PRODUCT CANVAS

DeliverEase – Taste the Convenience

DeliverEase
Taste the Convenience

Vision: DeliverEase app vision is to set a new trend in the current food delivery business. This app will allow the customers to check prices and wait times across different food apps at one place before placing any order.

Epic

Epic-1: Build an app to improve the user experience which will provide them a friendly interface and cost-effective and time-efficient delivery suggestions all within the same app from the moment when they open the app till their order gets delivered.

Feature-1: Create a personalized dashboard for each user, these dashboards should adapt themselves to the user preferences and then display their favourite cuisines, past orders, and also recommend them the restaurants based on their previous orders.

Feature-2: Create an Artificial Intelligence chatbot which will assist the users in exploring the app, also provides them few suggestions on specific restaurants based on the user request, helps in tracking the orders and also for answering the user queries 24/7.

Feature-3: Create a multi-app integration tool which will help the customers to compare prices and also the wait times across different food delivery apps.

Feature-4: Create a feedback form for the users so that they can rate their food delivery service, food quality they received and also their experience with the app.
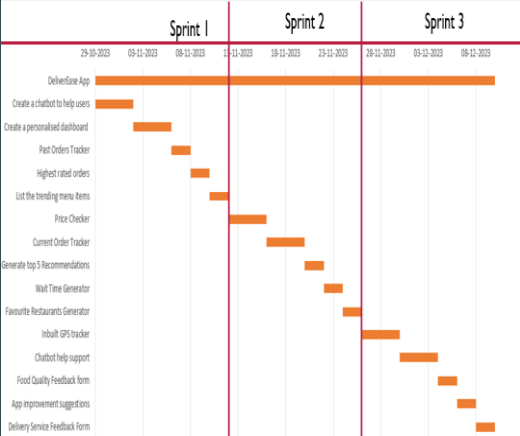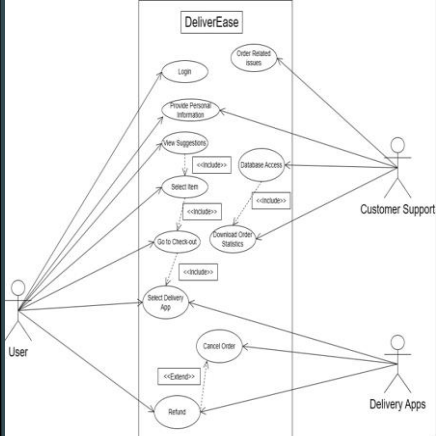
User Personas

- Cricketer
- Student
- Engineer

Product Feature Timeline

	Sprint 1			Sprint 2			Sprint 3		
	29-10-2023	03-11-2023	08-11-2023	13-11-2023	18-11-2023	23-11-2023	28-11-2023	03-12-2023	08-12-2023

- DeliverEase App
- Create a chatbot to help users
- Create a personalised dashboard
- Past Orders Tracker
- Highest rated orders
- List the trending menu items
- Price Checker
- Current Order Tracker
- Generate top 5 Recommendations
- Wait Time Generator
- Favourite Restaurants Generator
- Inbuilt GPS tracker
- Chatbot help support
- Food Quality Feedback form
- App improvement suggestions
- Delivery Service Feedback Form

Sprints

Sprint-1 (29th Oct 2023-11th Nov 2023) User Stories: 2.1, 1.1, 1.3, 1.4, 1.2

Sprint-2 (12th Nov 2023-25th Nov 2023) User Stories: 3.1, 2.3, 2.2, 3.2, 3.3

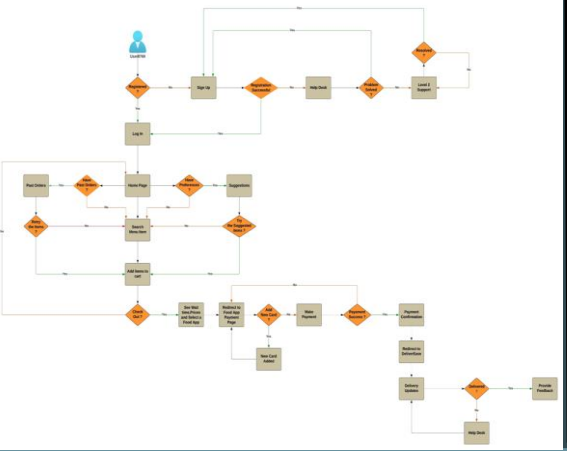Sprint-3 (26th Nov 2023-10th Dec 2023) User Stories: 3.4, 2.4, 4.2, 4.3 4.1
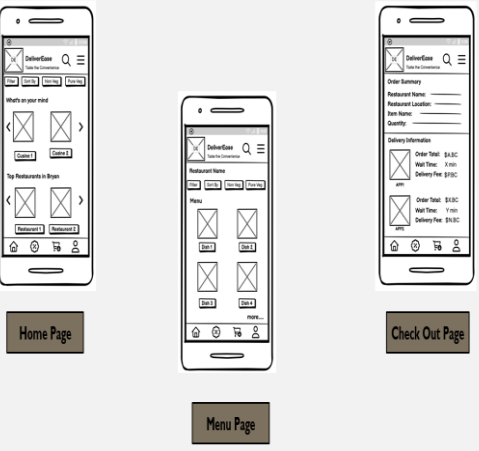
Use Case Diagram

DeliverEase

Login · Order Related Issues · Provide Personal Information · View Suggestions · Database Access · Select Item · <<Include>> · Go to Check-out · Download Order Statistics · <<Include>> · Select Delivery App · Cancel Order · <<Extend>> · Refund

User · Customer Support · Delivery Apps

Product Success Metrics

Business Metrics:
1. **New Registrations:** 10,000 new user registrations on DeliverEase app within 1 month of app launch.
2. **User Churn Rate:** Annual Churn rate of 8% for non-subscription passes and 5% for subscription passes.

User Satisfaction Metrics:
1. **Revenue Growth:** Revenue should grow by 25%-35% annually.
2. **Breakeven point:** Achieve the breakeven point in 18-24 months of the app launch.
3. **Market Share:** Capture the market share of 10%-15% within 12 months of the app launch.

