

Diet Choice for DoorDash

Target release	Diet Choice
Epic	New Feature
Document status	DRAFT
Document owner	Abinaya Ragunath
Developers	TBD

Background

There has been a tremendous interest in healthy food choices among users who order food. As of now, the process of finding healthy food and ordering using Door Dash is time consuming. To eliminate this we are introducing Diet Choice. Diet choice will allow customers to quickly filter out restaurants that provide healthy food and order food that matches their diet requirements.

Objectives

- Customers should be able to filter the list of restaurants offering food labels by clicking on 'Diet Choice' filter option in the home page
- Customers should be able to view the label next to the menu items.
- Restaurants should be able to add the labels to the menu items from a provided set of labels

Assumptions

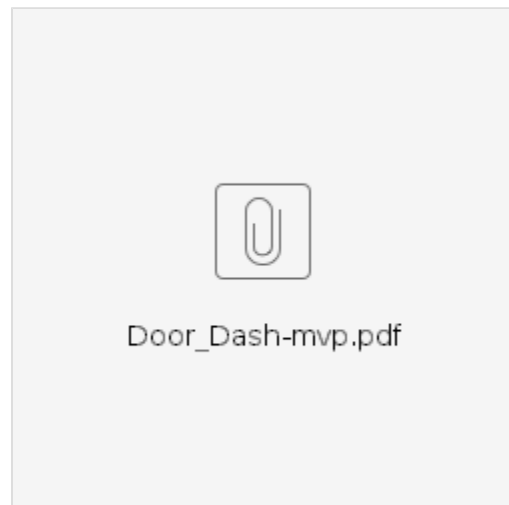
- Users will primarily access from mobile app and laptop browser

Requirements

#	Title	User Story	Importance	Release	Notes
1	Customer Facing : Filter Option	As a user, I would like to be able to quickly filter restaurants that provide food labels	Must Have	v1.0	<ul style="list-style-type: none">• Diet Choice filter should aggregate all restaurants that has any of the food labels (see 4) added to their menu description.
2	Customer Facing: Menu Description	As a user, I would like to be able to quickly spot the food items that align with my diet goal by looking at the diet label next to menu description	Must Have	v1.0	
3	Customer Facing: Add to Cart Page	As a user, I would like to see the label next to menu description, in the add to cart page as well so that I can be assured that I am ordering the correct item before placing the order	Must Have	v1.0	

4	Restaurant Facing: Menu Description Form	As a restaurant owner, I would like to be able food labels from a finite set of labels provided by Door Dash, so that I can serve my customer base with diet requirements.	Must Have	v1.0	<ul style="list-style-type: none"> The labels should be a finite list of images and standard for all restaurant owners. Restaurants owners can add the label by editing the menu description or when creating a menu description. Restaurants should not be allowed to customize the existing label or upload any image or text of their own to a consistent user experience. Each menu item can have any number of labels, as long as it is choosen from the list of labels provided by Door Dash Labels of a menu item should be unique, meaning each label can be assigned to a menu item only once Each label can be assigned to several menu items of a restuarant
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User interaction and design



Questions

Below is a list of questions to be addressed as a result of this requirements document:

Question	Outcome
What about liability issues?	Legal team will update the user agreement for restaurants and end users to indicate that Door Dash is merely displaying the label information provided by restaurant and that is not liable for any outcomes based on the information provided.

Features Out

#	Title	User Story	Importance	Release	Notes
1	Customer Facing: Subfilter to Diet Choice filter	As a user, I want to be able filter all restuarants that provide paleo food by selecting Paleo in the sub filter under the main filter of Diet choice	Must have	v2.0	TBD

Success Metrics

Increase in the sale of items with labels before and after adding the label over a period of time?

Increase in the number of Business adopting the feature

Frequency of order over a period of time