

# Product Canvas

## DeliverEase

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# DeliverEase

## Vision:

DeliverEase will serve as a system to revolutionize the food delivery experience of users by providing a one-stop solution that ensures the best value for their money and the fastest delivery time for their favorite meals.

### Epic

**Epic 1:** Build an application that will act as a centralized platform, enhancing the user experience while ordering food by allowing them to compare food prices, delivery fee, and wait times from delivery services like Grubhub, DoorDash, and UberEATS.

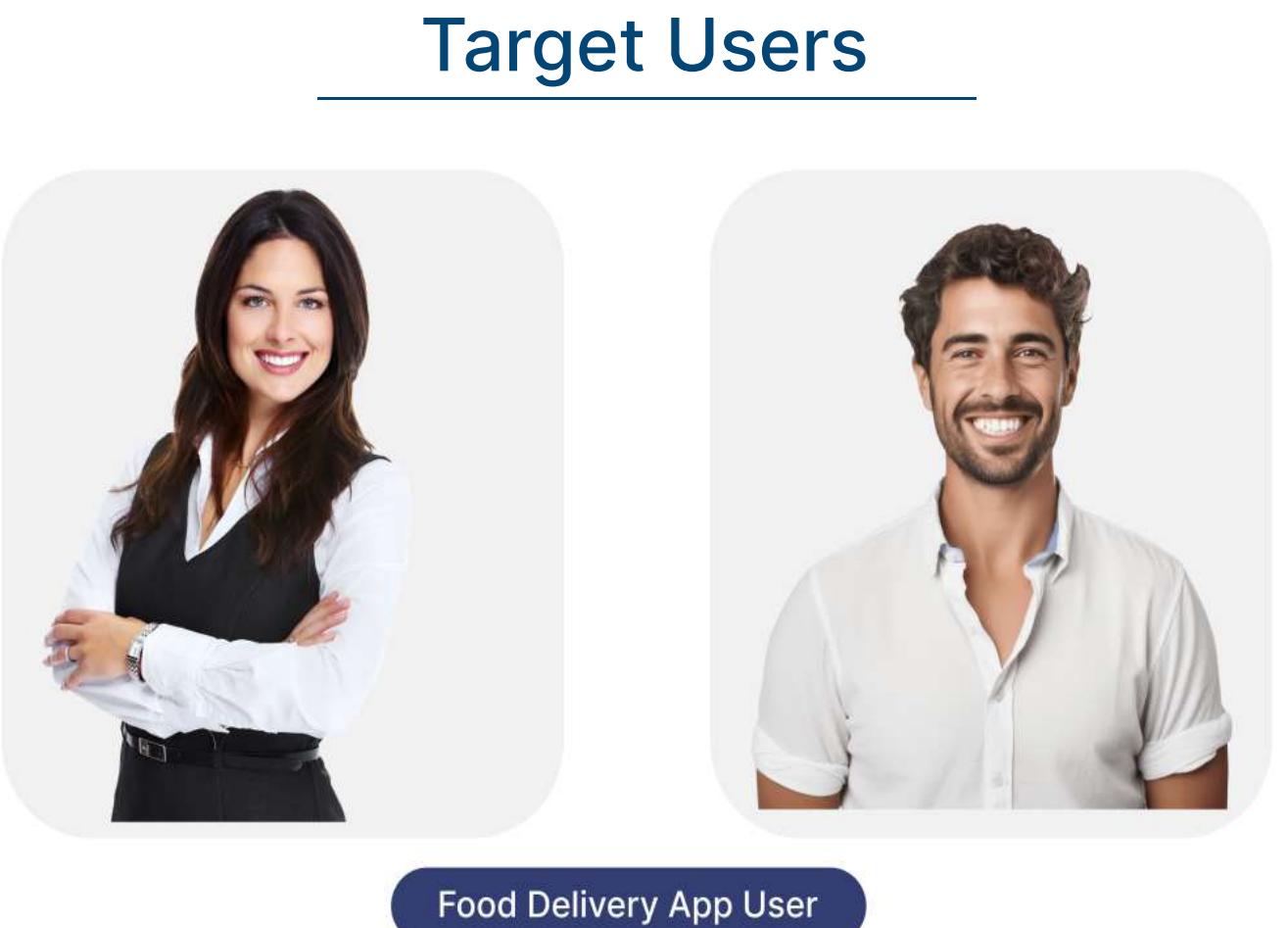
**Feature 1:** Implementing an authentication system that would allow the users to register or login to the DeliverEase application.

**Feature 2:** Creating a user-friendly homepage that would display various food products and enable the users to search for their preferred restaurant and food items.

**Feature 3:** Integrating food delivery apps, majorly UberEATS, DoorDash, and Grubhub with the application to access user account details and delivery-based data.

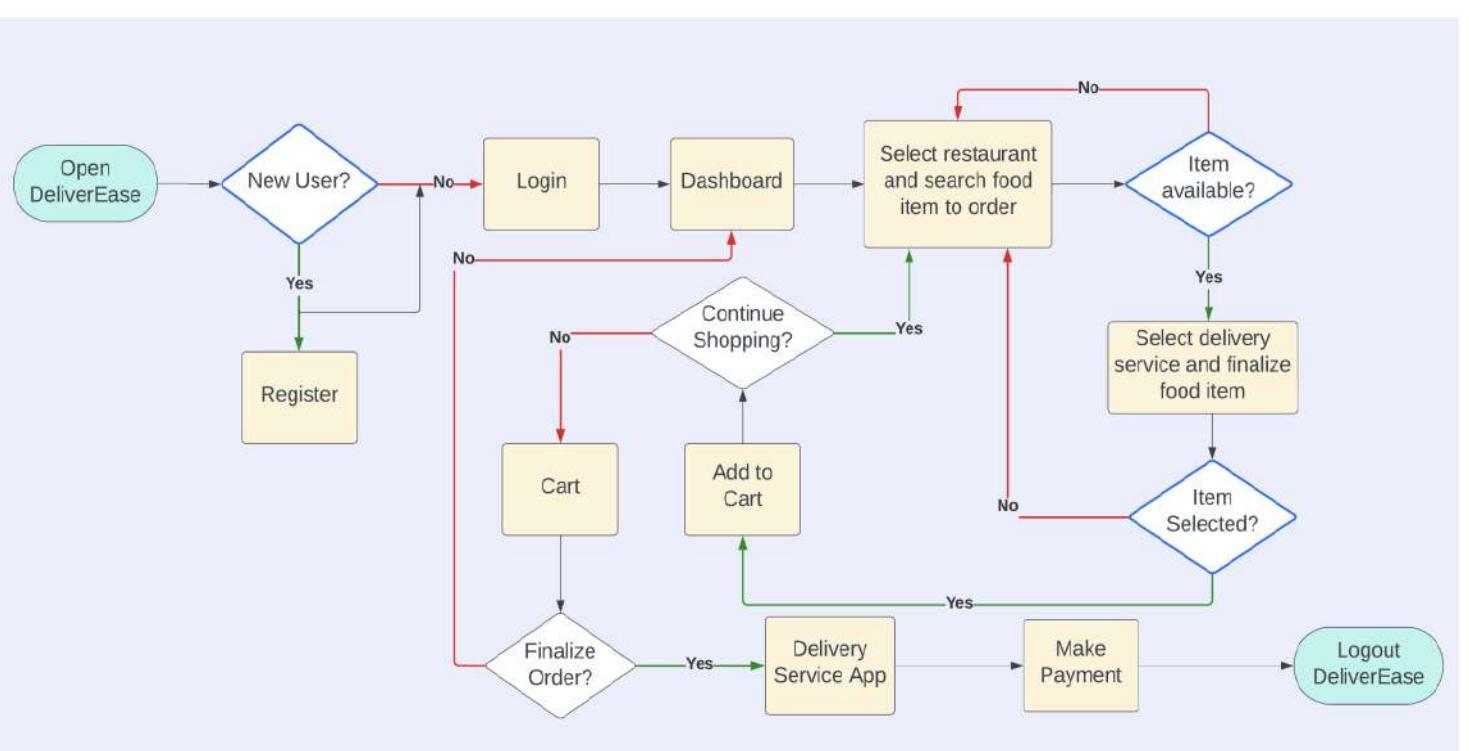
**Feature 4:** Creating the user-interface where users can compare food prices and delivery times for specific menu items across different food delivery apps.

**Feature 5:** Developing a feature to manage the cart for users to add, remove, and modify their selected items before finalizing their order.



