

# Name

PRODUCT NAME



# Goal

**GOAL AND VISION**

- Vision** of the project is to transform delivery management with a technologically advanced user-friendly platform and also improve the efficiency and openness of delivery management systems for individuals and enterprises.
- Goal** of the project is to create a simplified, robust platform for food aficionados to order food from variety of food delivery apps that provides a faster delivery service by displaying their wait times along with competitive prices so users will be able to make a choice according to their convenience and will. Also, the project is trying to curb the typical tedious restaurant procedures by displaying all related menu against a specific keyword. The system aims to make the user journey intuitive and smooth by providing various checkpoints and success/failure prompts.

# Metrics

SM1:	The system will successfully increase the Customer Satisfaction measured through a rubric Net Provider Score by 35%.
SM2:	Customer Acquisition is a criterion which the system aims to improve by 28% by calculating the sum of first time customers
SM3:	Project will aid to increase revenue generation for companies from Quarter (Q2) to (Q3) by 18% through subscription models
SM4:	The system will improve the Customer Retention Rate by 13% through disbursing discount programs to existing customers
SM5:	DeliverEase system will also increase the sales every Quarter by calculation of number of order purchases.

# Target Group

**Sarah**

Age: 37  
Occupation: Teacher  
Location: Bryan  
Income Range: 70,000\$

Goals:  
• To be a responsible parent who prioritizes health by ordering good quality food...

Motivation:  
• Comfort  
• Convenience  
• Affordability

Pain Point:  
"Health is Wealth which is why I try to eat organic food at discounted rates"

Personality & Interests:  
- Outgoing

**Foodie Blogger**

Age: 30  
Occupation: Food Blogger  
Location: College Station  
Income Range: 30,000\$

Goals:  
• To be a responsible food blogger that suggests best food places around the town...

Motivation:  
• Comfort  
• Convenience  
• Affordability

Pain Point:  
"I love meandering across the city trying out new food outlets and inspiring the Foodies Community"

Personality & Interests:  
- Outgoing

**Ema Darcy**

Age: 24  
Occupation: Student  
Location: Bryan  
Income Range: 10,000\$

Goals:  
• To identify areas for improvement related to sustainability and food quality....

Motivation:  
• Comfort  
• Convenience  
• Affordability

Pain Point:  
• Have to check multiple sites to order food at once

Personality and Interest:  
- Creative  
- Inquisitive  
- Fun

# Big Picture

## BIG PICTURE

### A) Simplified Choices:

By integrating different delivery services such as DoorDash, Grubhub, UberEats on a single platform, users can compare wait times and prices and make the best selection.

### B) Individualized Search:

Users can take advantage of the fuzzy logic search for Food Items. They can simply type 'Pizza' and all relevant food choices and restaurants will be populated against that food item.

### C) Improved Efficacy and Convenience:

Users can add multiple items in a single cart and move their cart to any delivery service without the need to provide financial information to the app.

### D) User-Centric Design Interface:

The app is a straightforward integration tool designed with the intent to fulfill the common demands of customers and maintaining readability on all phone sizes.

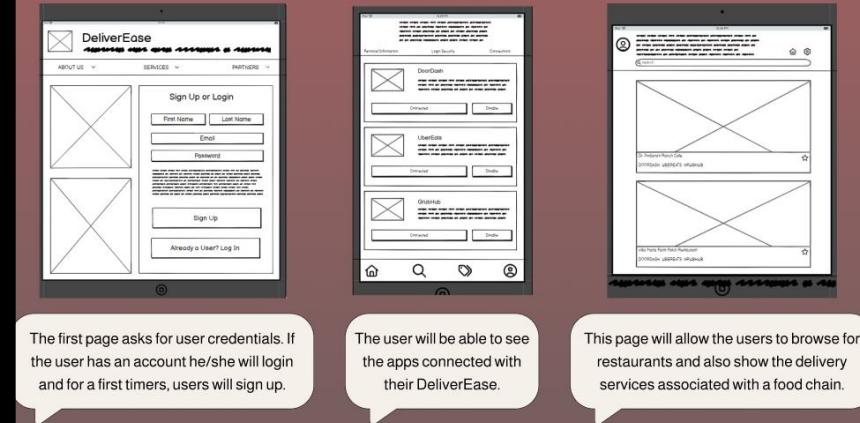
### E) Customizable User Experience:

The app caters to diverse user priorities by offering the application in two versions: a free version with ads and a \$1.99 per year subscription version without ads.

### F) Enjoy Discount Vouchers:

The app will automatically detect and apply probable user vouchers to the cart offered through delivery service which will captivate users and increase retention rate.

## WIREFRAMES



The first page asks for user credentials. If the user has an account he/she will login and for a first timer, users will sign up.

The user will be able to see the apps connected with their DeliverEase.

This page will allow the users to browse for restaurants and also show the delivery services associated with a food chain.

## FEATURES

F1: Creating a system using Fuzzy Search Logic where users will be able to view all the available choices for a food preference.

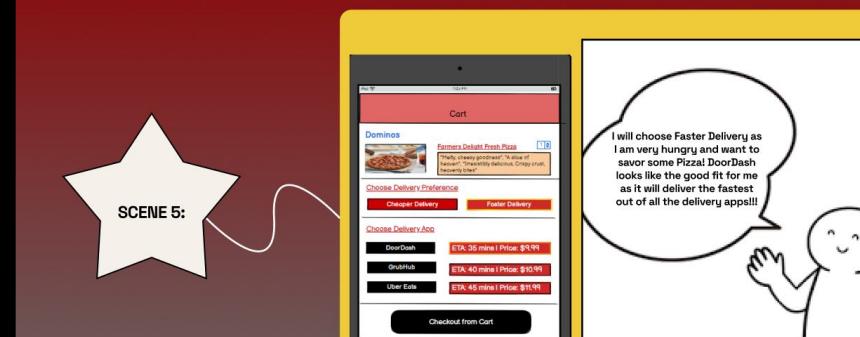
F2: The system will display competitive prices, wait times and track delivery in real time on that particular food app.

F3: Application will hold no user information related to payment methods and confidential card credentials.

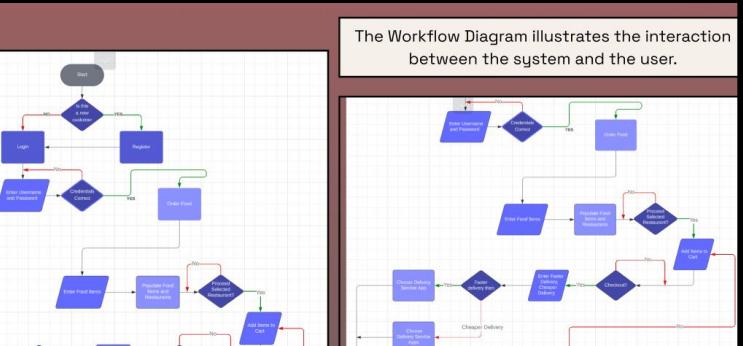
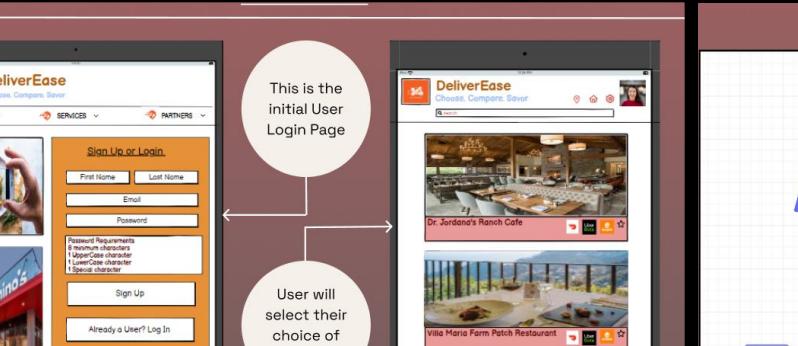
F4: User will be able to add multiple items to a cart without any threshold value set or limitations.

F5: The application will be available in different versions : a) Free with ads b) Premium version with 1.99 subscription fee per year without ads for users.

## SCENE 1:



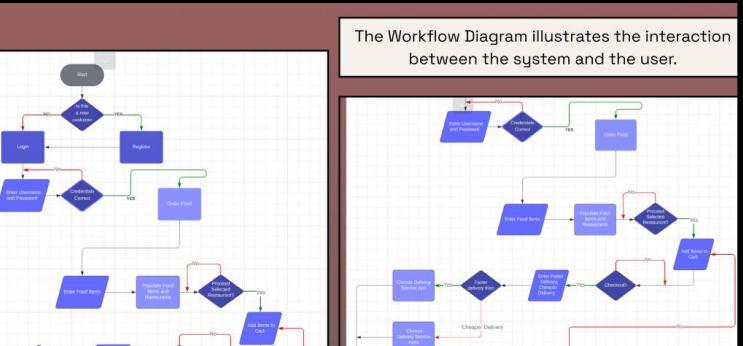
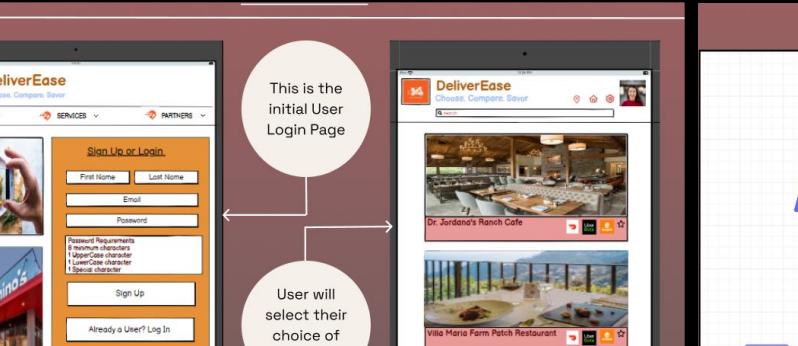
## SCENE 2:



## SCENE 3:



## SCENE 4:



## SCENE 5:



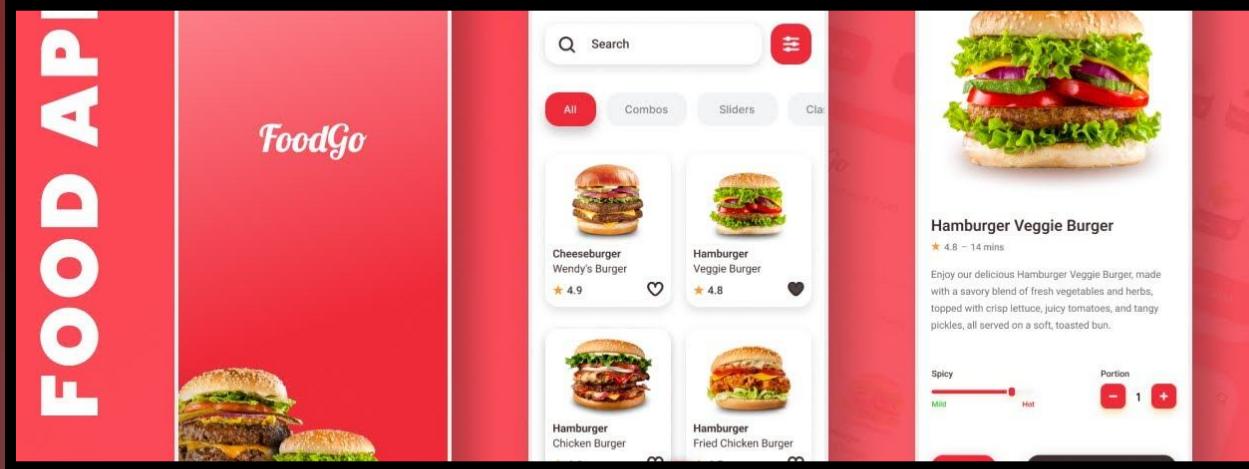
## EPIC

As a food enthusiast and user, I want to enhance user experience by incorporating efficient capabilities like wait times by different food delivery apps, competitive pricing across apps, discount programs by restaurants and apps, healthier food options so that users can make the right choice per their needs.



