Marketing Guide

Background:

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-proto-sidebar=1