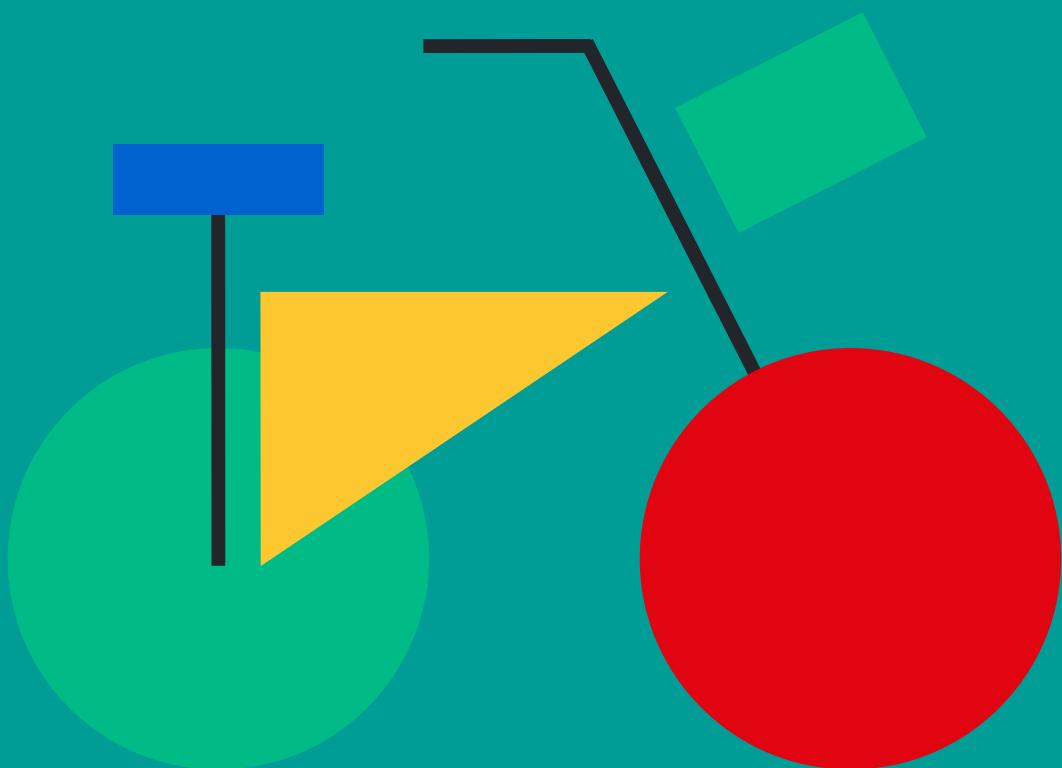


THE ULTIMATE GUIDE

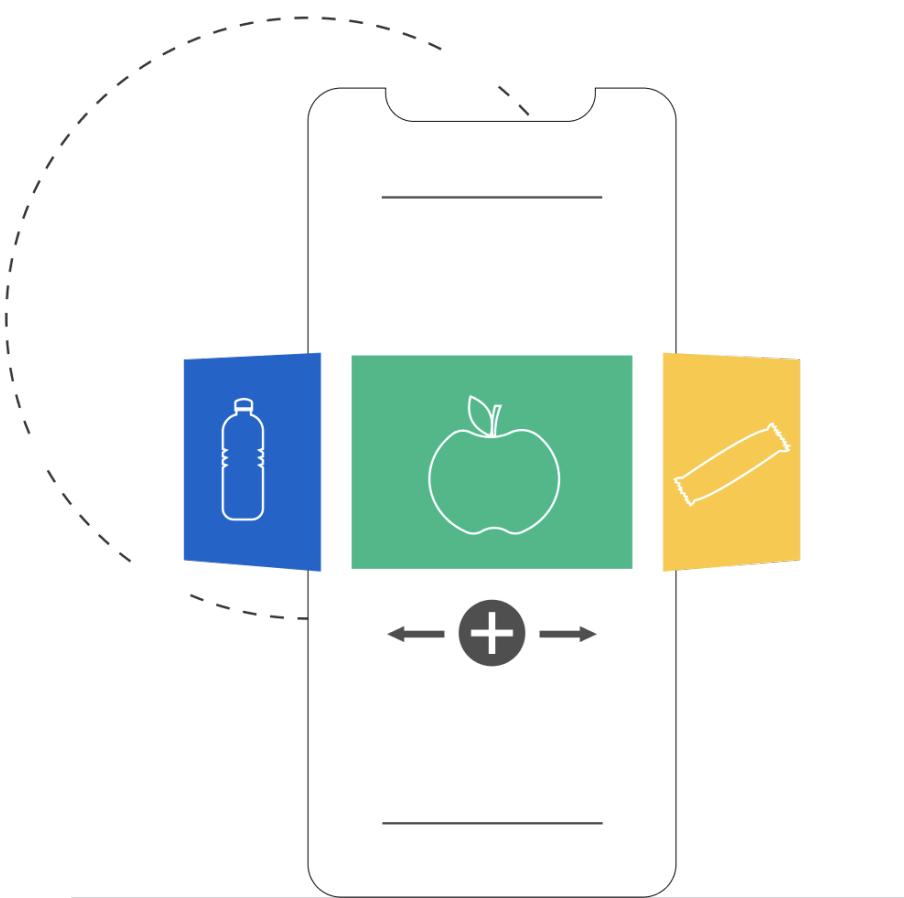
# LAUNCH YOUR FOOD DELIVERY APP



YOU'VE GOT THIS BRILLIANT  
IDEA OF A FOOD DELIVERY APP

## **AND YOU HAVE NO IDEAS ON HOW TO GET IT DONE**

HERE'S WHERE UPTECH  
COMES IN



# HOW WE'RE ABLE TO HELP

Since our inception, we've held true to our vision:

**To create an inspiring work environment so that together we build great products that improve the world.**

The Uptech team is one that's abuzz with talent and united around common values. We're always striving to deliver the best of our customers and that means building products that excel in quality.

Our success in delighting our customers lies in our ability to understand users' needs and turn them into features that solve their problems. We do not create products just for the sake of doing so. And our experience of building food delivery apps is proven, particularly with Sprent.

Uptech is set up as a trusted Product Studio, where you can turn ideas into reality.

Here, we provide the same level of care and effort to our customers, just as those accorded to our homegrown Plai and VPN solutions.

Now, let's move on to what's needed to launch your food delivery app.

# OVERVIEW FOOD DELIVERY INDUSTRY

The online food delivery industry is huge, and it's about to get bigger.

In 2020, revenue generated from online food delivery platforms is expected to hit \$136 billion worldwide and \$182 billion by 2024.

While popular apps like Uber Eats, Grubhub, and DoorDash are dominating the US market, the bulk of platform-to-consumer revenue in 2020 is coming from China.

The changing lifestyle of consumers means there will be increasing demands for foods being delivered to their doorsteps. Urban dwellers have little time to cook, nor commute to the nearest eateries with their hectic schedule.