# Product Details

## FOOD API



Feature ID	User Story	Acceptance Criteria	Priority	Story Point	Precursor
F1	As a user, I want to see all food choices on the type of a food item so that I can choose the best food.	Related food items list is populated along with restaurants whenever the user types the name of any food.	High	7	The user should be logged into the account.
F2	As a user, I want to see wait times and prices offered by different food apps along with their estimated delivery times and competitive prices.	Upon cart checkout, users should be able to see different Food Apps along with their estimated delivery times and competitive prices.	High	8	The user needs to select food items and proceed to the checkout.
F2	As a user, I want to be able to track delivery in real time.	Delivery tracking provides real time location and ETA of the delivery.	Medium	5	The user needs to pay for the order.
F3	As a user, I want to be eligible for discount coupons and receive promotional offers upon ordering food.	Coupons and discounts will be automatically applied to cart orders of the users.	Medium	5	The user needs to check in discount and have good ordering history.
F4	As a user, I want to be able to add multiple food items in single checkout so that I won't have to reorder again.	The cart can have multiple food items ordered from a restaurant to provide hassle-free user experience.	High	8	The user needs to be logged in to the account.
F5	As a user, I want the option of choosing the free version with ads so that I won't have to pay extra for subscription to that app.	The app should provide the option of choosing the free version with ads so that I wont have to change the subscription plan from settings.	High	6	The user needs to install the application.
F5	As a user, I want the option of subscribing with premium version without ads so that I will have a smooth uninterrupted experience.	The app should provide the option of choosing the premium subscription mode at 1.99\$ per year while signing up and also change the subscription plan in the future.	Medium	7	The user needs to install the application.
F6	As a user, I want to avoid providing credit card information so that I can be prompted to	System wont ask for any financial and adding credit card payment	High	9	The user will not be prompted to

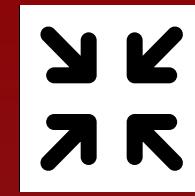
# PRODUCT CANVAS



Siddharath Bohra  
October ,2024

**PRODUCT NAME**

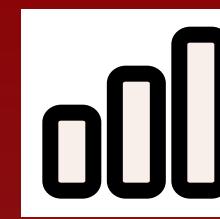




## OUR GOAL AND VISION



- **Vision** of the product is to transform delivery management with a technologically advanced user-friendly platform and also improve the efficiency and openness of delivery management systems for individuals and enterprises.
- **Goal** of the product is to create a simplified, robust platform for food aficionados to order food from variety of food delivery apps that provides a faster delivery service by displaying their wait times along with competitive prices so users will be able to make a choice according to their convenience and will. Also, the product is trying to curb the tedious restaurant procedures by automating and displaying all related menu against a specific keyword. The system aims to make the user journey intuitive and smooth by providing various checkpoints and success/failure prompts. The goal is also to promote trust and reliability by not prompting users to add a payment method and share financial details....



# PROJECT SUCCESS METRICS

SM1:

The system will successfully increase the Customer Satisfaction measured through a rubric Net Provider Score by 35%.

SM2:

Customer Acquisition is a criterion which the system aims to improve by 28% by calculating the sum of first time customers

SM3:

Project will aid to increase revenue generation for companies from Quarter (Q2) to (Q3) by 18% through subscription models

SM4:

The system will improve the Customer Retention Rate by 13% through disbursing discount programs to existing customers

SM5:

DeliverEase system will also increase the sales every Quarter by calculation of number of order purchases.

SM6:

DeliverEase system will decrease the wait times for customers by 33% by displaying various app providers.

# DELIVEREASE - USER PERSONAS



Ema Darcy



Gwen Stefani



Sarah Jones



# Ema Darcy

Age: 24

Occupation: Student

Location: Bryan

Income Range: 10,000\$

Ema is studying Food Science at Texas A&M University and is always looking for best places to order food at a lower price to study quality of the food.

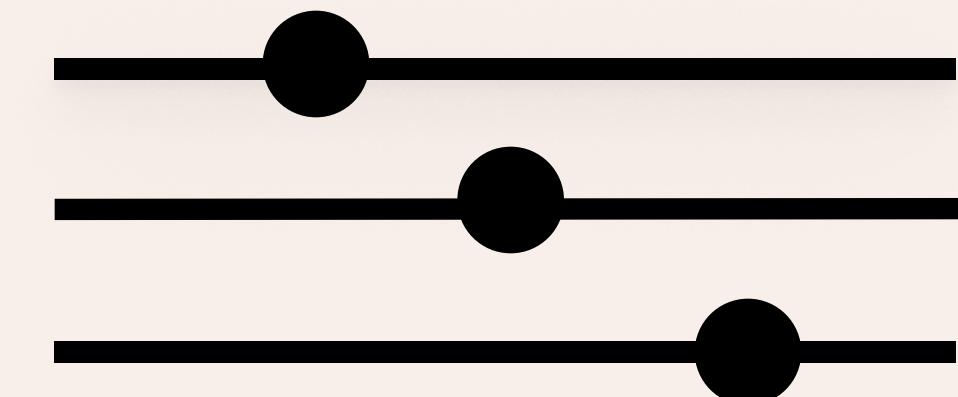
**“I understand Food Science by ordering from different food outlets in Bryan”**

## Goals:

- To identify areas for improvement related to sustainability and food quality....

## Motivation:

- Comfort
- Convenience
- Affordability



**“Food Sciences & Quality Expert”**

## Pain Point:

- Have to check multiple sites to order food at affordable rates.

## Personality and Interest:

- Creative
- Inquisitive
- Exploratory



# Gwen Stefani

Age: 30

Occupation: Food Blogger

Location: College Station

Income Range: 30,000\$

Gwen is a Food Blogger who loves to try new foods and influence her target audience by informing about the pros and cons of an app and store.

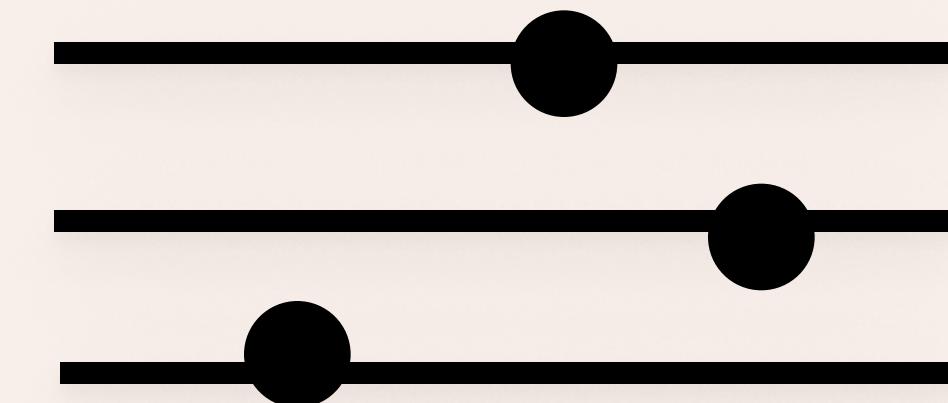
**“I love meandering across the city trying out new food outlets and inspiring the Foodies Community”**

## Goals:

- To be a responsible food blogger that suggests best food places around the town....

## Motivation:

- Comfort
- Convenience
- Affordability



**“The Passionate Food Blogger”**

## Pain Point:

- Wait Times in delivery delays the entire blog process and hampers revenue generation.

## Personality & Interests:

- Outgoing
- Traveler
- Influencing



# Sarah Jones

Age: 37

Occupation: Teacher

Location: Bryan

Income Range: 70,000\$

Sarah is a Full Time Teacher at Texas A&M University and a Parent who is always on the lookout for healthier food options along with best discount deals from the restaurant.

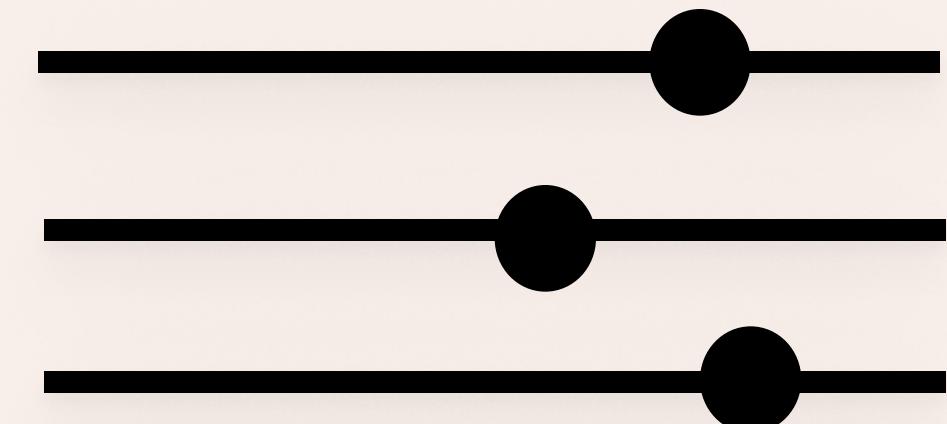
**“Health is Wealth which is why I try to eat organic food at discounted rates”**

## Goals:

- To be a responsible parent who prioritizes health by ordering good quality food...

## Motivation:

- Comfort
- Convenience
- Affordability



**“The Health Conscious Teacher”**

## Pain Point:

- Restaurants doesn't have enough discount programs to offer to clients

## Personality & Interests:

- Multitasker
- Health Enthusiast
- Nourishing

# BIG PICTURE

## A) Simplified Choices:

By integrating different delivery services such as DoorDash, Grubhub, UberEats on a single platform, users can compare wait times and prices and make the best selection.



## D) User-Centric Design Interface:

The app is a straightforward integration tool designed with the intent to fulfill the common demands of customers and maintaining readability on all phone sizes.



## B) Individualized Search:

Users can take advantage of the fuzzy logic search for Food Items. They can simply type 'Pizza' and all relevant food choices and restaurants will be populated against that food item.



## C) Improved Efficacy and Convenience:

Users can add multiple items in a single cart and move their cart to any delivery service without the need to provide financial information to the app.



## E) Customizable User Experience:

The app caters to diverse user priorities by offering the application in two versions: a free version with ads and a \$1.99 per year subscription version without ads.



## F) Enjoy Discount Vouchers:

The app will automatically detect and apply probable user vouchers to the cart offered through delivery service which will captivate users and increase retention rate.





**“As a food enthusiast and user, I want to enhance user experience by incorporating efficient capabilities like wait times by different food delivery apps, competitive pricing across apps, discount programs by restaurants and apps, healthier food options so that users can make the right choice per their needs and different requirements.”**





# FEATURES

## F1:

Creating a system using Fuzzy Search Logic where users will be able to view all the available choices for a food preference.



## F4:

User will be able to add multiple items to a cart without any threshold value set or limitations.



## F2:

The system will display competitive prices, wait times and track delivery in real time on that particular food app.



## F5:

The application will be available in different versions : a) Free with ads b) Premium version with 1.99 subscription fee per year without ads for users.

## F3:

The system will automatically detect any possible discount coupons associated with a food app and apply it to the users cart whenever a purchase is made from that system



## F6:

Application will hold no user information related to payment methods and confidential card credentials.

