PRODUCT CANVAS

EXPLORE BRYAN

CENTER OF THE LONE STAR STATE

Rushi Shah
Anantvijay Sharma

Explore Bryan

Vision: The Explore Bryan application will be a system which assists users to make parking, restaurant reservations and an e-commerce platform for aiding retailers to improve sales.

Epic

Epic 1: Design and implement a new integrated e-commerce and reservation system that enables users to make reservations and purchases online at their convenience.

Feature 1: Create a page where consumers will register and log in to store their personal data, preferences, and past purchases.

Feature 2: Create a browsing menu where users can go through multiple options such as parking, restaurant reservation or order items from a wide selection of stores.

Feature 3: Design a reservation page where users can select date, time, number of hours for booking a table at the restaurant.

Feature 4: Create a page where users can make reservations for parking their cars. On this page, they can choose the vehicle type, the date, and the hour, among other possibilities.

Feature 5: Create an e-commerce section in the website where the retailers can upload items to be sold enlisting key features, pricing, pictures and FAQs, if any.

Feature 6: Create an online storefront where customers may buy products and leave evaluations and comments.
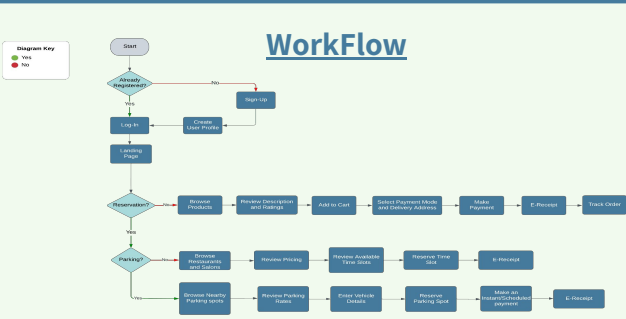
Target User

Robin
Small Business Owner

**Tyler Mallet**
Barber

Barbara Smith
Local Banker

Charlie Miller
Local Industrialist

WorkFlow

User Stories

Sprint 3 (Feb 1, 2023 - Feb 18, 2023)

Feature ID	User Story	Acceptance Criteria	Priority
5.	5.1 As a shopkeeper, I want to be able to upload items onto the website so that customers can purchase them online.	1. There is an option for the shopkeeper to upload all the items on the website under his/her shop. 2. The shopkeeper can make sections inside the shop and bifurcate items based on each section.	High
5.	5.2 As a shopkeeper, I want to provide a description, price, pictures and FAQs for the items so that customers can make an informed decision.	1. There is an option to provide a detailed description along with key features of the items uploaded 2. The shopkeeper can upload multiple pictures and price for the items to be sold. 3. The shopkeeper can also answer some most frequently asked questions to aid customers in purchasing items.	High
5.	5.3	1. There is an option for the shopkeeper to upload the warranty and	Medium

Sprint 1 (Dec 1, 2022 - Dec 20, 2022)

Feature ID	User Story	Acceptance Criteria	Priority
6.	6.1 As a customer, I want to create a user profile on the application so that I can login and start placing orders or making reservations.	1. There is an option to link your google, facebook, apple etc. to make it easier for the user to set up the profile. 2. Returning or old users should be able to directly log in and not create a new account every time.	High
6.	6.2 As a customer, I want to save my contact and billing information so that I receive all the orders I place in a timely manner.	1. There is an option to save the users billing address in the profile section 2. Users can enter phone and email address where all the notifications will be sent 3. The user can add new addresses to send items as gifts at other location	High
	1.3 As a customer, I want to initially set my preferences so that the app shows me offers pertinent to my liking	1. There is an option for the user to select what kind of items, food and activities he/she likes. 2. The user can also select the area where they want to park their vehicle 3. The user should be able to update these preferences later on as well.	Medium

Sprint 2 (Jan 1, 2023 - Jan 24, 2023)