Millennials, particularly, would rather prefer convenience than the high-standard of taste that comes with hours wasted.

But being a lucrative piece of pie isn't the sole reason to get involved in the food delivery app business.

# STATISTICS & FORECASTS

The beauty of the food-delivery industry is that there are always opportunities in different regions, despite the presence of established players.

Need some convincing numbers for your ideas?

- In 2019, **36% of online food delivery customers** are those between 25-34 years old. It is closely followed by 35-44 years(25%) and 18-24 years (22%).
- **41% of online food delivery users** belong to the low-income group.
- **China leads the US in online food delivery** revenue, with the former projected to chalk up \$51.514 billion in 2020 compared to the latter's \$26.527 billion.

In 2024, **965.8 billion** people are expected to order food online.

# HOW DO FOOD DELIVERY STARTUPS MAKE MONEY

There's a huge question that begs an answer before you build a food delivery app.

## Is it profitable?

A delivery app takes a 20% to 30% cut from the listed food price, but it needs to cover Marketing costs, Logistic costs and Payment costs.

For example, you've ordered a meal that costs \$70 and assumes that the app takes \$17.5 (25%) as the delivery fee.

It could cost the rider \$5 - \$14 to deliver the food to the customer, depending on the distance and size of the order.

Assuming that the rider costs \$7, you'll have \$10.5 left from the delivery fee. Allocate \$3.5 from each order for marketing and that will be \$7 remaining.

You'll still need to pay the credit card provider, which is about 2% to 4% of the order. At a minimum, it will be another \$1.4 off the delivery fee.

