Product

Product Name: FeedFast 2.0
Product Manager: Shanish
Date: February 14, 2025
Version: 1.0

Business context

FeedFast is a convenient meal delivery app in Thailand, offering door-to-door food delivery services. Primarily focused on urban areas and select suburban hubs, FeedFast provides customers access to an extensive selection of over 100,000 restaurants. By partnering with third-party delivery services, the app ensures that food is delivered directly to customers' doorsteps. The app allows users to create and manage profiles, choose from a variety of payment options.

Opportunity

FeedFast is experiencing a significant decline in the number of orders placed, resulting in a corresponding loss of revenue

Objective

The goal of FeedFast 2.0 is to address the concerns faced by users, which contribute to customer attrition and a decline in revenue. Target users

- **Primary users:**
  - Individual consumers
    - Corporate professional (IT, Banking)
    - Medical professionals
    - Teachers
    - Students
    - Individual workers
    - others (retired individuals, home makers

User problem

1. Poor user experience (UX), where user takes lots of time to browse the items and confused
2. Users lack options to cater to emerging dietary trends.
3. Orders are frequently being canceled.
4. There are occasional delays in delivery.
5. Orders often have incomplete or missing items.
6. Users are not receiving proactive customer support.

Solutions and Master features

a. AI based meal suggestion
b. New subscription model
c. Addition of grocery vendor
d. Onboard the new restaurant and expansion
e. Language translations
f. Newgen customer support

Features & Requirements

AI based meal suggestion

Core Features:

1. **Personalized meal suggestion**
   - During signup, users can provide their meal preferences, including options such as vegetarian, vegan, or non-vegetarian, preferred meal types (e.g., cereal, meat), spice level (hot and spicy).
   - Users can also specify additional details, such as hobbies, age, profession, any allergies, and health status to further personalize their experience
   - Users will receive pop-up notifications with meal suggestions personalized based on their profile, including their preferences, allergies, health status, and other provided details.
2. **Restaurant suggestion**
   - While ordering the food, app should pop up with

1. Meal suggestion
2. Price
3. Restaurant
4. ETA

3. **UI to show recent order and mark favorites**
   - Users can view their recent orders and mark their favorite meals for quicker, preferred ordering in the future
   - Users have the option to pin their favorite restaurants for easy access.

4. **User data protection**
   - Personal data protection and agreement

MVPs
- During sign up user to enter meal preferences and personal details like lifestyle
- Users receive pop up of meal suggestion in order of ranking
- Data protection
  1. Consent
  2. Data retention

New subscription model

Core Features:

1. **Default Meal package**
   - UI shows the meal package and defined bundle with price, frequency of delivery, restaurant information
   - User able to choose meals and create subscription

2. **Subscription Plans**
   - The UI displays multiple meal plans, including basic and premium options
   - Each plan showcases details such as the meal options, dietary preferences, restaurant choices, pricing, and available support, differentiated between basic and premium plans.

3. **Flexible meal suggestion**
   - Users can choose and customize their meals according to their preferences and add into subscription plan

4. **Renewal or cancel option**

- o Users have the option to manual renew their subscription, opt for auto-renewal, or cancel their subscription as needed

MVP

- Default Meal package
- Flexible meal suggestion

Addition of grocery vendor

Core Features

1. **Grocery catalogue**
   - o Display the wide range of products so that user can pick
   - o List out based on category
2. **Grocery search and filter**
   - o Search option
     - Users can enter a partial name, and the search function will display a list of matching items
   - o Filter
     - Users can filter results by various criteria, such as brand, price, organic, and category
3. **Flexible grocery package**
   - o Users can create a list of items they frequently purchase and subscribe to receive them on a scheduled delivery basis.
4. **Delivery schedule**
   - o Users can select their preferred delivery time and date, with options for
     - One-time selection: Choose a specific date and time for delivery.
     - Recurring Schedule: Set up a recurring delivery schedule based on their preferences.

MVP
- Grocery catalogue
- Grocery search and filter

Onboard the new restaurant and expansion

Core Features:

1. **New restaurant onboard**
   o Users able to see more restaurant options based on their meal preference and near location

Language translations

Core Features:

1. **Multilingual User Interface (UI)**
   o App offers users to select multiple languages (English, Thai, Chinese, Malay)
2. **Language translator with customer support**
   o Users can choose their preferred language when contacting customer support via the Chatbot, ensuring a seamless communication experience in their selected language.

Customer support Bot

Core Features:

1. **Frequently Asked Questions (FAQ)**
   o The Chatbot answer common queries about payment methods, account issues, promotions, and more, reducing the need for human support.
2. **Order Modifications**
   o Chatbot can help the order modification/ cancellation before order preparation
3. **Refund and Compensation**
   o Users can interact with Chatbot to initiate the refund on cancellation

User stories

AI based meal suggestion

User stories	Acceptance criteria

As a data engineer, I want the app to provide options for users to input their meal preferences, behavior, and lifestyle information, so that I can leverage this data to generate personalized meal suggestions for each user.	During signup users can provide:
	
	1. **Meal Preferences**:
	   - o The UI should allow users to add meal preferences, including:
	     - ▪ Vegetarian, Vegan, or Non-Vegetarian options
	     - ▪ Type of meals (e.g., cereal, meat)
	     - ▪ Meat type (e.g., chicken, beef, pork)
	     - ▪ Spice level (e.g., hot and spicy)
	2. **Hobbies**:
	   - o The UI should be able to select their hobbies.
	3. **Medical Information**:
	   - o The UI should allow users to provide health status
	     - ▪ Checkboxes against the conditions
	4. **Allergy Information**:
	   - o The UI should include an option for users to specify any allergies
	     - ▪ Checkboxes against the conditions
	5. **Data Storage**:
	   - o All user inputted information (meal preferences, hobbies, medical data, allergies) should be securely stored and processed to maintain user privacy and compliance with data protection laws.

