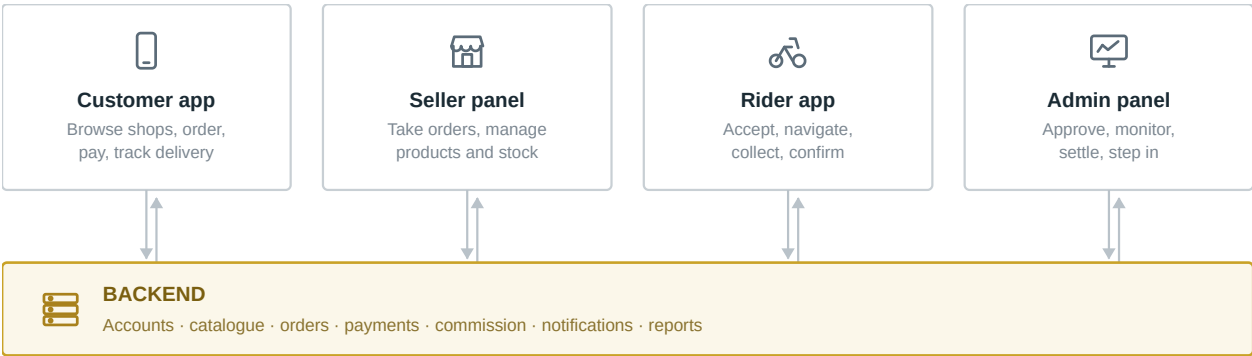


Hyperlocal Delivery App — Flow Review

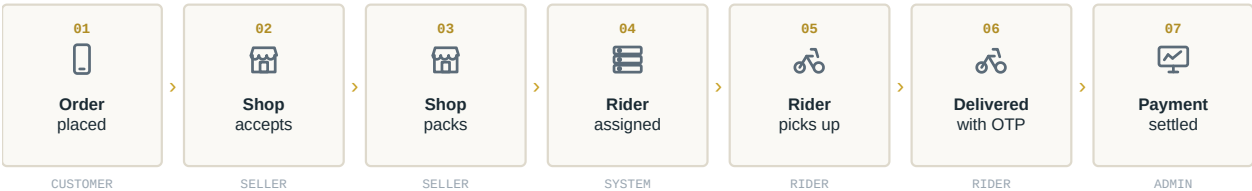
We have mapped the complete application flow for the platform end to end. This document sets out what the platform does, how an order moves through it, and the points that need attention or a decision before development begins. The agreed feature set does not change — everything below sits inside those features.

A — WHAT THE PLATFORM IS

Four separate apps and one shared system behind them, all working on the same order at the same time. Each shop and each rider gets their own account.



