DoorDash™

Design Sprint

Product Manager: Srinivas Katti

Set the stage

Set the stage for the Design Sprint by framing the problem

Initial PRD

Background

The hospitality /food delivery industry faces with two major problems. The first problem is that this industry incurs a huge cost for the operations, which includes the delivery staffs, manager and the operators to completely manage the end-to-end delivery of the food delivery. The second problem is the timely delivery of the food, it is very important that the ordered food/grocery is delivered on-time and it is very critical for the success of the business.

Problem

To address the problem the problem for the cost reduction for the organization and also to improve the productivity, industries are now migrating towards automation, which ensures high efficiency which are less error prone and reduce the operations cost ,there by improving the topline.

Goals

Build an end-to-end turnkey solution/product which shall have the following:

- Delivery of the goods right from origin to the last mile delivery without human intervention or minimal human intervention in case of failure.
- Build an efficient mobile or native app for the users to place the order, track the order, notifications of the delivery, secured transaction at the last mile delivery to authenticate the user.
- Remote asset management and tracking

Understand

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

How Might We

How might we build an intuitive app for the users

How might we build a strong backend to support and the delivery system for the operations team?

How might we build robot to ask for help from the operations team, in case of failure or prognostication

How might we help help to robot to read and decipher traffic signals

How might we help robot for authenticating the user at the last mile delivery ?

How might we help robot to notify in case of theft or robbery or someone trying to attack robot?

How might we help robot to bootstrap itself if there are any failures ?

How might we help the robot re-route if the user changes the destination delivery address

How might we help robot for obstacle detection

How might we build anti collision on the road ?

Define

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

Product Overview

Who is it for ?

Doordash™ is the end-to-end solution specifically designed for the hospital industry specifically for the operations team to manage the end-to-end delivery of the ordered food product .

What does it solve ?

The product focuses on solving two major problems

- reduce the overall operations cost
- improve productivity.

Customer benefits ?

Our solution manages the entire delivery cycle of the food delivery right from the order which is placed by the customer to the delivery of the product at the last mile delivery. The product is built consider customer’s customers problem by having the food delivered on-time and provide the security feature till the last mile delivery.