User Metrics:
1. **Net Promoter Score:** Increase the Net Promoter Score by 33% in first 12 months of the app launch.
2. **App store ratings:** Users Average rating should be 4.1 minimum of 5 stars on app store.
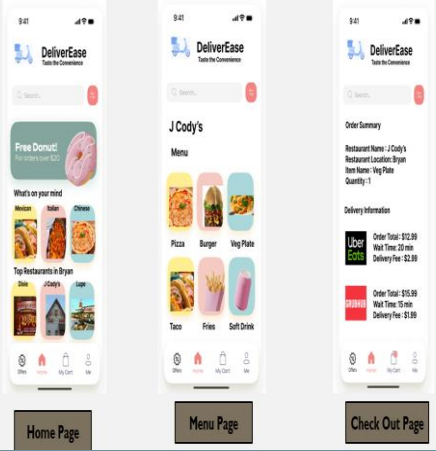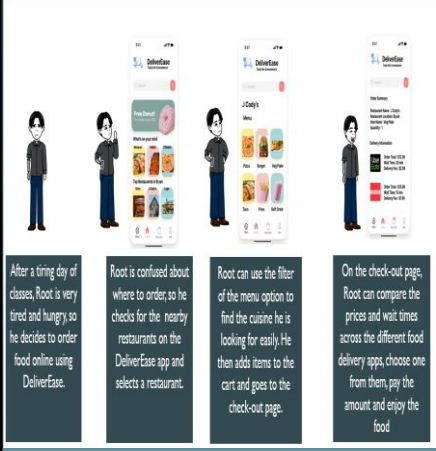
Workflow

Wireframes

- Home Page
- Menu Page
- Check Out Page

Mockups

- Home Page
- Menu Page
- Check Out Page

Story Board

After a tiring day of classes, Root is very tired and hungry, so he decides to order food online using DeliverEase.

Root is confused about where to order, so he checks for the nearby restaurants on the DeliverEase app and selects a restaurant.

Root can use the filter of the menu option to find the cuisine he is looking for easily. He then adds items to the cart and goes to the check-out page.

On the check-out page, Root can compare the prices and wait times across the different food delivery apps, choose one from them, pay the amount and enjoy the food.

Product Name, Vision , Goal

Product Name: DeliverEase – Taste The Convenience

Product Vision: DeliverEase app vision is to set a new trend in the current food delivery business. This app will allow the customers to check prices and wait times across different food apps at one place before placing any order.

Product Goal: DeliverEase's main goal is that to improve the customer satisfaction by addressing the customer's major issues which are currently affecting the food delivery business this includes increase in the delivery fees, longer wait times and less offers. The final goal is to make the DeliverEase app as the number one food app in the food delivery industry which should be known for its updated features and friendly interface and its strong commitment for improving customer's satisfaction.

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User Personas

Cricketer

Student

Engineer

Rohit Gurunath

Goals
- Rohit wants to save his time to focus mostly on the game by reducing the time he usually spend for planning and ordering the meals.
- He wanted to manage his food expenses within his busy lifestyle.
- He is looking for different food options which needs to be tasty and healthy, also provide him all the nutrients to maintain his fitness.

Pain Points
- Rohit doesn't have much time for comparing prices across different platforms and ordering the food.
- He is spending lot more for his meals than what he actually planned for them in his budget.
- He is finding it difficult to choose healthy meals quickly and he is going with the repetitive meal choices due to the time constraints.

General info

Age	36
Location	California
Occupation	Cricketer
Status	Married
Income	$300K
Archetype	Informative

Personality

Extrovert — Introvert

Pessimist — Optimist

Stable — Neurotic

Judging — Perceiving

Behavior

Listening

Patience

Reading/Writing Ability

Multi-Tasking Abilities

Bio
Rohit is a well known cricketer from California. He spends most of his time on the cricket field only. His training schedule will always leave him with limited time for planning and ordering his meals. He is a foodie, in his free time he enjoys trying new cuisines and he also cooks different varieties by watching cooking videos.

Skills

Adaptibility

Technical Skills

Presentation

Communication
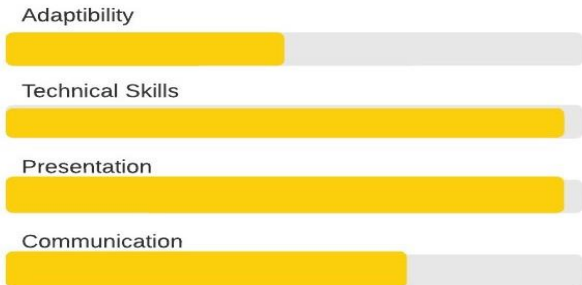
Favourite Brands

Joe Root

Goals

- Root orders food very frequently so he want meal options which are affordable as well as tasty.
- He is very adventurous when it comes to food and is always eager to try new cusines
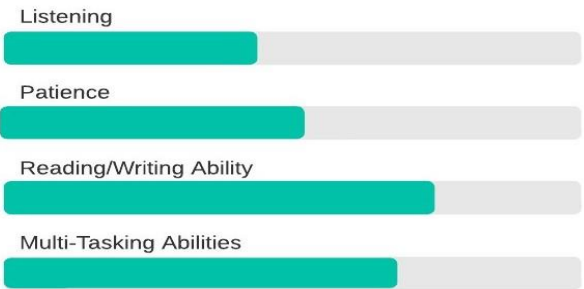- He wants the food ordering process to be simple and quick so that he can focus on his academics.

Pain Points

- Root finds that he very limited food options to choose due to the budget constraints.
- Root is wasting lot of his time by visting multiple websites for finding the best offers.
- He is eating junk food most of the times because he was unable to manage his busy academic schedule and need to eat healthy.

