

Product Canvas

DeliverEase



-Shesheer Rao Kokkirala

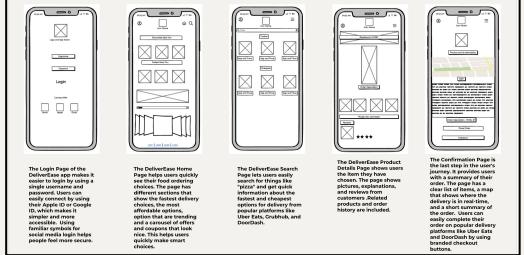
Product Name, Vision and Goal

Product Name : DeliverEase

Vision : Aims to change the way food is delivered ,make it easy and affordable for users by bringing everything together in one place and offering personalized options.

Goal : DeliverEase aims to make food ordering easier by providing a single platform that compares prices and wait times from different delivery services. This helps users find the best options for them, making the experience more personalized and cost-effective. Change how people order food delivery, so it's faster, more fun, and cheaper.

Wireframes



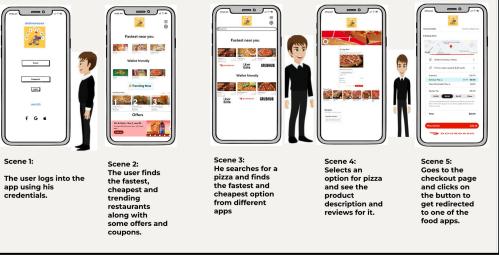
PRODUCT FEATURES

Task name	Due date	Priority	Status
1: User Onboarding and Interface Integration			
Quick Sign-up	Dec 21	Low	At risk
Seamless Interface	Jan 16, 2024	Medium	On track
Account Verification	Jan 11, 2024	High	On track
User Profile Setup	Dec 21	Medium	On track
Add task...			
2: Real-Time Comparison and Cart Management			
Real-Time Price Comparison	Friday	High	At risk
Delivery Time Comparison	Dec 15	High	On track
Cart Editing	Friday	High	On track
Cart Saving Feature	Dec 27	Low	On track
Seamless Checkout	Jan 16, 2024	Low	On track
Add task...			
3: Premium Features and Data Analytics			
Premium Subscription Option	Dec 14	Medium	On track
Ad-Free User Experience	Dec 21	Medium	On track
Data Contribution Opt-In	Dec 18	High	Off track
Advanced User Analytics	Dec 19	Medium	On track
Revenue Insights	Jan 9, 2024	High	At risk

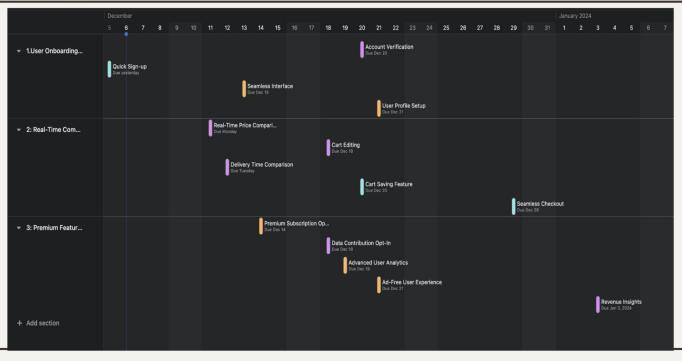
Product Success Metrics:

- Achieve a 20% month-over-month increase in Monthly Active Users, indicating sustained growth in the customer base.
- Improve personalized recommendations by increasing the CTR on recommended items by 15%, reflecting user engagement with personalized suggestions.
- Enhance user experience by reducing the average response time for item comparison by 20%, ensuring faster and more efficient service.
- Achieve a 15% month-over-month growth in total ad revenue, indicating increased monetization through advertisements.
- Encourage subscription adoption by achieving a 10% month-over-month increase in the number of users taking subscriptions.
- Establish a new revenue stream and achieve a target of \$50,000 in revenue within the first quarter from the new stream.

