

Soup and Bread PRD

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Product Overview

The Oregon coast market is saturated. Same-store sales growth has *flatlined at 2% annually*. To expand, Soup and Bread is targeting younger consumers in urban Oregon. To target these customers, we first discovered that younger consumers struggle to eat well with limited time: they feel decision fatigue, expect quick digital interfaces, and crave convenient yet healthy comfort meals.

To address this problem, we are introducing a new website for in-house online ordering (pickup/delivery) to support our urban expansion that:

- I. Displays seasonal rotating menus while keeping classic menu items
- II. Offers soup bags that users can purchase to heat at home and eat at their own convenience
- III. Simple customization options for menu items, such as bread preferences

Scope and Objectives

Scope

Soup and Bread is revamping its digital infrastructure with a new web application to meet user needs as Soup and Bread expands into urban Oregon. This website allows users to order soup and/or bread ahead of time for pickup and delivery. At this time, this product will not include a mobile application, digital rewards and coupons, or customer support and handling of communications after a user places an order. Although these services offer an improved online experience and may encourage users to order from us more frequently, implementing these features demand significant investment into software development, which is not currently Soup and Bread's top priority and can be considered further down the line.

Soup and Bread is also introducing additions to its menu selection in the form of rotating seasonal menu items and pre-made soup bags. These offerings will be available in-store and online, and the pre-made soup bags will also be available at select retail locations in Oregon, namely grocery stores and supermarkets. At this time, seasonal menu items will be limited to soups as these items are the main draw of Soup and Bread. While seasonal bread items are currently out of scope, we may consider these options in the future as demand grows.

Objectives

Primary Objectives:

- I. *Build in-house web app for online orders, meeting customer expectations of quick online services in Urban Oregon*
- II. *Offer seasonal rotating menu while maintaining classic menu items, balancing decision fatigue and repetitive dining options*
- III. *Offer bulk ordering via soup bags, allowing customers to quickly eat soup at their own convenience at home*

Secondary Objectives:

- I. Place soup bags into local grocery stores to spread Soup and Bread's mission beyond our physical stores
- II. Establish partnerships with corporate catering platforms to directly target the young professional audience

User Personas

Target Users

Our target user is young professionals (ages 20-35) in Urban Oregon who have limited time to eat and are looking for quick access to healthy and delicious food. They either look for quick lunch options during their lunch breaks, or convenient dinner options to bring home. They currently struggle with the same repetitive fast casual experiences, and want to find meals that are quick, but still meet their expectations for taste, health, and customization.

User Personas

- I. Julia (24-year-old female from Portland, Oregon): Julia is an ER nurse in downtown Eugene and often doesn't know how long her breaks will be. She likes to bring meals that are easily packaged to grab-n-go when needed, and aren't messy to eat.
- II. Tom (22-year-old male from Eugene, Oregon): Tom is a software engineer at a company in Portland. During his lunch break, he and his team like to buy takeout from the area and eat it together in the office. Since they need to get back to work, they grab something quick, but they are sick of getting Chipotle every day. The other options are less healthy.
- III. Sara (33-year-old female from Eugene, Oregon): Sara is a working mom with a 2 year old child. She works a 9-5 job, and when she comes back from work, her partner usually isn't home for dinner time to cook either. She doesn't always have the bandwidth to cook for her family.

User Stories

As a user, I want to...	So I can...
Select my pickup or delivery address before browsing menu online	See if my items are available for pickup/delivery ahead of time
Select day and time for pickup or delivery	Have my food arrive when I want to eat (e.g.

ahead	work break time) and not waste time preparing or waiting for food
Search or filter for items in the menu	Quickly find the item I want to order
See ingredient details and dietary restriction labels	Determine whether my meal is healthy and/or aligned with my dietary restrictions
Choose what bread goes with my soup	Pick something I will feel excited about eating
See how many ounces are in one serving of my soup	Know how filling my meal will be
Check my order confirmation and estimated preparation time	Feel reassured that my order went through and get ready to pick up or receive my delivery order
Quickly prepare and eat ready-made soup bags at home	Manage my busy schedule but still eat well
See a simple, digestible menu when I go to a restaurant	Pick what I want quickly and confidently, but still get something I find yummy that I'm not sick of

