

# DeliverEase

A Product Canvas  
By  
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## DeliverEase

**Product Vision:**  
Enhance the process of ordering and delivering food through a user friendly platform that allows the users to compare prices, delivery times and various discounts & offers in different food delivery apps like Grubhub, DoorDash, and UberEATS.

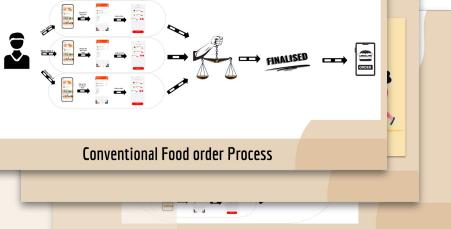
### Goals:

- Minimize User Effort - Reduce the effort of users to compare options and place orders
- Simplify Food Delivery Comparison - Selecting the delivery option that is both efficient and economical can be difficult for users, DeliverEase aims make it easier to compare deals, wait times, and prices between various food delivery services.
- Optimize Cost Savings - Help users make informed decisions that lead to cost savings on food orders and delivery fees by showing everything at one place.
- Increase Transparency - DeliverEase shall provide clear and accurate information that can help users understand which is a better choice for them and increase transparency.

## Product Vision & Goals

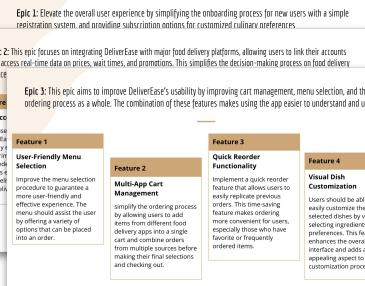
## Big Picture & Storyboard

### Big Picture & Story Board



## Target Groups & User Personas

## Epics & Features



## Product Backlog

## Product Success Metrics

### Product Success Metrics - Functional

### Product Success Metrics - Non Functional

Non-functional success metrics for a product describe its operation capabilities with respect to the overall performance, reliability, security, and user experience of the product. The non-functional metrics of our app are

- The Lead Timeframe between the creation of the request and the request being satisfied) is less than 1 minute
  - User should be able to get a response time of less than 3 seconds in itself
    - Dependency on the network should be minimal
      - DoorDash should be able to access other delivery apps with minimal information passage
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    - DoorDash should be able to access other delivery apps with minimal information passage
- DoorDash should securely user credentials and protect user data from data leak
  - User Acquisition and retention
    - User retention should be >= 80%
    - Premium Subscription rate should be >= 45%

Current State				
Feature ID	User Story	Acceptance Criteria	Priority	Story Points
3.1	As a user, I want to see a list of recommended delivery services based on my location and current time.	- Improve the menu selection process, allowing users to quickly select and choose items with less effort.	High	5
3.2	As a user, I want to be able to log in to my account.	- Improve the menu selection process, allowing users to quickly select and choose items with less effort.	Medium	3
3.3	As a user, I want to manually input account information for delivery services.	- Ensure security of user credentials.	High	5

Sprint 2 - Duration : 12/15/2023 - 01/15/2024				
FeatureID	User Story	Acceptance Criteria	Priority	Story Points
2.1	As a user, I want to be able to see recommendations according to my taste.	- Create customized delivery filters for users based on their health conditions and dietary preferences. - Allow users to easily connect with local delivery services or DoorDash for their specific needs. - Improve the menu selection process, allowing users to quickly select and choose items with less effort.	High	5

Sprint 1 - Duration : 11/15/2023 - 12/15/2023				
FeatureID	User Story	Acceptance Criteria	Priority	Story Points
1.1	As a user, I want to be able to register and login into the application.	- Develop a clean and user-friendly interface for DeliverEase. - Ensure security of user credentials.	High	5
1.2	As a user, I want to be able to see recommendations according to my taste.	- Collect user culinary interests at the time of sign-up. - Provide personalized recommendations based on the interests.	Medium	7
1.3	As a user, I want to easily understand how to use the application to make the best use of it.	- Create instruction tutorials for new users. - Cover all major functionalities in the tutorials.	Medium	5
1.4	As a user, I want to explore the features of the app.	- Create a premium subscription for and ad-free application. - Offer a discount for new users with free subscription for a limited period of time.	Low	9

**DeliverEase Account Settings Page:**

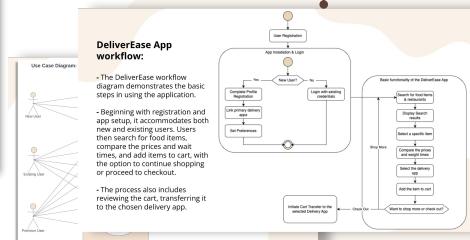
DeliverEase Account Settings Page helps you personalize DeliverEase experience. This page is designed with simplicity in mind.

