

Order From Anywhere

Copy this template and fill it up with your answers. Go to File> Make a Copy > Rename > Click 'Make a Copy'.

👉 Follow the PRD Template that has been provided in the earlier chapters. You can follow any other template you may like. Please note that you may craft your answer to the project in any format or structure you like. The following skeleton is just an example.

Target Release	2/2/2024
Epic	JIRA Link
Document Status	DRAFT
Author	MD Rokon Islam Emon
Design Link	https://www.figma.com/file/ymT9M5uBHjC975tZLwaAm/Pathao-Feature?type=design&node-id=15-7&mode=design
Developer	Rabby
QA	Niloy

Background/Problem Statement

In this section, describe the existing user journey in the Pathao App.

- Explain the end-to-end user journey.
- What are the issues with the existing user journey?

This feature is meant to help people who are looking for a product to buy online but can't find it on the e-commerce platforms. Sometimes, the product they want isn't available in their area. Sometimes they need to travel long distances for that product which is costly and inconvenient for them.

- Only around 1% Bangladeshis do online shopping.
- 17% of users don't find the product they want to buy on e-commerce platforms.

- 8% of users can't access the service or service delivery does not reach their locality.

Proposed Solution/High Level Approach

Describe the rough shape of your proposed solution, how we might tackle the problem. I should be able to squint my eyes and see the same shape. For example, if the problem was "discoverability of new features", then this might be "a notification center for relevant features".

Users have the option to select a local service provider where his product is located, share product details with him, and negotiate. Anyone can be a service provider. The chosen service provider will then use Pathao courier service to deliver the product, making it possible for users to obtain a wide range of products from various locations. Payment will be processed through the system for enhanced security.

Narrative/User Stories/Pain Point

Optional: Share (hypothetical) stories to paint a picture of what life looks like for customers today. Describe common and edgy use cases to consider when designing the solution.

When users want a product, but it's not available in their area or on e-commerce platforms and not available in his area, getting the product becomes extremely challenging or almost impossible. In such cases, there's also a risk of falling victim to fraud from an unknown person.

Hypothesis: Rakib lives in Rangamati and he needs an emergency medicine from Chittagong, but in Chittagong he has no familiar person to help, he has 2 options 1. He asked for help from someone he didn't know, which could make him a victim of a fraud or 2. Travel from Rangamati to Chittagong, which is time consuming, costly, and painful.

Goals & Objectives

1. Describe high-level goals, ideally in priority order and not too many.
2. Include measurable (metrics) and immeasurable (feelings) goals
3. Keep it short and sweet

- **Users can get what they want in a secure way**
- **Bridging the gap between user and product and help them in their tough time**
This feature will provide a secure and convenient way for users to access a wider range of products, even from distant or uncommon sources to fulfill their needs.

Solution Alignment

A one-liner to describe how you are planning to solve the problem statement

Users will communicate with local service providers to order their desired products by providing required information, and delivery will be done by Pathao courier service. Payments will be securely processed through the system.

Requirements/Key Features

#	FR-01
Title	Search service provider by area
Description	On the first page of the feature is to find a service provider. To find a service provider on this page, the user must provide a valid location, and the product he/she is looking for must be legal.
Priority	HIGH
Notes	

#	FR-02
Title	Select a service provider
Description	Here users will find a list of active service providers in that area along with their reviews and ratings. Users have the freedom to select any service provider from the list.
Priority	HIGH
Notes	

#	FR-03
Title	Communicate with service provider
Description	After choosing a service provider, engage in detailed communication and thorough negotiations with him. This includes discussing various aspects such as the product, pricing, delivery costs, and the service provider's fees. If the service provider accepts the order then the user can proceed forward.
Priority	HIGH
Notes	Users can share pictures, videos about the product.

#	FR-04
Title	Payment and Confirm Order
Description	Before finalizing the order, the user is required to make payment for both the delivery and a percentage of the service provider's fees to the system. Once the payment is made, a notification will be sent to the service provider. Afterward, the user can proceed to confirm the order.

Priority	HIGH
Notes	

#	FR-05
Title	View Order
Description	This feature enables users to see details about their order, including product information, billing and shipping details, and order history.
Priority	MEDIUM
Notes	

#	FR-06
Title	Review and Ratings
Description	Users can read and leave reviews and ratings for service providers. This feature helps users make informed decisions, evaluate service quality, and contribute to a trusted community.
Priority	MEDIUM
Notes	Rating will be in star form.