Feature ID	User Story	Acceptance Criteria	Priority
3.	3.1 As a customer, I want to select the cuisine type and seating option so that I can select the restaurant where I want to eat	1. There is an option for the user to select the type of cuisine or any particular food item from which the user is looking for 2. The customer can select restaurants based on whether they have outdoor or indoor seating.	High
3.	3.2 As a customer, I want to select the date and time for booking a table so that I can dine at a restaurant without any waiting time	1. The user has an option to select the date and time when they want to dine at the restaurant. 2. If the preferred time is unavailable then the user should be able to select other date or time.	High
3.	3.3 As a customer, I want to give feedback and write reviews for restaurant so that I offer other users to decide where to eat	1. The user has an option to write feedbacks for the restaurants 2. The user can also provide ratings out of 5 at an overall level and also for individual criterias such as ambience, service etc. 3. The user can also highlight special delicacies so that those can be listed in the featured or best section for the restaurant.	Medium
4.	4.1 As a customer, I want to be able to select the area where I can park my vehicle so that I can reduce my travel time	1. There should be an option for the user to select the area where the user wants to park his/her vehicle 2. The user should be able to select the parking option such as outdoor or indoor parking, premium or any cheaper option through filters	High
4.	4.2 As a customer, I want to be able to select the vehicle type, number of hours, day and date so that I can find a parking spot as per my needs.	1. The user can select the type of vehicle such as car, cycle, motorcycle etc. 2. There should be an option to select the date and time to park the vehicle. 3. The user should also be able to choose from hourly or daily parking rates as per requirements.	High

WireFrames

Use Case Diagram
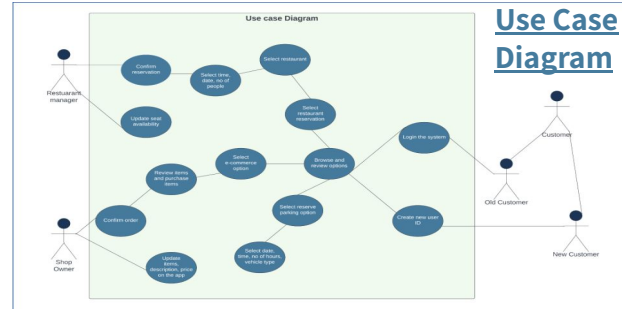
StoryBoard

Product Name, Vision, and Goal

Product Name: *Explore Bryan*

Vision: The Explore Bryan application will be a system which assists users to make parking, restaurant reservations and an e-commerce platform for aiding retailers to improve sales.

Goal: The system's goal is to solve three significant problems: an ineffective parking system, lengthy waits in front of eateries, and low sales for stores. The ultimate objective is to ensure that both customers and store owners have a better shopping experience. This method will make it simpler for consumers to shop, park vehicles, etc. It will improve efficiency and boost sales for store owners.

Product Success Metrics

1. Reduce on-street (curb) parking by 30% over a period of 10 months.

2. Subsidize off-street parking and increase parking revenue by 45%.

3. Reduce restaurant and consumer waiting period by an overall average of 30 minutes per customer.

4. Increase customer retention rate for restaurants by 25%.

5. The application will record customer preferences to identify products based on input data and past purchases.

6. The application will aid retailers to list products which will help in increasing product sales by 20%.

7. The application accurately highlights reviews, evaluations and feedbacks to assist end consumers make informed purchases.

Product Features

The system shows users the currently available parking spots to choose from, and allows the user to reserve the spot in advance.

The system enables the user to reserve tables at restaurants in advance so that the user can avoid long queues.

The system allows the user to review and browse items online and make purchases without actually having to go to the store

The system uses AI and ML technology to highlight items based on past purchases, preferences and search history.

Target Users

Robin
Small Business Owner

Tyler Mallet
Barber

Barbara Smith
Local Banker

Charlie Miller
Local Industrialist

"My dream is to make my business huge across the country and be an inspiration to all the women across the globe."
- Robin

Robin
Small Business Owner

🎁 Age: 62

👶 Children: One

🏺 Owner: Bird's Nest Gifts & Antiques

💰 Annual Income: $43,000

Key Metrics

Socioeconomic Position

Technical Competence

Problem-solving

Communication

Bio

Robin is the owner of Bird's Nest Gifts and Antiques. She has a entrepreneurial mindset and wants to grow her business. She started the company in 2005 and currently her daughter and grand daughter help her run the shop.

Needs

→ Robin wants to increase her customer retention and business growth.

→ She wishes that there are no cars blocking her shop which hinders her business sales

Frustrations

→ Cars parked outside her store

→ Limited usage of technology

→ Inconsistency in sale

Free Time

Robin likes to go out on adventures such as hiking, axe-throwing etc. She loves reading to her 15 year old grand daughter and likes to spend time with her family.

