SPM Assignment

GROUP – 18

HARISH CHETTY	2022MT93029
HARSHAL SHARMA	2022MT93080
HAZEL SAJAN	2022MT93262
HEMANT TIWARI	2022MT93184
HEMENDRA VISHNOI	2022MT93369

BITS Pilani

VEGETABLES AND FRUITS DELIVERY PLATFORM

Existing Vegetable & Fruit Delivery Platforms

In today's scenarios with this busy lifestyle, majority of middle-class customers who are not able to go to market themselves for buying vegetables and fruits which are their daily need. As their jobs or day to day responsibilities are forcing them to be more and more dependent on home deliveries for their needs like Vegetable and Fruits. There are multiple platforms available in the market which are serving the customers through various channels including :
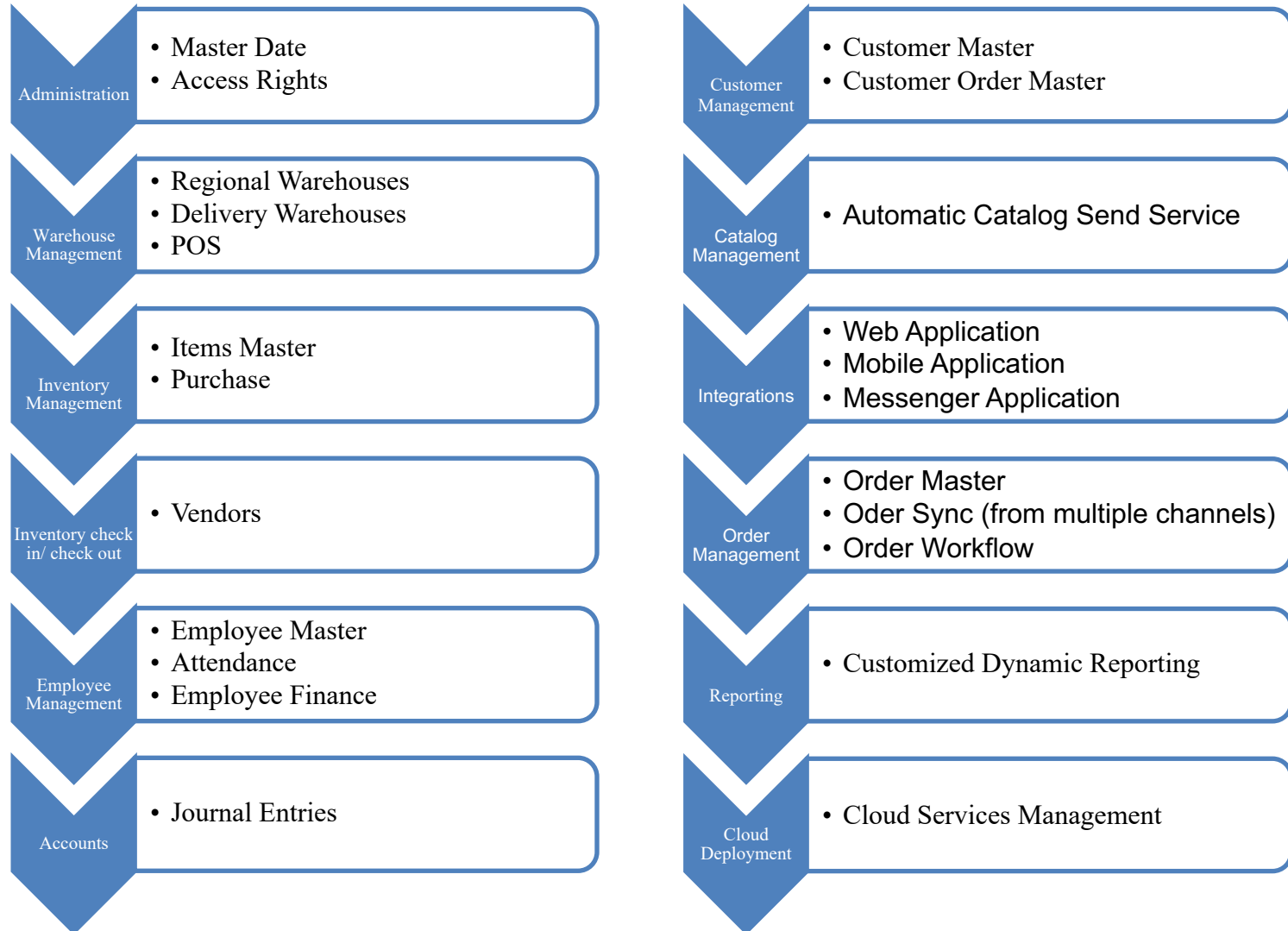1. Online ecommerce
2. Mobile applications
3. Local vendor shops

Underserved needs in existing options

In existing scenario, customers are facing lots of problems like :
1. Vegetables & Fruits are not fresh when they get delivered to customers.
2. Vegetables & Fruits are not of good quality means they have not been sorted or filtered out.
3. Customer needs to place order of some minimum value to get delivered.
4. Prices are way to high by the time product reach to customer.
5. Less Choices as customer is dependent upon 1 or 2 local vendors available in the area.

