on the platform.
  - Part 3 - Business Model Canvas
  - Part 4 - Product Artifacts
    - User Persona
    - User Journey Map

**Note:** Finally you have to add this **Presentation & other submission documents** in a ZIP folder and upload it in the submission section on the platform. More details in slides to follow

# Part 1: Understanding the Market

- **TAM(Total Available Market):** All people in India who have access to Internet and want to order food online. Estimation: India's population is 138Crores, out of which we have statistic that 54% have access to internet in 2022. Thus TAM is around 75Crore.
- **SAM(Serviceable Addressable Market ):** To obtain this we filter by geography. We state that Tier 1 City Population is our SAM. We analysed the statistic that 3% of total internet users in India live in Tier 1 Cities. Thus SAM is 2.25Crore.
- **SOM(Serviceable Obtainable Market):** Here we filter by age. We are targeting age group of 18 to 40. Assuming 30% of SAM fall in this age bracket we have SOM as around 68Lakhs.

- **Threat of New Entry: Weak Force**

Entering this market requires long term(in years) planning, high costs to create multisided platform, onboarding restaurants and end users

It takes years to have regular customer base

Technology and Infrastructure costs keep scaling with new users

Skilled Tech Talent demands high CTC

The four phases to hook a customer: Trigger, Action, Variable Reward and Customers Investment into app takes time and planning.

- **Threat of Substitutes: Strong Force**

Currently Users have many substitutes to solve their food problem, Local Restaurants provide low cost of switching.

Local Gated Apartment Home Chefs are operating their own small enclosed home chef models. Need to break this network and onboard both multisides on our platform.

- **Bargaining Power of Buyers: Strong Force**

Cost of switching is low, Highly price sensitive market with existing players of Swiggy and Zomato.

Availability of substitutes: Home Cooks, Home Chefs, Local Restaurants.

- **Bargaining Power of Suppliers: Moderate Force**

Until user is hooked to our platform we have low supplier bargaining power.

Local Gated Apartment Home Chefs are operating their own small enclosed home chef models. Need to break this network and onboard both multisides on our platform.

Need of Volume of Orders to Suppliers- Cloud Kitchens using our services, but some fine dining restaurants not very much dependent on our platform. Thus Moderate Force.

- **Competitive Rivalry: Strong Force**

Few Competitors but they are already established and threat is strong

Diversity of competitors capturing niche segments. Eg apart of Swiggy and Zomato we have Dominos Pizza, Instamart and other mushrooming niche segment apps

Swiggy Zomato become giants by acquiring other food tech apps, UberEATS, food panda(More details in other analysis segments)

**Threat of Entry**  
**"Weak Force"**

**Bargaining Power of Buyers**  
**"High"**

**Competitive  
Rivalry**  
**"Strong Force"**

**Bargaining Power of Suppliers**  
**"Moderate"**

**Threat of Substitutes**  
**"Strong Force"**



**Major Players: Swiggy, Zomato, Eat Sure, Freshmenu, Hunger Box, Box8**

**Two Direct Competitors: Swiggy and Zomato**

**Company Background of DC1 and DC2**

We next, will be doing a comprehensive analysis between Swiggy and Zomato

# Competitor Analysis- Company BackGrounds

CRITERIA	SWIGGY-DC1	ZOMATO-DC2
Goals	Integrate with Restaurant Partners and provide seamless food delivery experience	Change the way Customer consumes food
Mission	Change the way India Eats	Better Food For More People
Strategy	Swiggy plans to build unified delivery platform diversifying its products across host of categories food, groceries etc. However Food Remains its highest revenue generator	Zomato has gone public. It has different segments apart from food: business consulting, Cloud Kitchen penetration. It also introduced Zomato Gold Membership
#Employees	Around 11,000	5000 employees
Funding	Total of 3.6B in 15 rounds till 2022	Total of 2.5B in 21 rounds till 2022
Revenue	FY2022-4687 Crores FY2021-2118 Crores FY2020-2742 Crores FY2019-1397 Crores FY2018-485 Crores	FY2022-2300 Crores FY2021-2547 Crores FY2020-3467 Crores

# Competitor Analysis- Company BackGrounds

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CRITERIA	SWIGGY	ZOMATO
Founder's Profile	SriHarsha Majety- CEO, Rahul Jaimini, Nandan Reddy	Deepinder Goyal-CEO, Pankaj Chaddah
Acquisitions	4 Acquisitions Kint.io-2019 Supr Daily -2018 Scootsy- 2018 48East- 2017	14 Acquisitions. Major Ones Below Menu Mania-2014 Maple Graph-2015 Sparse Labs-2016 Uber Eats-
Target Market	Age 18 to 35 These are college students, working professionals, or entrepreneurs who have a good lifestyle and live in upscale neighborhoods.	Both Apps almost similar target market of youth between 18 to 35 who have access to internet and smart phone.

# Competitor Analysis- Business Models

CRITERIA	SWIGGY	ZOMATO
Value Added Services	Food Delivery at Doorstep, Live Order Tracking, Swigger Stores-Groceries, Flowers, Medicines, Swiggy Genie- Package Delivery Service, Swiggy Super-Membership Program	Food Delivery at Doorstep, Live Order Tracking, Zomato Gold-Membership Program, Go Out- Dine in experience, Explore- Feature in App
Geographical Reach	Currently 500 cities, Target to expand to 600 more cities	24 Countries and 10,000 plus cities
Revenue Model	FY2022-4687 Crores FY2021-2118 Crores FY2020-2742 Crores FY2019-1397 Crores FY2018-485 Crores	FY2022-2300 Crores FY2021-2547 Crores FY2020-3467 Crores
Daily Order	Daily Orders: ~1.7 Million Order/Day	Daily Orders: ~1.5 Million Orders/Day
Avg Order Value	Avg Order Value: ~ Rs400/-	Avg Order Value: ~ Rs400/-

CRITERIA	SWIGGY	ZOMATO
Shift in Business Model	<p>Swiggy Started as a 3 way market place between restaurants, Food Consumers and Delivery agents. Restaurants pay % commission to Swiggy. Consumers pay extra amount for delivery rather than travel, In recent times Swiggy has created other channels to increase their revenue such as Swiggy Genie- Package Delivery Services, Swiggy Instamart- Groceries, Flowers, Medicines etc Thus Swiggy is scaling both horizontally and vertically in different geographies.</p>	<p>Zomato began as an online restaurant directory with ratings, viewership etc. it had entered segments such as live events, restaurant reservations etc. However now Zomato with its online food delivery value proposition is more focusing on scaling vertically in various countries and cities. It has also gone public with IPO.</p>

# Competitor Analysis- Strengths and Weaknesses

CRITERIA	SWIGGY	ZOMATO
Strengths	<p>Fast Delivery – Target within 30 Mins-Tech Driven</p> <p>Investment in Good App Development</p> <p>Training of employees. Seamless Process</p> <p>Broad range of extensive menu.</p> <p>Recommendation systems in app.</p>	<p>First Mover Advantage</p> <p>Fast Expansion: Already in 24 Countries</p> <p>Intuitive and Seamless App Design: Helps you find restaurants in nearby and new areas.</p> <p>Number of Users: Site receives approx. 90m visitors/month, thus more reviews and stronger marketplace</p> <p>Brand Equity Presence</p> <p>Acquisitions in Tech to have strong HR and Infrastructure</p>
Weaknesses	<p>Limited Zones for order Placing</p> <p>Low Brand Recognition: Swiggy to invest in positive brand recognition</p> <p>Exclusive Delivery Fees charged to customers. Swiggy can experiment with this revenue model.</p>	<p>App security Concerns: An event of customer data being hacked tarnished its image.</p> <p>The speed of expansion given the funding could be much better</p> <p>Competition from local food discovery apps</p>

# Competitor Analysis- Strengths and Weaknesses

CRITERIA	SWIGGY	ZOMATO
What Works Well	Fast Delivery, Variety of cuisines, Good Food Discovery platform Swiggy One Membership designed to cut delivery costs to customer.	Large Customer Base in 24 countries, Economies of Scale advantage, Good “Go Out” Feature. For Dining Out. Discovery of fine dining restaurants, Good Analytics work to maximize customer revenue and loyalty. Ongoing Offers and coupons to drive loyalty
Pain points	Limited Zones for order Placing Low Brand Recognition: Swiggy to invest in positive brand recognition Exclusive Delivery Fees charged to customers. Swiggy can experiment with this revenue model.	Not keeping price model predictable within a standard deviation range. Over use of Supplier Power can diminish brand value and customer loyalty.

CRITERIA	SWIGGY	ZOMATO
App Downloads	100M on Android play store and 80M on iOS store	100M on Android Play Store and 70M on iOS store
App Ratings	4.5 stars on play store, and 4.4 on iOS store	4 stars of play store and 4.6 on iOS store
UX of App	<p>Design Of App: Intuitive, Clear Root Icons at the bottom indicating their functionality. Does not allow to build multiple carts from different restaurants. Has various features such as user personalization with recommendations. The app also show cases its other features such as swiggy genie for delivery package.</p>	<p>Zomato also has root icons at he bottom indicating their functionality. The Home Page has major categories such as “Order Again”, “In the Spotlight”, “Recommended For you”, categorization by cuisine and Promoted restaurants. This increases the chances of user ending up buying up food. It Dining button below which takes the dine out user journey, The Money button has “One Click Check Out” which saves time. However the home page scrolls down indefinitely where there can be definite end. Overall the app UX is neat.</p>



CRITERIA	SWIGGY	ZOMATO
User Feedback of Apps and Service	<p>Analyzing comments on playstore and app store, we see users are in general satisfied with the app and services. Certain payment issues were seen.</p> <p>High Surge prices for delivery and packaging were seen to downgrade customer mood and sentiment.</p>	<p>While User experience of app has much complains, the service does have, lack of prompt customer service were reported. Friends posting reviews is a plus.</p> <p>Good sense of loyalty towards Zomato</p> <p>Conducting “Zomaland” Food Music and Fun Fest Carnival in select cities has boosted brand image and loyalty.</p>

CRITERIA	SWIGGY	ZOMATO
Predict Future Initiatives with Reasoning	<p>Swiggy boasts a huge fleet of delivery agents. It can use this to its advantage in scaling horizontally with groceries, Package pick ups.</p> <p>Penetrate into tier 2 and tier 3 cities with much granularity and make customers hooked to them.</p> <p>Swiggy has already started “Instamart” on these lines</p>	<p>Zomato has already established presence in 24 countries and 10,000 cities. Its next move could be build monopoly in becoming one stop solution to discover new food.</p> <p>Low Capital cost, Data as a raw material and economies of scale are factors that can drive Zomato growth to be profitable and monopoly.</p>
	<p>Data as a raw material can be exploited for various horizontals of swiggy.</p>	<p>Zomato may look in establishing cloud kitchen network partners and with its in house data and resource may derive useful insights in optimizing costs and increasing revenue by building Inhouse kitchens which sell top seller dishes in various geographies</p> <p>Zomato can later use tech driven delivery mechanisms such as drone delivery to</p>

# Part 2: User Research

## Objectives

1. To determine the demand for a new food delivery app/platform.
2. To gauge user's interest in food scheduling feature
3. To understand user's pain points for the quality of food delivered.
4. To understand the affordability of the food order.
5. To understand the time taken to order each meal including search, add, apply offers etc,

Hypothesis 1: Bachelors are willing to order home cooked food.

Hypothesis 2: People will order more frequently if there are more offers/discounts.

