

# BUYING PROCESS FOR USERS

The full product life cycle on the individuals end and the factors that go into the decision making process



## Determine Need

Users realize the need for a solution when stuck in grocery store lines to buy one item.  
The alternative available to them would be ordering online- which also leads to higher wait times and delivery costs.



## Product Discovery (2 weeks)

Users are expected to hear of the product through word of mouth channels as well as the referral discount model we plan to utilize in the beginning.

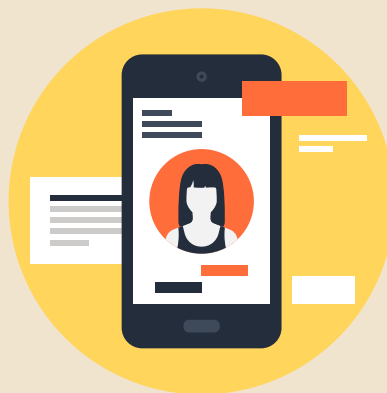
Influencers:

- Columbia graduate student community
- Student residence halls
- New student graduate affairs groups
- Peer advisors

## Analysis (<1 week)

In the process of analysis, the key factors that would influence their decision are:

- Number of the stores they regularly shop on, being on the platform
- Sign up costs
- Relationship to the source of referral



## Install(1 month)

Factors that go into them installing the application:

- Time to install and set up profile
- Ease of connecting payment method (apple pay, paypal integration)
- The magnitude of benefits offered (% of discount or \$ saving)
- Ease of source leading to installation page (direct link install instead of searching on app store)

## Pay

As more stores are added onto the platform, users gain additional utility value  
We plan to charge users for benefits such as expense tracking, coupon discovery, etc on a SaaS based model.

The decision to pay will be influenced by the perceived value of the benefits to the users (number of stores, time saved on each visit, strength of referral and word of mouth benefits in the community).