Tyler Mallet

Barber

"I aspire to one day own my own barber shop in downtown Bryan and travel the world"
- Tyler M.

🎁 Age: 40

👶 Children: Two

🍽 Employer: The Hudson Barber Emporium

💰 Annual Income: $25,000

Key Metrics

Socioeconomic Position

Technical Competence
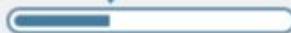
Problem-solving

Communication

Bio

Tyler is a barber at the Hudson Barber Emporium. He has been working there for 15 years and is a favorite of many customers. His passion for cutting hair led to him quitting a job in sales to make this a full time career.

Needs

- › Tyler faces an issue with handling overflow of customers and hopes a better system is in place to allocate slots.

- › The constant traffic is an impediment to a higher customer footfall.

Frustrations

- ⇨ Improve working hours
- ⇨ Improve the amount of salary and tips earned.
- ⇨ Be able to park near the store

Free Time

Tyler loves to walk his dog Bruno around. In his free time, he likes to take his boys for camping and fishing trips. He also likes to follow his passion in football and never misses a game of his favorite team.

> "I want to provide my children with great opportunities so that they can make it big in their career."
> - Barbara S.

Barbara Smith
Local banker

🎁 Age: 43

👶 Children: Three

🏦 Employer: City Bank

💰 Annual Income: $60,000

Key Metrics

Socioeconomic Position

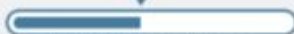Technical Competence

Problem-solving

Communication

Bio

Barbara Smith works at the local bank in Bryan. She loves to go out with her family to downtown Bryan. She has lived in Bryan all her life and wants to work towards the betterment of the place. She wishes her kids go to top universities in the country.

Needs

❯ When visiting downtown Bryan, Barbara can never find a parking spot and has to park her car far away.

❯ Barbara loves to shop but going out every time is difficult for her, she is looking for ways to buy items online.

Frustrations

▷ Low availability of parking spots

▷ Long queues for getting a table

▷ No online store availab

Free Time

Barbara is a big family person and her life revolves around her kids and husband. She enjoys poetry and loves to read them out in public. She has an interest in collecting antiques.

"I aspire to grow the restaurant industry in Bryan and help small business owners become successful."
- Charlie M.

Charlie Miller
Local Industrialist

🎁 Age: 34

👶 Children: None

🍽 Employer: Multiple small businesses

💲 Annual Income: $250,000

Key Metrics

Socioeconomic Position

Technical Competence

Problem-solving

Communication

Bio

Charlie Miller is a local industrialist who owns multiple restaurants in the Bryan region. He has taken over his father's business and wishes to expand it further. He has featured in multiple articles and has a lot of interest in philanthropy. `

Needs

➢ Charlie wants to solve the problem of long waiting queues in front of the restaurants.

➢ He plans to incentivize the customers to shift from fast food chains to more healthy options at affordable rates.
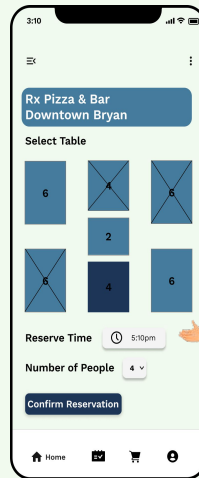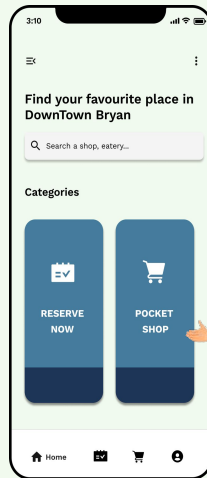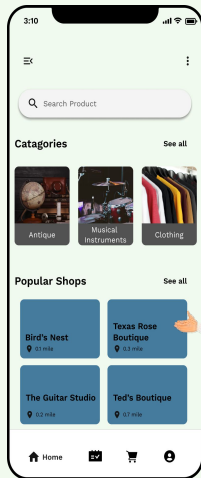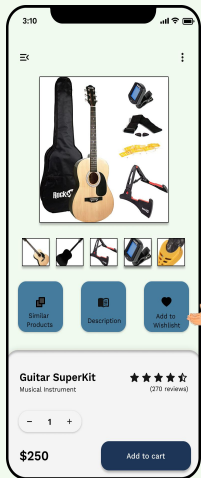
Frustrations

▷ Improve market price index for restaurants.

