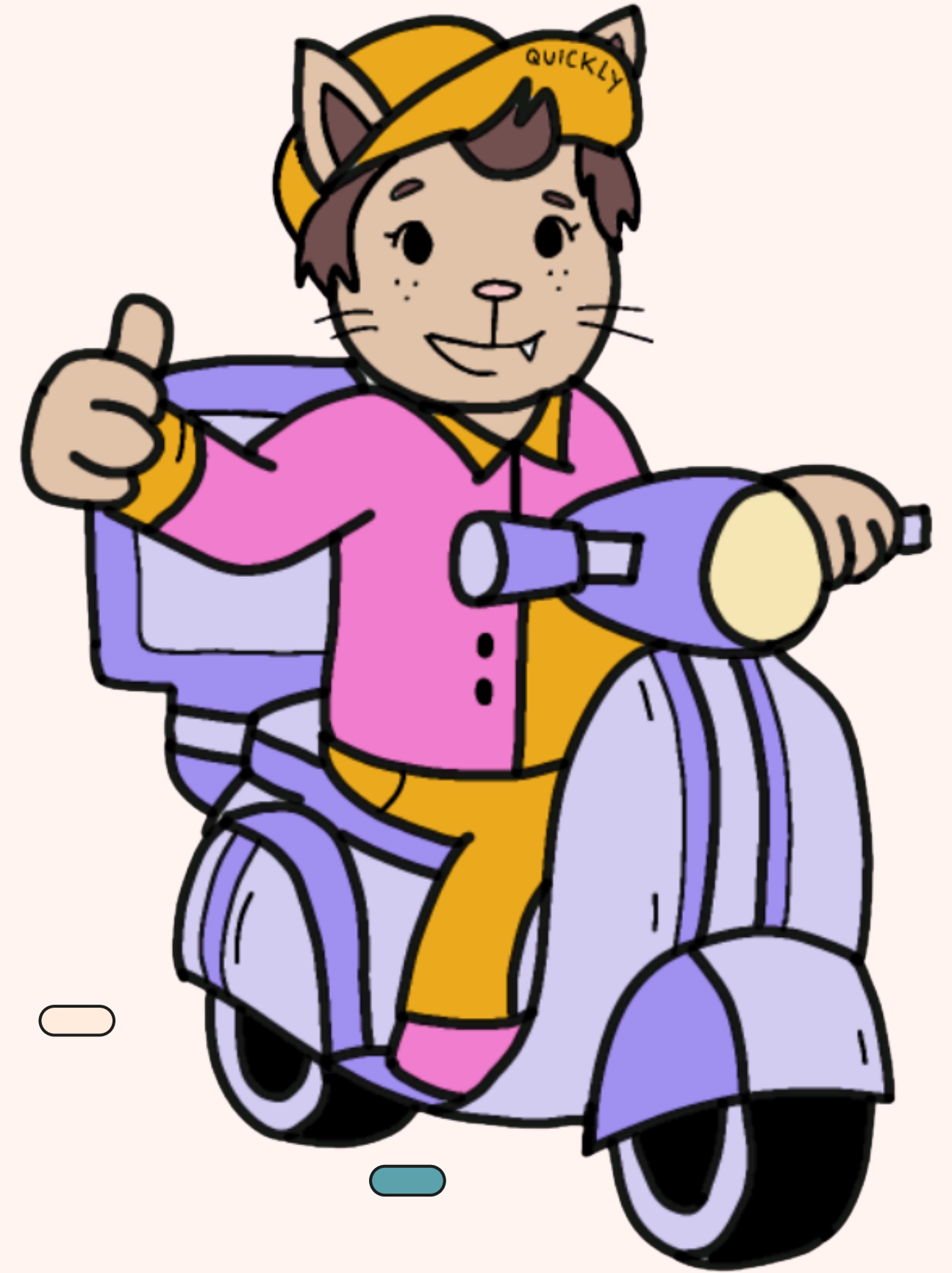


# QUICKLY

“Making everyday decisions easier!”



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# Brand Analysis

**QUICKLY**

is a Malaysian on-demand food & essentials delivery platform.

Here are our core values!

