



# GRUBHUB

Enjoy your favorite food at your doorsteps

TEAM  
INNOVISION

# DISCUSSION STRUCTURE

## Agenda

Problem Statement

Vision

Market Sizing

User Base

User Personas

Survey Synthesis

Customer problems

Grubhub vs Other Apps

User Assumptions

Market Analysis

# PROBLEM STATEMENT

Grubhub users face challenges including delivery delays, limited restaurant choices, inaccurate orders, high service fees, and technical issues. These issues lead to frustration, dissatisfaction, and a desire for improvement. Users seek more diverse restaurant options, accurate orders, competitive service fees, seamless technical performance, and improved communication and support. Addressing these challenges is crucial for enhancing user experience and retaining customer .





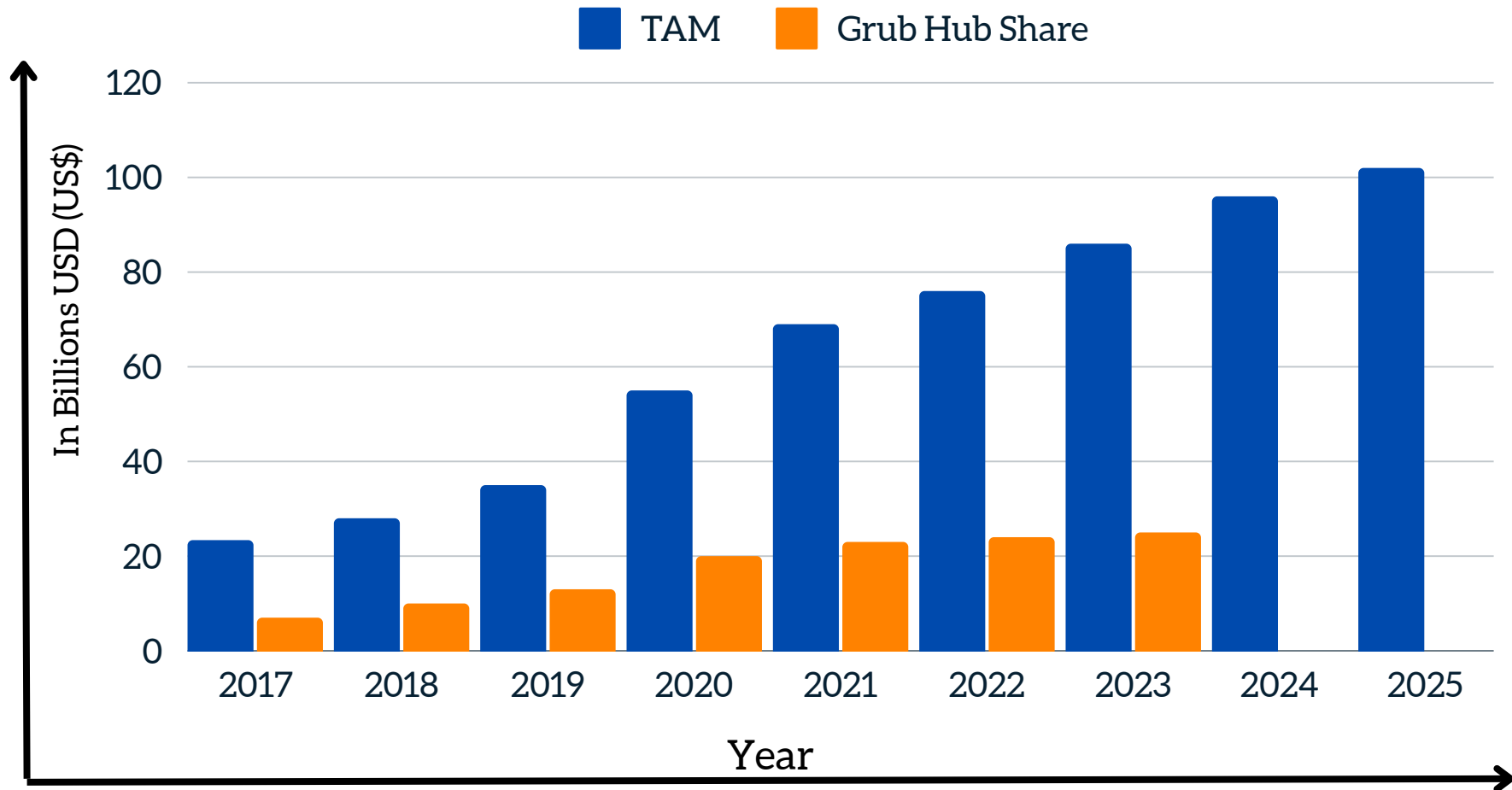


# MAIN VISION


Grubhub's vision is to connect people with the food they love from their favorite local restaurants, making it easier for customers to order food delivery and takeout online. They aim to provide a seamless and convenient platform that offers a wide range of dining options, while also supporting local businesses and communities.