Functional Requirements

Requirement	Priority (P0-P2)
User registration/login and authentication The user should be able to enter a valid username/email and password. For registration, ensure secure authentication.	P0 ▾
Select pickup location The user should be able to select a pickup location both before and during checkout. Pickup locations should only show our store locations in Coastal and Urban Oregon.	P0 ▾
Select delivery location The user should be able to select a delivery location by typing in an address into a search bar and dragging a pin on the map to specify the delivery point.	P0 ▾
Select pickup/delivery time The user should be able to select the pickup/delivery time. The user may	P0 ▾

select "ASAP" which should show the fastest possible time the soup can be ready for pickup/delivery.	
Add notes to order The user may add notes to their order such as custom instructions for substitution, or delivery instructions (e.g. hand to me vs leave at door)	P1 ▾
Browse menu The user should be able to browse all menu items by scrolling. The menu should be intuitive, categorized by Classic and Seasonal items. Clicking on a menu item should expand that item to show further details including description and allergy ingredients.	P0 ▾
Pick bread pairing with soup As part of our business model, all soups come with a piece of bread of the user's choice. Upon clicking a soup item, the user should be able to choose the type of bread (e.g. sourdough, focaccia)	P0 ▾
Add item to cart The user should be able to add an item to cart by clicking the "Add to Cart" button. This should only be enabled once a user chooses a type of bread to go with their soup. The user should also be able to add more than 1 item at a time via the "+" and "-" button.	P0 ▾
View cart The user should be able to view their cart at any time via the "Order" button on the top right corner. The number on the Order button should reflect how many items are currently in the cart. The cart should also show the cart's total price in USD.	P0 ▾
Checkout The user should be able to checkout by clicking the "Order" button in the top right corner, then "Checkout"	P0 ▾
Input payment information In the payment page, the user should be able to confirm the correct items in their cart and total price. The user should be able to input payment information either manually or using a saved payment method. The user can then click "Place Order" which will authenticate and process payment.	P0 ▾
Confirm order After payment is confirmed, the user should see an order confirmation page with item details and estimate time of pickup/delivery	P0 ▾
Communication with driver The user should be able to communicate with their driver for delivery to	P1 ▾

handle confusion around delivery address etc.	
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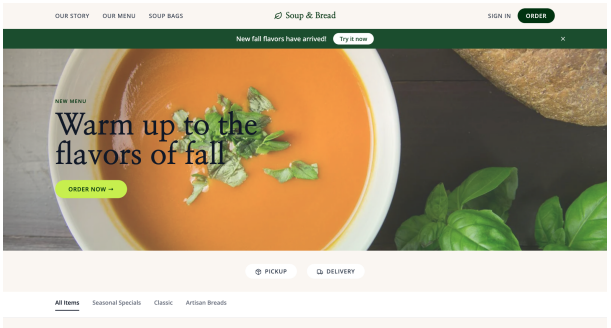
Non-functional Requirements

Requirement	Description
Performance	A user should be able to complete an order (select soup -> additional items -> check out) in less than 3-5 clicks
Accessibility	Beyond being fully navigable without using a mouse, menu options, prices, and buttons should be readable or have an option to be listened to by users with low-vision disabilities. To reduce decision fatigue, descriptions for each item must be concise and explicit or appear as pop-up.
Scalability	The website must continue to run smoothly when there are a lot of users ordering multiple items at the same time. We also propose seasonal promotions, new store opening discounts, or even offerings specifically tailored to new customers/users.
Reliability	If a menu item is unavailable, the systems should show what is happening with that specific product (i.e., out of order, sold out, or discontinued) and show that the issue is currently being handled by the app to prevent future checkout errors.
Usability	Beyond being fully usable on mobile and small screens, we should look for ways to make our website and app as cross-platform as possible. In addition, our UX/UI should be as adaptable as possible to any system to simplify menu decision-making.
Security	We must meet the PCI DSS payment compliance standards and protect user privacy as our maximum priority. We also must adhere to Oregon's privacy regulations, as policies change from state to state (taking into account that we plan to expand Soup and Bread beyond the US)
Compliance	Pickup and delivery options must be visible and consistent across locations, only allowing to visualize the most essential information of the user and the delivery individual to be recognized when meeting in person.
Analytics and Reporting	Beyond keeping track of how many orders are delivered each time and our daily economic earnings, after finishing

