Product Requirements Document - Tipping Feature for Blinzedu

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1. Objective:

This product allows Users to tip their delivery partners on Blinzedu. This will show appreciation for their dedication to work and improve the overall service they provide to their Users.

2. Introduction:

This PRD outlines the key details and requirements for implementing the tipping feature within Blinzedu's hyperlocal delivery app. With this feature, users can express appreciation and gratitude to delivery partners by providing tips to them. By introducing this feature, Blinzedu aims to improve customer satisfaction, promote positive interactions, and reward delivery partners for excellent service.

3. Scope:

Blinzedu's tipping feature will allow customers to easily and quickly tip their delivery partners through the app. This will be done with clear communication about how tips are distributed.

4. Vision:

Enhance customer satisfaction by giving tips to your delivery partners, fostering stronger relationships, and fostering a positive and rewarding experience for the customer.

5. Core Features:

a) **Seamless Tipping Process:** Providing TIPs to partners within the app.

b) **Customizable Tip Amount:** You can select from a variety of predefined tip amounts.

c) **Multiple Payment Options:** Use different payment methods to complete the tip.

d) **Transparent Distribution:** Understand how tips are divided among delivery partners.

e) **Prompt Confirmation:** Receive immediate confirmation after tipping.

6. Importance of Building Features:

The tipping feature is essential for the following reasons:

a) **Customer Engagement:** Tipping offers Users an additional means of engaging with Blinzedu beyond the primary transaction, which builds a sense of goodwill and loyalty among Users.

b) **Motivation for Delivery Partners:** Users can reward and recognize delivery partners who provide exceptional service, motivating them to maintain high standards of service and enhance the overall customer experience.

c) **Increased revenue for Blinzedu:** Each tip collected by Blinzedu will generate additional revenue for the company, as a result of a small commission.

7. Key Requirements of the Feature:

Requirement	Acceptance Criteria - Featured	User Journey Acceptance Criteria	Acceptance Criteria
Option to Tip	Users can see a tipping option when they're paying	Users can easily find the tipping screen after placing an order	Custom tip amounts are available for users to choose from.
Customizable Tip Amounts	Users see suggested tip amounts	Choosing a suggestion and entering a custom amount allows users to easily modify the tip amount.	The total order amount updates correctly with the chosen tip
Tipping Visibility	Users get a clear confirmation that their tip is added	A user's order summary and receipt will provide the tip amount	Users can see the tip amount in their order history
Tipping Guidance	Users receive information about appropriate tip amounts	Tips and explanations on tipping are provided to users	More information about tipping can be found in the FAQ or help center

8. Key Requirements from the Customer's Perspective:

a) **Easy tipping process:**

- **Featured:** Provide a user-friendly tipping option within the Blinzedu app.
- **User Journey:** Customers can easily find & access the tipping feature on the checkout screen.
- **Acceptance Criteria:** Customers should be able to tip easily & without confusion.

b) **Choose Tip Amount:**

- **Featured:** Allow customers to enter a custom tip and can select from predefined options.
- **User Journey:** Customers receive communication and explanations of the distribution model.
- **Acceptance Criteria:** The system accurately captures and processes tip amounts.

c) **Payment options:**

- **Featured:** Offer various payment methods for tipping convenience.
- **User Journey:** Customers can select their preferred payment options, such as (UPI, Card, Wallets, or Cash)
- **Acceptance Criteria:** The chosen payment method ensures secure & reliable transactions.

d) **Instant Confirmation:**

- **Featured:** Confirm that the tip has been successfully submitted.
- **User Journey:** Customers receive a visual or textual confirmation after confirming the tip amount.
- **Acceptance Criteria:** Prompt confirmation assures customers that the tip has been received.

9. Uses case:

a) **Customer Appreciation:** Show gratitude and acknowledge outstanding delivery service.

b) **Incentivizing Excellent Service:** Encourage exceptional service by providing an additional incentive.

c) **Encouraging Repeat Business:** A positive tipping experience encourages customers to choose Blinzedu again.

d) **Motivating Delivery Partners:** Recognize delivery partners' efforts and motivate them to deliver exceptional service.

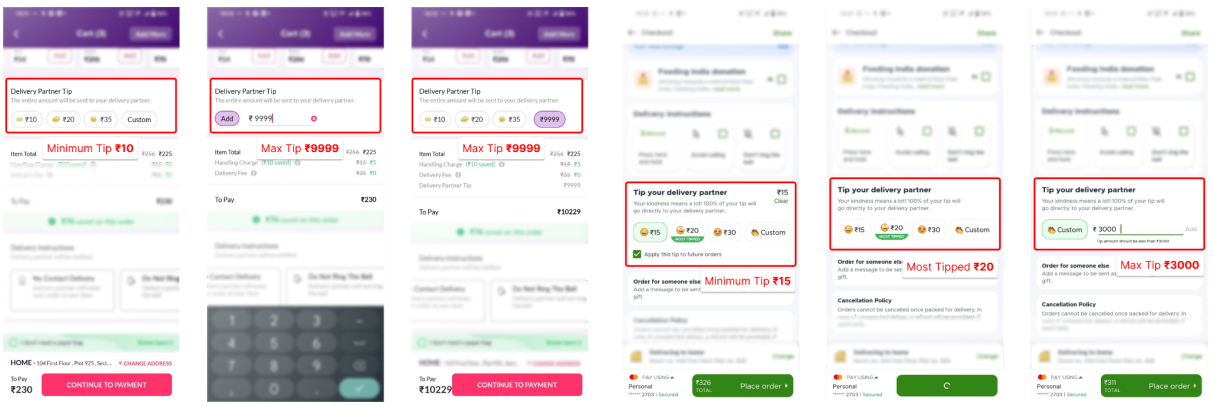
10. Success metrics:

- **Delivery Partner Retention:** Analyze delivery partner retention rates and gather feedback to determine whether tipping positively impacts their motivation and satisfaction. Ideally, within six months of launching the tipping feature, delivery partner churn rates should be reduced by 15%. **(Delivery partner satisfaction score: 4 out of 5)**
- **Adoption Rate:** Measure the percentage of users using the tipping feature during checkout. Aim for a minimum 20% adoption rate within the first month, followed by a gradual increase over time. **(Average tip amount: ₹20)**
- **Customer Satisfaction Scores:** Measure the change in customer satisfaction scores within three months of launching the tipping feature by analyzing customer feedback and ratings. Aim to increase customer satisfaction scores by 10%. **(Number of tips given per month)**

11. Additional relevant points are:

- **Integration with Payment Systems:** For secure transactions, ensure that the tipping feature is integrated with existing payment systems.
- **Privacy and Security:** The tipping feature should be implemented with strong privacy and security measures to protect customer information and payment details.
- **Feedback and Rating System:** Enhancing the overall user experience by adding a feedback and rating system for customers.

12. Wireframes:



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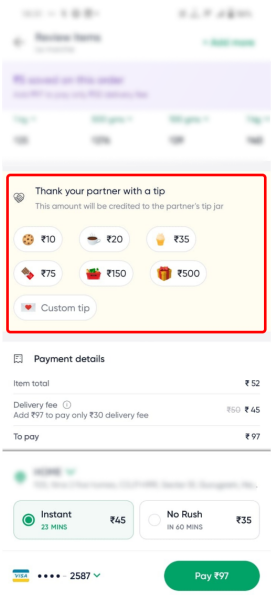

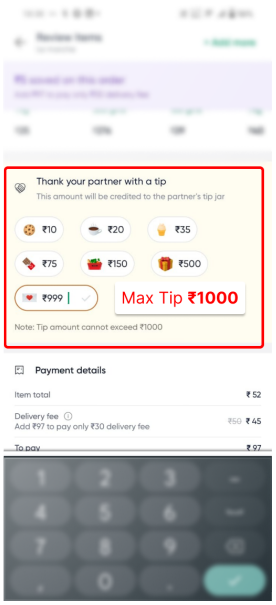

13. Comparative Analysis:

Features	Zepto	Blinkit	Dunzo
Minimum Tip amt.	₹10	₹15	₹10
Maximum Tip amt.	₹9999	₹3000	₹1000
Most Tipped amt.	₹20	₹20	₹20
Default tip amt.	₹10	₹15	₹10

14. Relative Prioritization of Requirements:

The following table presents the relative priority of requirements:

Priority	Requirement	Metric Target
1	Seamless tipping process	100% of users can access and use the tipping feature without confusion..
2	Customizable tip amount	80% of users who tip utilize the custom tip amount option.
3	Multiple payment options	Support at least three widely used payment methods.
4	Transparent distribution	100% of customers know how tips are distributed among delivery partners.
5	Prompt Confirmation	95% of customers receive a confirmation message within 5 seconds of submitting the tip.

15. Conclusion:

Through the implementation of tipping within the Blinzedu hyperlocal delivery app, Blinzedu will enhance customer engagement, motivate delivery partners, and maintain competitiveness. Providing a seamless tipping experience that promotes positive interactions and encourages customer loyalty can be achieved by focusing on the key requirements outlined in this PRD.

16. Open Questions:

a) **Tip distribution model:** How will tips be distributed among delivery partners?

b) **Integration with payment gateways:** How will different payment options be integrated into the tipping feature?

c) **User privacy and security:** How will customer information and transaction data be protected?

d) **Customer education:** How will Blinzedu effectively communicate the tipping feature to customers?

e) **Handling tip disputes:** In the event of a dispute regarding tips, how will it be resolved?

17. Roadmap:

Priority	Feature	Impact	Effort	Timeline
High	Customers can tip their delivery partners	Added revenue for Blinzedu, improved customer satisfaction	Medium	Weeks 1-4
Medium	Customers can see their tips	Increased customer satisfaction	Small	Weeks 5-8
Low	Delivery partners can see their tips	Increased delivery partners' morale	Small	Weeks 9-12
Low	There is a cash tip option and an app tip option	Increased flexibility for customers	Small	Weeks 13-16

Approvals

Name	Signature	Date
Product Owner		
Engineering Manager		
Marketing Manager		

18. 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.
- Ensure that all users have access to the feature.
- Monitor the feature's success and improve as needed.