

MunchMate - High Level MVP Document

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Summary: MunchMate is a mobile food delivery application that connects hungry customers with local restaurants through an intuitive, personalized ordering experience. The app features real-time order tracking, AI-powered recommendations, and seamless payment processing. With a focus on speed, convenience, and discovery, MunchMate targets urban millennials and Gen Z consumers in the rapidly growing \$365B global food delivery market. Key features include smart restaurant discovery, group ordering capabilities, and loyalty rewards, with the MVP launching in select metropolitan areas before scaling nationwide.

Food Delivery App for iOS & Android

Executive Summary

MunchMate is a next-generation food delivery platform that leverages machine learning and location-based services to provide personalized restaurant recommendations and seamless ordering experiences. Named to evoke the friendly, reliable nature of having a “mate” who knows exactly what you’re craving, this app revolutionizes food discovery through intelligent curation and social features.

The app connects users with local restaurants across multiple cuisines (Burgers, Pizza, Sushi, Mexican, and more), providing real-time delivery estimates, transparent pricing, and group ordering capabilities - all while building a comprehensive taste profile to enhance future recommendations.

Vision & Value Proposition

Vision Statement

To become the most intuitive and socially-connected food delivery platform, transforming how people discover, order, and share meals by creating meaningful connections between restaurants and communities.

Core Value Proposition

- **Intelligent Discovery:** AI-powered recommendations based on preferences, time of day, and order history
- **Social Ordering:** Group ordering and bill-splitting features for seamless shared meals
- **Transparent Experience:** Real-time tracking, accurate ETAs, and upfront pricing with no hidden fees

- **Local First:** Supporting neighborhood restaurants with fair commission structures
 - **Rewards Ecosystem:** Tiered loyalty program with meaningful benefits and exclusive deals
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Total Addressable Market (TAM)

Market Sizing

Primary Market Segments:

1. **Urban Professionals & Remote Workers**
 - 450M+ potential users in major cities globally
 - Average 3-4 food delivery orders per week
 - Convenience-driven with higher disposable income
2. **College Students & Young Adults**
 - 200M+ students worldwide
 - High frequency ordering (5+ times per week)
 - Price-sensitive but high lifetime value
3. **Families & Groups**
 - 350M+ households in target markets
 - Larger basket sizes (\$50+ per order)
 - Weekend and event-based ordering patterns

Market Opportunity

- **TAM:** \$365B (Global online food delivery market by 2025)
- **SAM:** \$98B (Mobile-first food delivery in target regions)
- **SOM:** \$2.5B (Achievable market share in 5 years)

Growth Drivers

- Post-pandemic sustained delivery habits
 - Rise of cloud kitchens and delivery-only brands
 - Increasing smartphone penetration in emerging markets
 - Growing demand for convenience and time-saving services
 - Shift toward subscription-based delivery models
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Functional Requirements

Core Features

1. User Authentication & Onboarding

- Phone number verification with OTP

- Social login integration (Google, Apple, Facebook)
- Location permissions for accurate delivery
- Taste preference onboarding quiz
- Dietary restrictions and allergen settings

2. Restaurant Discovery & Search

Smart Discovery Engine

The app will use a multi-faceted approach to surface relevant restaurants:

- **Category Browsing:** Quick access to popular cuisines (Burgers, Pizza, Sushi, Mexican)
- **Intelligent Search:** Natural language processing for queries like “healthy lunch under \$15”
- **Personalized Feed:** ML-driven recommendations based on order history and preferences
- **Promotional Highlights:** Featured deals and time-sensitive offers
- **Proximity Sorting:** Distance and delivery time optimization

Restaurant Information Display

- Rating and reviews aggregate
- Estimated delivery time and fees
- Price range indicators
- Popular items showcase
- Real-time availability status

3. Ordering & Customization

- **Menu Navigation:** Intuitive categorization with visual hierarchy
- **Item Customization:** Modifiers, special instructions, portion sizes
- **Group Ordering:** Multi-user cart with individual selections
- **Saved Orders:** Quick reorder functionality for favorites
- **Order Scheduling:** Advance ordering for planned meals

4. Payment & Checkout

- Multiple payment methods (cards, digital wallets, pay-on-delivery)
- Saved payment profiles with tokenization
- Transparent fee breakdown
- Tip suggestions with custom amounts
- Split payment for group orders

5. Order Tracking & Support

- Real-time GPS tracking of delivery partner
- Push notifications for order status updates
- In-app chat with delivery partner

- Direct restaurant communication
- One-tap customer support

User Stories

1. **As a busy professional**, I want to quickly order lunch from nearby restaurants so I can focus on my work without meal interruptions.
 2. **As a social organizer**, I want to coordinate group orders easily so everyone can add their items without confusion.
 3. **As a budget-conscious student**, I want to find the best deals and discounts so I can eat well within my budget.
 4. **As a health-conscious user**, I want to filter by dietary preferences so I can maintain my eating habits while ordering out.
 5. **As a regular customer**, I want to earn rewards and benefits so my loyalty is recognized and rewarded.
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Non-Functional Requirements