Software Product Components

Administration	• Master Date • Access Rights
Warehouse Management	• Regional Warehouses • Delivery Warehouses • POS
Inventory Management	• Items Master • Purchase
Inventory check in/ check out	• Vendors
Employee Management	• Employee Master • Attendance • Employee Finance
Accounts	• Journal Entries

Customer Management	• Customer Master • Customer Order Master
Catalog Management	• Automatic Catalog Send Service
Integrations	• Web Application • Mobile Application • Messenger Application
Order Management	• Order Master • Oder Sync (from multiple channels) • Order Workflow
Reporting	• Customized Dynamic Reporting
Cloud Deployment	• Cloud Services Management

Quality Vegetable & Fruit Delivery Platform

By keeping customer's need we came up with a concept of customized vegetable and fruits delivery product which will be different from existing platforms in terms of :

1. **Product updates** : By sending daily updated item catalog using personal messages on popular messaging platform like WhatsApp (Only if customer gives us consent for the same if interested)

2. **Personal Touch** : These updates via messages will remind them also if they need to place an order which will result in a kind of personal touch where our customers can be worry free for daily needs.

3. **Customer Consent** : Customer consent for the messages will give us some filtered, serious and reliable customer base for which we can give them some good personalized offers.

4. **Ease of Orders**: We will accept orders not only by all available channels like Web or Mobile app but via Whats App and Over the calls also. This will give our customers the ease of orders who are not comfortable in using existing platforms like our Senior Citizens or Under educated customers, but they are comfortable with either texting or calls.

5. **Customized customer needs** : We can keep our catalog as per the customer needs in mind like there are different customer choices of vegetables and fruits in different areas.

6. **Freshness** : By eliminating unnecessary profit-oriented middlemen and stockiest, we can directly supply fresh products.

7. **Low Prices** : By eliminating above steps will result in way too low prices of products when compared.

8. **Quality** : We will have backbone of our concept as our selective and trained quality check officers who are specialized in vegetable and fruit selection.
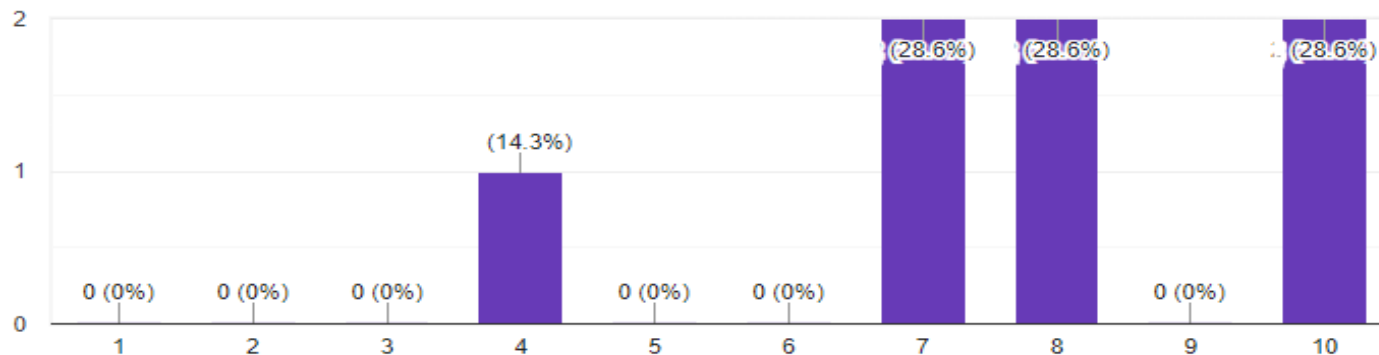
Assessing the opportunity (Customer Interviews)

- We conducted interviews with 5 potential customers to understand their activities
- We asked some questions related to their current behavior of purchasing vegetables and fruits
- We tried to understand what are their major pain-points with the existing way of buying these items.
- We also tried to understand what does customer value the most while buying fruits and vegetables
- We also tried to understand our idea of selling fresh fruits and vegetables online will address customers needs or not

w likely are you to consider buying fresh vegetables and fruits online instead of a dor shop?   Copy

sponses

Key Points -
- Here we understand that most of the customers are comfortable enough to buy the vegetables online
- This indicates that we are addressing the customers needs by making this their doorstep feature
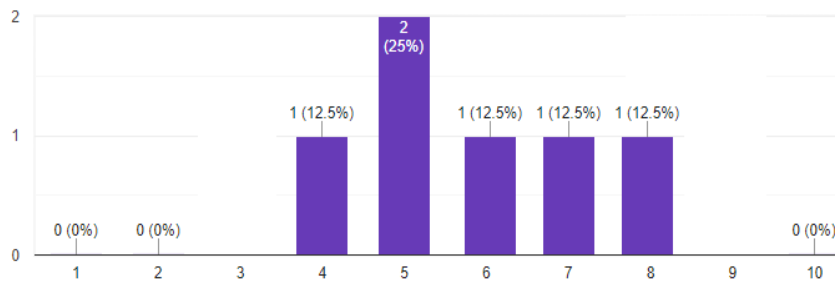
Assessing the opportunity (Customer Interviews)

