

Product Requirements Document (PRD)

Product Name: FoodRush (Still thinking about name)

Prepared by: Samuel Lawal

Date: April 18, 2025

1. Product Overview

FoodRush is an advanced food delivery platform designed to outshine existing solutions like Chowdeck. It connects customers to food vendors and restaurants with intelligent personalization, flexible ordering options, and vendor-focused growth tools. The platform targets underserved markets (starting with Nigerian university campuses, local neighborhoods, and densely populated urban zones) and offers an engaging, loyalty-driven user experience.

2. Goals and Objectives

- Provide a smoother, smarter, and more engaging food ordering experience.
 - Empower food vendors with insights and growth tools.
 - Deliver a flexible and scalable platform tailored to Nigerian markets.
 - Enter the market with a laser-focused MVP targeting students, selected neighborhoods, and urban workers.
-

3. Target Users

- **Customers:** Students, busy professionals, and families in urban areas.
- **Vendors:** Small restaurants, food kiosks, home cooks.

- **Riders:** Independent or partner delivery agents.
 - **Admin Team:** Platform managers and support agents.
-

4. MVP Features

For Customers:

- User authentication (Email, phone number, Google)
- Location-based restaurant listing
- Advanced food search (filters: price, rating, delivery time, dietary preferences)
- Add to cart and checkout
- Payment (Paystack, Flutterwave, Cash on Delivery)
- Real-time order tracking (manual for MVP)
- Order history and ratings

For Vendors:

- Vendor onboarding & verification
- Menu management (item name, image, price, status)
- Order notification & status updates
- Business dashboard (simple analytics)

For Admin:

- Manage vendors, customers, and orders
- View platform analytics

- Handle disputes

5. Differentiating Features (Post-MVP)

Feature	Chowdeck	FoodRush
Personalized food recommendations	No	Yes (AI & data-based)
Group order & split payment	No	Yes
Pick-up order option	No	Yes
Loyalty rewards and gamification	Limited	Yes (points, missions)
Vendor analytics	Basic	Advanced insights
Social discovery (friends & trends)	No	Yes
Rider tipping & rating	No	Yes
Offline/lightweight experience	No	Yes (low data mode)

Post-MVP Features (Detailed Breakdown)

1. Personalized Food Recommendations

- Users receive suggestions based on their order history, ratings, and time of day.
- AI learns user behavior to highlight favorite dishes or promo meals.
- Pushes daily or weekly meal deals based on preference.

2. Group Order & Split Payment

- Users can create a group order session and invite friends.
- Each person selects their meal within the session.
- At checkout, the bill is split automatically, and each person pays their share.
- Perfect for office teams, roommates, or event orders.

3. Pick-Up Order Option

- Users can choose to pick up food instead of waiting for delivery.
- Reduces delivery time and cost for both parties.
- Great for people living close to vendors or on the move.

4. Loyalty Rewards and Gamification

- Points system for every order completed.
- Milestone achievements ("Ordered 10x this month", "Top Referrer")

- Redeem points for discounts, free delivery, or surprise meals.
- Seasonal challenges with rewards (e.g., December meal challenge).

5. **Advanced Vendor Analytics**

- Insights dashboard with best-selling items, peak order times, and customer retention data.
- Weekly tips based on trends (e.g., "Fridays spike in protein-based meals").
- Helps vendors make data-driven pricing, menu, and timing decisions.

6. **Social Discovery**

- Users can follow friends and see what they order.
- Trending meals and vendors in your area.
- "What's hot nearby" and "Your friends love this" sections.

7. **Rider Tipping & Rating**

- After each order, customers can tip riders digitally.
- Rider profiles show ratings, order count, and punctuality.
- Incentivizes great service from riders.

8. **Offline/Lightweight Mode**

- Lightweight version of the app for users with poor internet access.
- Cached menu browsing and offline ordering (submitted once online).
- Useful in low-bandwidth areas or data-sensitive environments.

9. **Foodpreneur Academy**

- Online learning platform built into the vendor dashboard.

- Helps home cooks and small vendors learn branding, food safety, packaging, etc.
 - Includes templates for Instagram posts, pricing guides, and logistics tutorials.
-

6. Market Entry Strategy

Phase 1: Focused Pilot (Campus & Community Launch)

- Select 1–2 universities with high population (e.g., UNILAG, UI).
- Identify selected local areas with high food demand (e.g., Yaba, Ikeja, Surulere).
- Partner with 10–20 food vendors on/around campus and in these neighborhoods.
- Recruit student ambassadors and community reps to promote app.
- Offer launch discounts and free delivery for first-time users.

Phase 2: Early Feedback Loop

- Collect feedback from users and vendors weekly.
- Use feedback to refine UX and delivery flow.
- Monitor repeat order rate and vendor performance.

Phase 3: Expansion & Brand Building

- Expand to nearby cities, campuses, and additional local areas.
- Run referral campaigns with cashbacks.
- Partner with student influencers and community micro-influencers.
- Launch "Food of the Week" campaigns.

7. Success Metrics (MVP Phase)

- 1,000+ active users within 2 months
- 500+ completed orders in the first month
- 50%+ vendor retention after 1 month
- 4.5+ average customer rating for food and delivery

8. Risks and Assumptions

- Logistics challenges due to rider reliability
- Internet/data cost concerns for some users
- Vendor consistency and order quality

9. Timeline

- **Week 1–2:** Wireframes and prototyping
- **Week 3–6:** MVP development (backend, mobile app, admin portal)
- **Week 7–8:** Internal testing and bug fixes
- **Week 9:** Vendor onboarding and pilot launch

10. Tools & Stack

- **Frontend:** React Native
- **Backend:** Node.js + Express
- **Database:** PostgreSQL
- **Payments:** Paystack/Flutterwave
- **Auth:** Firebase
- **Maps & Delivery:** Google Maps API