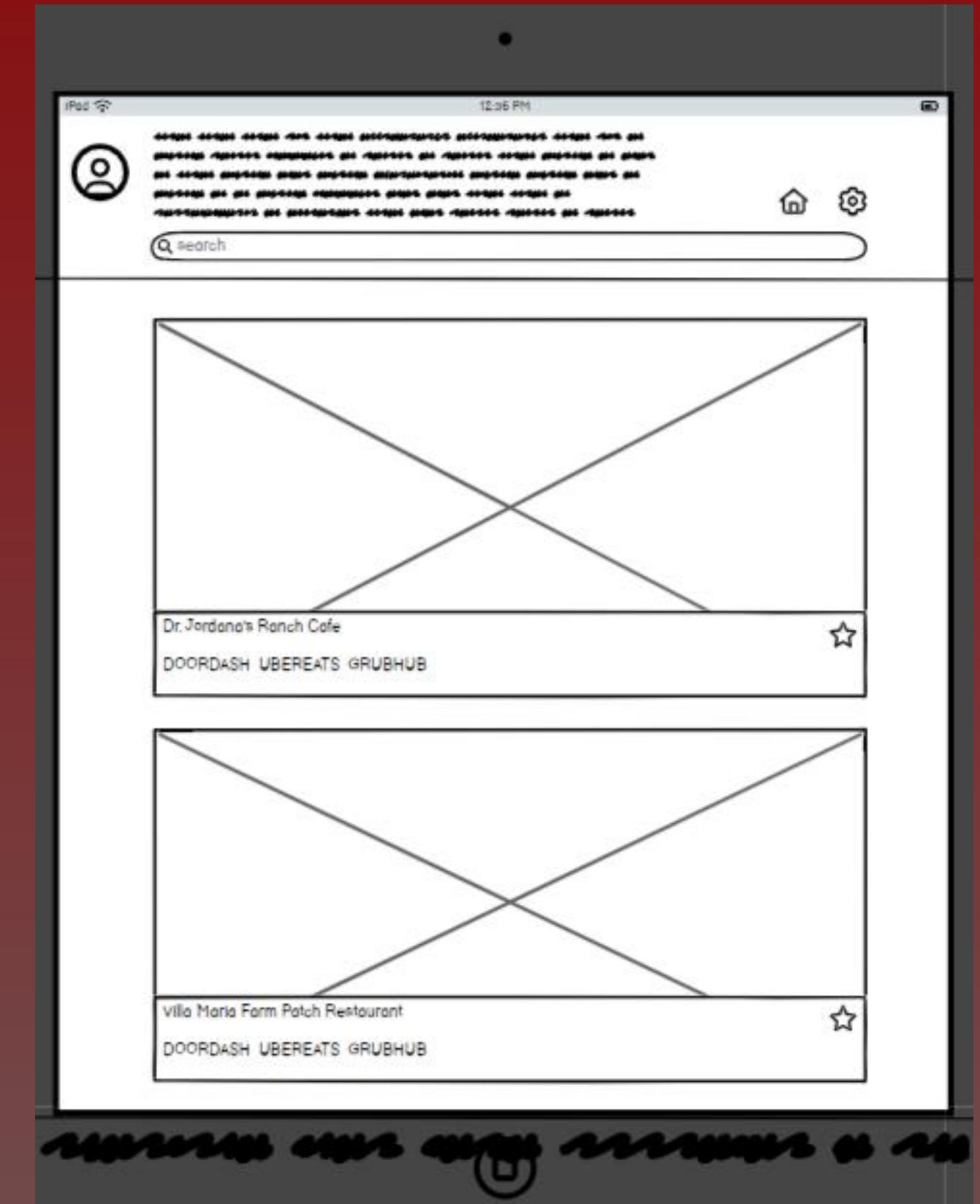
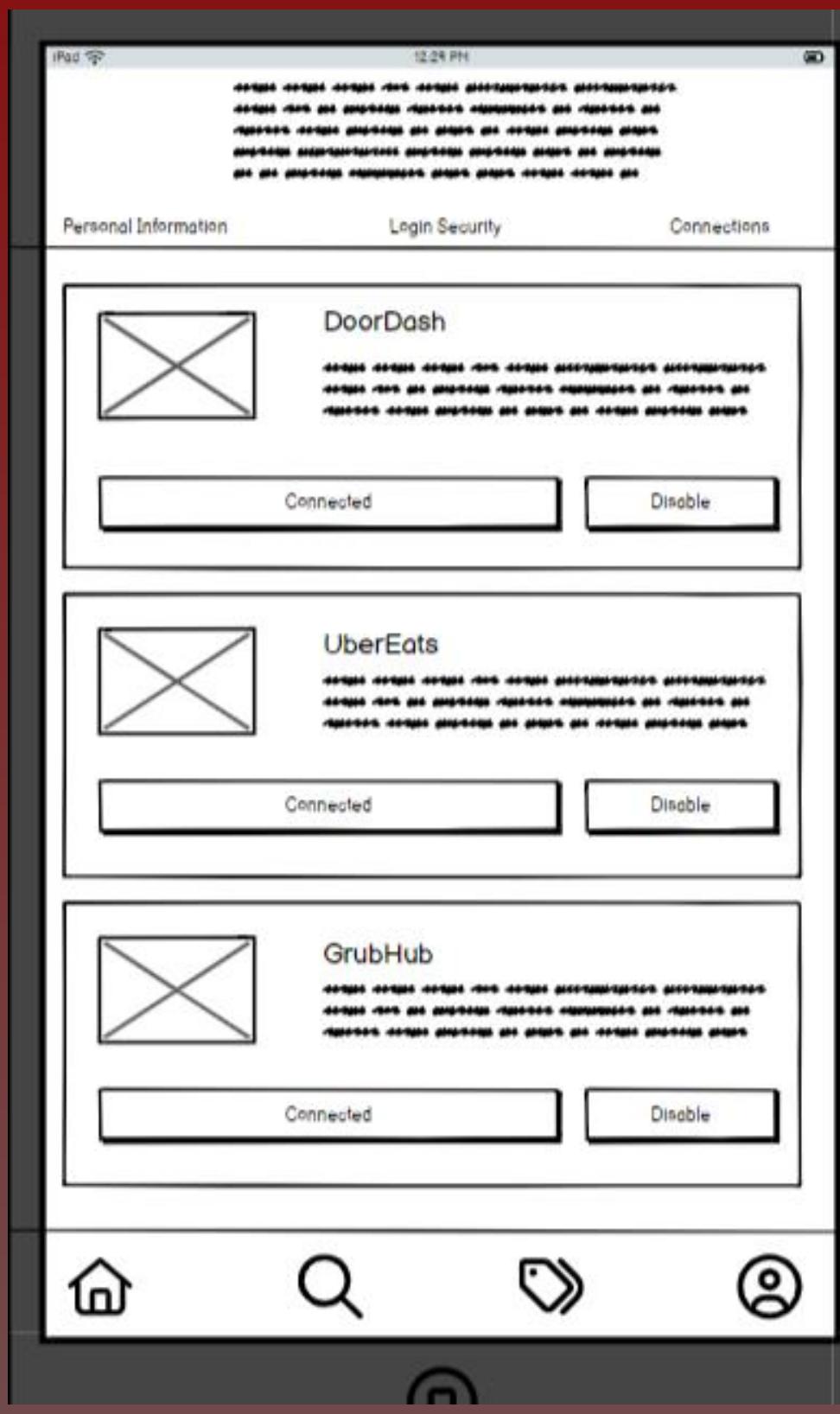
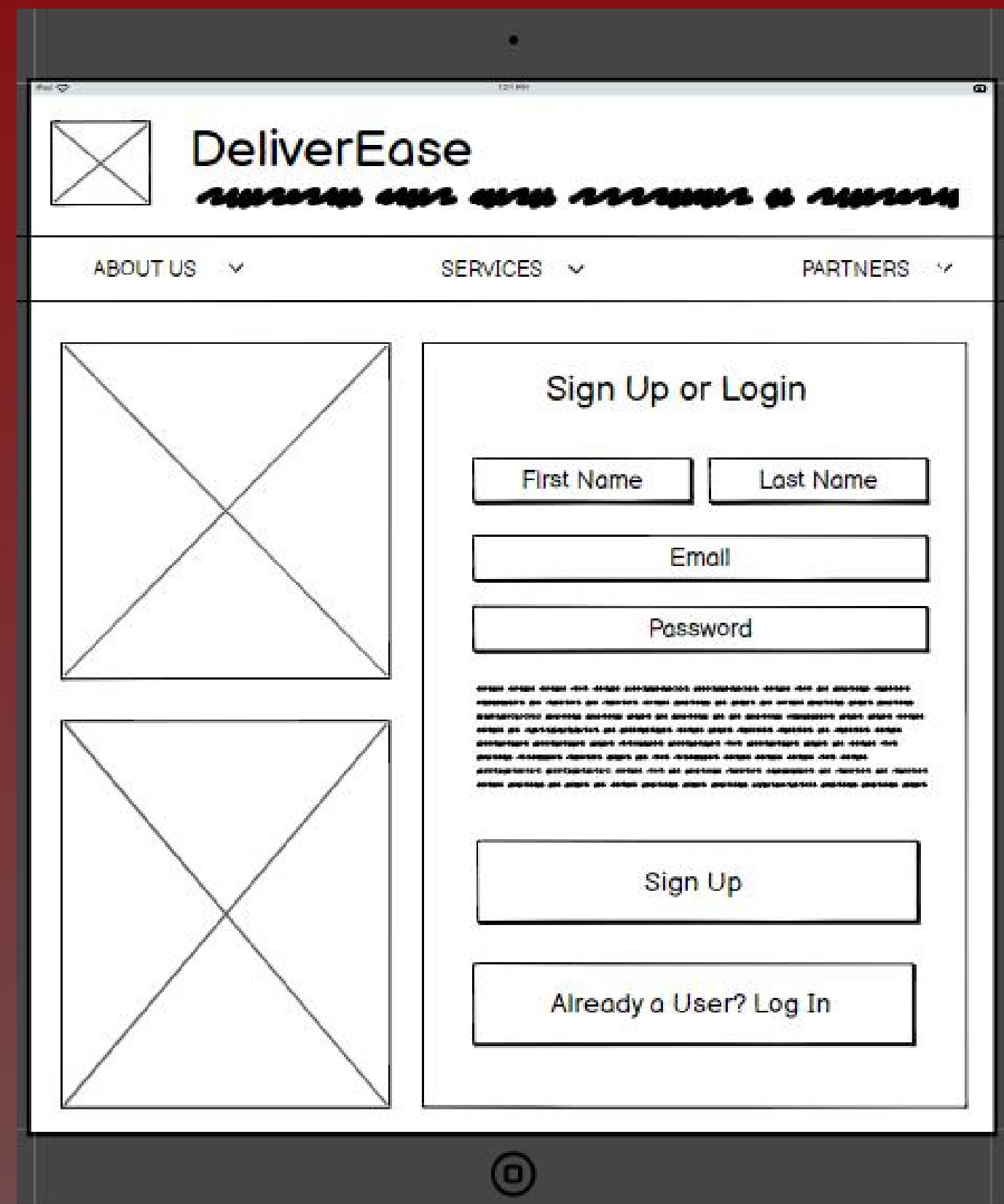


# USER STORIES IN SPRINTS

Feature ID	User Story	Acceptance Criteria	Priority	Story Point	Precursor
F1	As a user, I want to see all food choices on the type of a food item so that I can choose the best food.	Related food items list is populated along with restaurants whenever the user types the name of any food.	High	7	The user should be logged into the account.
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F6	As a user, I want to avoid providing credit card information so that I can be free from theft	System wont ask for any financial and adding credit card payment options to users in their journey.	High	9	The user will not be prompted to add card details.