How likely is it for you to always find fresh vegetables and fruits from the local vendor?
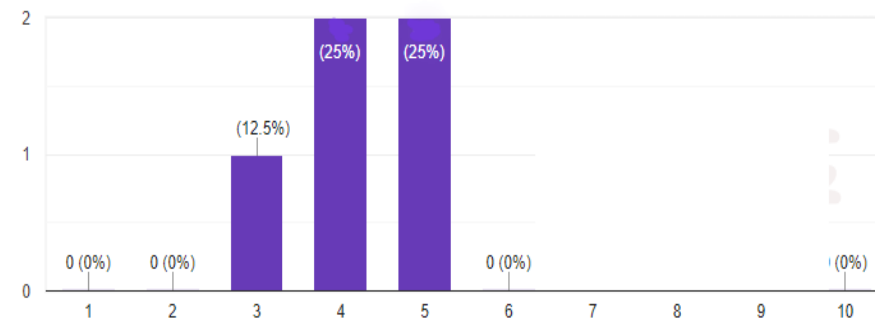
8 responses

Key Points -

- Getting fresh vegetables and fruits is possible with the local vendor, but as per the customer the freshness is not very consistent

- Here we understand the customers need is to always get consistently fresh vegetables and fruits

Key Points -

- Here we can see that customers are not really satisfied with the available options with the local vendor.

- Usually, they must settle for whatever fruit or vegetable that is freshly available with the vendor

How likely is it that the fruit or vegetable option you need always is available with the local vendor?
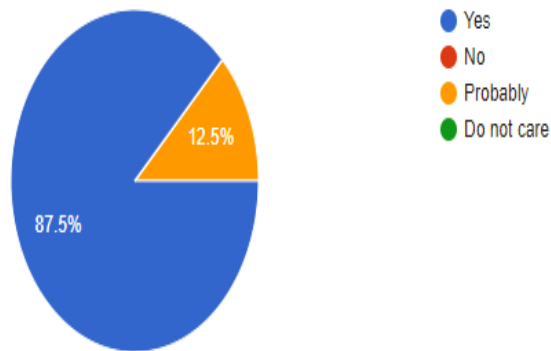
8 responses

Assessing the opportunity (Customer Interviews)

Will an online system be more helpful if freshness is taken care of with guarantee ?

8 responses

- Yes
- No
- Probably
- Do not care

12.5%

87.5%

Will you like a one stop solution for all the fresh vegetables and fruits, rather than buying what is available with the local vendor ?

8 responses

- Yes
- No
- Probably
- Do not care

25%

75%
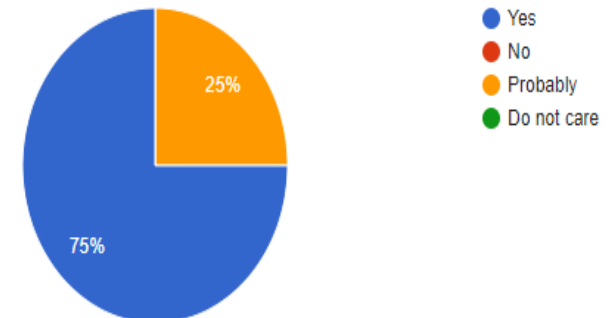
Key Points -

- We can see here that by having an online option with consistent freshness will be in the favor of the consumer
- Also, we can see that by having multiple varieties of fruits and vegetables at a single place will benefit the customer largely

Personal Pain-Points and Value Add From Each Consumer

If an online platform delivers fresh vegetables and fruits, will you be hesitant to buy from them, if yes why ?

I will be a little hesitant, because I am not very sure if the quality is freshness of the product is really up to standards. When I buy from local vendor, most of the time the vegetables are not very fresh and I want hand pick them for my own satisfaction.
Yes, because based on personal experience, the vegetables and fruits delivered are not always of fresh quality. What can be gauged based on sight and touch cannot be done based on online buying. Online buying comes with a delivery charge which can exceed the monetary advantage of buying it from a nearby grocery shop. If there are too many intermediaries in between the freshness is compromised.
As long as it's fresh and good quality and stock is of the same day
If the vegetables are fresh and are very quickly delivered, then I will not hesitate, also if any bad vegetables are delivered, I would want to return it back without any issue

Product Modification/Feature Addition Based on Customer Interviews

- After interviewing consumers and getting their side of the story, we feel like the most underserved <u>consumer need is freshness and reliability</u> of fruits and vegetables.
  - For that the solution we produced is "**Contract Farming**", where we will have direct connections to the Farmers which results is lower prices.
  - We also understood the consumer relies on personal judgement of the freshness while buying the items. So, we will provide 100% return/replacement policy incase any of the delivered fruit or vegetable is not up to the standard and not satisfactory to the consumer.
- We will also have our **quality assurance officers**, who will examine/personally hand-pick the products.
  - Here the goal is to deliver freshly harvested vegetables to the consumers straight from the farm or get fresh fruits and vegetable from the mandis with the help of experts.
- We will also <u>guarantee a quick response delivery</u> with the maximum time to deliver will be within 30 to 40 mins of order placement.

