

# Localite

Local restaurants, in-house delivery

Spec Status: Team Review

Team Name: Team Localite

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Last Updated: Feb 03, 2023

## Summary

A product to help people order food without paying surplus delivery charges by eliminating existing third-party food delivery services and introducing in-house food delivery carried out by restaurants. This would reduce the final cost of the food to the customer, which encourages them to order more and thus benefit the local restaurants having increased sales.

## Problem Background

Ordering food from the comfort of home is not anymore just a convenience but a luxury. According to Paytronix, 63% of restaurant customers have not used a third-party delivery service since early 2020. Four in 10 said it's because they don't want to pay delivery fees, and more than a quarter said it's simply too expensive. Restaurant owners are hiking the price of the food in order to make up for the high commissions to third-party food delivery services.

While conducting our own user research, **100%** of customers interviewed are affected by delivery surcharge. People are not able to order food from restaurants at nominal delivery charge. **75%** of customers I interviewed opt to pick up or cook at home because of the high overall cost of the food delivered to home. **100%** of people interviewed were not able to order from their favorite restaurant which they are willing to support by paying a nominal fee whereas the restaurants are depending on third party delivery apps like Uber Eats, Doordash, Skip meals etc. which are costing more for users.

There is no effective platform that unites local restaurants who are willing to do in-house delivery to help grow their sales and reduce the cost to their customers.

## Goals

Localite aims to provide a platform for restaurants to do independent delivery, effectively removing third-parties like Uber or DoorDash, who charge high fees.

- Helps customers save money on food delivery by eliminating profits for third-party delivery apps
- Helps restaurant owners save commission on third-party delivery services and increase sales
- Increase market sales by making food delivery more affordable
- Build an experience that attracts and retains customers, who are loyal repurchasers

## User Stories

As a customer, I want to order from local restaurants that may or may not be available anywhere else, so I can support local businesses.

As a customer, I want to pay a similar price as the dine-in for food delivered, with an option to choose from a free delivery restaurant or restaurants charging a nominal delivery fee.

As a restaurant owner, I want to provide in-house delivery to customers, so I can save on commission to third-party food services and increase sales.

As a restaurant owner, I want to provide a similar price as dine-in to customers, with or without delivery charge so I can attract more customers and keep loyal repurchasers.

## Proposed Solution

I would like to create a platform Localite which lists only the restaurants having their in-house delivery system. In-house delivery systems would be a new norm, as it can reduce the cost to customers thereby increasing restaurant sales and more satisfied customers.

## Scenarios

User Story #1: As a customer, I want to order from local restaurants that may or may not be available anywhere else, so I can support local businesses.

Scenario #1: View local restaurants

Acceptance Criteria:

- User can see nearby local restaurants that offer delivery to customer address

- User can see restaurant rating
- User can see food photos

User Story #2: As a customer, I want to pay a similar price as the dine-in for food delivered, with an option to choose from a free delivery restaurant or restaurants charging a nominal delivery fee.

Scenario #1: Order from restaurants

Acceptance Criteria:

- User can select food from selected restaurant
- User can place order
- User can track order

User Story #3: As a restaurant owner, I want to provide in-house delivery to customers, so I can save on commission to third-party food services and increase sales.

Scenario #1: Confirm orders

Acceptance Criteria:

- Upon food orders, confirm/reject service
- Notify customer about confirmation and estimate of delivery
- Share live tracking

User Story #4: As a restaurant owner, I want to provide a similar price as dine-in to customers, with or without delivery charge so I can attract more customers and keep loyal repurchasers.

Scenario #1: Price match

Acceptance Criteria:

- Match the dine-in price same for delivery
- Specify free delivery or specify and estimate for delivery
- Provide delivery charge meter for owners to make an estimate for delivery

## Measuring Success

Product Success Metrics:

- Order food from restaurant
- Rating and review for restaurant
- Reordering and repurchasing customers

## Milestones & Timeline

Timeline	Milestone
Week 1	<b>Design</b> Synthesize research with Designer and align on features Complete low fidelity designs for user story 1 User test low fidelity designs for user story 1  <b>Dev</b> Scope out high level development tasks Create schema for storing user data in local storage
Week 2	<b>Design</b> Begin high fidelity designs for user story 1  <b>Dev</b> Begin development for user story 1 with low fidelity designs
Week 3	<b>Design</b> Continue high fidelity designs for user story 1 Begin designs for user story 2  <b>Dev</b> Ramp up on development for user story 1 Push a working prototype for user story 1
Week 4	<b>Design</b> User test live functional demo for user Update designs for user story 2 Begin designs for user story 3  <b>Dev</b> Address comments from user test for user story 1

	Begin development for user story 2
Week 5	<b>Design</b> Continue to gather user feedback on user stories Start presentation  <b>Dev</b> Ramp up on development for user story 2 Push a release for user story 2

## Open Questions