▷ Improve customer footfall

▷ Decrease waiting time period for customers.

Free Time

Charlie is an adrenaline junkie and loves to go for adventure sports. Growing up he was always fond of playing soccer and still plays every now and then. He is always looking for new business ideas.

STORYBOARD
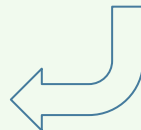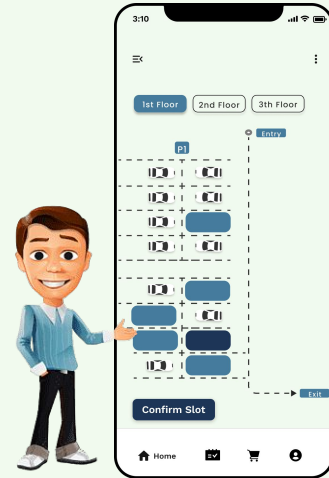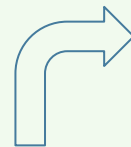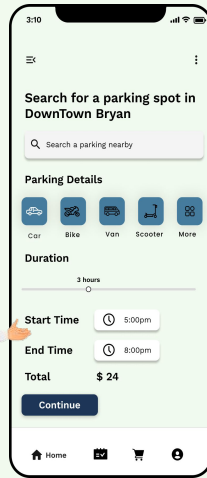
WORKFLOW

WorkFlow

Diagram Key
- 🟢 Yes
- 🔴 No

Start

Already Registered?
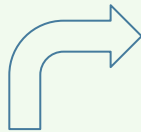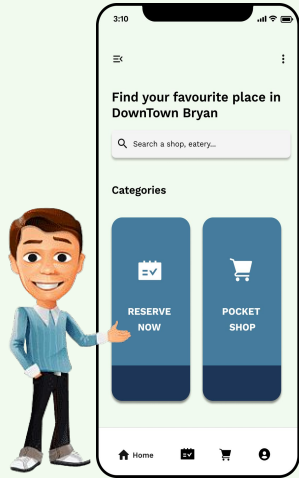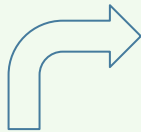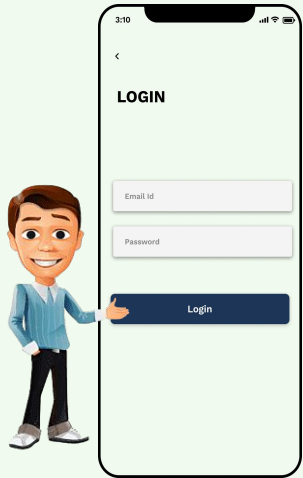- No → **Sign-Up**
- Yes → **Log-In**

Sign-Up → **Create User Profile** → **Log-In**

Log-In → **Landing Page**

Landing Page → **Reservation?**

Reservation?
- No → **Browse Products** → **Review Description and Ratings** → **Add to Cart** → **Select Payment Mode and Delivery Address** → **Make Payment** → **E-Receipt** → **Track Order**
- Yes → **Parking?**

Parking?
- No → **Browse Restaurants and Salons** → **Review Pricing** → **Review Available Time Slots** → **Reserve Time Slot** → **E-Receipt**
- Yes → **Browse Nearby Parking spots** → **Review Parking Rates** → **Enter Vehicle Details** → **Reserve Parking Spot** → **Make an Instant/Scheduled payment** → **E-Receipt**

EXPLORE BRYAN
CENTER OF THE LONE STAR STATE

WIREFRAMES

CREATE ACCOUNT

Name

Email Id

Password

Confirm Password

Create Account

G   Sign Up with Google

f   Sign Up with Google

The user can establish a new account on this screen by manually entering their name, email address, and password or by automatically connecting their account to Google or Facebook.

The user only needs to input their email ID and password to login each time after originally signing up; this screen is the login page.