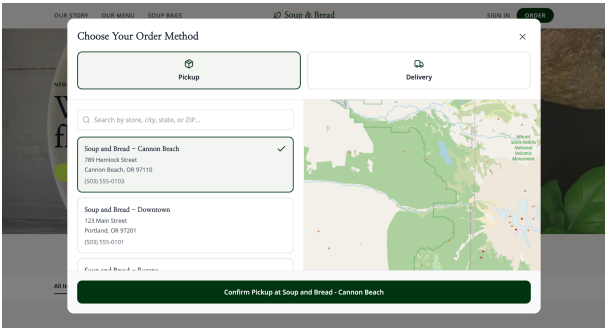
	each delivery, we could send a satisfaction survey to rank the quality of delivery and product (our soups!) At the end of the year, we could publish an annual report of our track sales, order trends, item popularity, and revenue by location to understand our users' needs, behaviour, and expectations.
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Prototypes

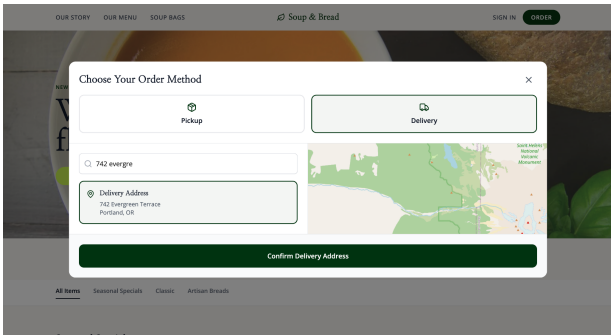
Try our web app: <https://soup-and-bread-web-a-yduu.bolt.host/>



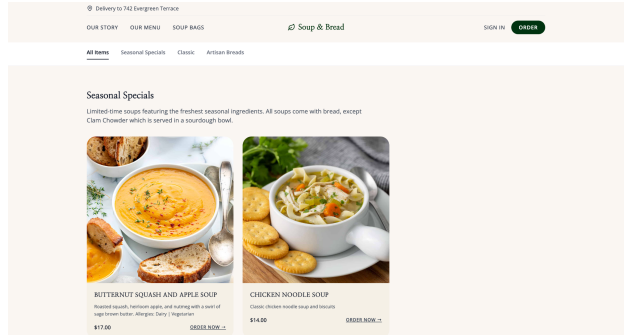
Landing page features promotion of new seasonal items