Performance

- Page load times under 2 seconds on 4G networks
- Search results returned within 500ms
- Support for 10,000+ concurrent users per region
- 99.95% uptime during peak ordering hours (11am-2pm, 6pm-9pm)

Scalability

- Horizontal scaling capability for traffic spikes
- Multi-region deployment support
- Microservices architecture for independent scaling
- CDN integration for static content delivery

Security & Privacy

- PCI DSS compliance for payment processing
- End-to-end encryption for sensitive data
- GDPR/CCPA compliant data handling
- Secure API authentication with OAuth 2.0
- Regular security audits and penetration testing

Compatibility

- iOS 13.0+ and Android 8.0+ support
- Responsive web application for desktop ordering
- Cross-platform order synchronization
- Offline mode for browsing cached menus

Technical Approach

Technology Stack

Frontend: - React Native for cross-platform mobile development - Redux for state management - React Navigation for routing - Lottie for micro-animations

Backend: - Node.js with Express.js framework - PostgreSQL for relational data - Redis for caching and sessions - Elasticsearch for search functionality - RabbitMQ for message queuing

Infrastructure: - AWS/Google Cloud Platform for hosting - Kubernetes for container orchestration - CloudFlare for CDN and DDoS protection - Stripe/PayPal for payment processing

AI/ML Components

- Recommendation engine using collaborative filtering
- Demand prediction for delivery time estimates
- Dynamic pricing optimization
- Fraud detection for payment security
- Natural language processing for search and reviews

Third-Party Integrations

- Google Maps API for location services
 - Twilio for SMS/OTP verification
 - SendGrid for transactional emails
 - Firebase for push notifications
 - Analytics platforms (Mixpanel, Amplitude)
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MVP Scope

Included in MVP

- User registration and authentication
- Restaurant discovery in single city/region
- Basic search and filtering
- Standard menu ordering (no complex customizations)
- Single payment method per order
- Basic order tracking
- Customer support chat
- Rating and review system
- Push notifications for order updates

Post-MVP Features

- Group ordering and bill splitting
 - Subscription service (MunchMate+)
 - Loyalty rewards program
 - Advanced dietary filters
 - Scheduled and recurring orders
 - Voice ordering integration
 - Social features (sharing, following)
 - Multi-language support
 - Restaurant analytics dashboard
 - Delivery partner app
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Success Metrics

User Adoption

- 50,000 app downloads in first 3 months
- 10,000 Monthly Active Users by month 6
- 25% week-over-week growth in order volume
- 3 orders per user per month average

Operational Metrics

- <30 minute average delivery time
- 95% order accuracy rate
- <2% order cancellation rate
- 85% restaurant partner satisfaction
- 20% month-over-month GMV growth

Financial Metrics

- \$15 average order value
- 20% take rate on orders
- CAC < \$25 per user
- LTV:CAC ratio > 3:1
- Break-even within 18 months

Quality Metrics

- 4.5+ app store rating
 - <3% customer complaint rate
 - 60-second average support response time
 - 50+ Net Promoter Score (NPS)
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Risk Assessment

Key Risks

1. **Market Competition:** Established players with deep pockets
 - *Mitigation:* Focus on underserved niches, superior UX, and local partnerships
 2. **Restaurant Acquisition:** Convincing restaurants to join another platform
 - *Mitigation:* Competitive commission rates, value-added services, exclusive launch partnerships
 3. **Delivery Logistics:** Managing delivery partner supply and demand
 - *Mitigation:* Dynamic incentives, multi-partner integration, predictive dispatch
 4. **Unit Economics:** Achieving profitability with delivery costs
 - *Mitigation:* Subscription model, batched deliveries, strategic density building
 5. **Regulatory Compliance:** Varying local regulations and labor laws
 - *Mitigation:* Legal consultation, flexible business model, proactive compliance
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Go-to-Market Strategy

Launch Approach

- Soft launch in single metropolitan area
- Focus on high-density neighborhoods first
- Exclusive restaurant partnerships for differentiation
- Referral program for viral growth
- Strategic PR around launch story

Marketing Channels

1. **Digital Marketing:** Social media, SEM, app store optimization
2. **Partnerships:** Corporate accounts, university campuses, co-working spaces
3. **Influencer Marketing:** Food bloggers, local celebrities
4. **Guerrilla Marketing:** Sampling events, food festivals
5. **Retention Marketing:** Email, push notifications, in-app messaging

Target User Segments (Priority Order)

1. Young professionals in urban centers
2. College students and campus communities
3. Families seeking convenient dinner solutions
4. Office workers coordinating team lunches

Conclusion

MunchMate addresses the evolving needs of modern food delivery through intelligent technology, social features, and a commitment to supporting local restaurants. By combining proven delivery mechanics with innovative discovery and ordering experiences, the app is positioned to capture significant market share in the competitive food delivery landscape. The focused MVP ensures rapid market entry while the comprehensive roadmap provides clear paths for growth and differentiation based on user feedback and market dynamics.