



Industry Project

Part II

Name : Nitesh Roy

DELIVERABLES

- Part-1 - Product Analytics
- Part-2 - Growth Strategies
- Part-3 - Product Roadmap
- Part-4 - Product Backlog and Sprint Backlog
- Part-5 - Product Requirements Document
- Part-6 - Go-to-Market Strategy

SUBMISSION GUIDELINES

1. Part-1, 2 and 6 should be submitted in this PPT document.
2. Part-3 and 4 should be submitted in the excel document given on the platform.
3. Part- 5 should be submitted in the word document given on the platform.

Part 1

Product Analytics

Acquisition

Retention

Referral



Activation

Revenue

1. Daily sign ups in app
2. Total no. of daily visits through social media.
3. Number of users downloading app

With the above mentioned metrics we can find out the total acquisition and no. of people who are bounced back due to any circumstances and we can work upon it to increase the acquisition.

1. Total no. of new orders placed
2. No. of successful Payments
3. No. of users added items in the cart for the first time.

We will consider above metrics to find out total no. of people who are signing up but not getting activated due to any reason and can find out the problem beneath it and can make a successful product by working upon them.

1. No. of orders placed per week
2. No. users visiting app per week
3. No. of users uninstalled the app

With the above metrics we can find out the total no. of retained customer and total no. of churned out customers and can find out the reasons for churning out of the users, So that in a longer period we can have a resurrection strategy and also can work upon retaining more and more customer in a long term.

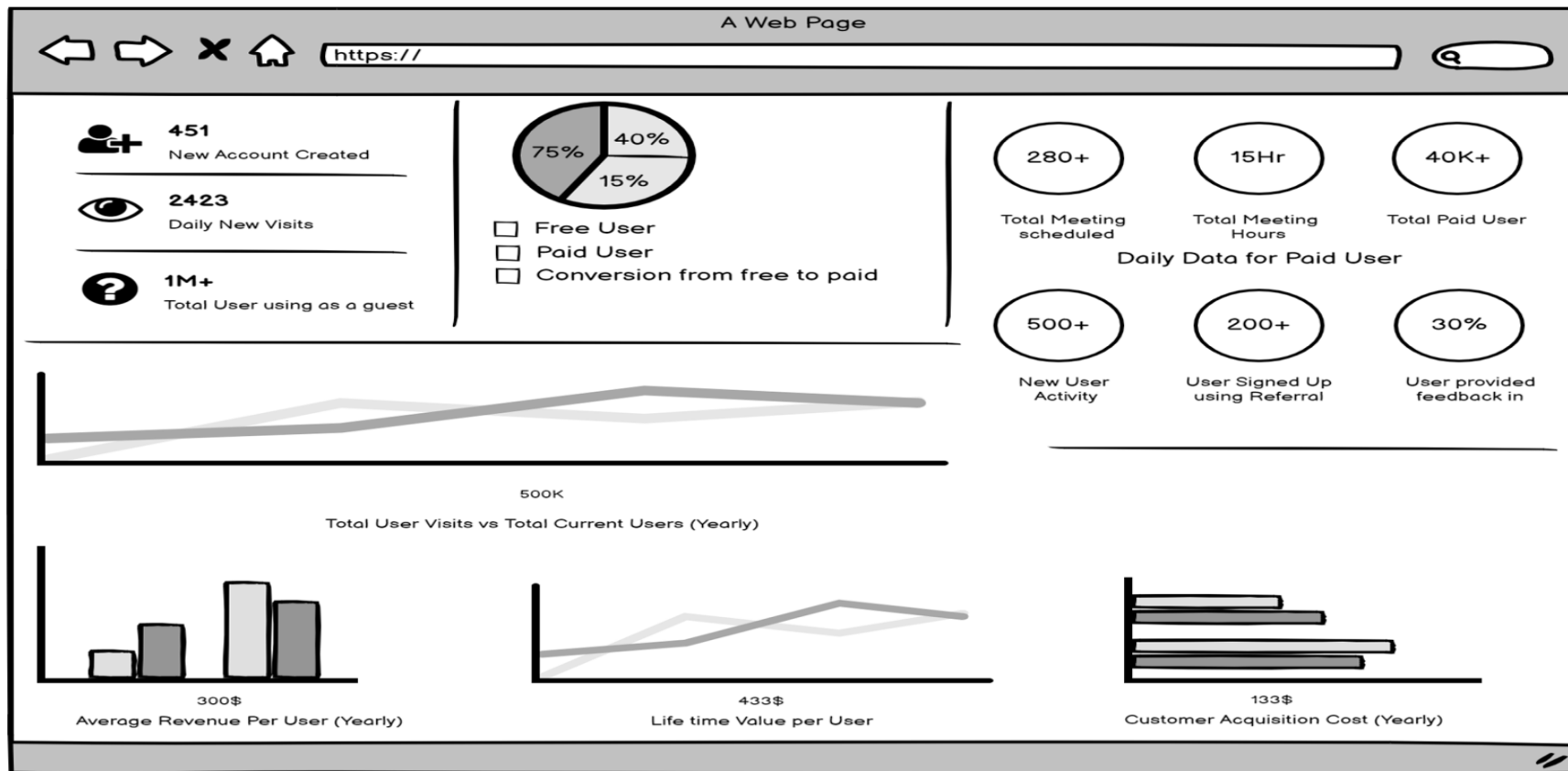
1. Average revenue per user
2. Lifetime value per user.
3. Net customer worth (LTV/CAC)