B — HOW AN ORDER MOVES

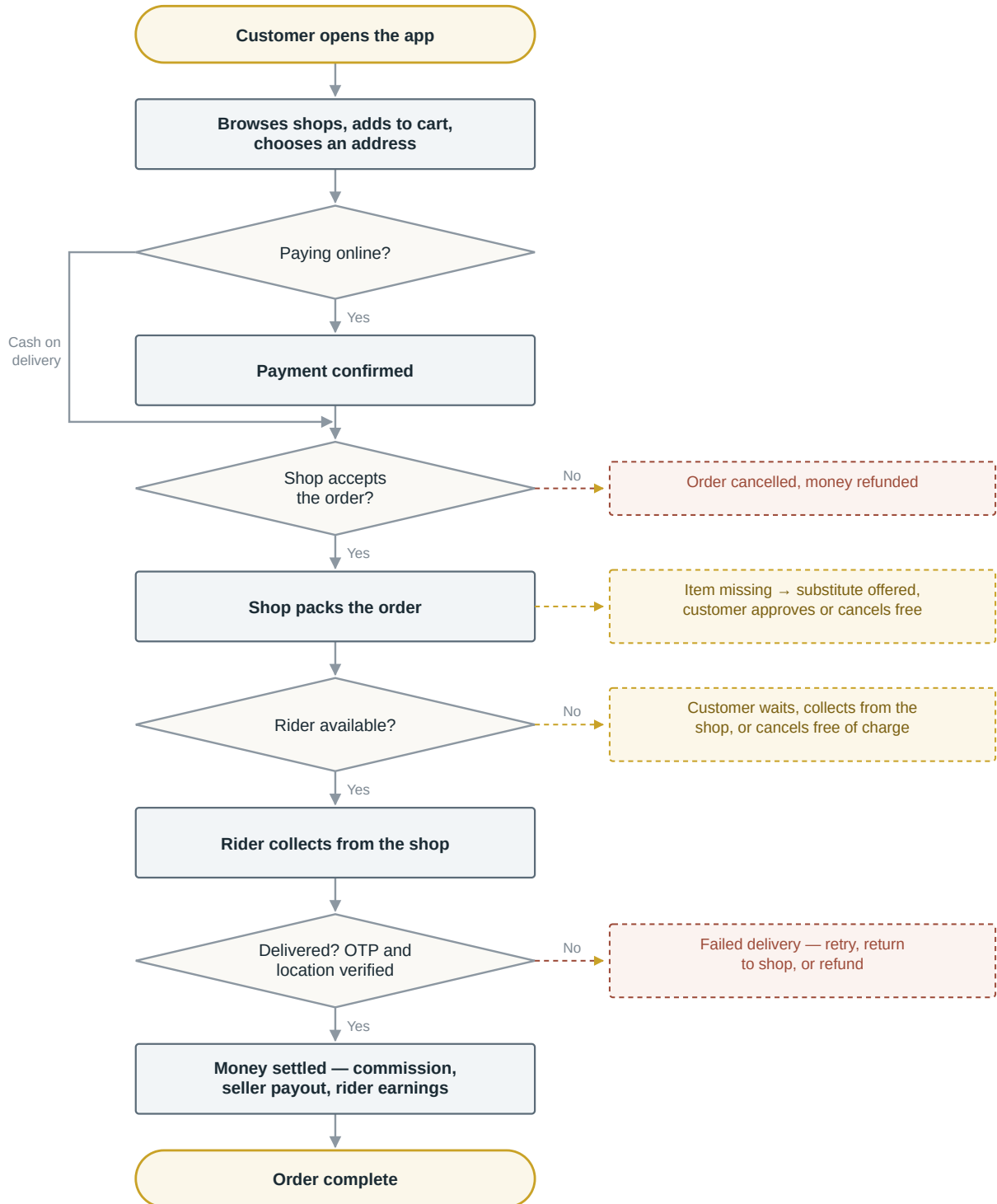


That is the normal path, and most orders will follow it. What decides whether a delivery platform works is what happens when an order **leaves** that path — the shop does not answer, the item is not on the shelf, no rider is online, the customer is not at home, the payment goes through but the order does not. The next page shows the flow at a glance; the one after it adds every branch.

A note on local conditions. Khandwa is not a metro, and the design reflects that: the rider pool will be small in the early months, shopkeepers will be serving walk-in customers while orders arrive, addresses are landmark-based rather than street-based, and most customers will prefer cash on delivery.

