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HOMEFOODIE PRODUCT REQUIREMENTS DOCUMENT

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Product Manager	Product Management Team 13
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Approvers/ Sign Offs	Damilare Oyetade

1. INTRODUCTION/OVERVIEW

HOMEFOODIE aims to revolutionise the way people order meals based on their dietary preferences and restrictions. With the increasing demand for healthy and sustainable food options, our app is designed to cater to the specific needs of individuals with dietary requirements for ulcers, convalescence, and diabetes. Our app offers a range of local and intercontinental dishes. Customers can choose from a variety of dishes based on their dietary preferences, such as low-sugar, low-fat, gluten-free, and vegan options. Our app also offers a unique feature where customers can hire a chef for special occasions to ensure that their meals are tailored to their dietary needs directly from the app. Our app is user-friendly and offers a visually appealing interface, making it easy for customers to navigate and find what they are looking for. We use advanced technology to ensure that customers can easily order their meals and receive them in a timely and efficient manner with personalised recommendations, quick customer support and so much more, HOMEFOODIE offers a seamless experience.

2. PRODUCT LIFE CYCLE

Product Development: At this stage of the HOMEFOODIE app, we bring in new ideas and strategies to develop the app. Having been found feasible and profitable, the app undergoes research and development. At this stage, the product has not yet been brought to target customers.

Introduction: The introduction phase is when first-time customers are introduced to HOMEFOODIE. At this stage, we must generally include a substantial investment in advertising and a marketing campaign focused on making consumers aware of the product and its benefits.

Growth: If the product is successful, it then moves to the growth stage. This is characterised by growing demand, maximising market share, and expansion in its availability. Road maps are prioritised and iterations are constantly done to provide seamless experiences for users.

Maturity: This is when we add new features to HOMEFOODIE in order to create new experiences for users and also give them new and exciting things on the app. This includes getting more feedback from customers and researching their demographics and their needs. HOMEFOODIE begins deciding how to innovate its product and keep the app in the market.

Decline: Product sales begin to drop due to market saturation and alternative apps, and HOMEFOODIE will choose not to pursue additional marketing efforts as users may already have determined whether they are loyal to the company's products or not.

At this stage, we phase out weak features and unprofitable outlets.

3. PROBLEM CONTEXTS

- Most people who are into dietary plans and allergies are having trouble ordering food from a food delivery app. They want to be able to explore different meal plans for their kind of dietary needs.
- People who don't like to eat out or order their food want to be able to hire a good chef to cook for their family.
- People who are throwing parties also want to hire a chef who's conscious of healthy and dietary meal plans to cook for their guests.
- Most people want a trusted food delivery app to deliver healthy meals to them.

4. SOLUTION REQUIREMENTS

- Develop a Homefoodie app to enable those with dietary plans and food allergies to explore different options of food with ease and also order food.
- HOMEFOODIE app will help people who don't like eating out or ordering food place an order for a high-rated chef according to their pocket.
- People who want to satisfy their invited guests will be able to hire a rated chef according to the

money they can pay.

- Healthy meals will be delivered to all Users to maximise their utility and also enjoy the benefit of their money while filling their bellies.

OBJECTIVES

- Creating a convenient process of food ordering and delivery for users.
- Provide a personalised experience through recommendations and order tracking.
- Offer a range of payment options for convenience.
- Exceed user expectations with seamless service and a user-friendly app.
- Implement a curated food list from a dietician to maintain a healthy lifestyle.
- Simplify the hiring process of a chef for special occasions.
- Make the software/app user-friendly for users.

GOALS

- To be able to fit in the food delivery market industry.
- To allow users to hire a chef when they need one for an event.
- To allow users who are of dietary needs to order different course meals and also know about the nutritional value of their meals.

5. USER PAIN POINTS

- **Delivery Issues:** Users expect their food to be delivered on time, and in the cases of delay, should be able to track the source of such a situation. Users get frustrated when they are unable to track their food.
- **Specialised Dieting:** Few to none of the existing food delivery applications provide dietary planning for health conditions, like losing weight and gaining weight, for customers.
- **Poor Customer Service:** Users expect 24/7 customer service in order to get a speedy response to complaints and suggestions. Delayed responses lead to user frustration.
- **Order Accuracy:** Users expect their orders to be accurate and complete. Missing or incorrect items in the order can be a major source of frustration for users.

