Your Next Online Grocery Shopping Platform - **iGro**

Jinny, Vidya, Vaishnavi, Denis, Raghava, Tooba

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Agenda

- Target Customer Segment

- Customer Pain Points

- Competitive Positioning

- MVP
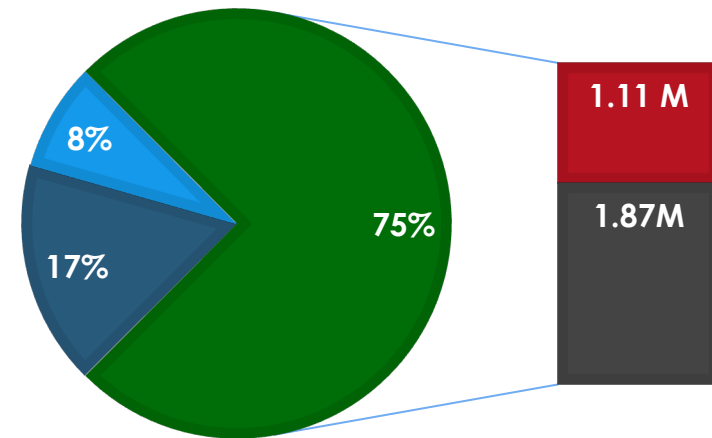
- Delivering Business Value

- Appendix

Targeted Customer Segment

- Working professionals in Greater Seattle Area

- Busy with hectic working life

- Limited time for in-store grocery shopping

- Desire to buy fresh products on time

- Miss in-store shopping experiences

- Healthy lifestyle

SEGMENT SIZE

- Below Proverty Line
- Low Household Income
- Median Household Income
- Above Median Household Income

8%

75%

17%

1.11 M

1.87M

Meet with Jessica

MOTIVATIONS
- Continue developing her career
- Provide quality life for family
- Spent quality time with family
- Ensure the best for her two kids – healthy life style, education, family traditional

DEMOGRAPHICS

Age: 35
Gender: Female
Marital Status: Married
Children: Yes / Two
Employed: Yes
Occupation: Program Manager
Income: Median
Location: Redmond

CHALLENGES & PRESSURE POINTS
- Busy work while taking care of kids
- Limited time for grocery shopping
- Struggle between online grocery shopping platforms – wrong items, non-fresh producers, late delivery, high delivery cost
- Time consumed on grocery planning
- Miss in-store shopping experiences
- Worried to keeping healthy life style
- Hard to balance providing variety food with less effort

SHOPPING HABITS
- One stop shopping experiences
- Easy & Convenient
- Communicate with people

HOBBIES
- Running
- Sharing healthy life style
- Exploring new receipts

Competitive Positioning

A place where people have the **best mimic in-store online grocery shopping experience** that lead to a **healthy lifestyle**.

Unlike other online grocery shopping platforms that do not **mimic in-store experience**, we offer an unique online grocery shopping experience with guaranteed shorter delivery time, enabling them to lead a healthy lifestyle with operational excellence.

Competitive Positioning

	iGro	amazon fresh	instacart	Walmart+	Weee!
Mimic in-store shopping experiences	✔				
On time delivery	✔			✔	✔
Healthy lifestyle	✔	✔			
Variety of selection products	✔		✔		
Recipe oriented orders	✔				
Restaurant bundles	✔				✔
Excellent customer support	✔	✔			✔

MVP – Priority 1 Features

| Create App Framework | Integrate catalogue of Grocery + pantry items | Real-time content of produce / Live streaming shopping | Live chat customer support and feedback option | Create apple store and android application accounts |

App Framework

Includes:
- Customer profile creation
- Select Favorite Items
- Add to Cart/View Cart
- List Customer Orders with confirmation
- Payment Option
- Tracking order status and record order history

Comprehensive Catalogue of Groceries

Includes :
- Partner with local stores to get catalogue of featured groceries and pantry items

Real time content of Produce/ Pantry items

Includes :
- Partner with local stores to get install cameras for real time pictures and videos
- Set up of Live stream shopping events and Ads

Implement Live chat

Includes :
- Develop customer support content with live chat features and feedback from customers