THE FLOW AT A GLANCE

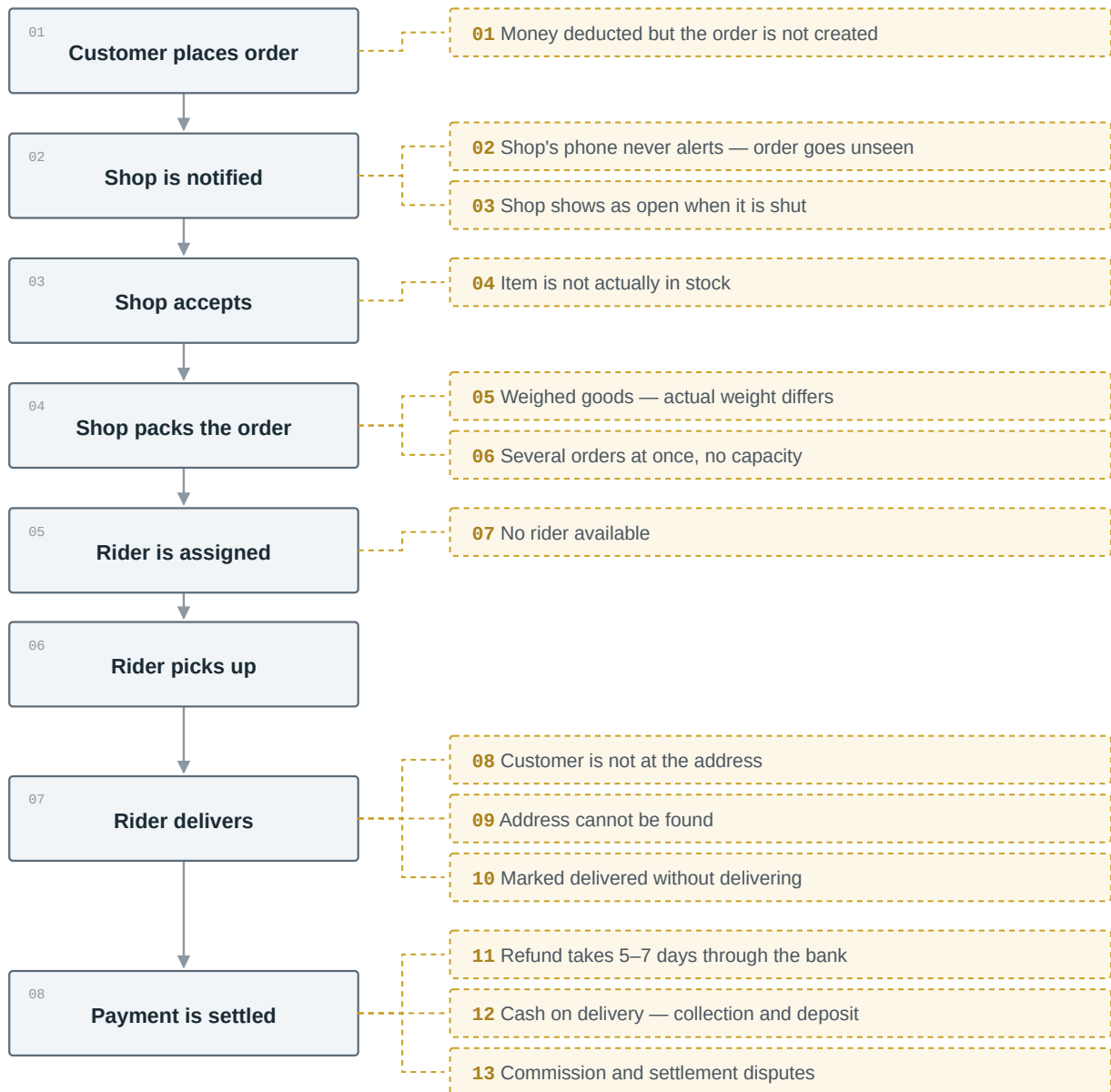
The whole platform in one picture. Diamonds are the moments where an order can go one way or the other — those four decisions are where most of the work sits.



Start / end Step Decision Handled — the order continues The order does not complete

THE COMPLETE FLOW, WITH THE POINTS THAT NEED ATTENTION

The left column is the order as it should run. Each dashed branch on the right is a point where it can leave that path. The numbers refer to section C, which follows.



- ☐ The normal path — what happens when everything works
- ☐ Where it leaves that path — each one is numbered in section C

Point 14 — support and monitoring — is not shown on a single branch because it runs across the whole flow. The admin panel watches every order against a time limit at every stage and raises its own alert when one is stuck, rather than waiting for the customer to call.

C — POINTS TO ADDRESS · PLACING THE ORDER & AT THE SHOP

01 Money deducted but the order not created

The customer pays, the bank confirms it, but the confirmation never reaches our system. Most often this happens when the customer switches to GPay or PhonePe and the phone closes the app in the background.