Hypothesis 3: People would try new food delivery apps if more reasonable prices.

Hypothesis 4: Working professionals would order food more frequently.

Hypothesis 5: Working professional would love to have a food order scheduling feature.

Hypothesis 6: Working professional would love to have a food order reminder feature.

Hypothesis 7: People staying with family will order food once a week.

Hypothesis 8 : People prefer subscription plans which cuts down delivery charges.

Hypothesis 9 : People would like to have a plan subscription plan for their food they order regularly.

Hypothesis 10: Time taken for from searching to placing order during busy schedule is very challenging.

Hypothesis 11: Users want to have the mix and match of the choice of their food items.

The Survey questionnaire Link :

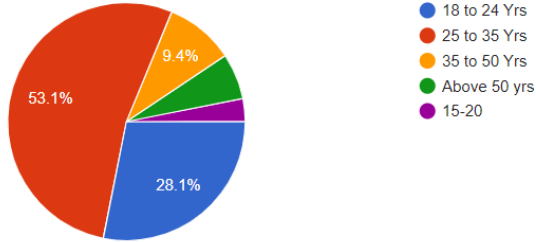
[https://docs.google.com/forms/d/1EU-MIWPQQYOHK1u8iGDKJ3Vf0\\_DBYyLGUgt2A4Ggbo4/edit](https://docs.google.com/forms/d/1EU-MIWPQQYOHK1u8iGDKJ3Vf0_DBYyLGUgt2A4Ggbo4/edit)

The Survey response Link :

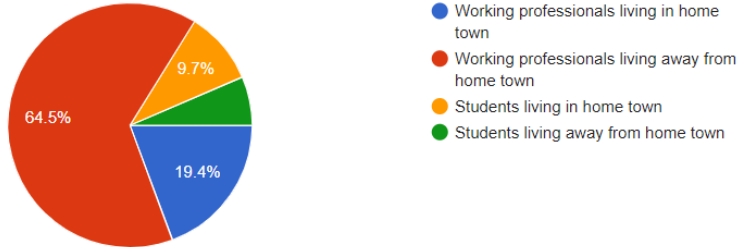
[https://docs.google.com/forms/d/1EU-MIWPQQYOHK1u8iGDKJ3Vf0\\_DBYyLGUgt2A4Ggbo4/edit#responses](https://docs.google.com/forms/d/1EU-MIWPQQYOHK1u8iGDKJ3Vf0_DBYyLGUgt2A4Ggbo4/edit#responses)

The survey Excel version Link:

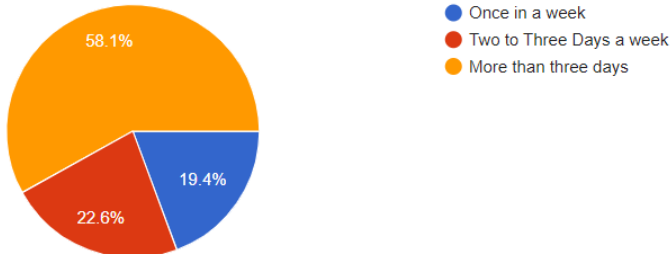
[https://docs.google.com/spreadsheets/d/1zdbBiRc4SRwmcLEHuQSF\\_Rc-6J\\_wWJOlbs9rXTHz-bl/edit?resourcekey#gid=1979482262](https://docs.google.com/spreadsheets/d/1zdbBiRc4SRwmcLEHuQSF_Rc-6J_wWJOlbs9rXTHz-bl/edit?resourcekey#gid=1979482262)



- 18 to 24 Yrs
- 25 to 35 Yrs
- 35 to 50 Yrs
- Above 50 yrs
- 15-20

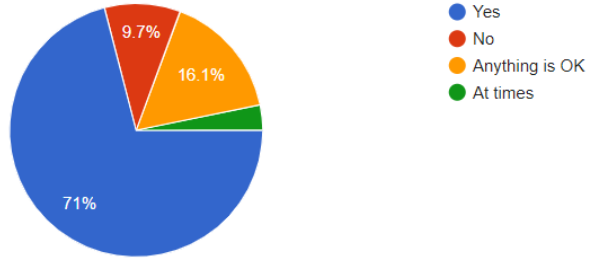


- Working professionals living in home town
- Working professionals living away from home town
- Students living in home town
- Students living away from home town

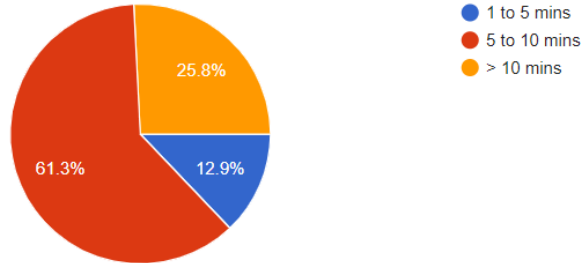


- Once in a week
- Two to Three Days a week
- More than three days

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) and this proves hypothesis 4.



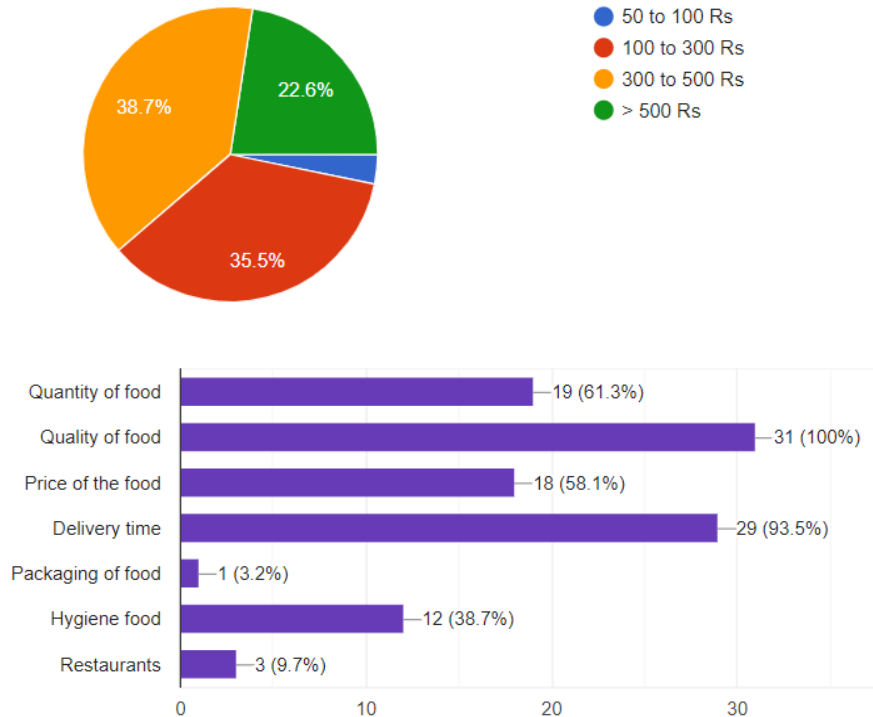
- Yes
- No
- Anything is OK
- At times



- 1 to 5 mins
- 5 to 10 mins
- > 10 mins

61 % & 15 % of user takes more than five mins to order each meal per days and hence 71% user would like to pre-order the food instead of ordering 3 times every day proves hypothesis 5 and 10.





38% and 35% are paying more than 300rs per day for food & also 58 % are concerned about the price of the food, which calls for good subscription plans that proves Hypothesis 8 and 9.

1. Name
2. What is your age bracket
3. Native Place
4. Profession/Area of work
5. How do you Order food online
6. How frequently do you order food.
7. On what occasions do you order food.
8. What is the primary reason for ordering food online
9. What is the choice of food you would want.
10. Would you like to have subscription plan for your regular choice of food.
11. Which food app subscription plans do you have
12. What motivates you to take subscription plan
13. What is your opinion of the restaurant food.

14. Do you have diet restrictions
15. How much would you rate the exp. of ordering food.
16. What impacts does discounts and offers have on your food ordering habits
17. How much time you would be ok to wait for food delivery
18. How much time you normally spend to place an order.
19. How much time do you want it should take to order.
20. What are some of the improvements that you look forward to.
21. Would you like a feature which allows you to schedule your food order
22. Primary concern when ordering food.
23. Common experience with food quality
24. Overall experience of food orders placed
25. Common experience with the delivery persons
26. What are the factors which influence your choice of restaurant or place.
27. What technology they use.
28. Current location.

<Collected response should be submitted in word document format with other submission files in a zip folder>



Maximum target audience in Tier 1 Cities



Use mobile apps



Order food 6-7 times a week



User Pain points:

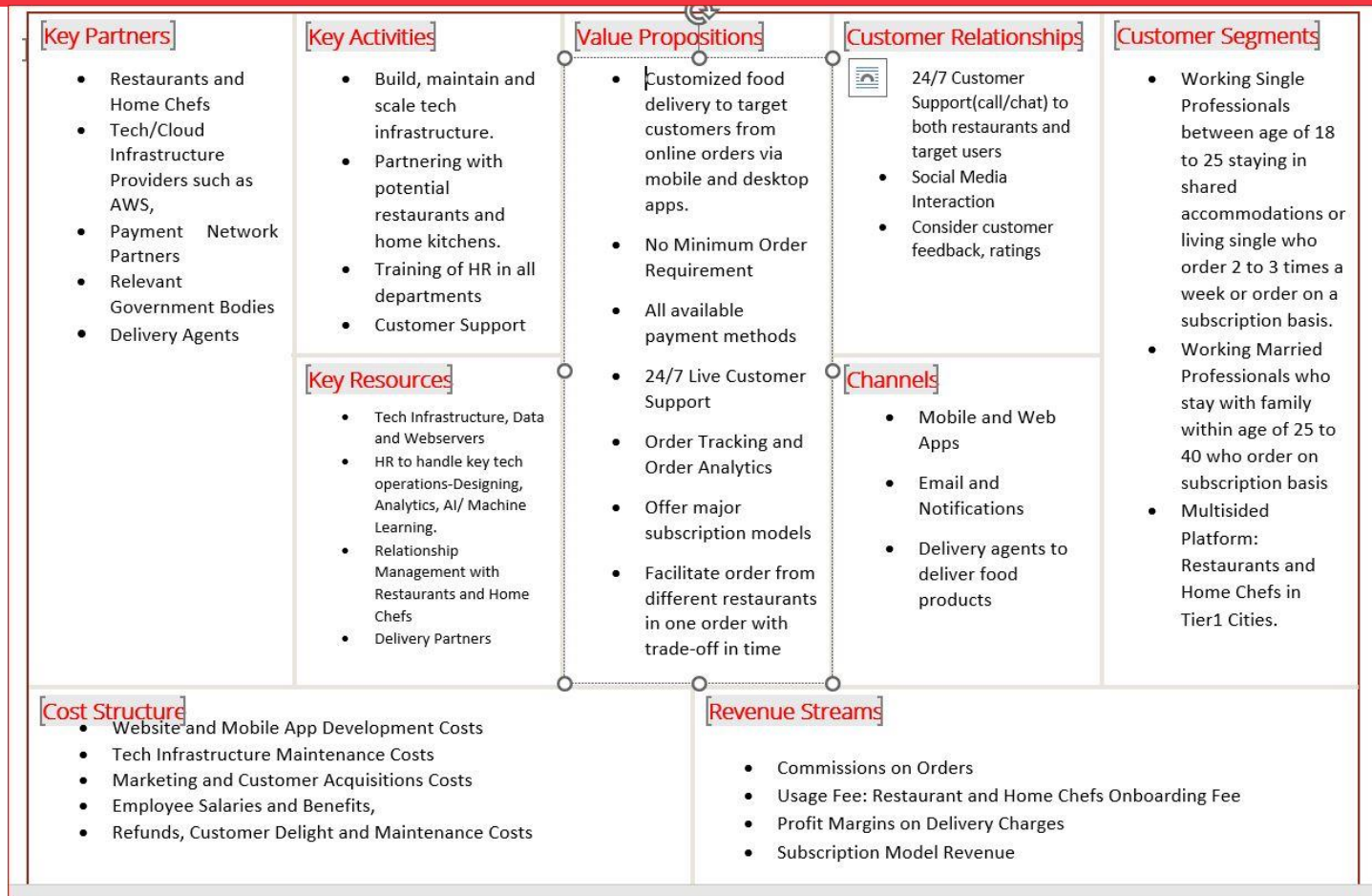
1. Hectic to order the food every time during tight work schedule
2. Order tracking
3. Delivery time
4. Food quality
5. Coordination



Users would like to have a feature that allows them to pre book meals and set reminders.

