Minimum Viable Product Plan

The Minimum Viable Business model for Pay and Go will provide the basic functionality of allowing users to walk into a store, scan and bag items and pay on the way out without the need for queues. However, in the testing phase, we will not provide the full range of items on the application and will not partner with payment gateways and inventory management systems early on.

1. Database

To limit the cost of onboarding a whole inventory management system, the MVP version will have an exhaustive list of items from a store, hard-coded (manually added) to the application database. It will automatically reduce the number from the inventory when a customer adds it to their cart on the application

2. Process of adding to the cart

3. Billing

Once the items have been added to the cart, since the MVP model will include the payment option, the users can pay through either apple pay or add a payment method of their choice to make the transaction before exiting the store.

PAY

The user interface and functionality of the MVP product will be largely similar to the actual solution, the only change being in the way the backend inventory of the products is managed. This means that through the MVP testing phase we can understand how intuitive the application interface is in terms of finding the store, the products and the ease of altering basket items all the way through to checkout and payment.

4. Feedback Loop

MVP Features

Value - The value proposition of Pay and Go for users is to completely eliminate queues and on the store front is to be able to minimize customer churn due to queues - the MVP model of our product still provides the same value proposition.
Pay - The business model of Pay and Go will allow for 2-month free trial to grocery stores, post which stores will be charged a fixed rate covering installation and a monthly SaaS fee.
Feedback - The feedback process would allow us to not only understand the intuitiveness of the application interface, but also allow us to understand what features valuable add-ons as users start getting comfortable with the basic functionality of Pay and Go.