General info

Age	23
Location	Okhlohama
Occupation	Student
Status	Single
Income	$10K
Archetype	Communicative

Personality

Extrovert	Introvert
Pessimist	Optimist
Stable	Neurotic
Judging	Perceiving

Behavior

- Listening
- Patience
- Reading/Writing Ability
- Multi-Tasking Abilities

Bio

Joe Root is a graduate student pursuing MIS at Texas A&M University. This is the first time he is staying far from his home. His cooking skills are very weak, so he orders the food most of the time. He explores and tries food from different restaurants. He also has a YouTube channel where he gives reviews and suggestions for the different restaurants he tried.

Skills

- Adaptibility
- Technical Skills
- Presentation
- Communication

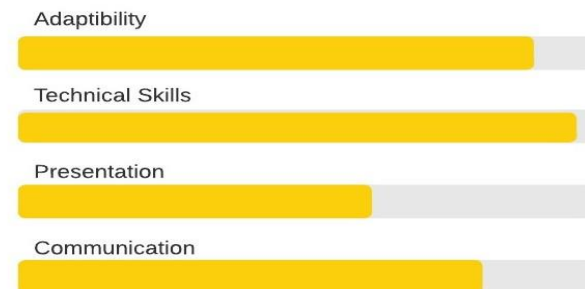## Favourite Brands

Smriti Mandanna

Goals

- Smriti wants fast and healthy meal options that cater's to family's diverse tastes and needs.
- She wants to provide her family with different type of cusines so that the meals are interesting and enjoyable.
- She is looking for quick meal solutions which will fit into her daily tight schedule and also the family commitments.
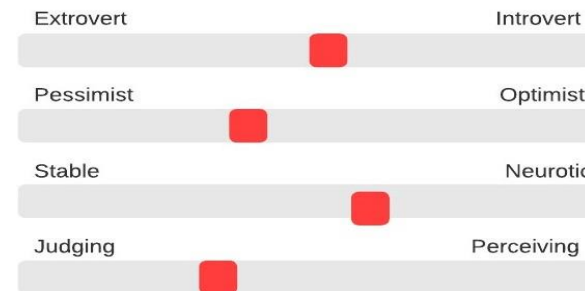
Pain Points

- Smriti is struggling to find time for cooking food in the middle of her hectic schedule.
- She is finding it difficult to locate meals which are affordable, nutritious and tasty for her children.
- She is often turning in to same restaurants because of the time constraints.

General info

Age	32
Location	New York
Occupation	SDE
Status	Married
Income	$350K
Archetype	Informative

Personality

Extrovert	Introvert
Pessimist	Optimist
Stable	Neurotic
Judging	Perceiving

Behavior

- Listening
- Patience
- Reading/Writing Ability
- Multi-Tasking Abilities

Bio

Smriti is a 38 old woman and also a working mother of 2 children. She is a software developer at American Express. She puts extra efforts to provide healthy food to her family in the middle of her tight schedule because she believes that the children who are in the growing stage requires lot of nutrients in their food intake.

Skills

- Adaptibility
- Technical Skills
- Presentation
- Communication

Favourite Brands

Apple, adidas, Dell, Instagram, YouTube, zoom, AT&T, McDonald's, pepsi

Big Picture

Description: The DeliverEase app will improve the customer satisfaction by providing them with personalized recommendations on their dashboards based on their past orders and purchasing trends. This app will save a lot of time for the customers in comparing prices and wait times across different delivery apps in one place. It will also provides all day chat support to the customers using the inbuilt customer service. The customer feedback will be taken at regular intervals and will be considered for improving the app and for providing better service to them.

Story Board

After a tiring day of classes, Root is very tired and hungry, so he decides to order food online using DeliverEase.