Application Accounts

Includes :
- Set up is a prerequisite to Release

Delivering Business Value

Priority 1	Priority 2	Priority 3	Priority 4
Mobile App that is easy to use and has minimum steps to purchase organic non-GMO groceries from reputed partnered stores	Fix any business critical defects after the release so App can used by customers to purchase groceries bug free	Integrating Recipes platform to encourage customers to purchase ingredients required for the healthy meal recipes, bought using the app.	Partner with local groceries to get a catalogue of promotional items on for sale (every 2 weeks), thus benefiting our company with purchases while bringing the spotlight to the stores sales and promotion
Integrate Real time pictures and video streaming option on app to enhance in store interactive experiences and allow expand the customer base for online shopping	Deliver simulation of shopping experience using app. This way the customer is attracted to using a new exciting and interactive way of shopping	Helping customers to have more options to schedule their delivery by providing more time slots to choose from thus increasing chances of customers scheduling the purchase	Provide support to more local business by providing local farms sell their produce and grocery items by featuring one local farm produce every month
Subscription model priced competitively to bring in new customers	Product recommendations based on their purchase history, so there are more options to buy thus bringing in more business for our company and partnered stores.	3 Free monthly grocery samples to subscribers gives customer in store sample experience from their home	Provide customers to pay with cash on delivery
Ease of guest checkout for customers who do not want to go through profile creation		Introducing Free delivery when purchase exceeds a certain amount thus increasing changes of customers purchase larger amount of items	
Provide accurate details in Order status, shipping and share delivery details through the app to gain customer trust and convenience to review order history		Adding real time reviews for a product feature to help get customers opinions on the use of the product	Expand business by offering bulk grocery deliveries to restaurants

Questions

Appendix

Competitive Positioning

Mimic in-store experiences

- Photos/Videos of fresh produces
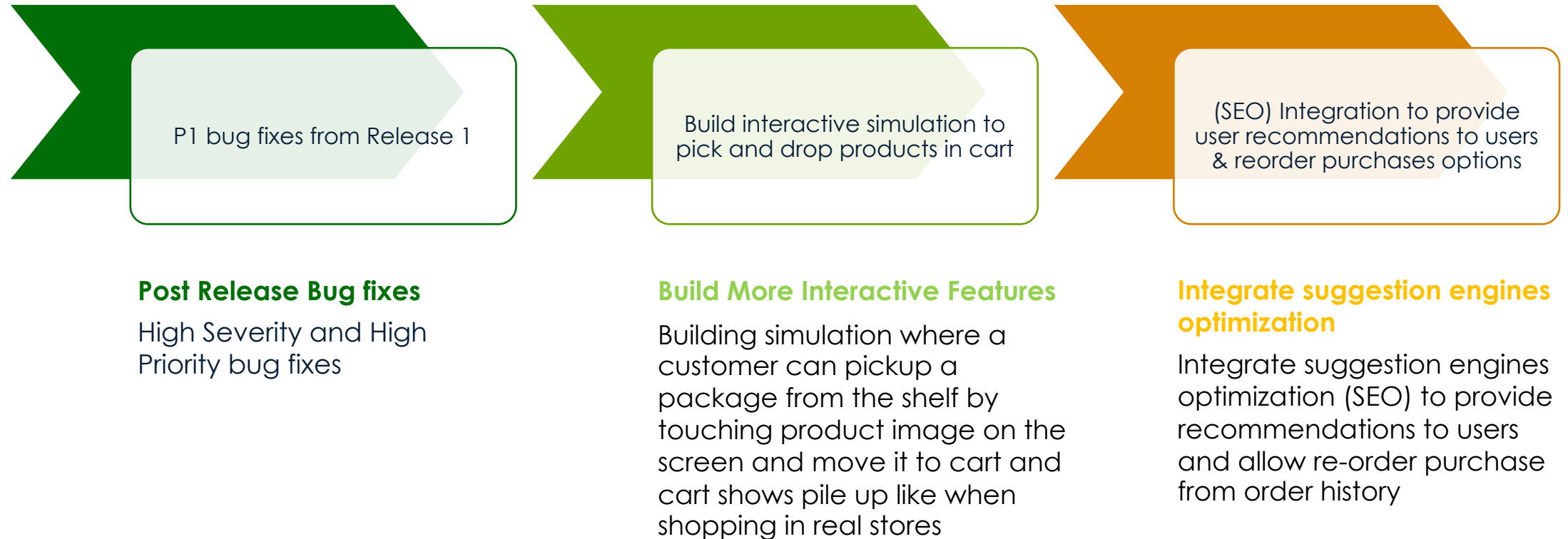
- Real-time customer reviews

- Live streaming shopping experiences

- Real-time communicate with shoppers

Wide selections of healthy products

- Maximum one-stop shopping experiences

- Provide fresh produces from local farmer's market

- Variety of organic products

- Partner with major grocery markets

- Provide variety unique products or "home food" from different countries

Priority 2 Feature Planning (Post MVP)