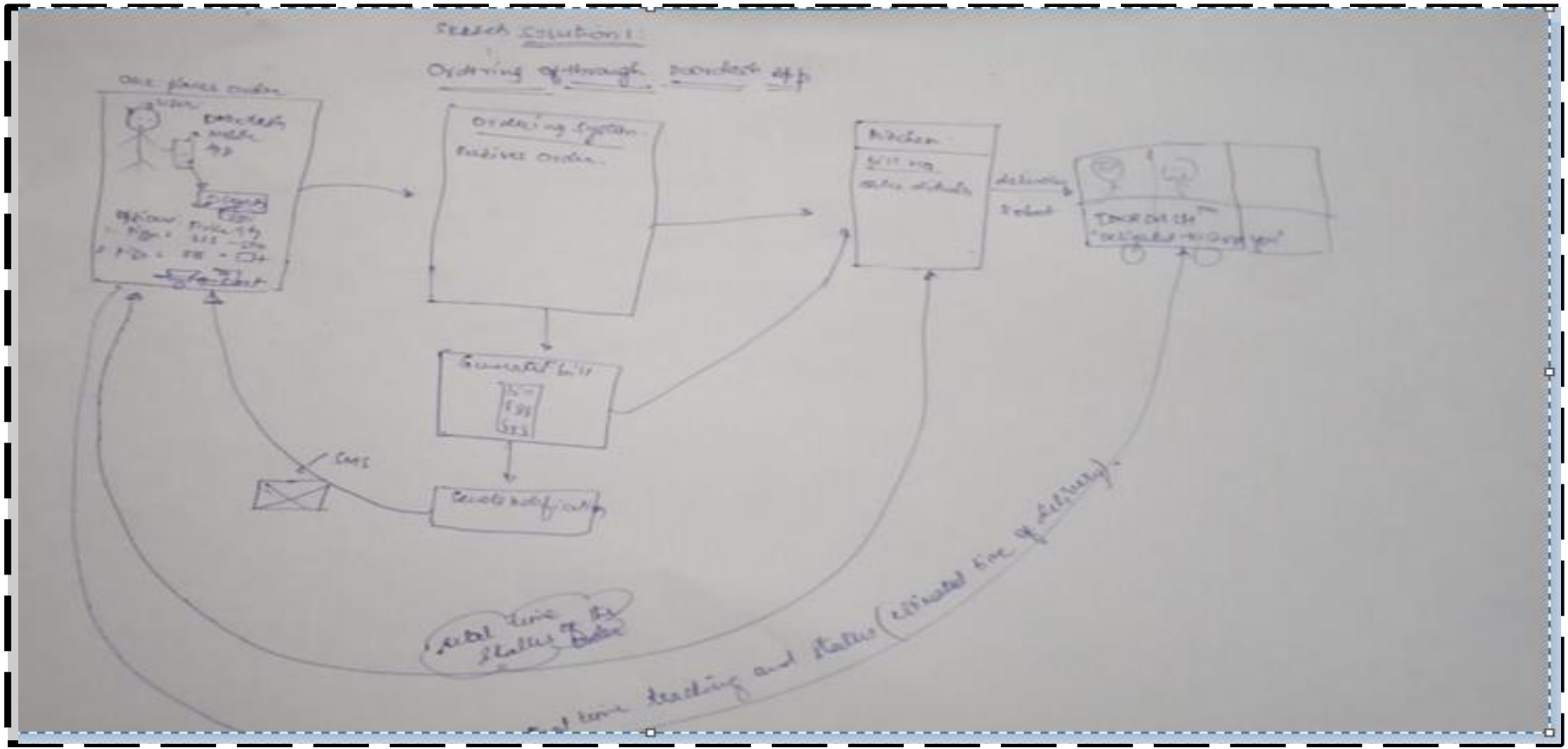
Success Metrics

	Goals	Signals	Metrics
Happiness	Intuitive design	Provide the user with elegant and simple to use app	Anyone shall be able to use this app.
Engagement	Social media/app community/blog	The more tweets and comments from the user, the better	80% 5 star rating for the app determines the success of the product
Adoption	App download and subscribe	The user downloads and be a subscriber	80% Referrals from the current customers and 20% from others sources
Retention	Customer subscription rate	Higher Customer subscription is the indicator of growth	At least 75% of the registered customers are active and subscribing for our grocery products
Task Success	No failure rate /No margin for error	The ordering mechanism shall happen every time the user wants to place order	The ordering app shall not fail at all. If it all it fails, the notification shall trigger and the support team reaches out to customer immediately.

