

Background

Your group is the up-and-coming startup team. You are funded 100k USD to develop the following product.

Product: A geo target mobile application that will locate the cheapest restaurant around you with a certain type of food.

Questions

Define the roles of your team. Describe who is going to do what, etc.

1. Product Manager: Surbhi Dogra

Conduct product research

Analyze user's needs

Define features of the product

Track metrics of success

Define release requirements and updates

Communication the vision of the product

2. Software Development Manager: Mayank Garg

Determining the scope and milestones of the project

Managing customer relations

Delegating tasks and following up on the project's progress

Actively seek to resolve any concerns while adhering to the company policy and hurdles in the project development

Quality Assurance and Testing of the project

3. Data Scientist (AL/ML): Palash Shankar Bhusari

Collecting structured and unstructured data.

Analyzing the data for the prediction of cheapest food options around the area according to locality, time

Analyzing data for trends and patterns and to find answers to specific questions

Developing ML models to recommending most suitable food and restaurants as per the historical orders

Create visualizations of data

4. Marketing and Sales Manager: Saurabh Laxman Dake

Employ google advertisements to advertise the company

Hire local labor to visit restaurants and gather their menu and understand which dishes are high sellers in each restaurant

Subscription Plan

First month free thereafter 5\$ per month or 30\$ per year plans. The costs are kept low initially and will be increased over time depending on the growth of the company.

10\$ referral amount for every new customer

Conduct research study of successful companies in the same sector such as InstaCart and DoorDash.

Development Process

We shall be using the Agile/Scrum development process along with Kanban because of its following advantages:

The customer is always involved in the decision-making process which leads to greater customer retention.

The sprint backlogs and burndown charts increase the visibility of the project progress which allows managers to predict performances and plan the risks and the course of development

Incremental developments help to have rapid, iterative cycles. The regular meetings that are part of agile allow project teams to share progress, discuss problems and work out solutions. They also help make the entire process more transparent.

The incremental nature of the agile method means that projects are completed in shorter sprints, making them more manageable. It also allows products to be rolled out quickly and changes to be easily made at any point during the process.

Sprint retrospective meeting, which will help in examining how the just-completed sprint went as far as revenue, developer issues, processes, and tools.

Testing of the app for every code push, along with load testing, etc.

Expenses

Development of a scalable app

- a. UI designs - 17k
- b. Integration with Google maps - 10k
- c. Building a premium version of the app - 13k

Marketing - 25K USD

Server Costs - 15K USD

Office Expenses - 10K USD (Relatively low as work will be remote and just one office will be required)

Emergency Funds - 10K USD