

Reflection document (max 2 pages):
How did you decide what NOT to do?

When deciding what to NOT do, we defined the core function of the service and started trimming off the use cases that did not support that core function. For example, the most critical function of the service is to order and deliver food, so we started by cutting everything that did not contribute to that function.

Based on our previous thirty use cases we classified them into 6 categories: Too Advance / Operational Optimization, “Nice-to-Haves”, Secondary Restaurant / Business Management Features, Courier Specific, Platform Reliability, Customer Support / Communication tools.

When deciding what not to do we determined we did not need to have advanced features and operational optimizations. The early MVP just needs single order delivery, optimization and dynamic adjustments can come later. For this reason we cut out Batching and multi-shop routing, optimized delivery routes, dynamic pricing, scheduled orders, real-time order modification and SLA breach compensation.

The second thing we decided to cut were the “Nice to Haves”. We do not want to overlay advanced features on top of our simple MVP. For this reason we cut the following: Group order coordination, allergy and dietary restrictions, voice order placement, customer self-service order cancellation, subscriptions, loyalty and rewards program.

We then cut the business management features since these are not needed initially. These included, manage restaurant inventory, marketing, transparent taxes and fees, health and tax regulations, business analytic report.

The MVP only need focus on the tracking delivered for this reason we cut out Courier safety and incident report, courier earnings. We also want to limit the overhead heavy features required so we cut out these use cases as well: Monitor platform performance, food safety chain of custody, reusability.

Lastly we do not need in-depth customer support for our MVP, this can be handled manually so we cut out refund requests, customer to courier chat, and issue escalation to support. In short we cut out the use cases that dealt with scaling, optimization, and convenience since these do not teach us about the customers.

What negative impacts or disappointments this MVP could have for your stakeholders.

- Customers
 - A lack of allergy filters could be extremely harmful for sensitive users.
 - No ability to schedule food delivery
 - Only supports single customer orders
 - No nutrition features
- Restaurants
 - No promotional tools
- Delivery Partners
 - No earnings transparency
 - No efficient routing features means less income
 - No safety features to report customers for abusive behavior
- Managers
 - Limited analytical capacity
 - MVP could have regulatory compliance problems
- Legal
 - Little privacy protection
- Non-Users
 - Digital only

What changes you made (and why) to the MVP to appease at least some of the stakeholders.

A minimal change we introduced to our MVP was to maintain a daily metrics snapshot. This way we keep the investors and admins in the loop on the progress of the product over a timespan. This also adds an additional point of information to see how customers are using the app by seeing the amount of purchases made daily. The minimal addition of daily sales helps support stakeholders interests, and a simple performance measure for the restaurant and couriers.