# Part 3: Business Model Canvas

# Business Model Analysis



# Part 4: Product Artefacts



NAME

**Johnson**

TYPE

**Extrovert, Budget Conscious, Health Conscious And On Time Food Consumption**

## Background

John is an IT profession, working away from home town. He likes cricket and plays as hobby on weekends

He spend most of his time at office and takes long hours to travel back home. He hardly gets time to cook his meals. On his leisure he likes to listens to music online on his smartphone, watch web series and talks to friends and relatives. On weekdays he orders food online, delivered to office for his lunch and sometime for breakfast. John wants to have food at his breaktimes at office. At times order dinner home.

On weekend he visits restaurants. Hangout with friends at home, also prefer to order food online

## Goals

- Choose suitable meal (healthy and hygiene)
- Schedule Lunch, breakfast and dinner regularly
- Get good discount on food order
- On time food consumption

## Quote

*Find healthy, quick and on time food delivery*

## Demographic

♂ Male 24 years

📍 Bangalore, India

Single

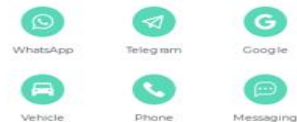
IT professional

15Lakhs per Annum

## Technology



## Channels



## Motivations

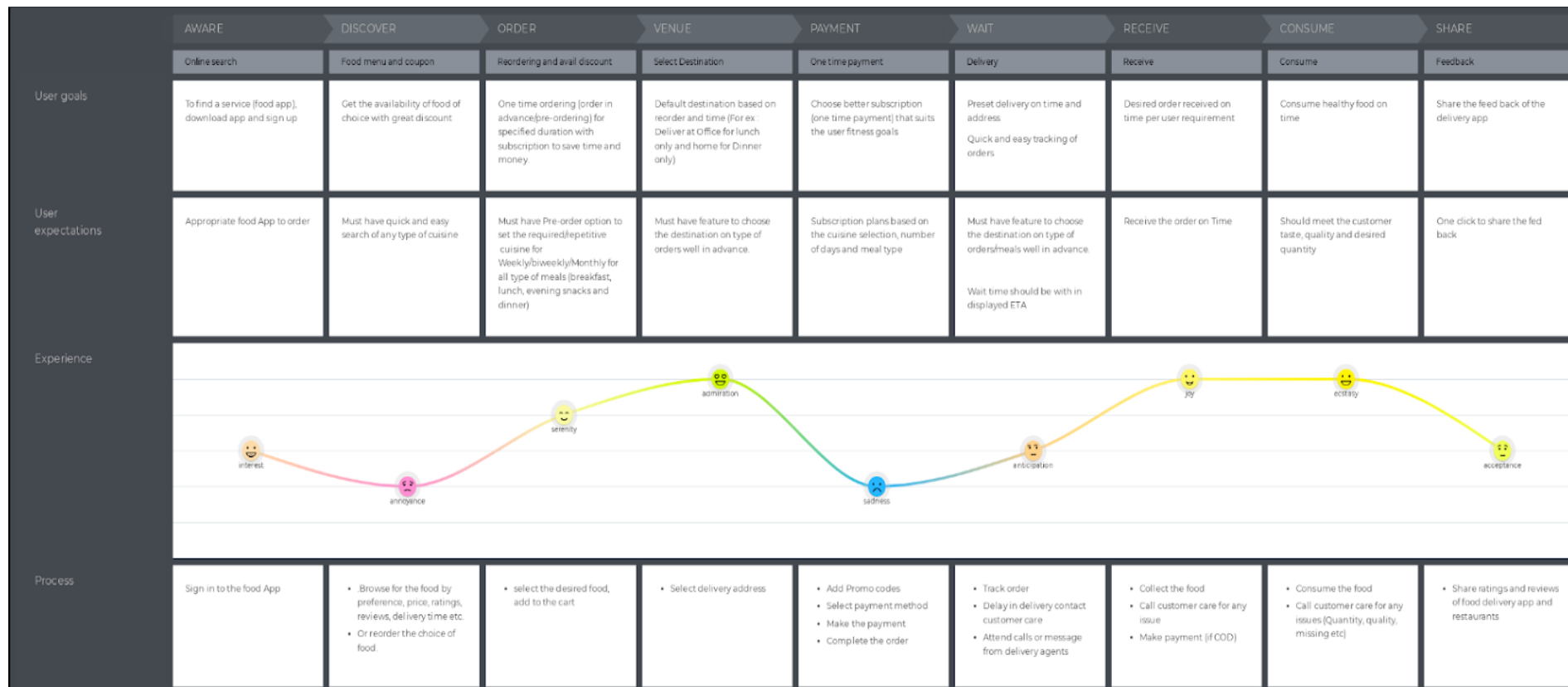
- Good discounts on subscriptions
- Face book add
- Insta feed
- Social gathering

## Frustrations

- Spend lot of time ordering each meal
- Alter in the delivery time impacts business hours
- overload of choices leads to more confusion



# User Journey Map 1



# User Journey Map 2

Touch Points	<ul style="list-style-type: none"> <li>• Social Media</li> <li>• Ads</li> <li>• App website</li> </ul>	<ul style="list-style-type: none"> <li>• App</li> <li>• Website</li> </ul>	<ul style="list-style-type: none"> <li>• App</li> <li>• Website</li> </ul>	<ul style="list-style-type: none"> <li>• App</li> <li>• Website</li> </ul>	<ul style="list-style-type: none"> <li>• App</li> <li>• Website</li> </ul>	<ul style="list-style-type: none"> <li>• App</li> <li>• Website</li> <li>• Customer service agent</li> </ul>	<ul style="list-style-type: none"> <li>• App</li> <li>• Website</li> <li>• Delivery agent</li> <li>• Customer service agent</li> </ul>	<ul style="list-style-type: none"> <li>• App</li> <li>• Website</li> <li>• Customer service agent</li> </ul>	<ul style="list-style-type: none"> <li>• App</li> <li>• Website</li> <li>• Customer service agent</li> </ul>
Problems	<ul style="list-style-type: none"> <li>• Keep toggling between food apps for reordering/repeating the orders and best discounts</li> </ul>	<ul style="list-style-type: none"> <li>• Finding of preference food is not available</li> <li>• Desired restaurants not available</li> </ul>	<ul style="list-style-type: none"> <li>• Time consuming if the orders are repetitive per week or biweekly (ex: having full south Indian meals everyday for lunch)</li> <li>• Technical error during ordering may delay delivery</li> <li>• There is no proper and good support of customer care</li> <li>• In order process takes more time due to slowness in the internet</li> <li>• Amount deducted before ordering</li> </ul>	<ul style="list-style-type: none"> <li>• No option to change delivery address once ordered</li> </ul>	<ul style="list-style-type: none"> <li>• Highly priced for food and delivery charges</li> <li>• Payment get struck midway due to technical issues and amount deducted</li> <li>• promo codes are not available for every meal or payment mode</li> </ul>	<ul style="list-style-type: none"> <li>• Prolong waiting period</li> <li>• Repeated calls from delivery agent</li> </ul>	<ul style="list-style-type: none"> <li>• Incorrect order delivered</li> <li>• Poor customer service</li> </ul>	<ul style="list-style-type: none"> <li>• Taste, quantity and quality not per customer requirement</li> <li>• Poor customer service</li> </ul>	<ul style="list-style-type: none"> <li>• Continuous calls and message for reviews and ratings</li> </ul>
Ideas/ Opportunities	<ul style="list-style-type: none"> <li>• Advertising, marketing and promotional activities</li> <li>• Creating content on social media platform</li> <li>• Partnership with restaurants and brand influencers</li> </ul>	<ul style="list-style-type: none"> <li>• Advance search options</li> <li>• UI and UX should be user friendly</li> <li>• Accurate filters and sort options</li> </ul>	<ul style="list-style-type: none"> <li>• One time ordering for the desired duration with the advance meal plan and customized meal plan</li> </ul>	<ul style="list-style-type: none"> <li>• Select the address in advance based on the meal type and desired delivery time</li> </ul>	<ul style="list-style-type: none"> <li>• Subscription based on the cuisine, meal type and desired duration the customer is opting</li> </ul>	<ul style="list-style-type: none"> <li>• Reminder notification hour before the delivery</li> </ul>	<ul style="list-style-type: none"> <li>• On time delivery based on the preferred time set in advance to the preselected venue</li> </ul>	<ul style="list-style-type: none"> <li>• Customer care: Robust and highly responsive</li> </ul>	<ul style="list-style-type: none"> <li>• Customer care: Robust and highly responsive</li> </ul>

# Part 5: Minimum Viable Product Creation

<List all the appropriate features/functionalities for the product.>

1. Home/Landing/Start Page
2. Login Page
3. Sign Up Page
4. Profile Page
5. Search Page
6. Order History Page
7. Order Rate page
8. Schedule pre order page
9. Subscription plan page
10. Add to cart page
11. View cart page
12. Final cart view before checkout
13. Payment page
14. Offers and discounts page

- 15. Order success page
- 16. Order tracking page
- 17. Rate your order page.

Feature	Reason behind choosing this as a 'Must Have Feature'
Scheduling the Pre Orders/recurring orders	This is a must have feature which we are using as our value proposition for our application, where working professionals can schedule their meals before hand for a period selected by them.
Change the delivery time, location, menu,- restaurant for their pre booked meals.	This is a super feature, which enables the user with giving the flexibility of changing their food choices and time as per their choice.
Checkout and Tracking of Order	Gives User a sense of accomplishment after ordering and tracking order feature gives real time updates which makes user complacent.

- Reminders for foods
- Payment done once either before or after the subscription period.
- Offers and discounts.