In the end, you'll have about \$5.6 or 8% of gross margin

# HOW FOOD DELIVERY APP WORKS

To launch a food delivery app, you'll need to build more than a single app. You'll need at least 3 different apps and an administration panel to complete the ecosystem.

Here are the components that need to be developed for a food delivery app to work.

## **Client app**

The app that consumers use to browse through restaurants, menus and place orders.

## **Courier app**

Riders use this app to get alerts of pick up details and the delivery destination.

## **Restaurant app**

Restaurant owners use this app to set up their store, create menus, set pricing, track orders, and get help from the support team.

## **Admin panel**

As a startup owner, you'll have access to the admin panel, which plays an important role in coordinating the operations of the client, restaurant, and courier apps.

# WHICH TECH STACK DO YOU NEED?

When you're building a food delivery app, you don't want to reinvent the wheel. The technologies, tools, and frameworks, which are known as tech stack, are already available.

Using a tech stack drastically reduces the development time and cost of the app. Here are the options available for developing a food delivery app.

- **Cloud Services:** Azure, AWS, Kahu, Cloud Sigma
- **Registration:** Google Sign-In, Facebook Login SDK
- **Payment:** Paypal, Stripe, Amazon Payment, Wepay, Braintree
- **Maps and Locations:** Google Maps, OpenStreetMap, Mapbox, Mapkit JS
- **Restaurant Listing:** Foursquare API, Grubhub API, Yelp Fusion API
- **Analytics:** Google Analytics, Localytics, Apple Analytics

# DEVELOPING FEATURES FOR THE CLIENT-SIDE APP

The client-side app should allow users to easily choose and purchase food and beverage from the listed cafe/restaurants. We recommend the following user story map when you're building the client-side app.

MUST HAVE FEATURES	NICE TO HAVE FEATURES
<b>Registration (Back-end and Mobile)</b> At least one way to registration — simple form and phone number proving	<b>Registration (Back-end and Mobile)</b> - Registration through social network - Guest mode (without registration)
<b>Authorization (Back-end and Mobile)</b> by OTP or login/password	<b>Authorization (Back-end and Mobile)</b> by mail, google/facebook account, any another social network with API
<b>General (Back-end and Mobile)</b> Ability to make an order with <ul style="list-style-type: none"><li>• Pick-up location</li><li>• Delivery location</li></ul>	<b>General (BE and mobile):</b> Orders tracking system with real-time socket and push notification sync

MUST HAVE FEATURES	NICE TO HAVE FEATURES
<ul style="list-style-type: none"> <li>• Delivery notes</li> <li>• Order description</li> <li>• Delivery time</li> <li>• Courier info</li> <li>- Chat with courier (or ability to make a call)</li> <li>- List of nearby places/stores, previous orders</li> <li>- Order tracking system which show</li> <li>- Order status (picked up, new, in way)</li> <li>- Arrival estimation communicate with both the customer and restaurant owners</li> </ul>	<p>Payments management (credit cards storage, ability to pick payment mode (cash/credit))</p> <p>Ability for quick reorder</p>

### **Personal account**

Chat with support  
 Payments history  
 Ability to become courier  
 Invite friends option / coupons for discount  
 About us / FAQ  
 Profile info editing

### **Promotions and sales**

Promotions by stores/restaurants  
 Coupons to engage people use your app  
 Engagement notifications to achieve high-level  
 Engagement metrics

# DEVELOPING FEATURES FOR THE RESTAURANT-SIDE APP

Restaurant owners will need an app to easily set up and manage their store on the platform. Here are the mandatory and nice-to-have features for the app.

## Pro tip from Uptech

Restaurant owners would prefer minimum interaction with the app, which means you'll want to automate routine processes whenever possible. For example, adding in working hours to manage store availability automatically is a great idea.

## MUST HAVE FEATURES

### **Authorization**

As a store owner, I can log into in the app using user name and password

### **Store's orders**

As a store owner, I can review the list of current and previous orders

### **Managing the order statuses**

As a store owner, I can accept/cancel the incoming order

### **Hotline info**

As a store owner, I can contact Support

## NICE TO HAVE FEATURES

### **Authorization**

As a store owner, I can put On/Off status of a store to indicate its availability

### **Store's orders**

As a store owner, I can review the details of each order by opening it

### **Store's products management**

As a store owner, I can make products available/unavailable in store

### **About us & FAQ**

### **Payouts tracking**

As a System Admin I can fill the info about payouts, made to each store

### **Notifications management**

# **DEVELOPING FEATURES FOR THE COURIER-SIDE APP**

Couriers will need an app that allows them to pick up orders and deliver to the destination with minimum fuss. Here are the basic features and add-ons in future revisions.

