Door Dash

Design Sprint

Product Manager: Amit Balasaheb Gholap

Set the stage

Set the stage for the Design Sprint by framing the problem

Initial PRD

https://docs.google.com/document/d/1rr7YlQf2QTIZuBnFT8JoieKes9Ti10is/edit?usp=sharing&ouid=109774132959066649207&rtpof=true&sd=true

Understand

Create a shared understanding of the space, problem, and goals

How Might We Stickies

How might we know the charging status of the robot?

How might we detect in case of battery failure?

How might we introduce return to home feature?

How might we detect the obstacles?

How might we let customer to check live status of their order

How might we tracker order delivery status?

How might we introduce predictive maintenance for robots?

How might we navigate side walks for robots automatically?

How might we provide notification to operations team in case of failure?

How might we reduce the operations team efforts?

How might we use customers to navigate the robots to deliver their order?

How might we re-route if delivery got cancelled by customer?

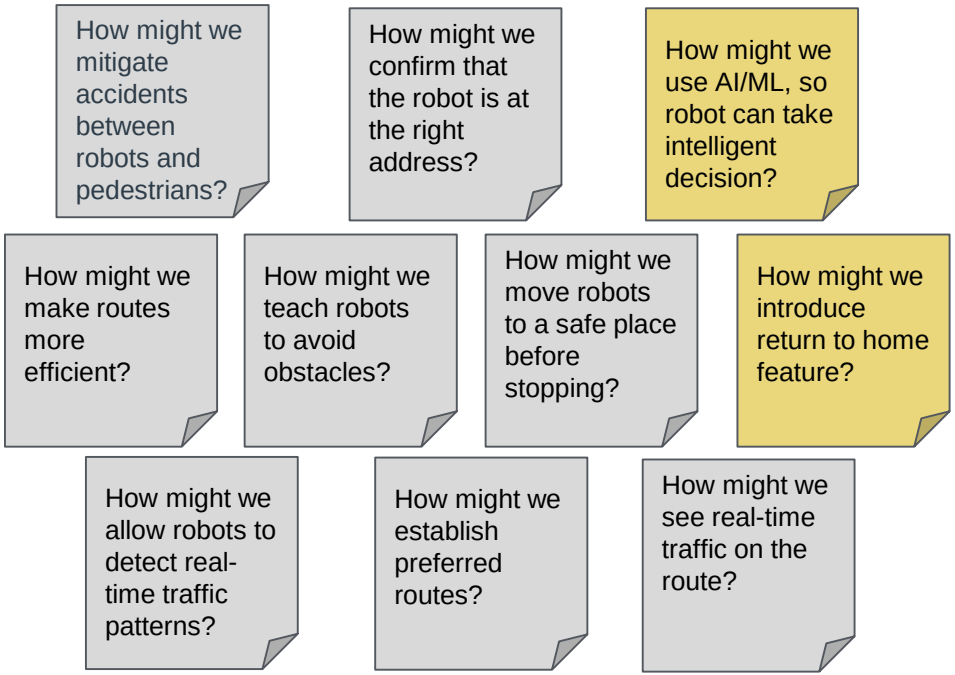
How might we use AI/ML, so robot can take intelligent decision?

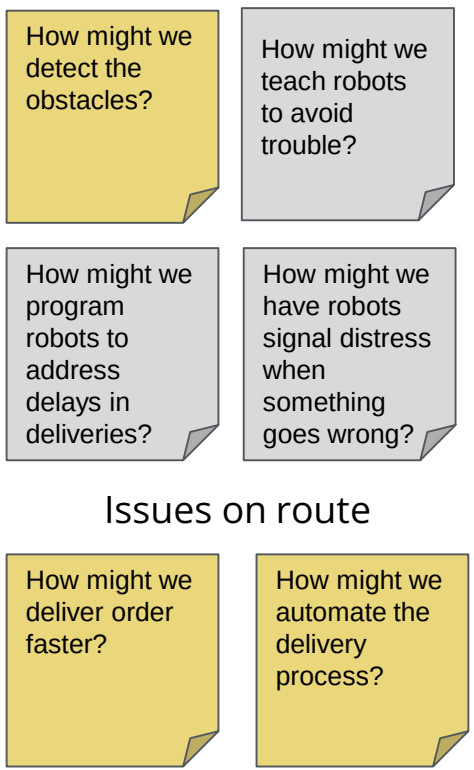
How might we deliver order faster?