LOGIN

Email Id

Password

Login
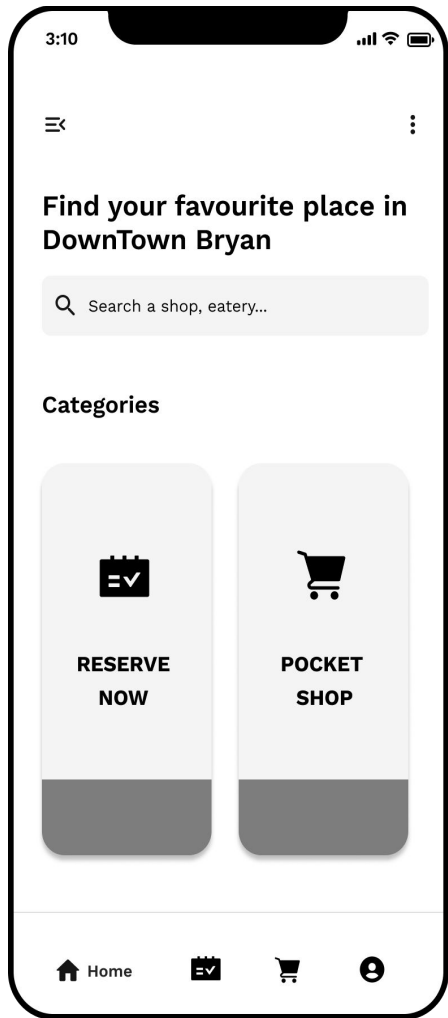
The user chooses on this screen whether they want to make a restaurant reservation, a parking space reservation, or an online store purchase.

The user can book a parking space on this screen by choosing the vehicle type, duration, timeline, and checking the total amount due.
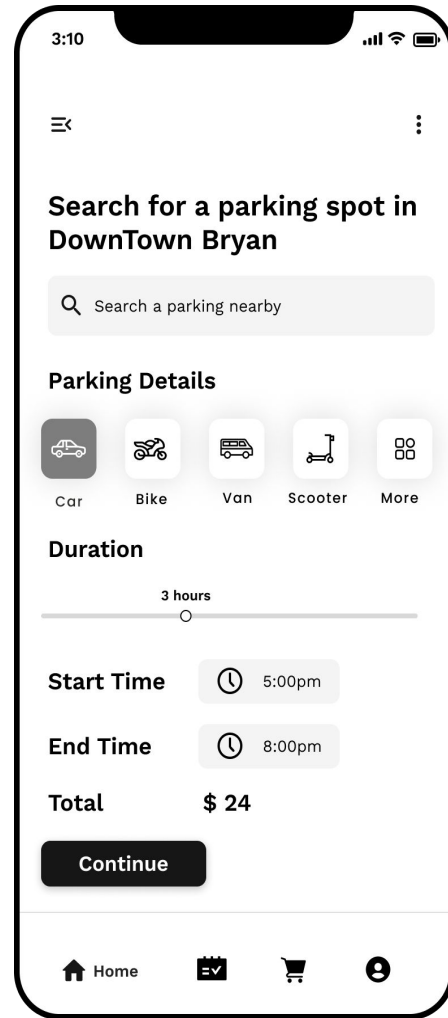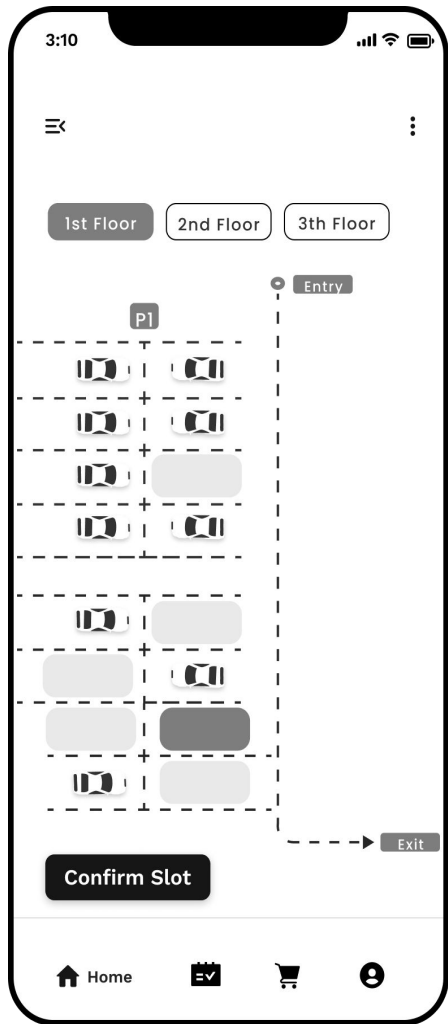
The user can book a parking space on this screen by choosing the vehicle type, duration, timeline, and checking the total amount due.

