

DeliverEase

Achieve a 30% reduction in user decision-making time by optimizing food delivery search, comparison, and checkout flows within the next six months, empowering users to select the best food delivery options faster and with fewer steps.

User Personas



AGE: 35 LOCALITY: Urban City
ROLE: Night Shift Security Guard
INCOME: \$35,000 per year
NEEDS:

- Quick & convenient food options
- Order food during night when most places are closed



AGE: 29 LOCALITY: Suburban Town
ROLE: Nutritionist
INCOME: \$50,000 per year
NEEDS:

- Follows a strict diet plan (vegan)
- App shows detailed food insights
- An app that is within budget



AGE: 56 & 48 LOCALITY: Metropolitan City
ROLE: Busy Parents (Factory workers)
INCOME: \$40,000 per year
NEEDS:

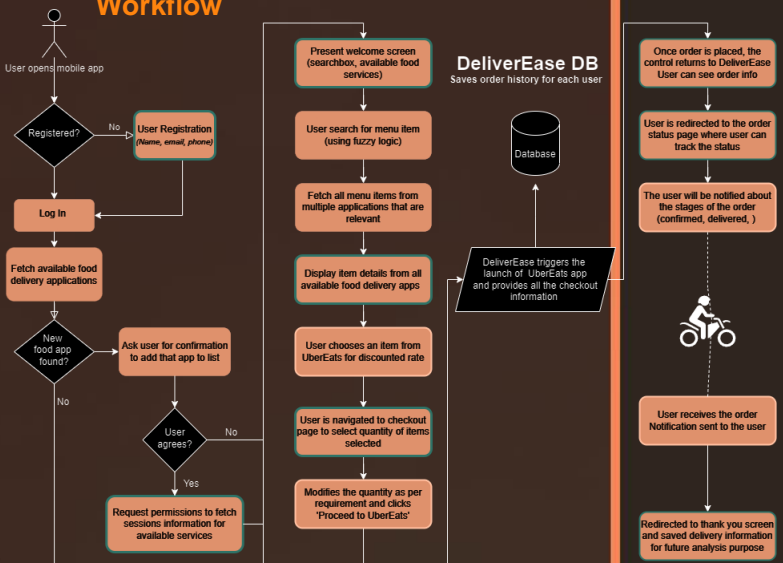
- Family-sized healthy meals options
- Affordable, bundled meals
- Scheduling for weekly meal delivery

Epic

Effortless Food Delivery Comparison and Ordering with DeliverEase. A streamlined platform for comparing food delivery options.

- Create the registration page
- Unified Fuzzy Search
- Real-time comparison options of prices, delivery times & discounts.
- Track delivery status .
- Highlight key daily discounts
- Seamless integration with external food service apps
- Ad-Free support with subscription for more quicker and streamlined experience.

Workflow



Big Picture

A single-point food delivery comparison application designed to make life easier by giving the big picture in one place.

Core User Experience

- Unified Search
- Side-by-Side Comparison
- Seamless Ordering Process
- Real-Time Order Tracking
- Personalized Experience
- Deals and Discounts Integration

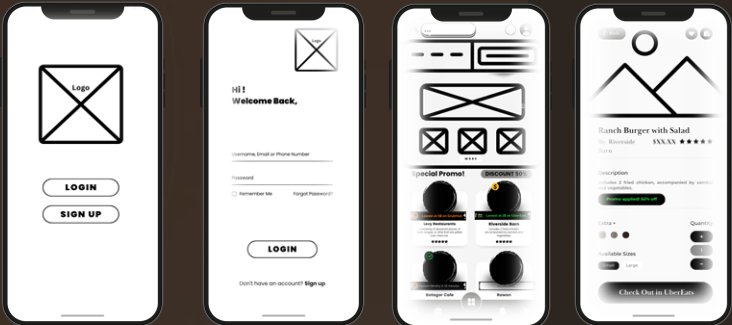
Main Features

- Multi-Platform Search and Compare
- Dietary Filters and Customizations
- Order History and Quick Reorder
- Family-Friendly Options

Success Metrics

Users Activity: Reach 2000 daily active users
User retention rate > 55%
Monthly 20% new users added
Conversion rate: Convert 10% of users quarterly from free to paid
Monetize anonymized user data
Reduce food search and order time by 30% annually
Implement location based alerts for best meal items from around 5 miles radius

Wireframes



Storyboard

1 Label

* A user sits on a couch, surrounded by open laptops and smartphones, displaying various food delivery apps, holding their head in their hands

2 Label

* A friend sits next to the user, using a smartphone to show the DeliverEase app open, displaying a clean interface with a search bar.

