PES UNIVERSITY
AUGUST – DECEMBER 2022 SEMESTER 5
SOFTWARE ENGINEERING LAB TASKS
Professor-in-charge: Dr. Jayashree R

Problem Statement – 4:

Let's assume you have received funding to launch your project as a start-up. Being at the nascent stage of development processes, you have been tagged under the "Initial" maturity level. Your task is to brainstorm and come up with at least 2-3 new functionality or ways to improve the quality of your project and attain higher levels of maturity according to the CMM model.

1) Make sure food delivery partners are friendly towards customers ,deliver the Food on time and make sure the food is packed correctly and undamaged Also help customers track the food delivery partner

2) Send notifications regarding any offer discounts and promotions to the Customers regularly in order to attract customers

3) Create a monthly or yearly membership for customers which provides exclusive offers ,discount and free delivery to the customers so that customers will order regularly within the membership period

4) Partner with local influencers and use social media to increase the popularity of the food delivery app

5) Take valuable feedback from the customers and implement changes to satisfy the customers