WITHOUT THIS Customer pays > Confirmation lost > No order ✗

WHAT WE BUILD Server checks gateway > Order created > Or refunded in 24 h ✓

How we handle it: Payment status is held on the server, not in the app, and verified independently every minute rather than waiting to be told. The customer is shown “confirming your payment”, never “failed”, so they do not pay twice.

02 The shop does not see the order

On most Android phones sold in India, battery-saving settings silently stop app notifications in the background. The order arrives, but the shop's phone never rings. This is the most common operational failure on platforms of this type.

WITHOUT THIS Order arrives > Phone stays silent > Order dies ✗

WHAT WE BUILD Alarm rings > Auto call to shop > Admin steps in > Delivered ✓

How we handle it: An alarm with a repeating sound rather than an ordinary notification, and the system checks the alert was actually received. If not, it places an automatic call to the shop. Still no response, and the order is refunded and the shop is closed on the app, so the next five customers do not hit the same problem. At onboarding our team configures each shop's phone in person and places a live test order.

03 The shop shows as open when it is shut

A shopkeeper's day ends by pulling the shutter, not by opening an app and switching a toggle off.

WITHOUT THIS Shop forgets to close > Customer orders > Refund ✗

WHAT WE BUILD Timings set > Inactivity detected > Shop closes itself ✓

How we handle it: The shop closes automatically on its timings, and also if the panel has been inactive or two orders have gone unanswered. One-tap options for “closed today” and “back in two hours”, since hours vary genuinely by day and by festival.

C — POINTS TO ADDRESS · AT THE SHOP (CONTINUED)

04 The item is not actually in stock

Stock is maintained by hand by the shopkeeper, so it will often be out of date. Some items in an accepted order will not be on the shelf. This is the normal case, not an exception.

WITHOUT THIS Order accepted > Item missing > Whole order cancelled ✗

WHAT WE BUILD Item missing > Substitute offered > Customer approves > Delivered ✓

How we handle it: We build this in as a normal step rather than an error. The shop swaps in a substitute of the same or lower price, or drops the line, in two taps; the customer sees the change immediately and can accept it or cancel free of charge. Nothing is ever substituted silently.

05 Goods sold by weight

Sabzi, atta, dal and sugar are central to a kirana order, and a packet ordered as one kilo is rarely exactly one kilo. The price at packing is not the price at ordering.

WITHOUT THIS Ordered 1 kg > Packet is 1.15 kg > Bill does not match ✗

WHAT WE BUILD Actual weight entered > Price recalculates > Customer approves ✓

How we handle it: These are handled separately from packaged goods. Small differences settle automatically; a larger difference is shown to the customer for approval. The bill shows both the ordered and the actual weight, so there is nothing to argue about afterwards.

06 Several orders arriving at one shop together

A shop with one person at the counter cannot pack five orders in ten minutes, and if the app keeps accepting them, every one of those orders goes late.

WITHOUT THIS Five orders at once > One person packing > All five late ✗

WHAT WE BUILD Order limit > Queue with position > Delivery time extends ✓

How we handle it: A limit on how many orders a shop holds at once, a simple queue in the panel, and a delivery time that extends as the queue grows. The shop can also pause itself briefly during a rush without closing.

C — POINTS TO ADDRESS · DELIVERY

07 No rider is available

On a rainy evening, during a festival, or simply at 9 pm, there may be no rider online at all — and the order is already packed. Khandwa's rider pool will be thin in the first months, so this is not a rare event.

WITHOUT THIS Order packed > No rider online > Sits on the counter ✗

WHAT WE BUILD Search widens > Admin assigns > Customer given a choice ✓

How we handle it: If there is genuinely no rider, the customer is called and offered a real choice — wait, collect from the shop at a discount, or cancel free — rather than left waiting. We also recommend an extra payment to pull riders online at peak times, and a switch that stops new orders when the town has no capacity.