Root is confused about where to order, so he checks for the nearby restaurants on the DeliverEase app and selects a restaurant.
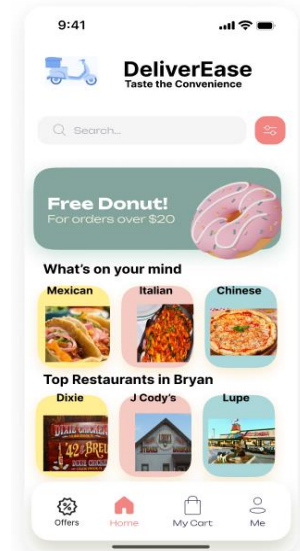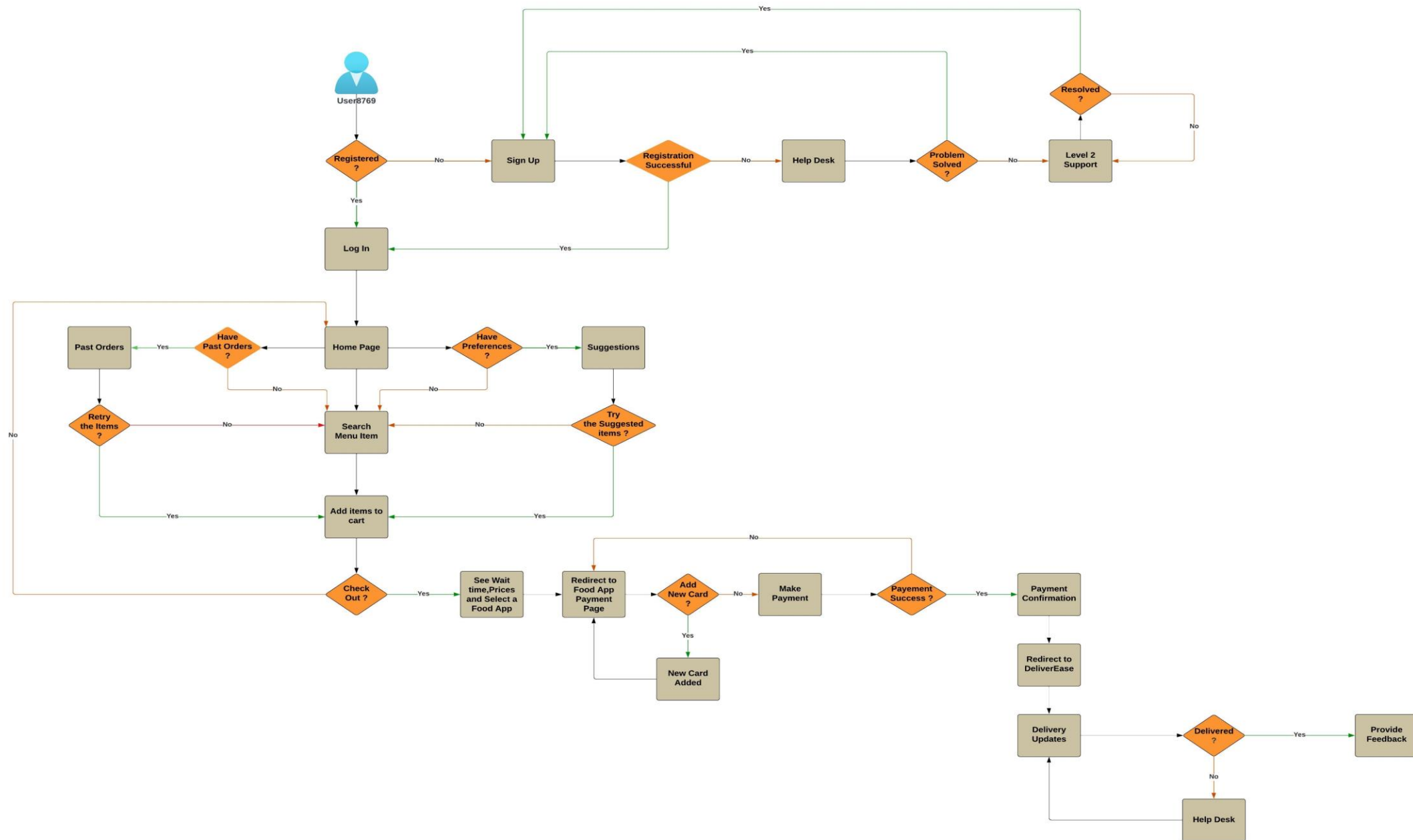
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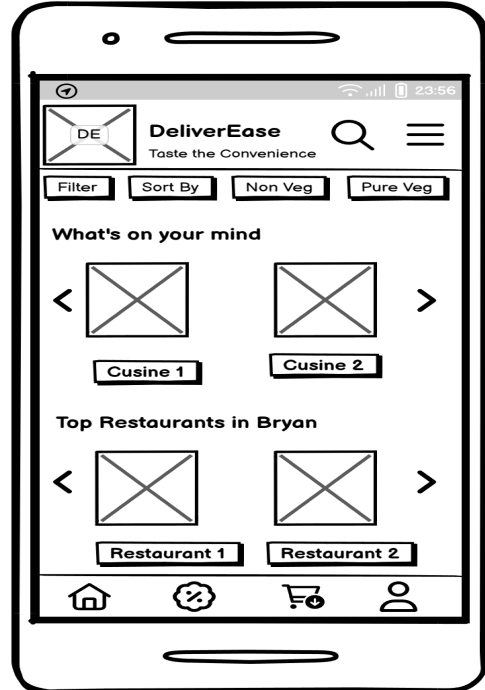
On the check-out page, Root can compare the prices and wait times across the different food delivery apps, choose one from them, pay the amount and enjoy the food
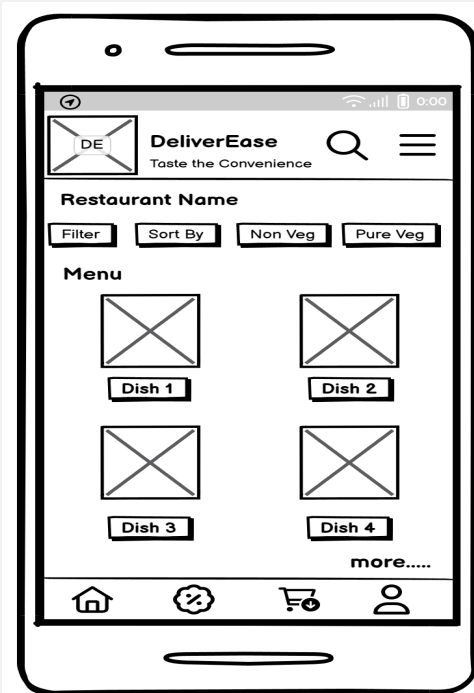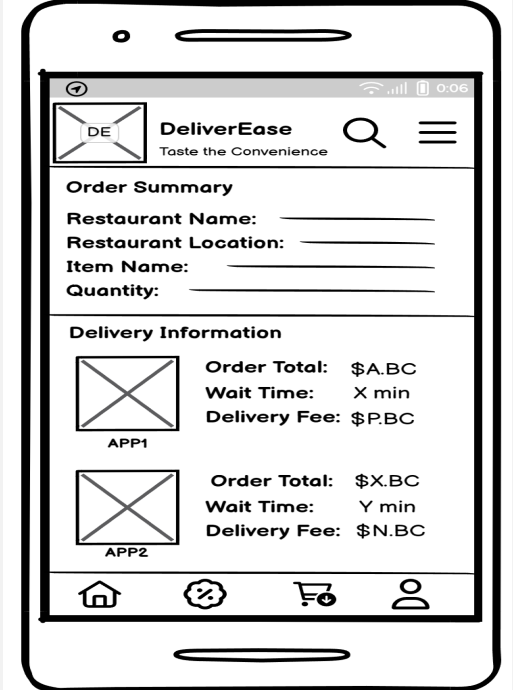
Workflow

Wireframes

Home Page

Menu Page

Check Out Page

Home Page (phone)

DE **DeliverEase**
Taste the Convenience

Filter | Sort By | Non Veg | Pure Veg

What's on your mind

< Cusine 1 | Cusine 2 >

Top Restaurants in Bryan

< Restaurant 1 | Restaurant 2 >

Menu Page (phone)

DE **DeliverEase**
Taste the Convenience

Restaurant Name

Filter | Sort By | Non Veg | Pure Veg

Menu

Dish 1 | Dish 2

Dish 3 | Dish 4

more.....