### Target Users

### Workflow

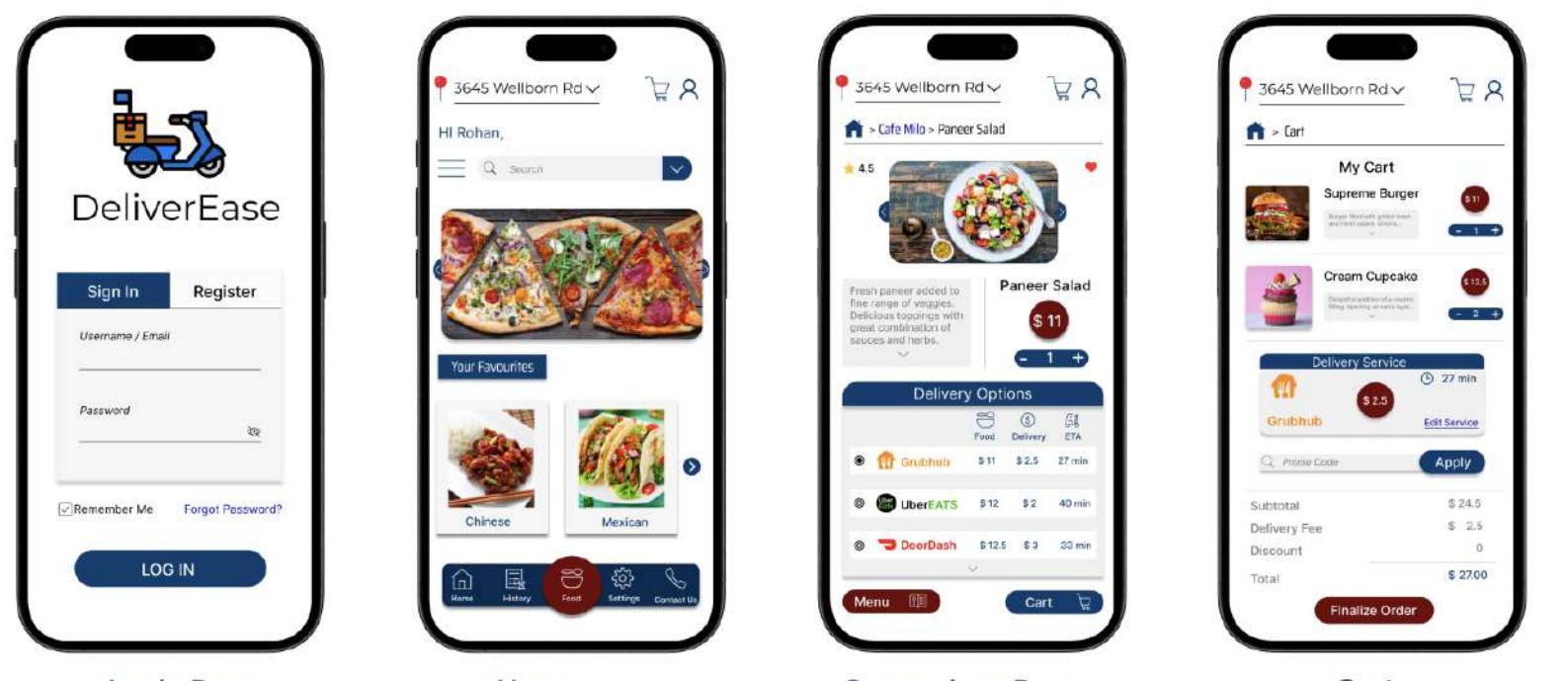


User Case Name	Comparing food delivery aspects to place order	ID: UC-3	Priority: High
Action	The food delivery app user uses the DeliverEase app to select food items and compare food delivery services' prices and wait times to place the order.	Description	The food delivery app user uses the DeliverEase app to select food items and compares food delivery services' prices and wait times to place the order.
Trigger	The food delivery app user searches the DeliverEase app and searches for restaurant / menu items.	Type	The food delivery app user searches the DeliverEase app and searches for restaurant / menu items.
Preconditions	1. The food delivery app user should have the DeliverEase app installed on his/her phone. 2. The food delivery app user should be registered as an authorized user on the DeliverEase app. 3. The food delivery app user should have Grubhub, DoorDash, and UberEATS installed on his/her phone. 4. The food delivery app user has set up the account information of Grubhub, DoorDash, and UberEATS on DeliverEase.	Information for steps	1. User's credentials 2. Food item input 3. Search results 4. Selected food item 5. Item added to cart 6. Final order 7. Route user to delivery app 8. Place order
Normal Course	1.0. Compare prices and wait times for the order to place. 2. Delivery app user enters his/her login credentials. 3. The app verifies that the user's credentials are valid. 4. If the credentials are valid, the user is logged in. 5. Delivery app user enters a restaurant/menu item to search. DeliverEase displays matching items or no items from various apps for selection. 6. Delivery app user selects an alternative course A2.0. 7. Delivery app user compares the individual food prices and wait times for ordering from Grubhub, DoorDash, and UberEATS app. 8. Delivery app user enters a food item to search. DeliverEase displays a no items found prompt. 9. The selected item is transferred to the DeliverEase cart. 10. Delivery app user will then repeat steps from Step 5 to Step 9 until the order is finalized. 11. Delivery app user is routed to the preferred food delivery app from DeliverEase. 12. Preferred food delivery app handles the order processing and delivery. 13. Exit use case.	Axes	1.0. Compare prices and wait times for the order to place. 2. Delivery app user enters his/her login credentials. 3. The app verifies that the user's credentials are valid. 4. If the credentials are valid, the user is logged in. 5. Delivery app user enters a restaurant/menu item to search. DeliverEase displays a no items found prompt. 6. Delivery app user selects an alternative course A2.0. 7. Delivery app user compares the individual food prices and wait times for ordering from Grubhub, DoorDash, and UberEATS app. 8. Delivery app user enters a food item to search. DeliverEase displays a no items found prompt. 9. The selected item is transferred to the DeliverEase cart. 10. Delivery app user will then repeat steps from Step 5 to Step 9 until the order is finalized. 11. Delivery app user is routed to the preferred food delivery app from DeliverEase. 12. Preferred food delivery app handles the order processing and delivery. 13. Exit use case.
Alternative Courses	A2.0. Delivery app displays no matching items (occurs 1.0 Step 6) 1. The delivery app user searches for alternative items (jumps to A2.0 Step 3). 2. The delivery app user clicks 'OK'. 3. The delivery app user is routed to the menu page. 4. The delivery app user searches for alternative items or jumps to A2.0 Step 6. 5. Repeat steps starting from A2.0 Step 6. 6. The delivery app user logs off the DeliverEase app. 7. Exit use case.	Summary Inputs	1. The delivery app user doesn't select an item from the results (occurs 1.0 Step 8) 2. The delivery app user clicks 'OK'. 3. The delivery app user is routed to the menu page. 4. The delivery app user searches for alternative items or jumps to A2.0 Step 6. 5. Repeat steps starting from A2.0 Step 6. 6. The delivery app user logs off the DeliverEase app. 7. Exit use case.
Postconditions	1. The user's order is processed and completed through the selected delivery service. 2. The user is directed to the payment screen in the DeliverEase database.	Summary Outputs	User's credentials Delivery app user Food item input Search results Selected food item Item added to cart Route user to delivery app Place order Food item input Delivery app user Redirect user to menu
Summary Inputs	User's credentials Delivery app user Food item input Search results Selected food item Item added to cart Route user to delivery app Place order Food item input Delivery app user Redirect user to menu	Summary Outputs	Delivery app user Food item input Delivery app user Redirect user to menu

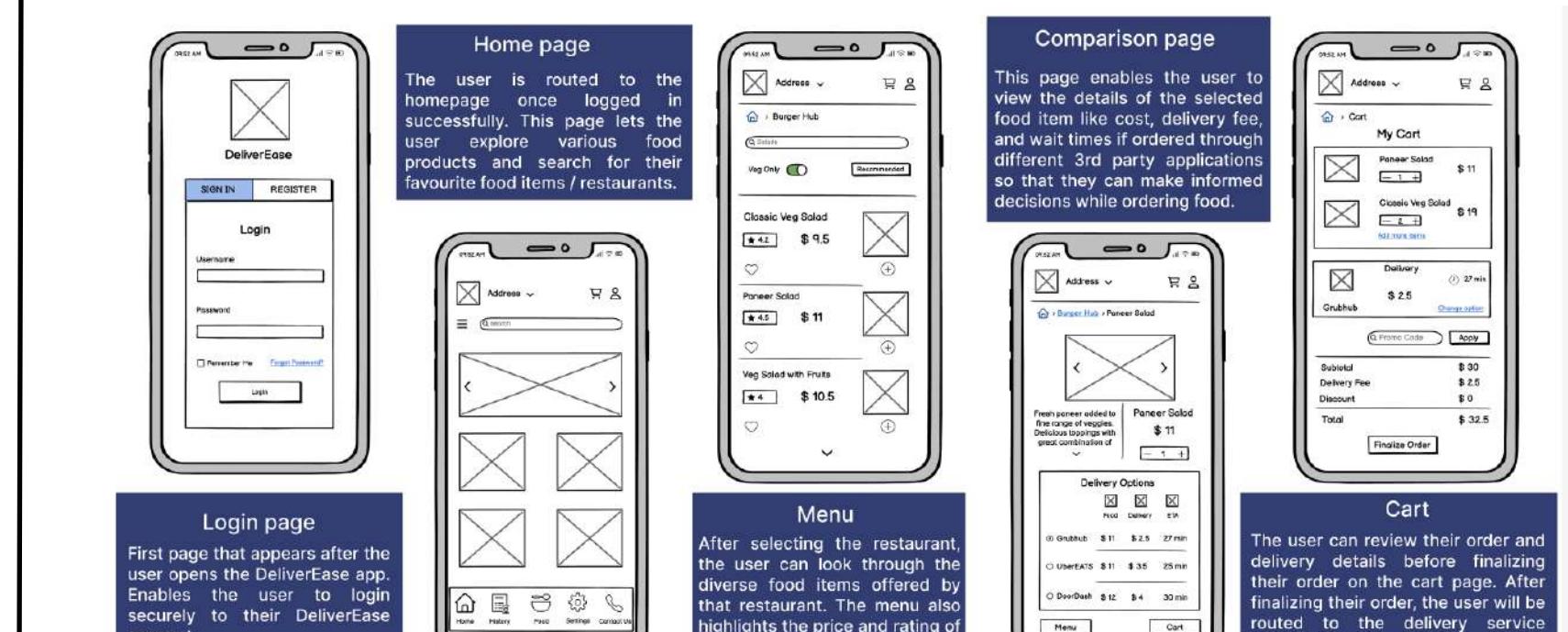
### Success Metrics



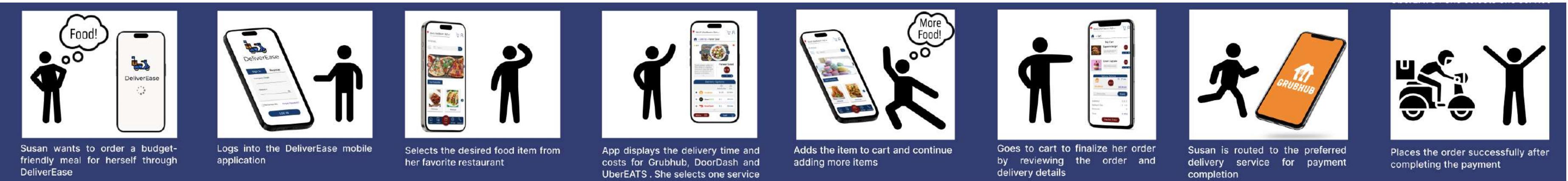
### Mockups



### Wireframes



### Storyboard



Sprint 1 (Nov 20, 2023 - Dec 11, 2023)

User Stories: 1.1, 1.2, 2.1, 5.1, 3.1, 3.2

Sprint 2 (Dec 11, 2023 - Jan 01, 2024)

User Stories: 4.1, 5.2, 4.2, 5.3, 2.2, 1.3

# Product Name

DeliverEase



## Vision

DeliverEase will serve as a system to revolutionize the food delivery experience of users by providing a one-stop solution that ensures the best value for their money and the fastest delivery time for their favorite meals.