# MARKET SIZING



The Total Addressable Market (TAM) for deliveries is experiencing significant growth, with an 11% growth rate (2024-2028), highlighting a thriving sector. In contrast, Grubhub's growth rate of 7% (2021-2023) suggests a comparatively slower performance, indicating potential challenges for the platform.



63% of users  
are between  
18-29 years of  
age group

51% of users  
are between  
30-44 years of  
age group

29% of users  
are between  
45-60 years of  
age group

14% of users  
are above 60  
years of age

# EXISTING USERBASE


## 1. Power Users:

- College students ordering between classes or study sessions
- Freelancers prioritizing convenience during workdays
- Individuals with mobility issues preferring delivery over dining out

## 2. Core Users:

- Software engineers with long hours at tech companies
- Nurses or doctors with irregular hospital shifts
- Sales executives constantly moving between meetings

## 3. Casual Users:

- Families celebrating special events at home
  - Tourists exploring local cuisine from hotels
  - Small gathering hosts opting for food delivery convenience
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# USER PERSONAS

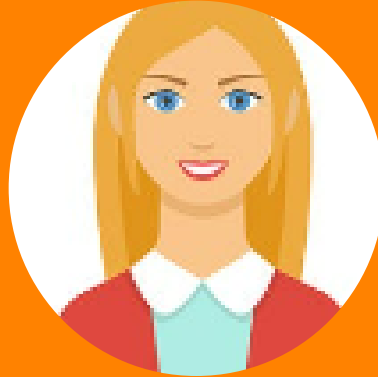


**Niha - 22**

College Student

Usage: Relies on Grubhub for convenient meals when not cooking or studying late.

Preference: Appreciates the diverse and affordable food options available on the platform.

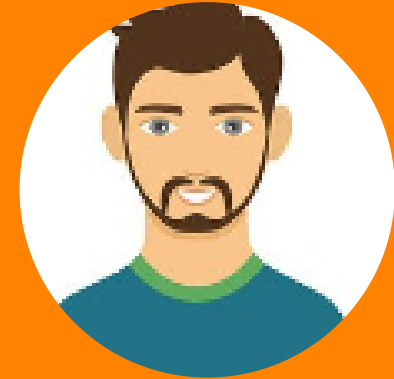


**Kathy -38**

Busy Professional

Usage: Relies on Grubhub for convenient meal orders during hectic workdays.

Preference: Prefers ordering from favorite local restaurants for quick and hassle-free meals.



**Marino -45**

Small Restaurant Owner

Usage: Utilizes Grubhub's tools to expand customer base and reach a wider audience.

Activities: Manages orders, tracks performance, and engages with customers through the app's features.

# SURVEY SYNTHESIS

**35% of surveyed users reported DoorDash as their most frequently used food delivery app**

**30% of users favored Uber Eats, highlighting its convenience and reliability in the order placement process**

**20% of users identified Grubhub as their preferred app, praising its intuitive interface and personalized recommendations**

**85% of users express high satisfaction with its intuitive interface and personalized recommendations**

**90% of users appreciate the seamless order placement process and efficient delivery service**

**70% of users desire enhanced customer support features, such as live chat options within the app**



# CUSTOMER PROBLEMS

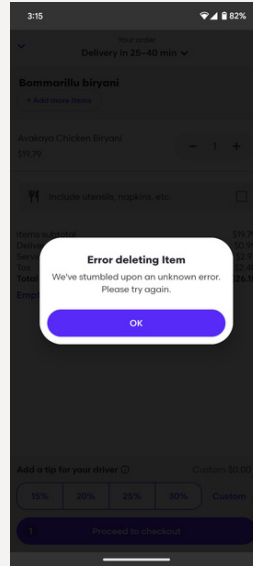
## Pain Points

Delivery delays

High Service Fees

Inaccurate Orders

Technical Issues



## Opportunities

Enhanced Delivery Tracking

Transparent Pricing Structure

Quality Control Measures

Investment in Technology Infrastructure



# USER ASSUMPTIONS MAPPING

Easy to Validate

Demographic Assumptions

- Age: Majority between 18-45
- Lifestyle

Behavioral Assumptions

- Frequency of Use
- Decision-Making Process

Demographic Assumptions:  
Income Level

Risky

Geographic Assumptions

- Urban vs. Suburban:  
Concentrated in urban  
and suburban areas.
- Regional Preferences

Market Assumptions:

Competition

Market Trends: User behavior  
evolves with market trends and  
technological advancements.