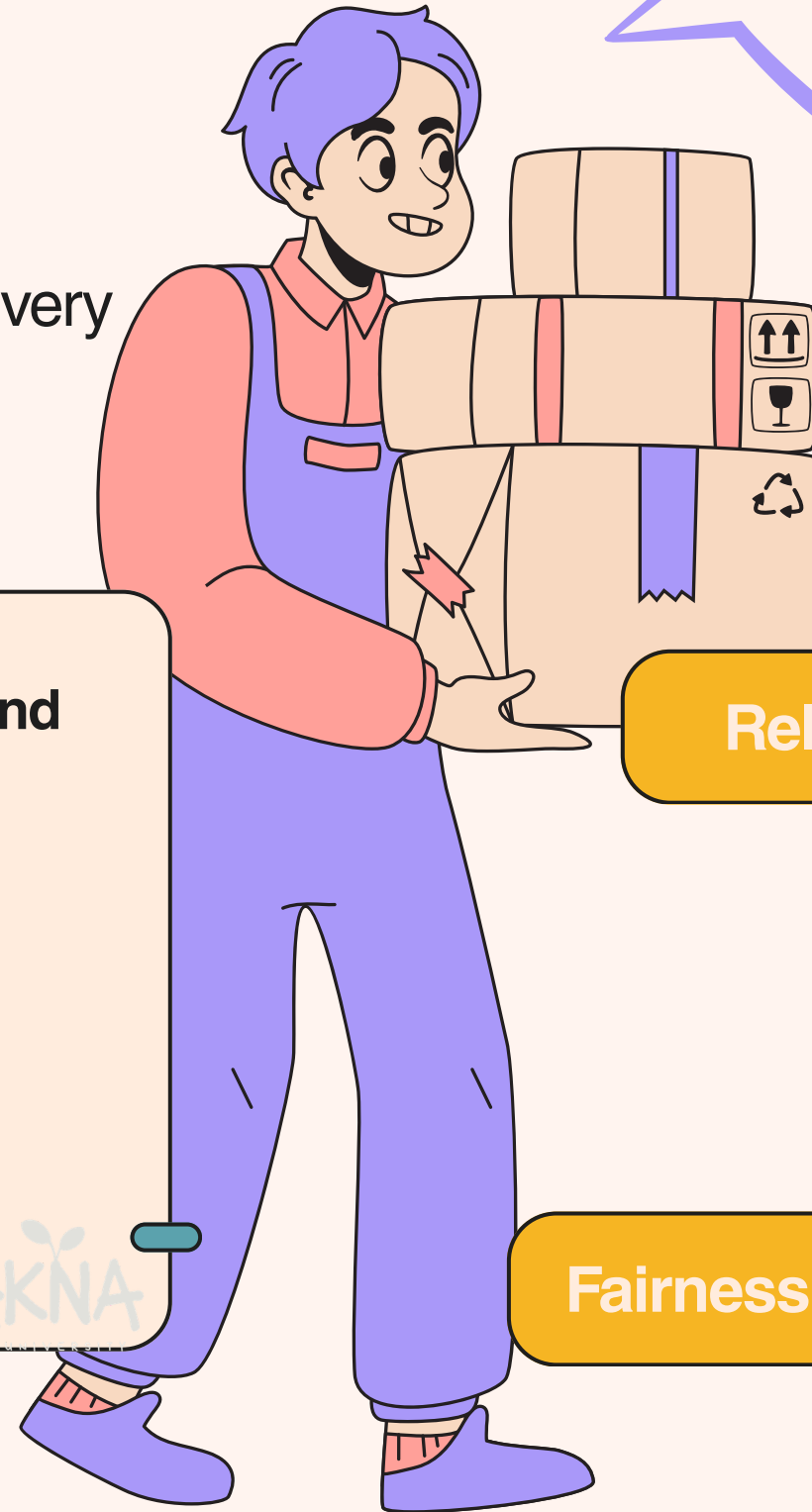
- Currently in the scaling phase, aiming to grow market share and become a default app choice.
- Offers food delivery, essentials delivery, and scheduled/on-demand orders.
- Brand promise: "Making everyday decisions easier."
- Focuses on mental convenience, not just speed or price.

User-first simplicity

Reliability over hype

Everyday relevance

Fairness & transparency



# Competitor Analysis

## 1 Main competitors



strong ecosystem & superapp convenience



discount-driven and affordability-focused



ShopeeFood

aggressive promotions



low commissions and deals

## 2 Market Characteristics

- Highly competitive and promotion-driven
- Platforms offer similar features, making the market commoditised
- Price wars dominate behaviour (discounts, vouchers, free delivery)
- Low brand loyalty – users compare apps before ordering

## 3 Opportunity for QUICKLY

Competitors compete on price or scale, none focus on simplifying the decision-making process.