STORYBOARD FOR A USER



TIMELINE



User Personas



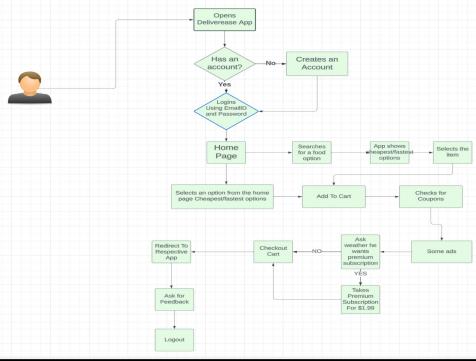
Caleb Blake Emma

ID	USER STORY	ACCEPTANCE CRITERIA	REASON
CS001	As a budget-conscious user, I want to prioritize and quickly compare delivery services based on price and delivery time.	Prices are listed in ascending order with the most expensive at the top. Clear indication of any ongoing promotions or discounts. Delivery times are clearly labeled with comparisons to major competitors.	High
CS002	As a user concerned about wait times, I want to see the real-time delivery status and estimated wait times for each delivery service.	Real-time display of delivery times and wait times. Delivery status is color-coded to indicate current demand. Clear indication of estimated wait times during peak hours.	High
CS003	As a frequent user, I want to receive notifications that rewards me for my continued use of the app and encourages repeat purchases.	Loyalty program visible in user profile with earned rewards and discounts. Regular notifications about special offers and bonuses for loyal users.	Low

ID	USER STORY	ACCEPTANCE CRITERIA	REASON
IS001	An investor, I want DeliverEase to stand out from its competitors by differentiating itself from other food delivery platforms by enhancing the user experience.	Introduction of a unique feature that sets DeliverEase apart. Strong user feedback and engagement metrics related to the new features. Strategic partnership with fresh and appealing innovations.	High
IS002	As an investor, I want to see the revenue streams that DeliverEase generates by expanding its user base and enhancing the overall user experience.	Introduction of a new revenue stream beyond advertising. Positive impact on overall revenue and profitability. Regular evaluation and adjustments to maximize revenue streams.	High
IS003	As an investor, I want to see the demographic data collected by the app to better understand the app's target audience better.	Demographic data visible in analytics, including age, gender, location, and interests. Insights into popular cuisines and preferred delivery methods. Regular reports and updates on evolving user demographics.	Low

ID	USER STORY	ACCEPTANCE CRITERIA	REASON
DS001	As a food blogger, I want to have a special section that clearly displays the latest news and information about the food delivery industry.	The app should have a special section that clearly displays the latest news and information about the food delivery industry. The information should be relevant to food bloggers and influencers.	High
DS002	As a food blogger, I want to have a special section that clearly displays the latest news and information about the food delivery industry.	The app should have a special section that clearly displays the latest news and information about the food delivery industry. The information should be relevant to food bloggers and influencers. The section should also include links to social media platforms with examples of integration.	High

WORKFLOW DIAGRAM



Product Name,Vision and Goal

Product Name : DeliverEase

Vision : Aims to change the way food is delivered ,make it easy and affordable for users by bringing everything together in one place and offering personalized options.

Goal : DeliverEase aims to make food ordering easier by providing a single platform that compares prices and wait times from different delivery services. This helps users find the best options for them, making the experience more personalized and cost-effective.