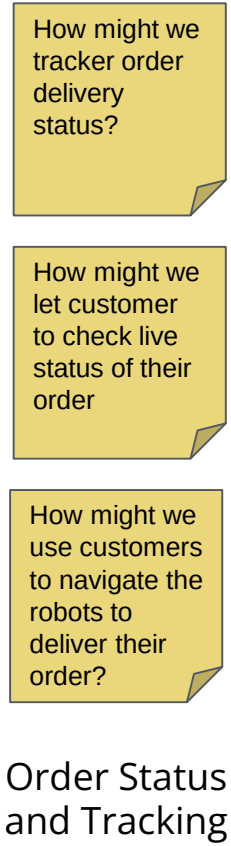
How might we automate the delivery process?

How might we reduce the operations cost?

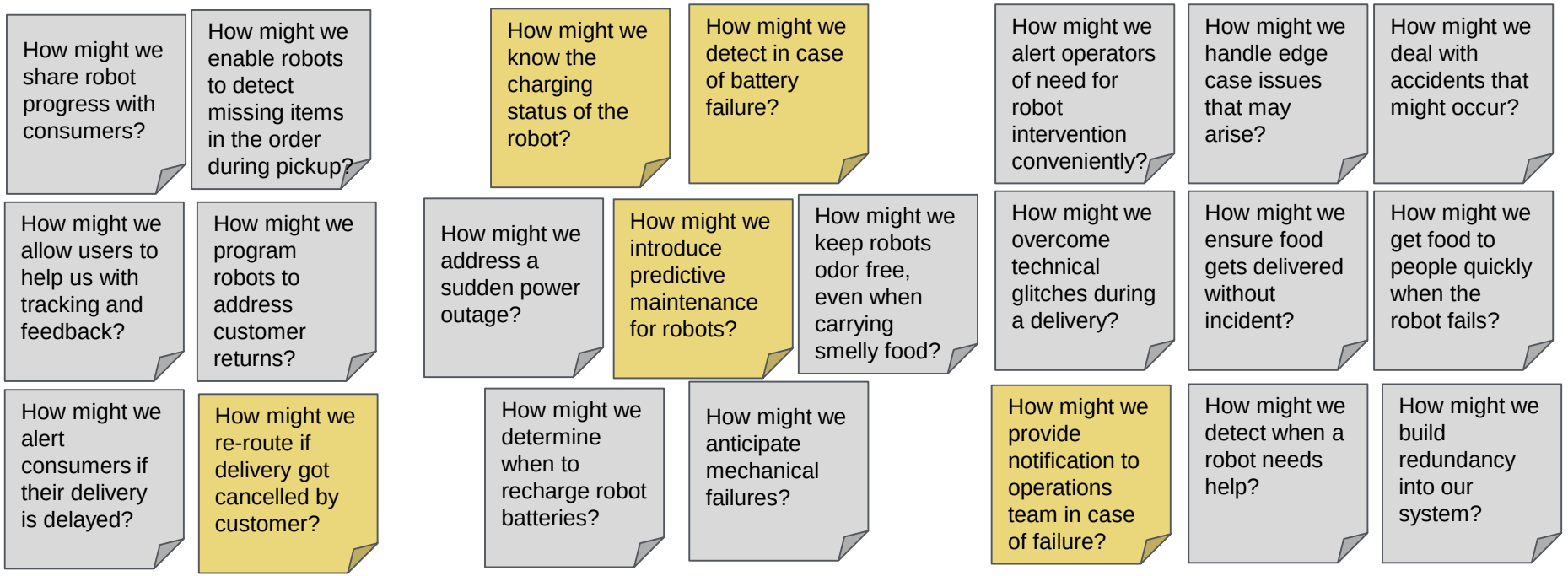
Routing and delivery



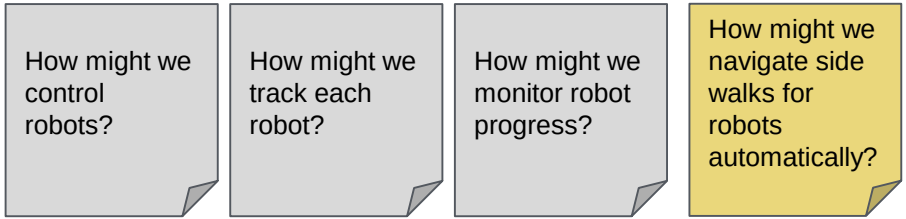




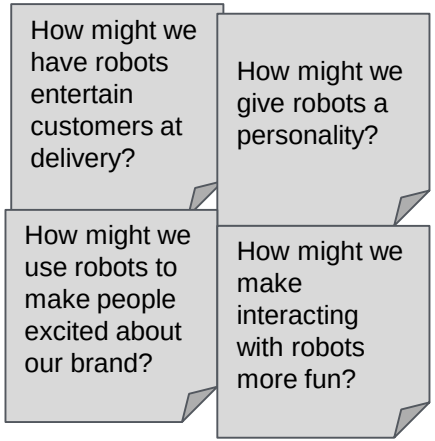
When things go wrong



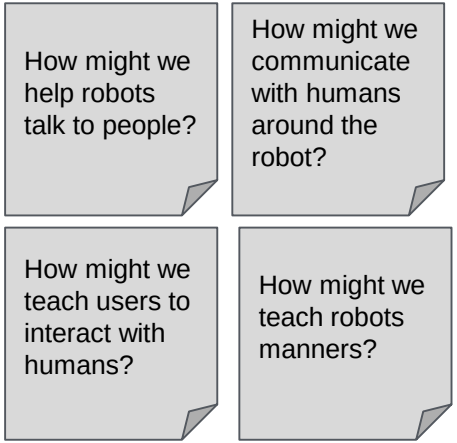
Human/Robot Interaction



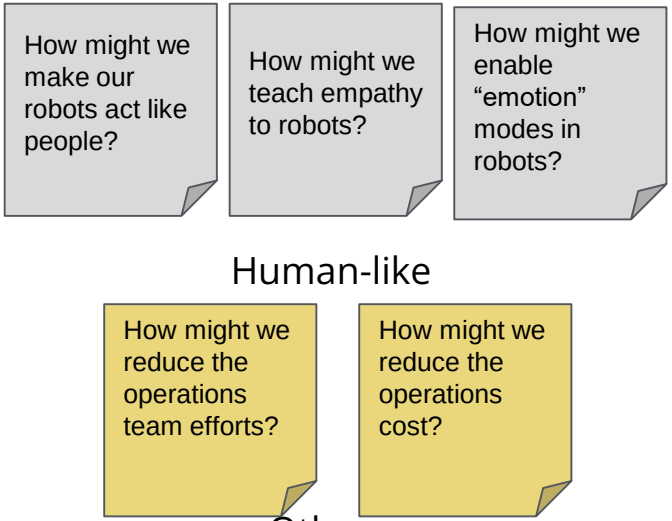
Remote Control



Delight



Communication with people



Human-like

Others

Sprint Focus

Focus	Routing and Delivery
Slide #	slide 5
I selected this theme because	Initial problem which needs improvement or innovation attention is routing and delivery. These focus is very important in terms of business strategy and succsess. Resolving priority problems makes path for further improvement.

Define

With an understanding of the problem space, create focus and align on specific outcomes for the Design Sprint

Witnessing Smarter Delivery System with Smart Robots

Published by: Amit Balasaheb Gholap

Now, you will not be getting your food/ order delivered late. The reasons of delayed delivery is soon going to fly away with our Automated Food/order delivery system. You heard it right. Doordash is a well known for his automated delivery system and it is a competitive player among other similar products with huge market share in this industry. From 2017 DoorDash has tested last-mile delivery with a number of robotics companies like cruise, marble and starships. The primary focus of introducing this automated delivery is to ensure the food should be deliver on time with the desired temperature, test and quality what customers are expecting.