Story Mapping

- We have 3 Persona's:
  - Customer,
  - Area Manager,
  - Distributor

- For each Persona we have created 3 charts in the next follow up slides, as there would be 3 variants of our software product, divided by persona. For ex. Customer would use the main app, area manager would be having a separate set of tools and so on.

- We are planning for 2 releases for now, first one is MVP release and a follow-up release with good to have features.
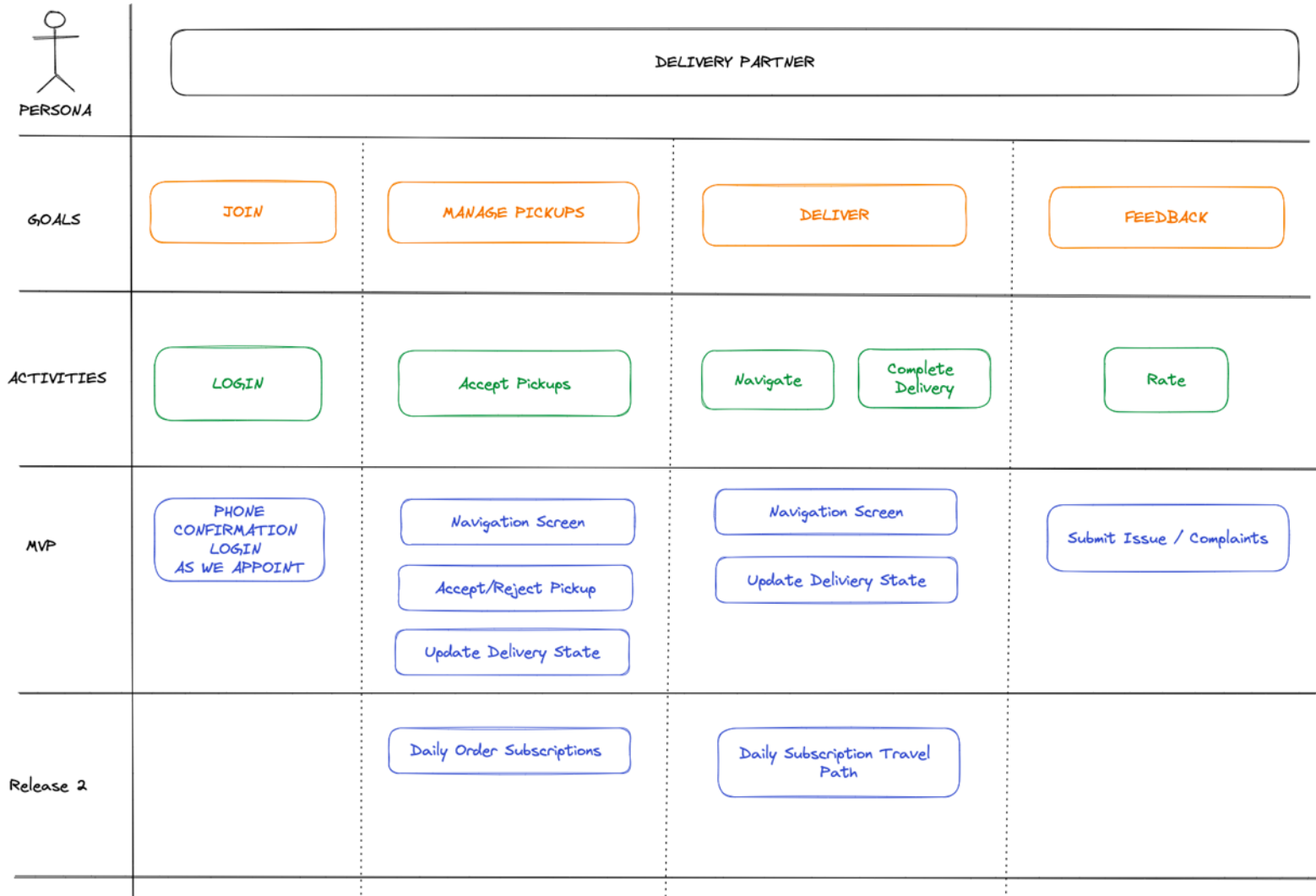
Story Mapping