Product Success Metrics:



- Achieve a 20% month-over-month increase in Monthly Active Users, indicating sustained growth in the customer base.
- Improve personalized recommendations by increasing the CTR on recommended items by 15% quarterly, reflecting user engagement with personalized suggestions.
- Enhance user experience by reducing the average response time for item comparison by 20%, ensuring faster and more efficient service.
- Achieve a 15% month-over-month growth in total ad revenue, indicating increased monetization through advertisements.
- Encourage subscription adoption by achieving a 10% month-over-month increase in the number of users taking subscriptions.
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User Personas



Caleb



Blake



Emma

Caleb Andrews - Data engineer

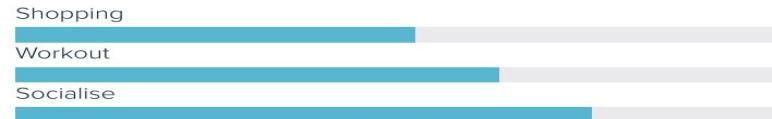
Smart Ambitious
Go-Getter

Age: 25
Work: Data Engineer
Family: Single
Location: New York , NY
Character: Tech Savvy Guy



"In a world of data streams and bytes, every meal is a byte-sized adventure waiting to be explored."

Free Time



Goals

- Healthy food, exercise, and create a well-rounded health strategy.
- Making informed decisions for now and the future for gaining financial control.
- Enjoy being a foodie and trying new cuisines.
- Create a fun life based on his passions.

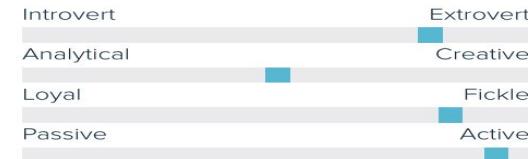
Pain Points

- Struggles to maintain a nutritious diet within a busy schedule.
- Wants cheap meal options without compromising health.
- Seeks diverse and interesting meal choices to break monotony.
- Values personalized meal suggestions for a unique dining experience.

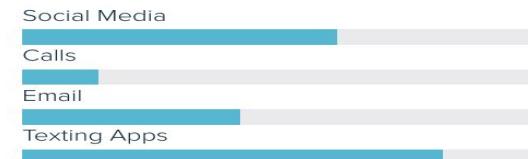
Bio

Caleb, a 25-year-old Data Engineer in the heart of New York City, navigates the world of data analytics by day. After hours, he's a tech-savvy guy, wanting to explore the city's diverse culinary scene with a passion for efficiency and a taste for byte-sized adventures in every meal.

Personality



Communication



Brands



Balke - Investor/Entrepreneur

Pioneer Ambitious
Go-Getter

Age: 45
Work: Investor
Family: Married, 2 Kids
Location: San Jose, CA
Character: Visionary Investor



"In the realm of innovation, investments shape the future, and in every tech app, I seek the blueprint of tomorrow's success."

Motivation

Strategic Growth

Making World a Better Place

Monetary Success

Goals

- Invest in innovative startups that redefine industry standards.
- Prioritize quality time with family to foster strong bonds amid a busy career.
- Contribute to the well-being of the local community.

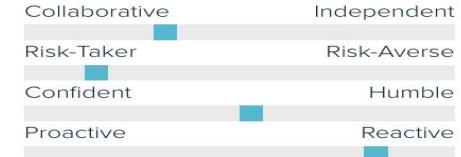
Pain Points

- Ensuring a well-diversified portfolio while navigating diverse investment options and sectors.
- Work-Life Balance
- Problems with integrating sustainable tech into industry norms.

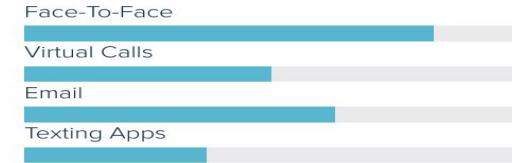
Bio

Blake is an investor and entrepreneur who is very involved in the fast-paced technology industry of Silicon Valley. He is very good at finding new and innovative ideas. He looks for chances to invest in technology applications that are new and modern. He is motivated by a desire for the company to grow strategically and to make a lot of money. Blake is always up to date with new trends. He is committed to shaping the future by making smart investments in the ever-changing world of technology.