P1 bug fixes from Release 1

Build interactive simulation to pick and drop products in cart

(SEO) Integration to provide user recommendations to users & reorder purchases options

Post Release Bug fixes

High Severity and High Priority bug fixes

Build More Interactive Features

Building simulation where a customer can pickup a package from the shelf by touching product image on the screen and move it to cart and cart shows pile up like when shopping in real stores

Integrate suggestion engines optimization

Integrate suggestion engines optimization (SEO) to provide recommendations to users and allow re-order purchase from order history

Priority 3 Features (Future Release)

Integrate Recipe Platform

Provide Recipes & Shop Through App

Includes :
- Integrate Recipes section by partnering with recipe platform (such as Allrecipe)
- Purchase Recipe ingredients through App
- Suggest meals and meal plans based on customer purchase

Product Customer Reviews

Customer Reviews

Includes :
- Real time customer reviews for products

Flexible delivery time-slots

More Grocery Delivery Time-slots

Includes :
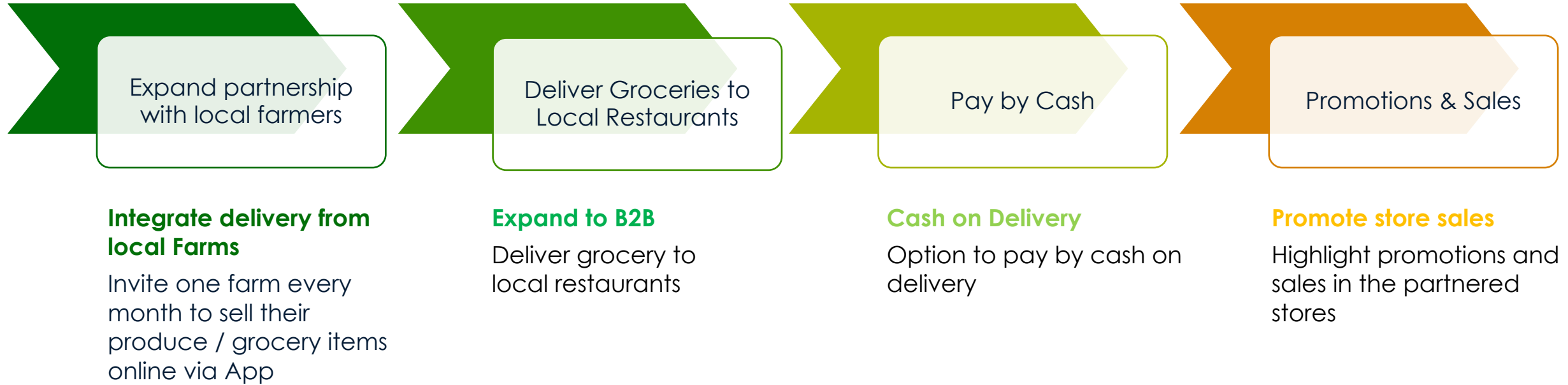- Adding more flexibility and time slots for delivery

Free Samples and delivery

Free samples and Free Delivery

Includes :
- 3 Free Samples of newly introduced items delivered monthly with purchase for subscribed customers
- Free delivery over certain $ amount for subscribers

Priority 4 Features (Future Release)

Expand partnership with local farmers

Integrate delivery from local Farms

Invite one farm every month to sell their produce / grocery items online via App

Deliver Groceries to Local Restaurants

Expand to B2B

Deliver grocery to local restaurants

Pay by Cash

Cash on Delivery

Option to pay by cash on delivery

Promotions & Sales

Promote store sales

Highlight promotions and sales in the partnered stores

Roadmap

Features	Business Priority	Sprint 1 2 weeks	Sprint 2 2 weeks	Sprint 3 2 weeks	Sprint 4 2 weeks	GO TO MARKET
Create Mobile App framework -User friendly Mobile App where customer able to create account/Shop/Flag Favorite Items/Add to Cart/View Cart/List Customer Orders with confirmation	1	▓				
During Account creation process, provide user with a short Customer habit questionnaire to understand customer preference	1	▓				
Develop subscription model ($TBD) with delivery fee of $ and express delivery with $ (First 500 subscribers get special discounts)	1	▓				
Guest checkout available	1	▓				
Provide wide range of organic , fresh produce and Non-GMO pantry items supporting local markets by partnering with stores like Whole Foods, Trader Joe's, PCC, Safeway, Walmart	1	▓			Final Testing with Focus group (Actual customers)	G O T O M A R K E T
Filter availability within App to filter by stores & products available within them	1		▓			
Realtime Order status tracking and recording order history for customers	1		▓			
Real-time photos/videos of fresh produce , Live streaming shopping experiences and staff interaction	1		▓	▓		
Provide Customer Support through live chat and phone, have feedback option within app to get customer feedback	1		▓			
Offer refunds or discounts for dissatisfied customers	1		▓			
Create Apple and Android accounts	1	▓	▓			
Send the app to stores for approval	1			▓		
Credit/Debit Payment options	1		▓			
Bug Fixes			▓	▓	▓	