## Goals

The system aims to enhance the food delivery process for the users, enabling them to seamlessly compare and select the best option from various delivery service providers. The application will act as a centralized platform with the goal of simplifying the ordering process, minimizing delivery wait times, and offering a diverse comparison of the desired food options. With a focus on user convenience, DeliverEase seeks to eliminate the need for users to navigate multiple apps by providing efficiency and cost-effectiveness.

# Product Success Metrics



## App Development

Order volume increases by atleast 25% within the first four months

Achieve a monthly growth rate of 13% or above in new DeliverEase app installations

## Performance

Ensure an average response time of under 1.5 seconds for a smooth user experience

Facilitate a seamless cart transfer process to the desired delivery service, with a success rate of 94% or above

## Customer Experience

Resolve atleast 90% of customer queries within 24 hours to foster customer loyalty and trust

Maintain a rating of atleast 4 out of 5 on Google play store and Apple app store based on user reviews

# Big Picture

Effortlessly compare food prices, delivery aspects, and promotions across multiple delivery apps

Explore diverse restaurant menus and food options through an intuitive and user-friendly interface

Get the all-in-one experience through DeliverEase integrated account management with Grubhub, DoorDash, and UberEATS

Add and remove selected items, modify delivery service, or apply promotional codes through seamless cart management

Secure environment as the application does not store financial information, and supports payment through the preferred delivery service

Experience personalized recommendations based on preferences and previous orders

# Target Users

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Food Delivery App User

# Persona 1



**"Life is a flavorful journey waiting to be savoured"**

- Susan Holmes

## Susan Holmes

Graduate Student



Age: 26



School: Texas A&M



Annual Income: \$32,000

### Bio

Susan is a passionate and creative individual pursuing her studies in Graphic design. She is a tech-savvy who relies on her smart-phone for her daily tasks. Her long work hours make her value efficiency in her routine.

### Goals

- Susan wants to minimize the time spent on comparing food options and the delivery wait time.
- She aims to find the most budget-friendly food delivery options.

### Personal Traits

Patience

▼ 55%

Technical Ease

90% ▼

Frugality

▼ 70%

### Pain Points

- Long Work Hours
- Limited Budget
- Irregular Meal Timings

### Motivations

- Being organized boosts her confidence
- Ability to save more money and time
- Trying new food options

# Persona 2



**"Embrace the challenge and thrive in the pursuit of knowledge"**

- Robert Young

## Robert Young

Banker

Age: 38

Company: Well Fargo

Annual Income: \$165,000

### Bio

Robert has been working as a Banker since the past 10 years. Being a family man, balancing work and family is his top priority. While technology isn't his strong suit, he likes to utilize it for convenience.

### Goals

- Utilize the app to easily order food without navigating through complicated apps.
- Robert wants to explore a variety of food options according to what his family members like.

### Personal Traits

Patience 70%

Technical Ease 45%

Frugality 54%

### Pain Points

- Operating complex apps
- Limited free time
- Technology security concerns

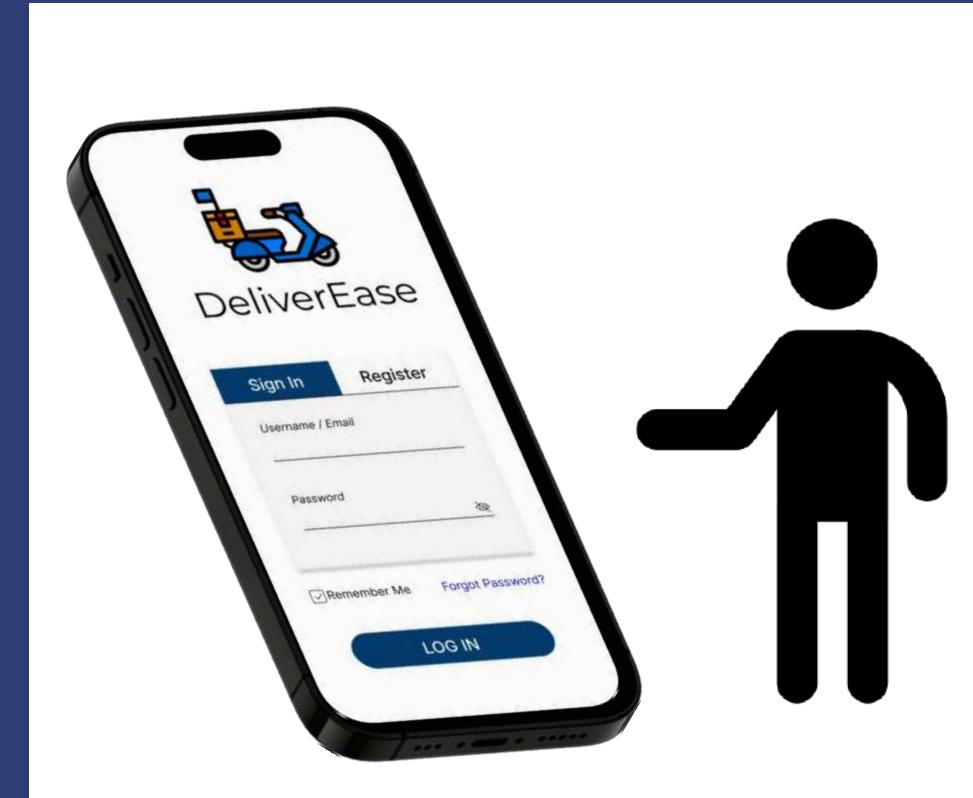
### Motivations

- Likes to use user-friendly applications
- Completing tasks on time
- Consistent service enhances his trust

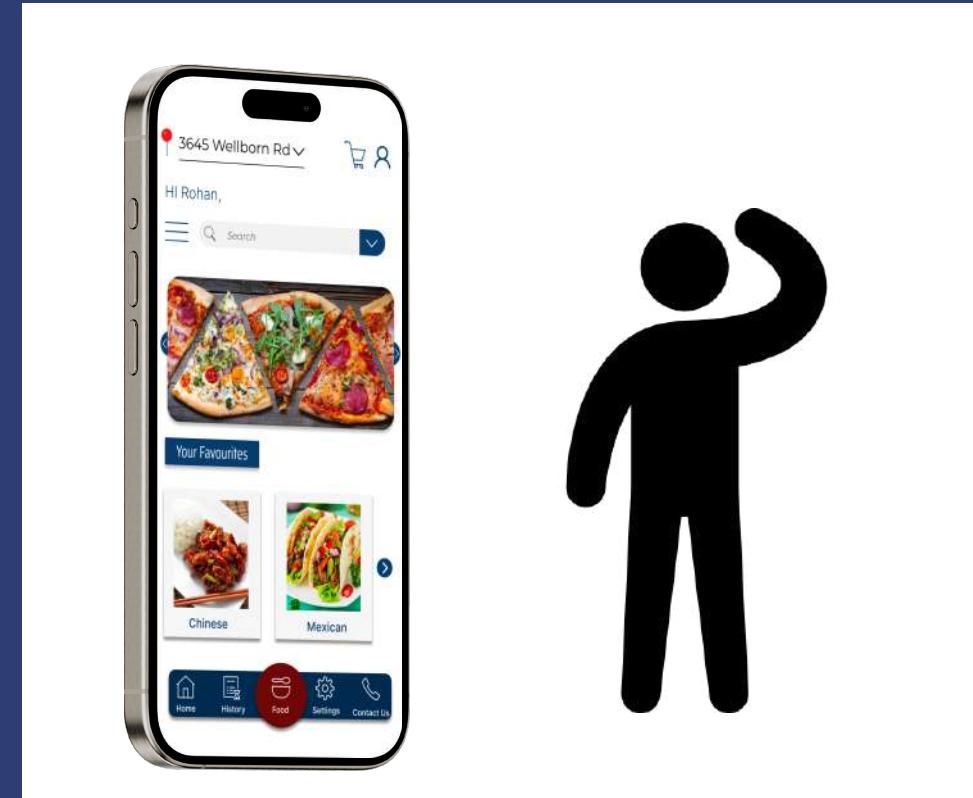
# Storyboard



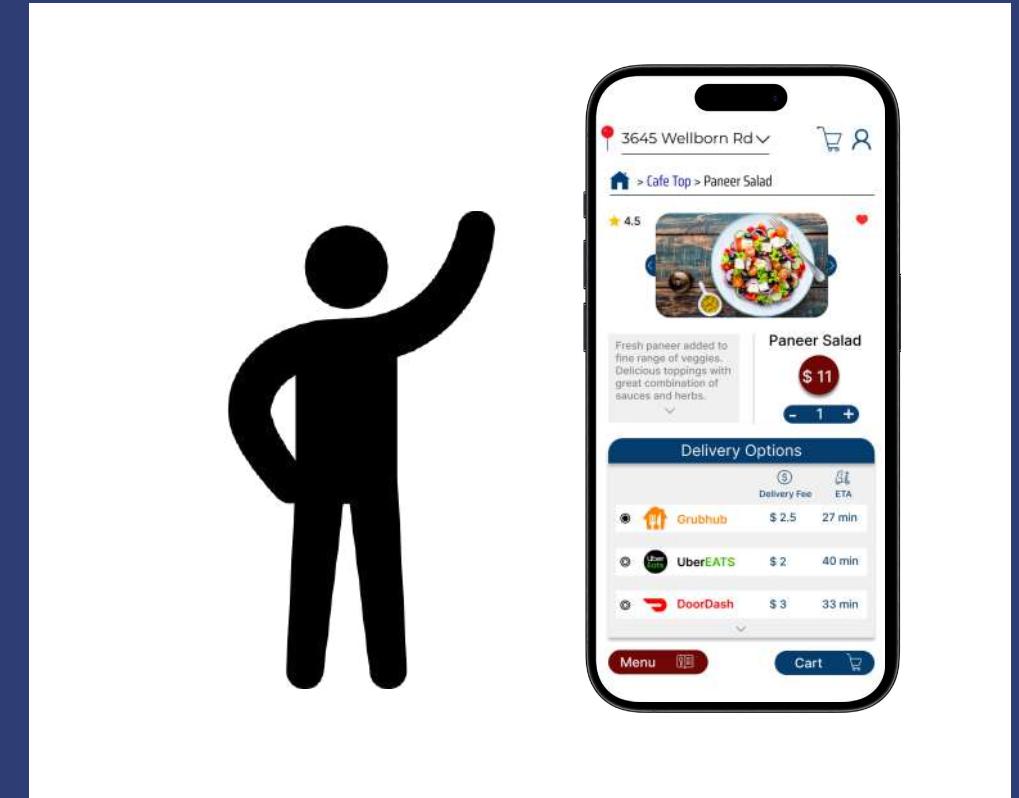
Susan wants to order a budget-friendly meal for herself through DeliverEase



