# Product Requirement Document for Blinzedu

Blinzedu is a hyperlocal delivery app that will introduce a tipping feature that allows customers to express appreciation and tip delivery partners for excellent service.

The life of a delivery partner is very Dynamic. They have to navigate through different routes, deliver packages on time, interact with customers and showcasing their dedication and resilience in the fast-paced delivery industry. Extra earning can help them to improve their quality of life, support their families, cover extra expenses and can also save for their future. Tipping is an important aspect for delivery partners, as this will motivate them to do their work diligently and perform exceptionally to get additional income by providing better customer experience. The tipping feature allows customers to recognize and appreciate delivery partners who provide exceptional service, fostering a positive relationship and encouraging continued quality services.
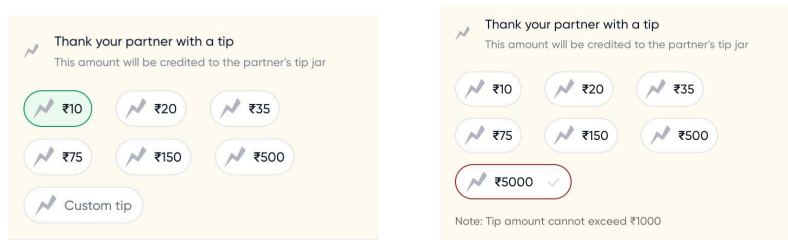
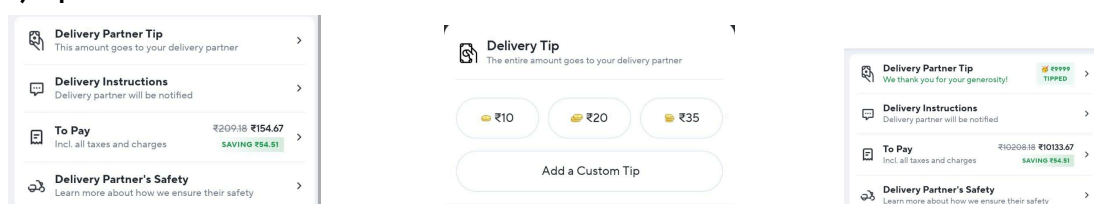## Competition Benchmarking:

1)Swiggy Instamart
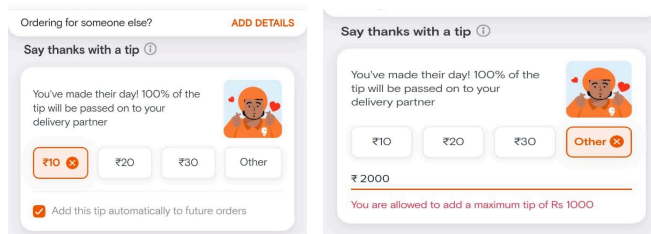
2)Blinkit
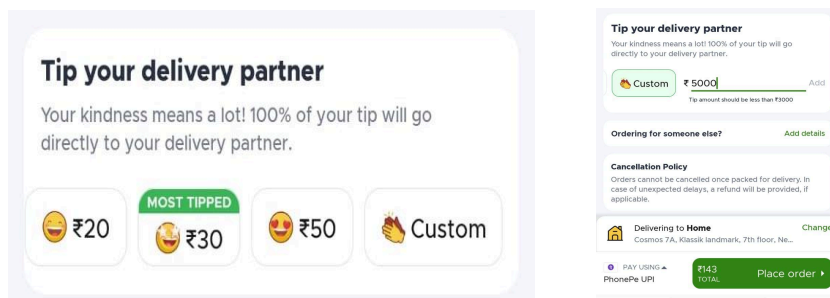
3)Dunzo

4)Zepto

Comparative analysis:

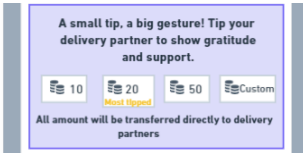| Feature	Swiggy Instamart	Blinkit	Dunzo	Zepto
Min Tip amount	10	10	1	0.01
Custom Tip	✅	✅	✅	✅
Max Tip amount	1000	3000	1000	9999
Pre - Defined tip Amount	✅ [3] + Custom	✅ [3]+custom	✅ [6] +custom	✅ [3] +custom
Icon used while tipping	❌	✅	✅	✅
Placement of tipping Feature : Before Payment	✅	✅	✅	✅
Anonymous Tip	❌	✅	✅	✅
Tip History & Tracking	✅	✅	✅	✅
Integration and User Experience	✅	✅	✅	❌
"Most Tipped" Prompt	✅ [Rs 20]	✅ [Rs 30]	❌	❌

Recommendations :

We **should include the Tip Amount options** feature with the **max of 4 predefined options** and **one custom option** for the user. As we want to make the task easy for the user so that they **don't have to manually enter the amount** we will implement predefined options with most feasible rate[(10, 20, 30, 50) / (10, 20, 50, 100) / (10, 30, 50, 70) / (10, 50, 100, 150)] + Custom
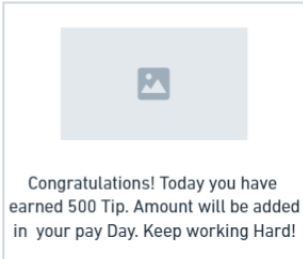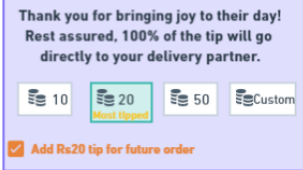
We should **place the tipping feature before the payment option** for making it a convenient and smooth process for users to add the tip and **include the tip along with the payment, to process a smooth transaction.** Afte**r Delivery users will not even open the app**, so there is a highly **75% chance** that the **tipping % will decrease**.

Anonymous Tip should be included for **user data privacy** and respect user's privacy preferences by allowing them to tip without revealing their identity.

The **'Most Tipped'** feature should be implemented, showcasing the **appreciation our delivery partners** receive from satisfied customers and **motivating and inspiring other users** to join in and show their **support for exceptional service**."

Customer Experience:

Feature	Explain	Acceptance Criteria	Wireframes
Tip Amount Options	**User should be able to select one from the predefined options (Max 4)** **Customise Tip amount should be one of the options.** **Icons should be used with the options** **Tag on the Tipping section as "A small tip, a big gesture! Tip your delivery partner to show gratitude and support."** **Tag on the Tipping section below as " All amount will be transferred directly to delivery partners"**	The amount should be placed in **ascending order**(Not more than 4 options, min 3) The **min amount** should start from **Rs 10** in the option. Use **"Custom"** as a naming conventions when defining custom tip. Pre defined Tip amount and icons should be backend configurable. "**Most Tipped**" Feature should be prompted on the 2nd option The UI developed should work for **top 40 Android devices** and **top 10 IOS devices.**	A small tip, a big gesture! Tip your delivery partner to show gratitude and support. ≡ 10 ≡ 20 ≡ 50 ≡Custom Most Tipped All amount will be transferred directly to delivery partners
Custom Tip Options	**User should be able to enter the custom amount in a text box**	The max amount user can tip is 1000 and min is 10 When user give amount more/less than the predefined amount then for more than 1000 it should display an Error message " **Amount should be less the 1000**" and when less than 10 it should display " **Amount should be greater than 10**" User when clicks on the **"Custom"** option it should turn that option into a text box, so that the user can manually enter the amount.	A small tip, a big gesture! Tip your delivery partner to show gratitude and support. ≡ 10 ≡ 20 ≡ 50 ≡Custom Most Tipped All amount will be transferred directly to delivery partners
Placement of tipping Feature : Before	**Users should be able to add tips before**	Tip section must appear just before the payment	

| Payment	placing the order.	Summary. Amount entered while tipping should be integrated in the payment section also by: **"Delivery Partner Tip"** It should be an easy one tap step for users to remove the tip, before making the payment. When someone chooses to tip, below automatically checkbox appears **"Add n tip for future order"**, it will be already marked, user can unmark it before making the payment.	
Anonymous Tip	**Delivery person should not get the details, who paid them the Tip.**	The Delivery person will be notified at EOD, how many tips he has got with the total amount. The amount will be paid with their pay day	 Congratulations! Today you have earned 500 Tip. Amount will be added in your pay Day. Keep working Hard!
Thank you Note	**After user decides to make the Tip**	The Note on the Tipping feature will change to **"Thank you for bringing joy to their day! Rest assured, 100% of the tip will go directly to your delivery partner."**	