3 Label

* The friend shows the smartphone to the user, highlighting the DeliverEase app interface.

4 Label

* The user takes the smartphone and enters 'Taco Bell' into the search bar of the DeliverEase app.

5 Label

* The DeliverEase app displays results with prices, wait times, and logos for Grubhub, DoorDash, and UberEATS.

6 Label

* The order is received at the restaurant. The restaurant prepares the order and sends out for delivery. Once, out the user is notified via push notifications and live map location about the delivery.

7 Label

* The user can continue with their task while the order is delivered and this a notification will pop-up on the user's smartphone when the food reaches their doorstep

8 Label

* The application automatically backups the recent order history in the database (all in the background) while the user is busy enjoying their meal. This data will be used for analysis purpose.

9 Label

* Once the user finishes their meal, approximately 20 minutes later the phone will buzz again in order to request the user for the feedback

- **Vision:** DeliverEase aims to be a quick, hassle free, and trusted one-stop solution for consumers to compare real-time food delivery service pricing, wait times and personalized promotions offered by multiple food delivery services such as GrubHub, UberEATS, etc. on the go. With a vision to capture more than 90% of the market share by the end of 2025.
- Following are the **goals** that we aim to achieve:
 - Save valuable user time
 - Minimize the hassle of navigating through multiple apps
 - Quickly order their daily/weekly meal plans with minimal system interaction
 - User friendly user interface
 - Best in class privacy and security features

Big Picture

- **Overview: DeliverEase** is a single-point food delivery comparison application designed to make life easier by giving the big picture in one place. Aggregating from major delivery platforms like Grubhub, DoorDash, and UberEATS, it helps a user make quicker, more affordable decisions without having to toggle between applications. DeliverEase focuses on speed, cost savings, and ease of ordering-features that best match what a user needs.
- **Core User Experience**
 1. **Unified Search:** Users can search for specific restaurants, cuisines, or items, and DeliverEase retrieves options from all linked platforms. The app uses fuzzy search to simplify finding items without needing exact names, allowing users to type in broad terms like "veggie pizza" or "taco".
 2. **Side-by-Side Comparison:** DeliverEase's key feature is its comparison tool, where users view side-by-side delivery times, fees, and any promotions across platforms. This is essential for saving both time and money, especially for users looking for the best deal or the fastest delivery.

Big Picture (Contd...)

4. **Seamless Ordering Process:** Users add items to their DeliverEase cart and then select the desired delivery service at checkout. DeliverEase transfers the order to the chosen platform, populating the items automatically in the external app, eliminating the need to re-enter information.
5. **Real-Time Order Tracking:** After ordering, users receive real-time updates on their delivery status, from confirmation to arrival, including estimated delivery times and live tracking on a map.
6. **Personalized Experience:** The app's algorithm tailors recommendations based on users' past orders, favorite restaurants, and dietary preferences, providing a personalized experience that adapts over time.
7. **Deals and Discounts Integration:** DeliverEase aggregates all available promo codes and discounts across platforms, automatically applying any that match the user's selected items or preferences. For example, users are notified of a "buy one, get one free" deal if it's available for their chosen restaurant.

Big Picture (Contd...)

