Assignment 1

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Topic – Instacart

1. **User experience aspects that I liked**:
   a) One of the most satisfying thing about Instacart is the convenience. We can shop from multiple vendors from a single platform.
   b) Based on your previous shopping experience, Instacart vendors will suggest items to you, so essentially when you are shopping the next time, the regular food items will be easily suggested to you
   c) Scheduling and real time delivery tracking - We can select the timeframe when we want our order to be delivered and when the delivery driver is on their way, we can track their location to understand and exactly know when they arrive at the destination

Suggested improvements:

a) More options in substitution when product is unavailable
b) Allow users to shop items from multiple vendors in a single cart
c) Improve refund policy - Lot of time it's credited as rewards in account and not directly in bank or credit card
d) Add more personalized filters (gluten free, allergic, etc)
e) AI assistant in search bar
f) Provide an option to deliver few items from an order to two different addresses
g) No tip button should be added
h) Introduce option for users to leave individual item rating and reviews
i) Reduce the service fee for pick-up orders

2. Use Cases

    a) Heavy weight: More Product Replacement options

- ➢ **Use Case Title**: Better substitution options when product is unavailable
- ➢ **Actor**: User
- ➢ **Overview**: When a particular product is unavailable, provide user with more options to select an alternative product for that item
- ➢ **Subject Area**: User's Shopping Cart
- ➢ **Trigger**: User opens their cart and clicks on choose replacement option for an item
- ➢ **Precondition**: User should add some products to the cart
- ➢ **Basic Flow**: -
  1. User searches for their desired products
  2. User adds the products to the cart
  3. User clicks on select replacement product option
  4. User can add any random product which they want and not necessarily the product relevant to the one they selected
  5. User selects the replacement product

- ➢ **Alternate Flow**:
  1. User has already placed an order
  2. User navigates to the orders section
  3. User opens his order
  4. User selects replacement product for the item

- ➢ **Alternate Flow 2**:
  1. User searches for their desired product
  2. User adds the products to the cart
  3. The product gets out of stock while user is selecting other items
  4. The replacement suggestion pops up and suggests user some alternate products based on past shopping orders

> **Post-condition**:
>
> 1. Replacement product is selected by the user for the item which is unavailable

b) Heavy weight: More personalized filters

- ➢ **Use Case Title**: Additional personalized filter
- ➢ **Actor**: User
- ➢ **Overview**: Provide user with additional filter options to search for products
- ➢ **Subject Area**: Product search
- ➢ **Trigger**: User clicks on filter options
- ➢ **Precondition**: User has internet and wants to browse allergic or gluten free products
- ➢ **Basic Flow**:
    1. User opens the Instacart application
    2. User clicks on filter option
    3. User selects the gluten free and allergic filter and applies it
    4. User is able to browse their desired products
- ➢ **Alternate Flow**:
    1. User opens the Instacart application
    2. User clicks on filter option
    3. User selects the gluten free and allergic filter and applies it
    4. No products were found for this filter

- ➢ **Alternate Flow 2**:

1. User opens the Instacart application
2. User clicks on filter option and select gluten free and allergic filter
3. User clicks on save filter to favorites filter
4. User is able to save this filter and is able to see the gluten free and allergic products

➢ **Post-condition**: Additional filters are added, and user can browse the products

c) Middle weight: Shop from multiple vendors in a single cart

- ➢ **Use Case title**: Shop from multiple vendors in a single order
- ➢ **Actor**: User
- ➢ **Precondition**: User has internet and navigates to Instacart website
- ➢ **Basic Flow**:

    1. User open Instacart website
    2. User clicks on Aldi and adds products to the cart
    3. User clicks on Costco and adds products to the cart
    4. User clicks on Target and adds products to the cart
    5. User clicks on Checkout and places an order

- ➢ **Alternate Flow**:

    1. User open Instacart website
    2. User adds products to the cart
    3. User places an order from Costco
    4. Now, User wants to add more products but from Stop and Shop in the same order
    5. User opens Stop and Shop section and adds products to the same shopping order

