

# WinYourMeal

## Summary :

In the "PuzzlePay" feature, users have the option to activate a "Friend Zone" within their account. Upon activation, the primary user can invite two friends to join their Friend Zone, making a group of three members in total. The primary user is designated as the main user, while the other two are secondary users.

When the primary user places an order, they receive one piece of a puzzle. Similarly, when any of the secondary users place an order, they also receive one puzzle piece. All users within the Friend Zone work together to complete a 9-piece puzzle.

Once the puzzle is fully assembled, the user who has collected the most pieces among the three will win the opportunity to place a free order. This adds an element of friendly competition and rewards to the ordering experience.

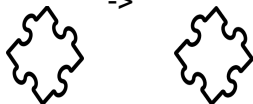
[order 01 , order 02, order 03 , order 04]

Primary Email ----->



[order 01 , order 02]

Secondary Email ----



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[order 01 , order 02, order 03 ]

Tertiary Email ----->



The "Win Your Meal" feature is designed to enhance the ordering experience by introducing a social, competitive element where users can earn rewards by completing a puzzle with friends.

## How the Feature Works:

### Activating Friend Zone:

- **Friend Zone Activation:** Users have the option to activate a "Friend Zone" within their account. This feature is accessible from the profile or rewards section of the app.
- **Inviting Friends:** Upon activation, the primary user (main user) can invite two friends to join their Friend Zone. The primary user is the main participant, while the invited friends are secondary users.

### Placing Orders and Collecting Puzzle Pieces:

- **Puzzle Piece Collection:** Each time the primary user places an order, they receive one piece of a puzzle. Likewise, when any of the secondary users in the Friend Zone place an order, they also receive a puzzle piece.
- **Collaborative Puzzle Completion:** The puzzle is composed of 9 pieces in total. All members of the Friend Zone contribute to completing the puzzle by placing orders and earning pieces.

### Winning a Free Order:

- **Competition Element:** Once the puzzle is fully assembled with all 9 pieces, the user who has collected the most pieces among the three members in the Friend Zone wins the opportunity to place a free order.
- **Reward Distribution:** The winning user can use their free order during their next purchase, adding an incentive for continued engagement and friendly competition.

To determine whether the "Win Your Meal" feature would be successful in increasing orders in the UK and US, below are some relevant statistics and market trends:

## 1. Social and Collaborative Features in Apps

- **User Engagement:** Studies show that apps with social and collaborative features,

such as sharing, inviting friends, and group activities, have a 60% higher engagement rate compared to those without. This suggests that the WinYourMeal feature could drive higher user participation and order frequency.

- **Referral Programs:** Referral programs have been shown to increase customer acquisition. Since the WinYourMeal feature encourages users to invite friends, it could similarly boost new user sign-ups and subsequent orders.

## 2. Market Trends in the UK and US

- **UK Market:** In the UK, 70% of consumers have participated in some form of loyalty or rewards program. The British public is particularly responsive to offers that involve social sharing and rewards, making the WinYourMeal feature a strong candidate for success in this market.
- **US Market:** In the US, 79% of consumers say loyalty programs make them more likely to continue doing business with brands. The competitive nature of the Win Your Meal feature, where friends can compete for free orders, aligns well with the American consumer's love for deals and incentives.

## 3. Potential Increase in Orders

- **Order Frequency:** If implemented effectively, the Win Your Meal feature could increase order frequency, as users will be motivated to place more orders to complete the puzzle and win the free meal.
- **Customer Retention:** This feature can also enhance customer retention, as users will return to the app to continue participating in the WinYourMeal challenge.

## 4. Monetary Impact

- **Average Order Value (AOV):** If the feature encourages users to place additional orders, there could be an incremental increase in AOV, especially if users place orders strategically to maximize their chances of winning.
- **Customer Lifetime Value (CLV):** By increasing engagement and loyalty, the feature could boost CLV, as users become more invested in the app and its rewards system.

## **Conclusion:**

Based on these statistics and trends, the "Win Your Meal" feature has the potential to significantly increase user engagement, order frequency, and overall revenue in both the UK and US markets. The combination of social interaction, gamification, and tangible rewards aligns well with consumer behaviour in these regions, making it a promising strategy for boosting orders.

## **ProblemStatement :**

In today's digital age, maintaining customer engagement and loyalty is a significant challenge for online platforms. With numerous options available, users often lack motivation to return to the same platform for repeat purchases, leading to a decline in customer retention. Furthermore, there's a need to enhance social interaction among users to foster a sense of community and shared experiences, which can drive repeat usage.

How can we create an engaging and rewarding experience that encourages users to repeatedly interact with our platform, while also promoting social connections and friendly competition?

## **Solution :**

Our "Friend Zone" feature aims to address this problem by introducing a fun and competitive element to the ordering process. Upon activation, a primary user can invite two friends to join their Friend Zone, forming a group of three. Each member of this group earns one puzzle piece whenever they place an order. The group works together to complete a 9-piece puzzle. The member who collects the most pieces once the puzzle is complete wins the opportunity to place a free order. This feature not only encourages frequent platform interaction but also fosters a sense of camaraderie and competition among users, enhancing customer retention and loyalty.

