

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

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Agenda

- What is the Status/Ask?
- Target Customer
- Problem Statement
- The Product/Solution
- What is the product value proposition & positioning?
- Validating MVP
- Customer Experience
- Major Milestones
- Roadmap Challenges



What is the Status/Ask?

- What is our Funding Pitch?

- \$100,000 to fund for our MVP

Target Customer

- Busy adults who are enthusiastic about trying new recipes or want to meal plan.

Problem Statement

- These busy adults living in the Seattle who are overwhelmed with hectic lifestyle, are in need of a solution to search for popular recipes and buy ingredients on the same platform.

The Product/Solution

Our company offers an online recipe platform which allows users to search for delicious recipes of their choice, purchase and deliver ingredients to the comfort of their homes

What is the product value proposition & positioning?

Product value proposition:

For professionals living in Seattle who have limited time to buy grocery in-person, iGro offers a convenient service that will make it easy to make a decision on the choice of products for cooking homemade meals and will significantly reduce the time spent on choosing and buying ingredients.

Positioning:

Unlike other competitors, which do not provide the option of convenient product selection based on the desired recipe, iGro provides a simple and convenient service for purchasing products based on recipes from the world-famous website allrecipe.com, in addition to this, customers can choose the brands of the necessary ingredients themselves, which follow to significantly reduction of time spent on the selection and purchase process, as well as simplify the selection of ingredients and as a result will lead to an increase in customer satisfaction from the purchasing process.

How have we validated if this product/solution will work? (MVP) What were the findings?

Our team conducted research and tested 2 potential MVPs to validate the current product solution.

Below is the analysis and summary of the customer feedback for the above-mentioned MVP options:

Recipe Based	Data collection
This is new and innovative approach	Good way to collect the customer data
Not many players that provide this ability	Doesn't provide any transactional ability
Customers can buy from different stores they like	Customers may not choose to answer multiple Qs
Customers buy precisely what they need, nothing more, nothing less	Has no tangible outcome from this MVP

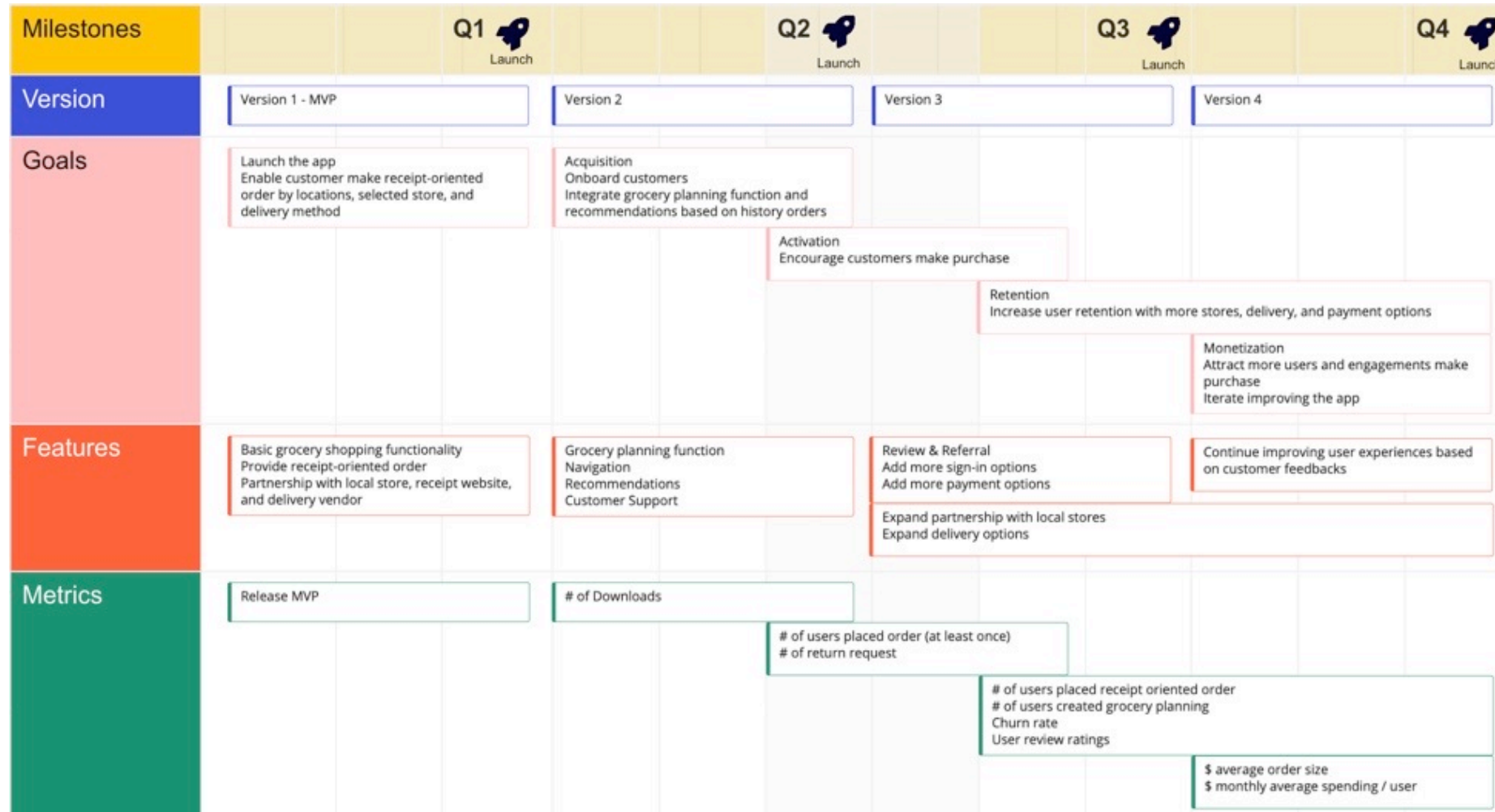
Based on the above feedback, it was clear from this customer interview that recipe-based option was the desired MVP that customer would like to see and use.