08 The customer is not at the address

The rider reaches the address and nobody answers the phone. The feature list mentions a “failed delivery flow” but does not define it, and this needs a written process before launch, not a decision made at the door.

WITHOUT THIS Rider arrives > No answer > Goods stranded ✗

WHAT WE BUILD Three calls > Paid ten-minute wait > Support calls > Decision ✓

How we handle it: A defined sequence, with a photo at the door and a decision by support at the end of it — deliver, return to the shop, or close. Support calls the customer while the rider is still standing there, which recovers most of these.

09 The address cannot be found

Khandwa addresses are landmarks, not street numbers. A map pin alone is not enough, and a wrong pin sends the rider to the wrong lane.

WITHOUT THIS Map pin only > Wrong lane > Delivery fails ✗

WHAT WE BUILD Landmark compulsory > Receiver phone > One-tap call > Found ✓

How we handle it: The landmark is a compulsory field alongside the map pin, a receiver name and phone number, and a call button. Shop records also carry a photograph of the shopfront, which is worth more to a rider than any written address.

C — POINTS TO ADDRESS · DELIVERY (CONTINUED)

10 An order marked delivered that was never delivered

A delivery OTP proves the rider spoke to the customer. It does not prove the goods changed hands — the rider can telephone for the code. This is the most common form of loss on platforms of this type.

WITHOUT THIS Phones for the OTP > Marks delivered > Keeps the goods ✗

WHAT WE BUILD OTP plus location check > Location stored > Proof both ways ✓

How we handle it: The rider must be at the delivery address for the confirmation to be accepted, and that location is stored against the order. The same two-sided check applies at pickup, so if an item goes missing it is clear where. Any report of a non-delivery is refunded to the customer first and investigated afterwards.

C — POINTS TO ADDRESS · MONEY

11 Refunds take five to seven days

A bank refund takes five to seven working days, against a failure the customer experienced in four minutes. In a town where customers talk to each other, one bad refund story travels a long way.

WITHOUT THIS Fails in four minutes > Refund in 5–7 days > Customer lost ✗

WHAT WE BUILD Instant wallet credit > Spend or send to bank > Orders again ✓

How we handle it: We recommend an in-app wallet. This is the single strongest thing you can do for repeat orders in the first year. It is not in the current feature list and needs your decision — see section D.

12 Cash on delivery

COD will be the majority of orders here, which means riders carry your money through the day. The current feature list mentions COD only in passing.

WITHOUT THIS Rider collects all day > No limit > Cash unaccounted ✗

WHAT WE BUILD Cash limit per rider > COD stops at limit > Daily deposit ✓

How we handle it: Reconciliation happens daily rather than at month end, so any shortfall is a same-day conversation. First-time customers ordering above a set value are asked to pay online or receive a confirmation call, which stops fake orders.

C — POINTS TO ADDRESS · MONEY (CONTINUED)

13 Commission and settlement

What exactly is the commission calculated on — the full order value, the value after discounts, before or after GST, and does the delivery charge count? If this is not fixed in writing it becomes an argument with every shop, every month.

WITHOUT THIS Basis not written down > Each shop differs > Monthly argument ✗

WHAT WE BUILD One definition agreed > Recorded per order > Itemised statement ✓

How we handle it: The rate and the basis are recorded on each individual order, so changing the rate next month cannot quietly alter last month's accounts. Each shop receives a statement showing order value, discount, commission, GST and net payable.

C — POINTS TO ADDRESS · ACROSS THE WHOLE FLOW

14 Support has to be part of the system

A "contact support" button only helps customers who complain. Most problems on this kind of platform are discovered by a phone call from an angry customer, well after the order has already gone wrong.

WITHOUT THIS Order gets stuck > Nobody notices > Customer calls ✗

WHAT WE BUILD Time limit per stage > System alerts itself > Support acts first ✓

How we handle it: Alongside the alert: a stuck-order screen, a list of shops that are open but not responding, riders online against riders actually working, and cash outstanding. Support staff have defined limits on what they can refund without approval, and a written list of what to offer in each situation, in Hindi and English.