PERSONA	CUSTOMER			
GOALS	JOIN	DISCOVER	CHECKOUT	FEEDBACK
ACTIVITIES	LOGIN / SIGNUP	Search available Fruits and Vegetables / Add to cart	Order Management / Payment	Give Rating / Return
MVP	SSO LOGIN FROM GOOGLE, FB / PHONE CONFIRMATION	Browse Fruits & Vegetable Screen / Home Page - Browse Seasonal Specials / add to cart by quantity	Cart Page / Balance Total and Bill Generation / Money Transfer and Payment Confirmation	Give Rating Page / Return Purchase Page
Release 2	REFERRAL SIGNUPs	Sorting by personal preferences / Weekly / monthly Subscriptions	Repeat Order Screen / Purchase History / Offers / Discounts	Email followup / Customer Care

innovate   achieve   lead

Story Mapping

	JOIN	MAINTAIN INVENTORY	MANAGE ORDERS	PACK AND SEND
PERSONA	AREA MANAGER			
GOALS	JOIN	MAINTAIN INVENTORY	MANAGE ORDERS	PACK AND SEND
ACTIVITIES	LOGIN	Update available stock in the app.	CONFIRM Orders / UPDATE Status	PACK Orders / ASSIGN Delivery
MVP	PHONE CONFIRMATION LOGIN AS WE APPOINT	Add/Remove Fruit or Vegetable / Update Quantities / Choose Seasonal Special	Confirmation Page / Fulfilment Page / Order status dropdown	Create Delivery Partner Request to deliver or Pickup / [Manual] Pack the product
Release 2		Quantity Manager for Subscriptions / Quality Checks	Subscription Management / Order Statistics	

Story Mapping

PERSONA	DELIVERY PARTNER			
GOALS	JOIN	MANAGE PICKUPS	DELIVER	FEEDBACK
ACTIVITIES	LOGIN	Accept Pickups	Navigate / Complete Delivery	Rate
MVP	PHONE CONFIRMATION LOGIN AS WE APPOINT	Navigation Screen / Accept/Reject Pickup / Update Delivery State	Navigation Screen / Update Delivery State	Submit Issue / Complaints
Release 2		Daily Order Subscriptions	Daily Subscription Travel Path	

Business plan : Start-up canvas

Solution

Delivering Farm Fresh and Organic Fruits and Vegetables directly to household.
Before the delivery the fruits and vegetables, it will be hand picked by the experts appointed.

Problem Statement

How to deliver hand picked fresh fruits and Vegetables directly from farms to house holds freshness and reliability?

Key Metrices

1. Number of New Users being onboarded everyday.
2. Number of Order getting delivered.
3. Number of retuned/replaced orders.
4. Number of repeating customers.

Existing Alternatives

Currently there are no direct alternatives But there are apps/Companies which deliver fruits and vegetables from supermarket. Such as Blinkit, Swiggy, Amazon Fresh, etc.

Value

Delivering organically grown and hand picked Fruits & Vegetables which are farm fresh with an option to return/replace without asking any questions.

Target Audience

All households.
We will be targeting residential areas of metro cities.

Channels

Users and order Organic and farm fresh fruits & vegetables via
1. Mobile App
2. Website
3. Tele Calling/WhatsApp

Cost Structures

The fruits and vegetables cost will be based on the cost of vegetables and fruits in the local market.
We will also be including Purchase cost, operational cost, transportation cost and the taxes.

