

Automated food delivery

Door dash

Product Owner: Oboh Kingsley



Background

Why Are We Here?

- To build a tool for the operations team that monitors the status of deliveries.

[To deliver quickly and efficiently]

Business Case

Initial Focus

Where are we starting?

- The focus is to meet the company's goals of reducing its operating costs and provide more reliable delivery times.

Opportunity

What's the problem?

- Consumers complain about the efficiency of the delivery of the food. It takes time for them to receive their order and when the food gets to them its already cold. There is need to match up with other competitors who deliver efficiently. delivery requests come in in real time; most orders need to be delivered immediately; Dashers are in constant movement; and the effects of variance in restaurant operations and real-world events (traffic, weather, etc.) have pronounced effects on the solutions.
- **The total addressable market for food delivery service in the US**
- 78.8% of Americans (260million) use food delivery services and spends \$35.42 per order. The average American orders delivery 3.7 times per month, almost once a week!
- **TAM = (260 million) x (\$131 per month) x (12 months per year) = \$408 Billion (approx.)**

Proposal

What's Our Solution?

- The solution is to build a tool for the operations team-- to view the status of deliveries and remotely take control of robots that need intervention (i.e.: rerouting).

FOOD DELIVERY ROBOT



Return On Investment

What can we do?

- A food delivery robot will cost about \$3000 and since there are about 2 million drivers. Lets say we replace them all with food delivery robots.
- The amount spent would be $2\text{million} \times \$3000 = \6Billion
- Total amount of orders made in 2022 = 1.7Billion at an average of 4\$ per order.

The amount gained would be $1.7\text{Billion} \times \$4 = \$7.65\text{Billion}$

Therefore the ROI would be 27.5%

This would reduce the number of staffs they need to hire, which can help them save money, fuel and vehicle maintenance cost. The average pay of a delivery driver is \$4100 per month and with this calculation Door dash would be able to make profit.

Measurement

How will we know if we're successful?

- Success would be measured by the number of successful delivery.
- The goal of the first year would be to get more customers to order due to trust of the improved delivery system.

Competitors

Uber Eats

What does this competitor do?

- Uber Eats is an online food ordering and delivery platform launched by Uber in 2014. Couriers deliver meals using cars, scooters, bikes, or on foot.

• What features do they have?

- Group grocery orders, robust tracking system that allows you to track your order till its delivery, Schedule Orders, Restaurant Manager, Payment Options and Social Media Integration.

• Are they seeing good market penetration?

- Uber Eats has approximately 88 million users, with a market share of 27% making it one of the most popular single app delivery service. Uber Eats generated \$10.9 billion in revenue in 2022, a 31% year-on-year increase.

Grubhub

What does this competitor do?