# WIREFRAMES

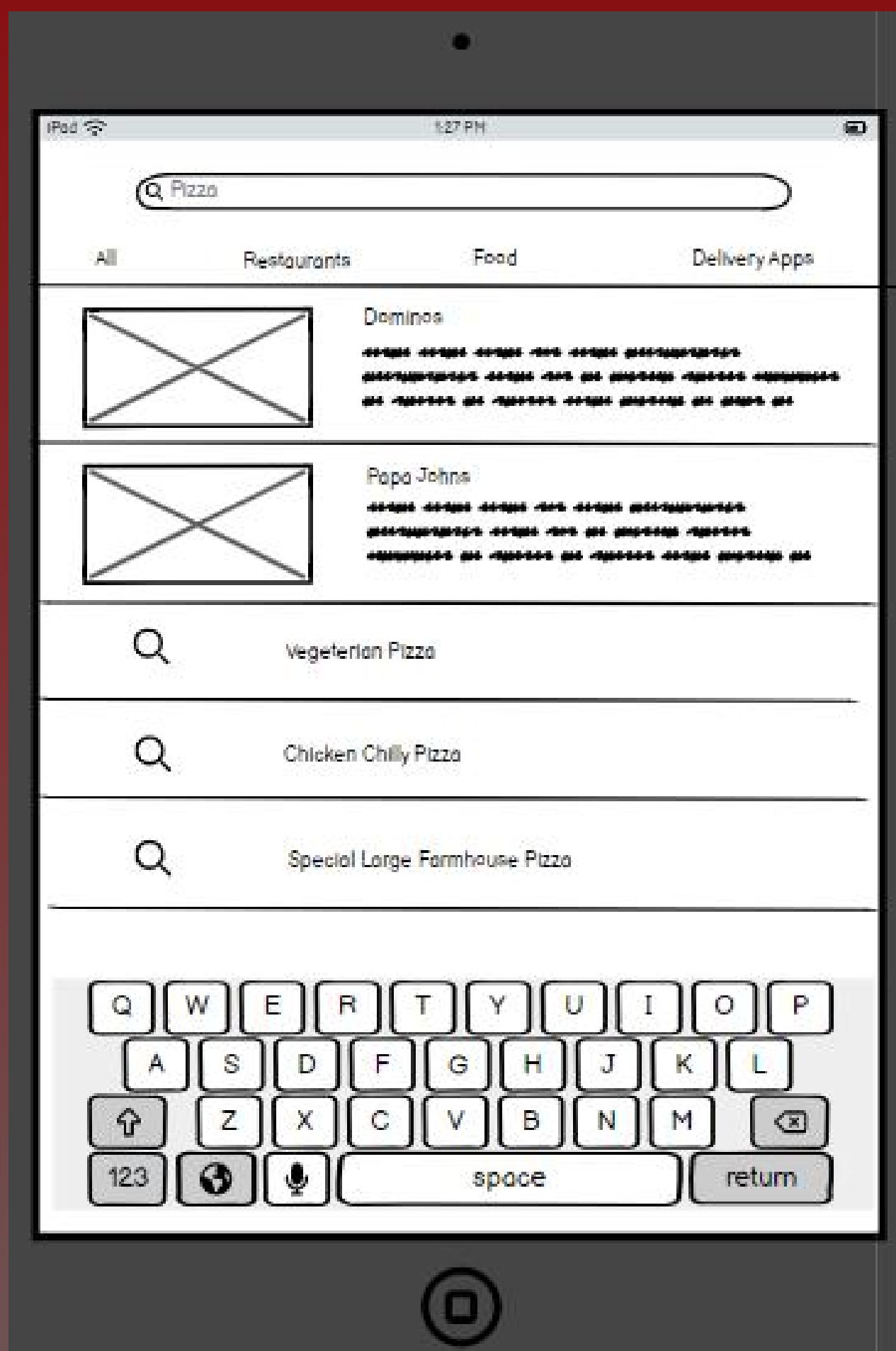


The first page asks for user credentials. If the user has an account he/she will login and for a first timers, users will sign up.

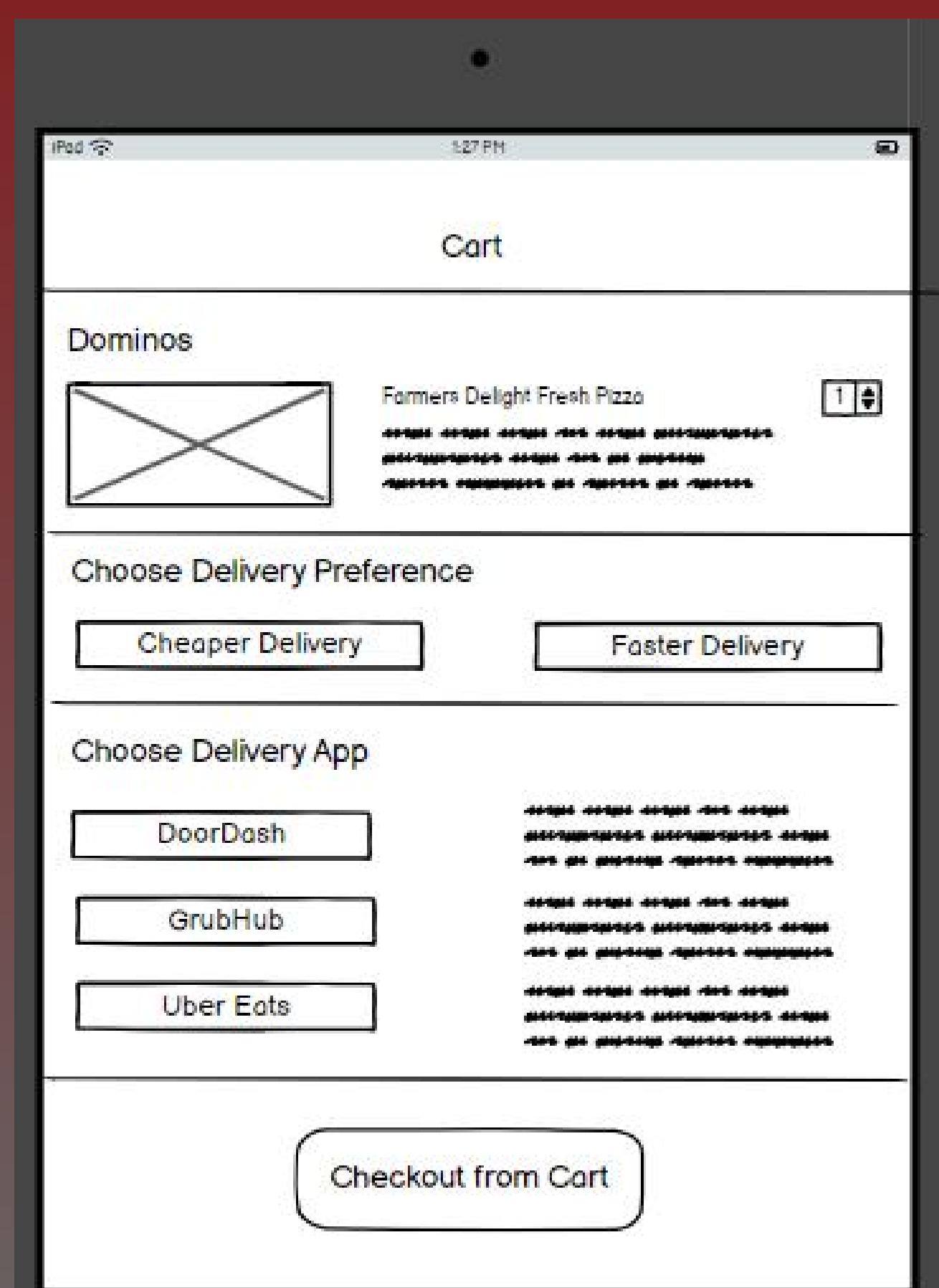
The user will be able to see the apps connected with their DeliverEase.

This page will allow the users to browse for restaurants and also show the delivery services associated with a food chain.

# WIREFRAMES



When the user will input a particular food item, all the related items relevant to that food along with restaurants will be displayed to the user. User can choose which food item and restaurant

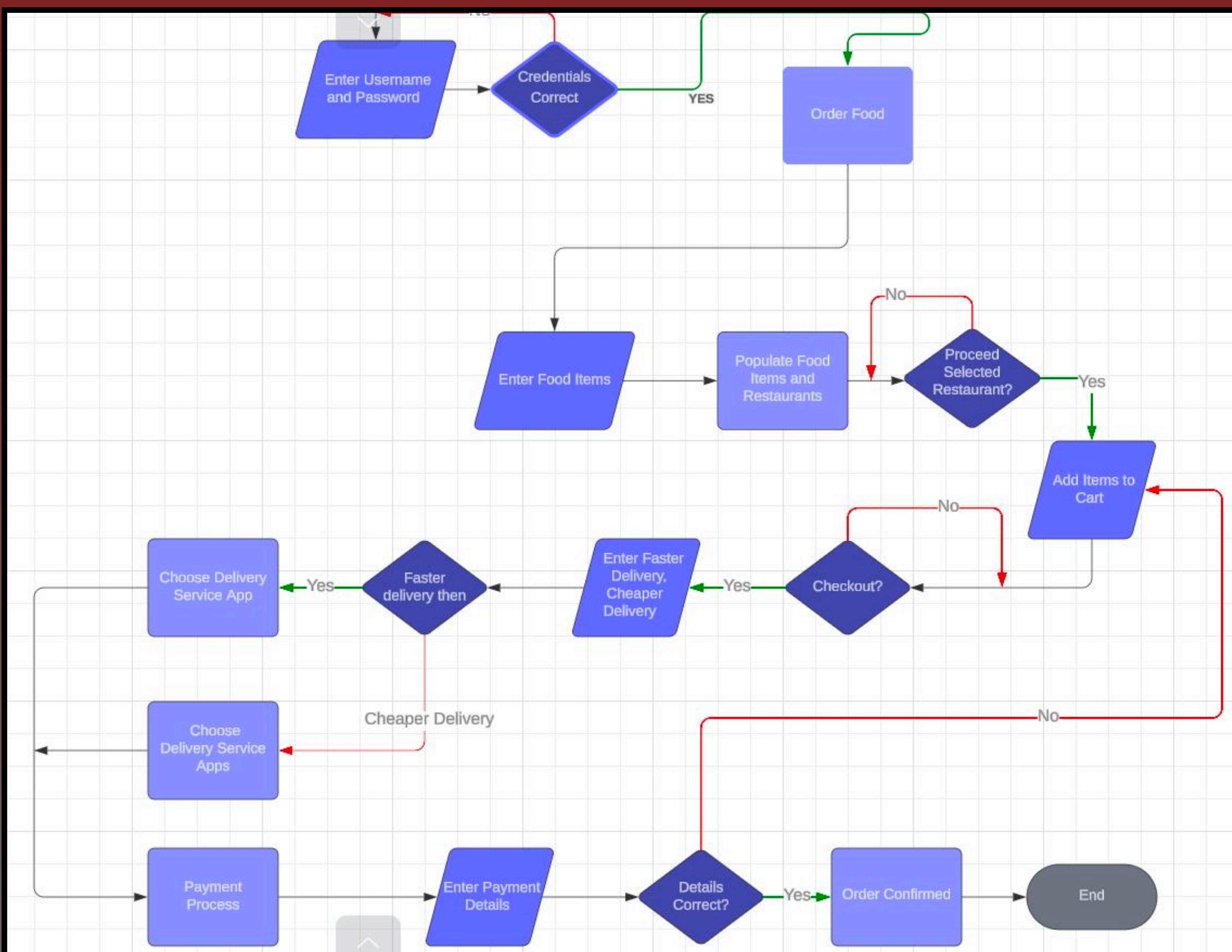
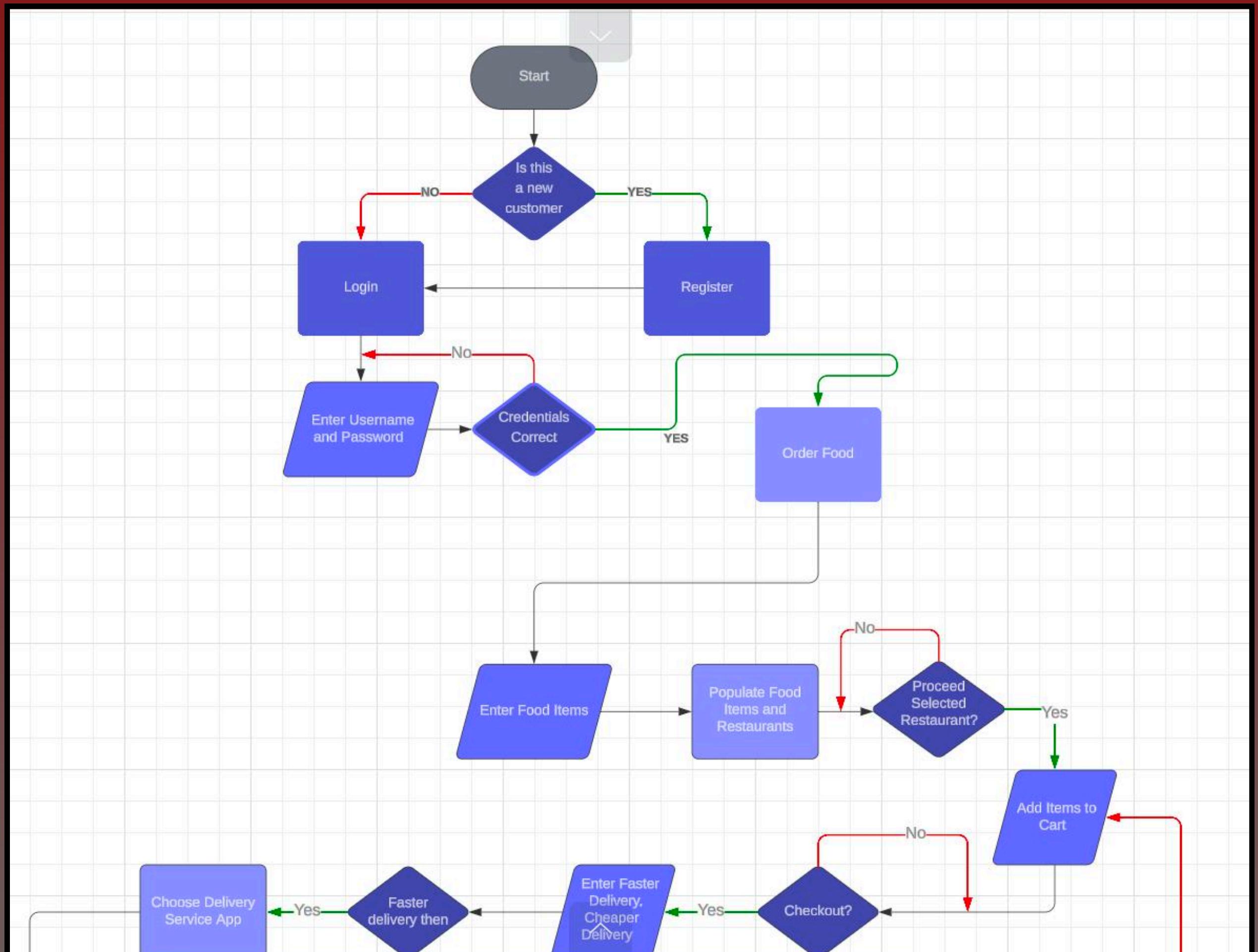


