

Project Design Phase-I
Proposed Solution Template

Date	23 October 2023
Team ID	Team-590985
Project Name	Project - Snack Squad: A Customizable Snack Ordering and Delivery App
Maximum Marks	2 Marks

Proposed Solution:

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	The problem is the lack of convenient and efficient access to a variety of snacks for consumers, especially in situations like office breaks, late-night cravings, or during gatherings. Traditional snack shopping can be time-consuming and limited in options.
2.	Idea / Solution description	The proposed solution is a mobile application that allows users to order a wide range of snacks for delivery to their location. The app will feature a user-friendly interface where customers can browse through an extensive snack catalogue, place orders, and have snacks delivered directly to their doorstep. It will include features like user profiles, real-time order tracking, payment integration, and personalized snack recommendations based on user preferences.
3.	Novelty / Uniqueness	The novelty of this solution lies in its specialization in snack delivery. While food delivery apps exist, a dedicated snack delivery app provides quick access to a variety of snacks with a focus on convenience and quick service. The app's unique selling points include a vast snack selection, late-night delivery options, and features for group orders for events and gatherings.
4.	Social Impact / Customer Satisfaction	This app will enhance customer satisfaction by providing quick and convenient access to snacks. It can cater to various occasions, from office meetings to family get-togethers. Users can satisfy their snack cravings without leaving their location, leading to increased convenience and less time spent on snack shopping. Moreover, it may create opportunities for local snack suppliers, potentially positively impacting the economy.

5.	Business Model (Revenue Model)	<ul style="list-style-type: none"> • The revenue model involves earning through a combination of methods: • Delivery fees: Charging users a fee for the delivery service. • Commissions: Receiving a percentage of each snack sale from the snack suppliers. • Subscription model: Offering premium subscriptions for perks like free delivery or discounts. • Advertisements and promotions: Partnering with snack brands for promotions and marketing. • In-app purchases: Offering premium snacks or exclusive snack bundles.
6.	Scalability of the Solution	<p>The solution is highly scalable as it can expand to serve a larger geographic area or integrate with more snack suppliers. To accommodate growth, the app can handle an increased volume of orders by optimizing its backend infrastructure. Additionally, it can introduce new features, such as user reviews, nutritional information, and loyalty programs, to enhance the user experience and attract a broader customer base.</p>