Marketing Guide

Background:

- The food delivery industry is looking for more efficient and reliable delivery solutions.

Problem Statement: Current delivery methods are costly and inconsistent.

Product Goals: DoorDash's autonomous delivery robots aim to:

1. Reduce costs.
2. Improve reliability.
3. Enhance efficiency.
4. Enable scalability.

Market background:

Target Audience:

1. DoorDash Customers: Individuals who use DoorDash for food delivery, seeking fast, reliable, and contactless delivery options**.**
2. DoorDash Operations Team: Employees who manage and monitor the autonomous delivery system.
3. Restaurant Partners: Restaurants that collaborate with DoorDash for food delivery services.

Target Market:
- **Geographic Scope:** Urban and suburban areas where DoorDash operates, focusing on regions with high delivery volumes.
- **Demographics:** Tech-savvy consumers, including young professionals and families, who value convenience and innovative solutions

Competitors:

1. Uber Eats:
  ○ Size: Operates in over 6,000 cities worldwide with significant revenue.

2. **Grubhub**:
  ○ Size: Major player in the U.S. with substantial user base and revenues.

Product Background and Positioning:

Product Value Proposition:

DoorDash's autonomous delivery solution aims to revolutionize the food delivery industry by providing a cost-effective, reliable, and efficient delivery method using self-driving robots. This innovation will reduce operational costs, improve delivery consistency, and enhance the overall customer experience through faster and more predictable delivery times.

Main Features:

1. **Real-Time Delivery Monitoring**:

○ **Description**: Allows the operations team to track the status and location of each delivery robot in real-time, ensuring efficient and timely deliveries.

2. Remote Control and Intervention:

○ **Description**: Provides operators the ability to manually control delivery robots in case of obstacles or unexpected situations, maintaining reliable service and customer satisfaction.

3. Optimized Route Planning:

○ **Description**: Utilizes advanced algorithms to determine the most efficient delivery routes, reducing travel time and operational costs.

Benefits to Users and Consumers

- **Convenience**: Easily order food from your favorite restaurants without leaving home.

- **Time-Saving**: Quick and efficient delivery saves users time and effort.

- **Safety**: Contactless delivery options ensure safety, especially during times of health concerns.

- **Diverse Choices**: A wide variety of food options caters to different tastes and dietary needs.

- **Real-Time Updates**: Stay informed with real-time tracking of your order's status.

How to Use the Product

- **Download the App:** Install the DoorDash app from the App Store or Google Play Store.

- **Create an Account:** Sign up using your email, phone number, or social media accounts.

- **Browse Restaurants:** Explore the list of available restaurants and their menus.

- **Place an Order:** Select your desired items, customize if needed, and add them to your cart.

- **Track Your Order:** Use the app to track the progress of your order in real-time.

- **Receive Your Delivery:** Enjoy your meal delivered right to your doorstep.

Where you Can Find the Doordash App

- App Store: Download the DoorDash app for iOS devices from the Apple App Store.

- Google Play Store: Download the DoorDash app for Android devices from the Google Play Store.

- Website: Visit the DoorDash website to place orders online and learn more about the service.

Visual Element:
https://www.figma.com/proto/MDNcSycprqmTKUQgefXQpd/Doordash?node-id=2 -233&node-typ e=canvas&t=LhU2OK9kFDB0KOFo-1&scaling=scale-down&content-scaling=fixe d&page-id=0% 3A1&starting-point-node-id=30%3A104&show-proto-sidebar=1