**Choose your delivery app:**

Welcome to the DeliverEase Comparison Page, your go-to page for making informed decisions on food delivery! To help you get the most for your cravings, this user-friendly page offers a side-by-side comparison of costs and delivery times for popular food delivery services like Grubhub, DoorDash, and UberEATS is featured in the page's center.

## Wire Frames & Mock Ups

## Workflow & Use case Diagram



# DeliverEase



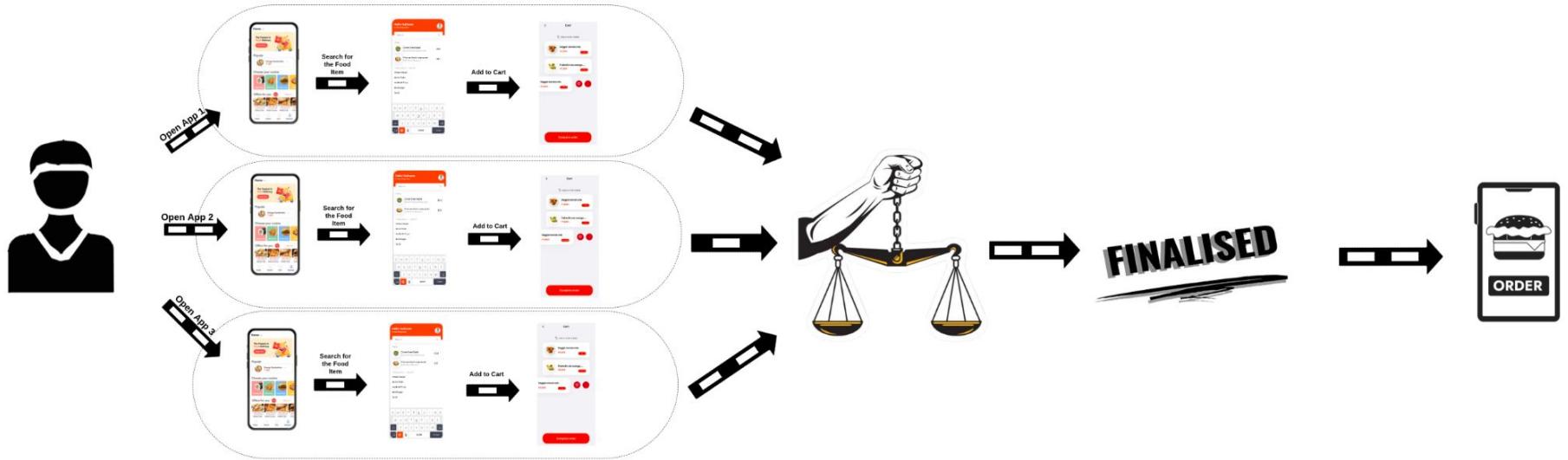
## Product Vision:

Enhance the process of ordering and delivering food through a user friendly platform that allows the users to compare prices, delivery times and various discounts & offers in different food delivery apps like Grubhub, DoorDash, and UberEATS.

## Goals:

1. **Minimize User Effort** - Reduce the effort of users to compare options and place orders
2. **Simplify Food Delivery Comparison** - Selecting the delivery option that is both efficient and economical can be difficult for users. DeliverEase aims make it easier to compare deals, wait times, and prices between various food delivery services.
3. **Optimize Cost Savings** - Help users make informed decisions that lead to cost savings on food orders and delivery fees by showing everything at one place.
4. **Increase Transparency** - DeliverEase shall provide clear and accurate information that can help users understand which is a better choice for them and increase transparency.

