Product Canvas

DeliverEase

Boyalla Sri Sai Kowshik Reddy

DeliverEase

Vision: DeliverEase application is a cloud-based online application that works as a comparative price checker for food delivery services by comparing prices and wait times between various food delivery applications

Epic

Epic: Develop a mobile application that allows typical food delivery app users to find the best deals by comparing prices and wait times between all registered food delivery applications for a particular item from the desired restaurant.

Feature 1: Creating a login and Registration screen that takes the user's personal details and stores them. Uses these details to authenticate users for future logins to access the Deliver Ease account.

Feature 2: Creating a screen/page which is used to set up the Deliver Ease account. This setup page takes all food delivery applications information (log-in/account details) that users frequently use.

Feature 3: Creating a home screen that contains a search option and some other important buttons. Search is used to enter a restaurant or food item name. Buttons are used to navigate across app such as order history to display previous orders, favorite orders to display favorite orders etc.

Feature 4: Implementing a logic that is used to pull the latest data from all food delivery applications (by using entered account details) based on search requests.

Feature 5: Creating a search result page to list down all search results that came up from the various food delivery applications. Create a filter which contains 3 options – sort by price, time, or availability.
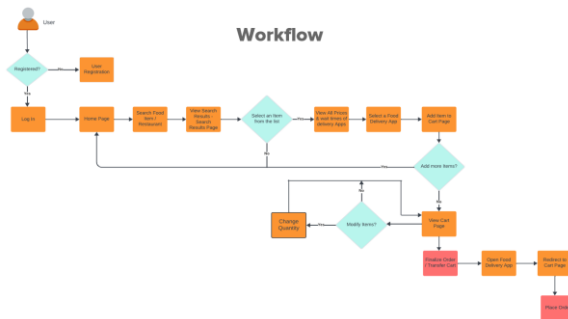
User Personas

Student   IT Employee   Farmer

Workflow

Workflow

Product Success Metrics

- Number of active users to measure the application's popularity.
- Number of conversion of orders per account to measure the usage.
- Number of app's premium version upgrades to measure the growth.
- Number of delivery services association per account to measure the highest partner integration.
- Number of feedbacks and reviews to measure the customer satisfaction and understand user expectations to improve the application performance.
- Measure per day user interactions and duration of the interactions, number of cart creations within the app to know about the user engagement to improve recommendations.
- Measure the usage of voice assistant per account to know the applications reach.

Big Picture

- The Deliver Ease application's main goal is to help the food delivery app users by fetching information from all linked food service applications and displaying details based on user needs to ease the comparison and ordering process.
- This application fetches the data by using the user's actual delivery accounts information, so the data is more reliable and effective.
- Preparing the cart and submitting orders is quick and easy compared to the normal process of ordering in food delivery applications.
- Effective search engine which pulls all relevant information based on the user inputs.
- Finding the best deals across the applications is simple which can result in saving a lot of money for users, increases number of orders, new jobs for the delivery services and aid in growth of economy.
- This App is designed for everyone. Even uneducated and disability people can use voice assistant and make orders easily.

Wireframes
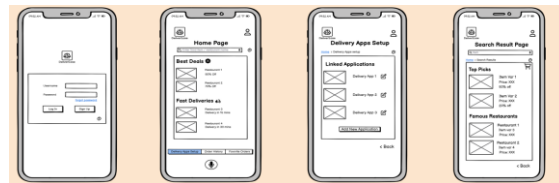
SPRINT 1 (Feb 10, 2024 - Feb 24, 2024)

User Stories: 1.1, 2.1, 3.1, 4.1, 5.1

SPRINT 2 (Mar 2, 2024 - Mar 15, 2024)

User Stories: 6.1, 7.1, 8.1, 9.1, 10.1, 10.2

Storyboard

1. The time is around 2 PM. Steven is feeling so hungry but confused – what to order? From where to Order? So, he thought to Log In to the DeliverEase.

2. Don't know where to start. So, he just decided to search for his favorite food item (Pizza) using the 'Search Option'.
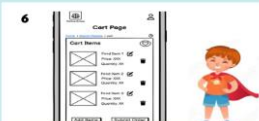
3. Interesting results came up!! He selected his favorite food item (Chicken Pizza) from XYZ restaurant.