Business Value per Feature

Features	Business Priority	Business Value
User friendly Mobile App where customer able to create account/Shop/Flag Favorite Items/Add to Cart/View Cart/List Customer Orders with confirmation	1	Customer profile creation including Shop for items/Flag Favorite Items/Add to Cart/View Cart/Customer Orders with confirmation
During Account creation process, provide user with a short Customer habit questionnaire to understand customer preferences	1	The questionaire will allow to understand the customer shopping preferences/habits, we can use this feature to create a shopping cart history or flag incorrect items mistakenly put in the cart
Develop subscription model ($TBD) with delivery fee of $ and express delivery with $ (First 500 subscribers get special discounts)	1	Add competitive pricing model for customers to select preferred subscription model.
Guest checkout available	1	Provides customers with an alternative option to purchase groceries without creating an account
Provide wide range of organic , fresh produce and Non-GMO pantry items supporting local markets by partnering with stores like Whole Foods, Trader Joe's, PCC, Safeway, Walmart	1	Include a comprehensive catalogue of all organic fresh produce and non-GMO pantry items to be viewed by customers
Filter availability within App to filter by stores & products available within them	1	Provide users with ability to filter according to personal preference (dietary needs) and itemize the categories according to available groceries
Realtime Order status tracking and recording order history for customers	1	Provides accurate real time visibility of customer's current and previous order status
Real-time photos/videos of fresh produce , Live streaming shopping experiences and staff interaction	1	Provides customers with accurate and real time visibility of groceries and pantry inventory that is in stock. Install webcams to view the produce shelves to take periodic images of the produce every 3 hours.
3 Free Samples of newly introduced items delivered monthly with purchase for subscribed customers	3	Provides customers with in store samples of grocery items maintaining customer satisfaction and the opportunity to sample different groceries before purchasing
Free delivery over certain $ amount for subscribers	3	Rewards customers to make a high value purchase of groceries qualifying them for free delivery
Provide Customer Support through live chat and phone, have feedback option within app to get customer feedback	1	Provides customer support options for i) two way communication in case it is required and ii) the opportunity to provide written feedback via the mobile application
Offer refunds or discounts for dissatisfied customers	1	Provides customers with refunds or discounts options for dissatisfied customers
Integrate suggestion engines optimization (SEO) to provide recommendations to users and allow re-order purchase from order history	2	Based on preferences and habits given by user in questionnaire, SEO feature will help provide grocery/pantry recommendations and allow re-order purchase from order history
Real time customer reviews for products	3	Provides recent real time grocery feedback option (upto 3 months) to encourage other users to purchase the same products
Building simulation where a customer can pickup a package from the shelf by touching product image on the screen and move it to cart and cart shows pile up like when shopping in real stores	2	Provides users with 3D interactive simulation of building a cart to mimic in-store experience. The shopper will pick up an item from the shelf on the app, by touching the image on the monitor in response the product moves to the center of the screen, where the user can move item around to examine all sides. To complete the purchase the customer touches the image of the cart and the product moves to the cart.
Adding more flexibility and time slots for delivery	3	Provides customer with flexible delivery options
Promotions and sales	4	Partner with local groceries to get a catalogue of promotional items on for sale (every 2 weeks)
Integrate Recipes section by partnering with recipe platform (such as Allrecipe) with pointers to purchase required items through the app , suggest meals and meal plans based on customer purchase as well preferences	3	Encourage users looking to purchase on our app, by closing the frustrating gap between ingredients and recipes
Partner with local farmers to give them online platform to sell their produce and expand availability of variety of unique international produce and grocery items	4	To support local businesses, partner with 1 local farmers market and feature them on app each month.
Expand Partnership with local restaurants to delivery groceries	4	Expand from B2C cost model to B2B
Create Apple and Android accounts	1	Create Apple and Android accounts to get ready for release
Send the app to stores for approval	1	Make sure App is approved and available in App store for download
Credit/Debit Payment options	1	Provide Customer payment options to pay for their purchase with Credit and Debit card
Cash on delivery Option	4	Provide customer an option to pay by Cash when the groceries are delivered
Bug Fixes	1	Business prioritized Bug fixes