- ➢ **Alternate Flow 2**:

    1. User open Instacart website
    2. User adds products to the cart
    3. User places an order from Costco
    4. User adds products from Aldi and Wegmans to the cart
    5. User removes the product from Costco
    6. User's cart is updated

d) Middle weight: AI assistant in search bar

- ➢ **Use Case title**: AI assistant in search bar
- ➢ **Actor**: User
- ➢ **Precondition**: User has internet and navigates to Instacart website
- ➢ **Basic Flow**:
    1. User open Instacart website
    2. User clicks on search bar on the screen
    3. User clicks on voice option in search bar and says the name of the product
    4. AI assistant helps to search and displays the products
- ➢ **Alternate Flow**:
    1. User open Instacart website
    2. User clicks on search bar on the screen
    3. User clicks on voice option in search bar and says the name of the product
    4. AI assistant responds back, 'Sorry, no product was found'

- ➢ **Alternate Flow 2**:
    1. User open Instacart website
    2. User clicks on search bar on the screen
    3. User clicks on voice option in search bar and says the name of the product
    4. AI assistant responds back, 'Sorry, the product was not found', but suggests similar products which you make like to the user

e) Simple level: Credit refund in bank/credit card

➢ **Use case title:** Refund the amount in bank/credit card
➢ **Actor:** User
➢ **Basic Flow:**

1. User places and order on Instacart
2. Order is delivered but user complains that few items are missing
3. Customer service initiates a refund
4. Amount is credited back to user's debit/credit card within 2-3 business days

f) Heavy weight: No tip button in cart

- ➢ **Use Case Title**: No tip button
- ➢ **Actor**: User
- ➢ **Overview**: Provide a no tip button while checking out
- ➢ **Subject Area**: Checkout Shopping Cart
- ➢ **Trigger**: User clicks on checkout and clicks on No tip button
- ➢ **Precondition**: User has added the products to the shopping cart
- ➢ **Basic Flow**:
  1. User opens the Instacart application
  2. User adds the product to the cart
  3. User clicks on checkout
  4. User clicks on No tip button
  5. Tip is adjusted to 0
  6. User clicks on Place order
- ➢ **Alternate Flow**:
  1. User opens the Instacart application
  2. User adds the product to cart
  3. User clicks on checkout
  4. User clicks on Edit tip button
  5. User adjusts the tip amount to zero
  6. User places an order
- ➢ **Alternate Flow 2**:
  1. User opens the Instacart application
  2. User goes to settings option
  3. User sets Zero tip as default choice in preference
  4. User adds products to the cart
  5. Tip is set to zero by default
  6. User places an order

- ➢ **Post-condition**: Cart total is calculated by considering tip as zero

g) Middle weight: Individual Item Rating

- ➢ **Use Case title**: Individual Item Review/Rating
- ➢ **Actor**: User
- ➢ **Precondition**: User has placed an order, and the order has been delivered
- ➢ **Basic Flow**:

    1. User open Instacart website
    2. User clicks on orders history
    3. User opens the order for which they want to leave a review
    4. Besides every item/product, there is an option to leave a review and give a rating to facilitate in-depth customer satisfaction report.

- ➢ **Alternate Flow**:

    1. User opens the Instacart application
    2. User clicks on orders history
    3. User opens the past order
    4. User clicks on Edit review for the item which they have already posted a review
    5. User edits and writes a new review
    6. User clicks on submit review

- ➢ **Alternate Flow 2:**

    1. User opens the Instacart application
    2. User clicks on orders history
    3. User opens the past order
    4. User clicks on write review for the item
    5. User clicks on upload image button in the review block
    6. User uploads the image of the product they are writing review for
    7. User submits the review

➢ **Post-condition**:

1. Individual item review/rating is submitted by the user. Thus, enabling thorough order review and customer satisfaction feedback.