

Business Requirement Document (BRD)

Project Name: CRAVEY

Version: 1.0

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Introduction

CRAVEY is a quick commerce application designed to revolutionize food delivery and reservation services by providing customers with a seamless experience of ordering food from nearby restaurants and cafes or reserving tables in advance. The platform also includes a grocery delivery module (Swift Cart) that ensures fast and efficient service, promoting customer satisfaction and environmental sustainability.

Business Objectives

1. Provide a user-friendly platform for customers to order food, reserve tables, and shop for groceries.
 2. Enhance revenue streams for restaurants and cafes by increasing their visibility and engagement.
 3. Promote sustainability by introducing EVs for delivery operations.
 4. Incentivize positive behavior from both customers and delivery personnel, fostering a mutually beneficial ecosystem.
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Customer Features

1. Food Ordering:

- **Explore Nearby Options:**
Customers can browse cafes and restaurants near their specified location, view menus updated in real time, and see available food items.
- **Order Placement:**
Customers can easily place orders through the app. Once the restaurant confirms and prepares the order, it will be delivered by our **Swifter**.

2. Delivery Feedback Loop:

- Customers can rate **Swifters** on their behavior and food handling. Ratings will influence the delivery personnel's incentives.
- **Swifters** can rate customers on their behavior.
- High customer ratings may result in an offer coupon, encouraging frequent use of the app.

3. Table Reservation:

- Customers can reserve tables in advance at partnered restaurants.
- Reservation confirmation details will be provided via the app.

4. Restaurant Ratings:

- Customers can rate restaurants and cafes based on their experience, helping others make informed decisions.

5. Swift Cart Module:

- Customers can order groceries, grooming products, stationery, and more from nearby stores.
 - The **area-based delivery model** ensures faster deliveries by assigning orders to local Swifters familiar with the area.
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Restaurant/Cafe Features

1. Menu Management:

- Restaurants can upload their daily menu and update it as needed based on availability.

2. Offers & Coupons:

- Restaurants can offer promotional coupons to attract customers and boost sales.

3. Listing Priority:

- Cafes/restaurants can pay a premium fee to feature at the top of search results for increased visibility.

4. Revenue Model:

- A service fee will be charged for onboarding and utilizing CRAVEY's features.
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Swift Cart (Next Module)

1. Product Categories:

- Includes groceries, fruits, vegetables, grooming items, and stationery.

2. Area-Based Delivery Model:

- Local delivery personnel are assigned to nearby customers to reduce delivery time.

3. Sustainability Initiative:

- All delivery operations will use electric vehicles (EVs) to reduce carbon emissions and improve air quality.
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Delivery Features (Swifters)

1. Role of Swifters:

- Deliver food and grocery items promptly.
- Maintain professionalism and good customer interaction to earn high ratings and incentives.

2. Incentives:

- Based on customer ratings, Swifters will receive performance-based rewards.

3. Sustainability Focus:

- EVs provided for deliveries, reducing CRAVEY's carbon footprint and supporting eco-friendly operations.
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Revenue Streams

1. Customer Revenue:

- Delivery charges.
- Service fees for table reservations.

2. Restaurant Revenue:

- Service fees for onboarding and order management.
- Additional fees for priority listing.

3. Advertising Revenue:

- Ads for cafes/restaurants and grocery stores.

4. **Sustainability Sponsorships:**

- Collaboration with EV manufacturers and environmental organizations.
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Key Benefits

1. **For Customers:**

- Easy and quick access to food, reservations, and grocery shopping.
- Positive reinforcement for good behavior with discounts and offers.

2. **For Restaurants/Cafes:**

- Increased customer base and sales through offers and visibility.

3. **For the Environment:**

- Sustainable delivery practices with EVs, promoting eco-friendly operations.
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Future Scope

1. Expansion into new regions with higher density of customers and restaurants.
 2. Advanced AI-based recommendations for food, restaurants, and grocery items.
 3. Integration of live tracking for Swifters and grocery orders.
 4. Collaboration with local businesses to boost hyperlocal commerce.
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Conclusion

CRAVEY is positioned as a unique quick commerce solution combining food delivery, table reservations, and grocery shopping. With a strong focus on customer satisfaction, restaurant engagement, and environmental responsibility, CRAVEY aims to set a new standard in the quick commerce industry.