Logs into the DeliverEase mobile application



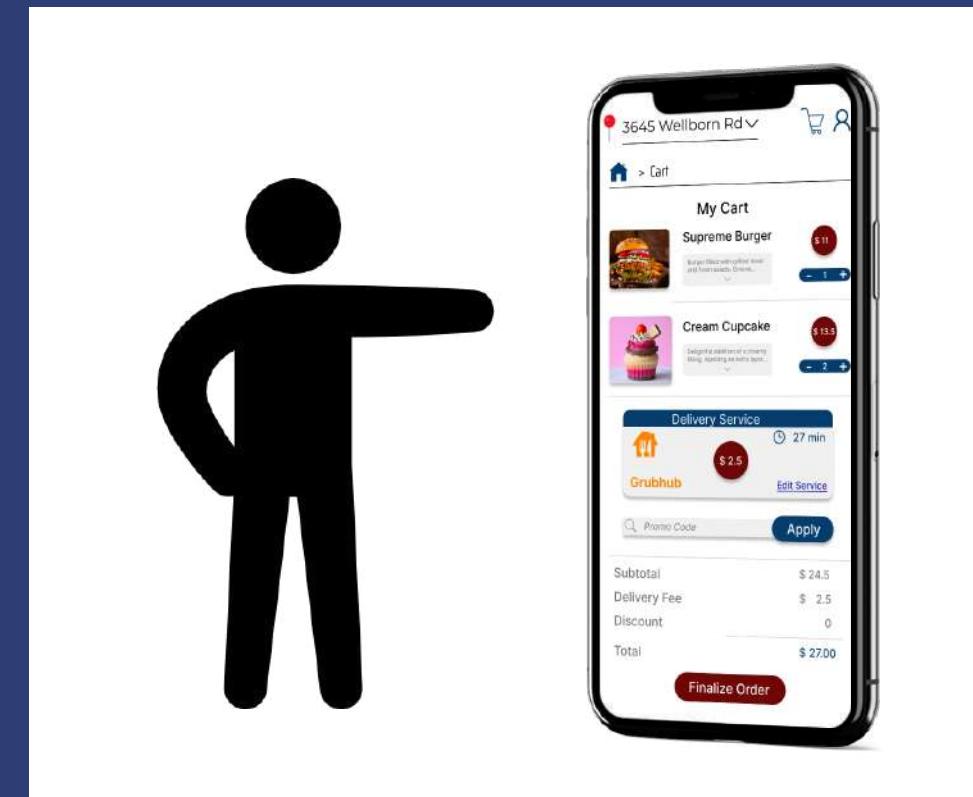
Selects the desired food item from her favorite restaurant



App displays the delivery time and costs for Grubhub, DoorDash and UberEATS . She selects one service



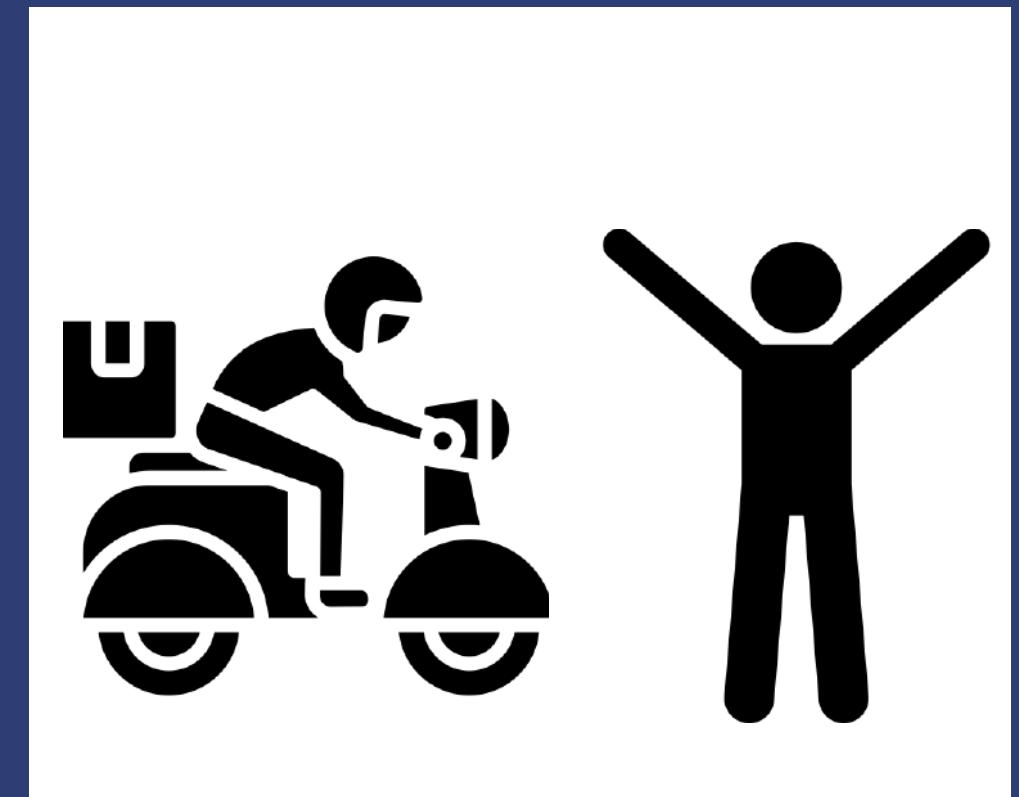
Adds the item to cart and continue adding more items



