

## Project Design Phase

### Proposed Solution

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|---------------|-----------------------|
| Date          | 19 october 2023       |
| Team ID       | PNT2022TMID591012     |
| Project Name  | Project – Snack squad |
| Maximum Marks | 2 Marks               |

#### Proposed Solution:

| S.No. | Parameter                                | Description   |
|-------|--|---|
| 1.    | Problem Statement (Problem to be solved) | <b><u>Problem:</u></b> The problem we aim to solve is the lack of convenient and customizable snack delivery options for consumers who want a variety of snack choices that cater to their specific preferences, dietary restrictions, and dietary needs.   |
| 2.    | Idea / Solution description              | <b><u>Solution:</u></b> Snack Squad is a customizable snack delivery app that allows users to create their own snack boxes by choosing from a diverse range of snacks. They can also personalize their experience through features such as snack recommendations based on their preferences and past orders.                                  |
| 3.    | Novelty / Uniqueness                     | <b><u>Novelty/Uniqueness:</u></b> What sets Snack Squad apart is its focus on customization and personalization. It offers gamification elements, seasonal and themed snacks, and unique subscription plans. The collaboration with local snack producers adds a unique, locally-sourced flavor to the app.                                   |
| 4.    | Social Impact / Customer Satisfaction    | <b><u>Social Impact / Customer Satisfaction:</u></b> Snack Squad promotes healthier snacking choices and supports local businesses by partnering with them. By offering a community platform for sharing snack reviews and recommendations, the app fosters a sense of community and social engagement among users.                           |
| 5.    | Business Model (Revenue Model)           | <b><u>Business Model (Revenue Model):</u></b> The app's revenue will be generated through multiple streams. This includes a percentage of sales from partner snack producers, subscription fees for premium features, advertising, and potentially a mark-up on snacks. As the user base grows, these revenue streams are expected to expand. |

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| 6. | Scalability of the Solution | <p><b><u>Scalability of the Solution:</u></b> Snack Squad is designed for scalability. The architecture is built to handle an increasing number of users and snack partners. As demand grows, we can expand our offerings to include more snacks, delivery areas, and partnerships with local businesses. This flexibility allows us to adapt to changing market dynamics.</p> |
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