# Big Picture & Story Board



Conventional Food order Process

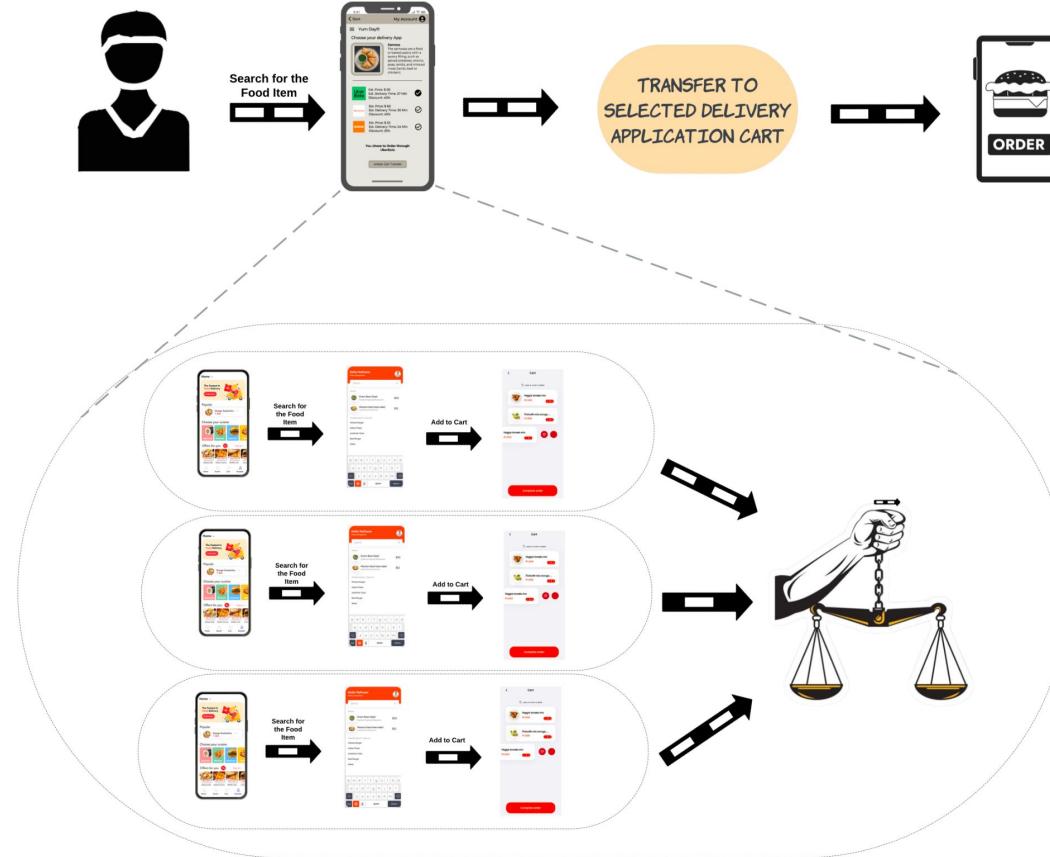
# Big Picture - DeliverEase

DeliverEase aims to change the way the food delivery industry is looked at, by combining popular food delivery services like Grubhub, DoorDash, and UberEATS into one easily navigable platform.

While the basic objective is to make decision-making easier by offering clear comparisons of costs, wait times, and special offers, DeliverEase also wants to be efficient, affordable, and customizable for all users. To ensure the same, we are majorly focusing on user experience.



# Big Picture & Story Board - DeliverEase



# Target Groups & User Personas



### Lifestyle and Behavior

- Plays the role as a professional food blogger and social media influencer.
- Known for adventurous spirit in trying diverse cuisines, dishes, and food trends.
- Digitally savvy, actively uses social media platforms and online tools for content creation.

### Challanges

- Finds it difficult to locate a variety of high-quality food options in order to consistently produce interesting and original content for her blog.
- Struggles to balance the need for culinary variety with the practicality of using meal delivery services.
- Requires timely deliveries to align with her content creation schedule



## Food Blogger

### PROFILE

Name	:	Amy Jackson
Gender	:	Female
Age	:	26
Family	:	Single



### Goals with DeliverEase

- Discover new and trending restaurants and cuisines for blogging and social media content.
- Share unique dining experiences with followers through DeliverEase.
- Tailor orders on DeliverEase to align with personal taste and audience expectations.
- Use DeliverEase to encourage community involvement through unique challenges and events.
- Make informed decisions about popular dishes and cuisines by utilizing DeliverEase insights.

### Preferred Features

- Exclusive Previews and Offers
- Personalized Recommendations
- Efficient Order Management



#### Lifestyle and Behavior

- Works long hours at the office, leading a demanding career.
- Actively looking for time-saving solutions for daily activities
- Often orders food for office meetings or opts for on-the-go meals due to her hectic schedule.
- Struggles to maintain a balanced diet amidst her busy and fast-paced lifestyle.
- Comfortable with technology and can access smartphone apps to simplify her daily routine.



