

ZIGGY

- Ziggy is a food delivery application that allows users to not only deliver at the present time but also allows them to schedule meals for the coming week.
- Ziggy gives you a way to have pre-planned healthy meals and allows you to live a stress-free way of having meals.
- Major competitors are Swiggy and Zomato.



USER PERSONA

USER JOURNEY

PROBLEM STATEMENT

SOLUTION

METRICS & PITFALLS

USER PERSONA



MIKE

Mike is 26 years old and single. He is working in a MNC and earning 60K per month. Workaholic and doesn't have time to cook. He loves to eat food. and is an organized individual.



Goal : To have healthy lunch during his office time

Pain Points-

- Busy schedule at office.
- Doesn't get healthy food at office canteen.
- Not able to prepare lunch as he leaves early in the morning.



SHEFALI

Shefali is a 34 years old women who lives in Mumbai. She is married and have a kid. and works at a law firm. Loves hanging out with friends. She is time conscious and frugal.



Goal : Wants to have pre planned food for parties so as to prevent any last minute hassle.

Pain Points-

- Busy at workplace as well as at home.
- She doesn't know how to cook variety.
- Have a habit of messing up things at the last minute.



RAHUL

Rahul is a 21 years old student who is preparing for UPSC and lives in a hostel. Focused, loves to know about things and doesn't go out much and have test on weekends.