▪ Main Features

1. Multi-Platform Search and Compare: Simplifies searching across multiple delivery apps, giving users a single, consistent interface to compare options.
2. Dietary Filters and Customizations: Allows users to filter options by dietary preferences (e.g., vegan, gluten-free) or other customizations to find meals that meet specific needs.
3. Order History and Quick Reorder: Saves favorite items and past orders for fast reordering, catering to users who frequently reorder the same items.
4. Family-Friendly Options and Bundles: Supports family-sized orders and bundled deals for busy parents or group orders, with features to split bills or manage multi-item carts.
5. User Profiles and Preferences: Each user can create a profile that stores preferred payment options, saved addresses, dietary restrictions, and order history for a personalized experience.

Product Success Metrics

■ Users activity (weekly or monthly)

- Reach 2000 daily active users to collaborate with companies for advertisements
- User retention rate greater than 55% along with a monthly 20% new users added monthly

■ Conversion rate (free to paid)

- Convert 10% of users quarterly from free ad-based version to paid add-free version to generate recurring revenue
- Monetize anonymized user data by collaborating with agencies that want it for research and analysis

■ Generate quality metrics for analysis

- Application maintains record of past orders and generates weekly, monthly, quarterly report
- Generate a eagle eye view of the application performance showing sales data from 3 major food providers for administration purpose

■ Smart recommendation system

- By recording users order history, location and time app suggests for possible meal choices with best deals through in-app notifications to the users
- Location based alerts for best meal items from around 5 miles radius

Target Groups

- **Health-Conscious Foodies:** They focus on keeping a balanced diet and will more often than not seek out meal choices that will fit certain dietary needs: keto, vegan, or low-carb. They prefer platforms that can filter options by calorie count, ingredients, or dietary restrictions.
- **Remote Workers in Rural Areas:** Those who work from home in less-populated areas will have fewer delivery options and then depend on services that cover more ground. They appreciate the transparency of the delivery times and the restaurants available that can cover the longer distances for delivery.
- **Freelancers & Digital Nomads:** They are moving quite often between cities and countries, so they will be interested in the same set of reliable food options in each place. They would love apps that could adapt to different regions, offering local food insights and reviews by other travelers.
- **Busy parents of young children:** Parents who often look for quick, affordable, family-friendly dining options appreciate features such as bundled meals or child-friendly options. They benefit from delivery applications that offer them precise delivery time, discounts, and flexible ordering with a busy schedule in mind.
- **Night Owls and Shift Workers:** They include staff from the nearby hospitals, security guards, among others who work odd hours and need access to food delivery services in the dead of night. They would look for platforms with a wide range of 24/7 delivery options and reliable customer support during odd hours.
- **Eco-Friendly People:** These users emphasize sustainable choices and seek restaurants that serve food with either eco-friendly packaging or locally sourced ingredients. They appreciate transparency in their order's carbon footprint or the availability of green options.

User Personas



ARON

Age: 35'
Low earnings, long shifts,
Odd meal timings
Night shift security guard



CHRIS & TAYLOR

Age: 56' and 48'
2 children, both busy working
professionals,
Usually order family-size meals
Factory workers



TAARA

Age: 29'
Vegan, health conscious, gymnast
Nutritionist at a wellness clinic

Aron J.



AGE: 35

ROLE: Night-shift
Security Guard

LOCALITY: Urban
City

Works late night daily,
introvert, enjoys eating alone

KEY METRICS

Socioeconomic Position



Technical Literacy



Schedule constraints



Scale of expense



ABOUT

Aron, a 35-year-old security guard working in a 24/7 corporate office complex. He has been living away from his home ever since his early 20's. With his busy schedule and frequent long hours, he relies on food delivery services to save time on meal prep and enjoy the convenience of having food brought directly to his door. Aron orders food delivery several times a week and values efficiency, reliability, and an intuitive ordering process. He's tech-savvy but doesn't want to spend extra time navigating between multiple apps to compare prices and delivery times. He appreciates a streamlined experience that lets him quickly find what he wants, select the best option, and get back to his day without disruptions. Aron is usually tied to his desk major time of the day and only takes occasional breaks. These breaks are very short and he only gets a small window where he can use his cell-phone prior to the breaks. This is why Ja Aron mes is frustrated about having to use 4-5 different food delivery apps every time he wants to have a meal.