## Corporate Working Employee

### PROFILE

<b>Name</b>	: Sarah Jonas
<b>Gender</b>	: Female
<b>Age</b>	: 35
<b>Family</b>	: 1 Partner, 2 Kids



#### Goals with DeliverEase

- Looks for simplified food delivery process
- wants to save time and effort for both personal and professional meal orders.
- expects accurate information and timely deliveries from DeliverEase.
- Open to exploring premium meal delivery services

#### Preferred Features

- Quick and easy navigation to find and place orders swiftly
- Feature that allows saving favourite orders for instant access



#### Lifestyle and Behavior

- John and Linda enjoy a leisurely retirement focused on hobbies and quality time together.
- Prioritize health in their food choices, maintaining a health-conscious lifestyle.
- Regularly order from a variety of cuisines, reflecting their diverse culinary preferences.

#### Challenges

- Adjusting to dietary restrictions due to age, seeking meals that cater to their health needs.
- Face challenges in finding options that meet their preference for organic and high-quality ingredients.



## The Retired Couple

### PROFILE

Name	: John & Amanda
Gender	: NA
Age	: 57 & 52
Family	: Live with each other



#### Goals with DeliverEase

- Use DeliverEase to find and purchase delicious meal options that are health-conscious and fit their lifestyle.
- Set a goal to find budget-friendly meal options on DeliverEase that align with their health-conscious and diverse culinary preferences.
- Use DeliverEase to stay connected with friends and family by organizing virtual dinners or sharing meal recommendations.

#### Preferred Features

- Customized Dietary Filters
- Ingredient Quality Information
- Variety of Cuisines

# Epic, Features & Use case Diagram

# Epic 1: Elevate the overall user experience by simplifying the onboarding process for new users with a simple registration system, and providing subscription options for customized culinary preferences

## Feature 1

### Easy Registration & Login

Provide a simple registration and login process that supports social media and email/password logins. This feature makes it easier for users to get started with the app and provides easy access to it.

## Feature 2

### Subscription Offers

Offer users a subscription model with a range of benefits, catering to premium features like exclusive deals and an ad-free experience.

## Feature 3

### Collection of Culinary Interests

In order to customize the app experience with personalised recommendations, include a step in the registration process where users can indicate their dietary restrictions and food preferences.

## Feature 4

### Interactive Onboarding Tutorial

Create a brief interactive tutorial for new users, covering major app functionalities like order placement and subscription benefits.

**Epic 2:** This epic focuses on integrating DeliverEase with major food delivery platforms, allowing users to link their accounts and access real-time data on prices, wait times, and promotions. This simplifies the decision-making process on food delivery choices with a user-friendly interface.

### Feature 1

#### **App Account Setup**

Allow users to set up their DeliverEase profile by securely entering and saving their primary food delivery app credentials. This feature ensures easy integration from DeliverEase to all other food delivery applications.

### Feature 2

#### **Fuzzy Logic Menu Search**

This feature should implement a smart search system where users can input restaurant or menu item names with flexibility, and the system intelligently provides relevant results from all the applications. It simplifies the search process, saving users time and effort.

### Feature 3

#### **Real-Time Price and Wait Time Comparison**

DeliverEase should fetch real-time data on prices, delivery times, and available coupons. Users should gain access to the latest information, enabling them to make well-informed decisions based on the most current pricing and wait time data.

### Feature 4

#### **Adding to Cart on Original App**

Users should be able to easily transfer the selected items within DeliverEase to the cart of the chosen primary food delivery app. This simplifies the ordering process, ensuring a smooth transition from comparison to finalizing the order within the user's selected app.

**Epic 3:** This epic aims to improve DeliverEase's usability by improving cart management, menu selection, and the ordering process as a whole. The combination of these features makes using the app easier to understand and use.

### Feature 1

#### User-Friendly Menu Selection

Improve the menu selection procedure to guarantee a more user-friendly and effective experience. The menu should assist the user by offering a variety of options that can be placed into an order.

### Feature 2

#### Multi-App Cart Management

simplify the ordering process by allowing users to add items from different food delivery apps into a single cart and combine orders from multiple sources before making their final selections and checking out.