D — DECISIONS WE NEED FROM YOU

These are commercial and policy questions rather than technical ones, and each changes how the system is built. Our recommendation is marked on each — the decision is yours. They are needed before development starts, not during it.

1. Commission — what is it calculated on?☐ Full order value☒ Item value only, before delivery & tax ✓☐ Value after discount

Easiest to explain to a shopkeeper, and being explainable matters more here than being optimal. Whatever is chosen goes into the shop agreement with a worked example.

2. Who pays for discounts and coupons?☒ Platform funds it ✓☐ Shop funds it☐ Shared

A shop that discovers a discount came out of its own margin will leave, and supply is the one thing you cannot afford to lose in the first months.

3. Cash on delivery at launch?☒ COD on, with limits ✓☐ COD on, unrestricted☐ Online only

A maximum order value for COD, online payment required for a first order above that value, and COD withdrawn from customers who refuse delivery twice.

4. Who bears the cost when a delivery fails or is refused?☒ Platform absorbs it ✓☐ Shop bears it☐ Charged to customer

At launch, while volumes are small, this protects both the shop and the rider relationship at the stage you need both. It can be revisited once there is data.

5. Delivery charge, minimum order value, delivery area☒ Area drawn on the ground ✓☐ Fixed radius on a map

The railway line and the river mean three kilometres in one direction is not three kilometres in another. The area should be ridden, not drawn.

6. Refund method **ADDITION**☒ Wallet, with bank option ✓☐ Bank only

Instant credit is what makes a failed order survivable. See point 11. This is an addition to the agreed feature list and we would like your decision on it.

7. Customer cancellation charge at launch?☒ No charge for three months ✓☐ Charge from day one

Charging on day one in a new market discourages exactly the trial you are paying to attract. We build the facility so it can be switched on later without new development.

E — WHAT WE NEED FROM YOU TO START

Some of these take time to obtain and sit on the critical path.

START NOW

- **SMS (DLT) registration**
Login for every customer, shop and rider depends on it. Approval is slow and outside our control.
- **Payment gateway account**
In the business name, with bank details for settlement.
- **GST advice from your CA**
Tax collected at source falls on the platform, not the shops, and it affects how money is stored.

DURING THE BUILD

- **List of launch shops**
Owner name, phone, address, a photograph of the shopfront, and hours for each day.
- **Product list for the catalogue**
We build this once, centrally, with clean names, images, units and MRPs. Manual work, on the critical path.
- **Shop and rider agreements**
Commission basis, settlement cycle, responsibility on a failed delivery. Each becomes a field in the system.

BEFORE LAUNCH

- **Confirmed delivery area**
Ridden rather than drawn.
- **Shop onboarding visits**
Our team configures each shop's phone and places a live test order.
- **Support staffing**
Someone on a phone during service hours, in Hindi and English.

F — WHAT THIS CHANGES IN THE PLAN

The five systems and the feature list stay exactly as agreed — everything in this document sits inside those features. The additions worth flagging, because they add real work:

- **Substitution and part orders** — the shop swapping or dropping an item, and the customer approving it (point 04).
- **Goods sold by weight** — the order value settling at packing rather than at ordering (point 05).
- **The failed delivery process** — currently a single line in the feature list, now a defined sequence with a cost attached (point 08).
- **Cash on delivery handling** — rider cash limits, deposits and daily reconciliation (point 12).
- **Monitoring and support screens** in the admin panel — stuck orders, unresponsive shops, riders actually working, cash outstanding (point 14).
- **The customer wallet**, if you accept the recommendation at point 11.

We would suggest building in this order: the parts that keep an order from getting stuck, then the money handling, then the promotional features — banners, featured products and reports. The first two decide whether the platform works on launch night; the third can follow in the weeks after.

We are happy to walk through any of this in person. Once the decisions in section D are made, we will confirm the build schedule against them.