What is the customer experience with the product? What was the outcome when we tested the UX? (Actual UX: In Appendix)

Usability 2 Testing:

Positive Feedback	Improvements
Interface is simple and easy to use	Fix sequence of app: include intuitive sequence of app
No need to prep separate grocery list	Grammatical Errors
Customers buy precise ingredients	Unclear delivery options and ETA
	Include Serving sizes, pop-up screen numbering selection

What are the major milestones on the roadmap? (Actual Roadmap: In Appendix)



What challenges might be faced when executing the roadmap? (Resourcing Concerns)

<https://www.modernanalyst.com/Resources/Articles/tabid/115/ID/3831/7-Tactics-to-Solve-Common-Product-Roadmap-Problems.aspx>

PROBLEMS

- Making arbitrary estimations of scope and time
- Focusing on solutions and not problems
- Trying to please everyone with a feature soup
- Poor communication with developers
- Neglecting to build research, testing and feedback into the roadmap
- Not responding to change or feedback
- Failing to get buy-in

Appendix

IGro Usability Test

IGro team conducted usability test for the app that allows customer to search recipe and then buy ingredients. This idea was the winner from the ideas shared with the participants in usability study No. 1

❖ Participant Information:

- 5 participants reviewed the new prototype for a recipe-based grocery shopping application

❖ **Participant Demographic** : All participants were working professionals between the age of 35 and 50 who loved experimenting with various recipes and interest in exploring various recipes was expressed to have increased from the onset of pandemic

❖ **Aim of the test** - was to assess if the previous participants were able could find their way within the application and complete the task of purchasing the recipe ingredients with ease.

Note : Based on voting by the team, features marked as Yes made it to the MVP

Feedback	To be included in MVP (Yes/No)
No Shipping ETA/delivery anywhere (Indicate in ETA for delivery)	Yes
Serving sizes (display default serving size ??)	Yes
Show cost and weight for ingredients	Yes
Sequence: Recipe first? Then purchase (Preview of the recipe on landing page , continue purchase)	Yes
Choose one category for MVP (Kid friendly, Sports appetizers, Popular foods, Healthy etc.)	No
Grocery Items other than Ingredients	No
Numbering does not indicate how many more to come, another way of showing progression	No
Less clicks, add all ingredients at once on first click	No
Give options to remove or clear cart from cart page, skip ingredients	Yes
Show me restaurants that have this premade and deliver to the customer	No
Payment – Its already Pay & checkout – PayPal??	Yes
Add back navigation	Yes