Goes to cart to finalize her order by reviewing the order and delivery details

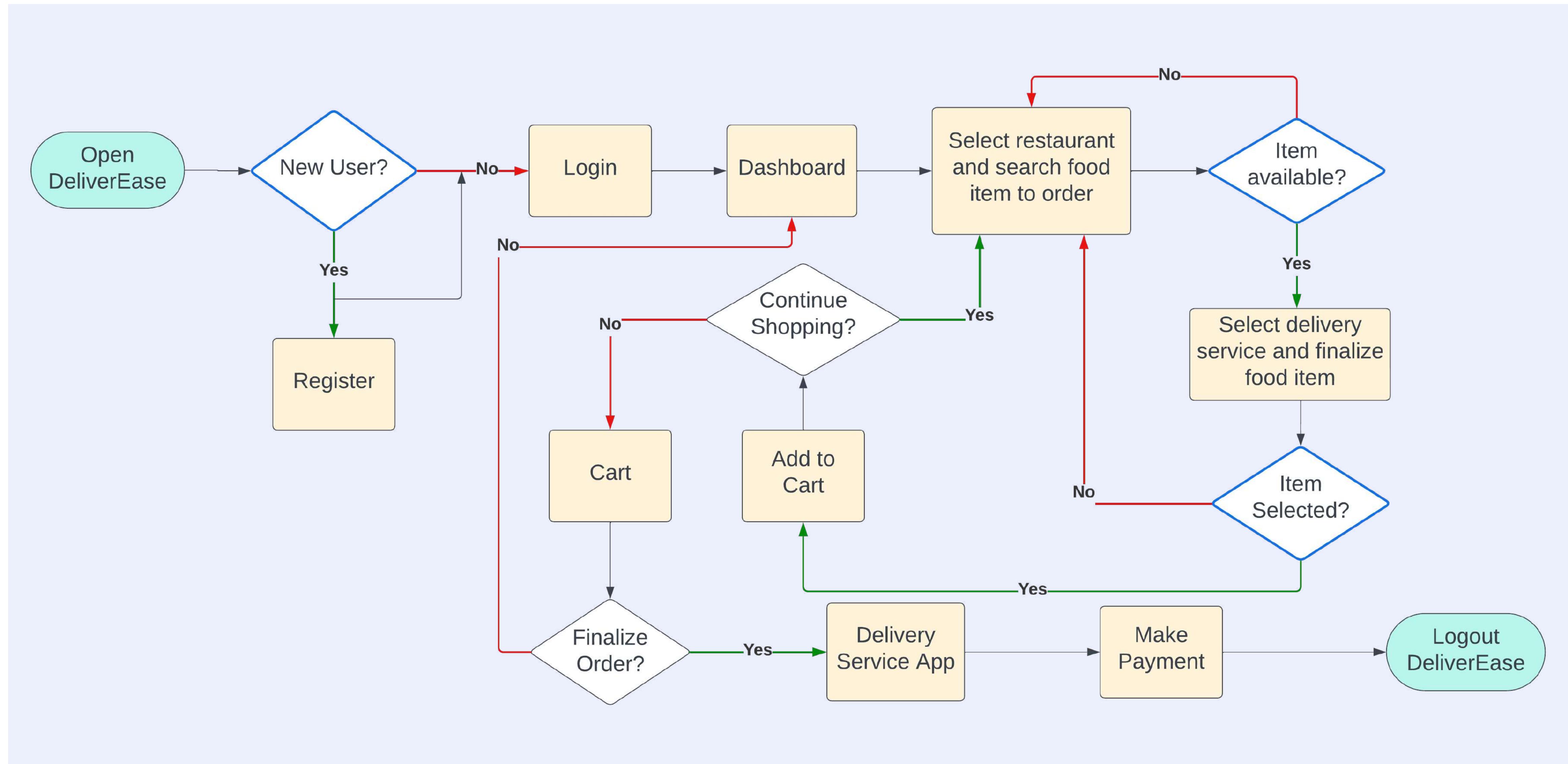


Susan is routed to the preferred delivery service for payment completion



Places the order successfully after completing the payment

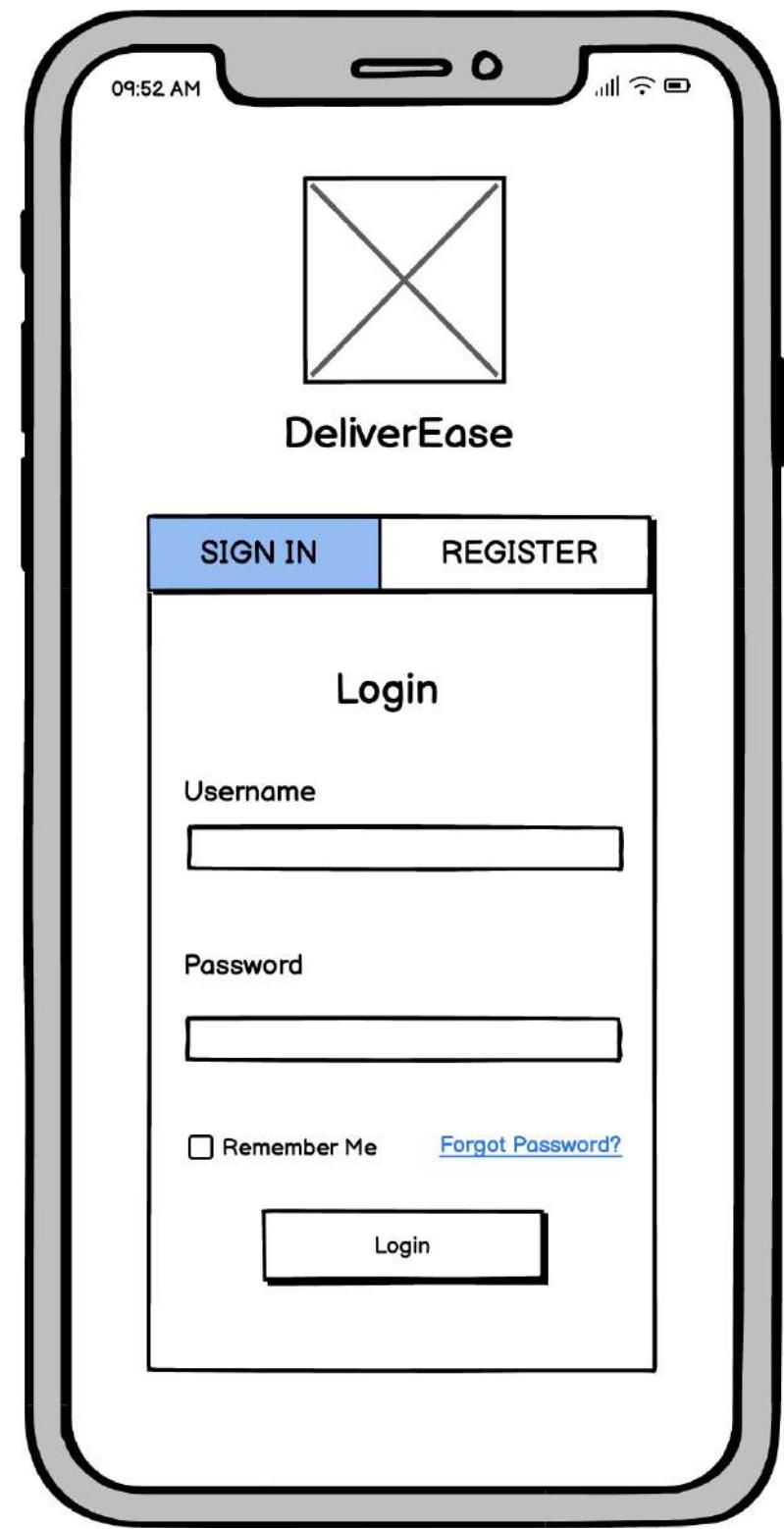
# Workflow



# Use Case

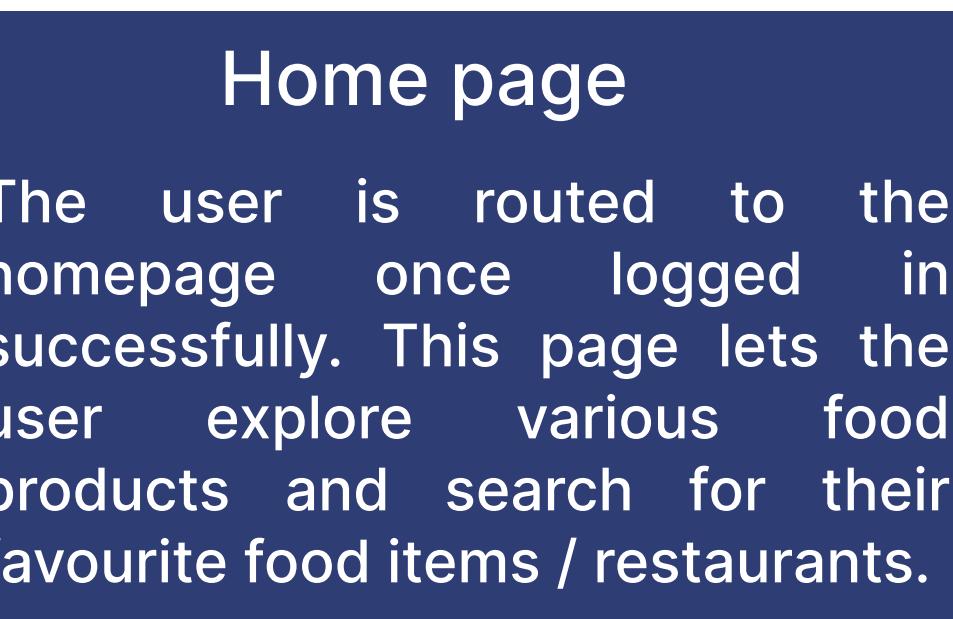
Use Case Name	Comparing food delivery aspects to place order	ID: UC-1	Priority: High
Actor	Food delivery app user		
Description	The food delivery app user uses the DeliverEase app to select food items and compare food delivery services' prices and wait times to place the order.		
Trigger	The app user launches the DeliverEase app and searches for restaurant / menu items		
Type	External		
Preconditions:	<p>1. The delivery app user should have the DeliverEase app installed on his/her phone.      2. The delivery app user should be registered as an authorized user on the DeliverEase app.      3. The delivery app user should have Grubhub, DoorDash, and UberEATS installed on his/her phone.      4. The delivery app user has set up the account information of Grubhub, DoorDash, and UberEATS on DeliverEase.</p>		
Normal Course:	<p>1.0 Compare prices and wait times for the order to place it.</p> <ol style="list-style-type: none"> <li>Delivery app user opens the DeliverEase app.</li> <li>Delivery app user enters his/her login credentials.</li> <li>The app verifies that the user's credentials are valid.</li> <li>The delivery app user is logged into the DeliverEase app.</li> <li>Delivery app user enters a restaurant/menu item to search.</li> <li>DeliverEase app displays matching items or no items from various apps for comparison. (see alternative course A2.0)</li> <li>Delivery app user compares the individual food prices and wait times for ordering from Grubhub, DoorDash, and UberEATS apps.</li> <li>Delivery app user selects or does not select an item from the results. (see alternative course A2.1)</li> <li>The selected item is transferred to the DeliverEase cart.</li> <li>The delivery app user will then repeat steps from Step 5 to Step 9 until the order is finalized.</li> <li>Delivery app user is routed to the preferred food delivery app from DeliverEase.</li> <li>The selected delivery app handles the order processing and delivery.</li> <li>Exit use case.</li> </ol>		
	<pre> sequenceDiagram     participant User     participant DeliverEase     participant DeliveryApp     User-&gt;&gt;DeliverEase: Step 1.0     DeliverEase-&gt;&gt;User: User's credentials     User-&gt;&gt;DeliverEase: Step 2.0     DeliverEase-&gt;&gt;User: User authorization     User-&gt;&gt;DeliverEase: Step 3.0     DeliverEase-&gt;&gt;User: Step 4.0     User-&gt;&gt;DeliverEase: Step 5.0     DeliverEase-&gt;&gt;User: Step 6.0     User-&gt;&gt;DeliverEase: Step 7.0     DeliverEase-&gt;&gt;User: Step 8.0     User-&gt;&gt;DeliverEase: Step 9.0     DeliverEase-&gt;&gt;User: Step 10.0     User-&gt;&gt;DeliverEase: Step 11.0     DeliverEase-&gt;&gt;User: Step 12.0     User-&gt;&gt;DeliverEase: Step 13.0   </pre>		
Alternative Courses:	<p>A2.0 DeliverEase app displays no matching items (occurs 1.0 Step 6)</p> <ol style="list-style-type: none"> <li>DeliverEase displays a 'No items found!' prompt.</li> <li>The delivery app user clicks 'OK'.</li> <li>The DeliverEase app redirects the user to the menu page.</li> <li>The delivery app user searches for alternative items or jumps to A2.0 Step 6.</li> <li>Repeat steps starting from 1.0 Step 6.</li> <li>The delivery app user logs off the DeliverEase app.</li> <li>Exit use case.</li> </ol>		
	<p>A2.1 The delivery app user does not select an item from the results (occurs 1.0 Step 8)</p> <ol style="list-style-type: none"> <li>The delivery app user searches for alternative items or jumps to A2.1 Step 3.</li> <li>Repeat steps starting from 1.0 Step 6.</li> <li>The delivery app user logs off the DeliverEase app.</li> <li>Exit use case.</li> </ol>		
Postconditions:	<ol style="list-style-type: none"> <li>The delivery app user's order is processed and completed through the selected delivery service.</li> <li>The order details are stored in the DeliverEase database.</li> </ol>		
Summary Inputs	Source	Summary Outputs	Destination
User's credentials Food item input Selected food Item Final order Place order User input to close prompt	Delivery app user	User authorization Search results Items added to cart Route user to delivery app No items found prompt Redirect user to menu	DeliverEase app DeliverEase app DeliverEase app Food delivery app DeliverEase app DeliverEase app