With this automated delivery system customers would be able to experience the quality food what they used to experience in restaurants. From an engagement perspective, customers can control the robots who will be delivering the order. Dashdoor undoubtedly is a disruptive product in its segment, apart from reducing the operational cost and the on-time delivery of the order, Dashdoor robots makes intelligent decisions in real time and are well equipped to auto heal itself, in worst case scenario the robot shall reach out for help to the customers.

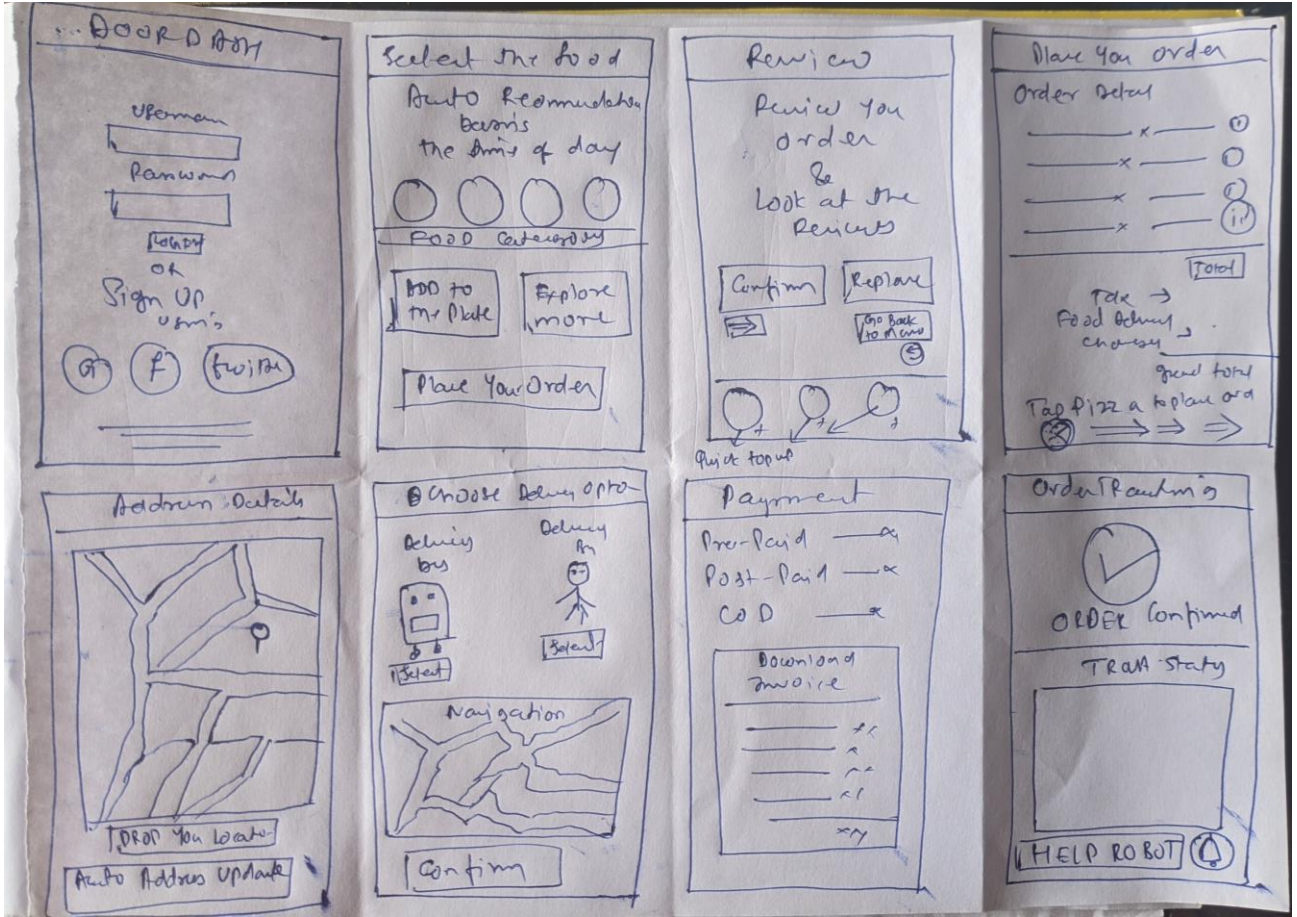
Success Metrics

	Goals	Signals	Metrics
Happiness	Interactive Application design On time food delivery	Customer Surveys User Interviews Recorded Conversation	NPS CSAT Avg delivery time
Engagement	Order Food	Food ordered online with options chosen as robots	No. of orders
Adoption	Share with friends Subscribe to premium services Free 30 Days Trial	Refer a friend Referral Bonus	Referral % Conversion ratio from trial period
Retention	Super Saver Scheme Free Delivery with premium service	No. of people subscribing to super saver scheme	Subscription rate Free trial adoption rate
Task Success	Accurate route deliveries, obstacle and traffic detection	Shortest route calculation and obstacle identification happens Self bootstrap activation	Delivery Accuracy %