Key Decisions : Where should we show the Tipping feature

	Pre Order(Recommended)	Post Order(With Rating & Feedback)	Both
Effort to build	3 weeks	4 weeks	6 weeks
Probability of partners getting Tip	High	Low	Medium
Impact of negative Experience	Low	High	Medium
Payment experience	Clubbed with the order	After Rating and	Both, but skippable

	payment	Feedback , additional payment method required	
Flow complexity on other features	Low	Medium	High

Note : You Can add a few more options to compare these 3, so that we can take a measurable action to go ahead with.

Summary of Acceptance Criteria:
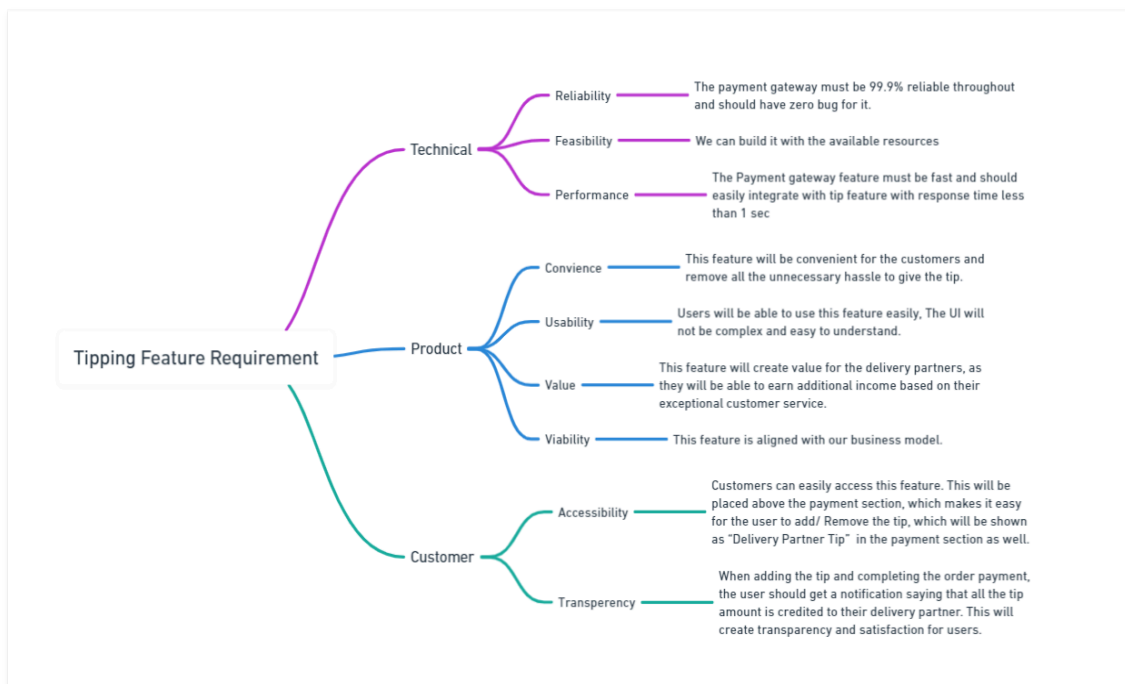
MindMap for Tipping Feature

Success metrics :

Metric	Definition	Target
Tipping Feature Adoption rate	**% of users who choose to give Tip once the feature is launched.** **[Time period : 3 Months]**	**20%**
Total Order with the tip	**% of order that includes Tip Daily**	**5%**
Customer Satisfaction rate	**% of tips given per month**	**10%**
Delivery Partner Retention rate	**% of delivery partner at end of the period/ % of delivery partner at start of the period**	**15%**