### Feature 3

#### Quick Reorder Functionality

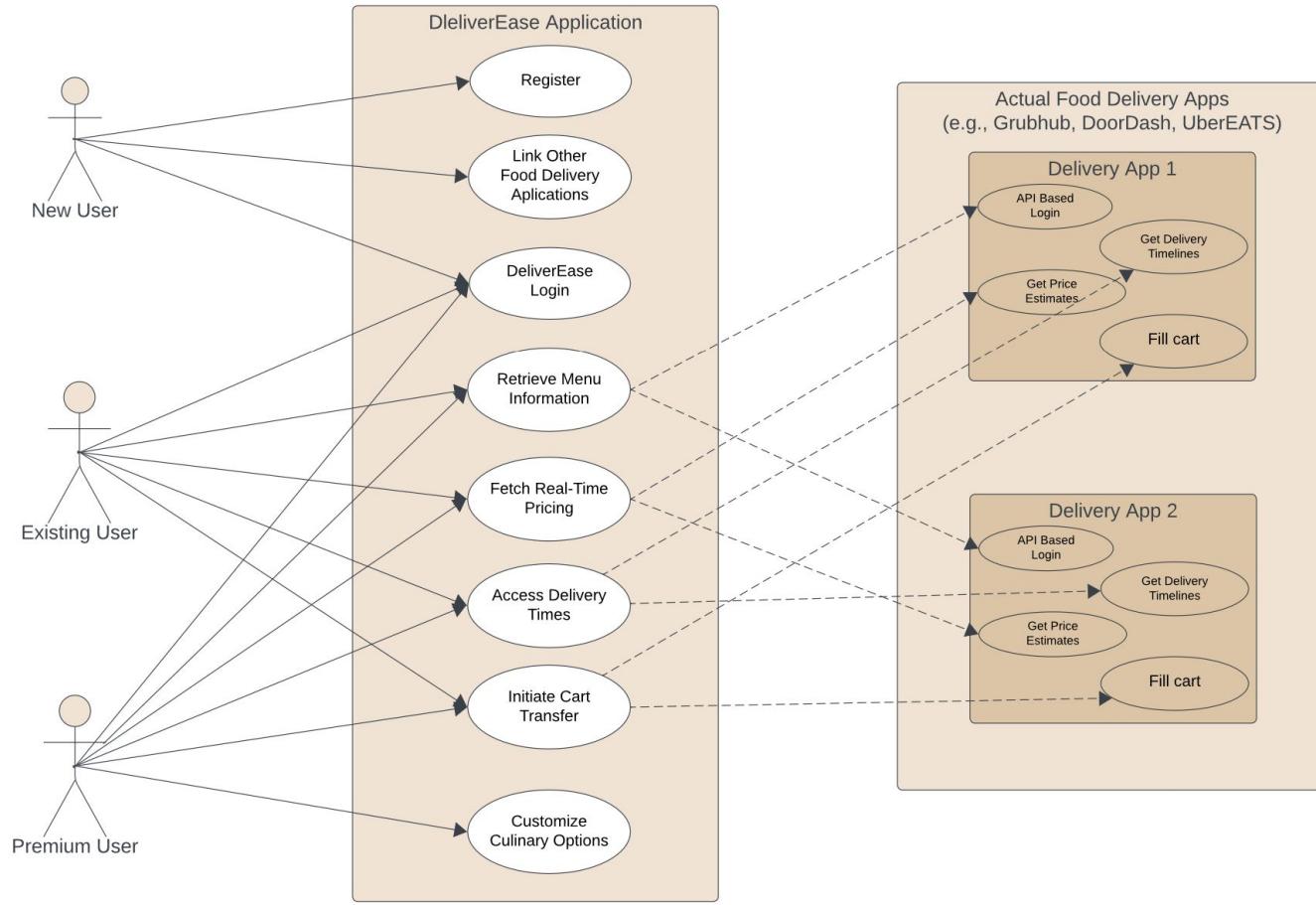
Implement a quick reorder feature that allows users to easily replicate previous orders. This time-saving feature makes ordering more convenient for users, especially those who have favorite or frequently ordered items.

### Feature 4

#### Visual Dish Customization

Users should be able to easily customize their selected dishes by visually selecting ingredients and preferences. This feature enhances the overall user interface and adds a visually appealing aspect to the customization process.