The user can reserve a table on this screen at any restaurant in Downtown Bryan. The user can choose the day, the table, and the number of guests.
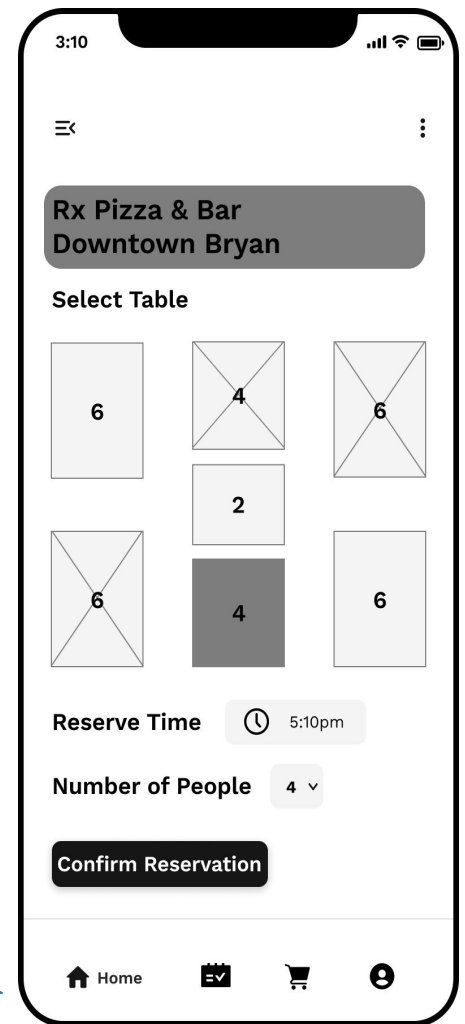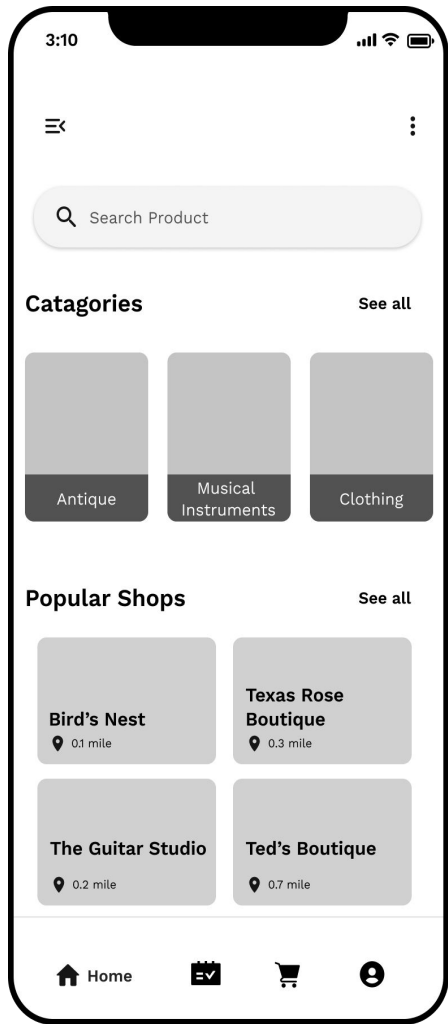
The user chooses the category of goods they wish to buy on this screen, as well as the store they want to browse or buy from.