4. Comparing prices and wait times. Choosing the best deal for order. Found 50% off on the item from a UE food App.

5. After that, he added that item to cart page. Checking the items one more time before ordering. Cart is ready now.

6. Finally, placed an Order by clicking on the 'Submit Order' button. Saved a lot of time, money, and energy.

Product Name, Vision, and Goal

Product Name: DeliverEase

Vision: DeliverEase application is a cloud-based online application that works as a comparative price checker for food delivery services by comparing prices and wait times between various food delivery applications.

Goal : The main goal of this product is to centralize all delivery services information and recommend the best deals to the user based on their needs. This application can list down the best restaurants based on food preference concerning either the best deal or faster delivery or coupons. This reduces a lot of manual complexity of checking every food delivery service and comparing details. This is a one-stop solution for all food delivery user's problems. The goal of this product is to improve user experience by finding the best deals and making effortless food orders.

Big Picture

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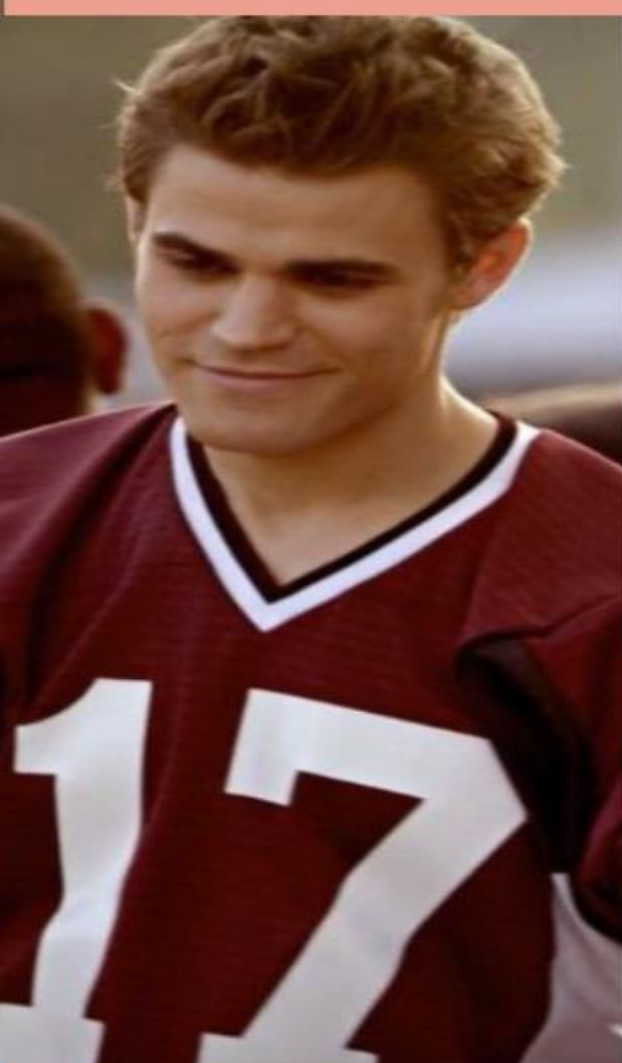- Measure the usage of voice assistant per account to know the applications reach.

User Personas

Student

IT Employee

Farmer

Steven Gilbert

Age: 17
Occupation: Student
Location: College Station
Hobbies: Photography, Loves playing football.
Customer Profile: An undergraduate student who is currently pursuing Management Information Systems at Texas A&M University. He is busy with his hectic coursework. Oftentimes use food delivery applications to order food items from nearby restaurants to save time. He is only interested in ordering from very few particular restaurants, probably the best customer for those few restaurants. Sometimes he is confused about coupons and the way they work in applications.

Motivations

- Save money and time.
- Easy to find and apply coupons.
- Order food items quickly and easily.

Frustrations

- Hates searching and finding the best coupons across applications.
- Easily gets bothered when his favorite restaurant is not available.
- Relies on food delivery apps during hectic days and spends a lot of time making right orders.

Goals

- He needs information about all available restaurants and the best deals for each restaurant.
- He wants to get notified whenever the selected restaurants are available for delivery.
- He wants to search which restaurants are serving his favorite food items and know about the prices.