## Use Case Diagram:



# Product Backlog

&

# Scrum Board

Sprint 1 - Duration : 11/15/2023 - 12/15/2023				
FeatureID	User Story	Acceptance Criteria	Priority	Story Points
1.1	As a user, I want to be able to register and login into the application	- Develop a clean and user-friendly interface for DeliverEase - Securely registered user and save user details	High	5
1.2	As a user, I want to see recommendations according to my taste.	- Collect user culinary interests at the time of registration - Provide personalised recommendations based on the interests	Medium	7
1.3	As a user, I want to easily understand how to use the application and make the best use of it	- Create instruction tutorials for new users - Cover all major functionalities in the tutorials	Medium	5
1.4	As a user, I want to explore all the features of the app.	- Create a premium subscription for an ad-free application. - Provide latest or new users with free subscription for a limited period of time.	Low	9

## Sprint 2 - Duration : 12/15/2023 - 01/15/2024

FeatureID	User Story	Acceptance Criteria	Priority	Story Points
2.1	As a user, I want to manually enter my account information	<ul style="list-style-type: none"><li>- Allow users to manually input account information for the food delivery apps</li><li>- Ensure security of user credentials.</li></ul>	High	5
2.2	As a user, I want to see search results with minimal effort	<ul style="list-style-type: none"><li>- Implement a fuzzy logic search system for flexible restaurant and menu item searches.</li><li>- Ensure accurate and relevant results.</li></ul>	High	9
2.3	As a user, I want to compare real-time prices and wait times	<ul style="list-style-type: none"><li>- Connect with primary food delivery apps through APIs</li><li>- Fetch real-time data on prices, delivery times, and available coupons</li><li>- Display comparison results accurately</li></ul>	Medium	7

Sprint 3 - Duration : 01/15/2024 - 02/15/2024				
FeatureID	User Story	Acceptance Criteria	Priority	Story Points
3.1	As a user, I want a nice and smooth menu for selecting my order	<ul style="list-style-type: none"> <li>- Improve the menu selection process, allowing users to easily navigate and choose items with minimal effort</li> <li>- Improve the fuzzy logic and comparison options</li> </ul>	High	5
3.2	As a user, I want to be able to add the items to cart right from the deliver ease application.	<ul style="list-style-type: none"> <li>- Introduce basic cart functionality, enabling users to add selected items for a easy ordering experience.</li> <li>- Implement a smooth transition from menu selection to cart addition in the actual delivery app</li> </ul>	Medium	7
3.3	As a user, I want to have an option for visual dish customization	<ul style="list-style-type: none"> <li>- Implement a interactive dish customization feature.</li> <li>- Allow users to easily customize selected dishes by selecting ingredients, toppings, and preferences with the help of visual images.</li> </ul>	Medium	5
3.4	As a user, I want a quick reorder functionality.	<ul style="list-style-type: none"> <li>- Implement a quick reorder feature that allows users to easily repeat previous orders.</li> </ul>	Low	5