NEEDS

- A quick way to compare delivery times and prices across services
- An intuitive, no-fuss app that remembers her preferences for faster reordering
- Reliable information about the delivery times at late night
- The app should be secure and not store sensitive information from his wallet
- Access to high-energy meals through the night
- Does not have any issue with advertisements in the application

PAIN POINTS

- Limited diet options during night time
- Often short lunch-break and can't waste time navigating between apps
- No single means to search for food items across multiple food delivery applications on the go
- Current applications have cluttered UI and unwanted pop-ups that waste time
- Difficult to order in 2-3 clicks, no re-order last meal option available in all apps

Taara S.



AGE: 29

ROLE: Nutritionist at
Wellness clinic

LOCALITY: Suburban
City

Health Conscious, foodie, eco-
friendly

KEY METRICS

Socioeconomic Position



Technical Literacy



Schedule constraints



Scale of expense



ABOUT

Taara is 29, currently a nutritionist at Texas A&M Health Sciences Department. She is actively juggling work, lab sessions, and a full-time job. Living off-campus with a few roommates, she often turns to food delivery for quick meals between her packed schedule. When she's not studying or hanging out with friends, Taara enjoys exploring local food options and trying new places. She prefers eating only diet conscious food though! For her, food delivery is about convenience, cost-saving and flexibility, fitting seamlessly into her busy college life. The cost aspect is one of the most important as she also tends to save smartly.

She follows a strict pescatarian diet and often searches for meals that align with her values of sustainability and health. None the less, she is passionate about trying variety of food items and wants to explore varied variety of food daily. She is also vegan that makes it frustrating for her to set the preference every time in the food delivery apps she uses daily.

NEEDS

- Easy filtering of menu items based on dietary preferences set once initially
- A free version of the app with ads, but also open to pay a small fee for an ad-free version if affordable
- Push notifications on the phone when discounts are available
- An eco-friendly restaurant that uses sustainable packaging
- She absolutely needs a intuitive and clean UI to compare quickly on the go

PAIN POINTS

- Limited healthy options available on most apps, too many fast food options
- Different platforms have different promo code options and cannot check one by one for every platform
- Lack of transparency: have hidden fees towards the end stage of ordering
- Premium plans of delivery are on the higher end
- Frequent packaging waste, which goes against her eco-conscious values

Chris & Taylor

ABOUT

Chris (36) and Taylor (34) are a married couple with two young kids, ages 4 and 7. Both work full-time – Chris in IT and Taylor as a teacher – which leaves them with little time for meal preparation. They seek food delivery solutions that cater to family needs, balancing quick delivery with a variety of affordable, kid-friendly meal options. They appreciate meals that the entire family will enjoy compromising on health.

The kids are foodie and eat a lot, while Chris is a cyclist and so he eats a full healthy meal. Taylor has longer shifts on weekdays and so she cannot cook daily. They cook together on the weekends, but for all the other days of the week, with kids going to school, the timelines are very packed and they need a reliable service that can accept weekly food plans and deliver them on time everyday. They need healthy options to ensure that the kids stay in the best health.



AGE: 58 & 48

ROLE: Factory workers

LOCALITY: Metropolitan City

Foodie, gym enthusiast, two young kids, cyclist

KEY METRICS

Socioeconomic Position



Technical Literacy



Schedule constraints



Scale of expense



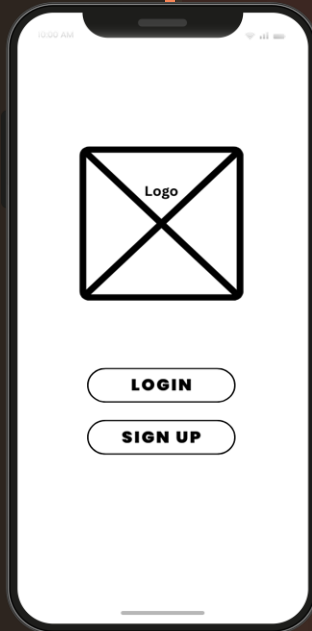
NEEDS

- Family-sized meals that offer a balance of nutrition and kid-friendly options.
- Affordable, bundled meals to feed the whole family without overspending.
- Quick delivery, especially on weekdays when both are busy with work and after-school activities.
- Options to order food in advance or schedule weekly deliveries

