

SnackPacks

Team Two Product Backlog

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Problem Statement

SnackPacks, a small startup company based in Burlington, VT, that sells and delivers pre-made and custom packages of snacks during the school year, would like to reach and serve a larger audience. SnackPacks has been under operation for a year and currently runs on an order-based system, where customers message the owner through Snapchat. In order to expand, SnackPacks requested a website and a native mobile app which can be used to order.

Background Information

Audience

College kids enjoy snacking while studying or hanging out. Currently SnackPacks has a monopoly on a service that delivers snacks directly to students, or teachers on the campuses of Champlain College and University of Vermont, in Burlington, VT. Despite the monopoly, SnackPacks lacks a more effective method of taking orders for its customers, as currently they only take orders through the popular messaging app Snapchat.

Similar Platforms

There are other food delivery platforms, such as Uber Eats, GoPuff, and ChowNow. UberEats and ChowNow fetch and deliver food from restaurants. GoPuff is a delivery service for conveniences, such as snacks and soda.

Limitations

Though similar, and useful, the similar platforms have their limitations. Uber Eats and GoPuff do not deliver in Burlington, VT. ChowNow is not easily accessible through mobile, as there is no Android or iOS app for their service. Our application would beat out ChowNow for simply having a mobile application. Our plan is to initially develop for web using the React framework and then port it to iOS and Android for increased access. Since SnackPacks is a digital-first company, our solution will be best for them.

Backlog

Functional

- 1) As a user, I want to be able to browse SnackPacks and view additional information about them, such as their contents and health information.
- 2) As a user, I want to be able to create a cart so that I can view and manage their order.
- 3) As a user, I want to be able to add items to the cart in a desired quantity so that I can buy them.

- 4) As a user, I want to be able to modify items in the cart, such as the quantity, so that I can change my order.
- 5) As a user, I want to be able to delete items from the cart so that I can change my order.
- 6) As a user, I want to be able to see a clearly labelled price breakdown between the SnackPack and delivery costs, as well as subtotal, tax, and total.
- 7) As a user, I want to be able to pay via select my payment option between cash and card so that I can clarify whether I am paying before delivery or during delivery.
- 8) As a user, I want to be able to pay with card via the app so that pickup is easier.
- 9) As an admin, I want to be able to create new SnackPacks so that I can add new products.
- 10) As an admin, I want to be able to modify the contents and prices of available SnackPacks so that I can improve sales.
- 11) As an admin, I want to be able to delete available SnackPacks so that I can remove poorly performing or limited time SnackPacks.
- 12) As an admin, I want to be able to view a list of all drivers so that I can see who is driving for me.
- 13) As an admin, I want to be able to see the status of drivers so that I can see who is currently available to fulfil a delivery.
- 14) As an admin, I want to be able to add new drivers so that I can allow new drivers to see delivery information.
- 15) As an admin, I want to be able to delete old drivers so that I can remove former drivers from the system.
- 16) As a driver, I want to be able to view order information, such as contents and location, so that I can make deliveries.
- 17) As a driver, I want to be able to accept orders so that I can communicate with other drivers that I am working on this order.
- 18) As a user, I want to see the status of my delivery (i.e. is it being prepared, out for delivery) so I can understand the time this is taking.
- 19) As a user, I want to track the location of my driver so that I can figure out how far away they are and quickly meet them.
- 20) As a user, I want to rate the service of the delivery driver on a scale of 5 so I can reward good drivers and poorly rate bad drivers.
- 21) As a user, I want to write about the quality of the delivery so that I can include specific information.
- 22) As an admin, I want to be able to see the average ratings and written reviews of individual drivers so that I can review performance.
- 23) As a user, I want an estimated delivery time for delivery so that I can know approximately when they will arrive.
- 24) As a user, I want to opt into including the delivery tip into online payment so that I can reward good drivers.
- 25) As a user, I want to opt out of including the delivery tip into online payment so that I don't have to tip.
- 26) As a user, I want to report damaged SnackPack so that I can be refunded.

