

Requirements

Benchmarks -

- <https://dishdivvy.com/signup> (Concept)
- <https://www.castiron.me/> (Concept)
- https://dreamdinners.com/main.php?page=session_type (Great for user stories#22-27)

Users and Products:

User Types	Definition	Product Offering
Sellers	Local Food Producers (Farmers, Home Cooks, etc)	A. Seller Admin Portal (APP and Web) to create a store (Frontend) and grow their business
Buyer	Anyone	B. The store created by sellers will be accessed by buyers to purchase products.
Admin	Admin of Platform	C. Admin Tools

Key User Benefits

Product Pillars

Comprehensive MLP

We build simple and comprehensive tools that will allow sellers to focus on their product and brand

Automate Operations with Easy Communication

Easy and Clear communication between sellers and buyer / Seller and app at every touchpoint and interaction

It's seller Business/Marketing

It's sellers business. Give them marketing tools. Don't be the middle man.

Beautifully Designed

Food reflects beauty of cultures. App should reflect beauty in food.

[Web and App] Seller Journey and User Stories.

Feature#	Journey Stage	Theme	User Story	Use Story #	Type of offering
1	Onboarding	Authentication	As a Seller, I want a simple authentication and login process so that I do not have to leave the process of setting up the store [Note: We have found that phones (text: SMS and Chat) are most effective for this.]	1	Basic
2	Establish Store	Establish Brand	As a seller, I want to establish a STORE that represents my brand. [Note: name of the store, seller profile pic, Store description, Badges, Followers count and pics, Following count, reviews and ratings, Food pics, videos, and store main image (hero image of the store)].	2	Basic
		Private Domain	As a seller, I want to connect my STORE to my own domain so I remain an independent business. I want to display this domain on Google business profile, social media, emails, and text messages. [Note: Some sellers do not have domain, they should be provided with a sub-domain]	3	Pro
		Products Display	As a seller, I want to display all my product listings (product name, star ratings, review count, product specific badge, and price) on the STORE so that customers can easily find all my products in one place.	4	Basic

3		Kitchen Display	As a seller, I want to display pictures or videos of my kitchen so that buyers can trust the quality of my product. [videos should be <=60 secs long]	5	Basic
		Sort Products	As a seller, I want the ability to sort products on my STORE, so that I'm in control of what products are most visible to my customers.	6	Basic
		Build Customers	As a seller, I want to import contact details of my customers so that I can build and manage my customers in my store.	7	Basic
	List Items for Sale	Create a Listing	As a seller, I want to place an item for sale so that I can sell items. <i>[Note: An item for sale is called listings. A listing is an individual item with or without variations and add-ons]</i>	8	Basic
		Selling Units	As a seller, when creating a listing, I want flexibility in creating selling units for each product so that I can adapt the platform to the products I'm selling. <i>[Note: Units could be: Dozen, Half a dozen, or bunch or half a bunch, or Small, Medium, or large bunches, 4-8 pieces, per plate, per tray, half-a-tray, per pound, 1 cup, Serving Size etc.]</i>	9	Basic
		Add Variations	As a seller, when creating a listing, I want to list variations of my product so that I can sell different flavors and sizes of the same product. <i>[Note: A sports drink can be chocolate, vanilla, strawberry, etc.]</i>	10	Basic
		Add Add-ons	As a seller, when creating a listing, I want to list add-ons to my product so that I can sell additional products with the listed product. <i>[Note: A sports drink is the listed product, but the seller can choose to add a protein bar as an add-on. Or lassie with chicken tikka]</i>	11	Basic
		Add Description of a listing	As a seller, I want to educate buyers about the dish, so that buyers are fully informed about the food. This includes features such as What Chef likes about the dish, ingredients, price, position size, allergy information, etc.. <i>[Note: In our MVP we used text, no one reads. Lets lean towards images]</i>	12	Basic
		Add Photos/Videos of listings, variations, and add ons	As a seller, when creating a listing, I want to upload pictures or videos (<1 min) of the products, variations, and add-ons so that buyers are aware of their purchase.	13	Basic
		Select hero image of the listing	As a seller, when uploading pictures, I want to select the hero image of the product that will represent the listing so that the best picture is displayed to customers.	14	Basic
		High quality pics/videos	As a seller, I don't want any picture/video distortions or blurriness, so that the quality of the picture represents the quality of my product and brand.	15	Basic
		Categorization of listing	As a seller, when creating a listing, I want to select one or more categories to which the product belongs to so that buyers can find my product in that category. <i>[Note: breakfast, lunch, dinner, Snacks, Produce, Fruits, Farm products, Vegan, Chinese, indian, etc].</i>	16	Basic
		Badges for listing	As a seller, when creating a listing, I want to select badges that should be displayed with my listing so that buyers are quickly aware of the product differentiation points. <i>[Note: GF, Vegan, Low Carb, Farm Fresh, Organic, Vegetarian, Dairy Free, Nut Free, Paleo, Keto, Made-to-order. There are many labels, we provide a few labels and let sellers create new labels]</i>	17	Basic
		Selling Schedule for each listing	As a seller, when creating a listing, I want to select a pre-order date and time cut-off so that I have enough time to prepare. <i>[Note: A pre-order cut off is a date, day, and time after which sellers will not take orders or customers cannot place orders on that listing. Additionally, seller can know exactly how</i>	18	Basic