Food Delivery App- Accounts

- DoorDash
- UberEATS
- Grubhub
- Postmates
- Instacart
- AggieFood.com
- ChowNow

Michael Penna

Age: 35
Occupation: IT Employee (Manager)
Location: Austin
Hobbies: Reading Novels, Painting

Customer Profile: An IT Employee who is working in a senior position as a manager at Salesforce company which is located in Austin. As a busy employee, he frequently uses online food delivery services to order food during the afternoon while working. He wants to get orders to be delivered as soon as possible. As he is busy with his tight schedule throughout the entire day.

Motivations

- Punctual and loves to do tasks on time.
- Order food items without spending much time.
- Loyal and Respects transparency.

Goals

- He wants to know which restaurants in which food delivery service can deliver the food faster.
- He wants to save an order of one day and wants to repeat the same in the upcoming days if needed.
- He wants to find out the best deals and coupons that are available in each food delivery application.

Frustrations

- Hates when an order takes extra time to deliver than ETA.
- Hates when ordered items are not in expected (hot & fresh) condition.
- Making a value-for-money order by searching & applying coupons consumes one part of the day.

Food Delivery App– Accounts

- DoorDash
- UberEATS
- Postmates
- Grubhub
- Instacart

Matthew Sell

Age: 75
Occupation: Farmer
Location: College Station
Hobbies: Listening to Songs, Going out for walks with pets

Customer Profile: A farmer who is living alone in his own house which is located in College Station. He loves technology even though he is not educated. He mostly uses voice assistant on his mobile phone to do various tasks (to call, message, etc). He sometimes orders food using food delivery services but faces a lot of difficulty in ordering. He is a foodie and loves to try different foods.

Motivations

- High Quality, good food.
- Always willing to try new things.
- Use technology for day-to-day tasks.

Frustrations

- Hates when ordering food items requires a lot of steps.
- Easily gets bothered when he has to pay more for deliveries.
- Relies on voice assistant. Hates when they just don't work as expected.

Goals

- He wants to know the best deals and order food items by just talking to a voice assistant.
- He wants to know about various types of food varieties that can be ordered easily within the college station location.
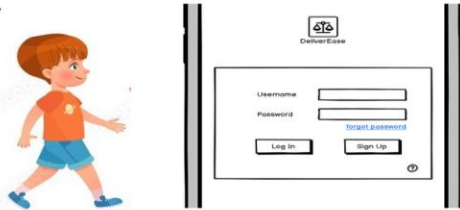
Favorite Coffee Beans

- DoorDash
- UberEATS
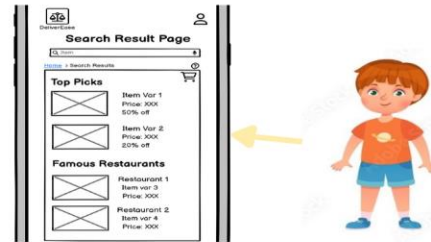- Instacart

DELIVEREASE STORY BOARD

1

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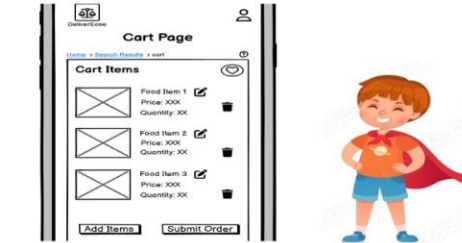
4

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After that, he added that item to cart page. Checking the items one more time before ordering. Cart is ready now.

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Finally, placed an Order by clicking on the 'Submit Order' button. Saved a lot of time, money, and energy.

Epic

Epic: Develop a mobile application that allows typical food delivery app users to find the best deals by comparing prices and wait times between all registered food delivery applications for a particular item from the desired restaurant.

Feature 1: Creating a login and Registration screen that takes the user's personal details and stores them. Uses these details to authenticate users for future logins to access the DeliverEase account.

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Feature 4: Implementing a logic that is used to pull the latest data from all food delivery applications (by using entered account details) based on search requests.

Feature 5: Creating a search result page to list down all search results that came up from the various food delivery applications. Create a filter which contains 3 options – sort by price, time, or availability.