PAIN POINTS

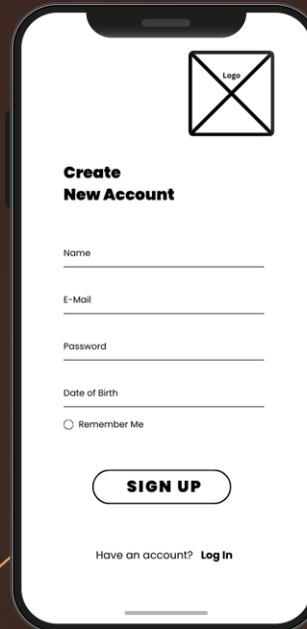
- Many apps lack bundled family deals, making individual orders more expensive.
- Limited healthy and kid-friendly options, with too many spicy or complex dishes.
- Challenges finding variety without paying high delivery fees.
- Often faces inaccurate delivery times, which disrupts their evening routines.

Wireframes



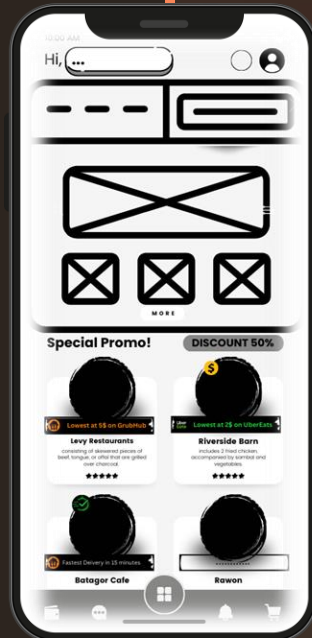
The initial landing page for the app, where it allows existing users to navigate to login page and new users to the registration page

1



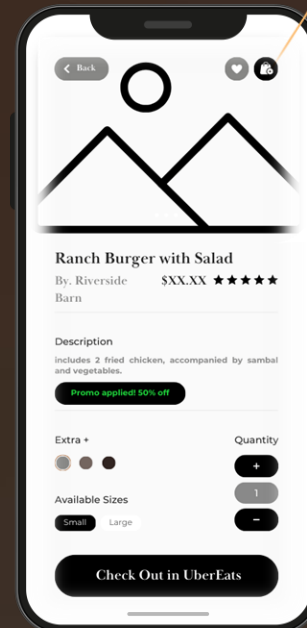
The Registration page allows new users register and verifies their information. Once verified they are taken to the login page

2



The home screen allows users to search for a food item and then displays cheapest/fastest options for them to checkout

4



The menu selection page allows user to add one or more menu item to the bag and checkout the order from users own application by switching from the current

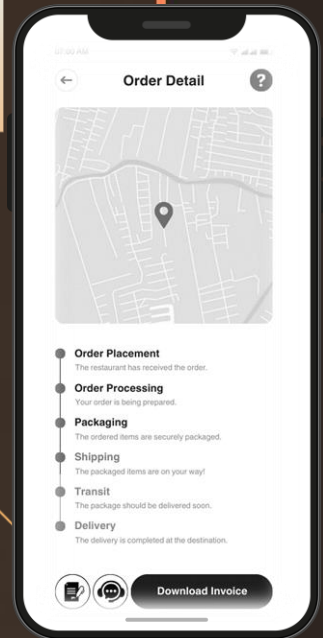
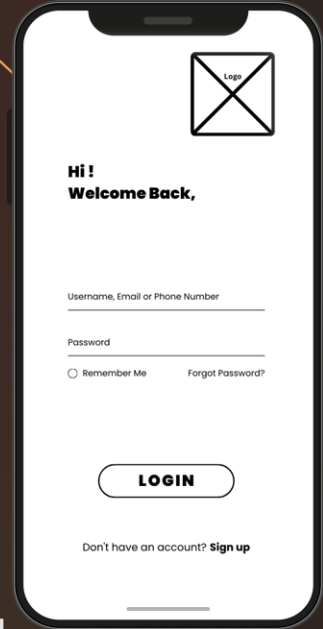
5

