



SPM Assignment



GROUP – 18

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VEGETABLES AND FRUITS DELIVERY PLATFORM

Product Opportunity



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 :

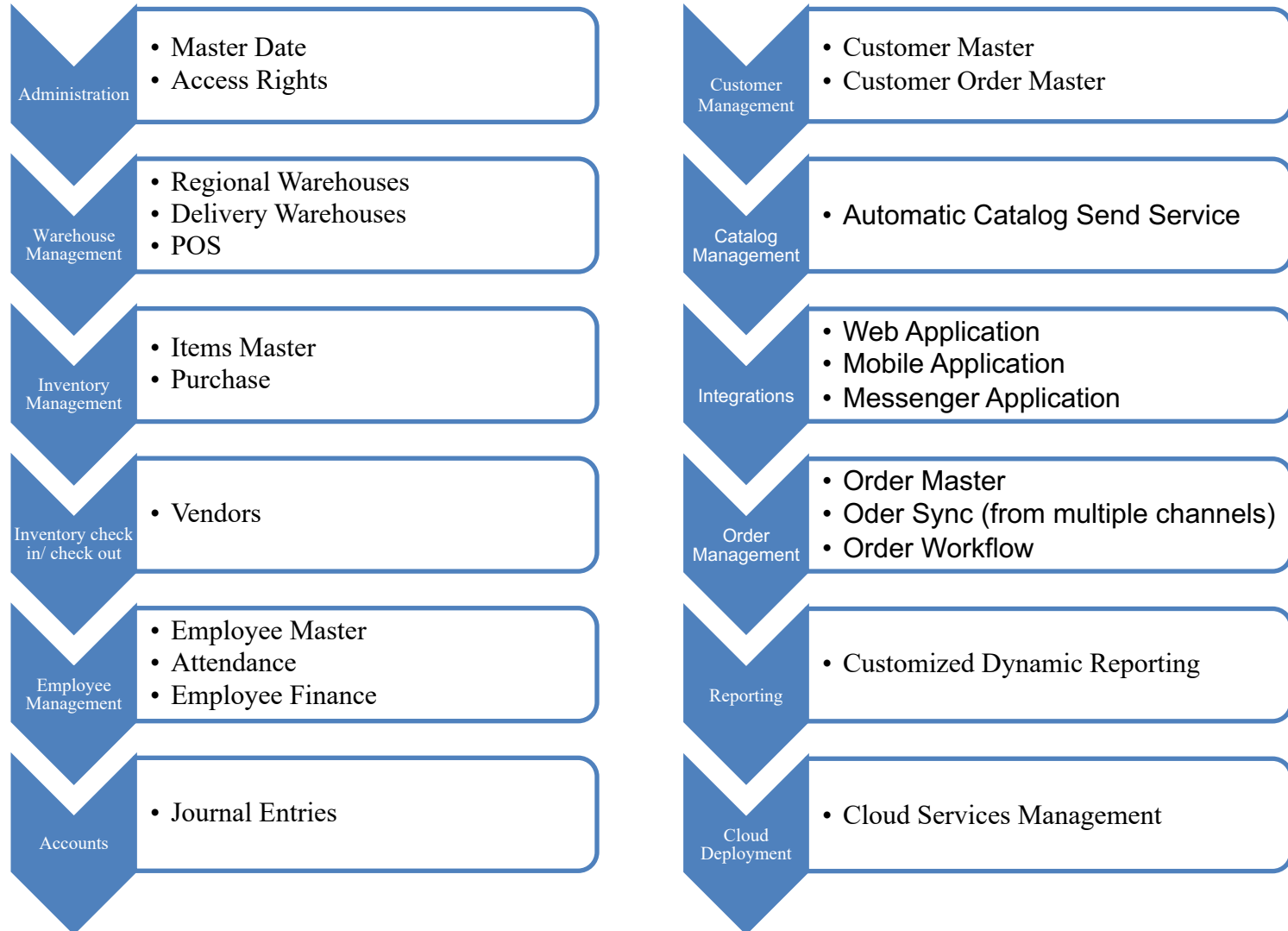
1. Online ecommerce
2. Mobile applications
3. Local vendor shops

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



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)