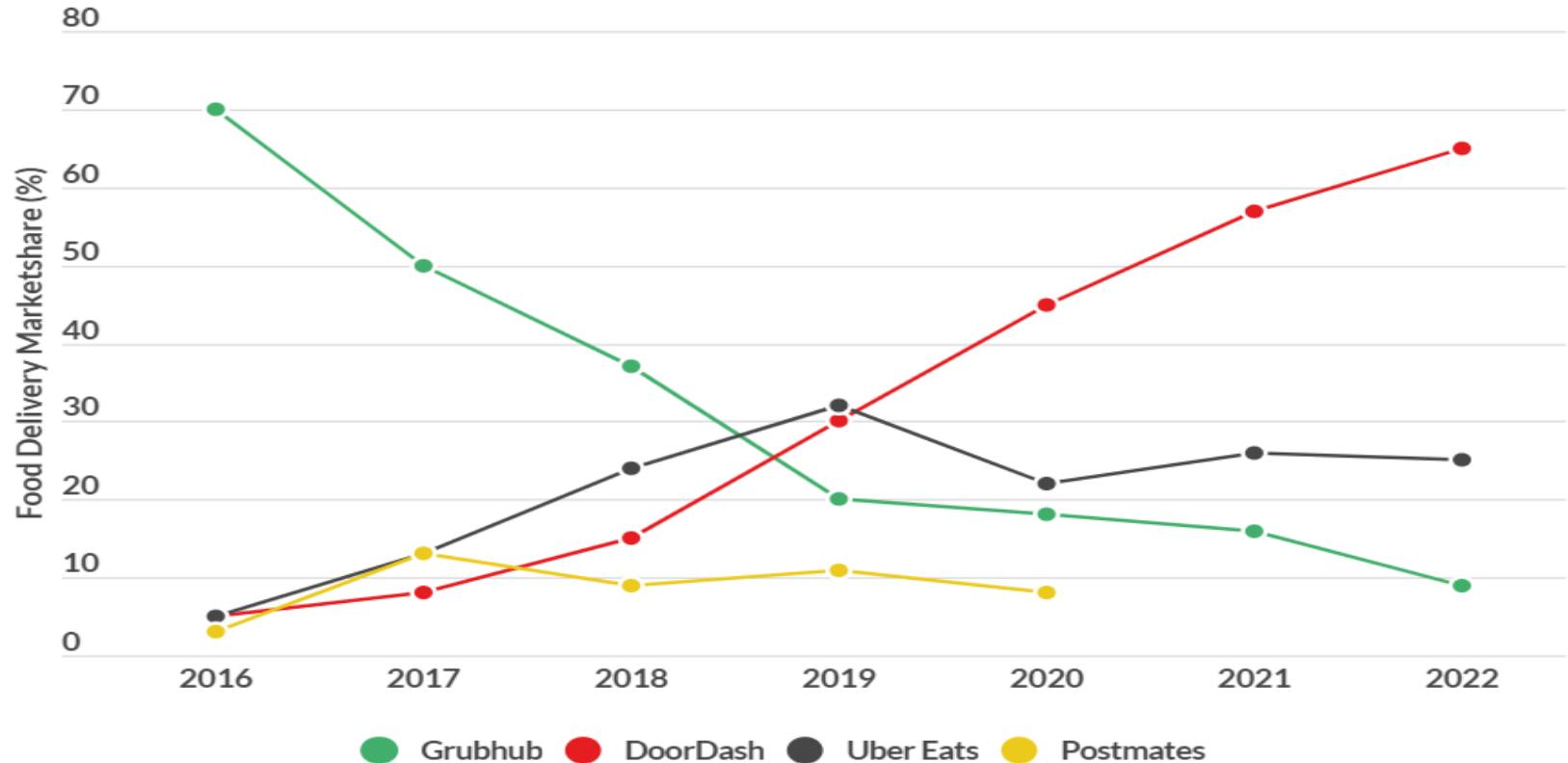
Grub hub Inc. is an American online and mobile prepared food ordering and delivery platform based in Chicago, Illinois.

What features do they have?

- Activity Dashboard, Activity Tracking, Alerts/Notifications, Delivery Tracking, Food Delivery Dispatching, For Restaurants, Gift Card Management and Kitchen/Menu Management.
- **Are they seeing good market penetration?**
- Grub hub has approximately 28 million users, with a market share of 10% of the app delivery service. Grubhub generated \$1.8 billion in revenue in 2022,

UNITED STATES FOOD DELIVERY MARKET SHARE

US food delivery market share 2016 to 2022 (%)



Our Advantages

Why are we better?

- Door dash has the most efficient delivery service.
- Door dash delivers alcohol in every location, other competitors don't.
- Door dash allows order customization for all restaurants.
- Door dash Offers dietary filters

Roadmap and Vision

Roadmap Pillars

Where do we go from here?

- **Vision**

- “To offer the most efficient delivery service in the world”

- **Themes**

- To improve customer delivery experience
- To improve customer service experience

Theme 1: To improve customer delivery experience

[Features]