Personality



Communication



Brands/Influences



Emma - Influencer

Social-Media-Savy

Influential

Creative

Age: 24

Work: Food Blogger

Family: Single

Location: Dallas , TX

Character: Trendy Influencer



"Exploring the world, one bite at a time, and turning every dish into a visual masterpiece for the gram."

Motivation

Community Building

Monetizing Content

Digital Entrepreneurship

Goals

- For faster ordering, prioritize delivery-fast apps.
- She wants to grow her Instagram following and audience.
- Building camaraderie and participation among her fans.

Pain Points

- Managing high and variable delivery fees that affect order cost.
- Integrating authenticity with brand sponsorships.
- Keeping up with audience expectations while creating innovative, compelling content.

Bio

Emma is a 24-year-old food blogger on Instagram. She explores the exciting world of food, combining her creativity and genuine approach to create visually appealing and influential experiences for her dedicated followers. She wants to use her online presence to motivate and encourage others, help people connect with each other, and make cooking more exciting on social media.

Personality

Engaging

Reserved

Social Butterfly

Private

Spontaneous

Planner

Open-Minded

Traditionalist

Communication

Social Media

Mobile

Email

Texting Apps

Brands



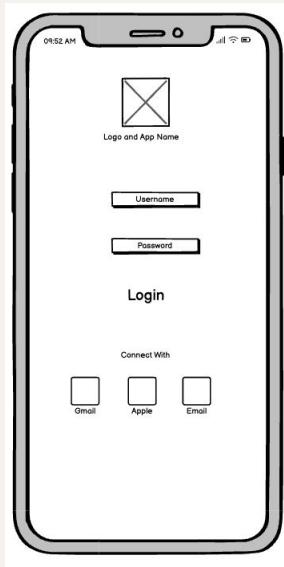
ZARA



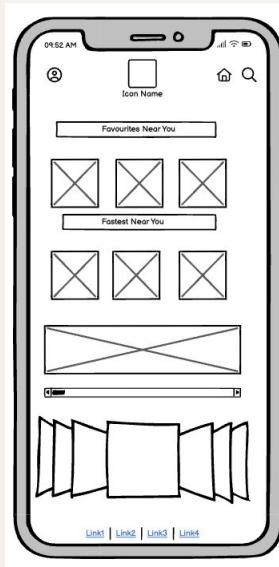
Canon



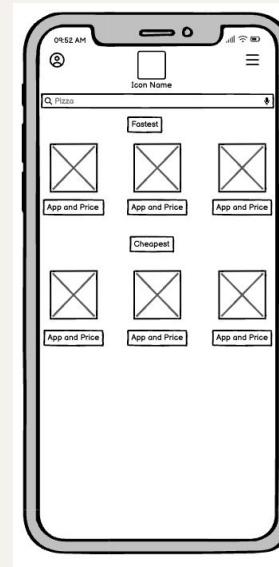
Wireframes



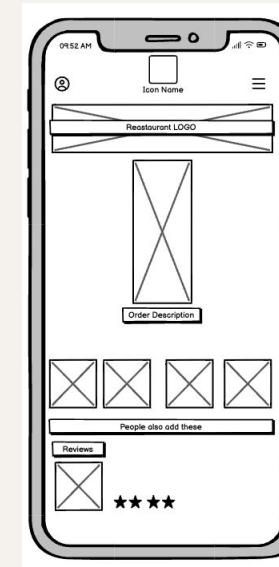
The Login Page of the DeliverEase app makes it easier to login by using a single username and password. Users can easily connect by using their Apple ID or Google ID, which makes it simpler and more accessible. Using familiar symbols for social media login helps people feel more secure.



The DeliverEase Home Page helps users quickly see their food ordering choices. The page has different sections that show the fastest delivery choices, the most affordable options, option that are trending and a carousel of offers and coupons that look nice. This helps users quickly make smart choices.



The DeliverEase Search Page lets users easily search for things like "pizza" and get quick information about the fastest and cheapest options for delivery from popular platforms like Uber Eats, Grubhub, and DoorDash.