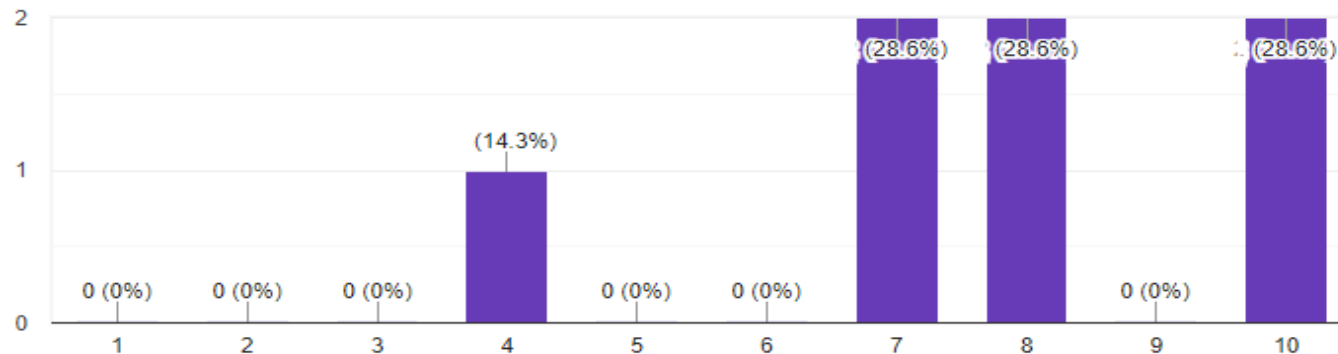


- We conducted interviews with 5 potential customers to understand their activities
- We asked some questions related to their current behavior of purchasing vegetables and fruits
- We tried to understand what are their major pain-points with the existing way of buying these items.
- We also tried to 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

How likely are you to consider buying fresh vegetables and fruits online instead of a vendor shop?

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7 responses



Key Points -

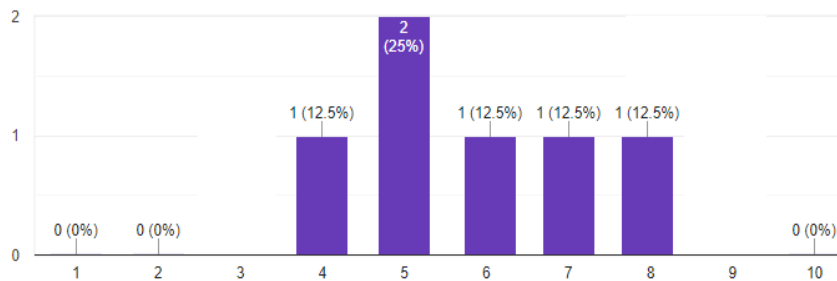
- Here we understand that most of the customers are comfortable enough to buy the vegetables online
- This indicates that we are addressing the customers needs by making this their doorstep feature

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 -

- 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

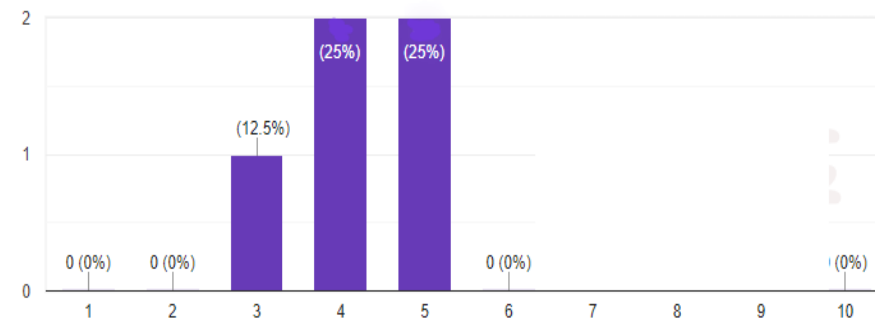
Key Points -

- 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 customer's need is to always get consistently fresh vegetables and fruits

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



8 responses

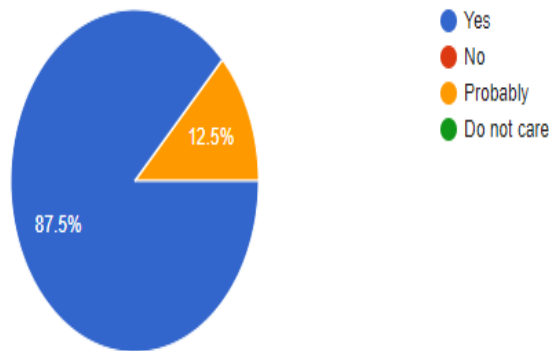


Assessing the opportunity (Customer Interviews)



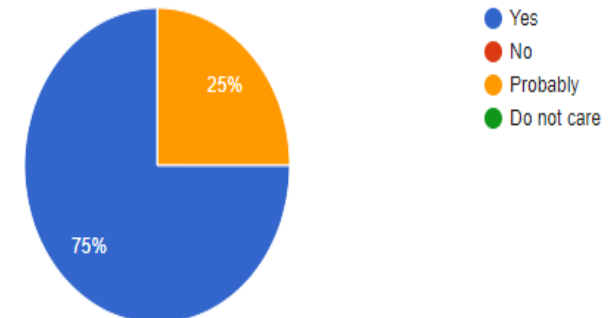
Will an online system be more helpful if freshness is taken care of with guarantee ?