			<i>many orders they received, which will determine purchase of ingredients in preparation for fulfilling orders.]</i>		
	Quantity Limit	As a seller, when creating a listing, I want to specify how many units I want to sell so that I can limit the quantity of orders. <i>[Note: Sometimes sellers can only sell X amount of units. The app should not accept any orders after selling X amount of units.]</i>	19	Basic	
	Single vs. Recurring Transaction Product	As a seller, when creating a listing, I want to differentiate the type of transaction (single or recurring), so that I can incentivize buyers for recurring purchases.	20	Pro	
	Recurring Transaction Frequency	As a seller, if a product is available for recurring purchase, I want to select the recurring purchase availability (Available immediately or Specific Date), frequency (weekly, bi-weekly, monthly), the price of each occurrence, when the frequency ends (calendar date), and count of frequency. (Availability: Immediately or Starting 05/30/2022, \$10 weekly, 4 count, Ends on 06/30/2022, Total \$40)	21	Pro	
	Prepared Dinners	As a seller, I want to adopt this platform to sell prepared meal kits to customers <i>[Note: attributes such as monthly menu options, portion size, etc. Use this UX for flow: https://dreamdinners.com/main.php?page=session_type]</i>	22	Pro	
	Fulfillment schedule for each listing	As a seller, when creating a listing, I want to select order fulfillment date and time. So that buyers are aware of when they will receive their orders.	23	Basic	
	Fulfillment Method	As a seller, when creating a listing, I want to select an order fulfillment method (Door pick up, curbside Pick up, and Delivery) so that buyers can pick a fulfillment option.	24	Basic	
	Fulfillment Method Price	As a seller, when creating a listing, I should be able to indicate the cost of the fulfillment method so that customers pay the price for the fulfillment method in their checkout.	25	Basic	
	Pick-up fulfillment	As a seller, when creating a listing, I should provide a pickup address and pick up instruction for all the products with a pickup option so that buyers are aware they can pick up the item. <i>[Note: This address should be visible only at the checkout. Buyers should know approximate location or distance from home (maps?)]</i>	26	Basic	
	Delivery fulfillment	As a seller, when creating a listing, I want to establish the zip codes or miles or distance from my address that I'm willing to provide for self-delivery.	27	Basic	
4	Chat CX	Chat	As a seller, I want Buyers to communicate with me and clarify any questions about the order so that buyers can grow in confidence about the food.	28	Pro
		Chat notification	As a seller, I need to be notified through text and in app any questions from buyers so that I won't miss any messages	29	Pro
		Seller Chat Status	As a seller, I want to make it very clear to buyers when I'm available or how quickly I will respond.	30	Pro
5	Order management	Order Notification	As a seller, I want to be notified (text and in-app) about the incoming orders so that I'm aware of the orders.	31	Basic
		Order summary	Order summary at the end of the pre-order event.	32	Basic
		Order summary	Order summary per listing each week and overtime.	33	Basic