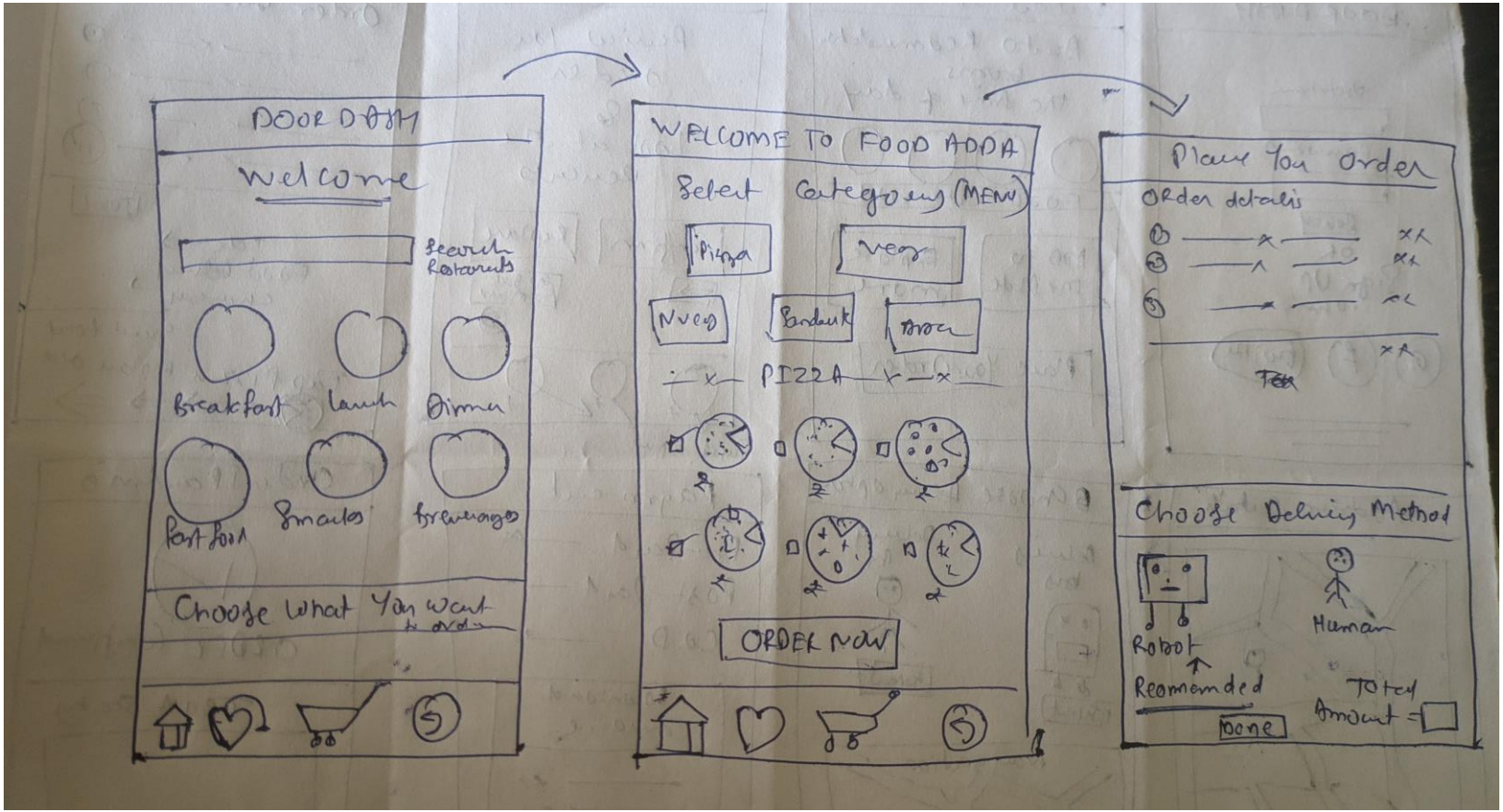
Sketch

Generate tons of ideas, then narrow them down to two in depth solution sketches

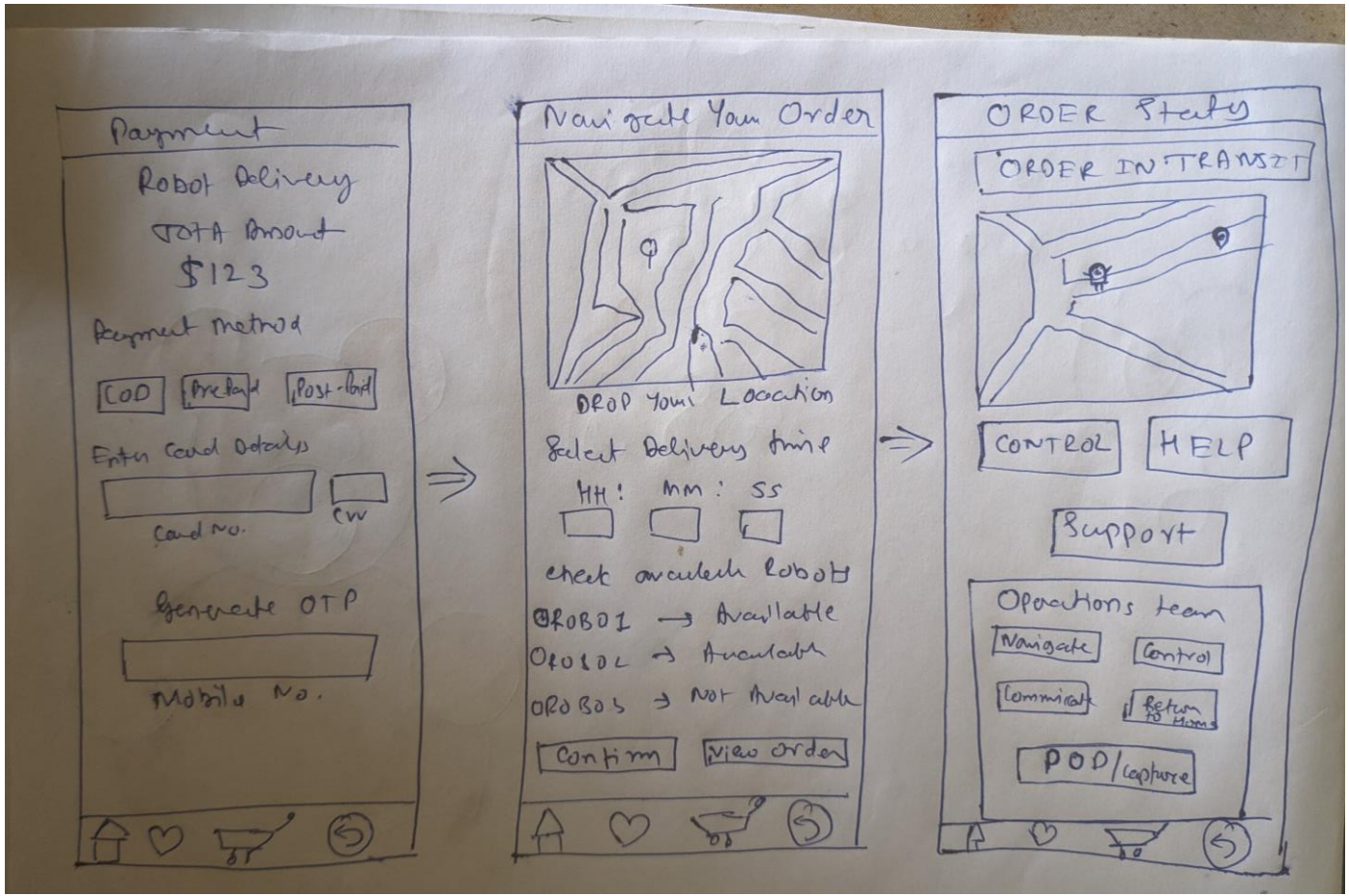
8 Sketches


Select the food
Review
Place You order
Order Detail
Total
Confirm
Replace
Add to the Plate
Explore more
Place Your Order
Payment
Pre-Paid
Post-Paid
COD
Download Invoice
Navigation
Confirm
ORDER Confirmed
HELP ROBOT

Solution Sketch 1- Order Management



Solution Sketch 2- Order Tracking and Status



Decide

Pick the final concept that you develop into a prototype

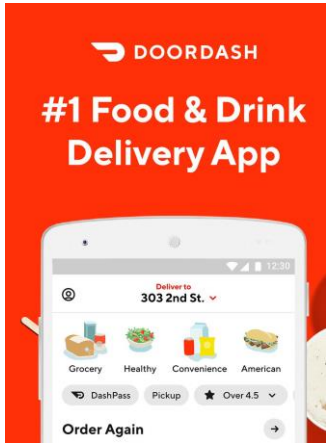
Decision

Decision	Order status and Tracking
Rationale	Doordash has already well developed application for ordering food and for placing an order. The main concern of Doordash is if there is any problem with robots while