Revenue Streams

Most of the revenue will be from Online sales of fruits and vegetables.
Along with this, we will also be including Subscription and Membership option with added features. (In App purchase).
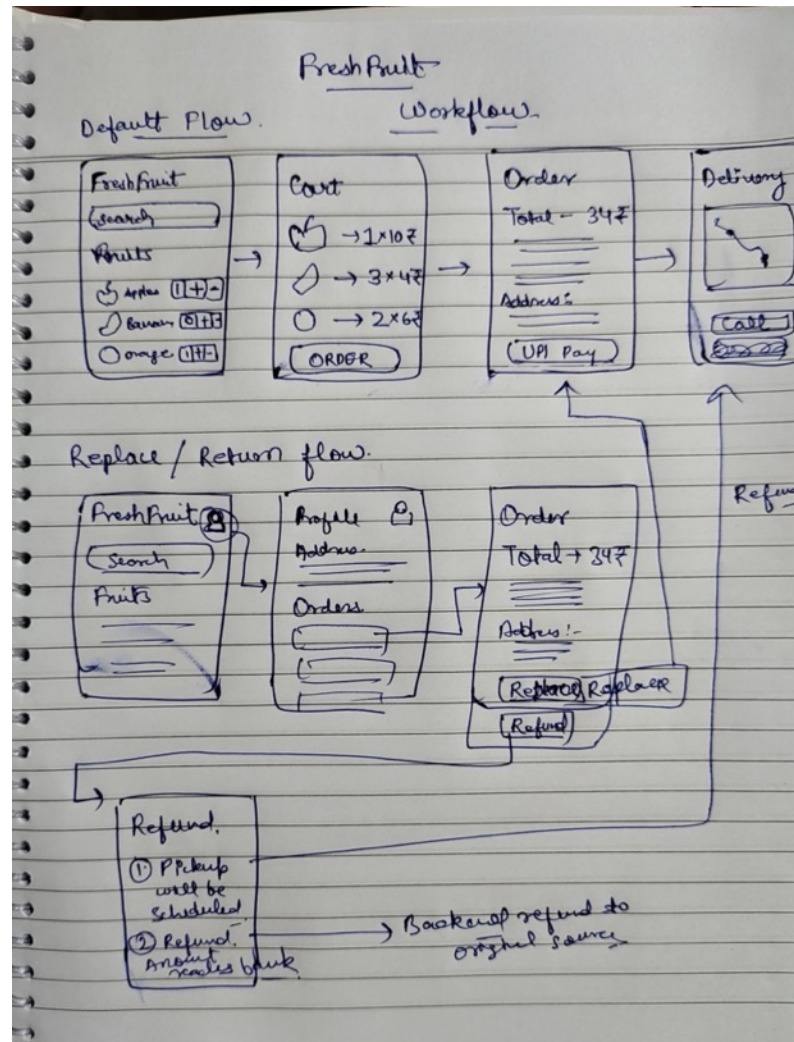
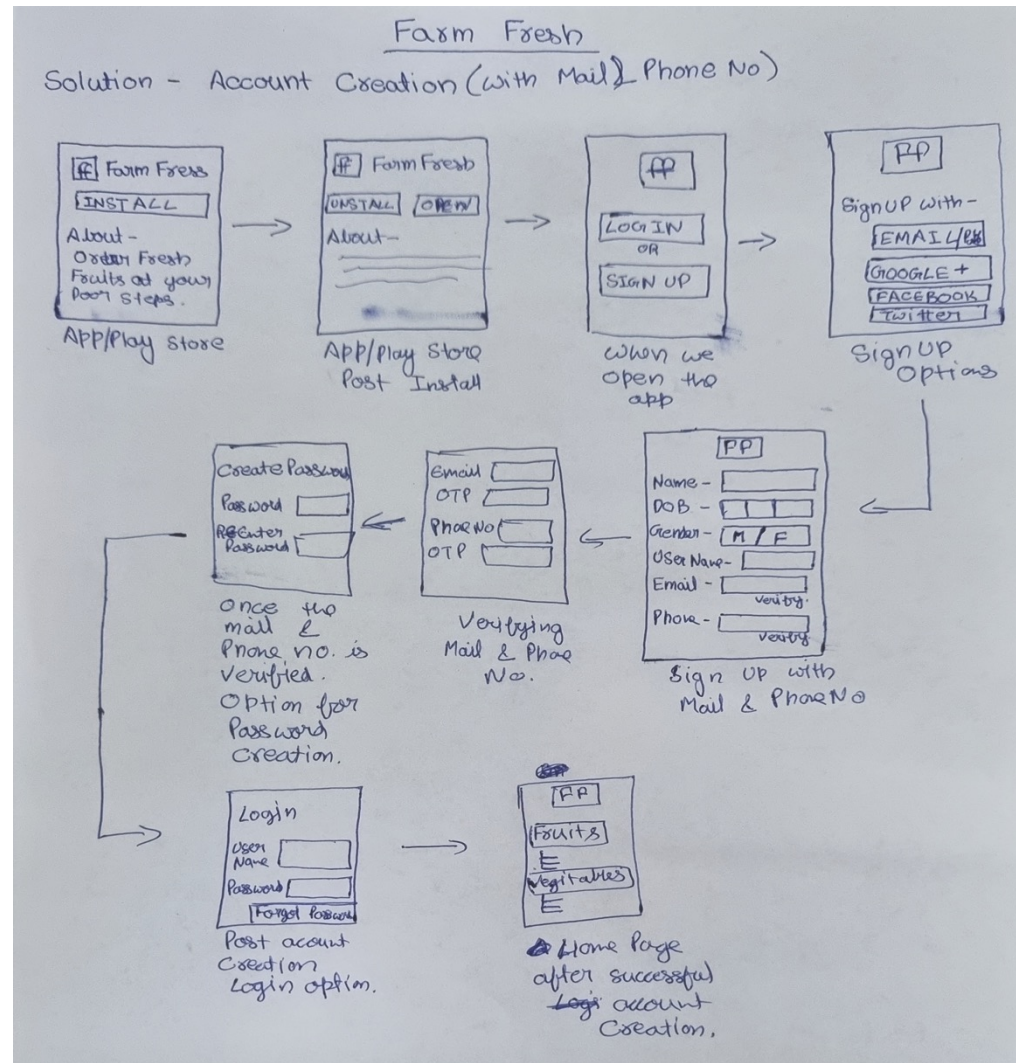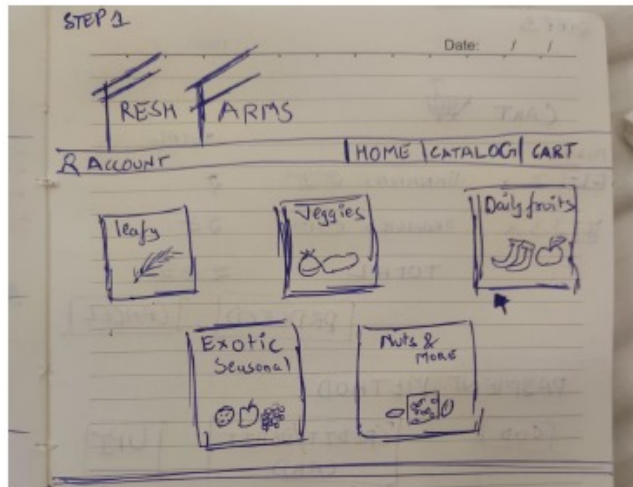# Hand-Drawn Solution Sketch
Harish Chetty (2022MT93029)