With the above mentioned metrics we can find out the total revenue we are generating through the product and if the strategies of generating revenue is working well, there should always be a balance on the revenue generating and spending on the users for acquisition, and can work upon on making the strategies more stronger.

1. Total number of users signing Up using existing user's referral code.
2. Net promoter Score.
3. Percentage of users providing feedback at different platforms.

Considering above metrics will give us the net promoter score, which can be helpful in analyzing the health of the product and the position of our product in market, also having a good referral strategy can lure customer to bring more crowd to the application.

Wireframe - Analytics Dashboard



Dashboard is arranged with all the metrics mentioned in AARRR framework, all the metrics is described with graphs and revenue model to show how a analytical dashboard will show user percentage data of new and paid.

Please click the link to view the wireframe.

<https://drive.google.com/file/d/1wQhSBnLFRheW8ILO3ipNNOJe0gW8aSYU/view?usp=sharing>

Part 2

Growth Strategies

- **Acquisition Channels**

1. Social medial
2. Play store/i store

- **Acquisition Strategies**

1. Optimising a good SEO
2. Ensuring high virality
3. Ensuring a good net promoter score.
4. Providing discount coupons once the users sign up on app

ACTIVATION EVENT

First Successful Order Placed by the new users.

- **Activation Strategy**
 1. Providing food coupon/discount for first order of new users.
 2. Showing top restaurant of the day with high discount on the top of the home page.

1. Nullifying Delivery charges on some minimum cart value for the existing customers.
2. Sending regular push notifications with exciting offers of the day to the existing customers.

1. Incentivise referrals in right manner
 - a. Providing referral cashback/discounts to the existing customers.
 - b. Providing some coupons to the customer who will join through a referral code.
2. Improving sharing flow and making it more user friendly.

1. Retaining Existing users thereby reducing churn rate.
2. Decreasing CAC/User

❖ Reducing Churn Rate

- Merging with new restaurants to expand geographically and providing variety in food types.
- Introducing new attributes e.g. scheduling delivery, games to win rewards, etc. to make the application more user friendly.
- Enhancing UI for smooth and seamless user experience.
- Reducing Delivery time for the customers.
- .Providing discounts on dine-in/online order in peak hours.

❖ Decreasing CAC/User

- Improving referral strategy.
- Sending regular notification to the customers on most preferred dish/restaurants.
- Providing 'x' no. of credit points on ordering more than a certain limit per day.

Part 3

Product Roadmap

Submission Template

Click on the
sheet for
roadmap,
product
backlog &
sprint backlog



Product Backlog - Sprint 1			
ID	Name	Priority	Assignee
1	Task 1	High	John Doe
2	Task 2	Medium	Jane Smith
3	Task 3	Low	John Doe
4	Task 4	High	Jane Smith
5	Task 5	Medium	John Doe
6	Task 6	Low	Jane Smith
7	Task 7	High	John Doe
8	Task 8	Medium	Jane Smith
9	Task 9	Low	John Doe
10	Task 10	High	Jane Smith
11	Task 11	Medium	John Doe
12	Task 12	Low	Jane Smith
13	Task 13	High	John Doe
14	Task 14	Medium	Jane Smith
15	Task 15	Low	John Doe
16	Task 16	High	Jane Smith
17	Task 17	Medium	John Doe
18	Task 18	Low	Jane Smith
19	Task 19	High	John Doe
20	Task 20	Medium	Jane Smith
21	Task 21	Low	John Doe
22	Task 22	High	Jane Smith
23	Task 23	Medium	John Doe
24	Task 24	Low	Jane Smith
25	Task 25	High	John Doe
26	Task 26	Medium	Jane Smith
27	Task 27	Low	John Doe
28	Task 28	High	Jane Smith
29	Task 29	Medium	John Doe
30	Task 30	Low	Jane Smith
31	Task 31	High	John Doe
32	Task 32	Medium	Jane Smith
33	Task 33	Low	John Doe
34	Task 34	High	Jane Smith
35	Task 35	Medium	John Doe
36	Task 36	Low	Jane Smith
37	Task 37	High	John Doe
38	Task 38	Medium	Jane Smith
39	Task 39	Low	John Doe
40	Task 40	High	Jane Smith
41	Task 41	Medium	John Doe
42	Task 42	Low	Jane Smith
43	Task 43	High	John Doe
44	Task 44	Medium	Jane Smith
45	Task 45	Low	John Doe
46	Task 46	High	Jane Smith
47	Task 47	Medium	John Doe
48	Task 48	Low	Jane Smith
49	Task 49	High	John Doe
50	Task 50	Medium	Jane Smith
51	Task 51	Low	John Doe
52	Task 52	High	Jane Smith
53	Task 53	Medium	John Doe
54	Task 54	Low	Jane Smith
55	Task 55	High	John Doe
56	Task 56	Medium	Jane Smith
57	Task 57	Low	John Doe
58	Task 58	High	Jane Smith
59	Task 59	Medium	John Doe
60	Task 60	Low	Jane Smith
61	Task 61	High	John Doe
62	Task 62	Medium	Jane Smith
63	Task 63	Low	John Doe
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75	Task 75	Low	John Doe
76	Task 76	High	Jane Smith
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81	Task 81	Low	John Doe
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83	Task 83	Medium	John Doe
84	Task 84	Low	Jane Smith
85	Task 85	High	John Doe
86	Task 86	Medium	Jane Smith
87	Task 87	Low	John Doe
88	Task 88	High	Jane Smith
89	Task 89	Medium	John Doe
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92	Task 92	Medium	Jane Smith
93	Task 93	Low	John Doe
94	Task 94	High	Jane Smith
95	Task 95	Medium	John Doe
96	Task 96	Low	Jane Smith
97	Task 97	High	John Doe
98	Task 98	Medium	Jane Smith
99	Task 99	Low	John Doe
100	Task 100	High	Jane Smith