Features

Feature 6: Creating a screen/comparison page that displays a comparison of prices and wait times once after selecting a specific food item from the search result page.

Feature 7: Allowing the users to select different items from the restaurant and providing the flexibility to add items to the cart page. Users can view the cart by clicking on the cart icon.

Feature 8: Upon finishing the order, transfer the cart from DeliverEase to the selected delivery service and open that app. (The order can be confirmed by clicking on the submit order button on the cart page).

Feature 9: Creating a voice assistant option in the application to perform certain requested tasks based on voice commands/inputs. Users can interact with the voice assistant by clicking on the mic icon which will be available on the home page of the application. Users can complete orders just by talking to the voice assistant.

Feature 10: Allowing the users to enable 'Notify me when available' option for favorite restaurants to get notified whenever that restaurant is available (open) again. Creating a screen to display favorite orders of user which we were selected as favorites while placing the order / creating the cart.

SPRINT 1 (Feb 10, 2024 - Feb 24, 2024)

Feature ID	User Story	Acceptance Criteria	Priority	Estimation *(Story points)*
1	1.1 As a user, I want to create a new account, So that I can log in to the application and do necessary actions.	1. User can successfully set up new account by using Sign up feature. 2. User can successfully log in to new account with the help of Log In feature. 3. User can see the home page / App set up screen after logging in and can perform necessary actions.	High	5
2	2.1 As a user, I want to add/link all my current active food delivery service applications to the DeliverEase App, So that I can see best deals from all linked delivery services.	1. User can successfully access Delivery Apps Set Up page. 2. User can add/link his or her current food delivery service app to the DeliverEase by using the food delivery service app credentials. 3. User can delete/unlink any linked application by using the edit feature from setup page.	Medium	4
3	3.1 As a user, I want to find my desired food item / restaurant, So that I can see best deals and wait times for that item from all linked delivery services.	1. User can successfully Log In to the account and able to view the home page. 2. User can successfully search for an item / restaurant using the search box option.	Medium	2
4	4.1 As a user, I want to find best deals, wait times and coupons for the desired item, So that I can select a particular delivery service and make an order.	1. User can successfully search for an item / restaurant using the search box option. 2. A fuzzy logic successfully make API calls to all linked delivery apps and pull the data related to the searched information. 3. User can successfully view the search results on the search result page.	High	5
5	5.1 As a user, I want to filter the results based on various factors (price, waiting time, availability),	1. User can successfully view the search results on the search result page. 2. User can successfully filter the search results using the filter option which contains 3 options – Best deals, Fast Deliveries, Availability. 3. User can successfully change options in the filter to find results based on	Medium	1

SPRINT 2 (Mar 2, 2024 -   Mar 15, 2024)