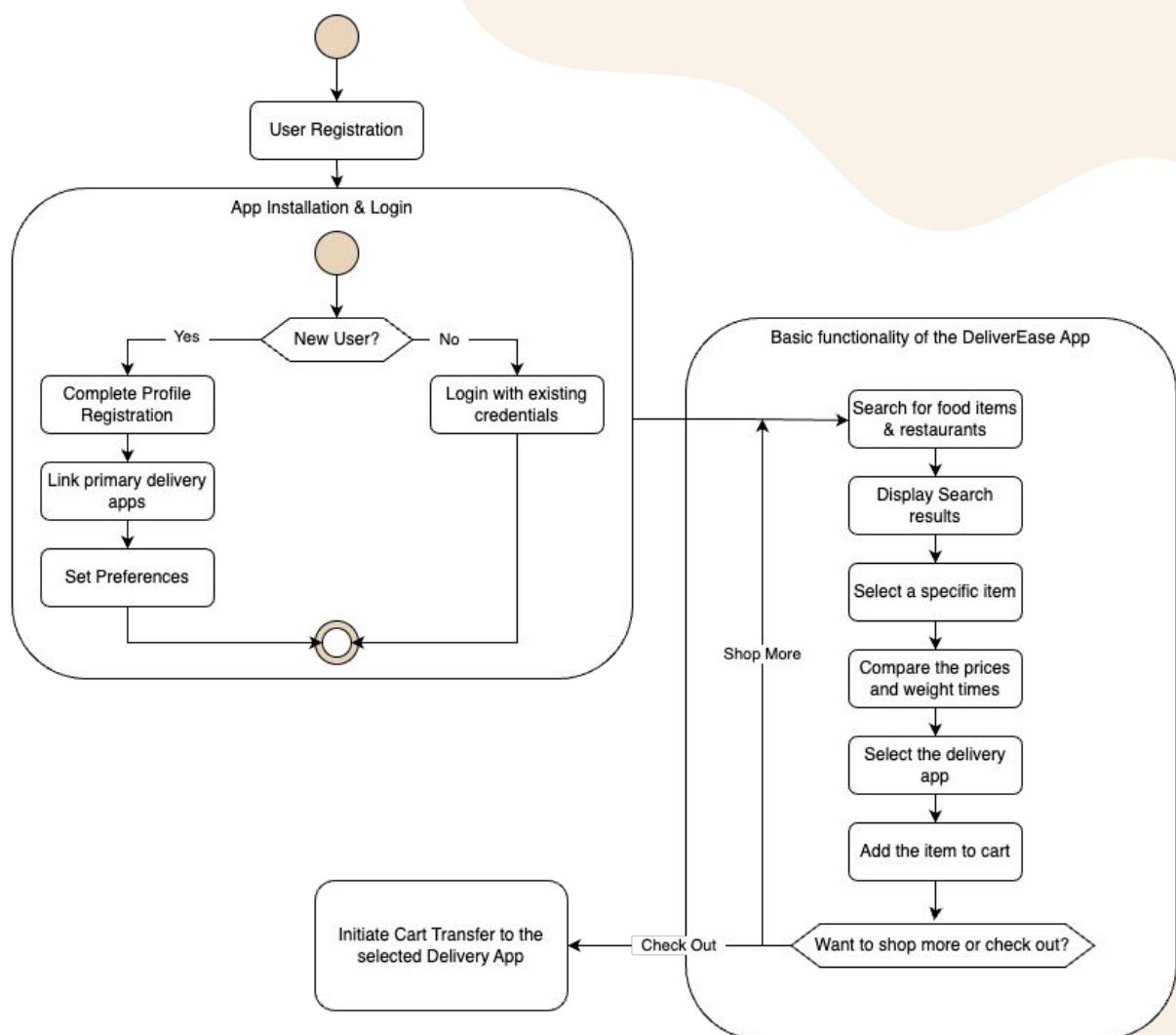
# Scrum Board

Current Sprint			
Product Backlog	To do	In Progress	Done
Enhance Menu Selection Process	Price & wait Time Comparision	Fuzzy Logic Menu Search	Basic Interface Setup
Cart Transition	Display UI for allowing users to select a delivery app		Primary delivery apps Integration
MultiCart Integration			
Reorder functionality			
Dish Customization functionality			

# Product WorkFlow & Success Metrics

# DeliverEase App workflow:

- The DeliverEase workflow diagram demonstrates the basic steps in using the application.
- Beginning with registration and app setup, it accommodates both new and existing users. Users then search for food items, compare the prices and wait times, and add items to cart, with the option to continue shopping or proceed to checkout.
- The process also includes reviewing the cart, transferring it to the chosen delivery app.



# Product Success Metrics - Functional

Functional success metrics refer to the measurable outcomes that are directly related to the features, and requirements of the product. These metrics help in assessing how well a product performs in delivering its intended purpose and meeting user needs. The functional metrics of our app are

- Allow the user to create an account and use the application services
- DeliverEase should allow the user to subscribe for a premium to increase the user experience by going add free and providing personalised recommendations.
- Provide the price and wait time details from all the integrated apps in real time
- Users should be able to manually select the apps they wish to integrate with DeliverEase and supply the login information.
- DeliverEase is required to improve user operations with features like the ability to compare previous orders and quickly reorder.
- Users should be provided with brief tutorials to understand how to use the app effectively

# Product Success Metrics - Non Functional

Non-functional success metrics for a product describe system's operation capabilities with respect to the overall performance, reliability, security, and user experience of the product. The non functional metrics of our app are