Check Out Page (phone)

DE **DeliverEase**
Taste the Convenience

Order Summary

Restaurant Name: _____
Restaurant Location: _____
Item Name: _____
Quantity: _____

Delivery Information

APP1   Order Total: $A.BC
        Wait Time: X min
        Delivery Fee: $P.BC

APP2   Order Total: $X.BC
        Wait Time: Y min
   Delivery Fee: $N.BC
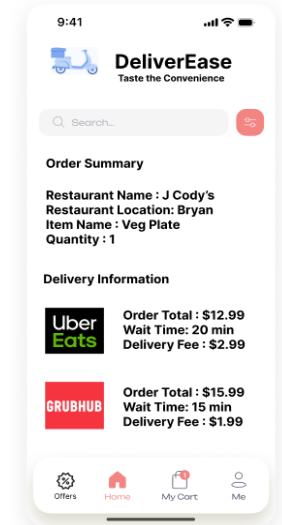
Wireframe – 1 (Home Page)

The wireframe shows the home page of the DeliverEase App in Android app version, here the customers can see the recommendations and top restaurants in their near by location provided by the app. Users can choose from the list provided or they can manually search the items they are looking for using the search bar provided.
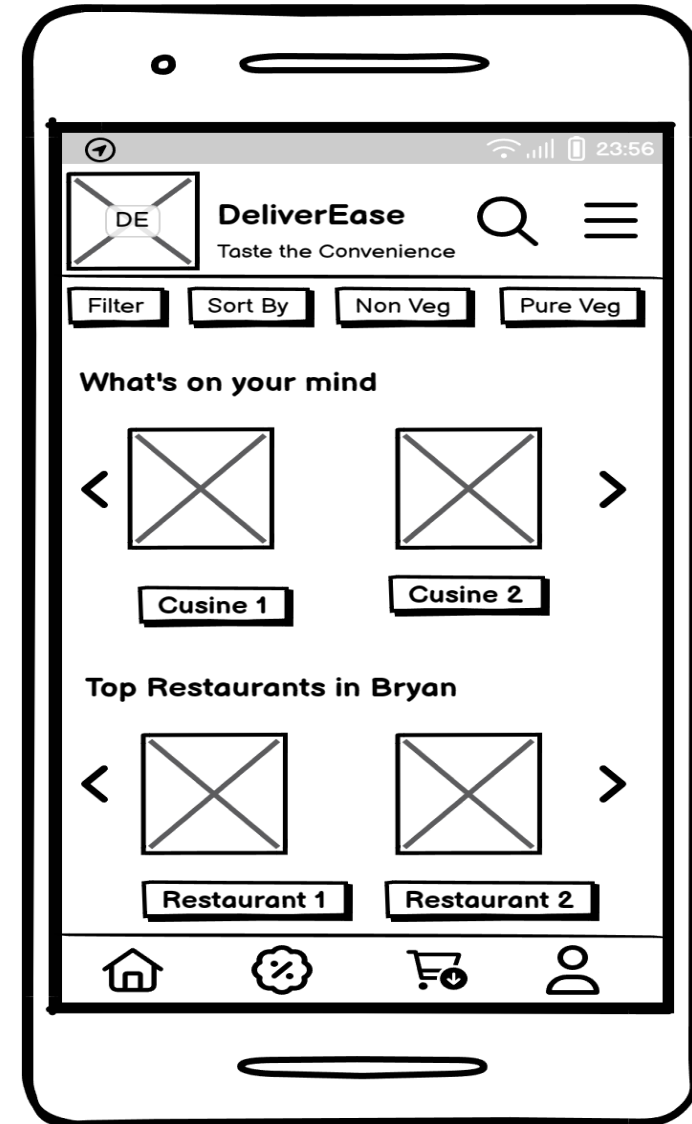
Wireframe – 2 (Menu Page)