Once ordered, the application then allows user to track their order with real time updates till the order is delivered to the user

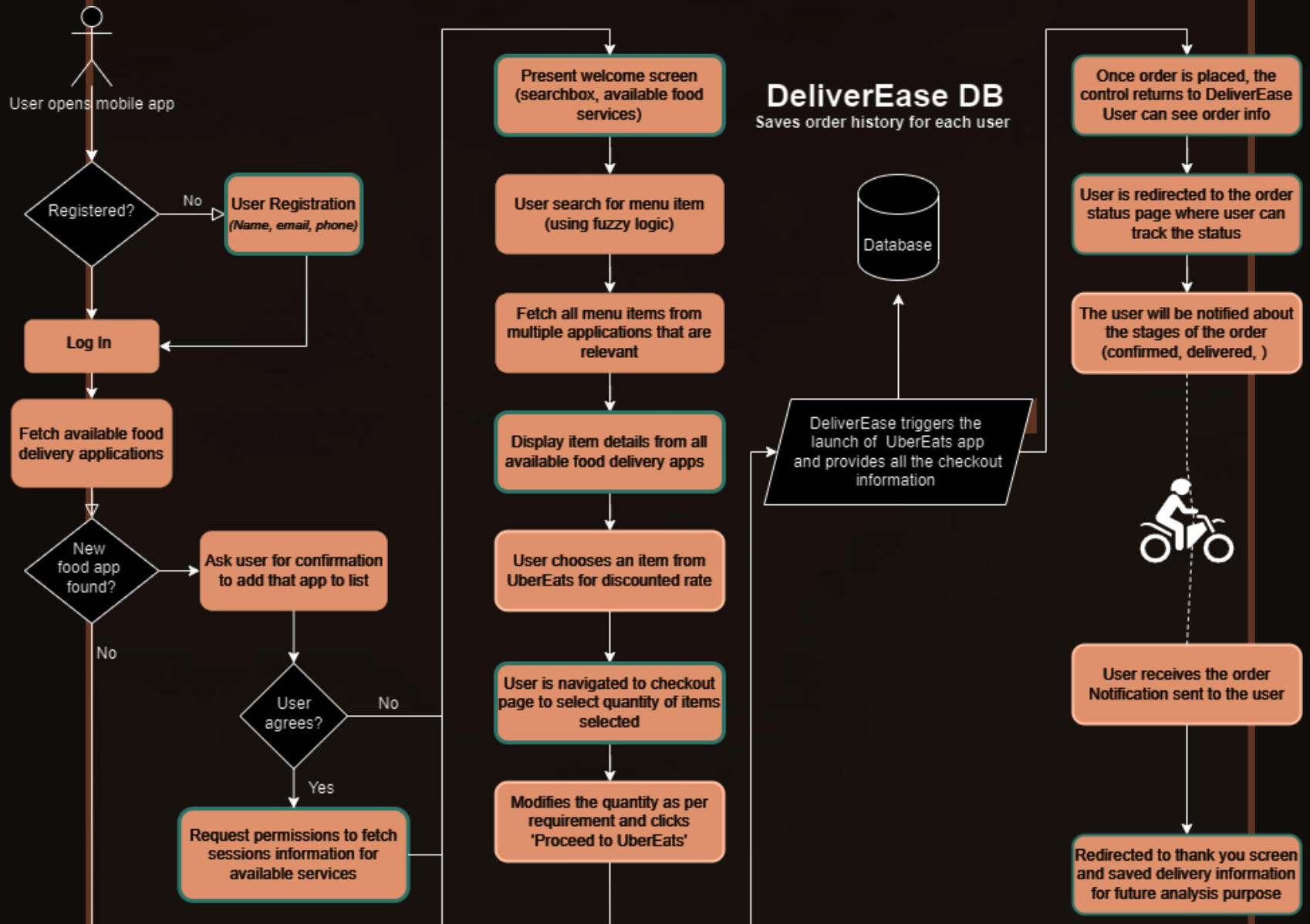
6

The login page verifies if the user exists in the system and then allows them to enter the application