# Consumer Analysis

- 1 Target Users: Urban students and young professionals aged 20–35.

## 2 Ordering behaviour

**Food decisions are spontaneous, not planned**

**Ordering often happens when users are:**

- Busy studying or working
- Tired after long days
- Too lazy to cook
- Ordering late at night

## 3 Key behavioural insights

- Users experience decision fatigue due to too many restaurant choices.
- People scroll multiple apps before deciding.
- Most users order the same meals repeatedly.
- Users prefer quick decisions over more choices.

## 4 User mindset

“The faster I decide, the faster I eat.”

# Objectives

## Campaign Objective

*Increase repeat order behaviour among new and existing users aged 20-35 by 20% within 3 months by positioning QUICKLY as the easiest platform for everyday meal decisions*

## 1 Campaign targets (3 months)

- Increase repeat orders by 20% among users aged 20–35
- Increase top-of-mind consideration by 15% during meal decisions
- Increase non-discount-driven orders by 25%
- Increase usage of decision-support features by 30%

2

Top Funnel — Awareness / Consideration

People remember QUICKLY when deciding food.

Mid Funnel — Engagement / Evaluation

Users interact with features that simplify decisions

Bottom Funnel — Conversion / Retention

Users repeatedly order from QUICKLY.

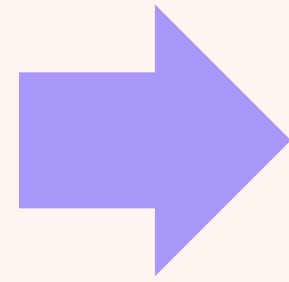
Cross Funnel — Profitability

Orders occur without heavy discounting.

# Target Audience

## 1 Primary audience

- Urban students and young professionals aged 20–35.
- Heavy smartphone users with multiple delivery apps installed.



## Common behaviours

- Frequently switch platforms based on discounts.
- Experience decision fatigue when choosing meals.
- Often order late-night meals or quick lunches.

## 2 Key personas

### Overloaded Student

- Busy with classes and assignments
- Orders late-night meals with friends
- Low budget but values convenience
- Struggles to decide quickly
- Most active on:



### Busy Young Professional

- Orders lunch at work or dinner after long days
- Limited mental energy for decision-making
- Prefers reliable and predictable options
- Most active on:



### Habitual Re-orderer

- Frequently orders the same meals
- Checks multiple apps to compare prices
- Wants the fastest path to their usual order
- Most active on:



## 3 Shared Need

“I just want good food without spending 15 minutes deciding.”