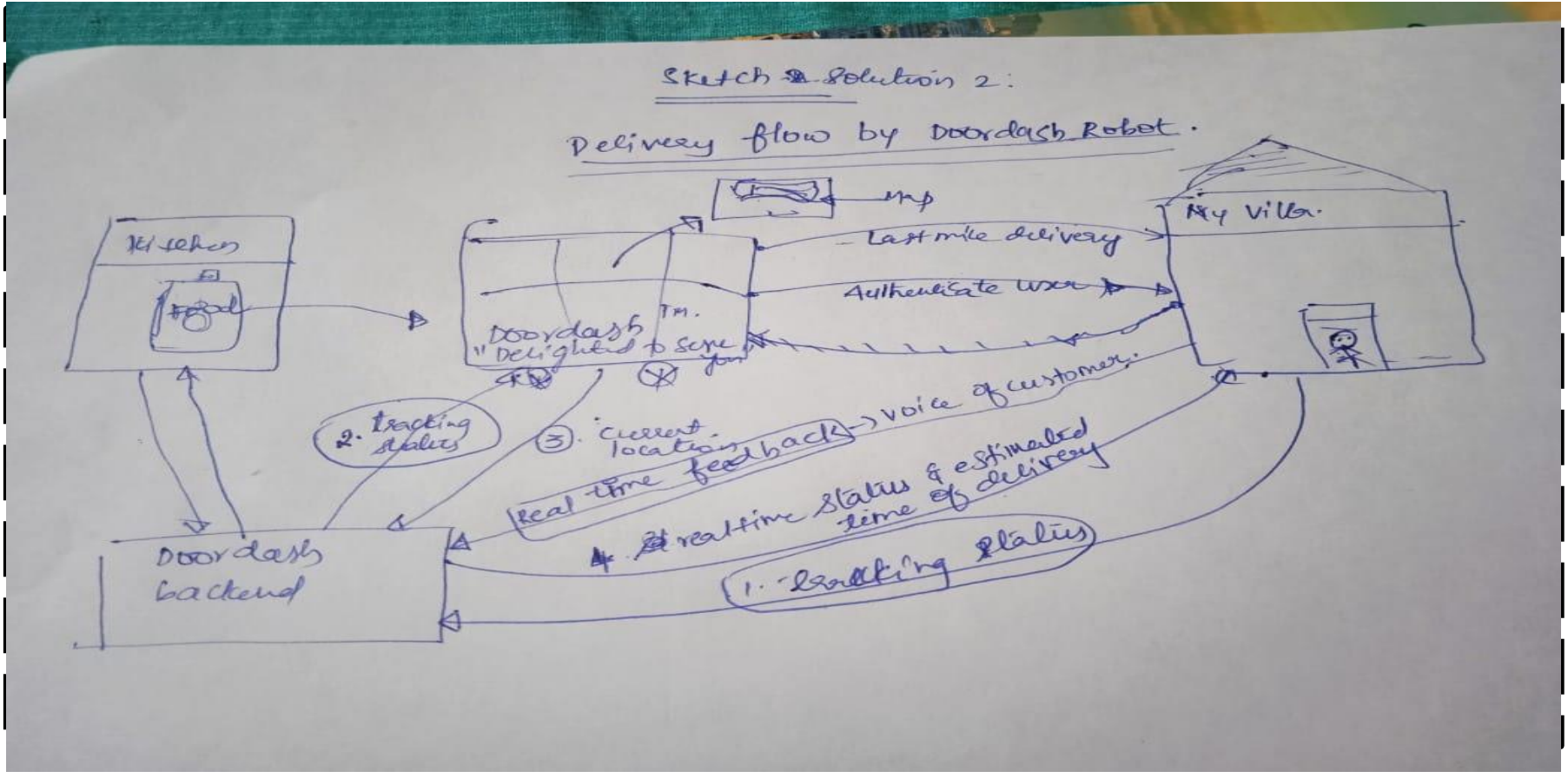
Sketch

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

Ordering through doordash app



Order delivery flow by Doordash robot



Decide

Pick the final concept that you develop into a prototype

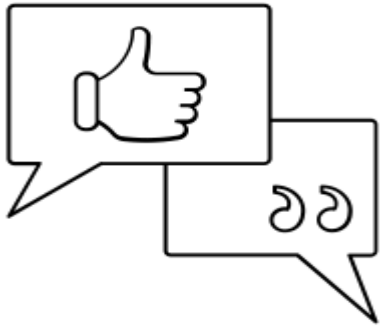
Decision

Decision	Ordering through Doordash app
Rationale	The rationale of choosing this feature is because this is the first steps or the origin of the task. That is , the user places the order and then the sequence flows starts from the user. Also, this app can be prototyped quickly till it reaches robot for the delivery and then the robot shall do the needful.

