

# PROJECT DESIGN PHASE-I

## PROPOSED SOLUTION

DATE:	23/10/2023
PROJECT:	SNACK SQUAD: A CUSTOMIZABLE SNACK ORDERING AND DELIVERY APP
TEAM ID:	Team-591052

### Team details

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### Proposed Solution:

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	The main issue with the Snack Squad app is the risk of user overwhelm due to the intricacy of snack personalization, which lowers user pleasure and engagement. To guarantee a flawless and pleasurable experience for all users, the customization procedure must be made simpler, and user guidance must be improved.
2.	Idea / Solution description	Simplify snack customization with themed snack boxes and clear, guided recommendations. Pre-built boxes cater to various tastes and occasions, enabling easy modification. This user-friendly approach streamlines customization, enhancing engagement and satisfaction.
3.	Novelty / Uniqueness	The combination of pre-built snack boxes with the ability for users to customise them, each of which caters to different tastes and occasions. Users can customise their snack box using this versatility without the complexity frequently associated with customisation.
4.	Social Impact / Customer Satisfaction	Users may share content online and form communities as a result of the streamlined customisation procedure. Social networking networks can help create a feeling of

		community and introduce the app to new users, which may result in organic growth. Sharing creative snack combinations and experiences is also beneficial.
5.	Business Model (Revenue Model)	Both the sale of pre-assembled snack boxes and the customisation feature may be the basis of the company strategy. Popular and profitable snack combinations can be selected for pre-built boxes, and custom orders can generate extra income. Additionally, user information from customization options might be useful for partnerships and targeted advertising.
6.	Scalability of the Solution	The approach is quite scalable, particularly if the pre-built snack box choices and AI-driven recommendations are made to change as user preferences do. As the user base expands, the system may manage growing demand by utilising cloud-based infrastructure and streamlining logistics to support a larger audience.