## **Pro tips from Uptech**

1. Courier will have little time to browse the app when they're en-route to delivery. Therefore, you'll need to ensure the app provides as many notifications as possible, particularly on changes in order status, balance, etc.
2. Launch your food delivery platform with only the mandatory features for the courier app. It helps to prevent the app from distracting and overwhelming the couriers.

## MUST HAVE FEATURES

### **Registration (BE and Mobile):**

request form, which will be approved by admin manually

### **Authorization (BE and mobile):**

by OTP or login/password

### **General (BE and mobile):**

- couriers tracking system (couriers balance, location, orders, chat),
- orders tracking system (order info, location, courier/customer, chat)

### **For courier (mobile):**

- live orders receiving functional
- orders history
- order info
- courier balance
- contact with support
- chat with customer

## NICE TO HAVE FEATURES

### **Registration (BE and Mobile):**

Automatically approved request form  
Ability for every customer to become a courier

### **Authorization (BE and mobile):**

- by OTP or login/password
- by mail, google/facebook account, any another social network with API

### **General (BE and mobile):**

- couriers tracking system with real-time socket and push-notification sync
- orders distribution system with real-time socket and push notification sync

### **For courier (mobile):**

- Personal info editing form
- Extended order info with road estimation and direction calculation

# DEVELOPING FEATURES FOR THE ADMIN APP

The admin app needs to be built with features that facilitate tracking and coordinating the different apps and users.

## Pro tips from Uptech

To save time and money, you can separate the support chat function from the main admin panel. You can use a 3rd party chat system, which will still serve the purpose

## MUST HAVE FEATURES

## NICE TO HAVE FEATURES

**Orders list** (can be with map)

### **Couriers tracking system**

- couriers balance
- couriers requests  
(registration requests)

### **Couriers tracking system**

Couriers suspension

### **Stores tracking system**

- Stores availability
- Stores info

### **Stores tracking system**

- Stores menu items availability
- Stores working hours management

### **Customers tracking system**

- Customers info
- Support chat

### **Customers tracking system**

Customers grouping

### **Pricing calculation system**

Chat with customer

# HOW TO START A FOOD DELIVERY APP FROM SCRATCH?

You'll need a plan to get started on the right foot. Here's what a strategic plan looks like in building a food delivery app.

## 1. Research your competitors

If you're going to launch just another typical food delivery app in the market, your chances of success are dim.

Chances are, there are already a couple of similar apps serving the localities and you'll want something different.

Therefore, check out who are your competitors and what are the strengths/weaknesses of their apps. Find opportunity gaps that you can tap on and turn into an advantage for your app.

## 2. Understand your target audience

Never assume your potential users are going to love the app. Some features may look fine to you but the users may have different ideas on that.

Leave nothing to chances and talk to the target group who will be using the app. Understand their pain points and what features are likely to win their hearts.

Take the time you need to conduct surveys or group interviews and consolidate the feedback, before deciding on the next steps.

### **3. Focus on user experience**

A food delivery app allows customers to order food online from restaurants. That's the basic definition of it.

If you're going to attract users to your app, it's going to be more than that. Like any successful apps, user experience is pivotal.

The app must be visually-appealing and doesn't feel cluttered. You'll need a good UI/UX designer to ensure that the layout, theme, and components enhance user experience.

Choosing the right tech stack is also important. Users have no patience if the interface is laggy or it takes minutes to complete the transaction.

#### **4. Test with an MVP**

You don't need a full-blown food delivery app to know if your idea is accepted by the market. Instead, focus on building an MVP with the bare minimum of mandatory features.

An MVP eliminates unnecessary variables from testing and you're less likely to bump into complicated issues from the start.

Besides, it's easier to onboard new users with an MVP as it is less cluttered.

# WRAPPING UP

Now that you know what's needed to launch your food delivery apps, it's time to turn ideas into action.

If you need a hand in developing the app, our team is ready to help. We'll take care of the tech stuff, while you focus on the business itself.

**Let's turn you bold idea into successful product together.**

Send your request to [hello@uptech.team](mailto:hello@uptech.team)

Uptech — the Product Studio helping achieve your business goals and create apps that users love.