After selecting the food choices, user will have the flexibility to pick between delivery preference and the app which displays the faster delivery and cheaper delivery.

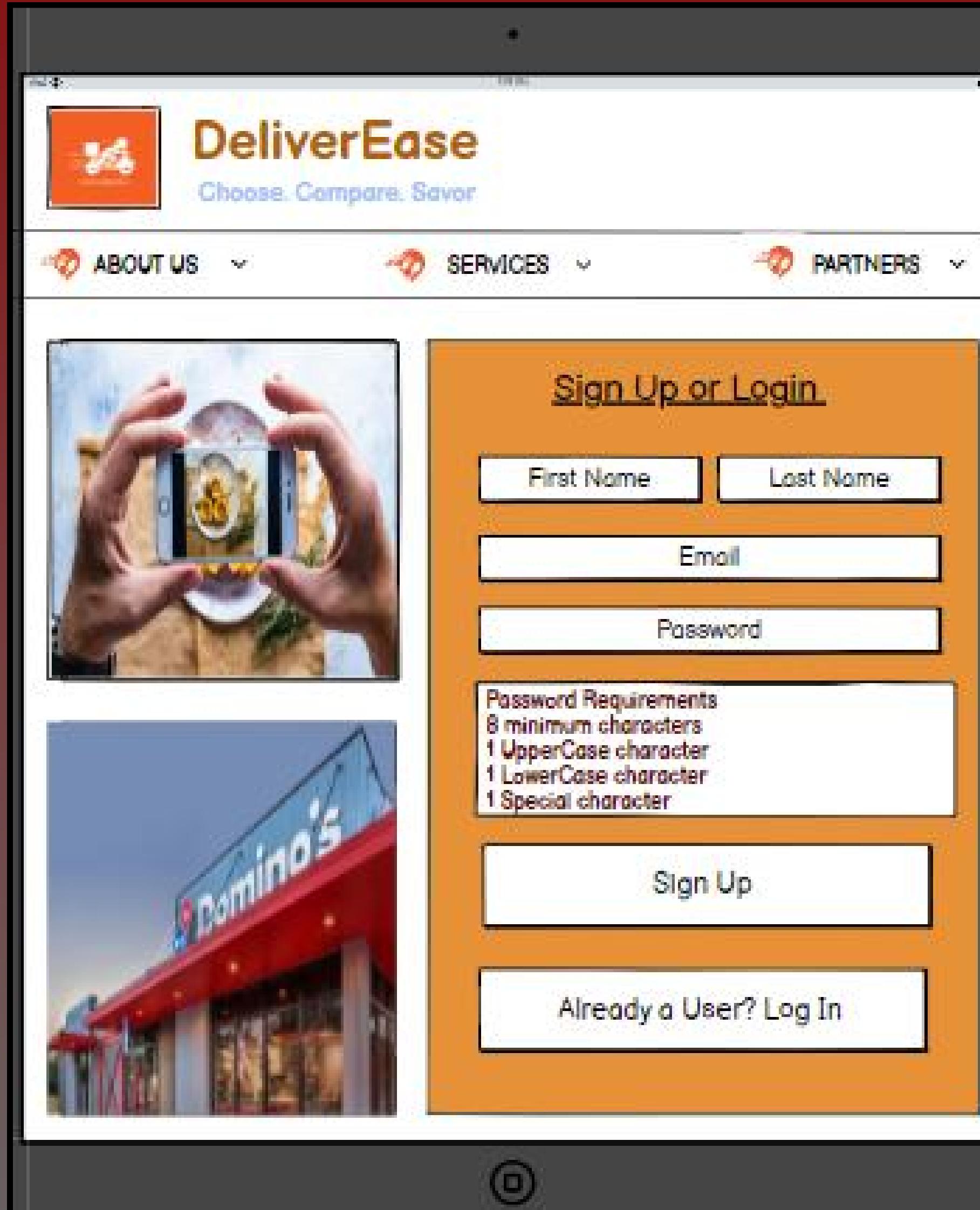


# WORKFLOW DIAGRAMS

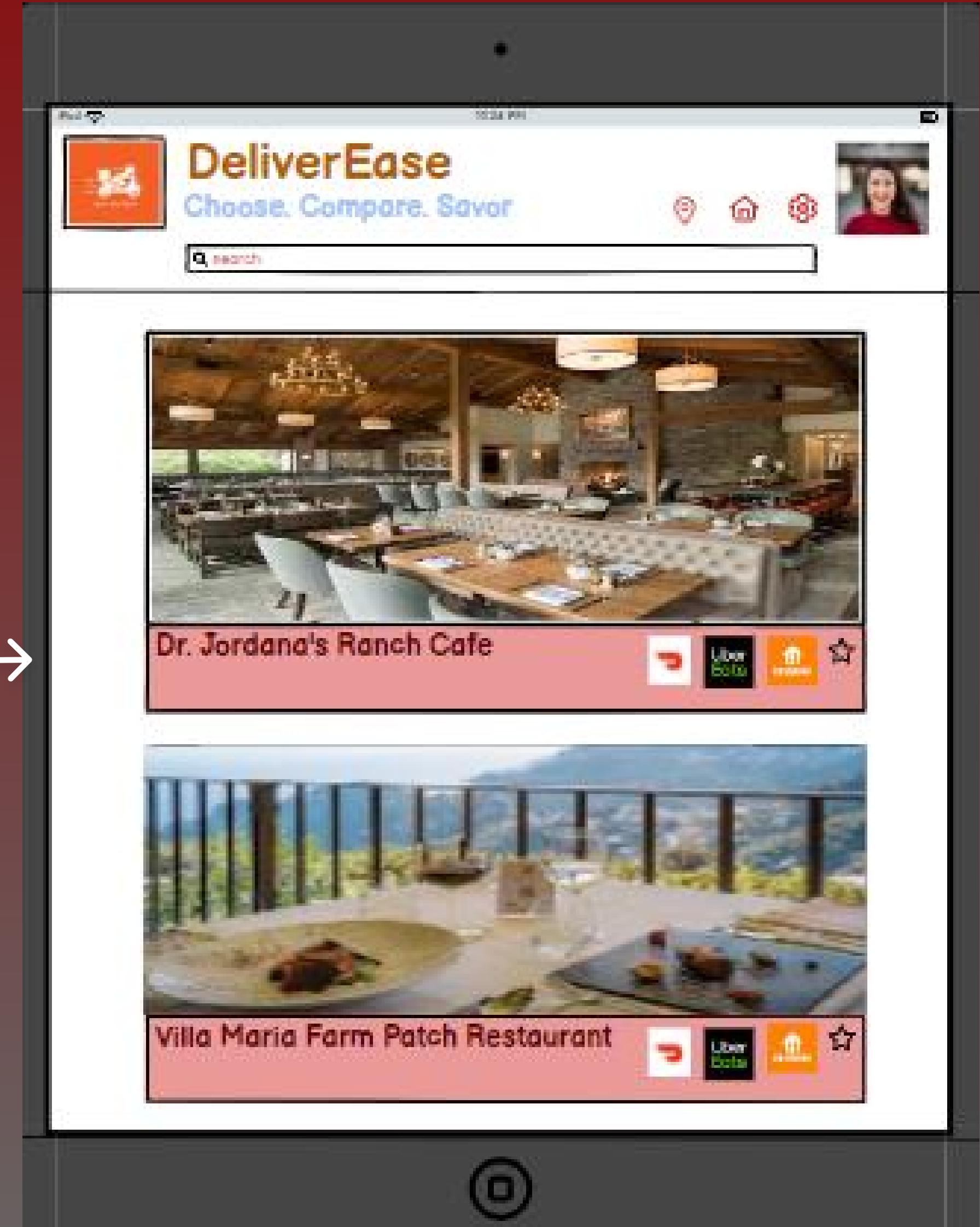
The Workflow Diagram illustrates the sequential flow of tasks involved in set of process.