- **Poor Search Functionality:** Users often find it difficult to discover the exact type of cuisine they want to order.
- **Limited Access to Chefs:** Users may want to hire a verified chef for a special occasion without having to go through the stress of cooking during occasions. Users want to easily identify chefs and ask them to come to cook for their occasion.
- **Complicated Payment Gateways:** Users may experience problems with the payment gateways, and may prefer to pay cash on delivery.
- **Poor User Experience or Complicated Interface:** Users expect the app to function smoothly without any technical issues. App crashes, slow loading times, and other technical glitches can leave users frustrated.

6. USER STORY AND ACCEPTANCE CRITERIA

S/N	Features	User Story	Acceptance Criteria
1	Account Creation	As a user, I want to be able to easily create an account or log in as an existing user so that I can easily access my account and use the app without any hassle.	Given that I am a user, when I enter my credentials and click on the sign-up/log-in button, then I should be able to successfully access my account.
2	Profile	As a user, I want to be able to edit and manage my personal information, food preferences and timetable so I can have a personalised experience.	Given that I am a user when I navigate to profile settings, I should be able to edit my personal information, and payment methods and view referral details, then the changes made should be saved and reflected in my account.
3	Menu	As a user, I want to search, discover, and receive food recommendations so that I can easily find new dishes to try.	Given that I am a user, when I navigate to the menu page and enter a search term, then I should be able to see relevant search results and easily filter them based on my preferences.

4	Recent Orders	As a user, I want to view my order history so that I can easily reorder my favourite meals, without having to search for them again.	Given that I am a user, when I navigate to the recent orders page, then I should be able to view my past order and easily reorder the dishes
5	Order Placement	As a user, I want to be able to place an order of any dish, including my specialised diet meals and recommended meals.	Given that I am a user, when I add my selected dishes to the cart and checkout, then I should be able to receive the exact order I placed.
6	Payment Gateway	As a user, I want to easily make payments through multiple options and methods, including points and referral codes for discounts so that I can make payments without hassle.	Given that I am a user, when I navigate to the payment gateway, then I should be able to choose from multiple payment options and receive confirmation messages via email or SMS.
7	Track Order	As a user, I want to be able to view the real-time status of my order, such as estimated delivery time so that I can track its progress.	Given that I am a user, when I navigate to the “Track your order” section, then I should be able to view the status of my order and track its progress
8	Stats and Customer Rating	As a user, I want to be able to view the most frequently placed orders and out-of-stock dishes so that I can make informed decisions on my future orders	Given that I am a user when I navigate to the stats and ratings page, then I should be able to view most frequently placed orders and out-of-stock dishes to enable me to make informed decisions on future orders
9	Notification	As a user, I want to be able to receive notifications of my order status and points scored so that I can stay updated on exclusive offers.	Given that I am a user, when I click on the notification icon, then I should be able to view all incoming notifications.

10	Customer Care	As a user, I want to be able to access the customer support section easily so I can make inquiries and receive the necessary guidance and support	Given that I am a user, when I navigate to the customer support section and submit my inquiry, then I should receive a timely and helpful response
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7. USER PERSONAS

SARAH AJAYI



Gender : Female
 Age : 28
 Education : Bachelor's Degree
 Job : Marketing Manager
 Marital Status : Single
 Location : Lagos, Nigeria

QUOTE

PERSONALITY

Confident — Insecure
 Ambitious — Passive
 Organized — Disorganized
 Decisive — Indecisive

BIOGRAPHY

Sarah is a marketing manager who has been diagnosed with diabetes and needs to be careful about what she eats to manage her condition. Sarah loves trying new dishes and enjoys exploring different cuisines, but she finds it challenging to find options that are suitable for her dietary needs. She wants a food app that offers a variety of healthy meal options that cater to her diabetes and provides an exciting culinary experience.

MOTIVATIONS

Sarah is health-conscious and likes to follow a balanced diet to maintain her health and prevent any health issues. She enjoys trying new foods and experimenting with different cuisines. She is motivated to find a food app that offers a variety of healthy meal options that cater to her diabetes.