# Wireframes



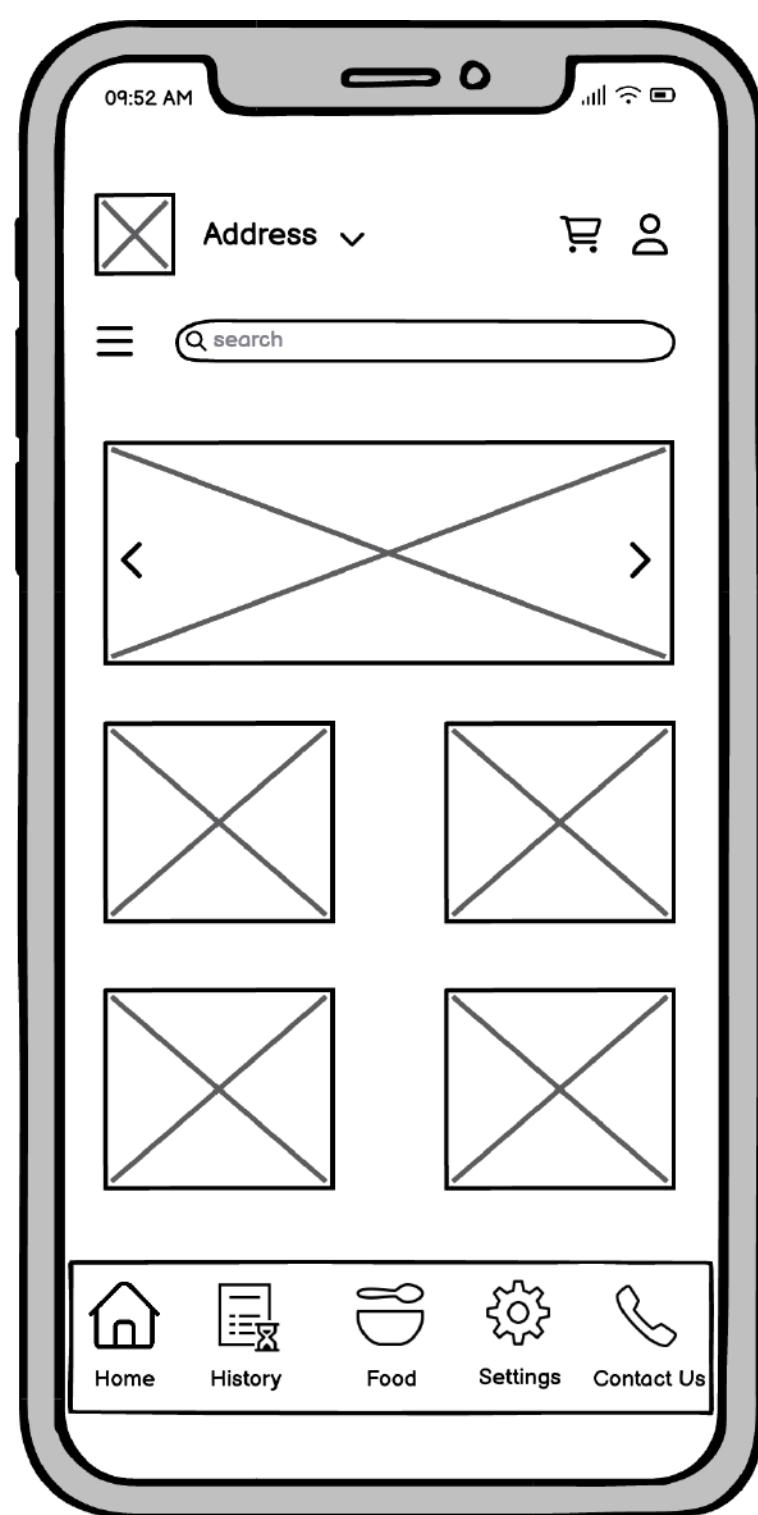
## Login page

First page that appears after the user opens the DeliverEase app. Enables the user to login securely to their DeliverEase account.



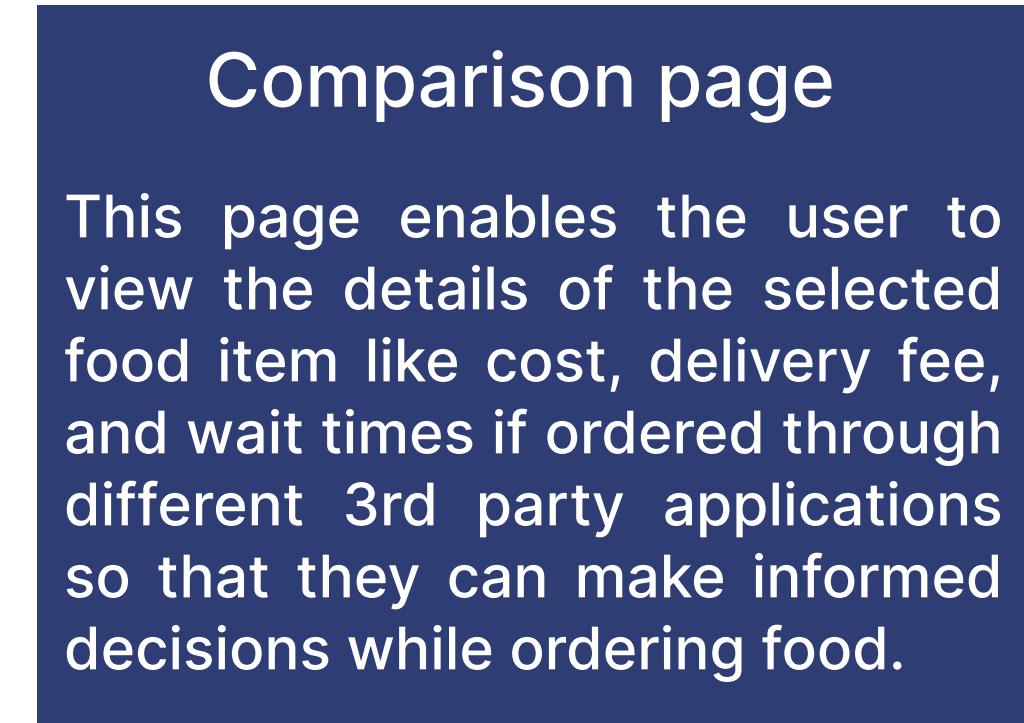
## Home page

The user is routed to the homepage once logged in successfully. This page lets the user explore various food products and search for their favourite food items / restaurants.



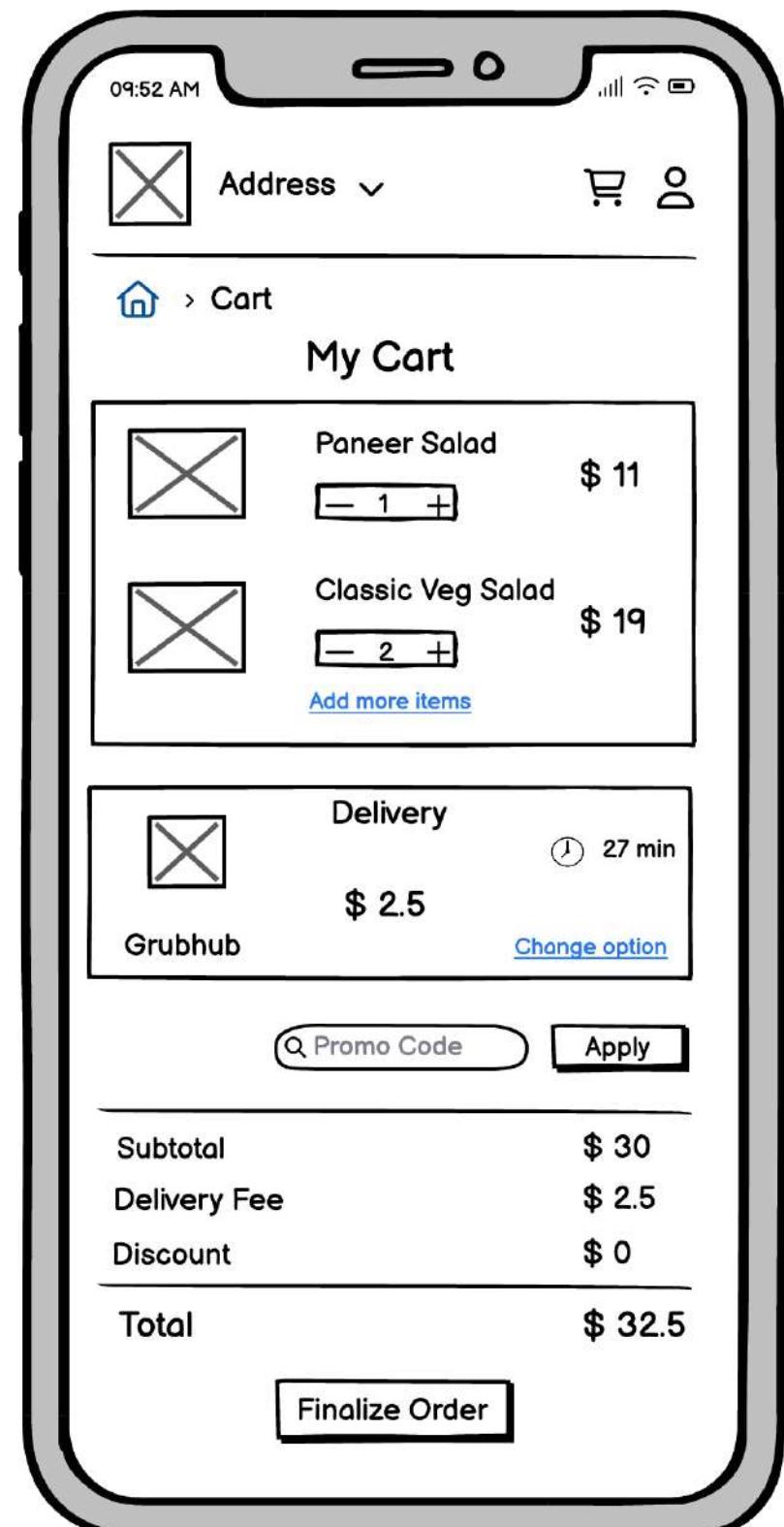
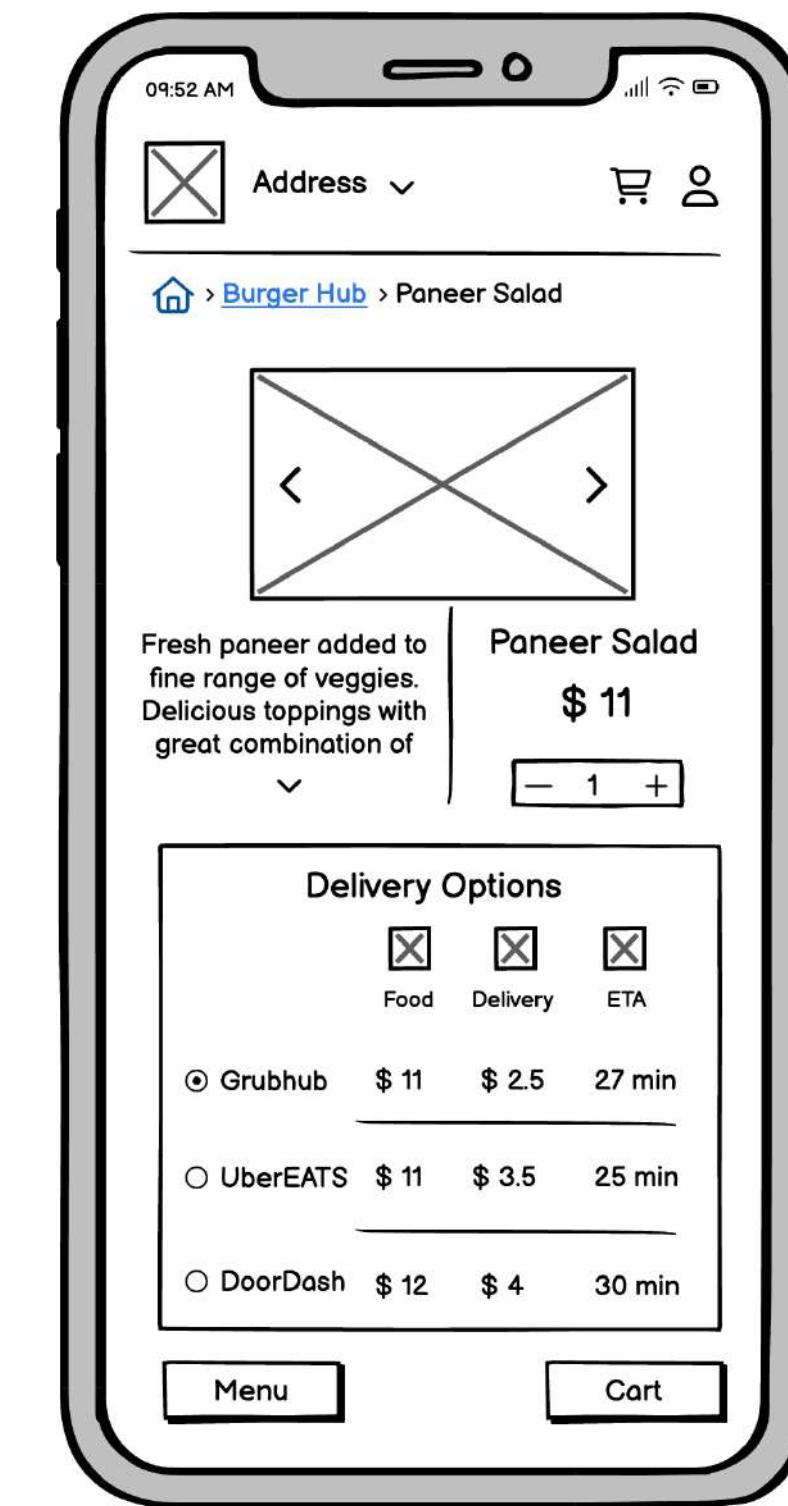
## Menu

