

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.

Visual Element:

<https://www.figma.com/proto/MDNcSycprqmTKUQgefXQpd/Doordash?node-id=2-233&node-type=canvas&t=LhU2OK9kFDB0KOFo-1&scaling=scale-down&content-scaling=fixed&page-id=0%3A1&starting-point-node-id=30%3A104&show-protocol-sidebar=1>