# Grocery **Store**

# Autopilot
PRD

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STATUS: <mark>DRAFT</mark>

## Background

Over the years, we've seen a big increase in the number of online retailers and the types of goods sold online. Historically, ordering items online would take some between when the order was placed and the item was delivered. But, in recent years the amount of time between these two events has significantly decreased. In some cases, items are delivered same day!

## Problem

This trend is starting to emerge for groceries. This represents a huge threat to our business! Our competitors are starting to roll out services that provide a better experience and more convenience for our customers. There's been a 6% decrease in the number of unique customers we see year over year.

In order to stay competitive, we need to bring our business into this new technology era by offering a digital experience in an app that can complement our brick and mortar stores. We really need to make it easy for customers to purchase items and minimize the amount of take that it takes to get an item to a customer.

## Goals

- Build an app that allows customers to purchase groceries
- Increase the number of items that are purchased through automated subscriptions
- Reduce the amount of time that users spend finding items

## Success Metrics

- Launch an app that has at least 4.5 stars on the app store
- Increase items sold by 15%
- Reduce the amount of time users spend finding items by 50%

## Key Features & Scope

| Priority | Feature | Description |
|----------|---------|-------------|
| P0 | Sign-in with loyalty card | The user can log into the app by entering the phone number associated with their loyalty card.<br><br>No password is required. Instead, the user will be sent a text message with a 4 digit code that they can use to sign in. |
| P1 | Automatic SMS entry | When the SMS is sent to the user, their phone should prompt them to use the code from that SMS message. The user should not have to copy and paste the code from their SMS messages.<br><br>On iOS, this means that we need to construct the content of the message in a way that will be recognized as a one time code.<br><br>On Android, we should use the SMS User Consent API, which will prompt the user to let us retreive the code from the text message when it arrives |
| P0 | Purchase History | Users should have the ability to see their purchase history, including previous purchased that are linked to their loyalty card.<br><br>Items that were most recently ordered should appear at the top of the list. |
| P2 | History Ordering | Users should be able to order their purchase history by date, count, or price |
| P0 | Search | Users should have the ability to search for an item by entering text. The user should be able to search by item name as well as description.<br><br>An item's name should have more weight than the item's description when ranking. |

| P1 | Search ordering | On the search results page, users should have the ability to further refine and order the results. Users should be able to order search results in the following ways:<br>- Popularity<br>- Price<br>- Alphabetical |
|----|----|----|
| P0 | Subscriptions | Users should have the ability to create subscriptions to automatically purchase items at given intervals. The intervals that we should support are:<br>- Once a week<br>- Once every two weeks<br>- Once a month<br>- Once every two months<br>- Once every three months<br>- Once every six months<br><br>The default option should be once every two week. |
| P1 | Suggested interval | If the user has purchase history, we should set the default interval based on the frequency of past purchases for that item. |
| P0 | In store pickup | When users purchase an item-- either one time or through a subscription-- they should have the ability to pickup their item in store. |
| P0 | Delivery | When users purchase an item-- either one time or through a subscription-- they should have the ability to have the item delivered to their home |

## Core UX Flow

Mocks
Prototype