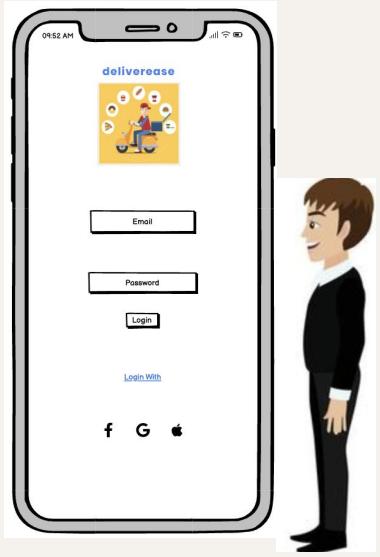


The DeliverEase Product Details Page shows users the item they have chosen. The page shows pictures, explanations, and reviews from customers .Related products and order history are included.



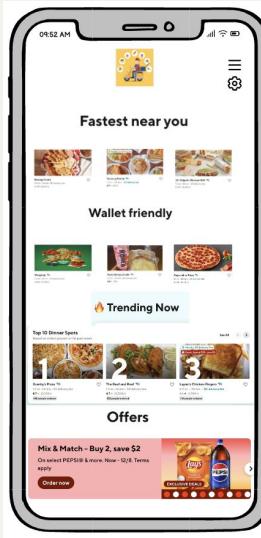
The Confirmation Page is the last step in the user's journey. It provides users with a summary of their order. The page has a clear list of items, a map that shows where the delivery is in real-time, and a short summary of the order. Users can easily complete their order on popular delivery platforms like Uber Eats and DoorDash by using branded checkout buttons.

STORYBOARD FOR A USER

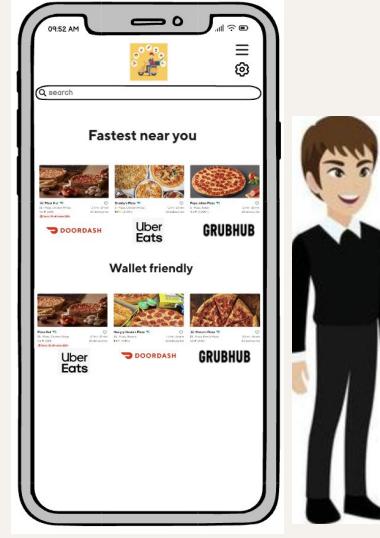


Scene 1:

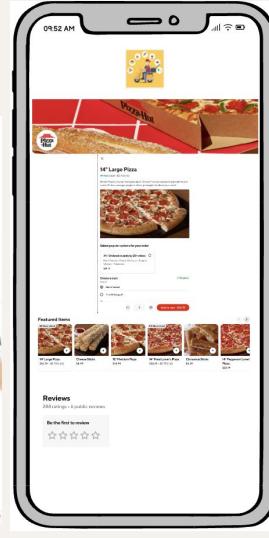
The user logs into the app using his credentials.



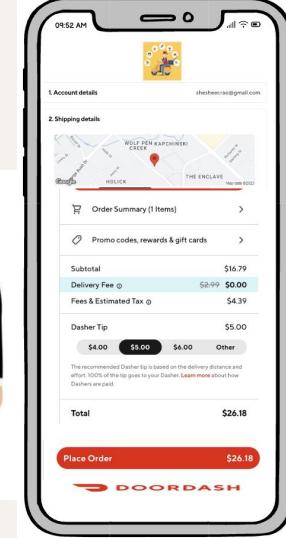
Scene 2:
The user finds the fastest, cheapest and trending restaurants along with some offers and coupons.



Scene 3:
He searches for a pizza and finds the fastest and cheapest option from different apps



Scene 4:
Selects an option for pizza and see the product description and reviews for it.