- 27) As a user, I want to report a non-delivered SnackPack so that I can be refunded.
- 28) As a user, I want to cancel an order of a SnackPack so that I can be refunded.
- 29) As a user, I want to receive a refund on cancelled, lost, or damaged SnackPacks so I can get my money back for a bad product.
- 30) As an admin, I want a way to tell if a user is abusing the cancelled, lost, or damage SnackPack refunds so that I can tell when people are abusing the refund system.
- 31) As an admin, I want to be able to ban users or addresses from ordering so that I can block troublesome users.
- 32) As a user, I want to leave a review on a SnackPack so that other user's can view my opinion.
- 33) As a user, I want to upvote helpful reviews so that I can promote good reviews.
- 34) As a user, I want to downvote unhelpful reviews so that I can demote bad reviews.
- 35) As a user, I want to sort reviews by number of upvotes so I can read good reviews.
- 36) As a user, I want to search for a SnackPack by item within the SnackPack so that I can buy SnackPacks based on what I want.
- 37) As a user, I want to search for a SnackPack by name so that I can find a specific SnackPack.
- 38) As a user, I want to filter SnackPacks by price range so that I can find a SnackPack within my budget.
- 39) As a user, I want to filter SnackPacks by allergens so that I can avoid allergies myself or those around me have.
- 40) As a user, I want clear indications of allergens that a SnackPack contains so that I can make an informed decision.
- 41) As a user, I want to be able to customize my SnackPack so that I can get exactly what I want.
- 42) As a user, I want to sort SnackPacks by popularity so that I can find good options.
- 43) As a user, I want to sort SnackPacks by customer reviews so that I can find good options.
- 44) As a user, I want to sort SnackPacks by a combination of the available sorting methods so that I can view based on my preference.
- 45) As an admin, I want to be able to track anonymized statistics regarding product performance so that I can make decisions to delete or promote SnackPacks.
- 46) As an admin, I want to see which products are trending so that I can see what products are popular.
- 47) As an admin, I want to see what product has had the most orders so that I can see what products are popular.
- 48) As an admin, I want to see what product has had the least orders so that I can see what products are not popular.
- 49) As an admin, I want to advertise trending products to promote more orders so that I can increase profit.
- 50) As an admin, I want to advertise unpopular products so that I can promote more orders.
- 51) As a user, I want a rewards program so I am benefitted for being a return customer (if time allows).

- 52) As a user, I want to view current rewards in the rewards program so that I can see what to redeem (if time allows).
- 53) As a user, I want to view future rewards in the rewards program so that I can see what to expect (if time allows).
- 54) As a user, I want to claim rewards from the rewards program so I can save money (if time allows).
- 55) As a user, I want to be able to save orders so that I can more easily order them again (if time allows).
- 56) As a user, I want to be able reorder previous orders so that I can save time from remaking a cart (if time allows).
- 57) As a user, I want to be able to set up recurring orders so that I can avoid having to reorder (ie: every month as long as the SnackPack is available) (if time allows).
- 58) As a driver, I want to be able to have in-app navigation or a hyperlink to more quickly get directions so that I can more effectively reach a delivery location (if time allows).
- 59) As an admin, I want to be able to track working drivers locations so that I can see driver status (if time allows).
- 60) As a user, I want the option to only enter my payment information once so that I can save time ordering (if time allows).
- 61) As a user, I want the option to only enter my address once so that I can save time ordering (if time allows).
- 62) As a user, I want the option to follow a tutorial upon first using the app so that I understand how to use the app (if time allows).
- 63) As a user, I want a help feature to troubleshoot problems I might run into so that I can fix problems (if time allows).
- 64) As a user, I want a contact that I can reach out so I can fix problems I encounter (if time allows).

Non-Functional

Architecture and Performance

The front end will be implemented with React, and React Native/Meteor. JS will be used to port the apps to mobile. The server side will be implemented as a Node server on an Amazon EC2 instance, with Amazon Lambda serving as an API endpoint, and the database will be hosted using Amazon RDS.

Security

Along with being protected by Amazon's included security, user passwords and emails will be encrypted in the database. Payments will be handled through Braintree, Paypal's payment API. We will be getting an SSL certificate for HTTPS. Data will also be encrypted when sent to the server.

Usability

The interface on both the website and the app will be clean and simple so that first time users will be able to navigate it easily. The website will also have administrative features that can be accessed after logging in with an administrative account. This will prevent users from being able to access administrative features and make it simple for administrators to access their features. Both the Android and the iOS apps will have separate interfaces for the users and the drivers, with their respective features. The website will be accessible on all browsers and displays, and the mobile apps will support Android 5.1+ and iOS 10+.

Hosting / Deployment

The app will be deployed on an Amazon Web Services Elastic Computing instance with Amazon Lambda as an API endpoint.