

# Process Explainer Video

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# Problem Alignment

## What problem are we solving?

Users are sceptical about the quality of groceries.

## Problem brief

When users buy groceries from local stores, they can check the quality and handpick the best groceries themselves. Which is not possible when they order groceries online, so they feel sceptical about the quality of groceries.

According to a survey conducted by [YouGov](#) in June 2021, regarding reasons for not ordering groceries online. It was observed that the majority (58%) preferred shopping for groceries offline. Of these, 30% said concerns about the quality of products was the reason for not buying groceries online.



# Solution Alignment

## What solution are we building?

Process Explainer Video (PEV)

## What is PEV?

It is a new solution we are implementing, where we explain all the processes Supr Daily follows to make sure best quality groceries are delivered to users, through a ≤ 60 sec video.

## Who are we building this solution for?

- Rare Users
  - Order rarely & in very limited quantity
  - Frequency - no specific pattern
  - Sceptical about quality of groceries
  - Order only when they have no other option left. Eg.- cannot go outside to buy due to extreme weather or illness, realise late night that they don't have groceries for tomorrow's breakfast and all the shops are closed
- New Users
  - Just installed Supr Daily
  - May be sceptical about quality of groceries

## Goals of building this solution

- Make all the users feel confident about the quality of groceries
- Increase the number of orders from rare users
- Increase the number of new users who order at least once

## Success metrics

To be measured over a period of 1 month

1. Increase the number of orders from rare users by X%
2. Increase the number of new users who order at least once by Y%

## Other key metrics

To be measured over a period of 1 month

1. % of unique views of PVE
2. % users not watching complete PVE
3. % users rewatching PVE
4. % change in total # orders from rare users after watching PEV
5. % increase in average quantity per order of rare users after watching PEV
6. Average price per order of users who watched PEV
7. Average price per order of users who didn't watch PEV
8. Ratio of "% of new users ordering at least once" after watching PEV to "% of new users not ordering at least once" after watching PEV

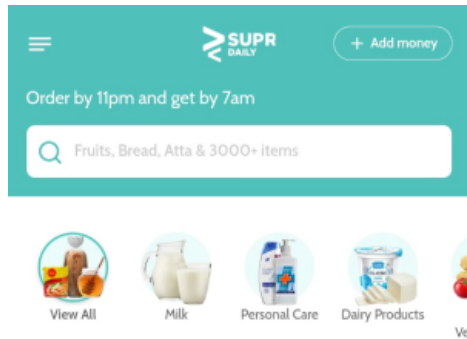
### Why did we choose this solution?

Prioritization details can be found here : [Supr Daily : Solution Prioritization](#)

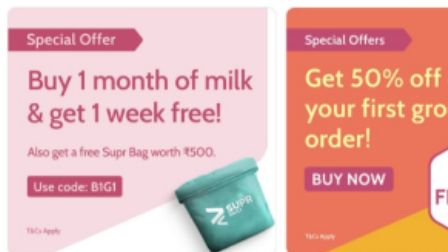
## Mockup & solution details

### Home screen

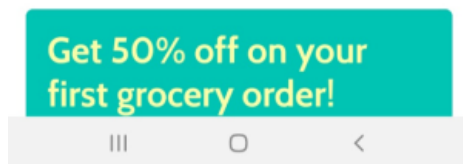
Current



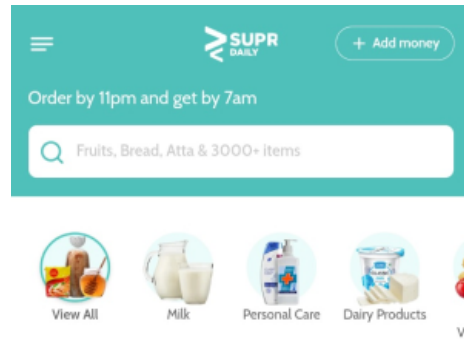
Featured



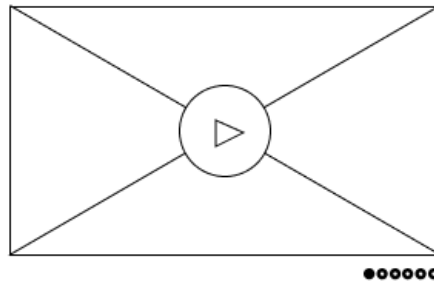
Exclusive Offer for you



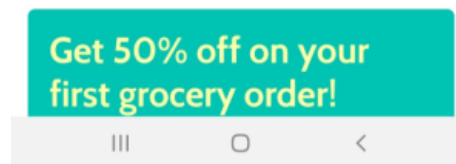
New



Featured



Exclusive Offer for you



- PEV will be the first card in Featured section on home screen
- These cards keep scrolling after fixed intervals, users can also slide them manually
- Every time user opens the app, PEV will be the first card they see in featured section

## PEV Requirements

| Requirement                                | Priority    | Milestone | Status              |
|--|-------------|-----------|---------------------|
| Video progress bar                         | Must have   | M1        | Yet to start        |
| Video timer                                | Must have   | M1        | Yet to start        |
| Pause                                      | Must have   | M1        | Yet to start        |
| Volume increase / decrease                 | Must have   | M1        | Yet to start        |
| Mute                                       | Must have   | M1        | Yet to start        |
| Expand / minimize option                   | Must have   | M1        | Yet to start        |
| Playback speed settings                    | Should have | M2        | To be decided (TBD) |
| Quality settings                           | Could have  | M2        | TBD                 |
| Captions                                   | Should have | M2        | TBD                 |
| Double tap to forward / backward the video | Should have | M2        | TBD                 |

## Other PEV details

Q) Is it an in-app video or an embedded youtube video?

→ In-app video.

Q) What will be the video quality?

→ To be decided.

Q) Is the video animated / text / real footage / a mixture of these?

→ Real footage + text.

Q) Will the video be narrated?

→ To be decided.

Q) What will be the default narration and text language?

→ To be decided.

Q) Do we need to provide video quality customization options to users?

→ No, video quality will be the same for all users.

Q) Should the video start playing by itself or only when users tap on play?

→ Video will start only after users tap on play.

Q) After tapping play, will the video be expanded to full screen or will it remain the same size?

→ Remain the same size by default. But expand & minimize options to be provided.

Q) When the video is playing, can users perform other actions such as scrolling & clicking?

→ Yes.

Q) When the video is playing if users start scrolling or clicking on other sections in the app, should the video be paused?

→ Yes, the video should be paused. Once the user is back on the home screen they should be able to resume the video.

Q) If users exit the app while the video is playing, should the video be paused and resumed next time when users are back?

→ No, the video should stop. If users exit the app while watching video, the video will start over next time.

# Roll Out Plan

(Consider this document was written on August 1, 2021)

## M1

- Alpha on 1st Oct 2021
- Beta on 10th Oct 2021. Provided there are no bugs or major concerns in Alpha
- Production as an experiment on 15th Oct 2021

## M2

- Alpha on 30th Oct 2021
- Beta on 8th Nov 2021. Provided there are no bugs or major concerns in Alpha
- Will launch on production after we have experiment results from M1
- Production 20th Nov 2021