6	Post Order Management	Communicate with customers at event level	As a seller, I want to communicate to or remind <u>all buyers</u> in an instance (in app) who placed orders for a particular fulfillment date so that I don't have to communicate individually. (sellers needs this feature to update customers with pictures of the food and communicate any delays)	34	Pro
		Engagement customers	As a seller, I want to update the buyer about the progress on their orders so that buyers can be aware and engage with the status of the order.	35	Pro
7	Fulfillment Management	"On my way" to notification	As a seller, I want to know if a buyer is on their way to pick up food	36	Basic
		Fulfillment checklist	As a seller, I want to "check off" which buyer picked up and did not pick up the orders.	37	Basic
8	Post fulfillment Management	Refunds	As a seller, I should have flexibility to refund a buyer if the buyer has any issues with my products or service or is unable to pick up.	38	Basic
		Reviews	As a seller, I want to easily ask for reviews from my customers so that I can continue to build my network.	39	Basic
9	Store Management	Menu management	As a seller, I want to view, edit, add, delete, out-of-stock listings from one place so that I don't have to click each listing individually.	40	Basic
		Menu management	As a seller, I want to activate or deactivate a listing with a click of a button so that I don't have to delete and recreate the listing	41	Basic
		Order management	As a seller, I want access all the orders with transaction ID, date, name, Item Name, Account, and fulfillment status	42	Basic
10	Financial management	Payments	As a seller, I want to accept any payment method (except cash).	43	Basic
		Payments	As a seller, I want to be in control of the money that I earn so that cash is available when I need it.	44	Basic
11	CRM/Marketing	State of the union	As a seller, I want a birds eye view of my business. <i>[Note: Total Items on sale, Orders, revenue, visitors, summary dashboard. Charts etc. by week or month]</i>	45	Basic
		Import Customers Data	As a seller I want to import or create customers information so that I market my products to them directly <i>[Note: Import should accommodate both excel import or phone contacts]</i>	46	Basic
		Customer management	As a seller, I want access to Customers profile pics, names, Phone numbers, and email addresses	47	Basic
		New listing notification	As a seller I want to let my followers and email list know that that created a new listing (email or text message) so that they can purchase my product	48	Pro
		Blog	As a seller, I want to write a blog about the food that I'm creating so that I can provide recipes and other ideas to my customers	49	Pro
		Integrate FB/IG Feed	As a seller, I want to integrate instafeed to display my feed on my website in order to increase social proof, boost sales, and increase social media following. <i>[Note: https://curator.io/blog/how-to-embed-your-instagram-feed-on-your-website]</i>	50	Pro
		FB/IG Connection	As a seller I want to share my listings to FB/IG to increase visibility of my product so that I can bring more people to the site.	51	Pro
		Buyer communication	As a seller, I want to notify my customers on a regular basis about the upcoming dishes or coupons so that I can drive demand for my business.	52	Pro

		Discounts	As a seller I want to offer coupons or discounts with terms and conditions, which should be displayed on the listing hero image.	53	Pro
		Sponsor Sellers	As a seller, I want sponsor other stores and listings on my website so that my buyers can find more products [Note: 5 Seller Stores]	54	Pro
		Sponsor Sellers	As a seller, I want to get sponsored on the sites that I will sponsor on my site	55	Pro
		Loyalty Program	As a seller, I want to offer loyalty programs to my customers so that they keep purchasing from me. For example, if they purchase X number of times, they get Y time free.	56	Pro

[Web and App] Buyer User Stories

Feature#	Journey Stage	Buyer User Stories		User Story #
1	Discovery	Browse	As a visitor to the site of a seller, I want to browse the listings (vegetables, fruits, flowers, eggs, baked goods, breakfast, lunch, dinner, snacks, etc.) so that I can identify the items that are available for sale.	1
		Relevant Selection	As a visitor to the site, I want to sort available items by category, rating, and distance from my house, badges, pre-order, etc so that I can find items that are relevant for me.	2
		Glance view	As a visitor to the site, I want quick and clear visibility into the name of the product, price, review count, star rating (out of 5 stars), distance from my house, the latest order cut-off date, and add to cart for all items. I need this feature so that I can make a quick purchase decision.	3
		Aiding Purchase Decision	As a visitor to the site, I want to learn more about the individual item that is available for purchase, so that I can gather information to aid my purchasing decision. I require the following parameters to make a purchasing decision: Seller Ratings and Review, Item Ratings and Reviews, multiple distinct clickable pictures of the items, multiple pre-order cut off dates and times, pick up or delivery or shipping, pick up times, add on, and options, description of the product, disclaimers including information about food allergy information, distance, and location (login to view this information).	4
		Badges	As a visitor to the site, I want to see badges such as verified kitchen, Vegan, Gluten Free, Certified Organic, etc. on both quick view and detail page so that I'm aware of the product details without reading descriptions. Occasion badges will also catch my attention. (A few occasions are Valentine's Day, Memorial Day, July 4th, Halloween, Thanksgiving, Christmas, New Year's and other major holidays).	5
		Aiding Purchase Decision	As a potential buyer, I want to know which items are trending or popular with other buyers so that I can consider them for a purchase.	6
		I want food now	As a potential buyer, I want to source sellers for food that I'm looking for (type and date) so that I don't have to wait for the food to be available for sale.	7
		Authentication	As a potential buyer, I want to create an account (or login) with my phone	8