After selecting the restaurant, the user can look through the diverse food items offered by that restaurant. The menu also highlights the price and rating of each item.



## Comparison page

This page enables the user to view the details of the selected food item like cost, delivery fee, and wait times if ordered through different 3rd party applications so that they can make informed decisions while ordering food.



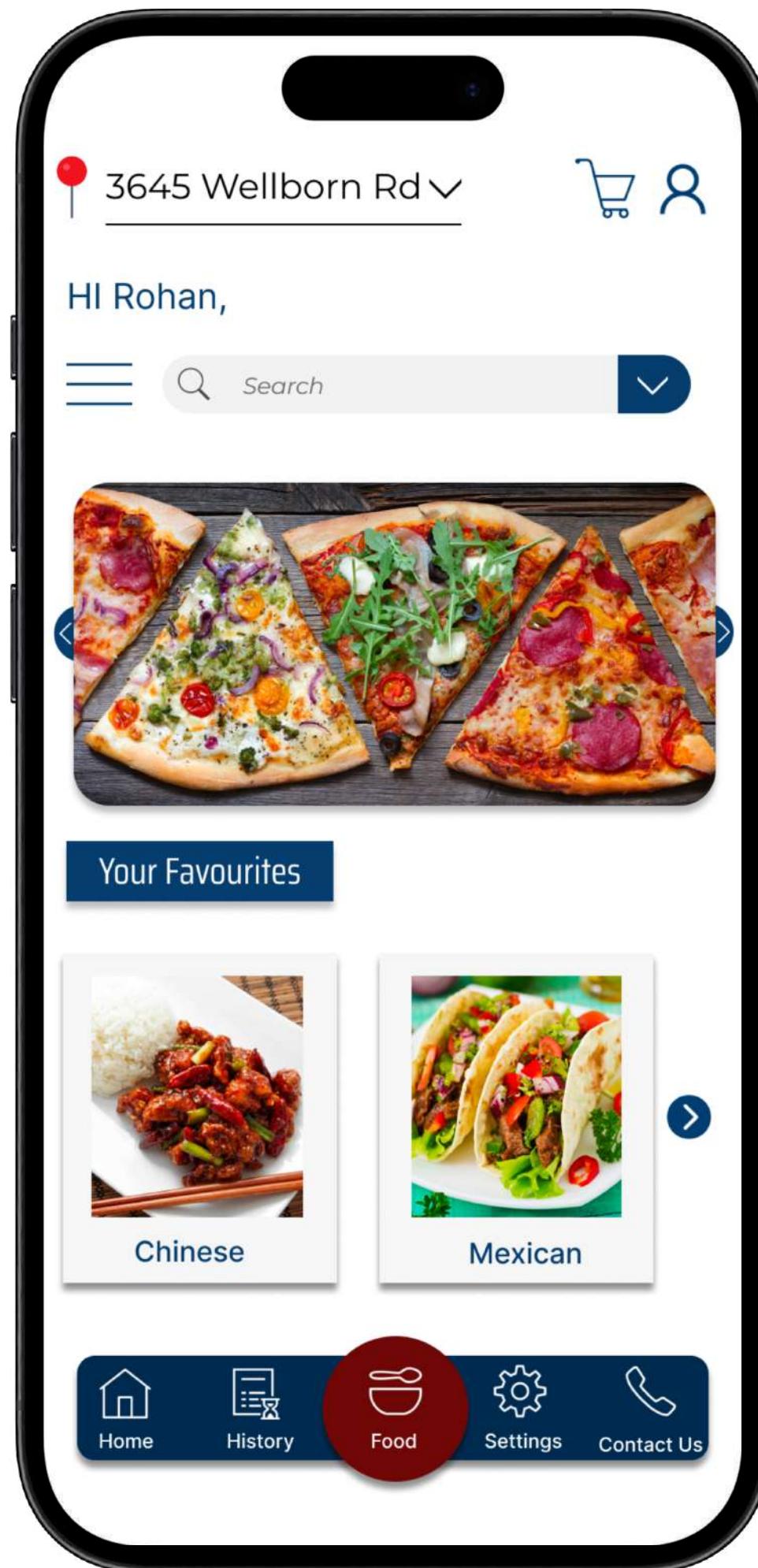
## Cart

The user can review their order and delivery details before finalizing their order on the cart page. After finalizing their order, the user will be routed to the delivery service application for the order's payment.