navigating the delivery, there should be control in placed with operations team. Order status and tracking is a crucial part when in comes to control the robots.

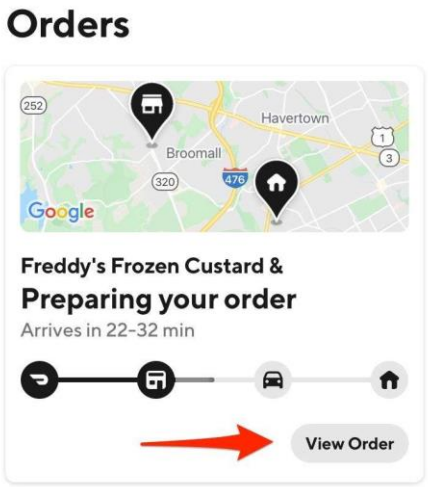
Prototype

Turn your concept into a realistic, interactive prototype that you will use to validate your assumptions and ideas

Storyboard

		
Aarti is a foodie girl and she awlays like to try different cusines and food type present across her area. But due to current pandemic situation she do not want to take any risk in order to avoid people connect, but she also want to have taste amazing food	One of her friend told her about amazing food delivery application “Doordash”. She opened up that application and signup with her google account	Post successful signup, she enter her location and confirm the same.

Storyboard

	 OR 	
She search for available restaurants and she also order her favouraite pizza. Once she made payment for the order there were two different option came to her on screen	Automated Dasher and Human Dasher. When she read the description of automated dasher, she was very happy because her food was going to delviered by Robot but not by any human. She was feeling risk free while ordering food.	She selected Automated Dasher option which was showing lesser delivery time. She was also able to track her order and control the robot. She navigated the robot to her place

Storyboard

	
When the robot was arrived at her place, she placed the QR code in front of Robot screen and trunk was opened.	Her ordered food was in expected condition and safe and also the food was delivered on time. She was so happy.