# Introducing: MOOD TO MEAL AI

## 1 Features

### Mood-to-meal selector

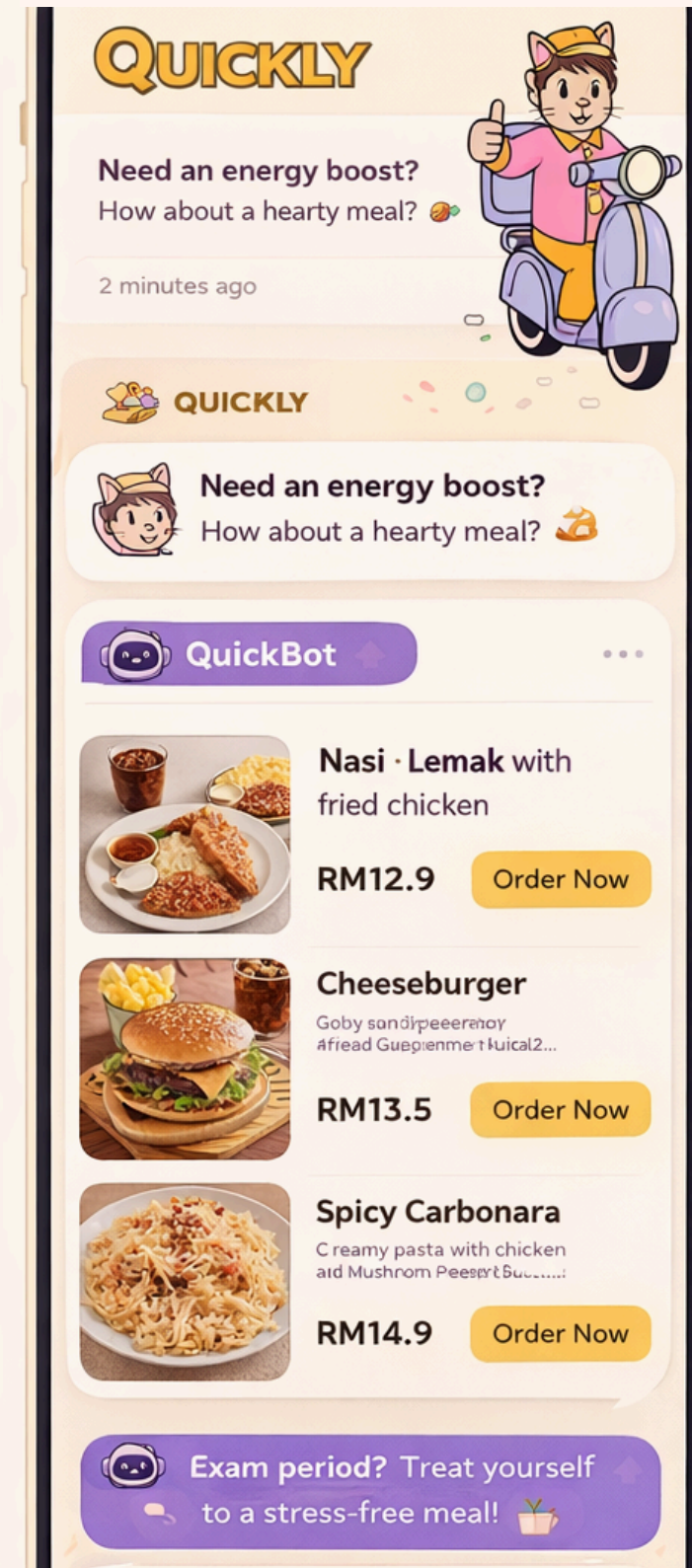
- **Mood selector:** instant moods like 'stressed', 'group study', 'romantic'
- **Conversational AI:** Chat with the AI assistant to refine your cravings
- **In-chat ordering:** Select and order your meal directly within the chat interface. No more need to browse!

## 2 Smart grocery integration

- **One-tap add to cart:** Auto-generate lists from recipes
- **Smart swaps:** Ingredient replacements based on diet and allergies
- **Weekly planning:** Pre-schedule your go-to meals

## 3 Personalization

- **Memory-driven:** AI learns your unique preferences
- **Smart predict:** Faster suggestions with every use
- **"Your usual":** instant access to your top meals



# Introducing: MOOD TO MEAL AI



## Estimated cost

**AI API usage**  
RM5,000 for campaign period

**Developer integration**  
RM15,000

**UI/UX design**  
RM5,000

**Total estimated cost:**  
RM25,000

## How it works

To make the AI, we will integrate Google's Gemini AI through an API, and connect it to the existing restaurant and grocery database

For restaurants:

1. User selects mood
2. AI interprets mood and maps it to food characteristics:
  - comfort
  - quick
  - shareable
3. Algorithm searches platform database for matching meals.
4. AI returns 3–5 curated recommendations.

For groceries:

1. User selects mood → meal idea.
2. AI generates an existing recipe from the database.
3. Ingredients automatically added to cart.

Over time the system uses basic behavioural learning, such as:

- favourite cuisines
- price range
- frequently ordered meals

# Content



## Social storytelling

Instead of advertising food, the content will reflect everyday struggles and decision fatigue

### Storytelling:

- relatable scenarios: “POV: you've been scrolling food apps for 20 minutes”
- mood storytelling: “Work was hard. Dinner should be easy”

## In-App Mood-to-meal AI

Core product branding: QUICKLY makes your decisions easier

### Decision simplifying features:

- mood-to-meal selector
- smart grocery integration
- behaviour learning

## UGC & Microcreators

Having peers use the app and its features increases trust and reduces friction

### Decision moments in everyday life:

- creators showing themselves selecting a mood and ordering
- study / productivity creators, campus clubs