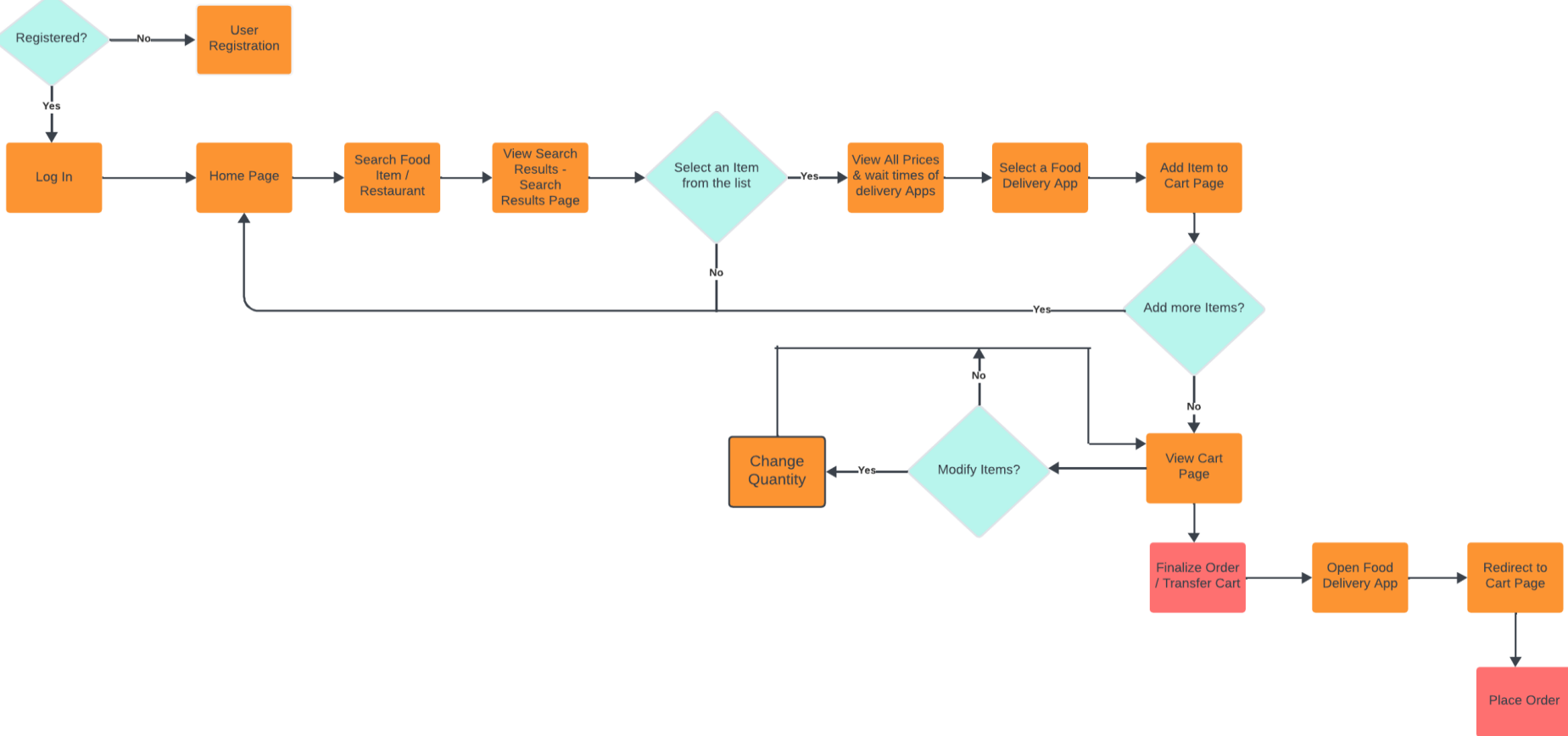| Feature ID	User Story	Acceptance Criteria	Priority	Estimation
6	6.1 As a user, I want to know what is price and wait time for the selected item in all food delivery applications, So that I can compare the results from each app easily and select one food delivery app to order.	1. User can successfully select an item from the search result page. 2. User can successfully view and compare prices and wait times for the selected item with the help of listed information from various food delivery applications on the food item page. 3. User can successfully choose one food delivery app from the listed options.	High	4
7	7.1 As a user, I want to add multiple items to cart page and view the cart page, So that I can see all added items prices and quantities and make changes if reuired.	1. User can successfully search and select multiple items from the search result page and add them to the cart page. 2. User can successfully view the cart page by clicking on the cart icon which will be available after adding an item to cart page. 3. User can successfully make changes to cart items by using the edit option.	Medium	3
8	8.1 As a user, I want to transfer my cart from DeliverEase to selected food delivery app, So that I can view the same cart on the selected food delivery app and make an order.	1. User can successfully view the cart page by clicking on the cart icon which will be available after adding an item to cart page. 2. User can successfully finalize order and transfer the cart by clicking on submit for order button. 3. User can successfully notice the redirection of page from DeliverEast to selected food delivery app. 4. User can successfully view the same cart on the selected food delivery app.	High	5
9	9.1 As a user, I want to interact with a voice assistant, So that I can talk to the voice assistant and make an order easily.	1. User can successfully click on the Mic icon and access the voice assistant. 2. User can successfully see the responses from the voice assistant and gives inputs based on the responses. 3. User can successfully finalize the order with the help of voice assistant.	High	3
10	10.1 As a user, I want to mark orders as my favourite orders and able to access them whenever I want, So that I place the same order again without spending much time on creation of same order process.	1. User can successfully mark an order as a favorite order by using the favorite icon which will be available on cart page. 2. User can successfully view all favorite orders by clicking on Favorite Orders button. 3. User can successfully place the same order with the help of Order now button.	Medium	1