#	FR-07
Title	Multiple Order
Description	Users are able to make multiple orders, and they have the flexibility to do so from various different locations or sources.
Priority	LOW
Notes	

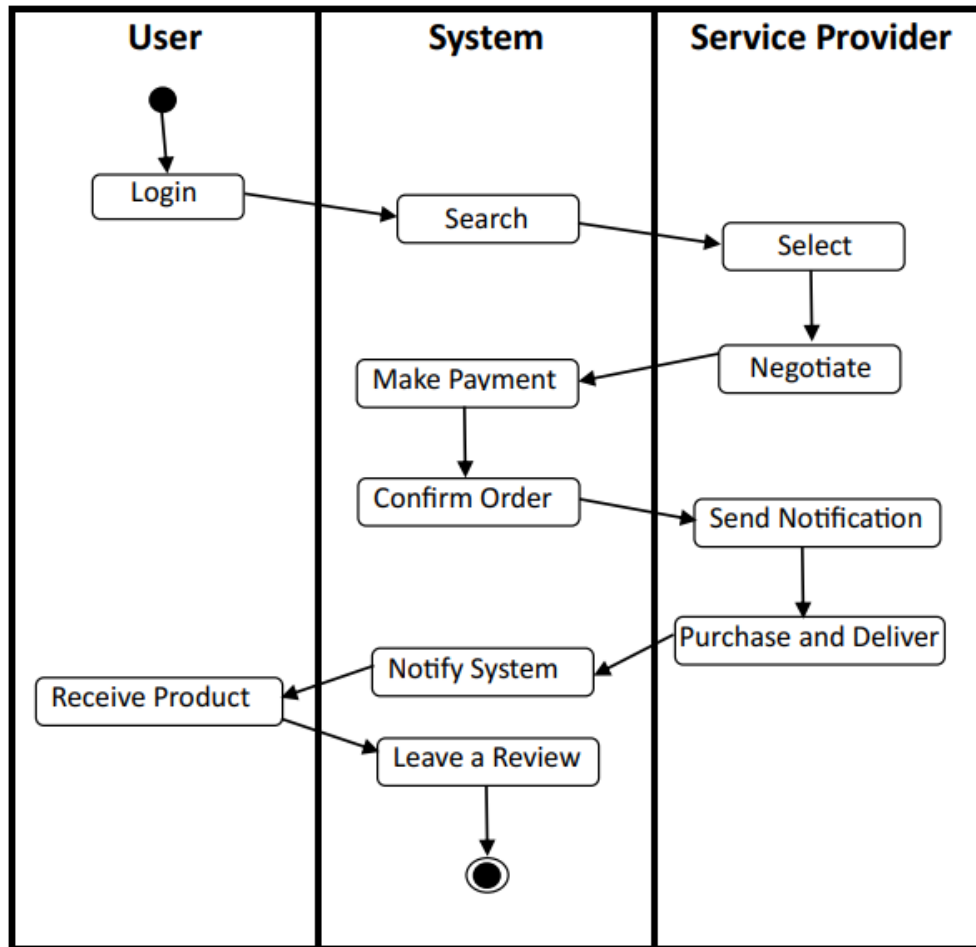
#	FR-08
Title	Choose different courier
Description	Users and service providers can choose different courier services to deliver his product if Pathao courier service is not available there.
Priority	LOW
Notes	

Key Flows

Show what the end-to-end experience will be for customers. This could be written prose, a flow diagram, screenshots, or design explorations. It will vary by project and team. Do not try to do this in isolation. Work with design and engineering to complete.

It is natural for this section to become more specific over time. It might start as a few annotated screenshots or stories. It might become highly detailed requirements with acceptance criteria. Adjust to the way your team operates. If you have a strong designer who enjoys going into every edge case, lean on them. If you have detailed engineers who prefer to have each scenario documented, go deep on acceptance criteria.

This will naturally change over time — that's okay. When changes occur, document them in the Changelog and notify all contributors.



Out of Scope

Questions	Outcome
Service Providers who are not available	Service providers who are unavailable should not be displayed in the list, but we won't implement this right now. Users will find out about a service provider's availability after making their selection.
If Pathao courier is not available in that area	If Pathao courier service is unavailable in the area, both the user and the service provider should have the option to select an alternative courier service. However, currently, we will only offer this service in areas where Pathao courier service is available.
Multiple order	Initially, users can place just one order. They have to complete that order before they can make another one.

Assumptions

Key beliefs or hypotheses made by the product team that influence the design, development, and success of the product.

1. Users prefer a mobile-first experience and are comfortable using mobile devices for the majority of their interactions.
2. The target market primarily consists of tech-savvy individuals aged 18-35 who are early adopters of new technologies.
3. Users have a reliable internet connection with sufficient bandwidth to support seamless data transfer.

This feature will work only,

- Product is available in that area.
- In that area Pathao courier service is available.
- Service provider is available.
- Product is bearable and legal.

Success Metrics

Success metrics are key measurements used to evaluate a product's performance. Common important metrics include:

1. Revenue: Measures the financial success of the product.
2. Daily Active Users (DAU): Represents the number of unique users who engage with the product on a daily basis, indicating its popularity and user engagement.
3. Customer Satisfaction: Evaluates how satisfied customers are with the product, reflecting its ability to meet their needs and expectations.

1. Users are completing their order

After exploring the feature whether users are completing their order or not especially after selecting and talking with service provider.

2. Daily number of users making orders through this feature

3. Increased Revenue

Analyze the impact on overall revenue generated through the feature.

4. User Satisfaction

Measure user satisfaction through feedback, ratings, or surveys related to the feature.