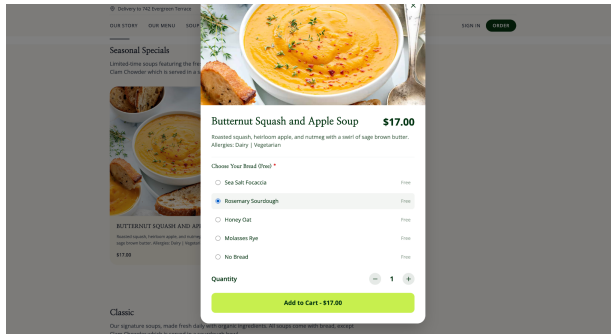
Select pickup location



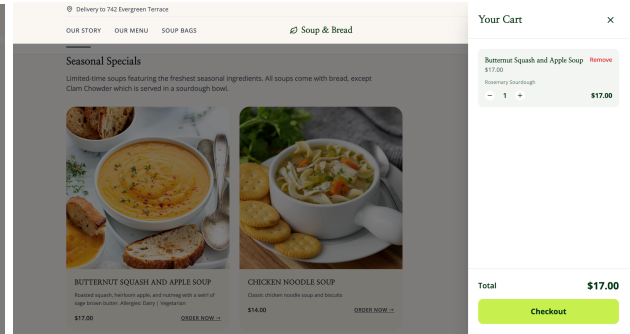
Search and select delivery address



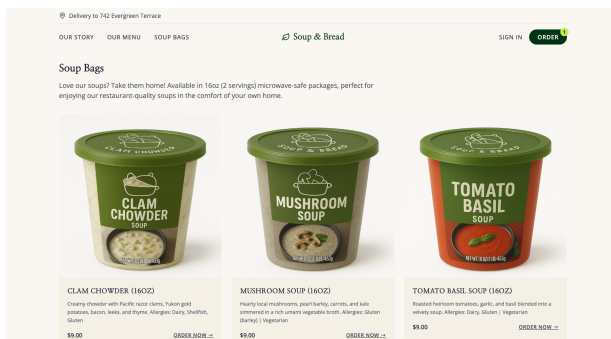
Browse menu, categorized by Seasonal Specials, Classic, and Artisan Breads



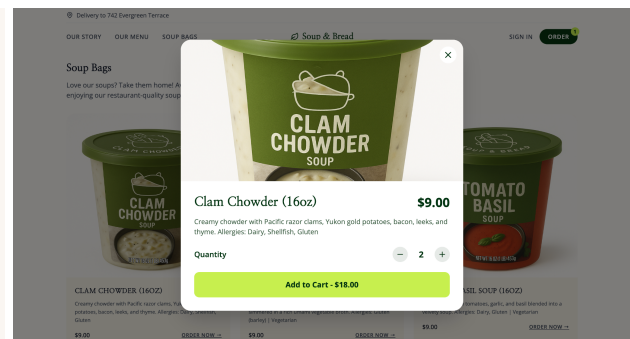
Click on a menu item to see description, select bread, and add to cart



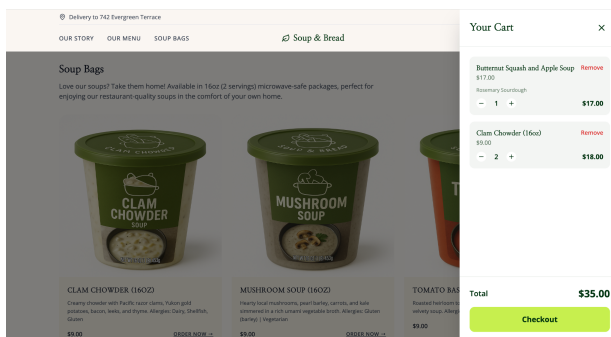
View cart



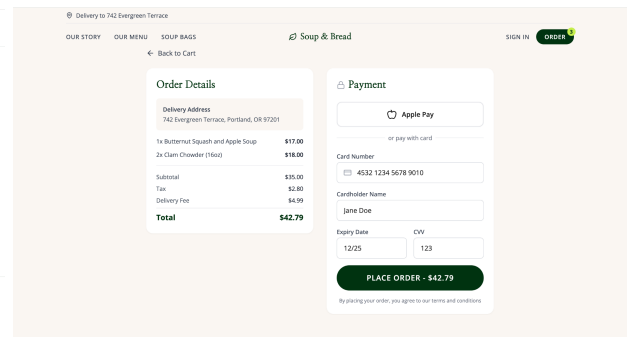
Browse soup bag menu



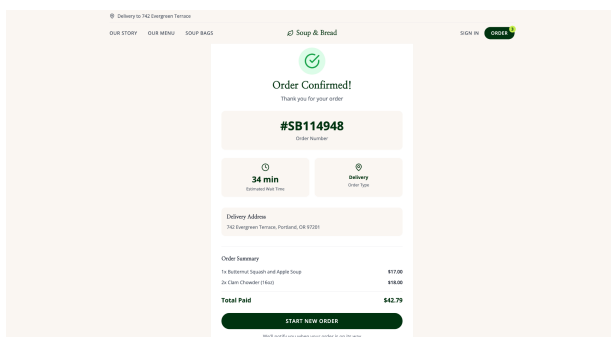
Click on soup bag item to see description and add to cart