# Part 6: Sketching

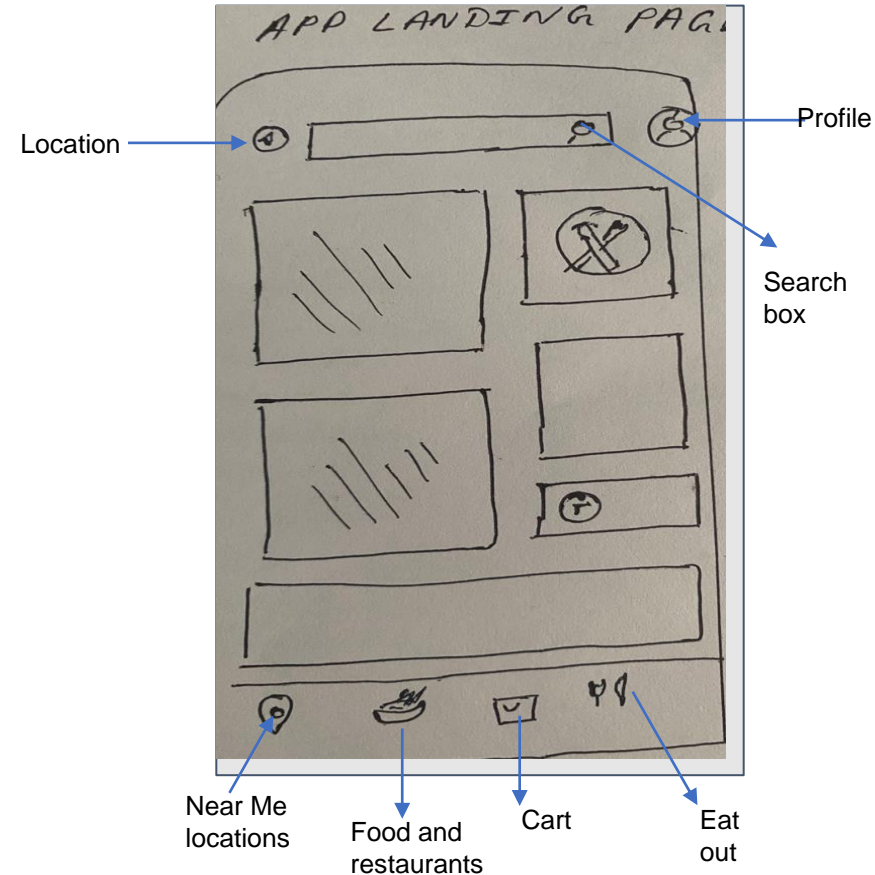


Page name	It's Features/Functionalities
App Home/Start page	It will be page users will be shown when they install open the app before login/register, it will have the brand logo, the search option, profile icon, which when clicked they will be routed to the login/Sign up page.
Login Page	This page will be shown to the users when they want to login to the app, it will the brand logo, textbox to enter the phone number, the login button and links to login from other applications like google, fb etc. they can login with already in use phone number
SIGN-UP page	For users who are not registered, they will be routed to this page and asked for phone, name and email and click on the Sign-Up button to register/Sign Up.
Profile Page	Has all the details like Name, phone # and email. From here user can navigate to his account details, address, payments and refunds, Offers and discounts, order history, Scheduled order details pg., there is also option for help and logout.
Search Page	Here the user can search for the food items or restaurants, the search results will be shown as the search text is typed, user can select any from the list shown.

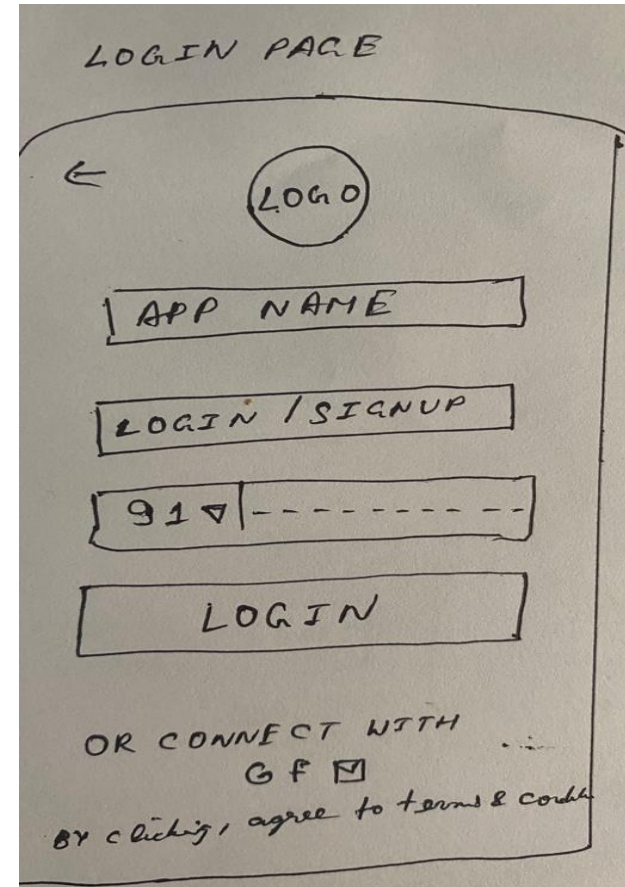
Page name	It's Features/Functionalities
Add To Cart Page	From the list of list of food items/restaurants displayed, users can click on 'Add' button to add the item in the cart, also can click on the restaurant and grocery store tabs for related searches, bottom there is an option to view the full menu and checkout option.
View Cart Page	This page will be shown to the users when they have added the items they want and then go to the next page to see the order amount, offers , time etc. also can proceed with payment from button on this page.
Schedule Order Page	This is the value proposition of our app that we are going to provide to the users, for users who are having a very busy <b>schedule</b> and often packed with back-to-back meeting, ordering selecting items, then placing it is challenging and therefore we have this super feature of <b>scheduling</b> their meals ahead and setting a <b>recurring</b> meals option with <b>reminders</b> for them, users can select the date ranges can be done for an entire week at once, can select the items and the restaurants also mix and match as per their like.
Profile Page	Has all the details like Name, phone # and email. From here user can navigate to his account details, address, payments and refunds, Offers and discounts, order history, Scheduled order details pg., there is also option for help and logout.
Payment's page	Here the user can make the payment for their food, get a summary view of their order and the delivery time, all the list of preferred mode of payment and offers and Credit/Debit/UPI is listed.

Page name	It's Features/Functionalities
Favorites/Recent/Offered items page	In this page there is a search box for food items, restaurants, there are items displayed which are recently ordered, favorites and on offer food items displayed, from the list of food items/restaurants displayed, users can click on the items displayed and click on 'Add' button to add the item in the cart, also can click on the restaurant and grocery store tabs for related searches, bottom there is an option to view the full menu and checkout option.
Delivery tracking page	This page will be shown to the users when they have placed the order a progress bar is shown with different status, they are shown the food items ordered, the amount, the delivery time, also the delivery agents commute is shown in a map.
Success Page	Success Message after placing the order !!!.

This is the page which is shown as the Start page when the users open the app after downloading the app, it has a search box, by default it takes the location, on click of the profile icon the user will get navigated to the login/ sign up page.



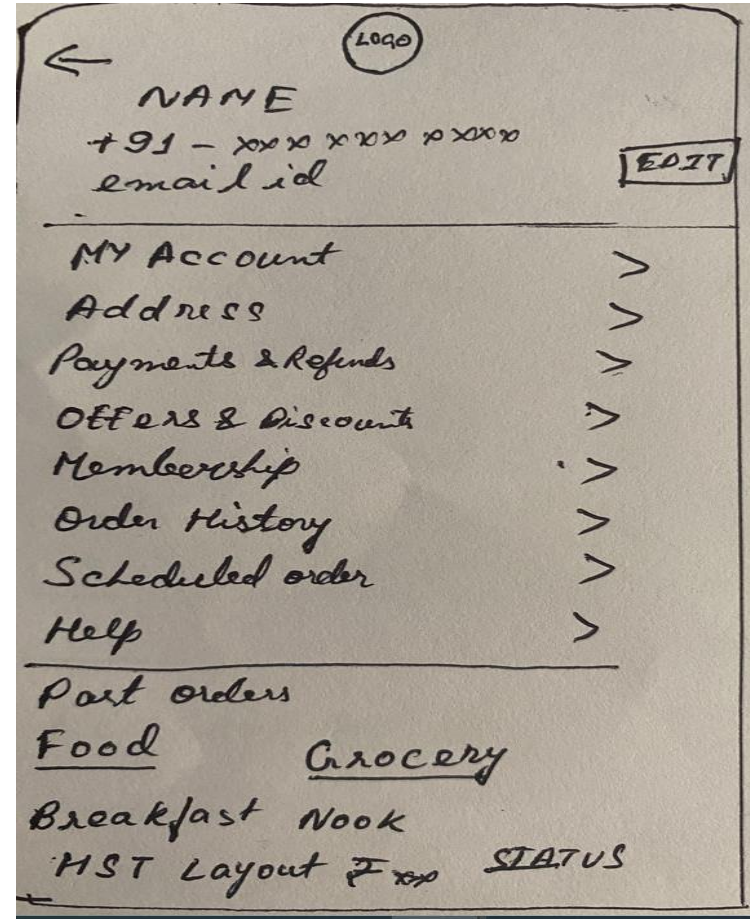
This is the login page; it contains an app logo and name. If the user tries to login with the already registered phone number, then the login button will be enabled else the user will be navigated to the next Sign-up page. There are other options to login/signup with like Google, Facebook, or Email, there is also a back button in the top left corner.



This is a Sign-up page, which asks for the user's Phone number, Name, Email id, a SIGN-UP button and a Back button at the top left corner.

A hand-drawn sketch of a mobile application sign-up screen. At the top left, there is a back arrow icon. The title 'SIGN UP' is written in a bold, sans-serif font. Below the title, a line of text reads 'Create an account with the new phone number'. There are three input fields: the first is labeled 'Phone Number' and contains the text '91 | -----'; the second is labeled 'Name'; and the third is labeled 'Email id'. At the bottom, there is a large rectangular button labeled 'SIGN UP'.

Profile page has all the details about the user, like name, phone, email and there is an edit button to edit the same. Also, there is a back button. There are options to navigate to the detail page for account, address, payments, refunds etc. also there are navigation for Scheduling order detail and reminders page, logout and help section.





Order history, this will have the list of all past orders, the user will have the option to Reorder, Set that order as Recurring, Rate Order also a Back button to go to the previous screen.

← (LOLO) PAST FOOD ORDER DETAILS

---

RESTAURANT 1

LOCATION 1380 STATUS

---

ITEM 1, ITEM 2

DATE xxv xxm

REORDER	SET AS RECURRING	RATE ORDER
---------	------------------	------------

---

RESTAURANT #

LOCATION --- STATUS

DATE -xxm

REORDER	RECURRING	RATE
---------	-----------	------



This page is to schedule or view pre-scheduled orders, option to select a meal and set a time, select days, type of food and restaurants for the same, also option is there to set reminders and submit the details.

Back button to navigate to the previous screen.

A hand-drawn UI sketch for a 'SET RECURRING ORDER' screen. At the top left is a back arrow. The title 'SET RECURRING ORDER' is at the top center. Below it is a box labeled '< SELECT DATE RANGE >'. A list of meal options follows: 'O BREAKFAST', 'O LUNCH', 'O EVE. SNACKS', and 'O DINNER'. To the right of 'O BREAKFAST' is a time selection box with 'HH:MM' and 'AM' options. Below the meal list is a dashed line, and to its right is the text 'CHANGE TIME'. Under the dashed line are seven day options, each with a checkbox: 'MONDAY', 'TUESDAY', 'WEDNESDAY', 'THURSDAY', 'FRIDAY', 'SATURDAY', and 'SUNDAY'. Below these are two more options: 'SELECT FOOD ITEM >' and 'SELECT RESTAURANT >'. At the bottom is a checkbox labeled 'REMINDER' which is checked. At the very bottom is a line with the text 'SUBMIT YOUR SCHEDULED ORDERS'.