8 responses



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



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 consumer need is freshness and reliability of fruits and vegetables.
 - For that the solution we produced is “**Contract Farming**”, where we will have direct connections to the Farmers which results in 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 in case 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 vegetables from the mandis with the help of experts.
- We will also guarantee a quick response delivery 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.
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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

Story Mapping

 PERSONA	<div>AREA MANAGER</div>			
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 Metrics

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).

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.

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

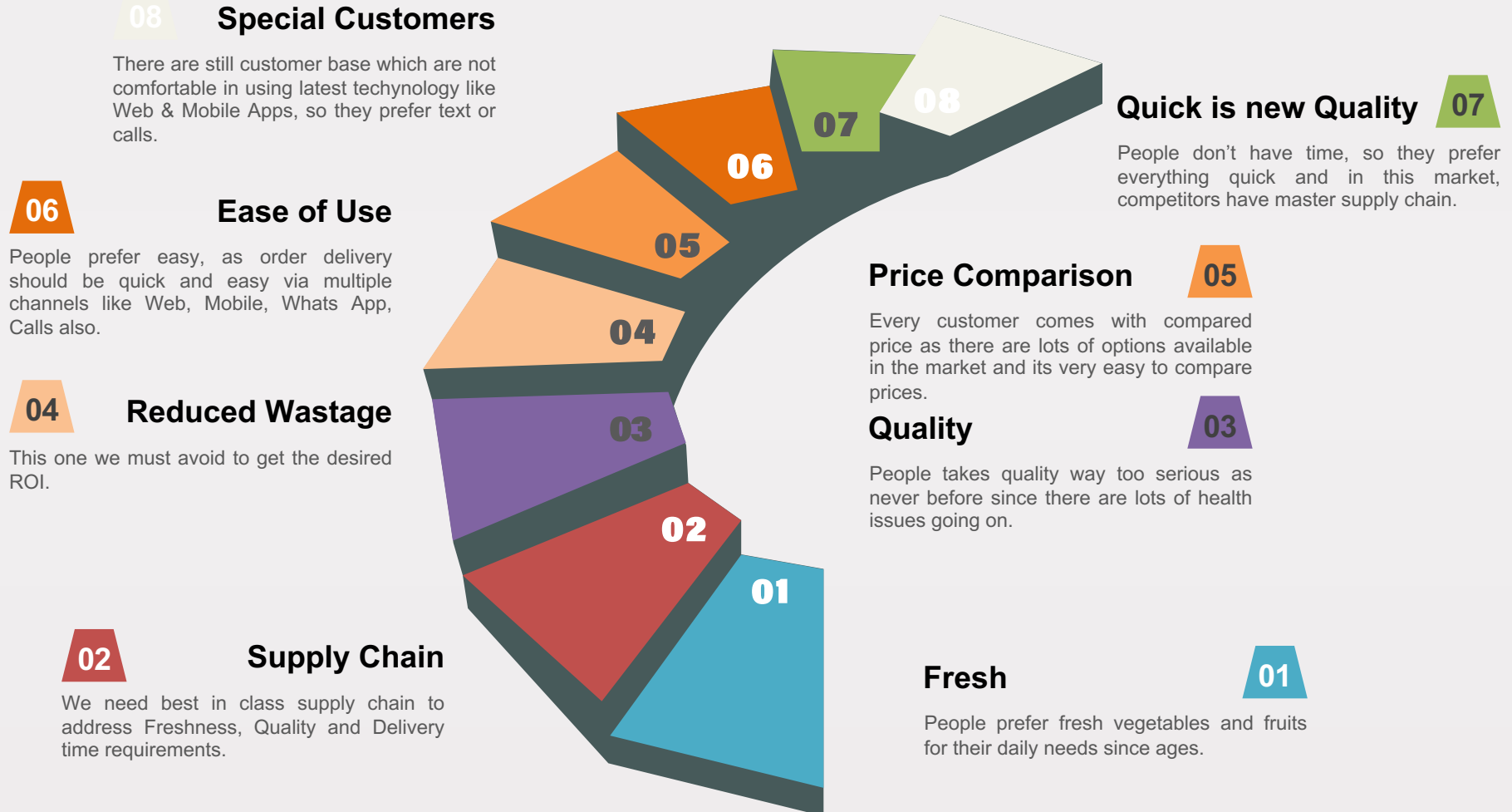
Hemant Tiwari (2022MT93184)



- 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.

Key Learnings

Hemendra Vishnoi (2022MT93369)





THANK YOU