TECHNOLOGY

Email Marketing 
 Public Relations 
 Search Engines 

GOALS

Sarah's primary goal is to maintain a healthy lifestyle and manage her diabetes through her diet which is also delicious and exciting. She wants to try new dishes and explore different cuisines while still staying within the boundaries of her dietary restrictions. She wants to find a food app that makes it easy to order healthy meals that she can customize to her liking. She needs a food app that is easy to navigate and user-friendly.

FRUSTRATIONS

Sarah struggles to find healthy meal options that cater to her diabetes while still providing an exciting culinary experience. She can't seem to find a food app that offers a variety of options that meet her dietary needs while balancing her busy work schedule with maintaining a healthy diet.

BRANDS



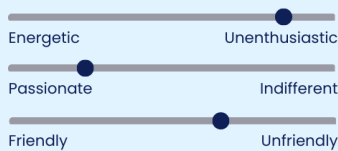

USMAN OLABISI



PROFILE

Gender : Male
Age : 32
Education : Bachelor's degree
Occupation : Software Engineer
Marital Status : Single
Location : Lagos, Nigeria

PERSONALITY



BIOGRAPHY

Usman works as a software engineer at a tech company in the city. He leads a busy lifestyle and often finds himself working long hours, which means he doesn't have a lot of time to cook healthy meals at home. He enjoys trying new foods and exploring different cuisines but has to be careful about his dietary choices due to a recent ulcer diagnosis.

MOTIVATIONS

Usman wants to eat healthy and nutritious meals that support his overall health and well-being. He is motivated by the convenience and ease of use that a food app can provide, allowing him to order meals or hire a chef with just a few taps on his phone. And the opportunity to explore new foods and cuisines through the app's diverse selection of meal options.

TECHNOLOGY

Email Marketing

Search Engines



GOALS

Usman needs a food app that makes it easy and convenient to order healthy meals that fit his dietary restrictions and preferences. He wants access to a wide variety of local and international cuisines, with options that cater to his specific dietary needs. He needs the flexibility to schedule meal deliveries or chef services around his busy work schedule and social life. He wants to be able to hire a chef to prepare meals for the week due to his busy schedule and also hire a chef for picnics and parties with friends.

FRUSTRATIONS

Usman often doesn't have the time or energy to cook. Usman struggles with finding meals that meet his dietary needs when eating out or ordering takeout. He finds it difficult to prepare meals at home due to his busy schedule. Usman has trouble finding a chef who can cater to her dietary restrictions and preferences for special occasions. He is concerned about the cost of hiring a chef and wants to make sure it fits within his budget.

BRANDS



Goals

Beneth wants a food app that will connect him to potential clients. He is confident cooking both local and intercontinental dishes, regardless of dietary constraints.

Beneth Chukwu

27
Lagos
Lives alone
Chef

Bio

A young chef who's passionate about cooking both local and intercontinental dishes.

Wants & Needs

- To be more accessible to potential clients.
- To be a celebrated chef.
- To register his services on a dedicated food app.

Technologies Used

- Internet
- Social Media

Favourite Brands



Frustrations

- Not having enough clients to cook for.
- Browsing on a slow mobile application.

8. USER SCENARIOS

SARAH

A busy marketer, uses a food app on her phone to order meals that cater to her diabetes and dietary needs. The app recognizes her previous orders and recommends new dishes for her to try. She appreciates the app's feature that allows her to customise her order and make special requests. Sarah enjoys the convenience and ease the app provides and continues to use it throughout the week.

USMAN

He wants to throw a dinner party for his colleagues from work but struggles to find meals that meet his guest's dietary preferences and restrictions. He uses the same food app to create a dinner party order for 10 people and specifies the dietary requirements of his guests. He hires a chef through the app, who arrives at his home a few hours before the party to prepare and cook meals. During the party, Usman's guests are impressed with the quality and variety of the food, and they appreciate the effort he put into accommodating their dietary restrictions.

BENETH

He is a great chef. She creates a profile on the app and provides details about her background, specialities, and ratings from previous clients. He adds pictures of his dishes and descriptions of the ingredients he uses. Beneth is excited about the features of the app that allows him to offer customised meal plans and menus for people with specific dietary needs, such as diabetes, ulcer, vegetarians and people with allergies. He enjoys using the food app to connect with new clients and expand her business. He appreciates the app's user-friendly interface and the ease with which she can customise her services and interact with clients.