Part 4

Product Backlog and Sprint Backlog

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Part 5

Product Requirements Document

upGrad

Name : Priyanka Behera, Nitesh Roy, Aavishkar Ghosh, Preeti Karmakar

Product Requirements Document

Target Release	1 Feb 2022
Epic	Food Delivery app MVP features
Document Status	V1
Document Owner	Nitesh Roy
Designer	UX Team
Tech lead	SWE1
Technical writers	Writer1
QA	QA1

What

A tool that enables online ordering and delivery of food, table bookings and flexibility to order online in advance

Why

- User and market research revealed that users wanted to order food online to save time and effort for their meals. They wanted to try various cuisines of good quality at affordable cost. The research also shows that
 - 1) They are using multiple food delivery apps looking for better quality food with proper safety standards

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Click on the
sheet to open
PRD

Part 6

GTM Strategy

1. Restaurant Ratings, Delivery time indication, Approx. Cost per Person, Offers present for Restaurant.
1. Multiple Payment options on the checkout Page.
1. Confirmation Notification and estimated time notification after payment.
1. Multiple filters for cuisines, ratings, delivery time, hygiene, etc.

Key Indicators

- Drop out due to the higher delivery time.
- No. of users selecting different payment options.
- No. of incomplete orders due to payment restrictions.
- Preferred restaurant/cuisine/dishes by users.

Positioning Statement

Satisfy your hunger at your doorstep with Hungrezy.

Providing customers the flexibility based on the customer's needs. For e.g.

- Booking deliveries in advance,
- Dine out features like booking table, becoming member for add on discounts.
- Based on food and restaurant varieties.

Cost Plus Pricing Strategy

Price of products depends on the cost incurred to deliver the service and the profit received after selling the item.

For, other circumstances based on market demand and supply price of the product will vary.

- Social Media Advertisement

Considering the youngest population of India as 75% who are mostly exposed to social media application. So, marketing through social media channels can bring most users to the platform.

- Word of mouth marketing

Delivering good quality food on time satisfy the basic requirement of the customer which excites the satisfied customer to share his experience with other people and to recommend them.

- **Sales Channels**

1. Indirect Sales

Where the company can sell their product through collaborating with different physical stores.

1. Ecommerce Marketplace

Smaller stores or vendors who are not sure about establishing their own E-commerce website or want to reduce their marketing costs can align themselves with these our application and gain visibility through their fulfillment options.

- **Pre Launch Activities**

- The Application is already been tested with the small set of samples.
- Publishing non clickable ads on social media about launching the product.
- Proper communication done with the team members about launching the product.
- Platform should be verified with demo and pre checking the user flow before launching.
- Posting a youtube trailer about the product launch.

- **Launch Day Activities**

- Scheduling event related to the launch.
- Collaborating with influencers for endorsement on you-tube.
- Engaging with the audience by conducting games and giving offers.
- Planning media interactions.
- Sharing maximum product information with the audience.
- Tracking everyone who attends the product launch event and shows interest in the product, as they may become your future customers.

- **Post Launch Activities**

- No. of people attended the launch activity and became customers.
- No. of likes received in youtube video and no. of subscriptions.
- Keeping strong customer support
- Identify areas where customers are struggling to perform activities on the application.
- Making customer testimonials.
- Making long-term retention and win-back strategy.

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