## Push notifications

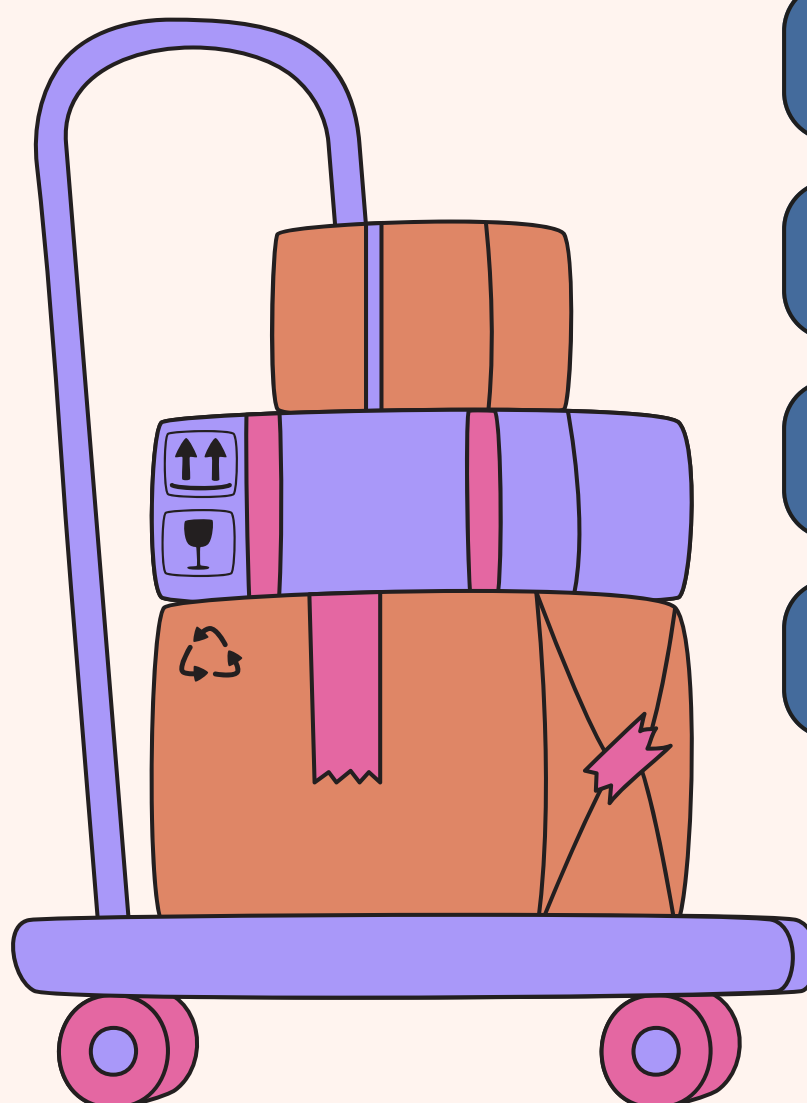
Campaign becomes present in moments where decisions are usually frustrating

### Context-based decision nudges:

- time-based: “too tired to decide on dinner?”
- situation-based: “exam week survival meals”
- habit-based: “your comfort meal is ready”

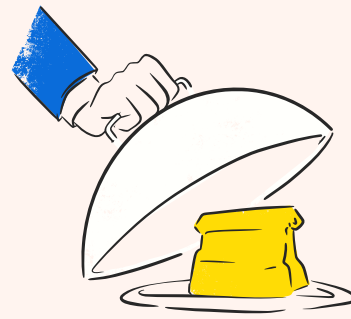
What we're really selling here is who users become: someone with less time deciding and more time living

# Content cont'd

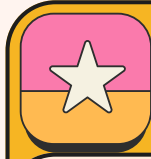


Type	Objective	Funnel stage	CTA example
Social storytelling	Awareness & Consideration	Top → Mid	“ Stop scrolling, start eating”
UGC & Microcreators	Consideration	Top → Mid	“See what your mood picks”
In-App Mood-to-meal AI	Feature adoption	Mid funnel	“Pick your mood”
Push notifications	Repeat ordering	Bottom funnel & Retention	“Solve dinner in 2 taps”

# Channels



**Every channel we use serves one purpose: to make QUICKLY the natural default when users don't know what to eat**



## Channel 1: In-App Feature (Mood to Meal)



- The Mood to Meal tool lives inside the QUICKLY app
- Other channels drive users to discover and use this feature

**User Flow:** Open app → Select mood (treat myself /budget friendly) → AI picks meal → Order in 1 tap

### Why does this work?

- Builds habit through repetition – Each use reinforces the behavior
- Solves decision instantly – Removes the "what to eat" mental load