STEP 1. Home Screen

Step 2: Product Details

Step 5: Delivery Tracking
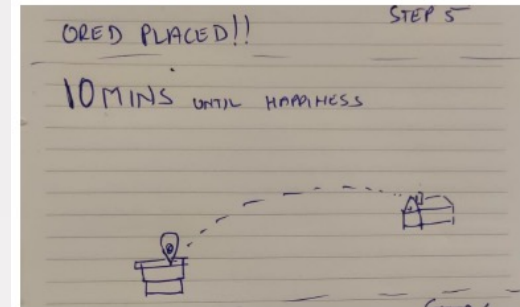
Step 6: Feedback and Return/Replacement

Step 3: Cart details – Summary
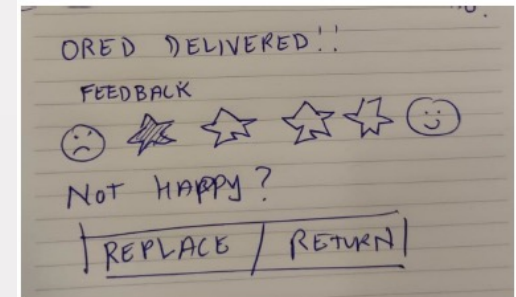
Step 4: Payment Method
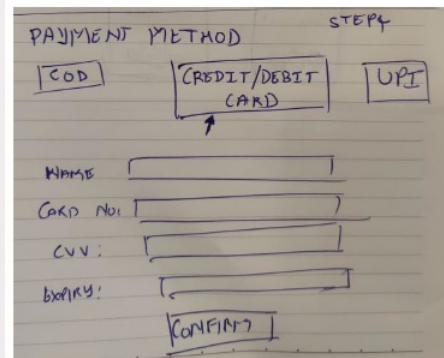
Hand-Drawn Solution Sketch
Hemendra Vishnoi (2022MT93369)

Final Story Board – Login Story
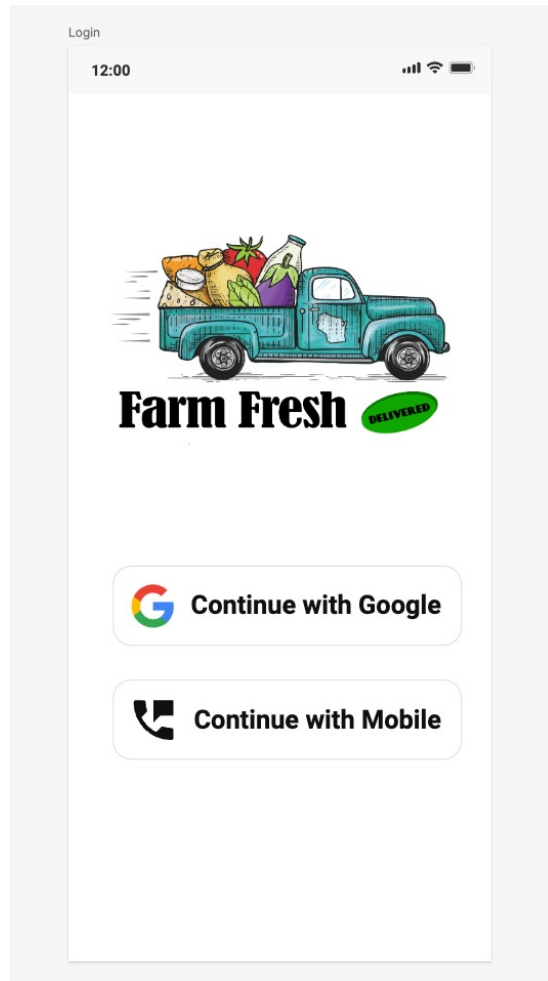
- We decided to leverage existing login/signup tools.

- Since Gmail and mobile OTP login capabilities are are our main requirement, we decided to delegate it to SSO providers like Firebase, since our business is more about selling fruits and vegetables.

- Clicking on continue with google or continue with mobile will navigate the user to SSO providers screens.

Final Story Board – Checkout Story

- After Login to the app, User lands to the home screen.