9. USER FLOW (Food Ordering Process)

Please click on the user flow for more user experience

[User flow](#)

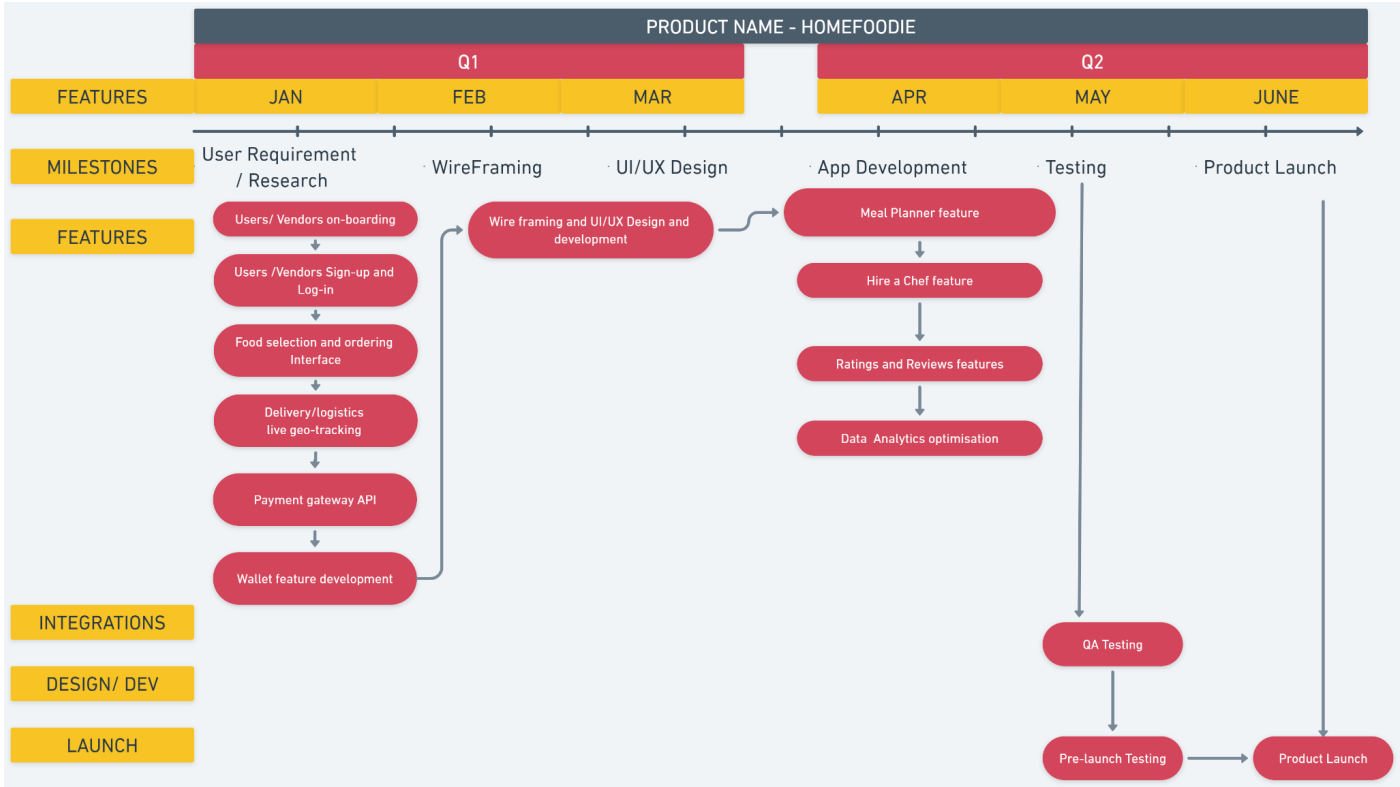
FEATURES IN

1. **Sign Up/Log In:** Login from a simple HTML form element with one input for a username and another input for a password. There are two buttons, one for submitting the form and another for resetting the form. There will be links for forgetting passwords and registering new accounts.
2. **User Onboarding:** User onboarding usually comes in three stages: orienting, training, and

acclimatising. Orienting starts from a customer's first interaction with the Homefoodie application. Even before they become a customer, we can tell them about the problems that Homiefoodie solves and the use cases it fulfils. The goal of this is to increase activation.

