UpGrad

Product Requirements Document of Referral Framework

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Problem Statement

You must have seen referral schemes of various products. Refer to different products in food tech, ed-tech, e-commerce, travel, etc., to get a brief idea about how referrals work. Assume this referral framework is for a company in food tech space. Feel free to include any new sections in the PRD. Mention all functional requirements and for design or technical requirements, do some research on how such framework can be implemented. Include your understanding of these requirements in the respective sections. Submit the PRD using the template given below in pdf format.

PRD – Referral Framework

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Referral Framework: Introduction

Referral is a feature which enables the users to refer the product to their friends, relatives or colleagues. It has to be added at certain critical points. For example, at post payment and browsing stage wherein users can invite acquaintances who might be interested in taking a product in return for some incentive.

Why Referral Framework?

- There's been a growing popularity in food delivery services over the past couple of years. In order to attract customers, they often give away free account credit when you sign-up as a new member
- According market research, people tend to give feedback about a good food experience through word of mouth.
- With referral marketing, the sales pitch is usually coming from someone that you either know well, like friends and family, or it's coming from someone you have trust in, like a favorite blogger and hence there are no trust issues.
- To capitalize on the word of mouth referrals, many referral frameworks have been implemented, especially in the food-tech industry.

Scope of the Project

To introduce a very easy-to-use and easy-to-promote referral scheme.

- A new user gets Rs.100 in their "MyWallet" upon signup.
- A user gets Rs.75 credited in his "MyWallet" every time his referral code is used.

User Stories/Jobs-to-be-Done

Note: Those greyed out in this section are not decided on timelines

1. As a stakeholder, we would like to add the feature of a "MyWallet", so that the Users can use it to make their payments.

2. As a stakeholder, we would like to add Rs.100 in every "MyWallet" as an incentive for signup, so that the users are encouraged to place their first order.

As soon as a new user downloads the app, he is asked to sign up (create account thru social media as well). Once the account creation is complete, User gets a pop up in the middle of the screen telling him that Rs.100 has been added to their "My Wallet" and can be used to make their first order. The user is given the option to click on "OK" and the pop up closes. If he goes to his "MyWallet" he sees the amount of Rs.100 already added there.

When a user sees the amount in his wallet, it gives him a better sense of credibility for the product and encourages him all the more to place that first order and utilise the Rs.100 given by the app. This works much better than giving a coupon code of "10% off on first order" which is not really visible anywhere except on the popup. The user may even completely forget to use the code.

3. As a stakeholder, we would like to promt the user to use the referral CTA when they click on"menu', so that they can utilize it before they make their first order.

Once a user clicks on the "Menu", he is presented with a popup in the middle of the screen, which has a very minimal message like:

"Refer Friends, Get Free Meals" with two options: "Refer" and "Cancel"

If the User clicks on "Cancel", the pop up closes and returns to seeing the menu in the background.

If he clicks on "Refer" he is directed to the "Refer and Earn" tab.

4. As a user, I would like to customize my referral URL/Code so that I can remember it easily and share it with my friends.

5. As a user, I would like to share my referral code thru social media, so that I can share the code easily on many platforms.

6. As a referral code user on mobile, I would like to be directed to install this app when I click on the shared referral code link, so that I can reduce efforts in installing the app.

7. As a referral code user, I would like to enter the referral code before I make the payment of my first order, so that I can make use of the referral code incentives.

Success KPIs

KPIs

1. No. of orders through referrals.
2. No. of Referral code shares.
3. No. of clicks on referral code link.
4. No. of app downloads through referral code link.
5. Average minimum order values of referral orders.
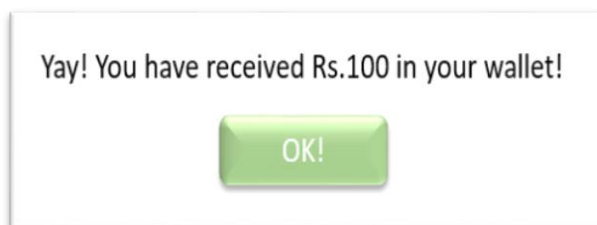
Data to be collected

- Demographics of users
- No. of referral codes used.
- Order values of referral orders.
- No. of likes on shared codes on social media.
- No. of COD deliveries.

Key Milestones & Timelines

Sprint (Start date: 5th June, End date: 19th June)

DESIGN

1. First Pop-up – User Joined.

Yay! You have received Rs.100 in your wallet!

OK!

2. "MyWallet" Balance is Rs.100

Your Balance

Rs. 100.00

Cannot be applied on COD

3. Referral code Pop-up

Refer Friends, Get Free Meals!

Refer   Cancel

4. "Refer and Earn" Tab.

Get Free Meals

Share this code to give your friends Rs75 off on their first order! We ll give you Rs.75 each time your code is used.

Your Promocode is : XXXYY75

Customize your Promocode   Share your Promocode

5. Referral code link landing page.

TECH

Activate referral program on ReferralCandy

- **Edit Referral Program**
- **Change the "Type of reward" to Cash.**
- **Change Coupon code settings to allow customized coupon codes to work at checkout. //Need Discussion.**
- **Choose email templates to be sent out once referral code has been used.**
- **Choose social media messages and handles when users share via FB, Twitter, Instagram.**
- **Add Referral Tracking Code.**
- **We will take the 65$ plan as it includes all features and takes 3.95$ per referral sales. The demo version expires in 30days.**

TESTING/ACCEPTANCE CRITERIA

1. Functional criteria
   a. The "Referral" popup will appear the first time user clicks on "Menu".
   b. If the User "Cancels" on first appearance, then pop up will appear again when "Menu" is clicked second time.
   c. The pop up will not appear the second time if the user has clicked on "Refer" on the first time.
2. Non-functional criteria
   a. The Pop-ups appear over the menu etc, keeping the background still visible.

3. Performance criteria

   a. No. of times "Refer" was clicked on first appearance.
   b. Time taken to complete referral and get back to "Menu"

Resources

1. https://www.referralcandy.com/blog/food-delivery-referral-program-examples-dah-makan/
2. https://www.referralcandy.com/blog/47-referral-programs/
3. https://www.referralcandy.com/blog/meal-deliver-referral-program-example-22-days-nutrition/
4. https://www.referralcandy.com/blog/food-delivery-referral-program-examples-munchery/
5. https://www.referralcandy.com/
6. https://www.shopify.in/blog/15679636-referral-marketing-101-7-tactics-to-launch-your-own-referral-campaign