View cart and click checkout



Add payment information and place order



Confirm order and see estimated wait time

Constraints and Assumptions

Constraints

The following constraints and limitations could impact our deployment strategy:

- I. *Local ingredient availability*: Availability of seasonal ingredients from local harvests impacts seasonal menu offerings. Impacts on national ingredient suppliers could also affect general ingredient supply.
- II. *Technology*: Migrating to and developing an efficient and robust online ordering system that integrates with an upgraded online inventory and financial system.
- III. *Location availability*: Sourcing and purchasing new physical locations in urban Oregon to build new restaurants.
- IV. *Costs*: Managing costs to offer competitive pricing for meals and soup bags.
- V. *Delivery logistics*: Handling delivery logistics for deliverers and consumers, such as delivery technology and routing.

Assumptions

Our strategy relies on the following assumptions developed from user research on young working professionals:

- I. Young working professionals are willing to pay for pre-made soup bags in bulk that they can conveniently heat up at home on their own schedule, rather than relying solely on ready-to-eat soup deliveries.
- II. Seasonal items can be priced slightly higher (limited-edition appeal) without hurting demand.
- III. Customers will order more from us if we offer customization, such as choosing bread preferences for a soup.

Milestones and Timeline

Milestones & Objectives	Year 1				Year 2			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Tech Infrastructure Overhaul: Update website and develop mobile app to support in-house online ordering and catering								
Seasonal Menu Development: Curate seasonal menu items with support from food								

experts and chefs								
Solution Validation: Launch pop-up stores and trucks in Portland and Eugene to gauge viability of Soup and Bread among urban customers								
Supply Chain Pipeline: Establish contracts with local providers to set up operations for seasonal items and pre-made soup bags								
Urban Expansion: Construct and open 5 new urban locations across Portland and Eugene								
Marketing: Promote new locations and seasonal menu-items through advertisements, social media, etc. to drive traffic								

Resource Requirements

Human Resources

- I. Culinary Team:
 - Chefs: Create simple yet delicious local soup and bread recipes, ensuring quality control.
- II. Marketing and Sales:
 - Marketing and Sales Team: Create branding and marketing strategies and manage consumer relationships.
- III. Software Development:
 - Software Developers: Build and maintain website to support online ordering and delivery/pickup logistics.
- IV. Delivery:
 - Delivery Team: Deliver meals and soup bags upon orders.
- V. Ingredient Procurement:

- Local providers: Provide food supply to use in the creation of soup and bread.

Technical Resources

- I. Delivery software for drivers:
 - Location and routing software, such as Google MapBox and Google Maps
- II. Website:
 - Financial software to handle financial transactions, such as Stripe
 - Location software for handling location data, such as Google MapBox
 - Frontend and backend software, such as React and [Node.js](#)
 - Database software for inventory management, order data, etc., such as Firebase or NoSQL
 - Analytical and testing tools for customer analytics and website management, such as FullStory and Playwright

Physical Resources

- I. New physical restaurant locations in Portland and Eugene
 - Kitchen space/appliances
 - Seating area/furniture
 - Parking
 - Space for soup bags display
- II. Packaging material for soup bags
- III. Food ingredients sourced from local providers

Testing and Quality Assurance

Existing measures

- I. Soup and Bread is online on Yelp; however, we will maintain a more active presence by responding to Yelp reviews and ensuring our page stays up to date.

New measures

- I. Soup and Bread will maintain a more active presence on social media (ex: TikTok, Instagram), such as by creating social media posts and responding to comments to measure customer satisfaction and respond to concerns.
- II. Website where customers can contact customer service with any concerns or questions
- III. Loyalty program to gauge customer loyalty and satisfaction

Metrics and Success Criteria

Key Performance Indicators

- I. Marketing
 - Growth in brand awareness
 - Increased conversion from social media
- II. Customer Satisfaction and Loyalty
 - Overall satisfaction with Soup and Bread meals and soup bags based on customer feedback
 - Customer retention rates
 - % of customers repeatedly ordering special items (ie Soup Bags, seasonal items)
- III. Finances
 - Increased revenue per customer
- IV. Online Ordering
 - % of orders increasing from online channel

Objective 1: Validate that customers are willing to purchase seasonal menu items

- KRs:
 - 30% of restaurant orders are seasonal menu items
 - 20% of online orders are seasonal menu items
 - 15% of soup bag orders are seasonal menu items

Objective 2: Validate that young working professionals are willing to purchase Soup and Bread meals online

- KRs:
 - 40% of all purchases are from online purchases
 - 80% of customers who add a bag/meal to their cart actually check out
 - 75% of online purchases are from young working professionals (could verify by seeing if purchases are made in urban Oregon or to corporate buildings, etc.)