As a Feedfast consumer, I want the option to pin my favorite meals, so that I can easily browse and place orders for them more quickly.	1. **View Past Orders**: - o The UI should allow users to view their past orders easily. 2. **Select /Pin Favorite Meal:**

	o From past orders, users should be able to select and pin meal as their favorite.
	
	3. **Quick Access to Favorite Meals**:
	   o Pinned favorite meals should be easily accessible from the user's profile or main menu for quicker ordering.
	       • Load the favorite meal in the menu page

As a Feedfast consumer**,** I want personalized meal suggestions based on my lifestyle, meal preferences, past orders, frequent choices, and feedback, so I can easily discover meals that align with my tastes and needs	1. **Meal Suggestion Based on User Data**:
	   o The AI should generate personalized meal suggestions based on:
	       ▪ The user's frequent orders
	       ▪ The last few orders
	       ▪ User feedback (e.g., ratings or reviews)
	       ▪ The user's meal preferences (e.g., vegetarian, spice level, etc.)
	       ▪ Favorite meal list
	
	2. **Meal Suggestion Order**:
	   o The suggested meals should be displayed in order of preference, with the best matches appearing at the top.
	
	3. **User-Friendly Display**:
	   o The meal suggestions should be clearly displayed, with easy-to-read information about the meal and its relevance to the user's preferences.

| As a Feedfast consumer, I want to receive suggestions for the best restaurants and preferred meals based on my preferences and price range, so that I can quickly order the ideal meal that suits my tastes and budget. | 1. **Restaurant Suggestions Based on Preferences**:
   o The AI should suggest the best restaurants based on the user's meal preferences (e.g., vegetarian, vegan, non-vegetarian) and past order history.
2. **Meal and Price Information**:
   o Each restaurant suggestion should include recommended meals, their descriptions, and pricing information.
3. **Personalized Restaurant Recommendations**:
   o The restaurant suggestions should reflect the user's past orders, meal preferences, and price sensitivity.
4. **Order by Preference**:
   o Restaurant and meal suggestions should be listed in order of preference, with the best matches (based on user data) appearing at the top of the list.
5. **Clear Display**:
   o The user interface should display restaurant recommendations, meal options, and prices in an easy-to-read format, allowing users to quickly choose and place their order. |
| **As a Feedfast consumer**, I want my personal and payment information to be securely stored and processed, so that I can feel confident that my data is protected from unauthorized access and misuse, while ensuring the application complies with data protection laws | 1. **User Consent**:
   o The app should prompt users to provide consent for data collection and usage during the signup process.
   o Consent must be explicit, and users should be able to review the terms before agreeing.
2. **Data Retention Policy**:
   o If the user is inactive for 90 days, their data should be automatically retained for the specified period before being flagged for review or removal. |

	3. **Data Protection Compliance**: ○ The app must ensure that user data is protected in compliance with Personal Data Protection Act (PDPA) standards, including secure storage, processing, and transmission of personal information. ○ Users should be informed of how their data will be used and stored. 4. **User Data Modification**: ○ Users should have the option to modify their personal data (e.g., meal preferences, contact information) through the app's settings or profile section. 5. **Account Deletion and Data Removal**: ○ Upon account deletion, the app should remove all user personal and payment data from the system, in compliance with PDPA ○ The user should be notified that their data will be fully deleted upon account closure. ○ The app should ensure that all related data (personal, payment, and preferences) is permanently erased from the system without exception.

Definition of Done

1. Solution document must be completed and reviewed
2. Development completed with code review and unit test
3. Successful completion of QA with all the test cases
4. Feature released in production

Non-Functional Requirements

1. **Performance**: App should load the content in 2 sec and each page load should

2. **Scalability**: The system must be scalable to handle a large volume of users and orders simultaneously, especially during peak hours
3. **High Availability**: The system should be available even during heavy server loads, ensuring 99.9% uptime

Success Metrics

Objective	Key results	Base (2024)
Achieve significant revenue growth	Increase the revenue to by 10% in 2025 4.2 b in 2025 and 36% in 2026 - Target to 6 b	3.8 b
Enhance Customer attrition	Reduce the customer attrition by 2%	10%
Acquire New Customers	20% increase in the new customer	> 1 %
Improve CSAT score	70% in 2025 and 85% in 2026	60%
Enhance Food Delivery Accuracy	Maintain higher than 95% accuracy by	70 percentage accuracy

Timeline

	FY26Q1	FY26Q2	FY26Q3	FY26Q4	FY27Q1	FY27Q2	FY27Q3
Real time delivery tracking	MVP	RELEASE					
Poor UX							
AI based menu recommendation		MVP	BETA	RELEASE			
New buinsess model							
Expansion to urban sector (new meal vendor)							
Onboard fitness services							
Onboard grocery service	MVP	RELEASE					
Subsccription model			MVP	BETA	RELEASE		
Customer support							
Customer support Bot							
Language barrier							