## Channel 3: Social Media

- **Platforms:** TikTok | Instagram | Xiaohongshu
- **Content:**  
User reposts (2x weekly) → UGC  
Mood challenges (weekly) → Engagement  
Behind-the-scenes (monthly) → Trust

### Why does this work?

- Encourages UGC – Users become advocates
- Shows real utility – Not fake lifestyle content, but actual problem-solving
- Organic reach through engaging content



## Channel 2: Push Notifications

- Sparse, intelligent notifications
- Not for discounts – for gentle reminders that we help decide

Trigger	→	Notification
Exam Period		"Finals mode: let us handle meals while you study"

### Why does this work?

- Reaches users without app open – Acts as a helpful reminder
- Feels helpful, not salesy – Aligns with brand value of being quietly helpful
- Directly connects to the target audience



## Channel 4: Micro-Influencers

- 5-10 nano and micro creators (Must be actual students or young workers – authenticity over reach)

**Creator brief:** Show a real moment of decision fatigue → Open QUICKLY and select their actual mood → React honestly to what the AI picks → Order and eat on camera

### Why does this work?

- Authentic > Polished – Real reactions beat scripted ads
- Friends trust friends, not ads – Micro-influencers feel like peers, not celebrities
- Fits brand values – No hype, just real people showing real usefulness

# Budget allocation

**"Spent on what users remember: a helpful tool, not a forgotten discount."**

"42% of our budget builds a permanent asset; the remaining 58% drives adoption"

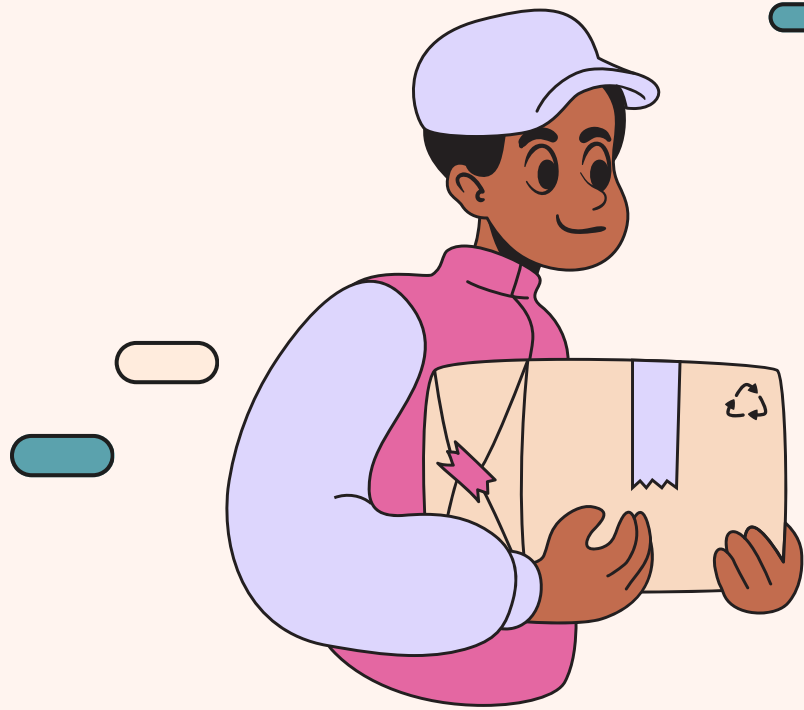


## Budget Allocation: RM60,000

Channel / Item	Allocation	Amount	What It Covers
In-App Feature Development	42%	RM25,000	Gemini API integration + Mood to Meal UI development + AI learning system
Paid Social Media	25%	RM15,000	RM5,000/month for 3 months to boost top-performing organic content
Micro-Influencers	17%	RM10,000	Fees for 5-10 nano/micro creators (RM1,000-2,000 each)
Contingency Fund	8%	RM5,000	Buffer for unexpected opportunities or costs
Remaining Campaign Budget	8%	RM5,000	Design assets, additional content production, miscellaneous



# How will we measure success?



## Main objective: Increase habitual usage

Increase repeat order behaviour among new and existing users aged 20-35 by 20% within 3 months by positioning QUICKLY as the easiest platform for everyday meal decisions

These KPIs capture whether QUICKLY is becoming a habitual platform, by measuring behavioural change within the app

- average orders per active user
- repeat order rate
- 30-day user retention rate

## Top-of-mind consideration

Increase top-of-mind consideration for QUICKLY during meal decision moments among urban users aged 20–35 by 15% within 3 months.