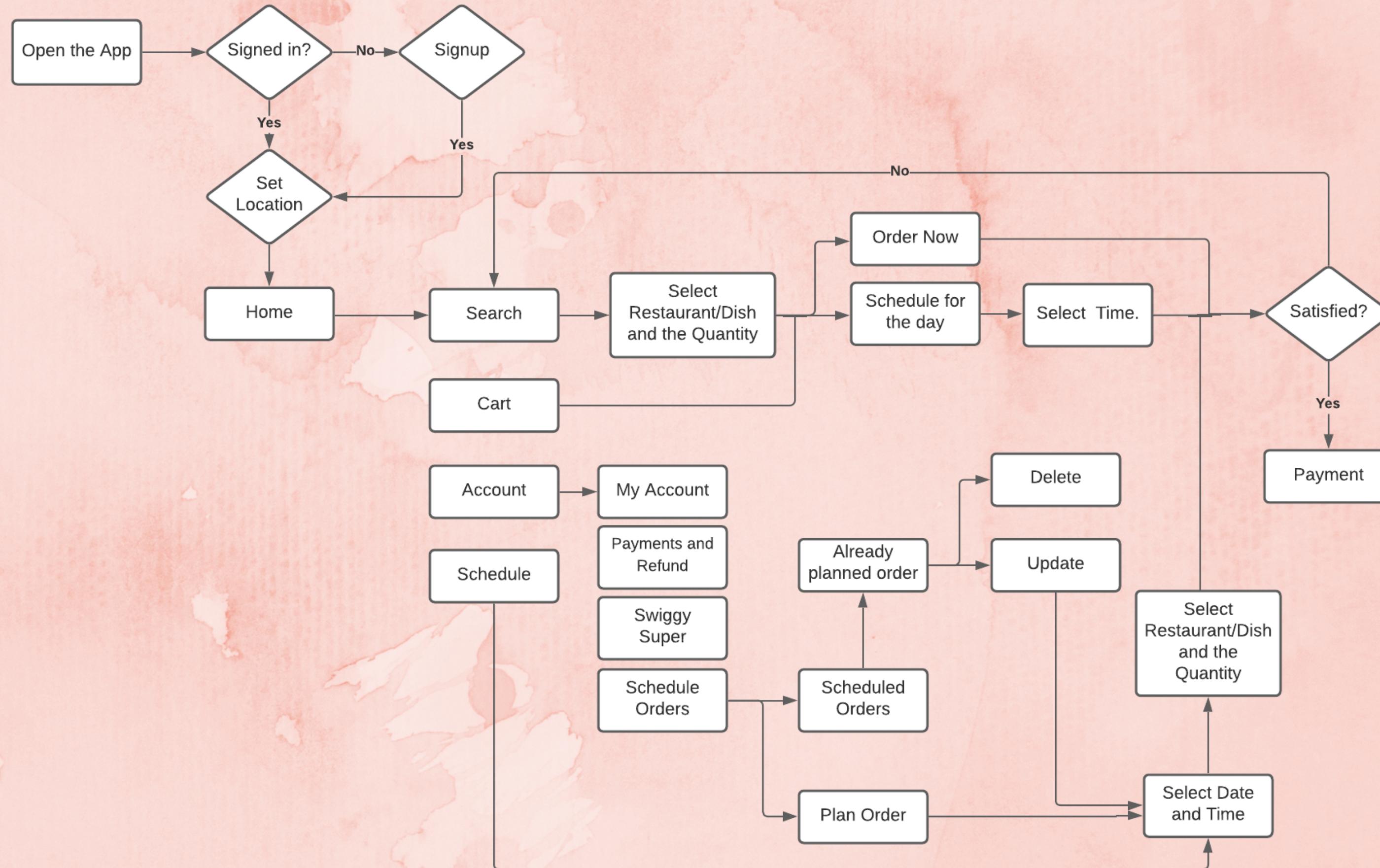


Goal : To get fresh and warm food on weekends after his tests.

Pain Points-

- Test timings clash with mess timings.
- Want to have a good meal after his tests.
- Wants to save delivery time.