# MOCKUPS

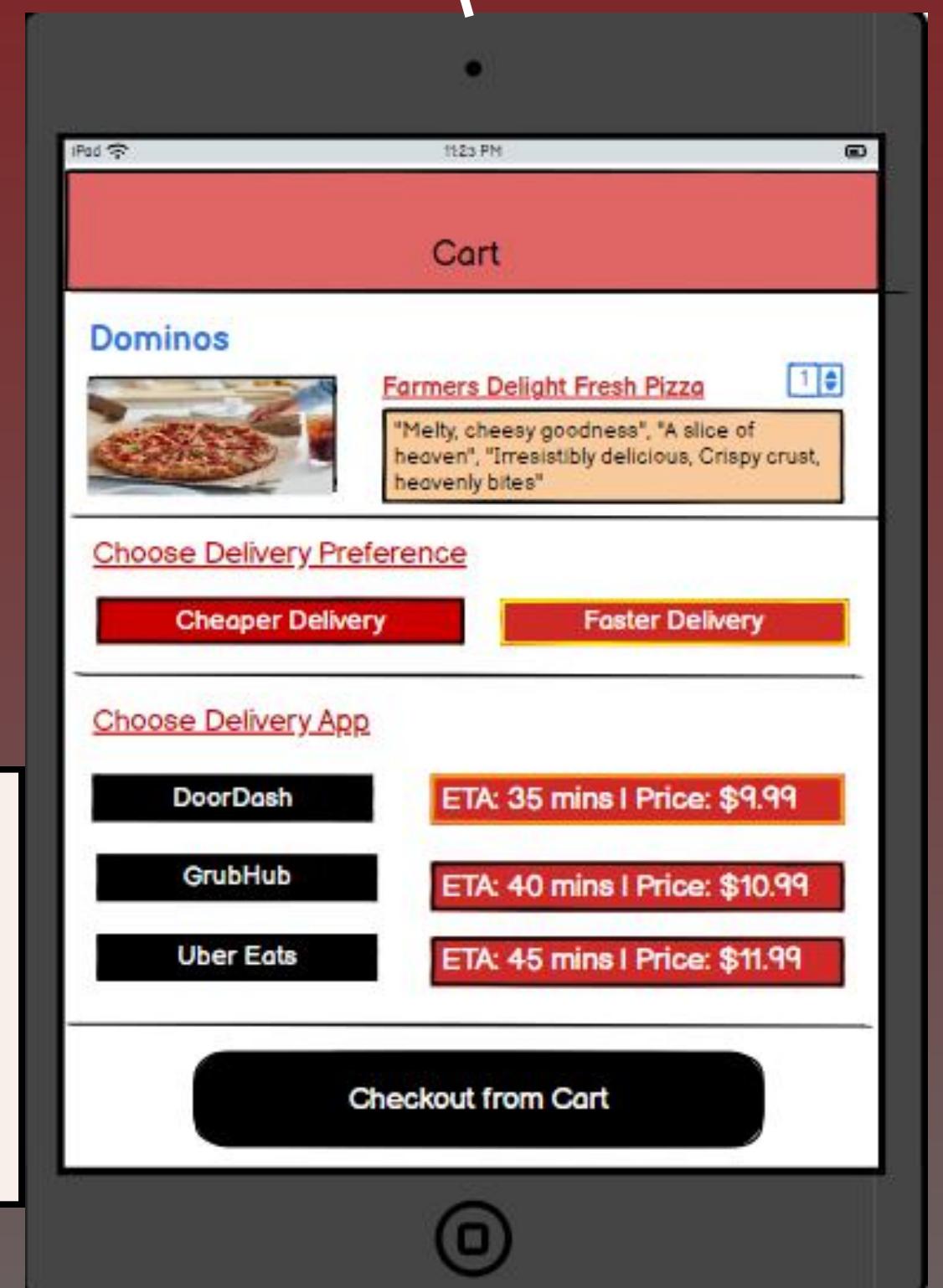
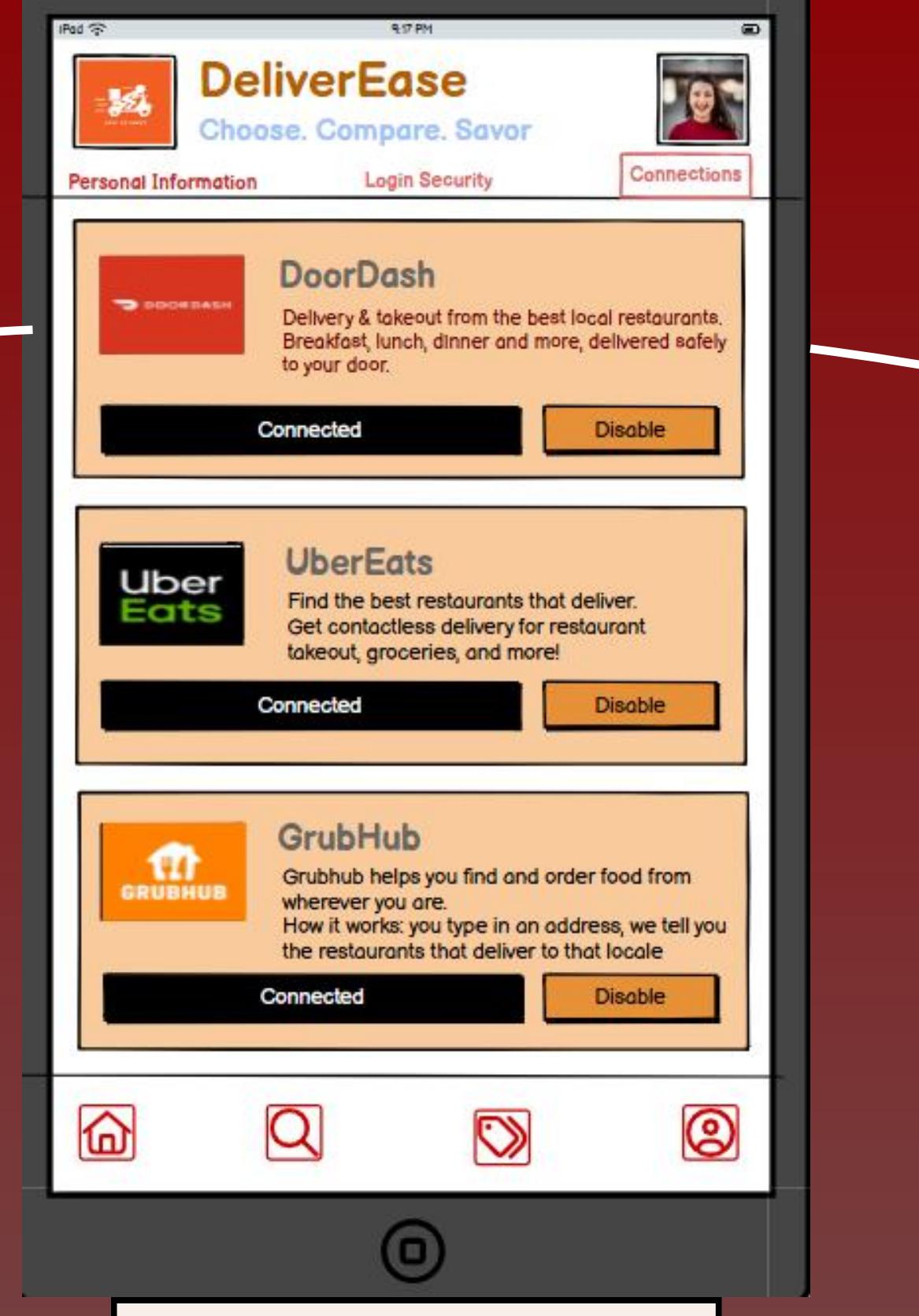
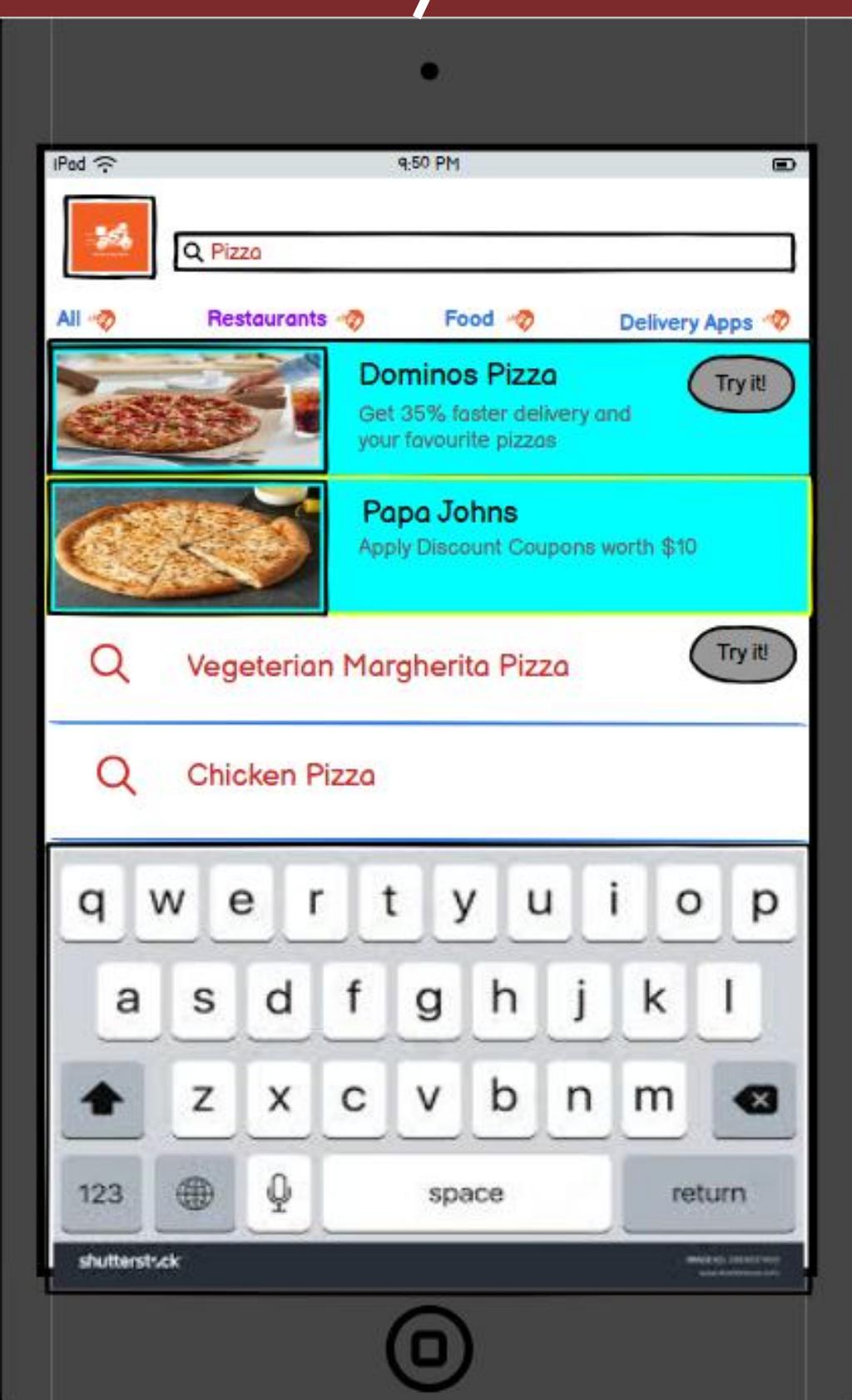