3



Workflow



Storyboard



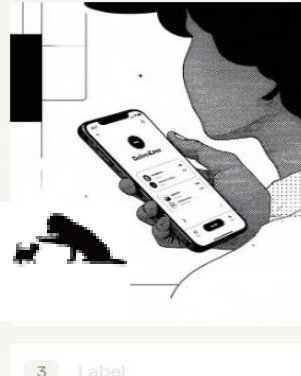
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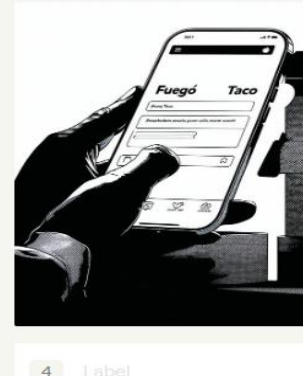
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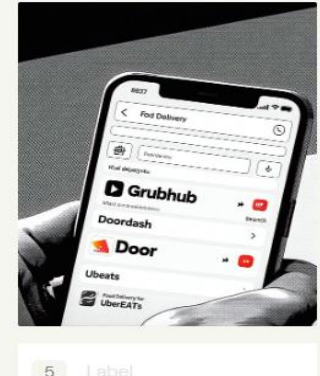
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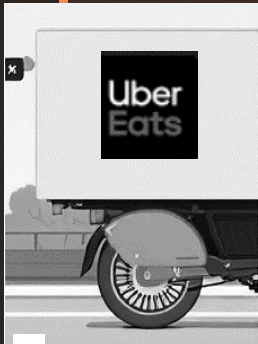
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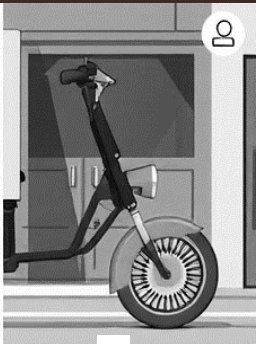
5 Label

- * The DeliverEase app displays results with prices, wait times, and logos for Grubhub, DoorDash, and UberEATS.



6 Label

- * The order is received at the restaurant. The restaurant prepares the order and sends out for delivery. Once, out the user is notified via push notifications. And live map location about the status of the order.



Label



7 Label

- * The user can continue with their task while the order is delivered and this notification will pop-up on the user's smartphone when the food reaches their doorstep.



8 Label

- * The application automatically backs up the recent order history in the database (all in the background) while the user is busy enjoying their meal. This data will be used for analysis purposes.



9 Label

- * Once the user finishes their meal, approximately 20 minutes later the phone will buzz again in order to request the user for the feedback and suggestions.

Epic

This epic focuses on providing users with a seamless experience to search for and compare food delivery options from multiple platforms (e.g., Grubhub, DoorDash, UberEATS). By aggregating and displaying critical information such as price, delivery time, fees, and potential discounts, DeliverEase empowers users to make quick, informed decisions without switching between multiple food delivery applications.

Feature 1 : Design and create the Registration page to get new users onboard and verify them via email / SMS verification.

Feature 2 : Unified Fuzzy search across multiple platforms, restaurants, food items and cuisines. Cluster all the results into a single result set from UberEATS, Doordash, etc.

Feature 3 : Real-time and user friendly comparison options of prices, delivery times and possible discounts. Sorting functionality based on user preference like price, rating, etc.

Feature 4 : Track status of orders from confirmation to delivery. Implement the push notification capabilities in the application for updates and timely alerts.

Feature 5 : Highlight key discounts that different platforms offer and automatically apply them if they are applicable.

Feature 6 : Seamless integration with external apps so that DeliverEase wont be syncing any sensitive card information or any other payment related data.

Feature 7 : Ad-Free support with subscription for more quicker and streamlined experience. In-app support to report any issues of need to contact customer support.

Feature 8 : Multi device synchronization for even more flexible user experience.

