

GOAL STATEMENT

Our Food Delivery App will let users make payment via multiple options
product (what) perform specific actions (what)

which will affect users who uses multiple payment methods
describe who the action will affect (who)

by letting users pay the bill in multiple different options.
describe how the action will positively affect users (why)

We will measure effectiveness by tracking orders of items that are paid via multiple options.
describe how you will measure the impact