Scene 5:
Goes to the checkout page and clicks on the button to get redirected to one of the food apps.

The Big Picture:

Epic: DeliverEase makes food delivery easy and affordable. It improves the process by being transparent and focusing on the needs of the users. By making the process simpler, it combines important services and gives users access to up-to-date information, customized preferences, and an easy-to-use interface so they can make well-informed choices.

Feature 1:Unified Interface:

Streamline platform aggregating with major food delivery services for effortless navigation and comparison.

Feature 2:Real-Time Comparison:

Instantly compare prices, delivery times, and promotions across multiple platforms .

Feature 3:Intelligent Cart Transfer:

Efficiently transfer curated orders to selected delivery service apps for final processing.

Feature 4:Ad-Free or Premium:

Choose between a free, ad-supported version or a \$1.99/year ad-free premium subscription.

Feature 5:Data Analytics and Insights:

Generate revenue by providing anonymized user data to businesses and researchers with easily accessible insights.

SPRINT 1

ID	User Story	Acceptance Criteria	Priority
CD001	As a budget-conscious user, I want DeliverEase to prioritize and display the most cost-effective options first in the comparison list.	<ul style="list-style-type: none">Prices are listed in ascending order with the most affordable option at the top.Clear indication of any ongoing promotions or discounts.User-friendly interface for quick identification of budget-friendly choices.	High
CD002	As a user concerned about wait times, I want to see the real-time availability of delivery slots and estimated wait times for each option.	<ul style="list-style-type: none">Real-time display of delivery slots and wait times.Dynamic updates based on selected items and current demand.Clear visualization of estimated wait times during peak hours.	High
CD003	As a frequent user, I want a loyalty program that rewards me for consistent use of the app and encourages repeat orders.	<ul style="list-style-type: none">Loyalty program visible in user profile with earned rewards.Clear explanation of how loyalty points are earned and redeemed.Regular notifications about special offers and bonuses for loyal users.	Low