← SET RECURRING ORDER

< SELECT DATE RANGE >

O BREAKFAST HH:MM AM

O LUNCH

O EVE. SNACKS

O DINNER

----- CHANGE TIME

☐ MONDAY ☐ TUESDAY

☐ WEDNESDAY ☐ THURSDAY

☐ FRIDAY ☐ SATURDAY

☐ SUNDAY

SELECT FOOD ITEM >

SELECT RESTAURANT >

☒ REMINDER

SUBMIT YOUR SCHEDULED ORDERS

This page enables user to select a subscription plan for them for their pre ordered meal, subscription plan is available for all meal types and also, allows them chose their favorite menu which will bring down the overall cost of their food.

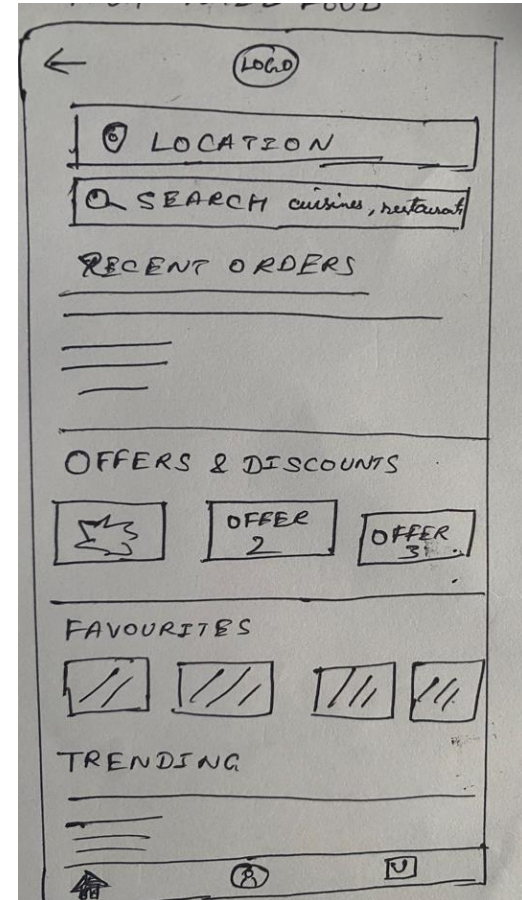
A hand-drawn wireframe of a mobile application page titled "SUBSCRIPTION PLAN". The page features a back arrow in the top left corner. Below the title, there are five main sections, each enclosed in a rounded rectangle:

- Select YOUR MEAL**: A dropdown menu with a downward arrow icon.
- Select Your food options**: A dropdown menu with a downward arrow icon.
- Select Your location**: A dropdown menu with a location pin icon.
- Subscription Plan**: A section with a right-pointing arrow icon.
- Tag lines of offers**: A section containing the text "SAVE extra Rs. xx" with a decorative flourish.

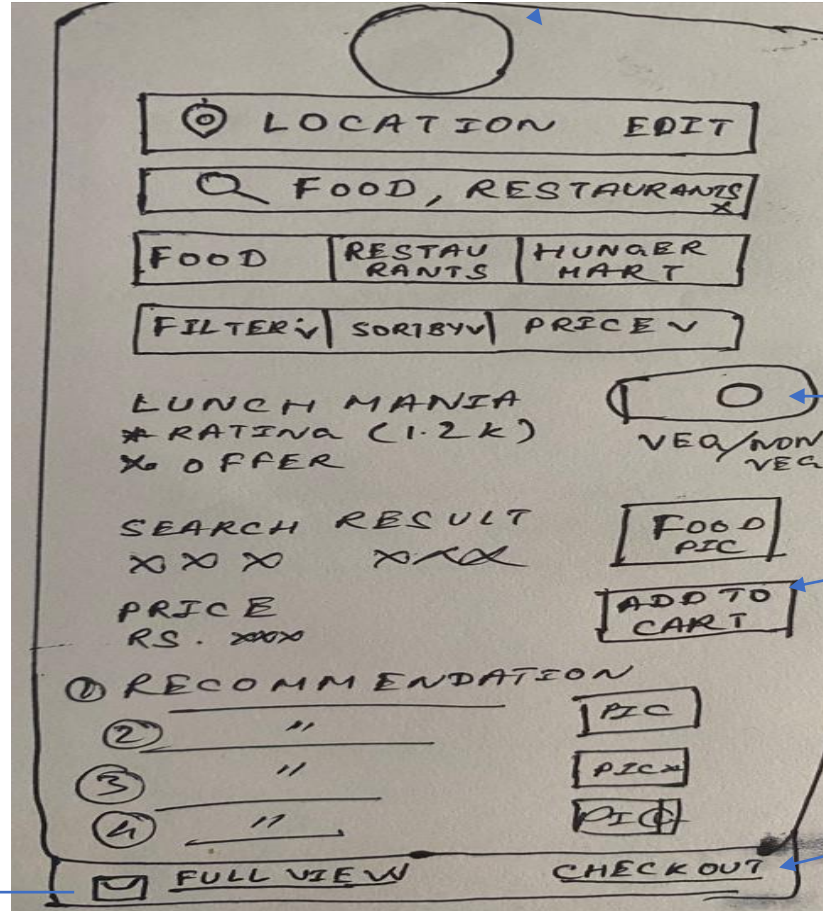
Below these sections is a large empty rectangular box, and at the bottom is a button labeled "NEXT PAYMENT".

App logo, with location and search box, below there is a slide view of recent, favorites and on offers food items displayed, also a back button.

Below there is a home, profile and a cart icons to navigate to.



This is the search page, if user clicks on the search icon after entering any food item or restaurant then he is given the items matching or related to the text below, there is option to select veg/non-veg, recommendation are also displayed below.



Veg/Non-Veg

Add to cart

CheckOut

Cart full view link

It has the restaurant selected, food items added in the cart, veg/non-veg, quantity, cart value, and other options like to Take membership etc. location, cart value and delivery charge and Pay button. A Back button to navigate back.

← RESTAURANT NAME

☒ VEG FOOD ITEM NAME

QUANTITY  
[- 1 +]

RS - xxx

CUSTOMIZE

WRITE INSTRUCTION

OFFERS & BENEFITS

APPLY COUPON >

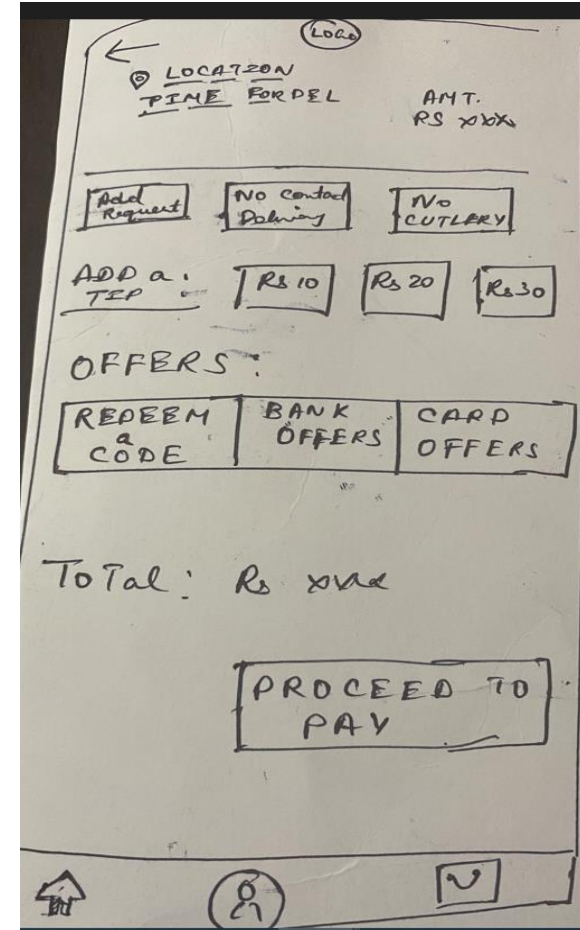
TAKE MEMBERSHIP >  
SAVE RS xxx more

Cart value - Rs xxx  
Delivery charge - Rs xxx  
To Pay - Rs xxx

☐ LOCATION xxx

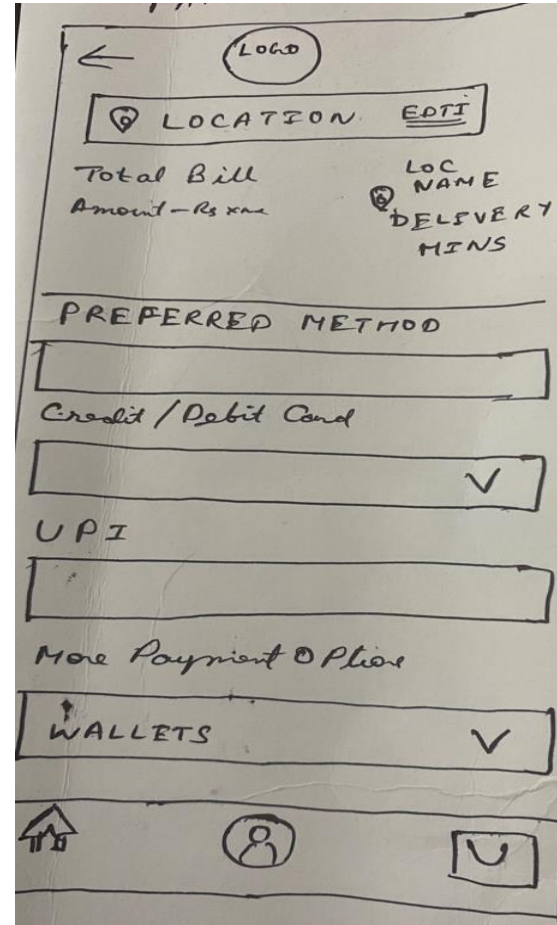
Rs xxx PAY

Location of the food delivery, time for delivery, amount. There are options to add request for the order, No Contact Delivery etc. Also, option to add a tip, offers are listed. Total amount and Proceed to Pay button, below is the home, profile and cart icons.

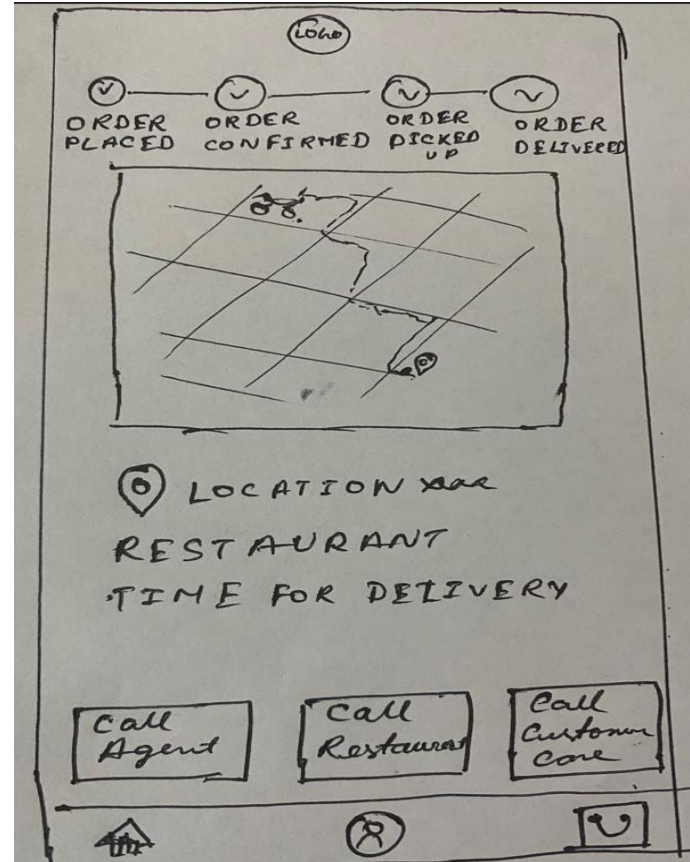




Delivery location- with edit option, bill amount and time for delivery. Below are listed the payment options like the preferred mode of payment used by the user frequently also other options like Credit/Debit and wallet options are listed. There are options to go to home, profile and cart page back. Also, a back button at top left.