USER JOURNEY



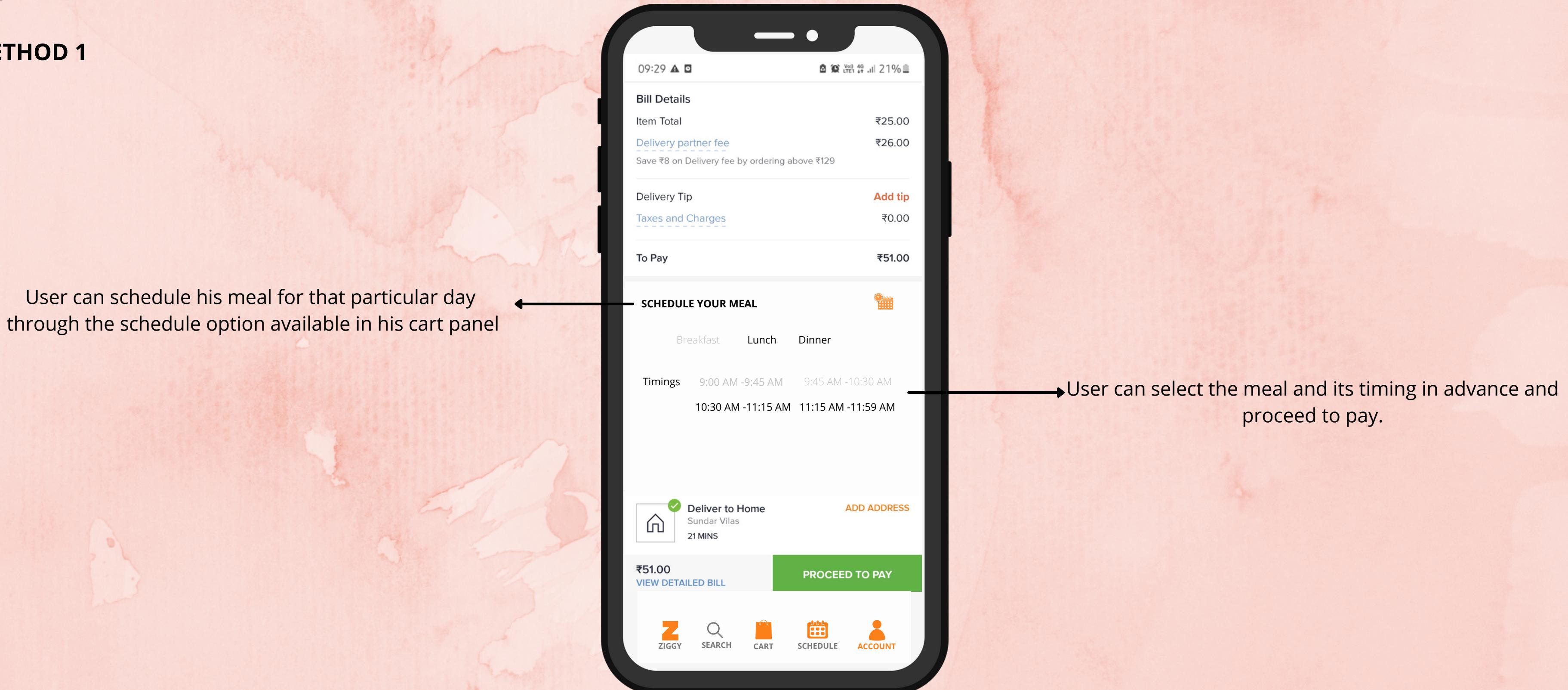
PROBLEM STATEMENT

The present food delivery apps doesn't provide an option to schedule your meal

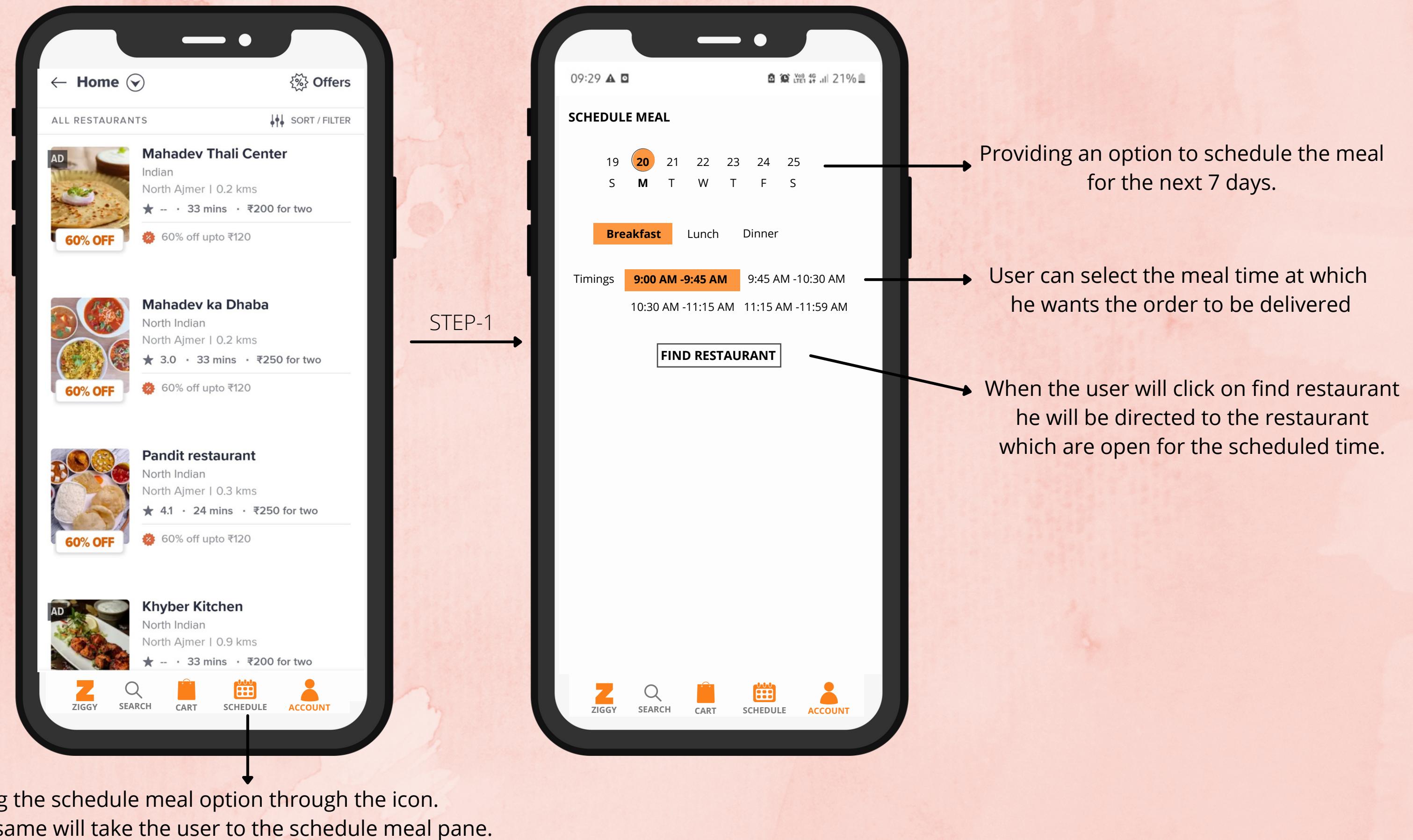
SOLUTION

This drawback can be resolved by providing an in-app feature to schedule the meals. The scheduling feature can be incorporated by the three methods described below-