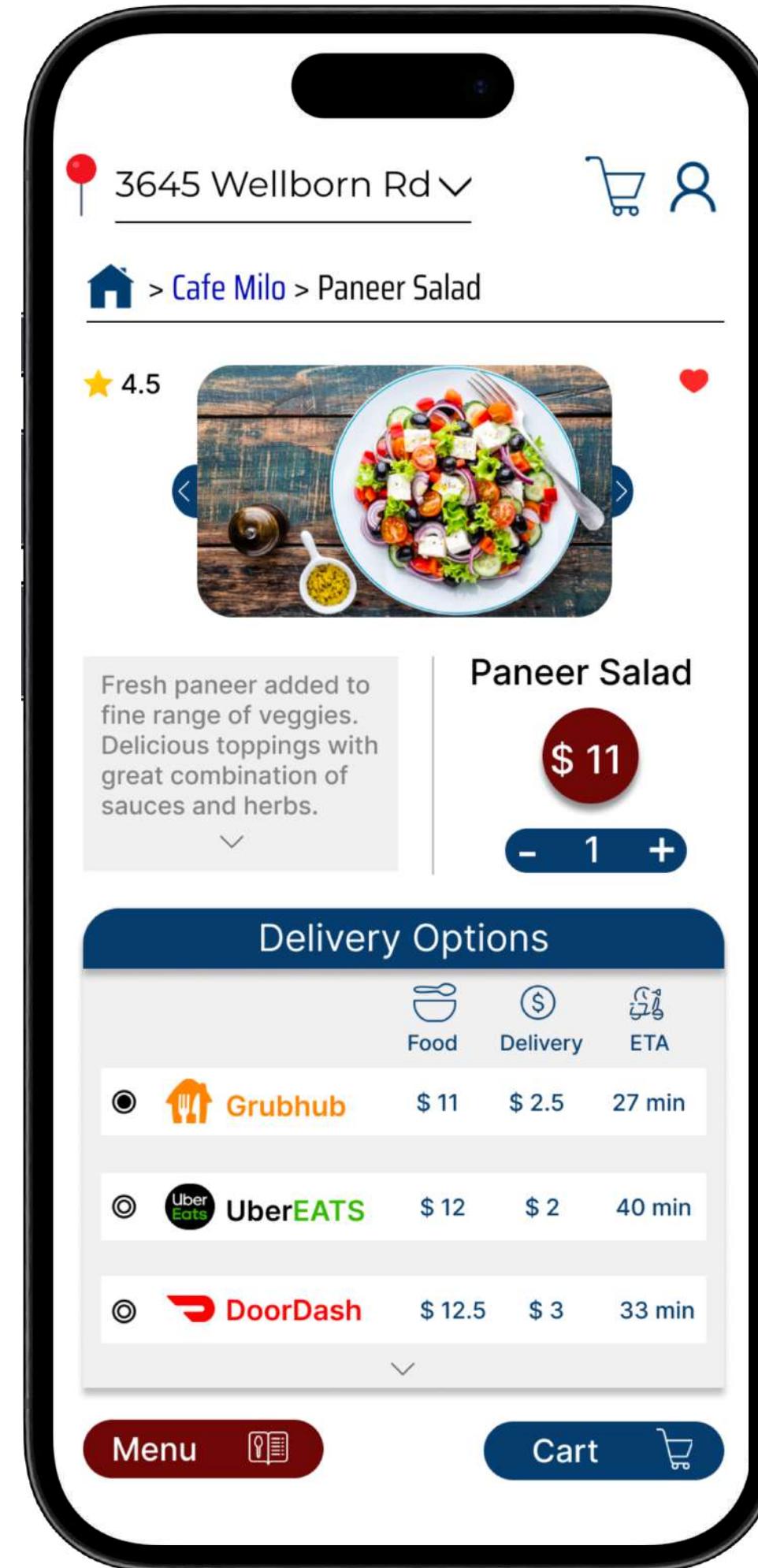
# Mockups



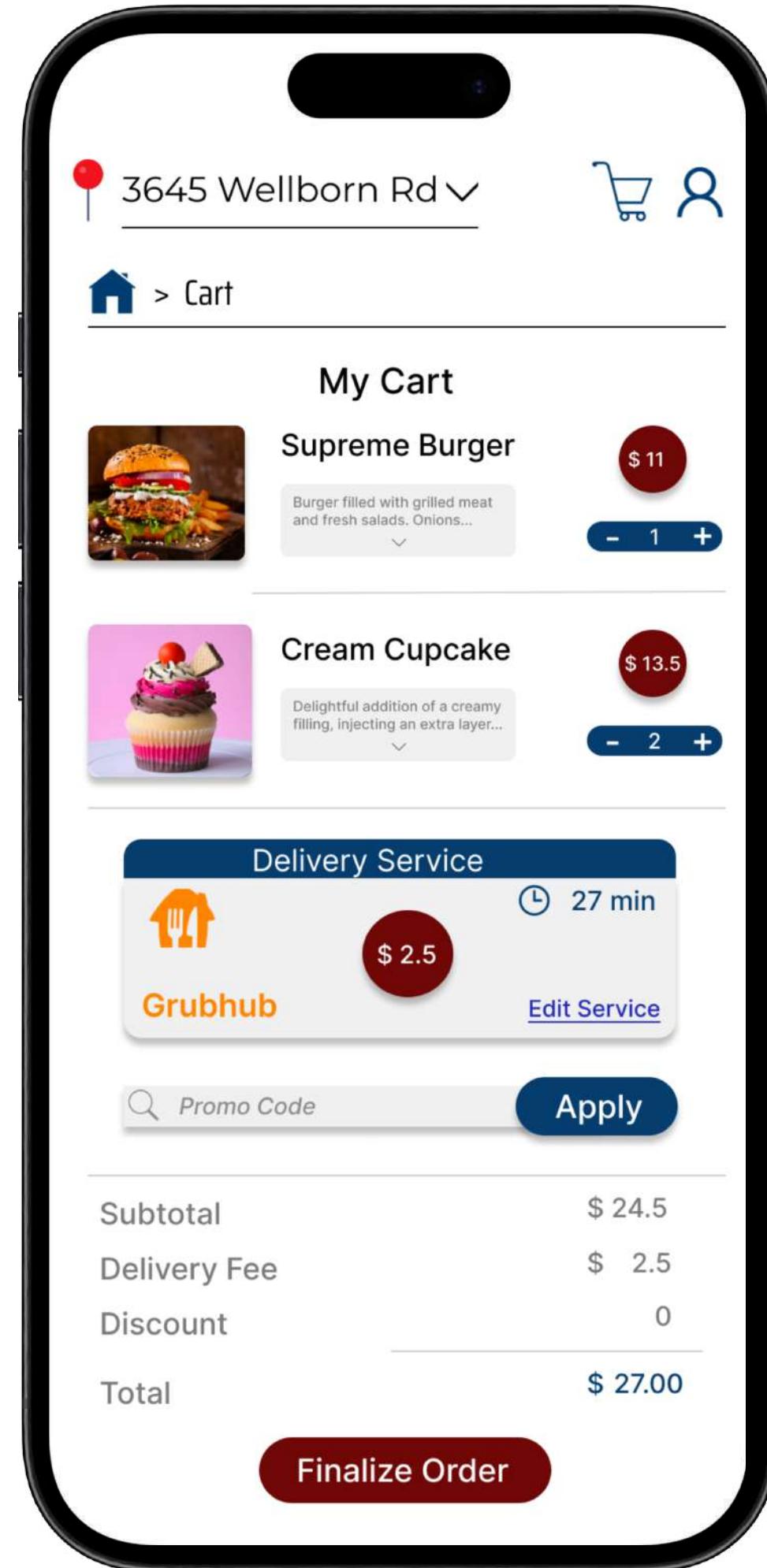
Login Page



Homepage



Comparison Page



Cart

# Epic

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Epic 1: Build an application that will act as a centralized platform, enhancing the user experience while ordering food by allowing them to compare food prices, delivery fee, and wait times from delivery services like Grubhub, DoorDash, and UberEATS.

**Feature 1:** Implementing an authentication system that would allow the users to register or login to the DeliverEase application.

**Feature 2:** Creating a user-friendly homepage that would display various food products and enable the users to search for their preferred restaurant and food items.

**Feature 3:** Integrating food delivery apps, majorly UberEATS, DoorDash, and Grubhub with the application to access user account details and delivery-based data.

**Feature 4:** Creating the user-interface where users can compare food prices and delivery times for specific menu items across different food delivery apps.

**Feature 5:** Developing a feature to manage the cart for users to add, remove, and modify their selected items before finalizing their order.

Sprint 1 (Nov 20, 2023 – Dec 11, 2023)				
Feature ID	User Story	Acceptance Criteria	Priority	Sprint Points
1.	1.1 As a delivery app user, I want to login to the DeliverEase app so that I can access my account information.	1. The user is able to login with their registered username and password. 2. Format validation rules are applied to the e-mail and password length (>=8). 3. Flexibility to reset the password is integrated as part of this functionality.	High	7
1.	1.2 As a delivery app user, I want to register to the DeliverEase app so that I can order food and save my preferences.	1. Successful registration and account creation if the user provides valid email and password. 2. Registration form includes input validation and checks to ensure clean data.	Medium	4
2.	2.1 As a delivery app user, I want to see an interactive list of food products so that I can order my preferred items.	1. The homepage displays visually appealing sections of specific food categories. 2. The user can click or swipe to explore different food products.	Medium	5
5	5.1 As a delivery app user, I want to view the cart page so that I can review my order items, total price, and delivery details before finalizing my order.	1. An interactive and user-friendly cart page is visible and accessible to the user. 2. The cart page includes important information like order details, preferred delivery details, and the order total.	High	6
3.	3.1 As a delivery app user, I want to sync my UberEATS account with DeliverEase so that I can access my UberEATS account details within DeliverEase.	1. Secure registration and storage of the user's UberEATS credentials within DeliverEase. 2. DeliverEase can communicate with and fetch data successfully from UberEATS through efficient API calls.	High	8
3.	3.2 As a delivery app user, I want to set Grubhub and DoorDash accounts with DeliverEase so that I can access my accounts' data within DeliverEase.	1. User-friendly registration process for the user's third-party app credentials. 2. The user's Grubhub and DoorDash credentials are securely stored in the DeliverEase database. 3. Seamless communication and data retrieval from Grubhub and DoorDash apps using robust API calls.	High	9

Sprint 2 (Dec 11, 2023 – Jan 01, 2024)				
Feature ID	User Story	Acceptance Criteria	Priority	Sprint Points
4	<p>4.1 As a delivery app user, I want to select specific menu items so that I can view the items' details and compare them across different food delivery apps.</p>	<ol style="list-style-type: none"><li>1. The user is presented with clickable menu items.</li><li>2. A dedicated screen that displays the item details and comparison factors.</li></ol>	Medium	5
5	<p>5.2 As a delivery app user, I want to add and remove my cart items so that I can easily modify my order and proceed with it.</p>	<ol style="list-style-type: none"><li>1. The user is able to add the selected food items to the cart by utilizing the user-friendly interface.</li><li>2. The user is able to remove any food items that are currently added to the cart.</li><li>3. Cart data is updated correctly after any order modifications are made.</li></ol>	Medium	6
4	<p>4.2 As a delivery app user, I want to view a clear list of prices and wait times from third-party apps so that I can identify and choose the best deal.</p>	<ol style="list-style-type: none"><li>1. A visually organized list of food prices, delivery fees, and wait times is presented to the user with an option to select one.</li><li>2. Displays accurate data from the third-party applications which include Grubhub, UberEATS, and DoorDash.</li></ol>	High	8
5	<p>5.3 As a delivery app user, I want to be transferred to the preferred third-party deliver service so that I can make the payment and place my order.</p>	<ol style="list-style-type: none"><li>1. Routing is successfully integrated with the checkout process through the 'Finalize Order' button.</li><li>2. The user is getting routed to the correct delivery service to proceed with the payment process.</li></ol>	High	8
2	<p>2.2 As a delivery app user, I want to access the search bar so that I can find my preferred food items.</p>	<ol style="list-style-type: none"><li>1. The search bar is prominently visible on the homepage and accessible to the user.</li><li>2. The user can enter text into the search bar.</li><li>3. The search utilizes fuzzy logic successfully to display the search results based on user input.</li></ol>	High	7
1	<p>1.3 As a delivery app user, I want to use two-factor authentication (2FA) while logging in to the application so that I can enhance the security of my account.</p>	<ol style="list-style-type: none"><li>1. Error-free OTP generation and transfer to the user's registered mobile number.</li><li>2. The user can successfully login to the application after the two-factor authentication process.</li></ol>	Low	4