2	Conversion		number and save my preferences (including address, credit card information) so that I can discover and purchase relevant food items.	
		Follow Seller	As a potential buyer, I want to follow a seller (or multiple sellers) so that I'm notified (app notification) of that seller's new items, schedules, pre-orders, location, and announcements.	9
		Multiple items or quantities	As a potential buyer, I want to select multiple quantities of an item or various quantities so that I can buy multiple items for my friends or family.	10
		Ad-ons or options	As a potential buyer, I want to select options and add-ons provided by the sellers so that I can customize my orders with the available options.	11
		Chat with seller	As a potential buyer, I want to message the Seller to clarify any questions about the items I'm purchasing so that I can make a good purchasing decision.	12
		Manage expectations	As a potential buyer, I want to know when I should expect a response from a Seller so that I know how long I should wait to make a purchase.	13
		Total Cost	From a potential buyer perspective, the total price of the item includes item costs, cost to delivery or shipping and any other fees. Other fee include a transaction fee that covers credit card charges and platform commissions.	14
		Quick Checkout	As a potential buyer, I want to add items to my cart and checkout with less than 3 clicks so that I do not spend too much time thinking about my decision.	15
		Payment method	As a potential buyer, I want to pay through credit card or PayPal so that I don't have to pay the seller offline. (App should remember this information)	16
		Terms and Conditions	As a potential buyer, I want to acknowledge the refund policies and any other disclaimers ahead of paying for the item.	17
3	Purchase	Type of purchase	As a buyer, I want to place one-time or recurring orders (with add-ons) for items that are <u>available today or in the future</u> so that I can complete the transaction.	18
		Confirmation	As a buyer, I want to confirmation with invoice and fulfillment details.	19
4	Post Purchase	Pick up Reminders	As a customer, I want to be reminded (text) about the upcoming pickup on T+1 day and T0 before the pickup time. Text messages should have the following details: 1) Name of the product 2) Seller Name 3) Location (link that opens maps app) 4) pick up time, and 5) phone number of the seller. (applies to any changes in the expectations) [Note: Applies to other types of fulfillment: Curbside, Delivery, etc]	20
		Edit Profile	As a customer, I want to access and edit my profile (profile pic, phone number, and email address)	21
		Customer Dashboard	As a customer, I want to view all my orders (items names, order date, time) and status of each order (delayed, canceled, picked up, delivered, shipped). I want to see all my communication with sellers in one place.	22
		Manage spending	As a customer, I want to manage my subscriptions (Start, pause, cancel) so that I can be in control of the costs.	23
		Reorder	As a customer, I want to quickly reorder the items that I've purchased in the past. So, I don't have to look for these items.	24

	Seller communication	As a customer, I want to notify the seller that I'm on my way to pick up the items, so that the seller is ready to deliver my food upon arrival.	25
	Tips	As a customer, app should notify me to provide a tip to the seller and suggest a few options, so that I am reminded about the tip.	26
	Reviews	As a customer, the app must ask for a review and make it super easy for me to provide a review and rating for the item that I purchased so that sellers have my feedback.	27
	Verified Reviews	As a customer, I want a verified rating and reviews badge for all my reviews so that sellers and other buyers are aware of my experience.	28
	Share	As a customer, I want to social share items on this app on Facebook, Instagram, and Text Messages so that my friends can experience new food.	29
	4 Star notification	As a customer, I want to be notified of the items that have 4 and 5 stars. So that I can place an order before they are gone.	30
	Loyalty	As a customer, I want to know and get rewarded for my continue purchases	31

[Web] Admin

Admin:View all Stores, Customers details, Active Orders, Chat, Orders, trending data, paid vs. non paid features. Communicate with any seller on issues. Dashboard to aggregate details such as total Stores, total customers, Top Products, Total Sales, Total Reviews, etc.

Seller Tools Landing Page: This is the starting point for sellers to create their own stores.

[Optional] Marketplace: Aggregation of all stores and listings etc by Zip Code. Filters by categories.