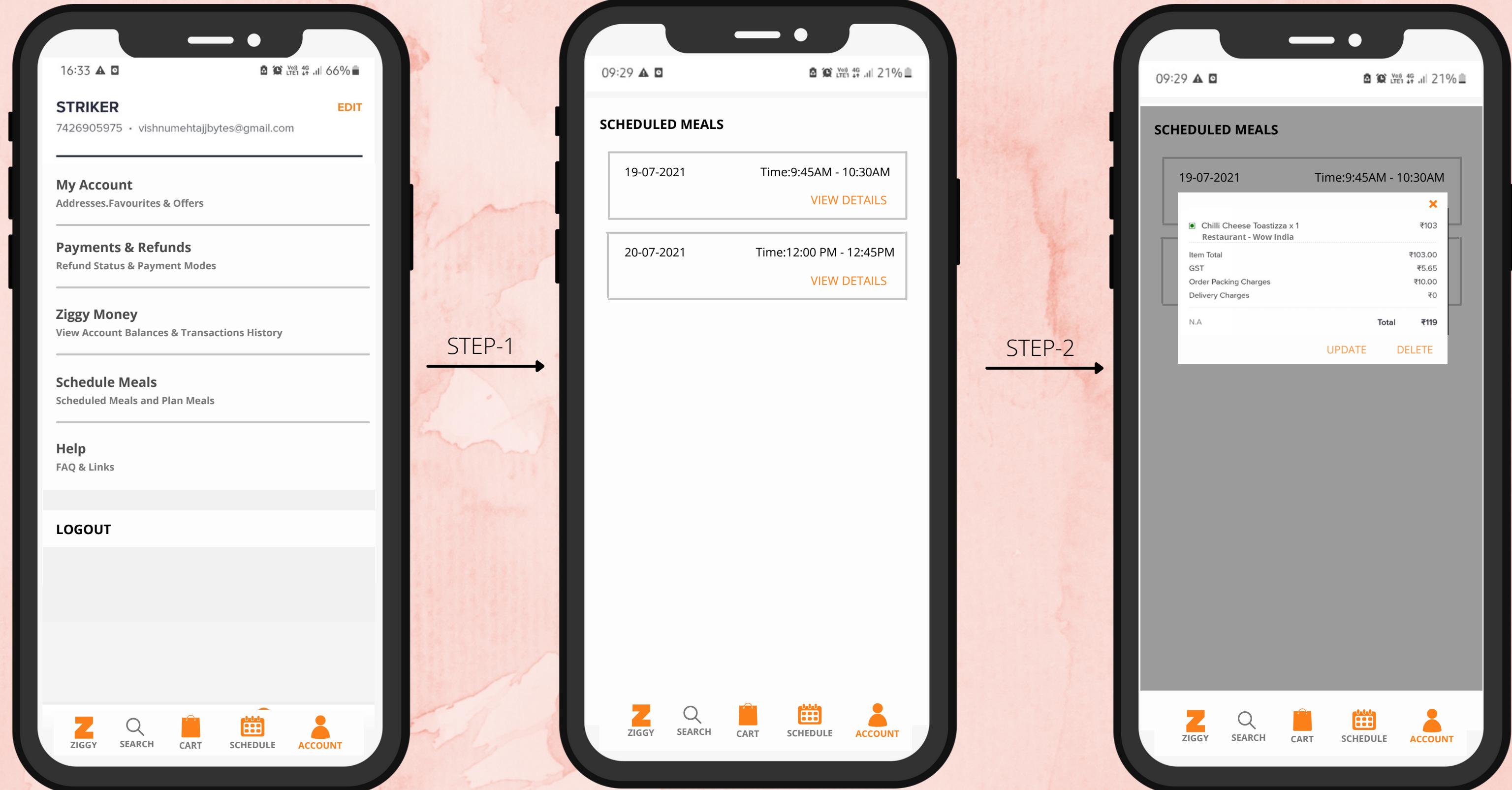
METHOD 1



METHOD 2



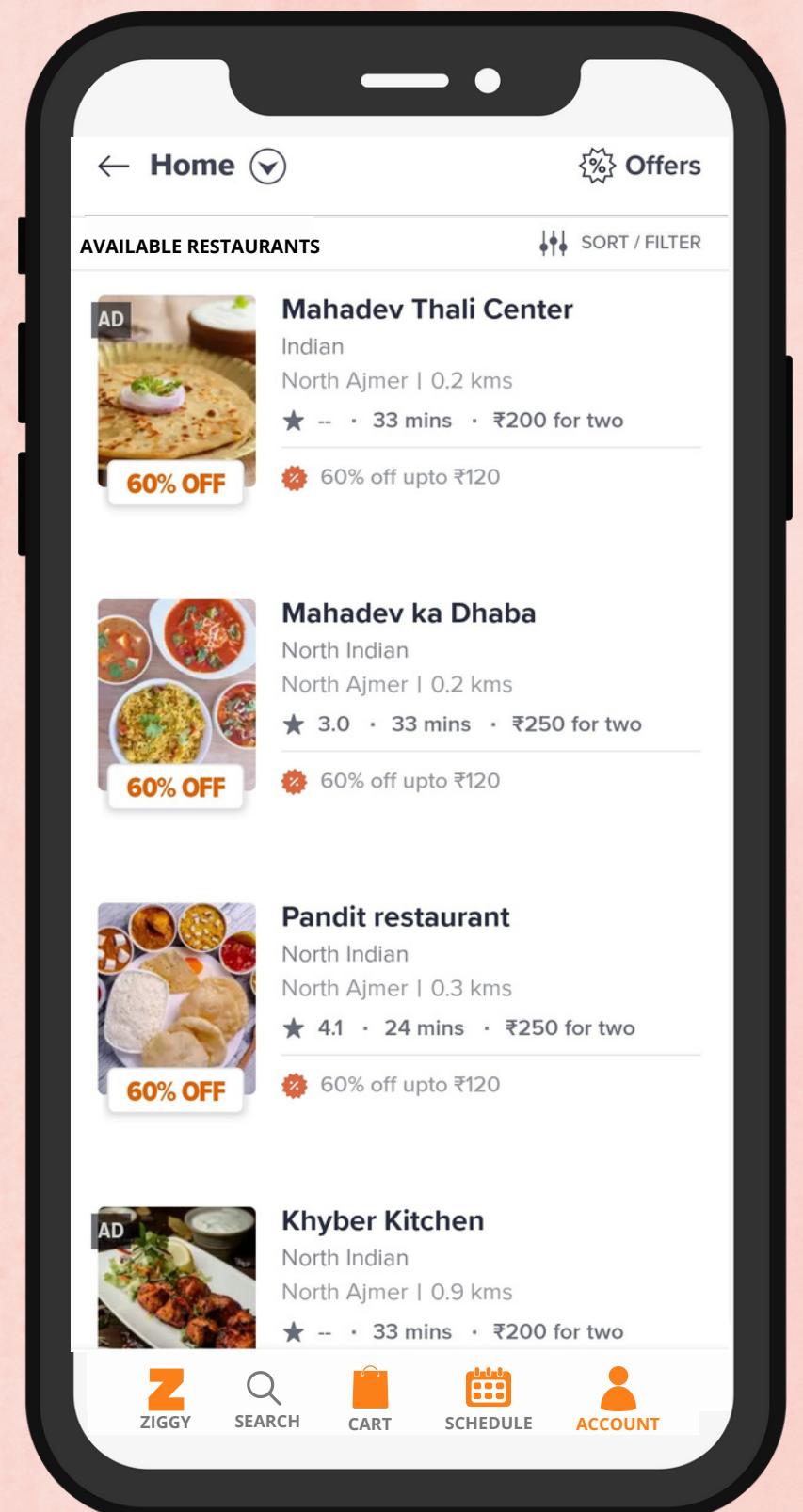
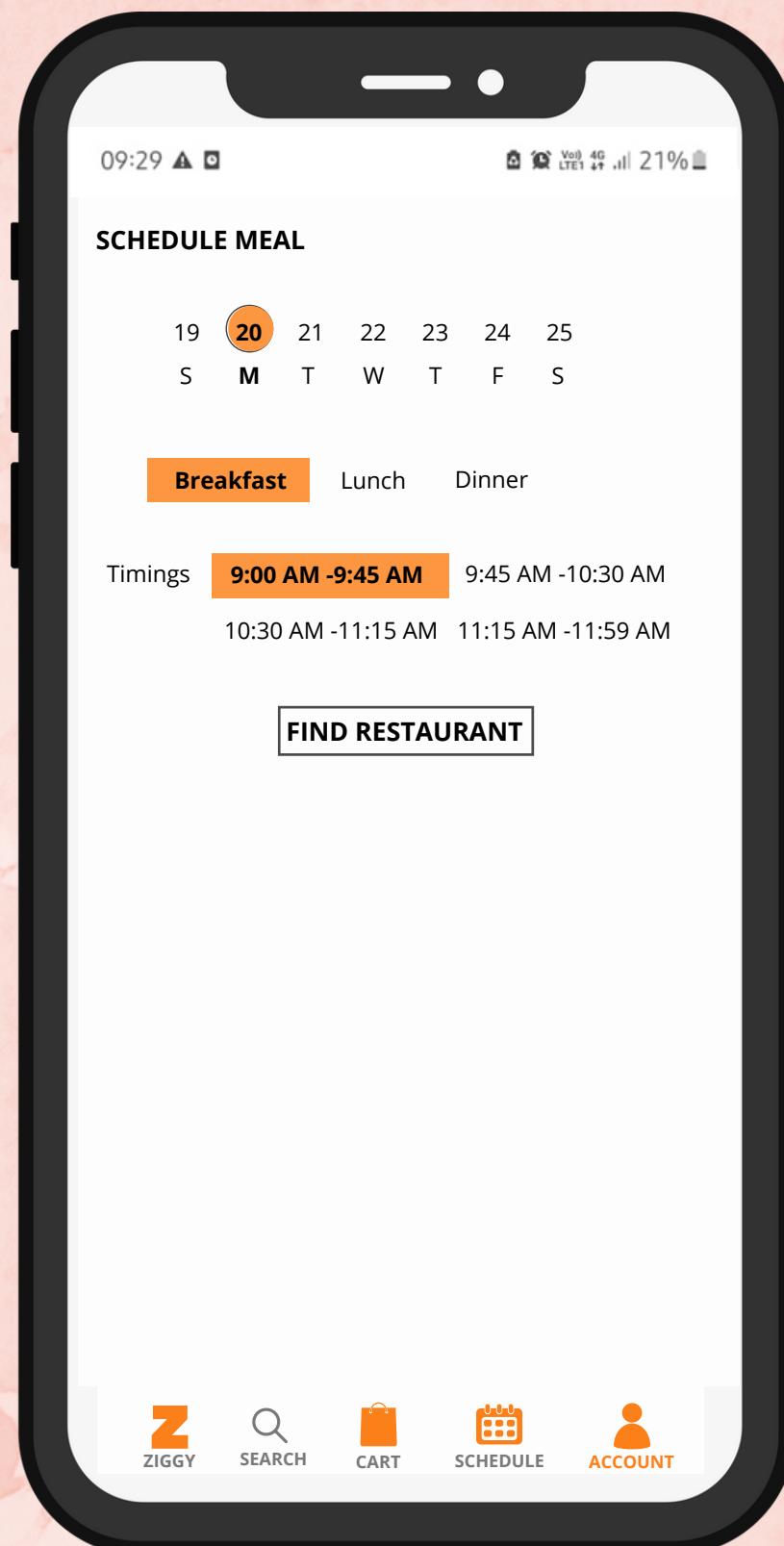
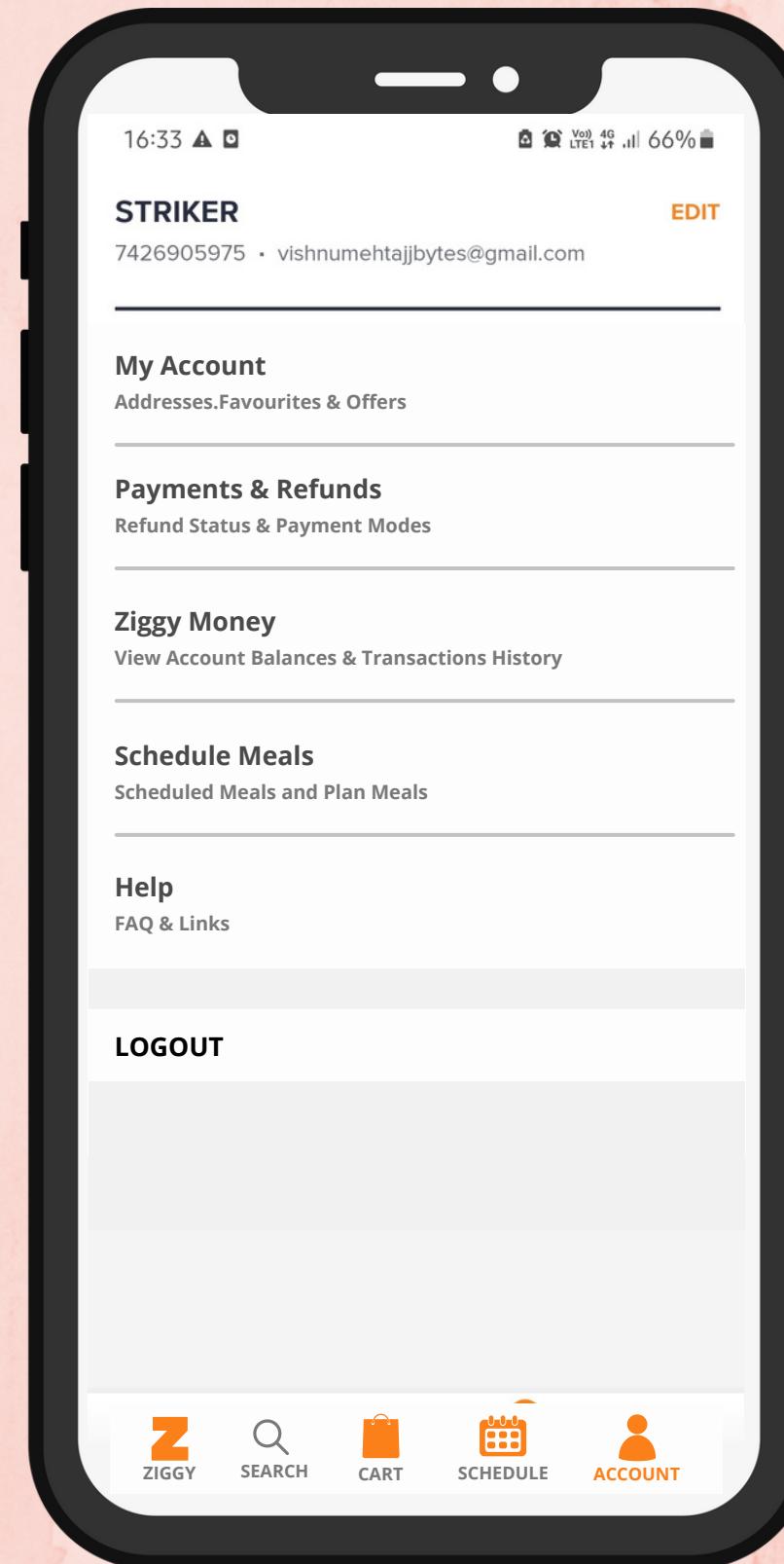
METHOD 3



User can also access the schedule meal option through the profile option. which is provided with two choices one is to see the scheduled meal and the other one is to plan meal.

In the scheduled meal screen user can see his pre order meals. When the user click on view details he can update or delete his order.

When a user click on update button he can modify his order while clicking on delete will cancel his order.



The second option available in the schedule meal is to plan it for the coming week.

On the basis of meal and time selected in the previous screen. User will be shown the available restaurants on the respective date and time.

METRICS

METRICS TYPE	METRIC
Acquisition	Number of users clicking the scheduling icon at the bottom panel per week.
	Number of users clicking the schedule meal option from profile per week.
	Number of users scheduling meals from the cart per week.
Engagement	(Number of users exploring the feature at least for 30 seconds)/ (Total users)
	(Number of meals updated/canceled) / (Number of meals Scheduled per week)
	Comparing number of users scheduling meals for Breakfast/Lunch/Dinner.
Retention	(Number of users with 4+ scheduled meals)/ (Number of users with 1+ scheduled meals in a month)

PITFALLS

- Users might hesitate to order for cravings at the present time due to already planned meals.
- Users might forget to cancel the order due to some emergencies.
- Time taken to develop the feature might take time due to complexities.
- UX might get complex for non tech savvy people.