

PHASE 3: FEATURES, PRIORITIZATION, METRICS, AND RISKS

STEP 1: SOLUTION BRAINSTORMING

P0 Problem:

Users discover the real order price only at checkout, causing cart modification, competitor comparison, emotional irritation, and abandonment.

Root Cause 1: Fee Visibility Happens Too Late

How Might We: Help users know the true payable price earlier in the journey?

Solution	Description	Key Assumption	Category
Real-Time Total Estimator	Show estimated final price on menu page itself	Users will trust predictive pricing	High Confidence
All-Inclusive Price Tag	Restaurant cards show “Final Price Range”	Users prefer clarity over low headline price	High Confidence
Transparent Fee Tooltip	Explain platform/delivery fees early	Users read contextual info	Low Confidence
Packaging Fee Preview	Restaurant page shows avg packaging cost	Predictability improves confidence	High Confidence

Surge Fee Indicator	Show surge icon during peak hours	Users accept surge if informed	High Confidence
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Root Cause 2: Charges Differ Across Restaurants

How Might We: Help users compare restaurants on final cost?

Solution	Description	Key Assumption	Category
True Cost Sort Filter	Sort restaurants by final payable price	Users want budget-first decisions	High Confidence
Budget Lock Feature	User enters max spend → UI updates live	Users order within fixed budgets	Low Confidence
Price Breakdown Hover	Breakdown available on long press	Users explore before adding	Low Confidence
Transparent Comparison Card	Compare 2 restaurants by total cost	Comparison reduces app switching	Moonshot

Root Cause 3: Checkout Shock Breaks Trust

How Might We: Remove psychological “price jump” effect?

Solution	Description	Key Assumption	Category
Price Freeze Guarantee	Final price won't increase later	Stability improves trust	Moonshot
Running Total Banner	Sticky running payable total	Users monitor live changes	High Confidence
Checkout Delta Alert	Show difference from earlier estimate	Transparency reduces frustration	Low Confidence
Trust Pricing Badge	"No Hidden Charges" badge	Visual trust increases conversion	High Confidence

Total Ideas Generated: 12

STEP 2: PRIORITIZATION (RICE)

Solution	Reach	Impact	Confidence	Effort	Score
Real-Time Total Estimator	3	3	3	2	13.5
All-Inclusive Price Tag	3	3	2	1	18

Running Total Banner	3	2	3	1	18
True Cost Sort Filter	2	2	2	2	4
Packaging Fee Preview	2	2	3	2	6
Trust Pricing Badge	2	2	2	1	8
Budget Lock Feature	1	3	1	3	1

Top Features Selected:

- 1. All-Inclusive Price Tag
- 2. Running Total Banner
- 3. Real-Time Total Estimator

Reasoning:

- Directly solves P0 problem of price discovery.
- High reach across frequent users.
- Low-to-medium build effort.
- Addresses both trust and predictability issues.

STEP 4: SUCCESS METRICS

Phase 2 Goal: Increase checkout conversion rate.

Metric Type	Metric Name	Definition	Why it Matters

Key Metric	Checkout Conversion Rate	% users completing order after adding to cart	Direct P0 success
Secondary	Cart Modification Rate	% users removing items after checkout page	Measures hesitation
Secondary	Restaurant Page Exit Rate	Exit after viewing pricing	Indicates trust
Secondary	Competitor Switch Rate	Session ends after checkout	Indicates dissatisfaction
Guardrail	Order Cancellation Rate	Post-payment cancellation	Ensures transparency doesn't mislead

STEP 5: PITFALLS & MITIGATIONS

Assumption	Failure Mode	Impact	Likelihood	Mitigation	Detection	Rollback
Users trust estimated pricing	Estimate mismatch	High	Medium	Add ±₹10 accuracy disclaimer	Complaint rate	Disable estimator

	frustrates users					
Packaging fee avg is stable	Restaurants change fees often	Medium	Medium	Weekly fee refresh	Pricing error reports	Remove preview
Running total reduces anxiety	Users ignore banner	Low	Medium	UI A/B placement	Banner CTR	Reposition UI
All-inclusive tag doesn't deter	Higher upfront price scares users	Medium	Low	Test with % cohort	CTR drop	Remove tag