

Capstone Project – 1

Introduction:

Introducing 'FreshFoods,' a venture inspired by the success of the popular American Unicorn start-up, 'Misfits Market.' Primary focus is simple yet impactful: to deliver fresh, organic food directly from farmers to your doorstep. Picture enjoying a diverse range of farm-fresh produce – from fruits to spices and cereals.

'FreshFoods' is about simplicity. Goal is to bridge the gap between farmers and consumers, offering the essence of organic living at an affordable price.

I have divided the project into 6 management phases and will describe the development through each stage.

1. Idea Generation and Exploration:

Survey Link: <https://forms.office.com/r/Hp8XkxFGNX>

Summary:

https://forms.office.com/Pages/AnalysisPage.aspx?AnalyzerToken=f3oZtpYojL2X12Vu3ztIRAXTI0Vo6RkE&id=DQSlkWdsW0yxEjajBLZtrQAAAAAAAAAAAAO__SBDNUtUMzhIQjVDR1Y0UEtSMINOQUhPSFE2QkFPTy4u

Upon small research done, I have noticed that there is gap, fresh produce isn't reaching consumers efficiently. Also, farmers in various news mediums reveal challenges in connecting with buyers. Small survey done tells that people are interested in buying produce directly from farmers if they are assured of quality and easy accessibility of produce. More information would be known if I directly have conversations with farmers community. But I am skipping that as part of project.

Now that I am confident about my idea, proceeding to next phase...

2. Concept Development and Planning:

I've envisioned a straightforward UI for 'FreshFoods.' The journey begins with the authorization page. Following that, much like popular apps such as Big Basket, users will encounter distinct produce categories ('fruits,' 'cereals,' 'pulses,' 'spices,' 'vegetables') each accompanied by images. Users can easily select their desired items, with prices displayed below each product.

Upon clicking on a product photo, users will be directed to a dedicated page where they can specify the quantity they wish to purchase. The price will dynamically adjust based on the selected quantity. Once satisfied with their selection, users can seamlessly proceed to the cart for checkout.

For payment, options include credit/debit cards, net banking, cash on delivery, and UPI methods. This user-friendly approach aims to make the entire shopping experience smooth and convenient.

User Flow:

Authorization: Users log in or sign up.

Main Dashboard: Users select a category (e.g., "Fruits").

Category Page: Users browse and select a specific product.

Product Details Page: Users adjust the quantity and add the item to the cart.

Cart Page: Users review their selections and proceed to payment.

Payment Options: Users choose a payment method.

Order Confirmation: Users receive confirmation of their order.

User Personas:

Name	Age	Occupation	Location	Behavioral Traits	Goals and needs	Challenges
Mr. X (Health-Conscious Urban Professional)	25-34	Marketing Manager (Working Professional)	Urban Area	Health Conscious, Busy Schedule, Tech-Savvy	<ol style="list-style-type: none">1. Access to a variety of fresh fruits, cereals, and spices.2. Reliable delivery services to accommodate a busy lifestyle.	<ol style="list-style-type: none">1. Limited time for physical grocery shopping.2. Difficulty finding fresh produce in the urban area.
Ms. Y (Eco-Friendly Family Shopper)	35-44	Environmental Consultant	Suburban area	Eco-friendly Lifestyle, Family-Centric, Preference for Quality	<ol style="list-style-type: none">1. Sustainable and environmentally friendly grocery options.2. Family-friendly product selection, including fresh vegetables and pulses.	<ol style="list-style-type: none">1. Limited availability of organic products in the local market.2. Balancing work commitments and family responsibilities.

3. Design and Development:

I have made a simple prototype using Figma software. I tried to make a functioning website using no-code app builder Bubble but wasn't successful in creating an aesthetically pleasing one and also it was very time consuming. I have added a video walkthrough of prototype in project folder.

Link to Figma board:

[https://www.figma.com/file/4MyLIEnWHioQ1IbPvIHjTy/Dashboard-UI-Kit---Dashboard-\(Community\)?type=design&node-id=1%3A9655&mode=design&t=U8FtwBKahc0WUrL5-1](https://www.figma.com/file/4MyLIEnWHioQ1IbPvIHjTy/Dashboard-UI-Kit---Dashboard-(Community)?type=design&node-id=1%3A9655&mode=design&t=U8FtwBKahc0WUrL5-1)

If there were a greater number of people in project, we could have had different ideas to make UI more creative and user-friendly.

4. Testing and Iteration:

The Figma prototype I have added is the result of many rectifications of glitches and positive iterations. Again, if team size was big and if I had access to a supervisor, we could come up with an enhanced prototype. Based on feedback from beta testing with small group of my friends I have made a simple Figma prototype attached above.

5. Launch and Market Introduction:

After successfully developing a prototype of our application, our next strategic move is to launch an impactful marketing campaign. We can plan to collaborate closely with local farmers to raise awareness in our immediate vicinity. As part of our Go-to-Market strategy, we aim to allocate advertising funds judiciously across various social media platforms. Our core value proposition encapsulates this vision: 'Empowering health-conscious consumers, our app seamlessly facilitates a direct connection with local farmers, paving the way for a healthier and sustainable lifestyle.'

6. Post-Launch Monitoring and Optimization:

After the application has launched and customers are providing insights, we can analyze user engagement data, optimize the app based on usage patterns, and plan for future updates. We can then collaborate with farmers to introduce new products and enhance the overall 'FreshFoods' experience.

Few metrics to track after launch would be:

User Acquisition Metrics:

Downloads: Track the number of downloads to gauge initial interest.

User Registrations: Measure the number of users who sign up for the app.

User Engagement Metrics:

Active Users: Monitor the number of users actively engaging with the app on a regular basis.

Session Duration: Measure how much time users spend on the app per session.

Product Interaction Metrics:

Add to Cart Rate: Assess how often users add products to their cart after viewing them.

Conversion Rate: Calculate the percentage of users who make a purchase after adding items to their cart.

Retention Metrics:

Retention Rate: Evaluate how many users continue to use the app over time.

Churn Rate: Measure the percentage of users who stop using the app.

Financial Metrics:

Average Order Value (AOV): Calculate the average value of each order.

Total Revenue: Track the overall revenue generated through the app.

Customer Support Metrics:

Customer Queries: Monitor the number and types of queries received.

Response Time: Measure the time taken to respond to customer queries or issues.

App Performance Metrics:

App Crashes: Monitor the occurrence of app crashes or technical issues.

Social Media Metrics:

Social Media Engagement: Track likes, shares, and comments on social media posts related to the app.

Click-Through Rate (CTR): Measure the effectiveness of social media ads in driving clicks.

Feedback and Ratings:

User Ratings: Monitor user ratings and reviews on app stores.

Customer Feedback: Collect and analyze feedback directly from users.