SPRINT 2 (Mar 2, 2024 - Mar 15, 2024)

Feature ID	User Story	Acceptance Criteria	Priority	Estimation
10	10.2 As a user, I want to get notified whenever my favorite restaurant is open, So that I can quickly place an order without spending much time in waiting.	1. User can successfully enable option 'Notify me when available' for his/her favorite restaurant. 2. User can successfully receive notifications whenever that restaurant is available (open). 3. User can successfully access the items in the restaurant and able place an order.	Medium	1

Workflow

User

Registered? — No → User Registration

Registered? — Yes ↓

Log In → Home Page → Search Food Item / Restaurant → View Search Results - Search Results Page → Select an Item from the list

Select an Item from the list — Yes → View All Prices & wait times of delivery Apps → Select a Food Delivery App → Add Item to Cart Page

Select an Item from the list — No ↓

Add Item to Cart Page → Add more Items?

Add more Items? — Yes → Home Page

Add more Items? — No → View Cart Page

Change Quantity

Modify Items? — Yes → Change Quantity

Modify Items? — No ↑

View Cart Page → Modify Items?

View Cart Page → Finalize Order / Transfer Cart → Open Food Delivery App → Redirect to Cart Page → Place Order
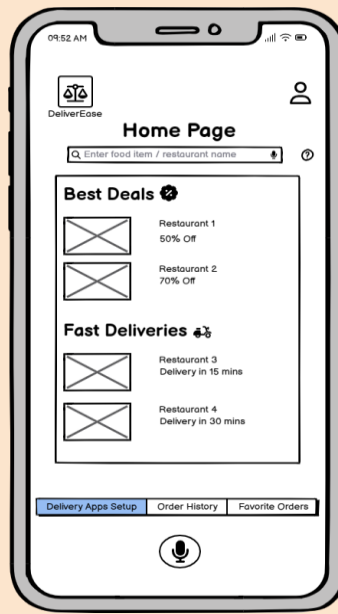
This is the log in page of the DeliverEase application. Users can use sign up option to create a new account and log in option to log into the existing account. This page contains forgot password option as well which can be used whenever user forgot his/her password. This page contains help button as well to interact with company.
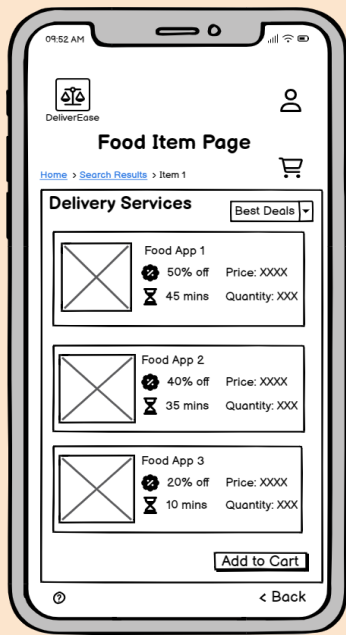
This is the Home Page of the application. Users can use this page to access Setup food delivery services button, check order history and favourite orders. Users can use search option to search for their favourite food items and restaurants to find best deals and wait times. Users can access voice assistant option and place order easily. Users can access their profile by clicking on user icon located at top right.
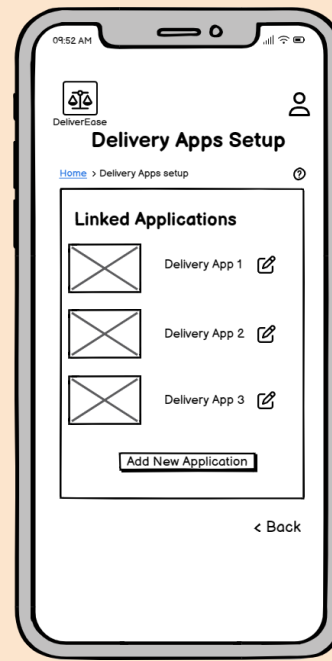
This is the Delivery Services setup page. Users can access this page by clicking on 'Delivery Apps Setup' button on home page. Users can use this page to view all linked delivery applications details and can edit if required. Users can link a new delivery application by using the 'Add New Application' button.

