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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

A A R R R

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.

Retention Metrics

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

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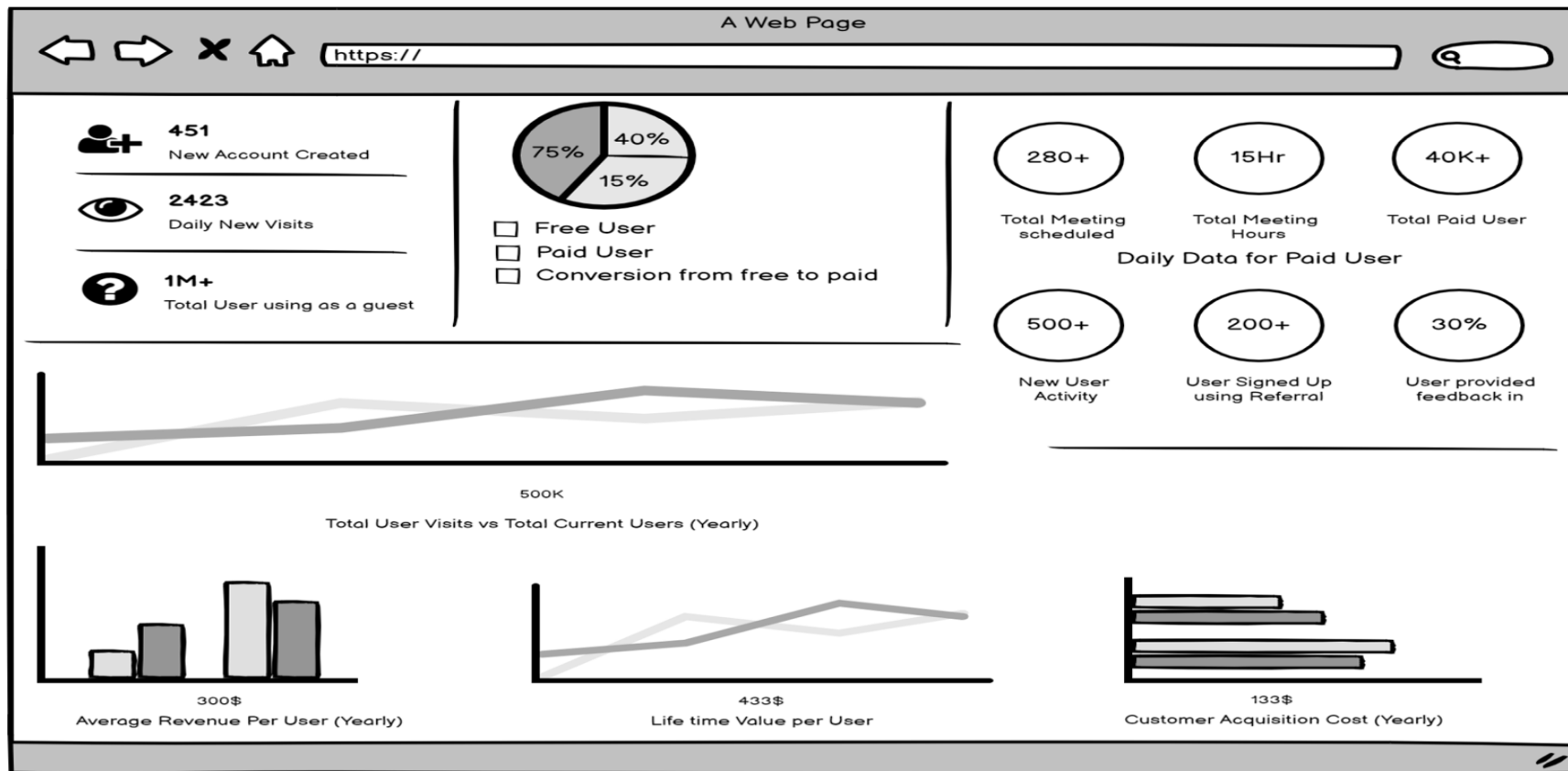
Dashboard is arranged with all the metrics mentioned in AARRR framework, all the metrics is described with graphs and revenue model to show how a analytical dashboard will show user percentage data of new and paid.

Please click the link to view the wireframe.

https://drive.google.com/file/d/1wQhSBnLFRheW8lLO3ipNNOJe0gW8aSYU/view?usp=sharing

Part 2

Growth Strategies

Acquisition Strategy

- **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.

Retention Strategy

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 the the customer who will join through a referral code.

2. Improving sharing flow and making it more user friendly.

Revenue Strategy

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.

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Part 3
Product Roadmap

Submission Template

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

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Part 4

Product Backlog and Sprint Backlog

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

Part 5

Product Requirements Document

Submission Template

Click on the sheet to open PRD

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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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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.

Product Launch Plan

- **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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