Prototype

Description • High level overview of the prototype • What does it do?	Shows an overview of the app screens and use case for Order placement, Tracking, controlling the robots, check status of robot etc .
Assumptions • Any assumptions within the prototype	• Check Battery Level • Delivery within certain mins • Robot battery health is good
Tasks • What are the tasks that a user can complete in the prototype?	• Signup or Login • View Restaurants' Menu • Place an Order • Select Delivery Mode • Track Order • Control Robot • Help Center Access • Go back to Home Page

Link your prototype

Validate

Users will go through your prototype and provide feedback on your concept. This is also an opportunity to have an engineering feasibility discussion

Doordash Research Plan

PM: Amit Balasaheb Gholap
STATUS: DRAFT

Objectives

- Are users okay Robots delivering their Orders?
- How does a user feel about the tracking feature in the app?
- How much time can a user wait for a robot to deliver?
- What do they think of the UI/UX of app?

Methodology

- Interviews will be conducted one interviewer at a time.
- Questions focus from broad background information to some specific questions.
- The Q&A session will be followed by the user interacting with the prototype.
- And the interview will be done by participants giving overall feedback.

Participants

- A 28 Year old working girl
- A data specialist

Doordash: Interview Sessions

Introduction

My name is Amit and I am a Product Manager at Doordash. The team's been working on some exciting new ideas about using self-driving robots to deliver food orders and we wanted to share some prototypes which we have created with you and get your feedback.

The interview plan is, I will ask a few background questions to get to know you a little better. Then, we'll switch gears and I'll show you a prototype that the team has been working on and ask for your feedback.

Do you have any questions before we get started?

Great! Is it ok if I record this session? The recording is only going to be used internally by the team to refer back to our conversation. It also helps to make sure that we don't miss anything in the notes.

Background Questions

- Please can you tell a little about yourself?
- Have you used a food delivery service before?
- What type of Issues you have encountered?
- Have you heard about doordash before?
- Have you had a delivery from a robot before?
- Would you order if a robot is to deliver it?
- What is the maximum time you can wait for your delivery before getting very displeased with the service?

Tasks

Now I’m going to show you a prototype that the team has been working on. Keep in mind that this isn’t a test. And there’s no right or wrong answer. We’re trying to understand how well this idea works for you. And because it’s a prototype, not everything you see in the app may work.
One more thing, As you start using the prototype, I’m going to ask you to think out loud. I’m interested in hearing what you are seeing on the screen, how you are interpreting it, and what you expect things to do. So let’s start?

Task 1

You can have a look around the app, Can you describe what you see?
Can you signup or login on the page?
Can you find restaurants?

Task 2

Can you describe what you see right now on the screen?
Would you like to place order?
What are the different delivery types you can see?
Which one you will choose?
Would you like to give feedback?

Wrap Up

Just a few more questions and we will be done here.

- Do you think this is something you would use?
- Is there anything we should work on?
- Can you tell us overall feedback for the team

Thank you for taking your time and helping us here! Your suggestions were something which we were looking for. Have a great day.

User Testing: Participant 1 Key Findings

Link your audio recording

What worked well	• The Login and sign up pages works perfectly and easy to create an account. • The easy UI/UX flow was great and welcomed by the participant • At 1st only user would be able to select her location
Where participants got stuck	• Once the order was confirmed and participant was trying to control the robots, he was not very sure what was the next step that he wanted to perform • He was also not aware about the how the robot trunk was going to open • If the payment method was selected as COD, then what different options are available that was one of the questions asked by participant post interview
Other observations	• QR Scan option was suggested by user in order to open the trunk

User Testing: Participant 2 Key Findings

Link your audio recording

What worked well	• The Login and sign up pages works perfectly and easy to create an account. • User was able to confirm her location easily • User was able to choose delivery type easily • User was able to control the robot
Where participants got stuck	• While selecting a food, participant got confused • User was not able to locate Cash on delivery option • User was not able to communicate with dasher
Other observations	• Online robot finder (if lost) • Conversation with Robot • Cash on delivery option for robots

Handoff

Updated PRD

https://docs.google.com/document/d/1dxQsLa7GvIAKgj_Vkfe-4V73fPxMO3uQ/edit?usp=sharing&ouid=109774132959066649207&rtpof=true&sd=true