This page is to track the delivery of the items, it shows the progress bar of the status of the order, in a map it shows the route that the delivery agent is taking up. Also, there is option to Call Agent, Restaurant people and customer care. Below home, profile and cart icons



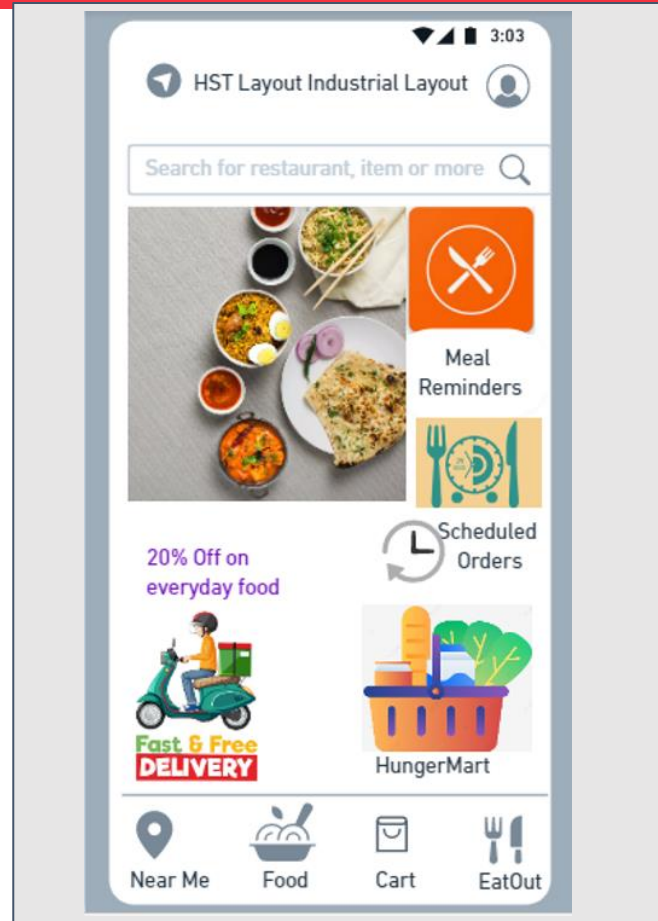


This page come after order is placed and delivered, for the users to provide their feedback for the delivery and the food. Also, Help option is there at the top right to seek any help about the order.

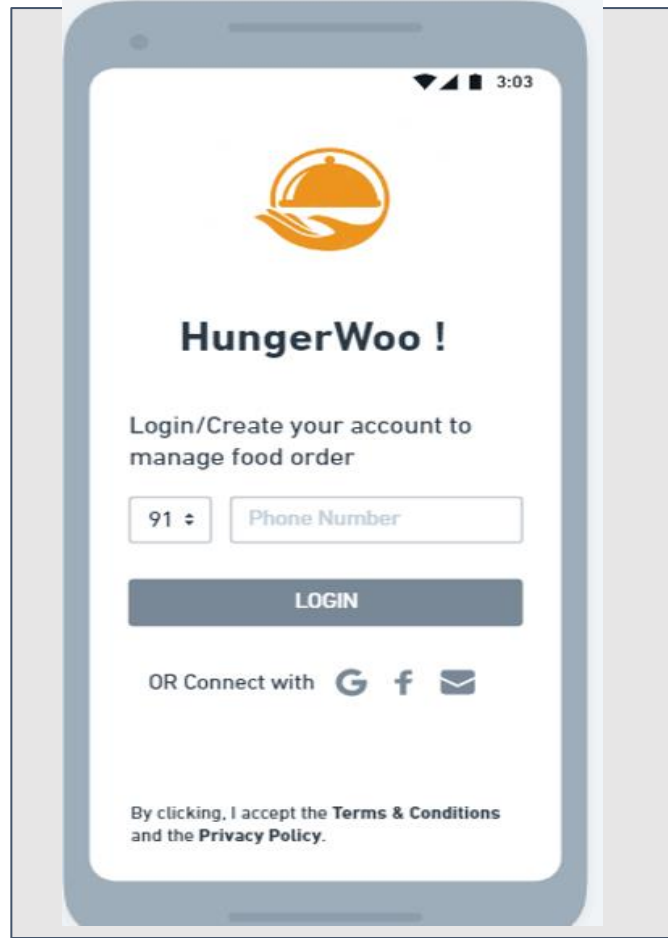
A hand-drawn sketch of a mobile app screen titled "RATE YOUR ORDER". At the top left is a back arrow. To its right is the title "RATE YOUR ORDER". Further right is the text "# ITEMS B#" and at the top right is a "HELP" link. Below the title is a "PIC" label in a box. The screen is divided into two sections. The first section is titled "RATE DELIVERY" and contains a "PIC" label in a box and a row of five "X" marks. The second section is titled "RATE YOUR FOOD" and contains a "PIC" label in a box and a row of five "\*" marks. At the bottom of the screen is a large rectangular button labeled "SUBMIT YOUR FEEDBACK".

# Part 7: Wireframing and Prototyping

Start page for the users  
after the app is  
downloaded and opened  
before login.



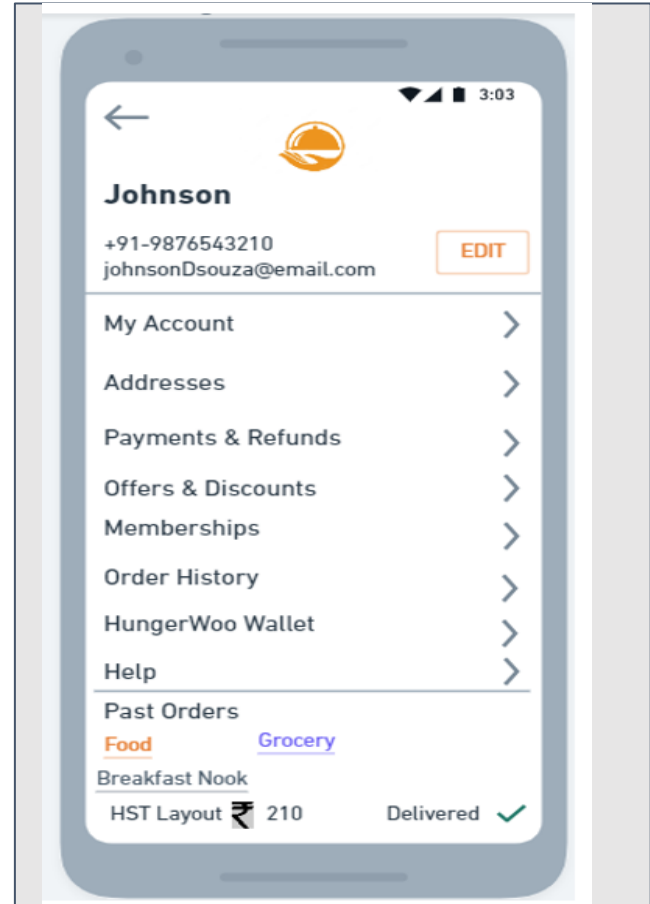
Login Page, allows user to login with their registered phone, if the phone is not registered users will be directed to the next Sign-Up page, also option is there to login with Google, facebook etc.



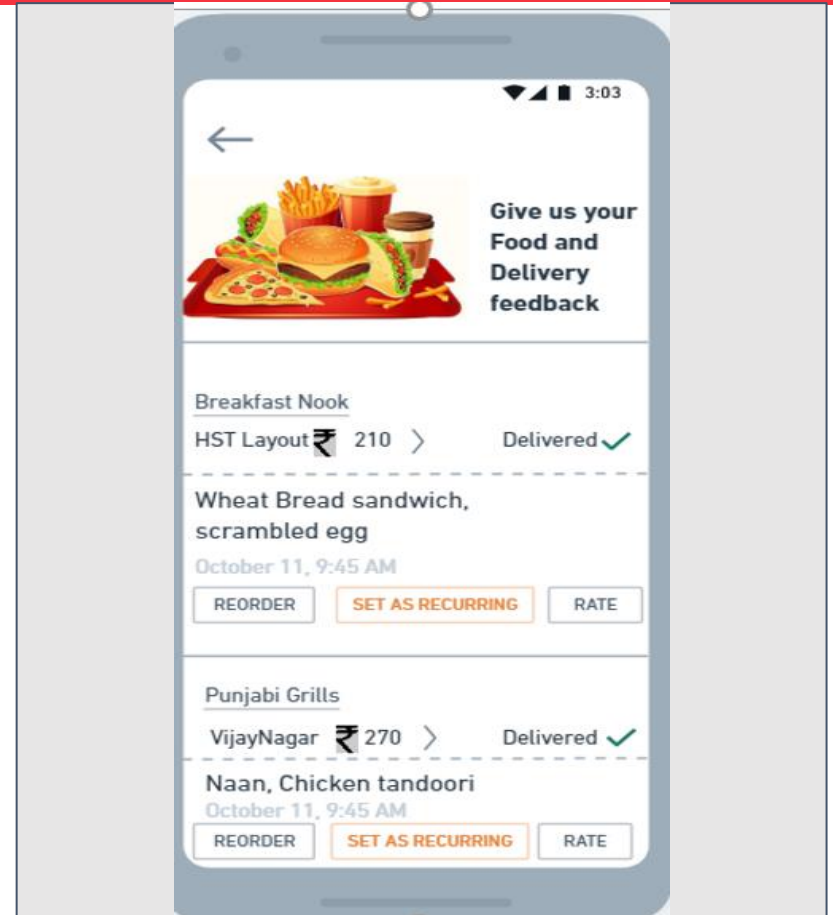
Sign-up page, for new numbers, it will ask for the Name, email id and register the user.

The image shows a mobile application interface for a sign-up page. At the top, there is a back arrow icon and a status bar with signal strength, battery, and time (3:03). The main heading is "SIGN UP" in bold, followed by a trash can icon. Below this, a subtitle reads "Create an account with the new phone number". The form consists of three input fields: "Phone Number" (containing "+919838217697" with a checkmark), "Name", and "Email Id". At the bottom is a dark blue button labeled "SIGN UP".