Objective 3: Validate that customers are willing to purchase soup bags

- KRs:
 - 10% of restaurant orders are soup bags
 - 20% of online orders are soup bags
 - 20% of customers purchase soup bags in bulk (more than 1 soup bag per order)
 - 5% of customers repeat a soup bag purchase in a month at least once

Go to Market

Distribution Channels

Soup and Bread will distribute its products via online, retail, and eventually B2B channels. Retail distribution will focus on attracting customers in Downtown Portland and Eugene, where most young working professionals (20s-40s) look for nearby meal options during weekdays, in addition to existing restaurant locations along the Oregon coast. Physical locations will distribute meals and sell soup bags. Online distribution is also crucial since the younger demographic we are targeting is more likely to be online on social media and browsing, meaning more ad impressions via this channel. We believe our online website will be an effective platform for delivery/pickup of meals and/or soup bags, especially among younger demographics. Lastly, as we expand, we may want to distribute via B2B partnerships by selling soup bags in grocery stores or offering meals via Forkable and other corporate lunch services. Other channels, like the app store, could be relevant if we convert our website into a mobile app, but we do not currently see this as a priority since an online website tackles both web and mobile use cases, and we don't anticipate users will use our app daily (or multiple times a day).

Sales Strategy

Soup and Bread relies on direct sales and potentially grocery partners like Whole Foods or corporate meal service partners like Forkable.

This approach fits well with Soup and Bread since we are a physical restaurant, and to expand the availability of our soup bags, we need to depend on grocers that can support our mission of getting convenient soup bags to customers' homes.

Marketing and Promotion

We can raise awareness using the existing loyal Soup and Bread customer base. At our existing locations along the Oregon coast, we can launch our new seasonal menus and pre-made soup bags and hang up promotional posters in the windows. When our existing customers come to our locations, they will find our new products in-store, and this will help increase word-of-mouth awareness of our new offerings. This is the right choice for our product and our users because it leverages the visibility of our in-store locations, which our target users will be walking by/into, thereby promoting awareness of our new products. This strategy is compatible with both our older and younger customer segments.

We can also partner with grocery stores in Oregon to stock our pre-made soup bags in their stores. Additionally, we can use similar posters and flyers within the grocery stores to promote our soup bags. When young professionals do their grocery shopping at these stores, they will come across our soup bags.

We can also use social channels such as TikToks and Instagram Reels to share information and raise awareness about Soup and Bread as “Portland’s hottest new restaurant,” for example, or partner with food influencers or young working professionals who could make content about getting Soup and Bread in their daily (work) life. This could raise awareness among our younger customer segments that are more likely to discover food options online.

Customer Service Strategy

In physical restaurant locations, we will ensure that customers can talk with staff and can also write feedback notes that they can put in a box.

We will offer a 100% satisfaction guarantee, supporting refunds for unsatisfactory soup bag orders. Since this is a new feature, we anticipate that it might be a riskier purchase for customers, especially new customers who haven’t been to a physical Soup and Bread location and have never tried our meals in person. So, we’d like to emphasize satisfaction through our 100% satisfaction guarantee.

Online, we will maintain a more active presence, monitoring and responding to Yelp/Google reviews, creating new social media presences on platforms like Instagram and TikTok, and maintaining a customer service email for soup bag and delivery/pick up inquiries. For younger customers, who we predict are more likely to use our online services, we anticipate that a young and active social media presence would be both an effective marketing and support tool (young customers often make posts or comments about issues they’ve had with online services).

To ensure our users don’t get stuck and churn, we need to meet all of our customer service claims.

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