The user chooses the item they wish to purchase on this screen. They can look at a variety of product images, read the description, look for comparable items, and read user reviews.
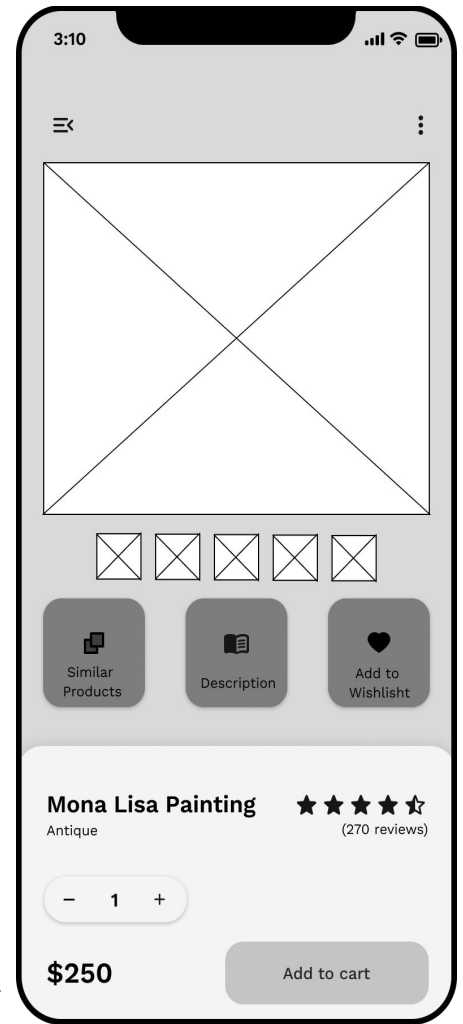
Categories   See all

Antique

Musical Instruments

Clothing

Popular Shops   See all

Bird's Nest
0.1 mile

Texas Rose Boutique
0.3 mile

The Guitar Studio
0.2 mile

Ted's Boutique
0.7 mile

Home

Search Product

Similar Products

Description

Add to Wishlist

Mona Lisa Painting
Antique

★★★★☆
(270 reviews)

1

$250   Add to cart

MOCKUPS

Screen 1 — Create Account

CREATE ACCOUNT

Name

Email Id

Password

Confirm Password

Create Account

G Sign Up with Google

f Sign Up with Facebook

Screen 2 — Login

LOGIN

Email Id

Password

Login

Screen 3 — Home

3:10

Find your favourite place in DownTown Bryan

Search a shop, eatery...

Categories

RESERVE NOW

POCKET SHOP

Home

Screen 4 — Parking

3:10

Search for a parking spot in DownTown Bryan

Search a parking nearby

Parking Details

Car   Bike   Van   Scooter   More

Duration

3 hours

Start Time   5:00pm

End Time   8:00pm

Total $ 24

Continue

Home

EPIC

EPIC

Epic 1: Design and implement a new integrated e-commerce and reservation system that enables users to make reservations and purchases online at their convenience.

Feature 1: Create a page where consumers will register and log in to store their personal data, preferences, and past purchases.

Feature 2: Create a browsing menu where users can go through multiple options such as parking, restaurant reservation or order items from a wide selection of stores.

Feature 3: Design a reservation page where users can select date, time, number of hours for booking a table at the restaurant.

Feature 4: Create a page where users can make reservations for parking their cars. On this page, they can choose the vehicle type, the date, and the hour, among other possibilities.

Feature 5: Create an e-commerce section in the website where the retailers can upload items to be sold enlisting key features, pricing, pictures and FAQs, if any.

Feature 6: Create an online storefront where customers may buy products and leave evaluations and comments.

USER STORIES

Sprint 1 (Dec 1, 2022 - Dec 20, 2022)			
Feature ID	User Story	Acceptance Criteria	Priority
1.	1.1 As a customer, I want to create a user profile on the application so that I can login and start placing orders or making reservations.	1. There is an option to link your google, facebook, apple etc. to make it easier for the user to set up the profile. 2. Returning or old users should be able to directly log in and not create a new account every time.	High
1.	1.2 As a customer, I want to save my contact and billing information so that I receive all the orders I place in a timely manner.	1. There is an option to save the users billing address in the profile section 2. Users can enter phone and email address where all the notifications will be sent 3. The user can add new addresses to send items as gifts at other location	High
1	1.3 As a customer, I want to initially set my preferences so that the app shows me offers pertinent to my liking	1. There is an option for the user to select what kind of items, food and activities he/she likes. 2. The user can also select the area where they want to park their vehicle 3. The user should be able to update these preferences later on as well.	Medium
2.	2.1 As a customer, I want to be able to select reservation section from the landing page so that I can make reservations	1. The user can select from the applications landing page to make a parking reservation 2. The user can select from the applications landing page to make a reservation in any restaurant.	High
2.	2.2 As a customer, I want to be able to select the e-commerce section from the landing page so that I can make purchase items	1. The user can select from the application landing page to order items from the e-commerce section 2. The user should be able to select the type of items such as antique, musical instruments etc to see the relevant shops.	High