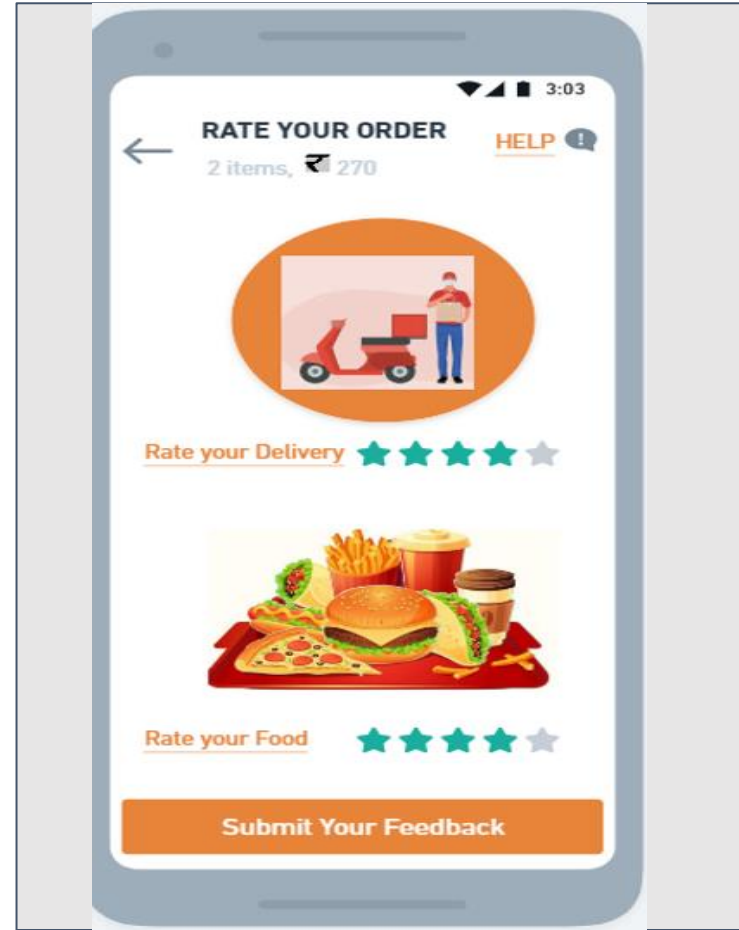
It is the user profile page, which contains details about the user also, navigation to the different sections like account, address, subscription etc.



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.

The image shows a mobile application interface for scheduling recurring food orders. The screen is titled "SET RECURRING FOOD ORDER" and features a back arrow at the top left. A status bar at the top right shows the time as 3:03. Below the title, there is a "Select Date Range" section with a calendar icon and a green checkmark. The main section contains four radio button options for meal times: "Break Fast", "Lunch", "Evening Snack", and "Dinner". The "Break Fast" option is selected, and a time picker shows "9:45 AM". To the right of the time picker is a link "Change delivery time". Below these options is a section for selecting days of the week, with checkboxes for "Monday", "Tuesday", "Wednesday", "Thursday", "Friday", "Saturday", and "Sunday". At the bottom, there are two rows of text with right-pointing chevrons: "Select food item" and "Select Restaurant". A checkbox for "Reminders" is also present. A large orange button at the very bottom is labeled "Submit Your Scheduled Orders".

← SET RECURRING FOOD ORDER

☒ Select Date Range

☐ Break Fast 9:45 AM ☐

☐ Lunch

☐ Evening Snack [Change delivery time](#)

☐ Dinner

☐ Monday ☐ Tuesday

☐ Wednesday ☐ Thursday

☐ Friday ☐ Saturday

☐ Sunday

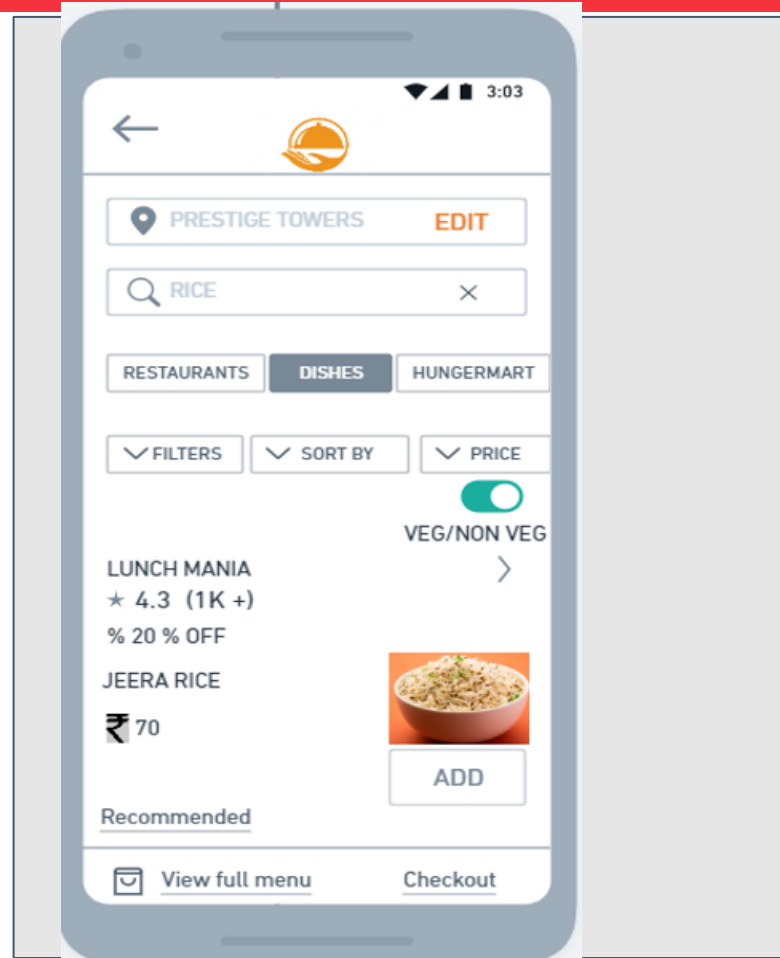
Select food item >

Select Restaurant >

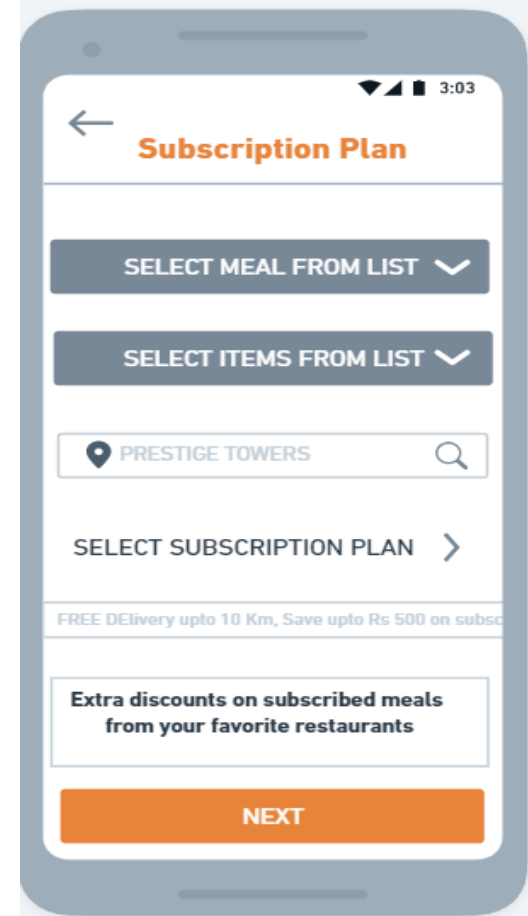
☐ Reminders

Submit Your Scheduled Orders

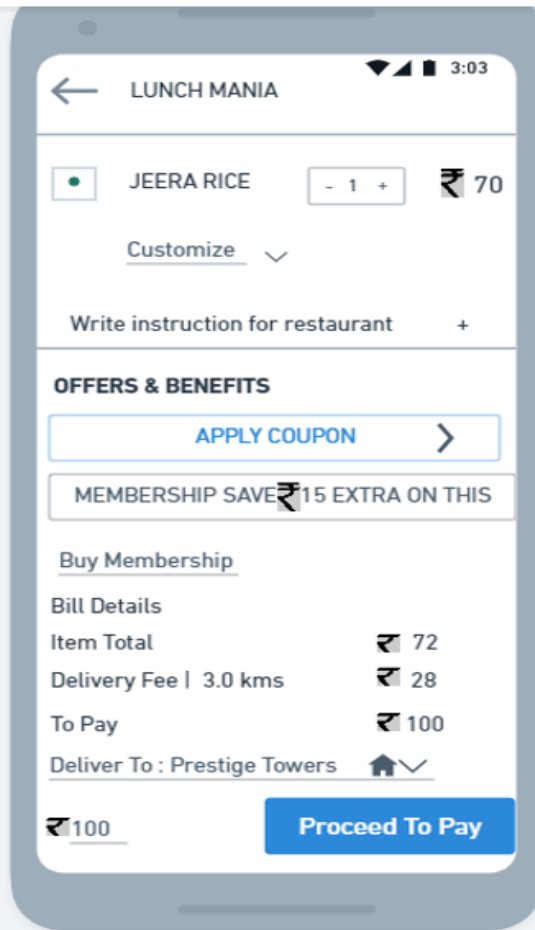
This is a search page, upon entering anything in the search box, user is shown the matching or related items or restaurants, users can select and add to cart the same.



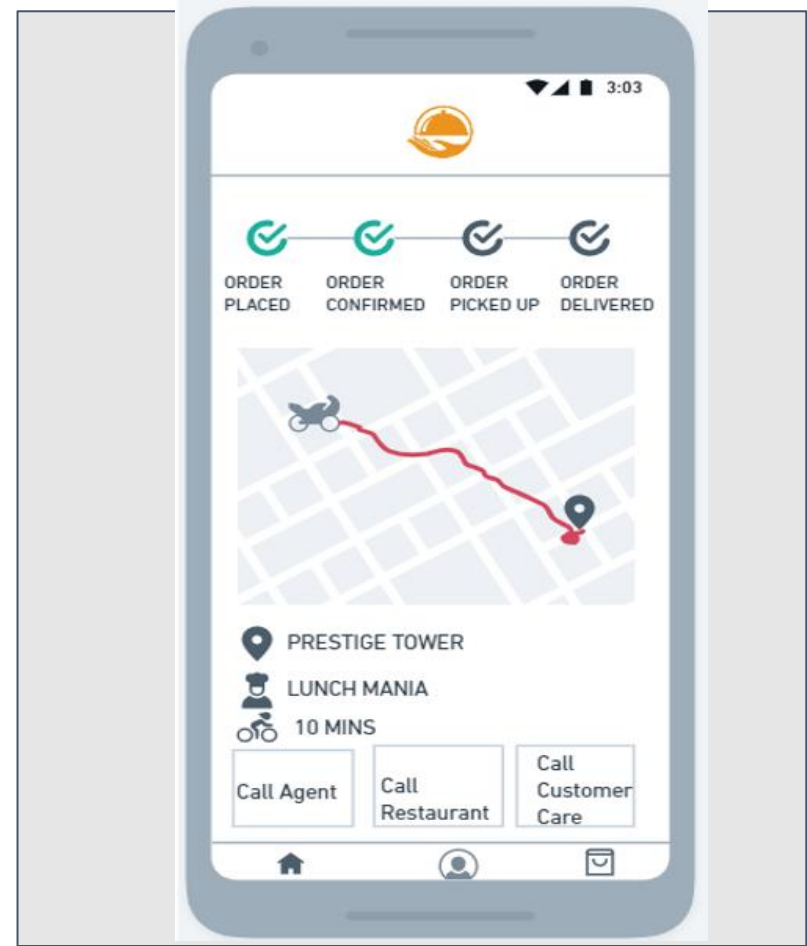
This page has the features like the user can select from their subscription plan for their meal type and choice of food.