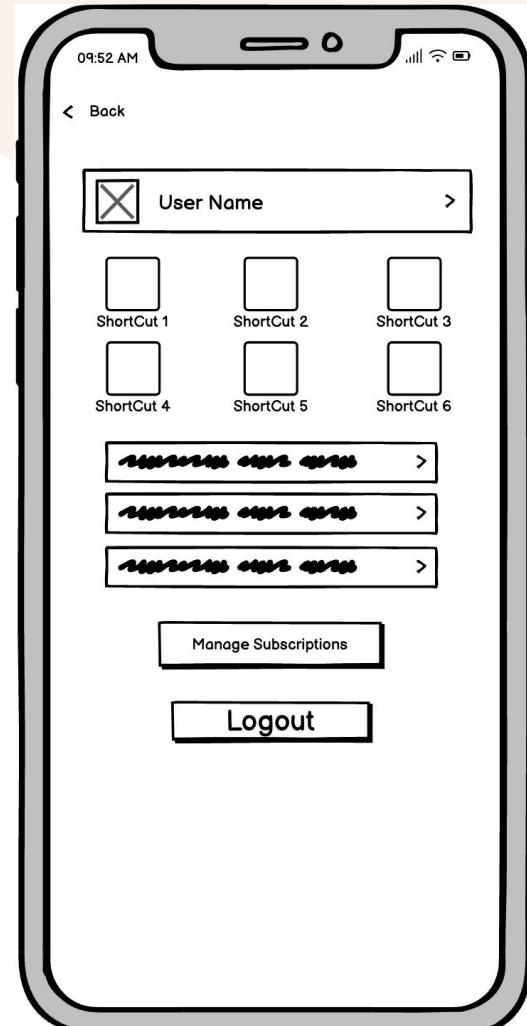
- The Lead Time(time between the creation of the request and the request being satisfied) is less than 1 minute.
  - o User searches for a food item
  - o DeliverEase should provide the details from all the delivery apps in less than one minute
- DeliverEase should have a response time of less than 3 seconds in itself
  - o Dependency on the network should be minimal
  - o DeliverEase should be able to access other delivery apps with minimal information passage
- DeliverEase should secure user credentials and protect user data from data leak
- User Acquisition and retention
  - o User retention should be  $\geq 80\%$
  - o Premium Subscription rate should be  $\geq 45\%$

# Wireframe & Mockup Examples

# **DeliverEase Account Settings Page:**

DeliverEase Account Settings Page helps you personalise DeliverEase experience. This page is designed with simplicity and functionality in mind, offering you complete control over your account preferences, privacy settings, and subscription details.

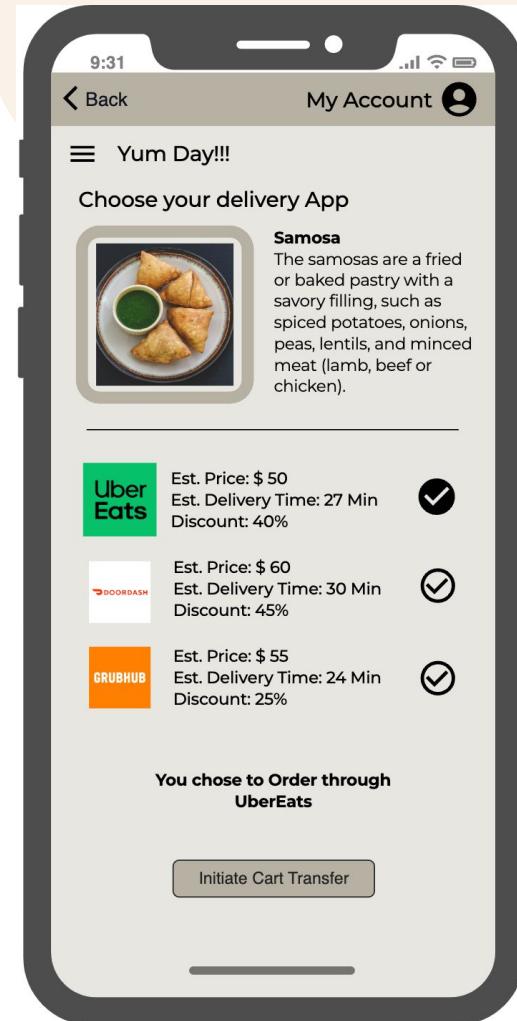
Take charge of your account with ease and enjoy a smooth customizing process. The shortcut icons are designed to allow users to easily access and manage various aspects of their account settings with a simple tap.



## Choose your delivery App:

Welcome to the DeliverEase Comparison Page, your go-to page for making informed decisions on food delivery! To help you get the most for your cravings, this user-friendly page offers a summary of costs and delivery times from a variety of food delivery apps.

When you first visit the page, the interface is clear and easy to use, making comparisons easier. A side-by-side comparison of costs and delivery times from popular food delivery services like Grubhub, DoorDash, and UberEATS is featured in the page's center.



# Thank You