- Here they can browse Fruits and Vegetables.
- They can explore Seasonal Fruits and Vegetables.
- Clicking on "Add to Cart" adds the product to the cart.

- After clicking "Add to Cart" the user can adjust the quantity right in the drop box below as shown in the second screen.

- Finally, User can see the total and price breakdown of their cart, and can choose to PAY and place the order.
- Payment screens aren't displayed here as they are delegated to payment partners and common flows like UPI.

Final Story Board – Delivery Story

- User need to select or fill in an address after payment.
- Map shows the filled in address, which user can also PAN and select.
- Precise delivery location is captured in the map.
- After confirming the order, User can track their order and see the state.

Summary

- We Finalized our Product after considering all the low fidelity designs

- Bringing in the best of app name, design flow, story flow, overall product feel, and missed opportunities.

- We got customer comments regarding minimum clicks to finally place the desired order.

- Screens are designed in a way such that in 3-4 clicks order can be placed.

- Customers also wanted experience relative to their locality, so users can precisely select their location or it gets updated if mobile location is provided. We initially missed it but then updated it in our **MVP**.

- Few other minor pain points from customers are covered in our final design.

Key Learnings
Harish Chetty (2022MT93029)

- I understood how a business plan should be created.
- Got understanding of how to clearly define a business plan, what problems does the business solve, identification of the target market for the business and the unique value proposition that makes our business sustainable and stand out
- Here, I understood that we will solve issues faced by the consumers with inconsistently in the freshness of fruits and vegetables.
- Understood that the target market are the working-class individuals who prefer door-step delivery of fresh vegetables and fruits.
- I also got learning on how to conduct market research. Get details on how the current market is i.e., how many competitors exist in the space on online doorstep fruits and vegetable delivery systems.
- Understood how are they performing, what aspects do they lack, what pain points do customers have and what unique we can bring to the table to bridge this gap.
- Also learnt about how important a revenue model is in a software product. Underwent various research to produce a long and sustaining revenue system for the service we provide.

Key Learnings
Harshal Sharma (2022MT93080)

- Understood how to layout a business plan, and how surveys could better help figure out Product – Market fit for the product.

- Discussions helped me explore this Idea, we updated things a bit from our initial Idea to solve unique problems faced by residential areas in metro cities as per responses in the survey.

- Understood how pivoting can help us optimize the product to be more successful by adding little changes.

- Story mapping helped me understand how we can plan out for different people involved in the fulfilment and lay out a complete structured plan which can be tracked in an agile manner and captures priorities such that the most important value is delivered first.

- Final view to Start-up canvas helped visualize business ideas and plans in a new summary perspective for which I wasn't aware of.

- Creating low fidelity designs and putting up the discussions and collaborative thinking in action helped me understand how to come up with product design and incorporate ideas which I missed to think of.

- Discussing designs with customers helped grasp a user perspective which toned our product to be capturing the real world deal breakers and fixing those.

- Finally completing the design of the story board gives the final product view which incorporated customers comments and felt like the product is now a reality, even without actually coding it. Amazing work, Thank you.

Key Learnings
Hazel Sajan (2022MT93262)

- By working on this assignment – I learnt how to do product management and how to create a business plan

- Got to know how to create a business plan for a product idea from scratch

- How to create story mapping for a product by considering different personas , it also helped me to plan deliverables in a structured manner

- Learnt about the pain points while starting up a business

- Got to know the customer requirements which helped us to define our product

- Discussions with the team mates helped me to learn new things

Key Learnings
Hemant Tiwari (2022MT93184)

- Through this assignment, I learned about the business plan which includes, understanding of the different stages involved in a business plan.

- Importance of customer interviews for a creating a value-added and successful product.

- Brainstorming sessions with the team members helped me in explaining the importance of having a healthy discussion for crating a market fit product.

- Through story mapping I learned about the major features for Developing a Software/App and the timeline required to develop the software.

- Importance of the Startup Canvas which help in summarizing the entire Business plan and its key features in lay man's term and can also help in getting the funding from the investor's.

- Learned about what is MVP, and why it is required for a product.

Key Learnings
Hemendra Vishnoi (2022MT93369)

08 Special Customers

There are still customer base which are not comfortable in using latest techynology like Web & Mobile Apps, so they prefer text or calls.

06 Ease of Use

People prefer easy, as order delivery should be quick and easy via multiple channels like Web, Mobile, Whats App, Calls also.

04 Reduced Wastage

This one we must avoid to get the desired ROI.

02 Supply Chain

We need best in class supply chain to address Freshness, Quality and Delivery time requirements.

Quick is new Quality 07

People don't have time, so they prefer everything quick and in this market, competitors have master supply chain.

Price Comparison 05

Every customer comes with compared price as there are lots of options available in the market and its very easy to compare prices.

Quality 03

People takes quality way too serious as never before since there are lots of health issues going on.

Fresh 01

People prefer fresh vegetables and fruits for their daily needs since ages.

THANK YOU