Roadmap :
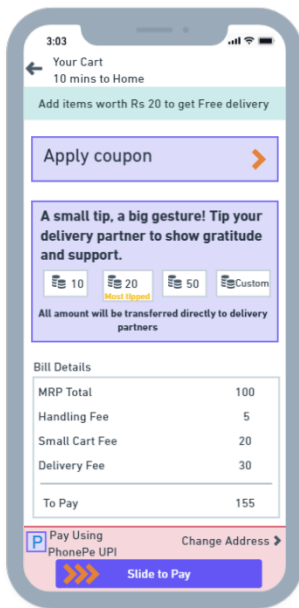
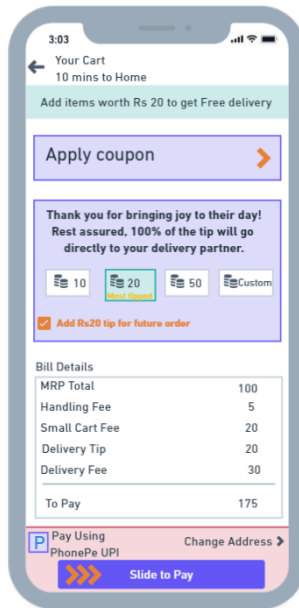| Priority	Feature	Impact	Effort	Dependency	Timeline
P0	Tipping options - Predefined	No manual efforts required by customers, improve Customer Satisfaction	3	No	1 week [3/20/24 - 3/27/24]
P0	Tipping Option - Custom Amount	Allow customer to give tip, of their choice, Increases flexibility for customers	5	No	2 weeks [3/20/24 - 4/3/24]
P1	Integrating with the Order payment Gateway	Users have clear visibility of the amount distributed and the tip amount given to the delivery partners	8	Yes (P0)	2 Weeks [4/4/24 - 4/18/24]
P2	User Thankyou Note once tip amount is selected	Increase customer satisfaction rate	3	Yes(P0)	1 week [4/19/2024 -4/26/24]
P3	Anonymous Tip: Notification sent by EOD to delivery partners with the total amount of tip	Motivating Delivery partners and hence, Increases Retention rate	5	Yes(P1)	1 week [4/27/24] - [5/4/24]

I have prioritised the tipping options first, as they are the main part on which the user will click to pay the tip. Later on, we have to integrate the tip amount with our payment gateway because then only delivery partners will be able to get the tip amount. This is dependent on the P0, so we have prioritised this second. Later, we need to acknowledge the user for paying the tip amount, showing their generosity. Next, we need to send a notification to the delivery partners with the total amount at EOD every day so that they are driven to give their all and provide exceptional customer service.

NOTE : We can release our product once our 4 steps are completed and start testing with our users. We don't need to wait one additional week to go ahead with this feature. We can work parallelly on the 5th step(Anonymous tip).
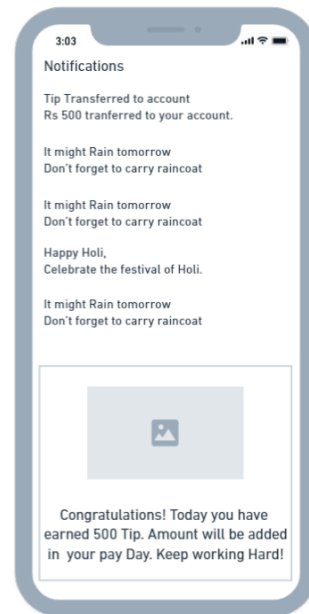
Wireframes   Customer   **Customer**   **Delivery Partner**

Conclusion :

Implementing the Tipping Feature in the Blinzedu app will boost delivery partners' morale, motivating them to work more and provide a better customer experience. They will be able to make more money, which will increase their motivation to do well. This will also have an impact on customers, as tipping allows them to receive priority treatment from delivery partners. Creates goodwill between consumers and delivery partners by offering and appreciating excellent customer service.

Approvals

Name	Signature	Date
Product Owner		
Product Manager		
Engineering Manager		
Marketing Manager		
Android Engineering Manager		
IOS Engineering Manager		

Next Steps

The following steps for the tipping feature are:

- Implement the feature in the Blinzedu app.
- Test the feature with a small group of users.[Either A/B testing or move ahead with one option?]
- Monitor the users engagement with the Tipping feature with the ratings and feedback of Delivery boy.
- Monitor the feature and iterate it as needed.