Prototype

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

Storyboard -Dashdoor

		
Connoisseur foods was desperately looking to reduce the cost of the food delivery with the help of delivery robot.	Since the connoisseur foods forte was not having experience in managing the software and products, they are looking for managed services for the food delivery through complete automation.	Steve from yummy foods our existing customer, referred us to Connoisseur foods, who happens to be the friend of Connoisseur food's owner, Steve vouched for our managed services.

Note: Dashdoor is B2B product.

Storyboard Dashdoor – Contd...

		
Connoiseur wants to run the POC at their premises to see how does the solution works .	With the help of DoorDash mobile app, the operations team ordered a food, they were amazed to see the order got successfully placed with all the notifications and real time tracking .	The order next moved to the kitchen and then the ordered is ready to handover to Robot for the delivery.

Prototype

Description • High level overview of the prototype • What does it do?	This prototype is a pretty quick and dirty way to demonstrate the minimal feature that the doordash mobile app has , it has bare minimal features of searching and placing the order
Assumptions • Any assumptions within the prototype	• The prototype and the app is specifically built for food delivery • The prototype is built mobile android and ios platform only. • The delivery is in the vicnity of 2 miles.
Tasks • What are the tasks that a user can complete in the prototype?	• User can search and order the food . • User can contact the support center , in case of any assistance.

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 delivery system

PM: Srinivas Katti
STATUS: DRAFT

Objectives

The objective of the prototype is two folds, addressing the direct customer(B2B) and the end-user(Customer's customers) to get the feedback on the prototype and get voice of customers in real time. This way we would get feedback from the customer and also from customer's customers which will definitely help in improvising the product.

Methodology

We are going to set to interview the users

Participants

- Operations team members from the customer to make them understand about the product
- End users who shall be willing to volunteer for the testing the app through play store

Dashdoor :Interview Sessions

Introduction
Hi , I am Srinivas Katti , Product Manager at XYZ Corporation. At the outset , I would like to thank you for your time to volunteer for to test our prototype and provide the feedback. Doordash is the end-to-end solution for automated food delivery through robots.

Background Questions
How did you find the user interface ?
How was the navigation ?
Are you able to find what you wanted to find and place order?
What might you think would be able to help the end user
Do you like the notification ?
What other means of notification do you think would be good to have ?
Is there any thing you feel that app should have, which you think is missing ?
Tasks
Try to search the food you want to delivery and see if the order was sucessful

Task 1
Go to menu and start navigation till you purchase the order

Task 2
Click on the offers and see if you can purchase your order

Wrap Up
What do you think about the navigation experience? . Any improvements / suggestions

User Testing: Participant 1 Key Findings

What worked well	*The navigation was working well for the purchase from the main menu icon.*
Where participants got stuck	*If you want to go ahead and re-purchase, the app doesn't seem to be working and it is stuck.*
Other observations	*The app is not foolproof and doesn't consider all permutations and combinations of tasks, while ordering what if he wants to talk to call center ?. There is no voice support for searching and ordering the food.*

Note: The google drive link of the recorded audio is provided as link.

Participant 1: Interview Notes

The user was able to navigate to order the food.

The app will be stuck if he wants to go ahead and the order.

All possible scenarios of ordering the food is not considered, order cancellations and sending out the notifications to user if the order is not placed, querying the user if he needs to purchase the order.

User Testing: Participant 2 Key Findings

Link your audio recording

What worked well	*The navigation is intuitive and simple to use.*
Where participants got stuck	*The user is stuck, if wants to order the deal of the day and combo offer, there is no provision to ask if he wants to continue to purchase more or checkout the cart.*
Other observations	*The app is not birectional and the navigation doesn't seem work , if we try to go and add other items to the cart. Count of items is not shown.*

Participant 2: Interview Notes

User has captured valid point on the count of orders, which should been captured in the prototype. Since, it was quick and dirty app, the app will have bare minimum features to start with, this was communicated to the user.

Handoff

Updated PRD

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Note : There is no change in the PRD.