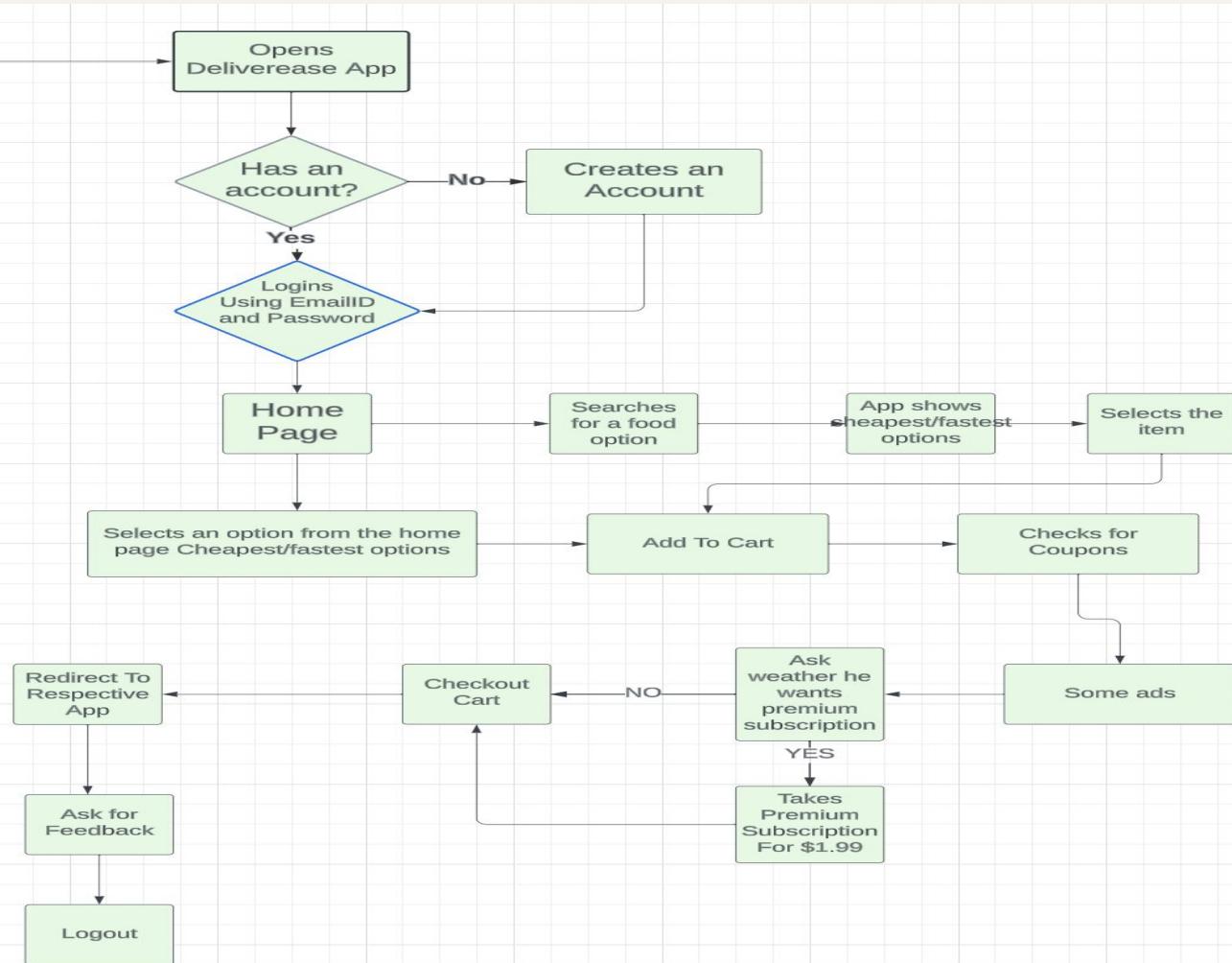
SPRINT 2

ID	User Story	Acceptance Criteria	Priority
BL001	As an investor, I want DeliverEase to offer innovative features that differentiate it from other food delivery apps, enhancing its market appeal	<ul style="list-style-type: none">Introduction of a unique feature that sets DeliverEase apart.Positive user feedback and engagement metrics related to the new feature.Regular updates with fresh and appealing innovations	High
BL002	As an investor, I want DeliverEase to continually optimize its revenue streams, exploring new avenues for profitability.	<ul style="list-style-type: none">Introduction of a new revenue stream beyond subscriptions and data analytics.Positive impact on overall revenue and profitability metrics.Regular evaluation and adjustments to maximize revenue potential.	High
BL003	As an investor, I want a clear breakdown of user demographics and preferences to understand the app's target audience better.	<ul style="list-style-type: none">Demographic data visible in analytics, including age, location, and ordering habits.Insights into popular cuisines and preferred delivery services.Regular reports and updates on evolving user demographics.	Low

SPRINT 3

ID	User Story	Acceptance Criteria	Priority
EM001	As a food blogger, I want DeliverEase to provide me with exclusive information about ongoing coupons and promotions, enabling me to inform my followers about the best deals.	<ul style="list-style-type: none">The app should have a special section that clearly displays the current coupons and promotions.Get instant updates on new coupons and when they expire for accurate information.Can easily share coupon details directly on her social media platforms with seamless integration.	High
EM002	As a food blogger, I want DeliverEase to make it easy for me to share my food experiences and orders on my platforms. This will help me engage more with my audience.	<ul style="list-style-type: none">Integrated sharing options for direct sharing of orders and experiences.Creation of shareable content for an enhanced social media presence.Positive feedback from Emma's followers regarding the shared content.	High