This is the Search Result Page. Users will land into this page as soon as they use search option to search for an item/restaurant. Based on the search input, this page displays relevant results which were gathered from all linked deliver services. These results will be categorized as Top Picks which displays best deals for the item, and Famous Restaurants which are popular restaurants for that item.

Food Item Page

09:52 AM

DeliverEase

Food Item Page

Delivery Services | Best Deals ▾

Food App 1
💰 50% off   Price: XXXX
⏳ 45 mins   Quantity: XXX

Food App 2
💰 40% off   Price: XXXX
⏳ 35 mins   Quantity: XXX

Food App 3
💰 20% off   Price: XXXX
⏳ 10 mins   Quantity: XXX

Add to Cart

< Back

Cart Page

09:52 AM

DeliverEase

Cart Page

Cart Items ♡

Food Item 1 ✎
Price: XXX
Quantity: XX
🗑

Food Item 2 ✎
Price: XXX
Quantity: XX
🗑

Food Item 3 ✎
Price: XXX
Quantity: XX
🗑

Add Items   Submit Order

< Back

Order History

09:52 AM

DeliverEase

Order History

Orders   / / 📅

Order XXX
App Name: XXXX
Price: XXX

Order XXX
App Name: XXXX
Price: XXX

Order XXX
App Name: XXXX
Price: XXX

View Order   Order Again

< Back

Favorite Orders

09:52 AM

DeliverEase

Favorite Orders

Favorites   🔍 search

Favorite Order 1
APP Name: XXX
Price: XXX
Available: XXX
❤

Favorite Order 2
APP Name: XXX
Price: XXX
Available: XXX
❤

Order Now

< Back

This is the Food Item Page. Users will redirected to this page as soon they select any option (item) from the search results page. Users can view best deals, wait times for the items from the all linked delivery services. Users can use filter option to filter the results based on the needs. Users can add item to cart page by selecting a food delivery service.
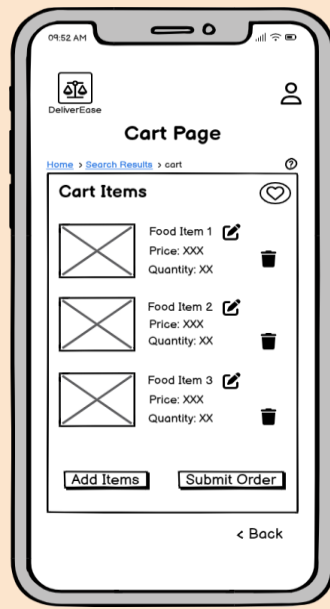
This is the cart page of the application. Users can access cart page by clicking on the cart icon which is located on food item page or search result page. Users can view all selected items (cart items) in this page and make changes (edit, delete) if required. Users can use Submit Order button to submit/transfer the order to the selected delivery service and place an order. Users can use Add Items button to add more food items to cart page.
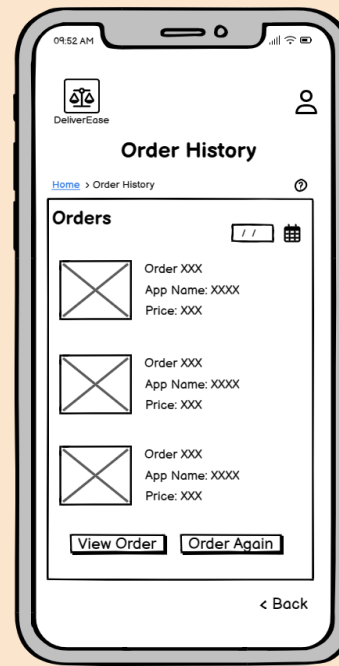
This is the Order History page of the application which can be accessed by clicking on the Order History button located on the home page. Users can view all previous order in this page and can access the details of each order by selecting an order and clicking on the view order button. Users can use order again button to order (repeat) a specific order again now.

This is the Favorite orders page of the application which can be accessed by clicking on the Favorite Orders button located on the home page. Users can view their marked favourite orders in this page. Users can search their favourite order by using the search option, unselect as favourite by unselecting (clicking) on the love icon next to it. Users can use Order Now button to place an order now if available status is 'Yes' for that order.