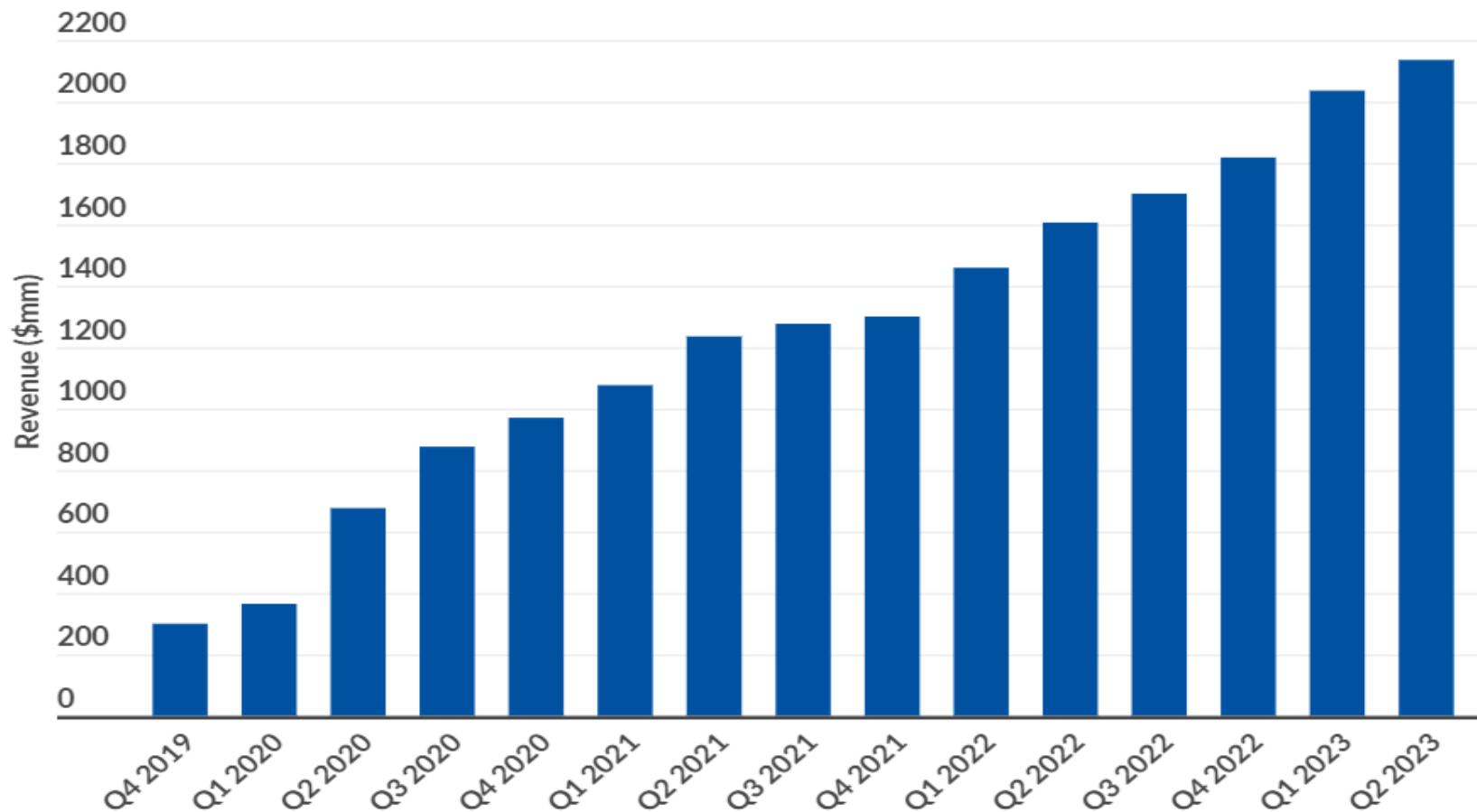
- Timeliness: Delivering orders on time is crucial.
- Accuracy: Ensuring accurate order fulfillment is essential.
- Communication: Clear and proactive communication throughout the delivery process is vital.

Theme 2: To improve customer Service experience

[Features]

- Chat bots: Chatbots are an artificial intelligence-powered technology designed to engage in conversations with human users over the internet. They have quickly taken over customer service functions for a growing number of businesses as they are able to respond to customer queries and fulfill the modern consumer demand for instant support.
- Cloud: this will be used increasingly to improve customer experience. It's doing this by making back-end processes much smoother, and this has a knock-on effect on customer experience due to reduced downtime etc.

DoorDash quarterly revenue 2019 to 2022 (\$mm)



Where do we go from here?

Widening the scope

- The product would keep on growing and would be able to bring more customers onboard. Thereby expanding the reach of doordash delivery services.