KPIs indicate whether QUICKLY is being considered in the early decision process

- brand recall in post-campaign survey
- direct app opens (users opening the app without paid prompts)
- search volume for QUICKLY

## Engagement with Decision-Simplifying Features

Increase usage of QUICKLY's decision-support features (e.g. recommendations, re-order options, curated lists) by 30% within 3 months

Feature engagement proves users actually experience the feature as convenience

- reorder feature usage
- feature click-through rate
- time-to-order (time from app open to checkout)

## Reduce Promotion Dependence

Increase non-discount-driven orders by 25% within 3 months

KPIs directly measure whether the campaign changes behaviour, away from reliance on promotions

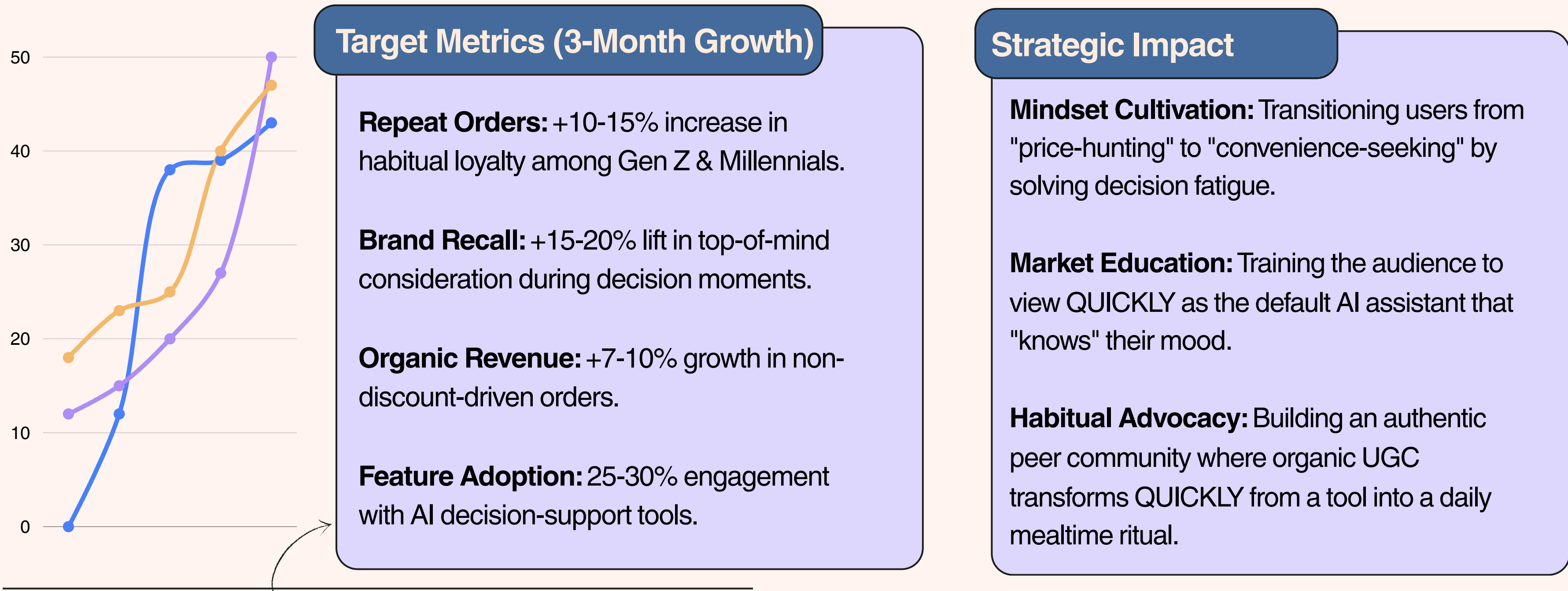
- % of orders completed without vouchers or promo codes
- conversion rate on non-discount campaigns
- average order value without promotions