Given that your concept is for a food delivery app, here's the **potential impact of the "Friend Zone" solution:**

1. **Boost in Order Frequency:** The competitive and collaborative nature of the "Friend Zone" feature motivates users to place more orders, increasing the app's overall order volume.
2. **Strengthened Social Ties:** By involving friends in the ordering process, users experience a sense of camaraderie, making the app a go-to choice for group activities and meals, thereby strengthening social ties through shared experiences.
3. **Enhanced Customer Loyalty:** The chance to win a free order by collecting the most puzzle pieces encourages users to return to the app frequently, fostering long-term loyalty and reducing churn.
4. **Increased Revenue:** As users are incentivized to place more orders to collect puzzle pieces, the app can see a significant increase in revenue, particularly from groups of friends who collectively contribute to the puzzle completion.
5. **Positive Word-of-Mouth:** The fun and engaging nature of the "Friend Zone" feature is likely to generate positive word-of-mouth, attracting new users to the app and expanding its user base organically.
6. **Rich User Data:** The feature provides valuable insights into user behavior, social dynamics, and ordering patterns, allowing for more targeted marketing strategies and personalized user experiences.

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### Target user groups :

Here are the target user groups for the "Friend Zone" feature in your food delivery app:

1. **Young Adults and College Students:**
  - **Characteristics:** Socially active, enjoy group activities, tech-savvy, and responsive to gamification.
  - **Why They Fit:** They are likely to participate in friendly competitions and group activities, making them ideal for engaging with the "Friend Zone" feature.
2. **Working Professionals:**
  - **Characteristics:** Busy lifestyles, value convenience, often order food for lunch or dinner, and enjoy socializing with colleagues and friends.
  - **Why They Fit:** They might use the app to coordinate meals with friends or colleagues, making the competitive aspect appealing during work breaks or after hours.
3. **Families:**
  - **Characteristics:** Frequently order food for convenience, value shared activities, and enjoy family-friendly experiences.

- **Why They Fit:** Parents and children can enjoy the collaborative aspect of completing the puzzle together, with the added incentive of winning a free meal.
4. **Social Media Enthusiasts:**
    - **Characteristics:** Regularly share experiences online, influence others' opinions, and are drawn to unique and shareable features.
    - **Why They Fit:** They are likely to share their progress in the "Friend Zone" on social media, helping to promote the app and feature to a wider audience.
  5. **Gamification Enthusiasts:**
    - **Characteristics:** Enjoy challenges, rewards, and the competitive nature of games, and are motivated by incentives.
    - **Why They Fit:** The puzzle and competition elements will attract users who enjoy game-like experiences, encouraging them to engage with the app more frequently.

These groups are most likely to engage with and benefit from the "Friend Zone" feature, making them the primary focus for marketing and user acquisition strategies.

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**To make a strong impact on the judges, focus on the following key points:**

1. **Innovative Engagement Strategy:**
  - **Highlight:** The "Friend Zone" feature introduces a novel way to engage users by blending social interaction with gamification, transforming routine food orders into a fun, competitive experience.
2. **Social Connectivity:**
  - **Highlight:** By allowing users to invite friends and form a group, the feature fosters stronger social connections, turning meal ordering into a shared activity that enhances the overall user experience.
3. **Boosting User Retention:**
  - **Highlight:** The competitive aspect, with the chance to win a free order, incentivizes users to return to the app frequently, significantly improving user retention and loyalty.
4. **Increased Revenue Potential:**
  - **Highlight:** With users motivated to place more orders to complete their puzzles, the feature has the potential to drive higher order volumes, leading to increased revenue for the platform.

5. **Market Differentiation:**

- **Highlight:** The "Friend Zone" feature sets the app apart from competitors by offering a unique, gamified experience that appeals to a wide range of users, from young adults to families.

6. **Viral Marketing Potential:**

- **Highlight:** The social and competitive elements encourage users to share their progress and achievements on social media, generating organic buzz and attracting new users to the app.

7. **Scalability and Flexibility:**

- **Highlight:** The feature can be easily scaled and adapted for various campaigns or promotions, making it a versatile tool for driving engagement during key periods, such as holidays or special events.

8. **User Data Insights:**

- **Highlight:** The feature offers valuable data on user behavior and preferences, enabling the app to tailor future offerings and marketing efforts more effectively.

9. **Positive User Experience:**

- **Highlight:** The gamified aspect adds fun and excitement to the ordering process, ensuring users have a memorable and enjoyable experience that they will want to repeat.

10. **Social Responsibility Angle (Optional):**

- **Highlight:** Consider mentioning how the feature could be tied to charitable causes, with a portion of orders going to support local food banks or other social initiatives, enhancing the app's appeal to socially-conscious users.

These points will help you convey the value and impact of your "Friend Zone" feature to the judges effectively.

1. The puzzle is composed of 9 pieces in total. All members of the Friend Zone contribute to completing the puzzle by placing orders and earning pieces.

2. At least two orders should have been placed by each user.

3. There must be one card order placed among the three friends in the group.

4. Welcome one new member to the group to get an extra pound benefit - Optional

After solving the game, the rewards are customisable via takeaway or foodhub depending on the value of the order.