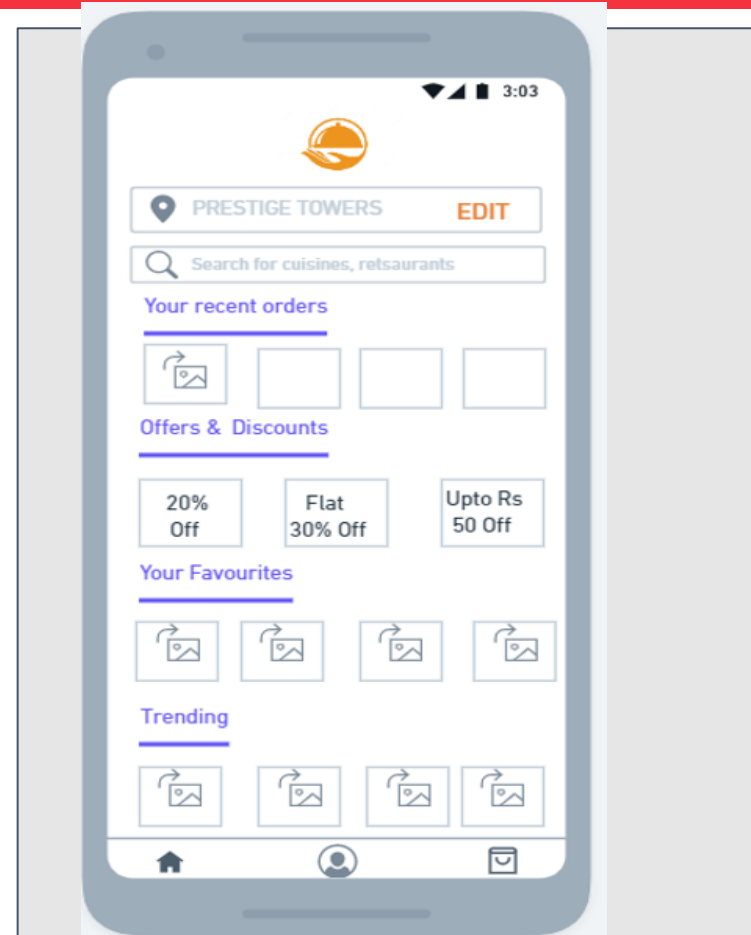
Users can view their cart from this page, they can also have a view of the offers and the total amount of their cart values.



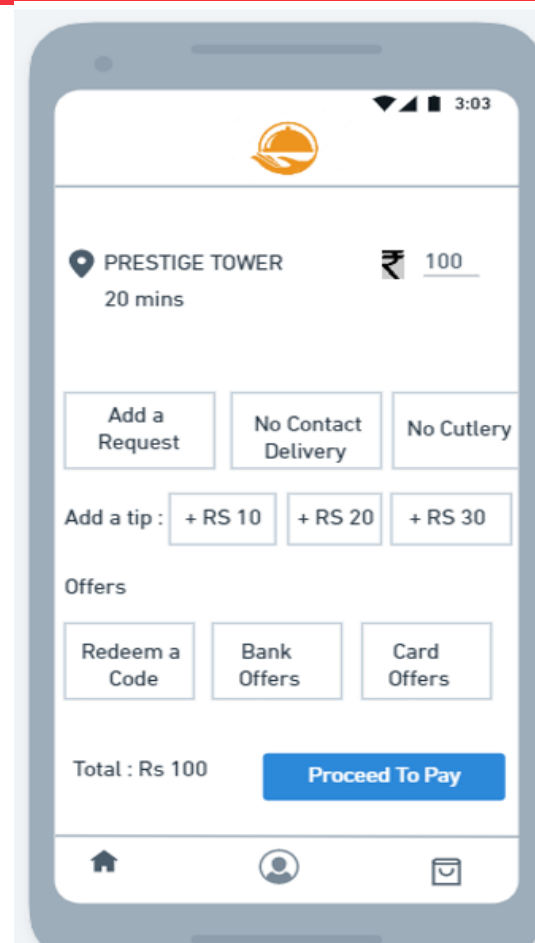
This page has the food order delivery status and progress details, also there are options to call the delivery agent, restaurant and the customer care.



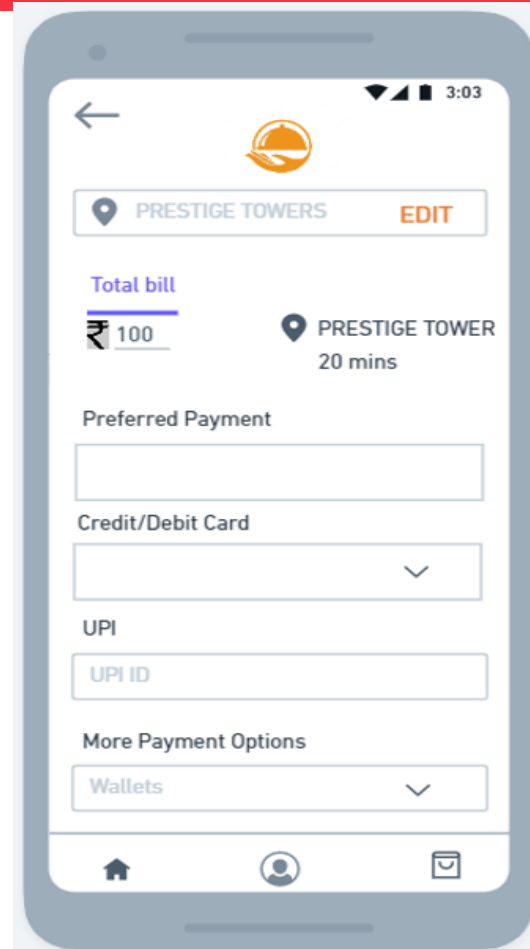
This page shows the users their frequently ordered meal, the best offers and the trending meals, at the top there is option to select the location and search for food and restaurant



This is the before payment page, to check and apply the offers, add a tip and request for any instruction.

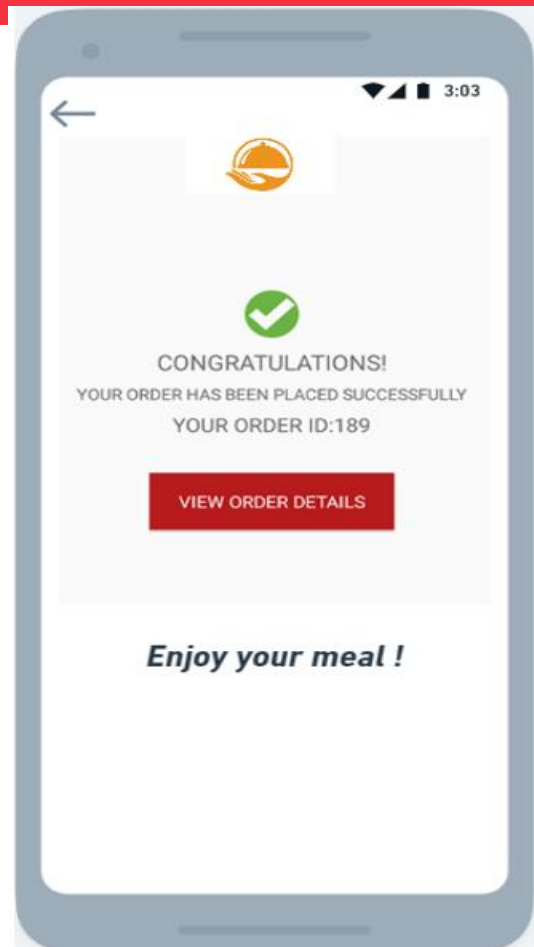


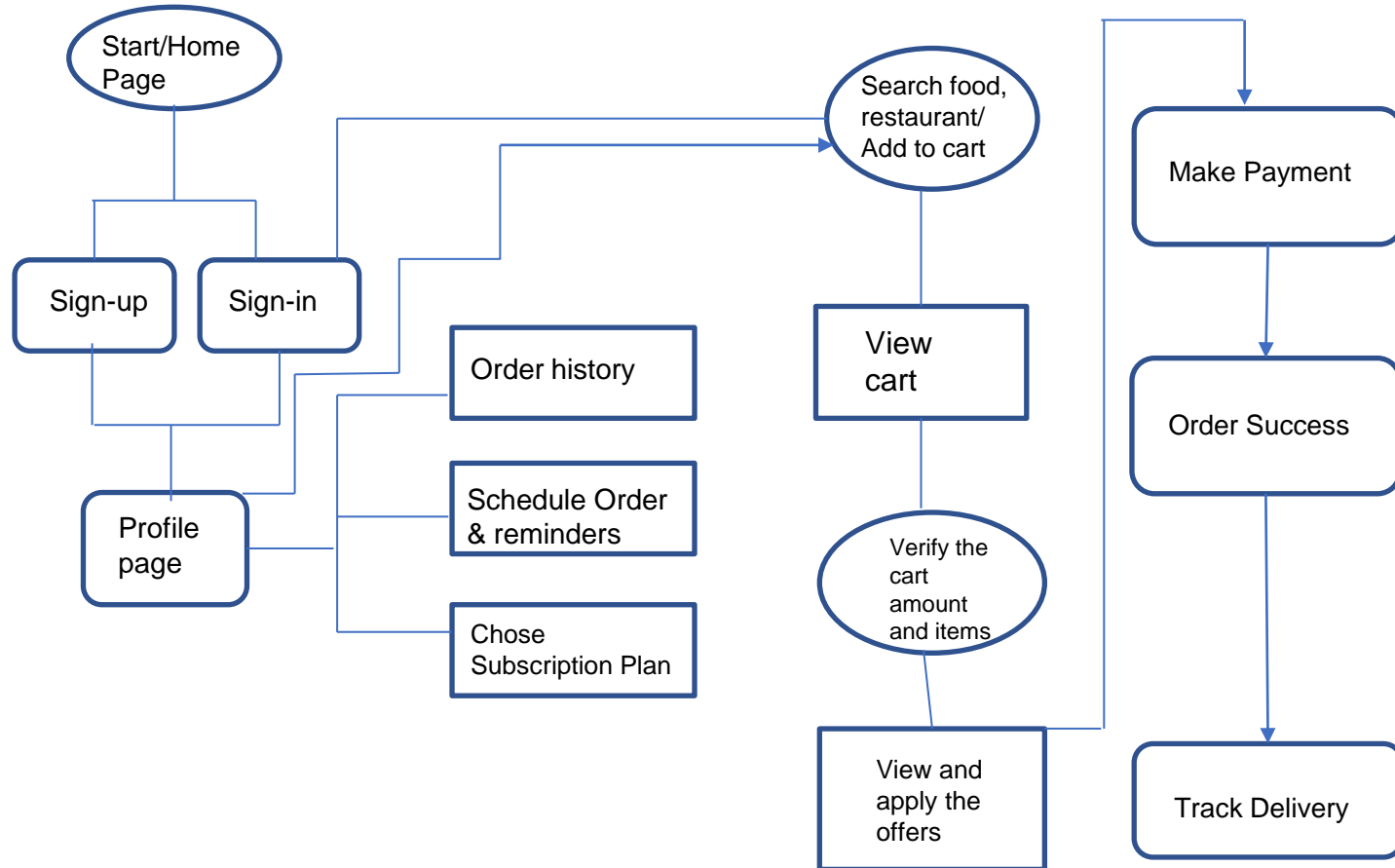
Payment page, in this page the order summary with the delivery location and time of delivery is shown, also using the preferred mode of payment and other payment options are listed as well.





This page shows a success message after placing the order.





<b>Wireframing</b>	<Whimsical>
<b>Prototyping</b>	<Whimsical>

**Prototyping**

<https://whimsical.com/getting-started-boards-Rp2AMQtGw73pH7MFCSDSmK>



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