Product Requirements Document

Target Release	31st Jan 2021
Epic	Homemade food delivery MVP features
Document Status	V1
Document Owner	Bhuwan
Designer	Abhishek
Tech lead	Vardhan
Technical writers	Sayema
QA	Sayema

What

Online food delivery app will help the urban city people to get home-cooked food delivered at their doorstep.

Why

Survey and Contextual enquiry (user interviews) revealed the following things –
1. People those who are migrated to different city for work or other reason prefer to have a home-cooked food.
2. People those who are eating daily outside prefer to eat healthy food.
3. Restaurant food are very oily and less healthy.
4. Market research shows that this could be a large but very competitive opportunity due to a big players like Swiggy and Zomato in the market.

Scope

- **In scope of the beta release / MVP**
  - Login/Signup screen
    - Mobile number
    - With google
  - Home screen
    - Popular dishes
    - Breakfast, Lunch & Dinner combos
  - Dishes detail screen
  - Reviews of the dishes
  - Subscription plan
    - Trial plan
    - 3 meals plan
    - 5 meals plan
  - Configuring delivery details
  - Payment
    - Credit card
    - Debit card
    - Netbanking
      - Integration of top 10 banks
    - UPI
  - Cart
  - Account
    - Profile update
    - Manage addresses/delivery details
    - Payment settings
    - Customer support – Only email ID and WhatsApp number would be provided
    - Order history
  - Search

- o **Out of Scope for MVP (build for future releases)**
  - o On-boarding screen
  - o Payment
    - ▪ Wallets
    - ▪ Other than the top 10 banks
  - o Add-ons
  - o FAQs

How

Create detailed Epics, Features and User Stories to chalk out requirements

- Sample Work Items below (note these are not exhaustive but a good depiction of how to link Epics > Features > User Stories.

S.No.	Epic	Feature	User Story	Priority	Jira Issue#
1	**Login/ Register with the App-** As a User, I want to login/register with the App with easy options so that I can veiw various offerings and order food	**Existing User-** Login with app credentials As an existing User, I want to login with my login credentials so that I can veiw various offerings and order food. **New user -** Register with mobile no. or other channels likes Facebook, Google account, Apple ID As a new User, I want to register and login with my mobile no. or existing facebook/google/Apple account so that I can veiw various offerings and order food.	1. **Existing user login-**As an existing user, I should be able to login with my credentials so that I can view offerings and place orders for my food. 2. **Existing user password/username reset**-As an existing user, I should be able to reset my password and user name in case I forget any one or both so that I can login to the app. 3. **Existing user auto fill username/password-**As a user I should see option to auto fill my user Id and password so that I need not enter it everytime I want to login. 4. **New User- Register with Mobile no.-**As a new user, I should be able to register and login with my mobile no. so that I can view offerings and place order for my food. 5. **New User- Register/login with Google account**-As a new user, I should be able to register and log in with my Google account so that I can view offerings and place an order for my food	P1	

2	**Easy searching for food** As a user I should be able to search for the food I have in my mind and get the matching search results back so that I can place order for the same.		1. As a user I should be able to see the search icon where I can enterthe search elements so that I can get the relevant search results. 2. As a user, I should be able to see the search results matching closest to my search criteria so that I can select and place the order. 3. As a User, I should be able to search again after getting the search result so that I can modify or edit my search elements.	P1	
3	**Place Order** User should be able to place order for my food so that I can get my food home delivered	**Adding Food to Cart** User should be able to add the food items to the cart before placing the order so that it can update food items if required before placing the order**.** **Easy Payment** As a user I should be able to payout for the food with multiple payment options	1. As a user, I should be able to see the add to cart option so that I can add the food items I shortlisted after search. 2. **Order details-**User should be able to view the order summary so that it knows the order details. 3. As a user, I should be able to do the payment through a credit card 4. As a user, I should be able to do the payment through a debit card 5. As a user, I should be able to do the payment through a net banking 6. As a user, I should be able to do the payment through a UPI	P1	
4	**Post Order Activities - Rating&reviews** Order history Contact details of food provider	Contact details of the kitch & delivery person Provide reviews & ratings Order History	1. As a user, I should be able to provide feedback on every meal I order. 2. As a user, I should be able to see the history of all the orders I have placed till now.	P2	
5	**Subscription plan**	**3 types of subscription plan-** 1. Trial plan 2. 3 meals plan 3. 5meals plan	1. As a user, I should be able to register for the subscription plan as per my need 2. As a user, I should be able to cancel the subscription plan.	P1	

6	Account	Profile update Manage addresses/delivery details Payment settings Customer support – Only email ID and WhatsApp number would be provided	1. As a user, I should be able to update my profile details. 2. As a user, I should be able to manage the delivery addresses 3. As a user, I should be able to manage the payment options 4. As a user, I should be able to connect with the customer support team.	P2	

Success metrics for the beta release

Goal	Metric
Adoption	• Daily number of app downloads (40/day) • Total #of new users per month (200/month) • Customer acquisition cost (<100) • Bounce rate (<10%)
Activation	• # of sign-ups (>40%) • Daily avg time spent by the users (>= 15mins) • First-order placed (>70%)
Retention	• Churn rate (<10%) • # of subscription plan registered (>70%) • Daily active users (>80%) • Daily returning users (>80%)

Engagement	• Reviews & feedback submitted by the users (100%) • Weekly increase in subscription plans • # of recurring orders • New Vs returning users • CLTV • ARPU

Performance	• Rate of payment failures (<3%)
	• Task completion rate (100%)
	   o Starting from searching the dish and placing the order
	   o Submitting reviews about the dish

Security	• Payments details are encrypted

Go-to-market

- Target Market – Urban cities
- Product Device Usage (App/web etc) – It is going to be a mobile app developed on react native platform.
- Pilot launch -15th Mar, 2021
- Pricing Model / Strategy – Subscription plan
    - o Trial plan includes 1 meal
    - o 3 Meals plan valid for 7 days
    - o 5 Meals plan valid for 10 days

Release Timelines

- MVP target launch – 15th Mar, 2021
- PRD for MVP complete – 12th Nov, 2020
- Wireframes – 30th Nov, 2020
- UI design complete – 15th Dec 2020

- Development complete for the MVP - 8th Mar, 2021
- SIT / Internal QA – 30th Dec 2020 to 10th Mar, 2021
- Production Release – 15th Mar, 2021

///