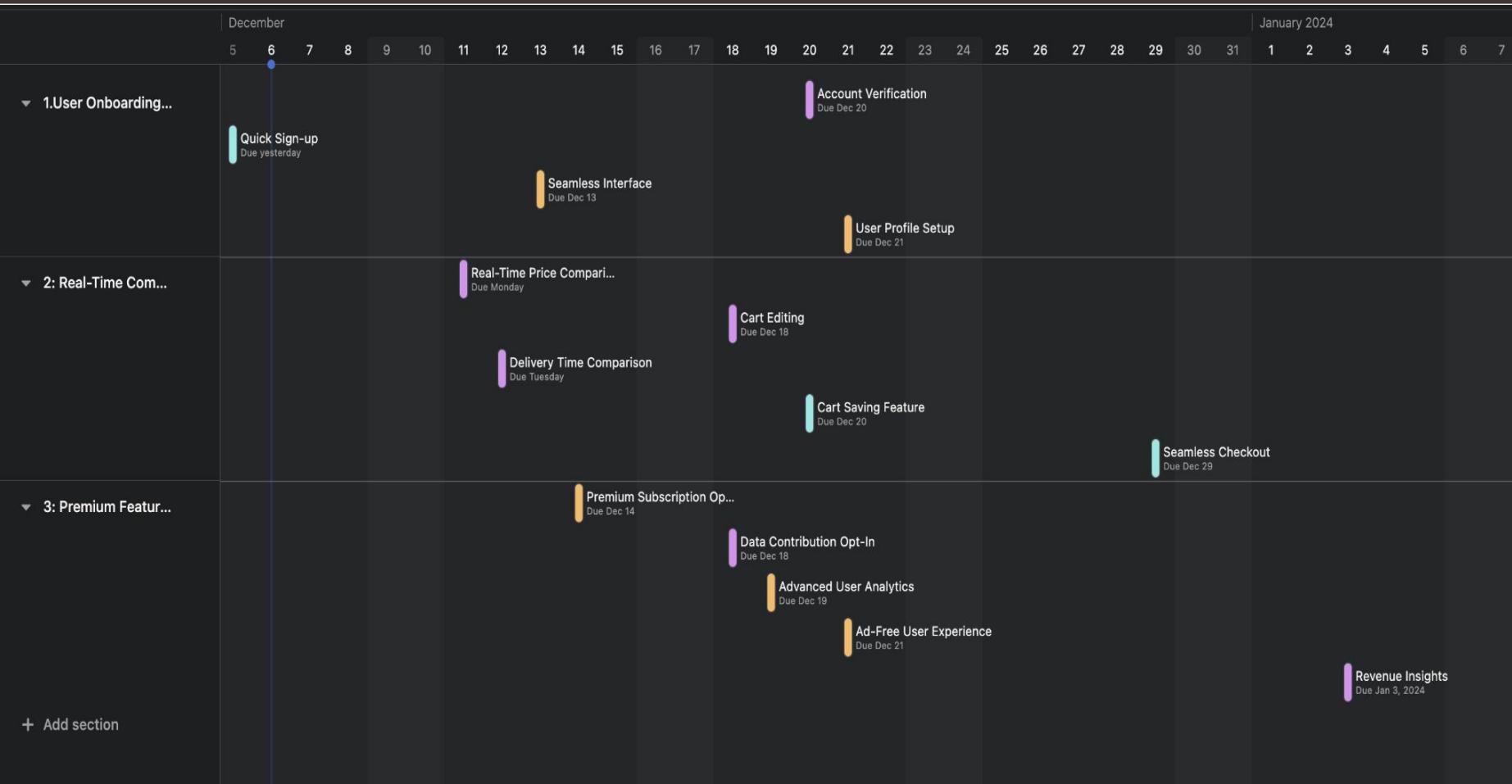
WORKFLOW DIAGRAM



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✓ Quick Sign-up	Dec 21	Low	At risk
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✓ Advanced User Analytics	Dec 19	Medium	On track
✓ Revenue Insights	Jan 9, 2024	High	At risk

TIMELINE





Thank You!