The Wireframe shows the Menu Page of a restaurant in the Android app version of the DeliverEase App, the user will be directed to this page after he/she selects an item/ restaurant shown in the home page. In this page user can choose the items they want to eat and add them to cart.
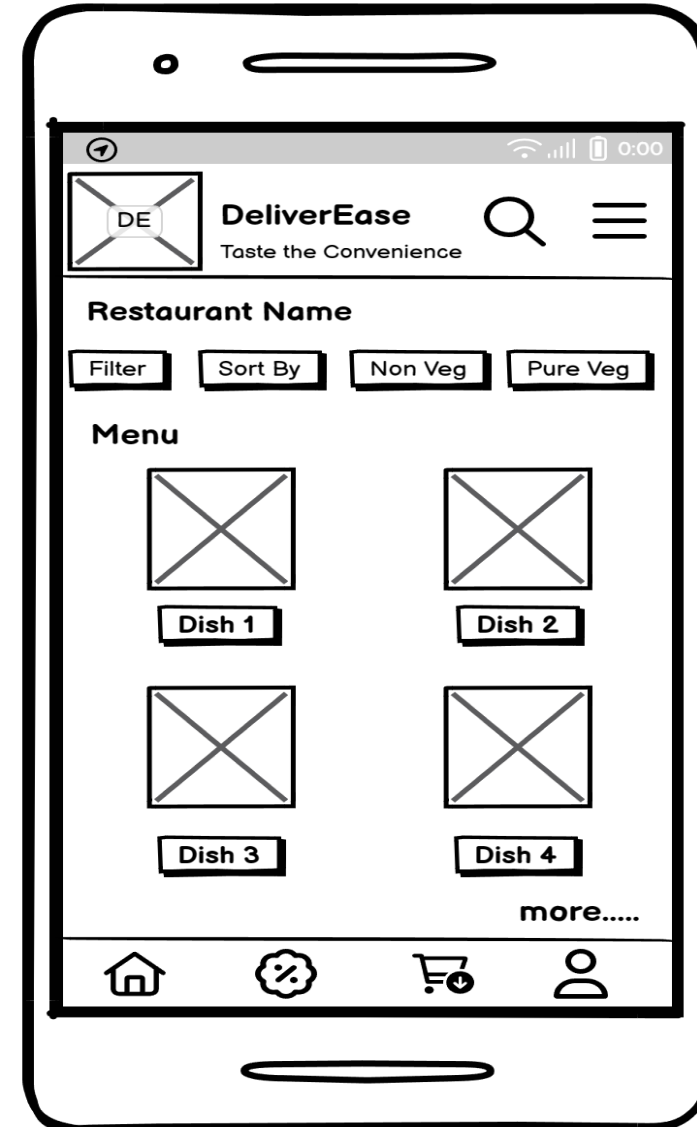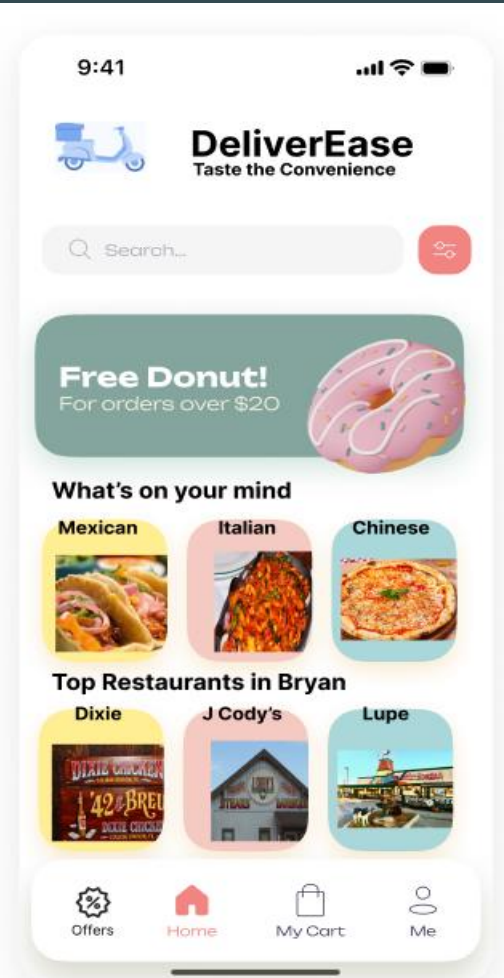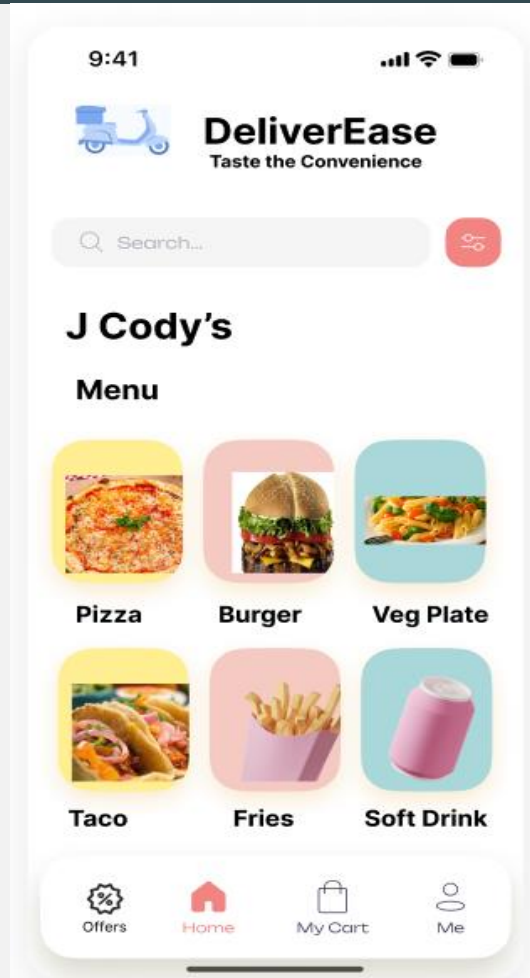
Wireframe – 3 (Check-Out Page)

