

Project Design Phase-I
Proposed Solution Template

Date	15 October 2023
Team ID	PNT2022TMID590947
Project Name	Project – Express Eats(Snack Squad)
Maximum Marks	2 Marks

Proposed Solution Template:

Project team shall fill the following information in proposed solution template.

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	Despite the convenience and popularity of online food delivery apps, there are challenges related to high commission fees, long delivery times, and issues with the quality of delivered food, which negatively impact both restaurants and customers. To address these issues, we propose the development of our own app, 'Express Eats,' designed to offer a more cost-effective, efficient, and reliable solution for restaurant partners and customers.
2.	Idea / Solution description	<ul style="list-style-type: none">Express Eats is a solution that aims to alleviate the challenges highlighted in the problem statement. We achieve this by implementing a user-friendly interface that allows customers to seamlessly navigate our app. With a transparent and competitive commission fee structure, we reduce the financial burden on our restaurant partners.Our coupon system offers savings for customers while driving more business to our partner restaurants. Secure payment options, with industry-standard security protocols, protect financial data. The order process is hassle-free, with clear confirmation and tracking, and customers can access their order history for easy reordering and tracking past transactions.
3.	Novelty / Uniqueness	Express Eats brings novel features to the online food delivery market. Its transparent and cost-effective commission fee structure is unique, providing a fairer deal for both restaurants and customers. The advanced routing algorithms ensure efficient and timely deliveries, setting it apart in terms of service quality. Express Eats' strong commitment to quality control through restaurant collaborations and inspections maintains consistent food quality, enhancing

		customer trust. The user-friendly coupon system benefits both customers and partner restaurants. With industry-standard payment security and a seamless interface, it prioritizes user confidence. The comprehensive "View My Orders" feature adds value beyond simple food delivery by facilitating easy reordering and order history management.
4.	Social Impact / Customer Satisfaction	<ul style="list-style-type: none"> • As most people prefer ordering food online these days, having more than one food delivery app on your smartphone is not uncommon. • Changed dining habits, promoting staying in over dining out, and created new job opportunities for delivery drivers.
5.	Business Model (Revenue Model)	<ul style="list-style-type: none"> • As of 2022, the online food delivery segment has achieved \$63.2 billion in revenue, resulting in 10.7% growth compared to the last year. • The revenue is expected to grow at an annual growth rate (CAGR 2022-2027) of 8.90%, resulting in a projected market volume of \$96.50 billion by 2027. • The primary revenue streams for online food delivery apps are: <ul style="list-style-type: none"> I. Commission fees from restaurants for each order. II. Delivery fees charged to customers.
6.	Scalability of the Solution	Express Eats' scalability is achieved through expanding its geographic reach, onboarding more restaurants efficiently, increasing its user base through targeted marketing efforts, enhancing its technology infrastructure to handle higher traffic, and expanding its delivery driver fleet to meet growing demand. Additionally, the app can introduce new features, consider international expansion, foster partnerships, and embrace sustainability initiatives to further scale its services and remain competitive in the evolving online food delivery market.