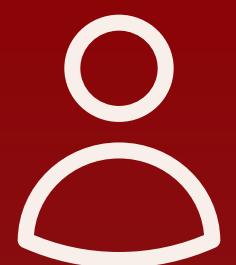
This is the initial User Login Page



User will select their choice of restaurant

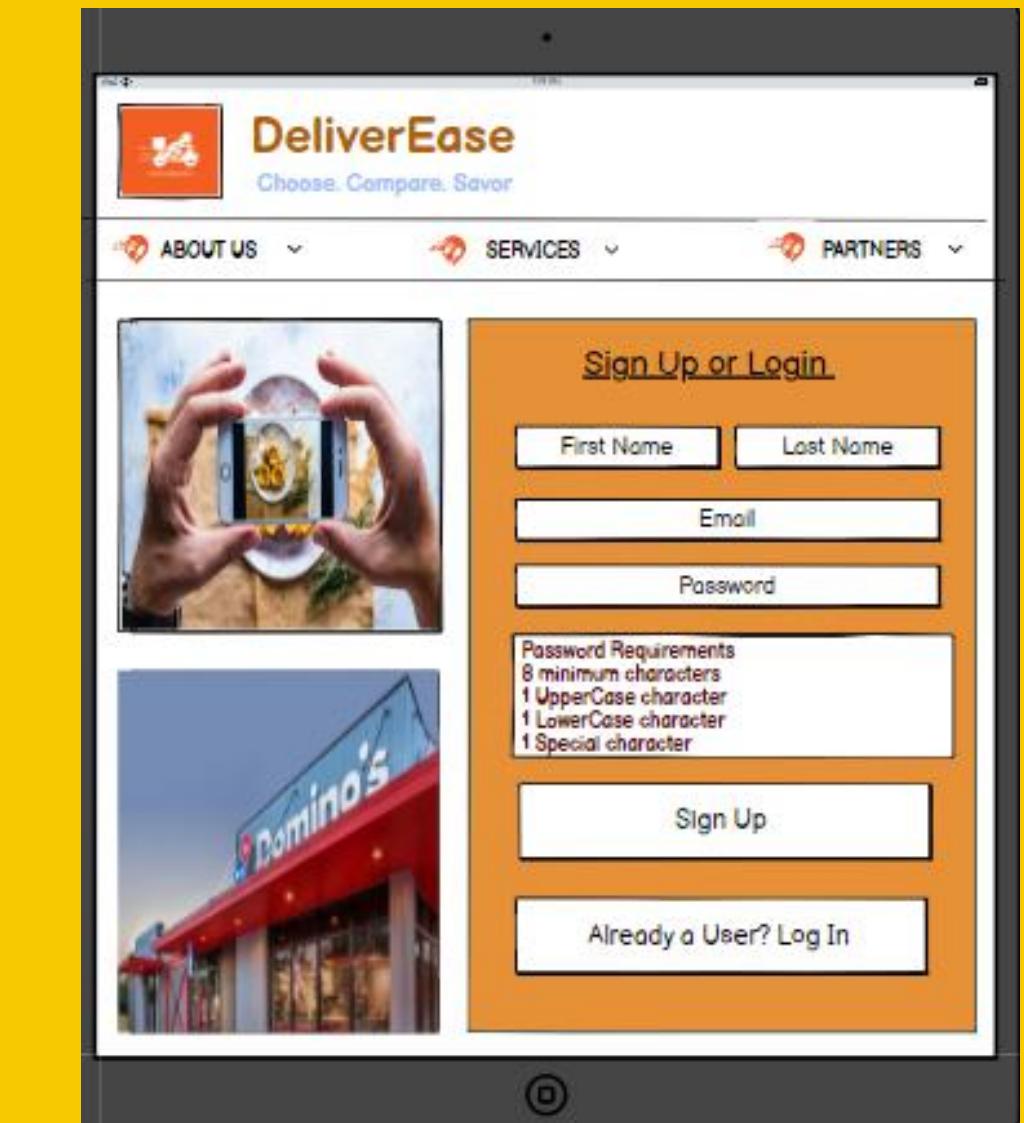
# Mockup Representation



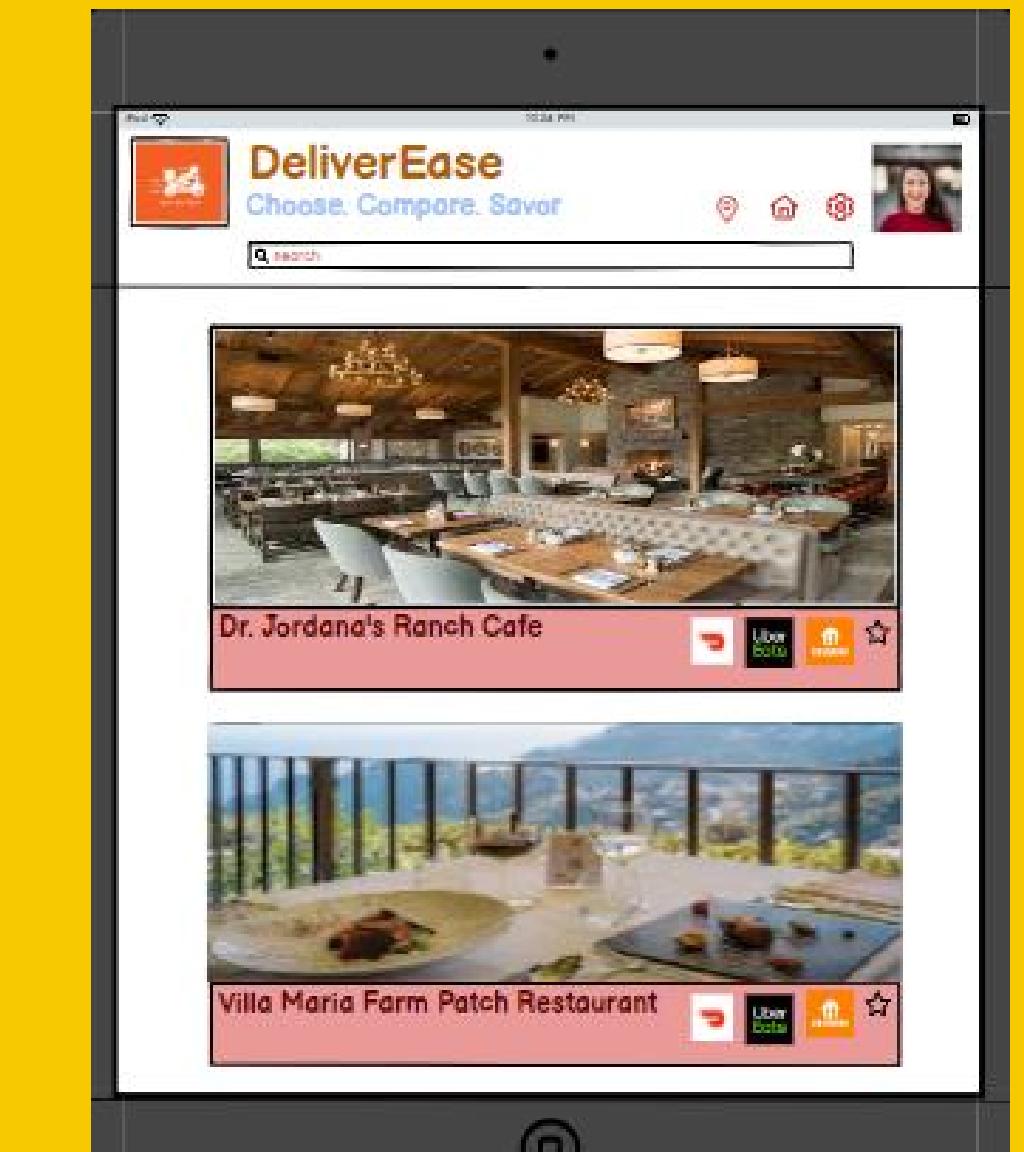
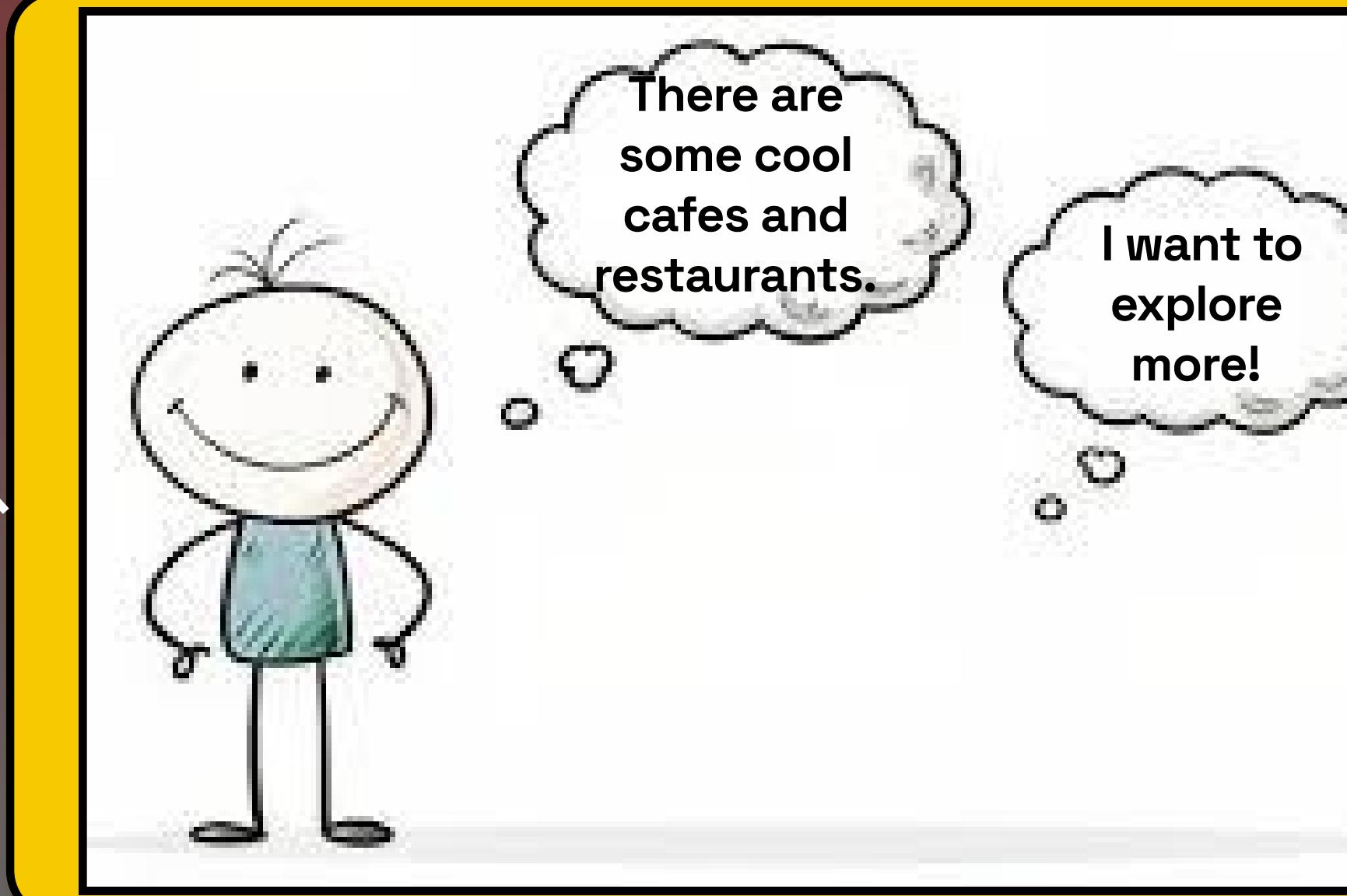


# STORYBOARDS

SCENE 1:

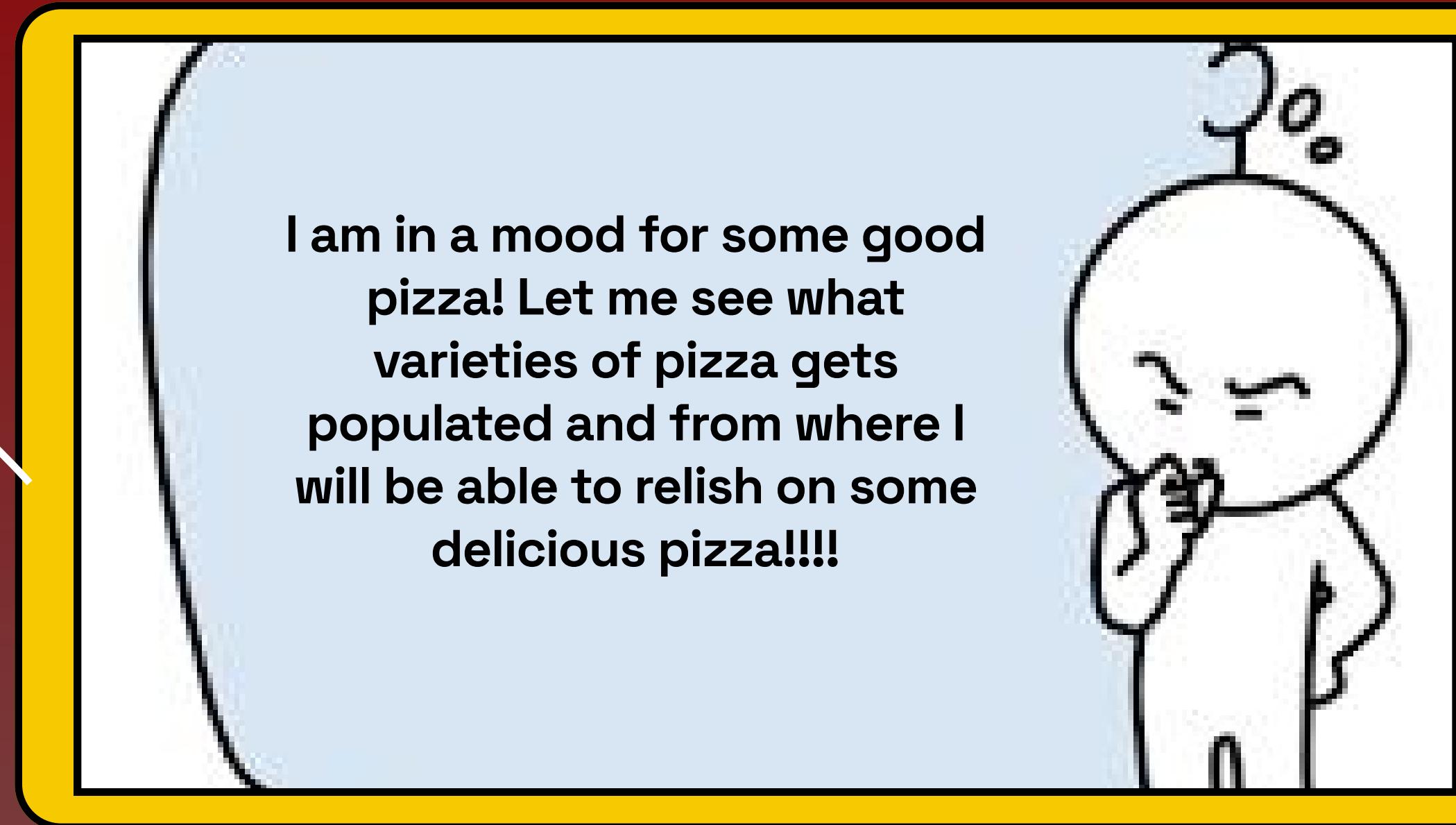


SCENE 2:

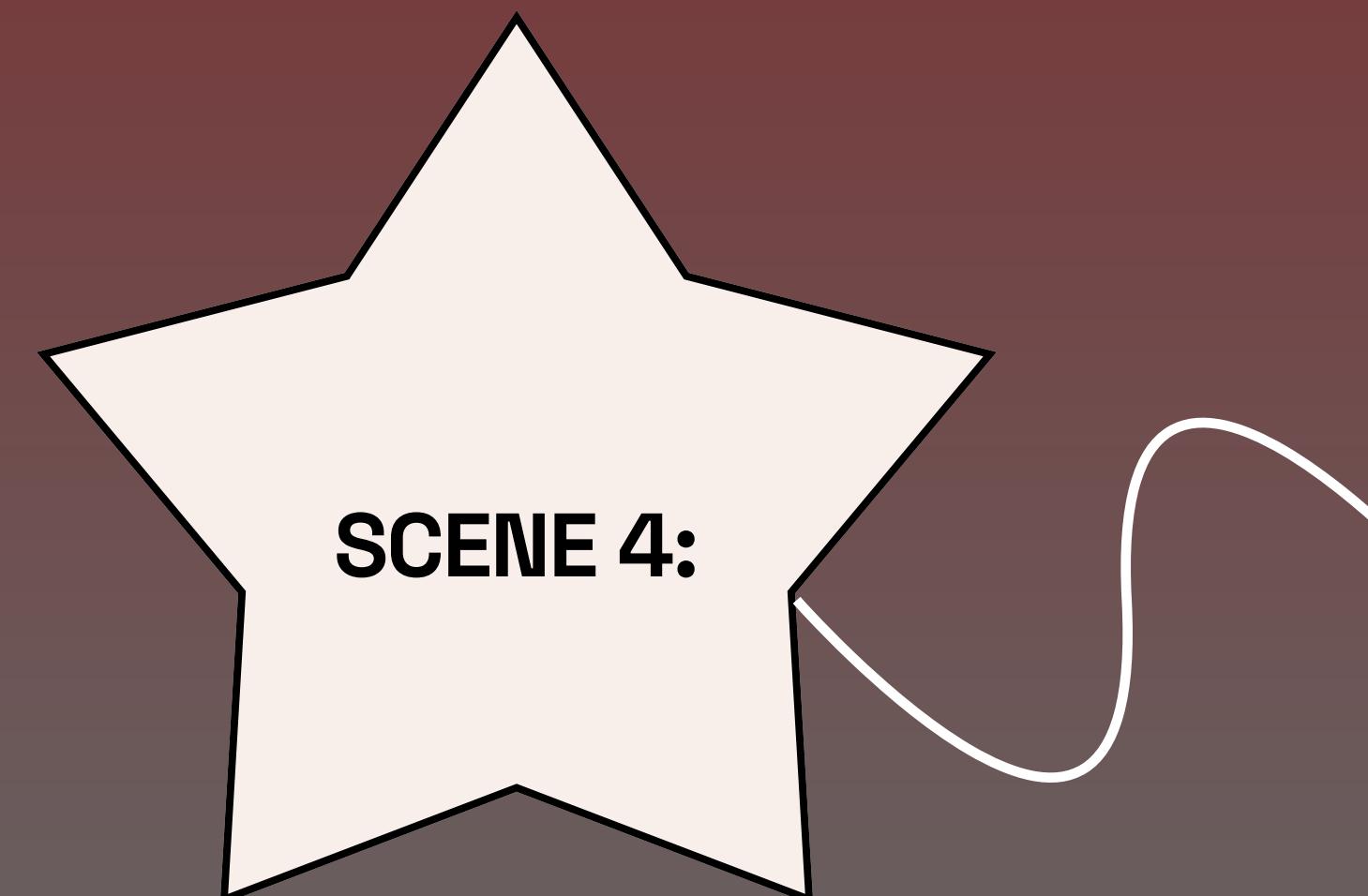
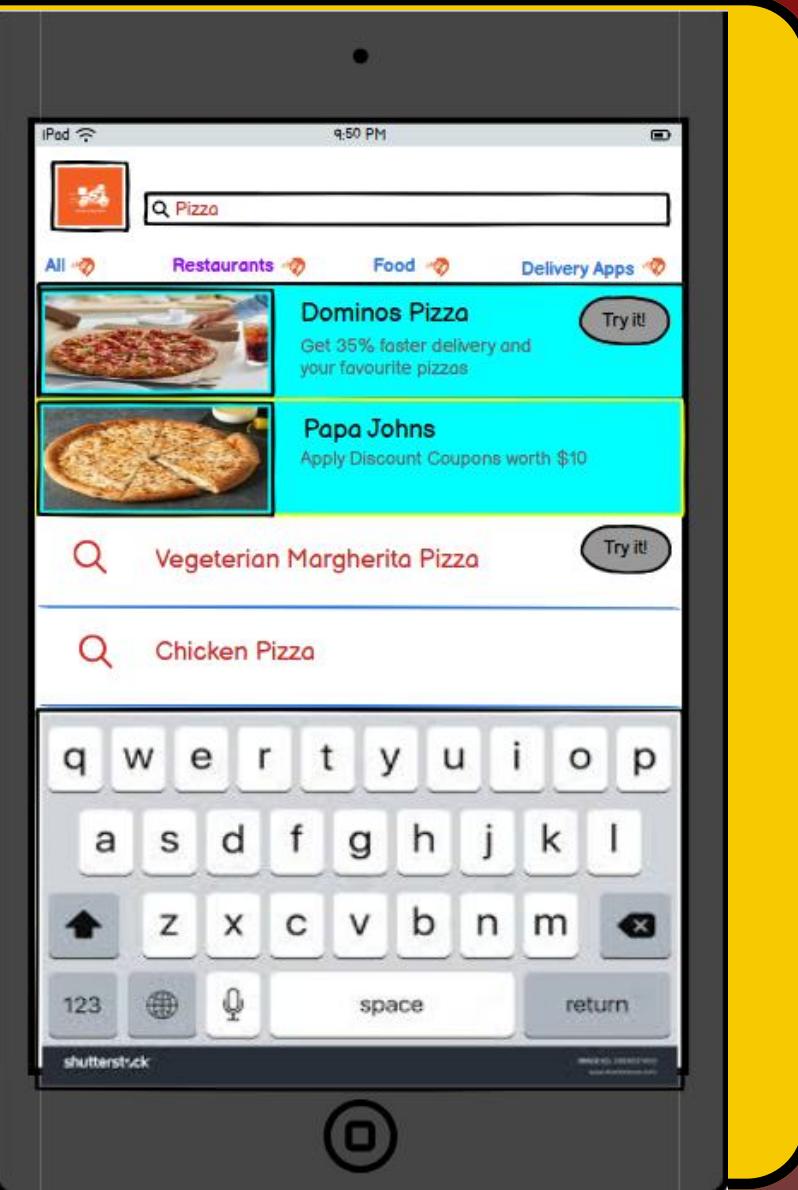




### SCENE 3:



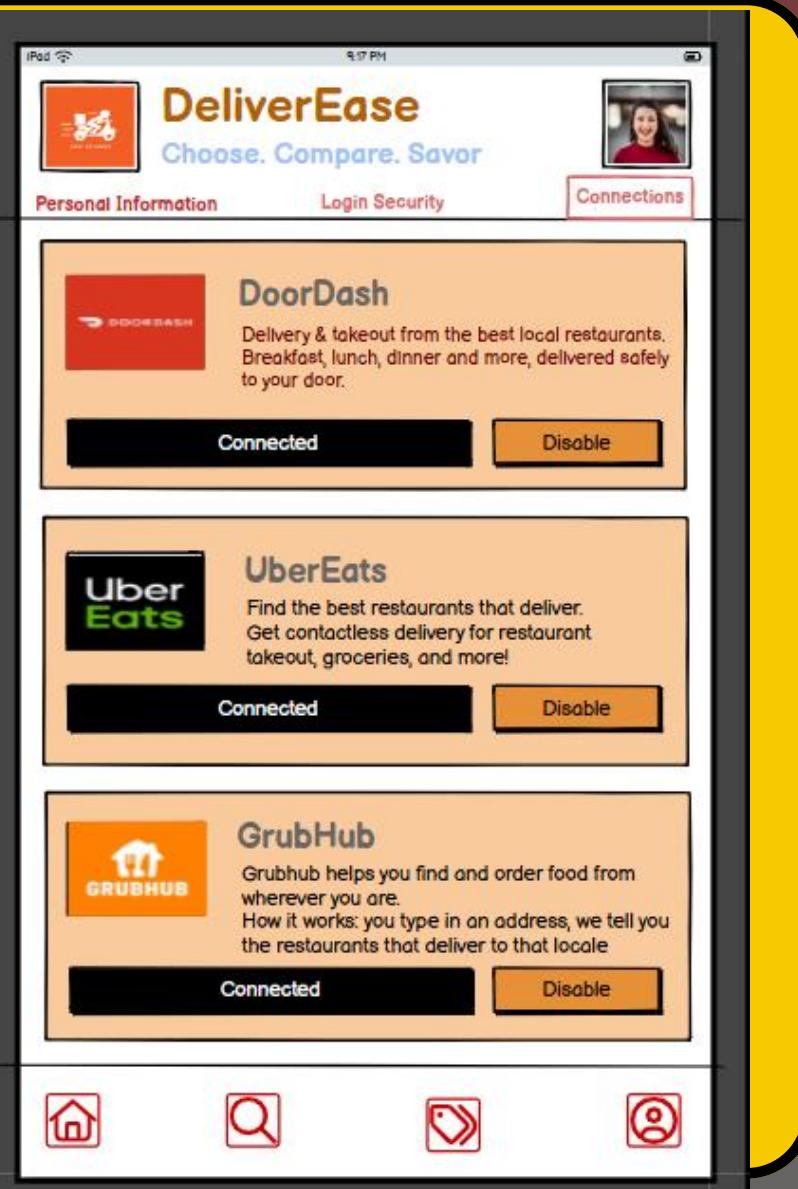
I am in a mood for some good pizza! Let me see what varieties of pizza gets populated and from where I will be able to relish on some delicious pizza!!!!



### SCENE 4:



I have three delivery partners with me, lets see which ones can fetch me the best deals!!



# SCENE 5:

A hand-drawn illustration of a person's head in profile, facing right. A thought bubble originates from the top of the head, containing the following text:

I will choose Faster Delivery as I am very hungry and want to savor some Pizza! DoorDash looks like the good fit for me as it will deliver the fastest out of all the delivery apps!!!

To the left of the head, there is a smartphone displaying a digital interface for ordering pizza. The screen shows a "Cart" section with a "Dominos" item and a "Farmers Delight Fresh Pizza". Below this, there are two buttons: "Cheaper Delivery" and "Faster Delivery". Under "Choose Delivery App", three options are listed: "DoorDash" (ETA: 35 mins | Price: \$9.99), "GrubHub" (ETA: 40 mins | Price: \$10.99), and "Uber Eats" (ETA: 45 mins | Price: \$11.99). At the bottom of the screen is a large, rounded "Checkout from Cart" button.