The Wireframe shows the check-out page of the DeliverEase app in Android Version, the user will be directed to this page after he clicks on the cart in the menu page. In this page the user can compare the prices and wait times across different food apps, he/she can select one food app , pay the bill and get their order delivered.
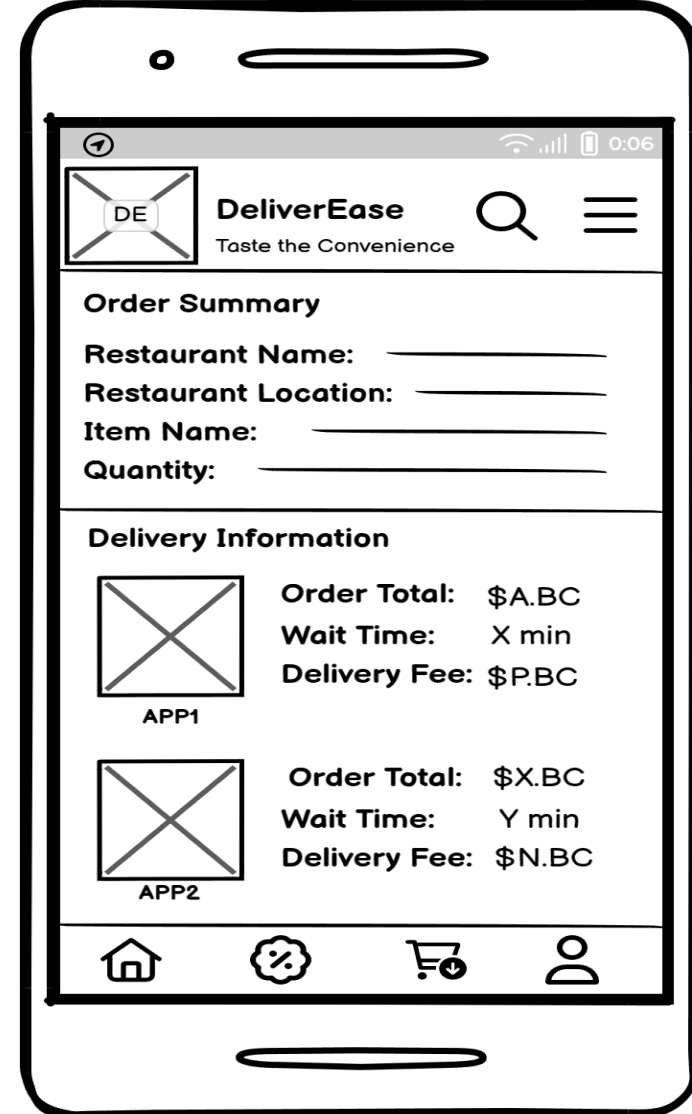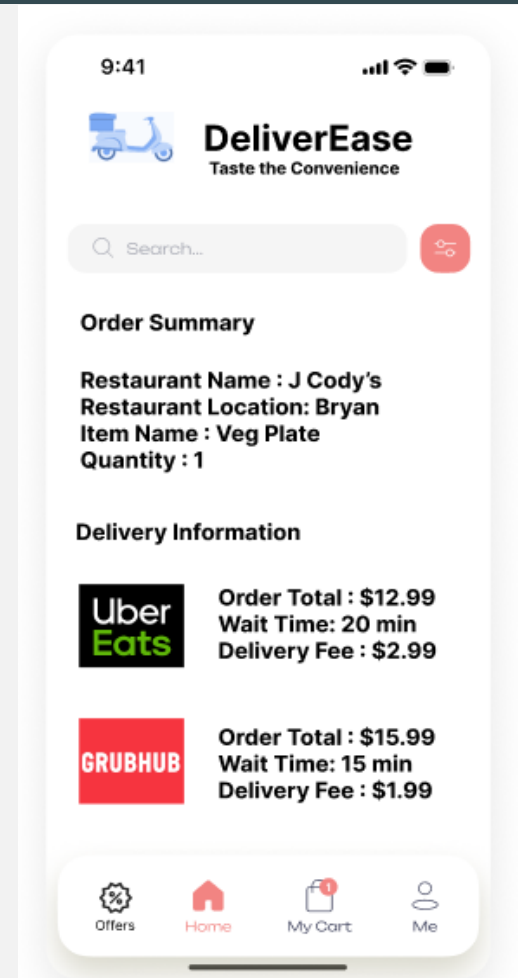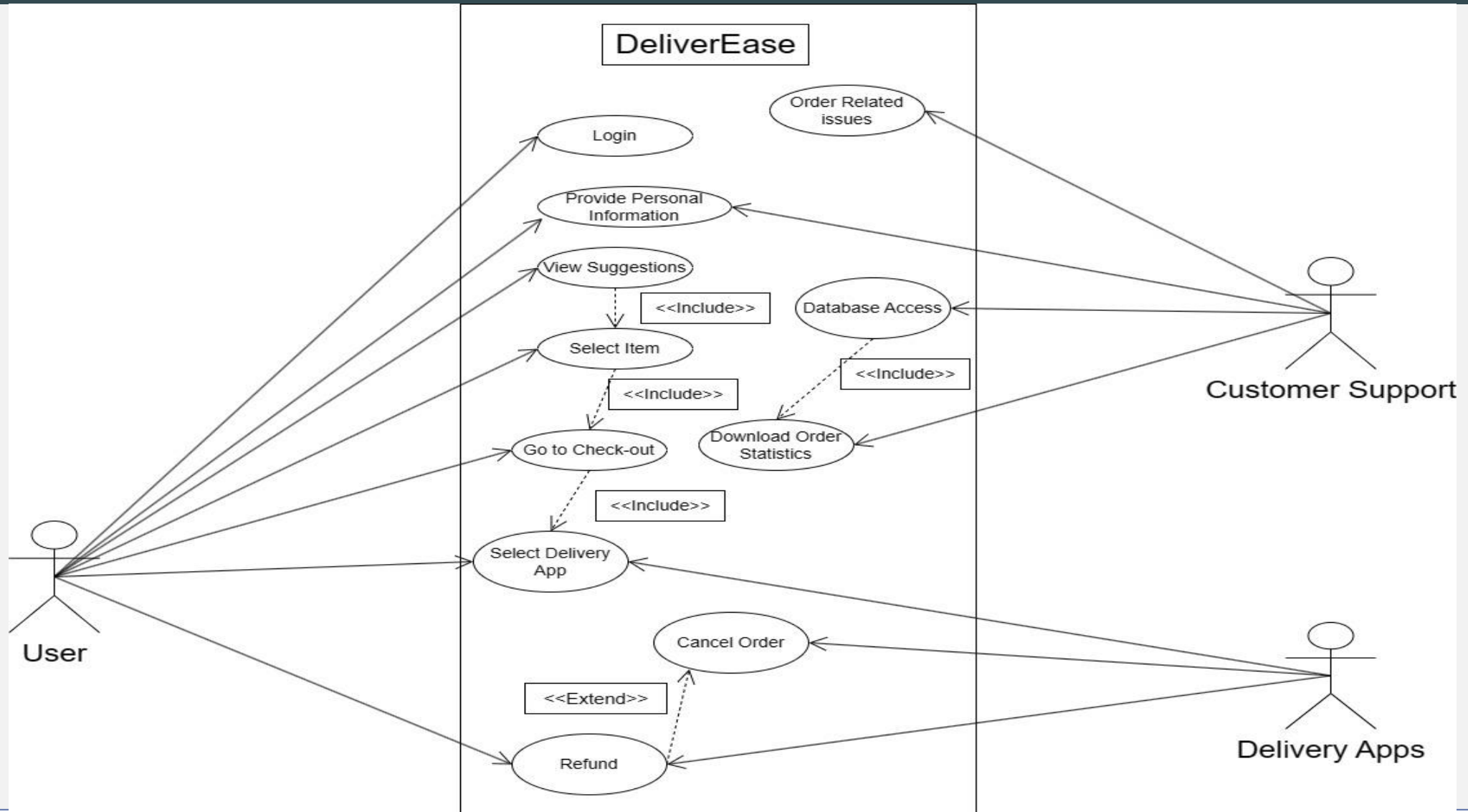
Mockups