5. Retention Rate

Track how often users return to use the feature.

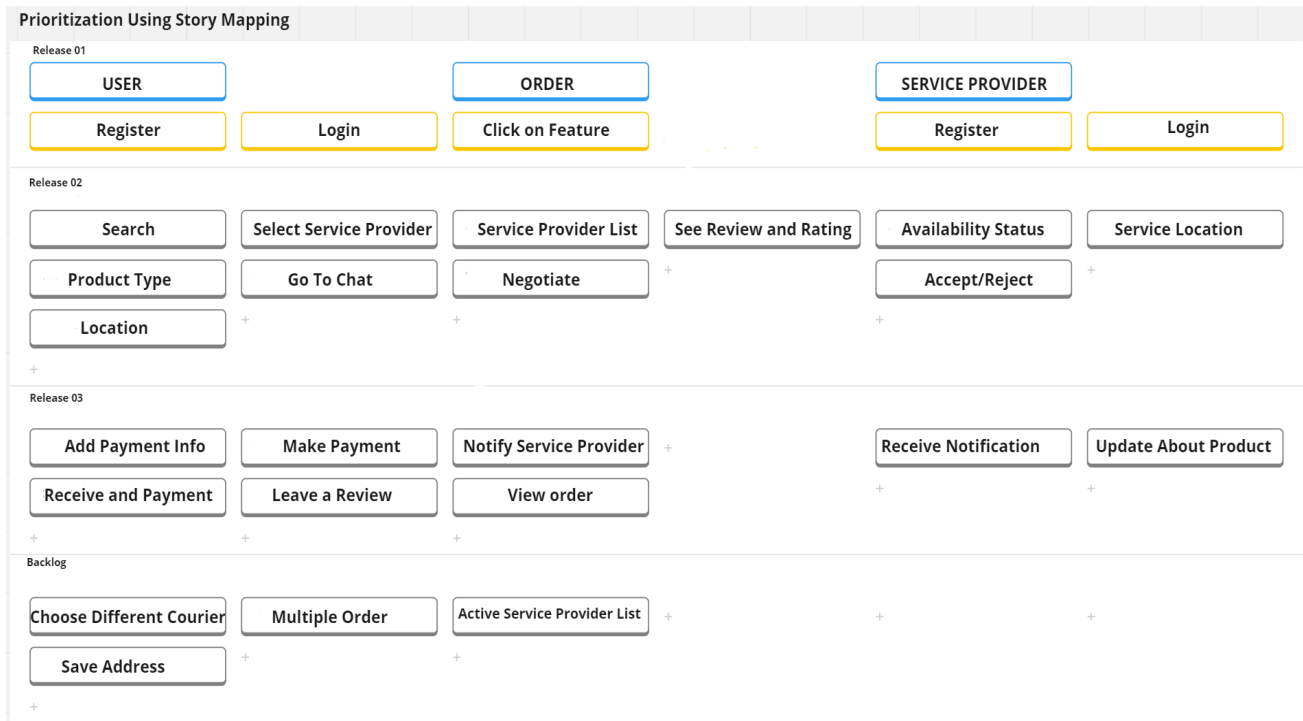
Changelog

Concise record of modifications, updates, and revisions made to the document throughout the product development lifecycle.

Date	Description
10/11/2023	Users can now save their previous order addresses for future use. Improved overall app usability by reducing the need for repetitive address entry.
1/12/2023	Users can use this service only in places where Pathao courier service is available.

Prioritization Framework

Put all the features in any of the Prioritization Frameworks that have been taught in the course.



Roadmap

Create a Roadmap based on the priority.

Feature	Deadline	Developer
FR-01	10/11/2023	Adnan
FR-02	20/11/2023	Hasan
FR-03	5/12/2023	Rafi
FR-04	12/12/2023	Adnan
FR-05	20/12/2023	Hasan
FR-06	30/12/2023	Rafi

Go-to-Market Strategy

Create a Go-to-Market Strategy to launch the solution.

- First of all there will be a landing page before launching, after clicking on that user will see what the product is, how they can be benefited from it, what problem it is solving, how our product is different and better than others. A video of 20-60 seconds story telling about the product, and users can share feedback.
- In the perspective of Bangladesh people use social media a lot, so we will go there to tell about our product. Especially people often do online shopping from Facebook, Instagram. We will target those platform users.
- A content that gets our community talking and engaged. Make content valuable enough that our audience wants to share it. Creating content that was motivational and inspirational.
- Make a video that users can easily understand how to use our product. 72% of users would rather learn about a product by way of video.

Appendix: Research

Include useful research, such as competitive analysis, metrics, or surveys.

- <https://futurestartup.com/2017/04/26/these-are-the-major-reasons-why-people-dont-shop-online-the-number-one-is-lack-of-trust/>
- <https://www.linkedin.com/pulse/e-commerce-market-its-future-bangladesh-waliullah-bhuiyan/>
- <https://www.deadready.co.uk/2023/02/benefits-of-video-to-a-marketing-strategy/>