# Expected Outcomes

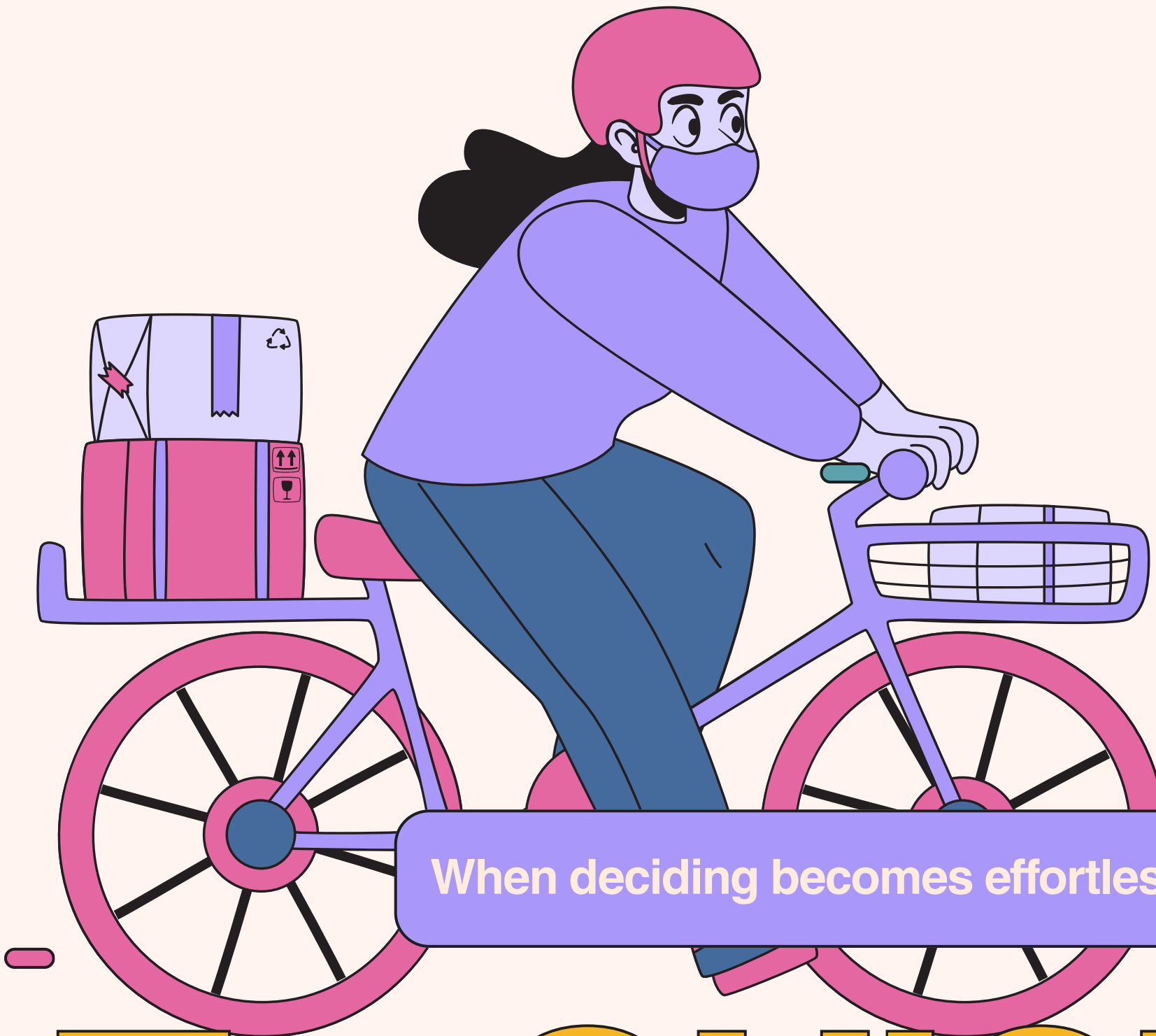
## From Choice to Habit



The faster they decide, the faster they pay — the more they enjoy a lifestyle of peace of mind.



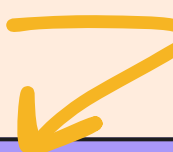
Our projections draw from sources: DoorDash's AI campaign results (20% sales lift), Swiggy's friction-removal benchmarks, global FoodTech benchmarks (45% repeat rates, 19.5% app conversion), and a Malaysian consumer study confirming that convenience significantly influences food delivery behavior alongside price sensitivity. We have made a realistic estimate based on these sources, accounting for QUICKLY's challenger stage and RM60k budget.



Today's food delivery apps compete on **price and promotions**

QUICKLY competes on **making life easier**

Through Mood-to-Meal AI and decision-first design, QUICKLY removes one of the small but constant frictions of daily life

**The result:** 

When deciding becomes effortless, QUICKLY becomes the obvious choice

# Try QUICKLY today