Sprint 2 (Jan 1, 2023 - Jan 24, 2023)			
Feature ID	**User Story**	**Acceptance Criteria**	**Priority**
3.	3.1 As a customer, I want to select the cuisine type and seating option so that I can select the restaurant where I want to eat	1. There is an option for the user to select the type of cuisine or any particular food item which the user is looking for 2. The customer can select restaurants based on whether they have outdoor or indoor seating..	High
3.	3.2 As a customer, I want to select the date and time for for booking a table so that I can dine at a restaurant without any waiting time	1. The user has an option to select the date and time when they want to dine at the restaurant 2. If the preferred time is unavailable then the user should be able to select other date or time.	High
3.	3.3 As a customer, I want to give feedback and write reviews for restaurant so that it help other users to decide where to eat	1. The user has an option to write feedbacks for the restaurants 2. The user can also provide ratings out of 5 at an overall level and also for individual criterias such as ambience, service etc. 3. The user can also highlight special delicacies so that those can be listed in the featured or best section for the restaurant..	Medium
4.	4.1 As a customer, I want to be able to select the area where I can park my vehicle so that I can reduce my travel time	1. There should be an option for the user to select the area where the user wants to park his/her vehicle 2. The user should be able to select the parking option such as outdoor or indoor parking, premium or any cheaper option through filters	High
4.	4.2 As a customer, I want to be able to select the vehicle type, number of hours, day and date so that I can find a parking spot as per my needs.	1. The user can select the type of vehicle such as car, cycle, motorcycle etc. 2. There should be an option to select the date and time to park the vehicle. 3. The user should also be able to choose from hourly or daily parking rates as per requirements.	High

Sprint 3 (Feb 1, 2023 - Feb 18, 2023)

Feature ID	User Story	Acceptance Criteria	Priority
5.	5.1 As a shopkeeper, I want to be able to upload items onto the website so that customers can purchase them online.	1. There is an option for the shopkeeper to upload all the items on the website under his/her shop. 2. The shopkeeper can make sections inside the shop and bifurcate items based on each section.	High
5.	5.2 As a shopkeeper, I want to provide a description, price, pictures and FAQs for the items so that customers can make an informed decisions.	1. There is an option to provide a detailed description along with key features of the items uploaded 2. The shopkeeper can upload multiple pictures and price for the items to be sold. 3. The shopkeeper can also answer some most frequently asked questions to aid customers in purchasing items.	High
5.	5.3 As a shopkeeper, I want to provide warranty period, return timeframe and pin the top reviews so that customers can shop with ease and confidence.	1. There is an option for the shopkeeper to upload the warranty and guarantee period for the item.. 2. The shopkeeper can also select the time frame until which the return of the item is permissible and what percentage of money to be refunded. 3. The shopkeeper has the option to pin top customer reviews.	Medium
6.	6.1 As a customer, I want to be able to browse through items, add items to cart and wishlist so that I can purchase items at my convenience.	1. The customer can browse and filter for items he/she is looking for. 2. The customer can make a wishlist and keep adding items to it, the wishlist will hold the items to be purchased at a later point. 3. There is an option for the customer to purchase items at that point.	High
6.	6.2 As a customer, I want to be able write reviews, give feedback and evaluation so that it can aid other customers in making purchases.	1. The customer can write reviews about the item and provide feedback for other customers benefit. 2. The customer can provide overall rating to the item along with individual feature rating such as durability, aesthetics etc.	High

USE CASE DIAGRAM

Use case Diagram

Restuarant manager

- Confirm reservation
- Select time, date, no of people
- Select restaurant
- Update seat availability
- Select restaurant reservation

- Browse and review options
- Login the system
- Select e-commerce option
- Review items and purchase items
- Select reserve parking option
- Select date, time, no of hours, vehicle type
- Create new user ID

Shop Owner

- Confirm order
- Update items, description, price on the app

Customer

Old Customer

New Customer