Home Page

Menu Page

Check Out Page

Use Case Diagram

Sprints

Sprint-1 (29th Oct 2023-11th Nov 2023) User Stories: 2.1, 1.1, 1.3, 1.4, 1.2

Sprint-2 (12th Nov 2023-25th Nov 2023) User Stories: 3.1, 2.3, 2.2, 3.2, 3.3

Sprint-3 (26th Nov 2023-10th Dec 2023) User Stories: 3.4, 2.4, 4.2, 4.3 4.1

Sprint-1(29th Oct 2023 – 11th Nov 2023)

Feature ID	User Story	Acceptance Criteria	Priority	Story Points
2	2.1 As a new user, I want the bot to guide me how to use the apps features when I login first time, so that I can effectively use the app from next time.	1.The bot should answer the user basic questions about different features in the app. 2.The bot should provide instructions about the app navigation whenever any user request for it. 3.The bot should answer the user queries briefly so that new users can also understand it easily.	High	15
1	1.1 As a frequent user, I want the DeliverEase app to have a personalised dashboard where I can see all my favourite dishes, so that I can quickly choose what I like.	1.The app dashboard should have list of the frequently ordered items. 2.The app should identify the user's favourite cuisines from his/her past orders. 3.The app should let user to manually add or delete his/her favourite cuisines.	High	15
1	1.3 As a returning user, I want to see all my past orders on the dashboard, so that I can easily choose the items and reorder.	1.User's old orders should be clearly listed on the dashboard. 2.The app should enable an option on the dashboard to the user to order the items from his/her past order in just one click. 3.User should be able to view details of his/her past orders before starting an order.	Medium	8
1	1.4 As a user, I want to see highly rated orders from my past orders on the dashboard, so that I can quickly order and have them.	1.The suggestions displayed on dashboard should be based on the combination of user's order history and also the current trending items. 2.The dashboard should update its suggestions constantly in order to improve user satisfaction and to maintain variety.	Medium	8
1	1.2 As a new user, I want the DeliverEase app to generate the list of the trending menu items in the top restaurants on the dashboard, so that I can enjoy new dishes.	1.The dashboard should display all the happening food restaurants in the user's nearby area. 2.The app should gather the recommendations based on the popularity and ratings. 3.The app should let the user to choose to either view the recommendations or he/she can hide this feature.	Low	4

Sprint-2(12th Nov 2023 – 25th Nov 2023)

Feature ID	User Story	Acceptance Criteria	Priority	Story Points
3	3.1 As a user, I want to use the DeliverEase app to compare prices for the same meal across different food apps, so that I can get a good deal for my food order.	1.The app should help the users by accurately comparing the prices for the same order across different food delivery platforms. 2.The app must include all the offers and discounts and should only show the final price across different food apps and let him/her choose what they want. 3.The app should allow the user to filter the final results according to the price range he/she wants.	High	15
2	2.3 As a user, I should be able to track my orders with the help of the bot, so that I can get help from the bot 24/7.	1.The bot should be ready to provide regular updates to the user of a order depending on the user's request. 2.The bot must send notifications to the user if there is any change in the order so that he/she will be alerted 3.The bot should assist the user for changing the delivery address of the order.	High	15
2	2.2 As a user, I want the bot to give me the top 5 restaurants recommendations in my area, so that I can choose tasty item from one of the best restaurant.	1.The bot should know the priorities of the users so it should first ask the questions to the users before giving any suggestions. 2.The bot should store the users inputs and use them in providing recommendations to the users whenever there are any offers.	Medium	8
3	3.2 As a busy professional user, I want to use the DeliverEase app to check wait times for a food item across different food apps, so that I can choose the app from which I can place the order to get faster delivery	1.The app should calculate the wait times for each app for a specific order and should display it in the checkout page of the DeliverEase app. 2.The app should let the user to arrange all the delivery apps in descending or ascending order of their wait times for a order depending on the user choice.	Medium	8
3	3.3 As a frequent user, I want the app to allow me save my favourite restaurants which are affordable as well as have lower wait times, so that I can order from them whenever I am hungry.	1.The app should allow the users to star their favourite restaurants so that he/she can quickly find those restaurants. 2.The app should allow the user for organizing the bookmarked restaurants according to his/her wish. 3.The app should send notifications to the users about any special offers or deals on the user bookmarked restaurants.	Low	4

Feature ID	User Story	Acceptance Criteria	Priority	Story Points
3	3.4 As a user new, I want the app to help new people like me in the area to discover some best deals, so that I can happily order food from home without wasting time on searching.	1. The app should suggest the top most rated restaurants in the user's location and must sort those restaurants in ascending order by using price for one person criteria. 2. The app should allow the user to adjust the preferences and radius in which he wants the restaurants to be in for getting regional suggestions. 3. The app should also show the user reviews and ratings for all the recommended restaurants.	High	15
2	2.4 As a user, I should be able to resolve most of my issues with the help of the bot, so that I can save my time talking with customer care.	1. The bot should solve the common user queries. 2. The bot should connect the user to the customer service agent if the bot fails to resolve the user issue. 3. The bot should provide a feedback option to the users so that he/she can rate the support provided by the bot.	High	15
4	4.2 As a user, I want to give the feedback for the quality of the food I received, so that I will get better service everytime from DeliverEase customer support.	1. The app should create a form which should include questions about food quality such as taste, temperature, and portion size. 2. The app should let the users to upload the photos of their meal. 3. The app should share the user's feedback about the food quality with the restaurants so that they will improve the quality control.	Medium	8
4	4.3 As a regular app user, I want the app to allow me to suggest some improvements to the DeliverEase app, so that they will provide some more features which are useful for many users.	1. The app team should regularly go through the reviews and ratings given by the app users and also consider the user suggestions. 2. The app should should notify the user if the suggestions given by that user are implemented. 3. The app should allow more users to participate in the app beta testing so that they can get correct feedback about the improvements needed if any.	Medium	8
4	4.1 As a user, I want to give the feedback for the delivery service I received from the app, so that the service can be improved from next time.	1. The app should provide feedback form for the users as soon as the order gets delivered. 2. The app should create form in such a way that every person can complete it easily. 3. The app should gather all the ratings received via feedback form and should work on them to provide better customer satisfaction.	Low	4

Product Feature Timeline