3. **Payment Gateway:** For the card payment, the cardholder fills out the card information, and the system sends it to the issuer bank to approve or decline the transaction. Credit card processors provide businesses with access to a merchant account through an acquiring bank. The merchant receives the issuer's response (approved or declined) and issues a receipt to the cardholder which completes the transaction.
4. **Order Placement:** We will ensure the HOMEFOODIE user interface is as concise as possible to enhance a seamless experience when users are trying to place orders. from order placement to checkout will be very straightforward and straight to the point.
5. **Hire a Chef:** HOMEFOODIE will be working closely with professional chefs in the city for users who need professional and highly-rated chefs for special occasions. In this feature, there will be a rating and reviews section and also budget information to hire a professional chef.
6. **Real-Time Tracking:** This is one essential feature that helps customers to track the location of their food in real time.
7. **Reviews And Rating:** This feature will help users rate various restaurants/food vendors and chefs with their listed food on the app. Adding a feedback portal would help the business get instant and quick bites of knowledge to get insights into what amendments to be made in the app in the next version for a better customer experience.
8. **Delivery:** HOMEFOODIE will be working closely with professional logistics companies that are expedient in delivering food. The aim is to avoid the same issues customers have faced from other existing food delivery applications. In this regard, we will embed a geo-tracking application in order for users to live to track their food.
9. **Meal Planner:** This helps Homiefoodie users with a special dietary plan, including eating healthy, trying to gain weight, shredding weight and learning portion control. Users who are interested in this will first be introduced to a free trial for 14 days, after that users can subscribe to get the premium service of a professional dietitian.
10. **Wallet Feature:** This feature allows users to add money to their accounts or dashboard. With this, they seamlessly pay for their order without any bank charges. The more users add money to their wallets, the more discounts they get on their orders.

10. FEATURE ROADMAP



Here is a link to the [roadmap](#).

11. JOBS TO BE DONE

Customers

- Customers provide name, phone number, delivery address, and email address.
- Customers can receive receipts via email or SMS - whatever push notification they choose while registering.
- Customers can receive OTP to verify requests for their demand.
- Customers can activate, fund, and payout from wallets.
- Customers can pay via card, USSD, or transfer.
- Customers can make part payment for hiring a chef till they see the chef.
- Customers can do reviews about a chef or restaurant.

Chef

- Chef can provide a name, phone number, home address, landmark, email address, and reference letter.
- Chef can receive payment from the wallet.
- Chef can activate, fund, and payout from his wallet.
- Chef can pay via card, USSD, or transfer.
- Chef can rate customers.
- Chef pays 5% to the Homiefoodie.
- Chefs with the highest customer rate will be on the top list.

Restaurants

- Restaurants can provide name, phone number, office address, landmark, email address, and CAC certificate.
- Restaurants can receive payment via card, USSD, or transfer.
- Restaurants can activate, and receive money from wallets.

12. SUCCESS METRICS

To determine the success of this feature, the following metrics will be tracked and measured in a time frame to understand if users discovered and used the features.

- Number of retained users
- Number of users that hire a chef
- Rate of allergy food delivery and dietary food delivery
- Rate of users using their wallet
- Rate of users who checks for nutritional values
- Total log-ins weekly, monthly and during festive periods.
- User cancellation and why
- Number of successful and unsuccessful payments

13. INTEGRATIONS

- Identity API: To allow verification
- Push notification API: To allow notification on mobile phones
- Customer care line: For customers' complaints
- Payments Gateway: For deposit
- Wallet accounts creation: To allow virtual wallet
- Email API: For sending email notifications
- Credit check API: To allow a check on restaurants and chefs principles.

14. INFORMATION AND DATA NEEDED TO BUILT

- Competitive analysis
- SWOT analysis
- Market research
- Credit score API
- Ordering research data

15. Change/Review History

Reviewer Name	Department	Version No	Review Date	Comment
Damilare Oyetade	Product Management	v1.0	14/04/2023	

16. Approval

Version No	Issue Date	Author	Status
v1.0	15/04/2023	Damilare Oyetade	