Difficult to Validate



Less Risky

# GRUBHUB VS OTHER APPS

**Established Market Presence**

**Strong brand identity**

**High commission fees**

**Dependence on Restaurants**

**Food Delivery App**

**Delivery Network**

**Restaurant Partnerships**

**User Experience**

**Market Presence**

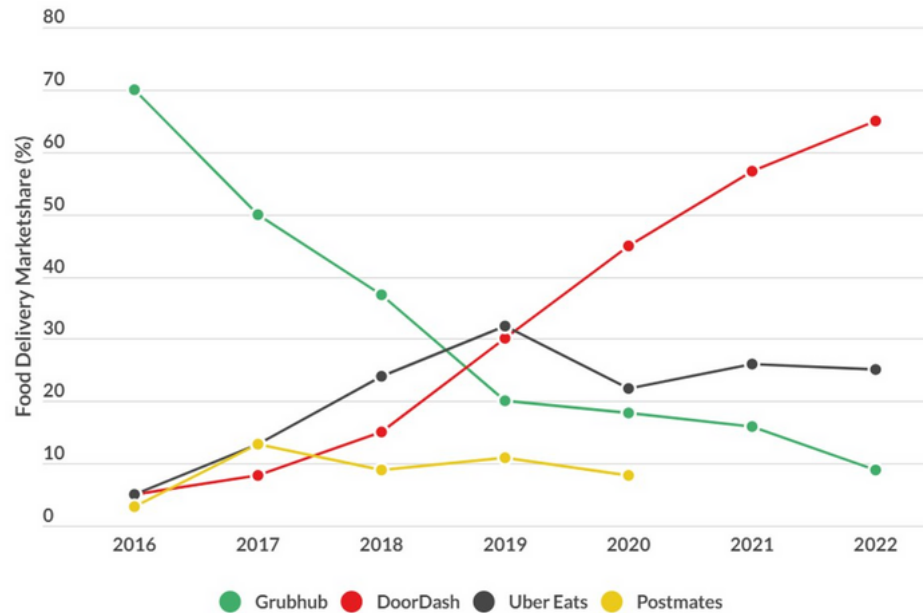
**Adaptation to Market Trends**

**Marketing strategy**

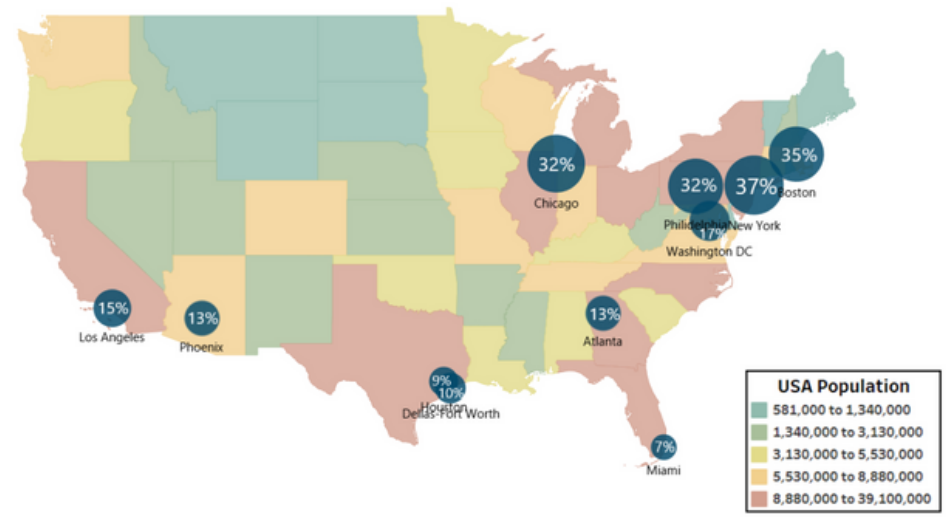
**Offers and Promotions**

# MARKET ANALYSIS

## Grubhub market share vs competitors



## Top Cities with Significant Grubhub Userbase in the USA



*Thank  
you!*

Enjoy your Meal!!