Feature ID	User Story	Acceptance Criteria	Priority
1	1.1 As a user, I want to search for specific food items or restaurants, so that I can find what I'm craving without browsing multiple apps.	<ol style="list-style-type: none"> A search bar allows users to input a restaurant name, cuisine type, or food item. Results display relevant options across multiple delivery platforms (Grubhub, DoorDash, UberEATS) with prices, estimated delivery times, and ratings. Filters for refining search by cuisine, price, ratings, and delivery time. 	High
1	1.2 As a user, I want to search using dietary needs like gluten-free or vegan options, so that I only see results that meet my requirements.	<ol style="list-style-type: none"> Filter options for dietary preferences such as vegan, gluten-free, low-calorie, etc. Results are updated dynamically based on dietary filters selected by the user. 	Medium
2	2.1 As a user, I want to compare estimated delivery times, so that I can choose the fastest service for my order.	<ol style="list-style-type: none"> Display of estimated delivery times from each platform. Option to prioritize results based on the shortest delivery time. 	High
2	2.1 As a user, I want to compare prices and delivery fees across platforms, so that I can choose the most affordable option.	<ol style="list-style-type: none"> Comparison table displaying prices, delivery fees, estimated times, and discounts from each delivery platform. Option to sort results based on price, delivery time, or ratings. 	High

Feature ID	User Story	Acceptance Criteria	Priority
3	3.1 As a user, I want an estimated time of delivery and live map tracking, so that I can see exactly where my order is at any moment.	<ol style="list-style-type: none"> Display estimated delivery time on the app's interface. Real-time map view showing delivery driver's location. 	Medium
3	3.2 As a user, I want to track my order status and receive notifications, so that I'm updated throughout the delivery process.	<ol style="list-style-type: none"> Order tracking feature with live updates on the order status (e.g., preparing, enroute, delivered). Push notifications for significant status updates (confirmation, preparation, dispatch, and delivery). 	High
4	4.1 As a user, I want to see available discounts and apply promo codes, so that I can maximize savings on my orders.	<ol style="list-style-type: none"> Display of applicable promo codes and discounts from each delivery platform for selected items. Seamless integration of promo codes at checkout. 	High
4	4.2 As a user, I want to know if I qualify for a first-time user discount on any of the platforms, so that I can try out a service at a lower cost.	<ol style="list-style-type: none"> Display of available new user discounts specific to each platform when applicable. Option to apply new user discounts automatically if eligible. 	Medium
5	5.1 As a user, I want to save my favorite restaurants and view my past orders, so that I can reorder with ease.	<ol style="list-style-type: none"> Option to mark restaurants or items as favorites for quick access. History of past orders with details (items, delivery service used, price). "Reorder" button for easy repeat orders. 	High

Feature ID	User Story	Acceptance Criteria	Priority
5	5.2 As a user, I want to review my most frequent orders and spending, so that I can make more informed food choices.	<ol style="list-style-type: none"> Section showing frequently ordered items and total spending from past orders. Insights on order frequency and spending pattern by restaurant or cuisine. 	Medium
6	6.1 As a user, I want an easy checkout experience with integrated payment options, so that I can complete my order without hassle.	<ol style="list-style-type: none"> Integrated checkout process that connects with the chosen delivery service for payment and confirmation. Support for multiple payment methods (credit card, debit card, digital wallets). 	High
6	6.2 As a user, I want a single-click checkout option if I reorder from the same place, so that I can save time	<ol style="list-style-type: none"> Option to reorder with a single click for previous orders with the same item selections. “Quick Checkout” button for saved favorite items and past orders. 	Medium
7	7.1 As a user, I want family meal deals or bundled options, so that I can order for my family at an affordable price.	<ol style="list-style-type: none"> Family meal deals and bundled options visible for applicable restaurants. Split billing option if ordering with a group. 	High
8	8.1 As a user, I want a loyalty rewards section that shows points and discounts I can earn, so that I feel incentivized to use the app regularly.	<ol style="list-style-type: none"> Dedicated section showing loyalty points or rewards accumulated from orders. Option to redeem points for discounts or special offers in-app. 	Medium