Door Dash "Automated Food Delivery"

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STATUS: DRAFT

Background

Door dash is looking to build a tool for the operations team that monitors the status of deliveries which will help in deliver efficiently in a timely and accurate manner.

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 it's 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.

Goal

- We are building an application that helps customers receive order in a timely and efficient manner.
- Users are able to track their orders.
- Door dash would be notified if there is a delay in the delivery process so as to intervene swiftly.

Key Features

- **In app food varieties – P0**
  The user would have so many meals to select from and the photos of each meal is displayed. Additional details about the meal is stated.

- **Delivery method – P0**
  The user would be able to choose its method of delivery based on his location i.e. a drone or a land robot. This would

- **Tracking – P0**
  The user would be able to track its order remotely from the app. Door dash would be notified if there's need for human intervention.

Success Metrics

- More users interact with the application.

- The app would have at least 4.0 stars on the app store.

- 70% reduction in untimely delivery of orders.

Target Market

our target market comprises individuals 16-45 years. These are individuals who order meal often. They include busy parents, college undergraduates etc.

- **The total addressable market for food delivery service in the US**
- 78.8% of Americans (260 million) use food delivery services and spends an average of $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.)**

Source: average amount an american spends on food delivery service

Competitors

Competitor A: Uber Eats

Source: https://www.ubereats.com/

- **About:** Uber Eats is an online food ordering and delivery platform launched by Uber in 2014.
- **Target Audience:** Individuals who order food online and want their orders to be delivered in a timely manner.
  Source: Uber eats target market

- **User Base:** Uber Eats has approximately 88 million users, making it the most popular single app delivery service.
  Source: <u>uber eats user base</u>
- **Market share:** It has a 23% market share of the online food delivery market.
  Source: <u>Uber east market share</u>

Competitor B: Grub Hub

Source: <u>https://www.grubhub.com/</u>

- **About:** Grubhub Inc. is an American online and mobile prepared food ordering and delivery Platform based in Chicago, Illinois.
- **Target Audience:** Individuals who order food online or make use of online delivery service.
  Source: <u>grub hub target market</u>
- **User Base:** Grub hub has approximately 28 million users.
  Source: <u>grub hub user base</u>
- **Market share:** It has a 10% market share of the online food delivery market.
  Source: <u>Grub hub market share</u>

Assumptions:

- The user base estimates are based on publicly available data.

- The market share estimates are based on publicly available data.

- We should be able to reduce the operating cost drastically for the first year of launch.

Channel Strategy

Users can find our product through the following channel strategies:

- **Optimizing App Store SEO:** Users can find our product faster on app stores by optimizing app store SEO. This boosts the appearance and list ranking of our product on app stores.

- **SEO using keywords** like "automated delivery", "quick delivery" and "efficient delivery": when people search for apps that prevent diseases on search engines using our selected SEO, this increases our product search appearance by users and also boosts the adoption rate.

- **Adding a share button to the app:** With this, users who are already using the product can easily share and refer our product to friends and family.

- **Collaborating with Restaurants:** By collaborating with restaurants and eatery which are frequently visited by our potential users, users get to know about our product's existence through referrals and recommendations from chefs and business owners.

Details on how to use the Door Dash "Automated food delivery" app:

User Guide: Account Sign-In Flow

Sign Up Instructions:

In order to sign up for our product, all we will need is your name, email, and some health background information. Input your details and click on the "SIGN UP" button. Afterwards, you will be directed to the main page.

Sign In Instructions:

- In order to sign in to our app, all we will need is your email and the password you created.
- You can also set it to one-time login from the options below.

User Guide: in- app food varieties

Once you've logged in:

- From the homepage, check out various meals from recommended restaurant .Then add selected meals to cart. A cart icon will record the total number of meals selected.
- Click on the cart icon, confirm order and check out.

User Guide: Choose delivery method

In order to receive order you have to choose delivery method i.e. a drone or a land robot. From the choose delivery method, click on the "Continue" button after selecting the robot for the delivery.

User Guide: Tracking

The order will be tracked and the user would be able to know the location of their order in real time. The user will be notified when order has arrived.

Where Users can download the Door dash "Automated food delivery" app:

Users can download our app for use from the following online app distribution platforms:

- Apple App Store (IOS): Users with iPhones or iPads can download the app from the Apple App Store.
- Google Play Store (Android): Android users can find and download the app from the Google Play Store.

Pricing Strategy:

FEATURES	BASIC	PRO
Dash pass	**X**	✓
Coupon	✓	✓
Price	**Freemium**	**$11.99**

Dash pass is a Door Dash subscription which enables users to save on delivery charges on any order over $15. The services charges are also considerably lowered thanks to this pass. Users can get the subscription for $9.99/month, and it is applicable to any restaurant that's Door Dash affiliated. It's a great way to save money as a user.

Revenue Goal

Fiscal Year Revenue Goal: $7.6 Billion
Explanation:
The $7.5 Billion revenue goal is set based on a comprehensive analysis of the market, business objectives, monetization strategy, growth projection, resource allocation, and competitive landscape.

Pricing strategy
- Free registration for users
- Ad-supported (to raise revenue)
- Freemium model
- Dash pass(pay a monthly fee to get discount on orders over $15)

Pre-Launch Checklist of Team and Topic of Discussion:

TEAM	TOPIC OF DISCUSSION
Design team	- Ensure that the user interface and user experience [UI/UX] align with the app's objectives. - Verify that all visual assets, including app icons, images and graphics are prepared for launch.
Engineering Team	- Review the app's development progress and ensure all features are completed. - Discuss the readiness of the app for submission to app stores. - Establish a post-launch support plan for handling potential technical issues.

Legal	• Ensure that all legal and compliance requirements, including data privacy and user agreement are met. • Discuss any licenses or certifications necessary for the app's launch.
Sales	• Ensure that the sales team fully understands the app's value proposition and how it addresses user's needs • Define the app's target audience, including demographics, pain points, and motivations.
Customer Support	• Outline the support strategy for the launch phase, including how to address user inquiries, feedback, and potential issues encountered while order is on route. • Share knowledge about the app's features, FAQs, and common user queries. • Establish communication channels for the support team to report critical issues to the development team.
Marketing	• Collaborate on the app's marketing strategy for launch, including target audience, messaging, and channels. • Coordinate the timing of marketing campaigns and promotions to coincide with the app's release. • Discuss plans for app store optimization (ASO) to improve app discoverability. • Share key selling points and unique features to highlight in marketing materials.

Open Issues/Risks User might run into:

User Engagement and Retention

- Issue/Risk: Low user engagement or high churn rates can hinder app success and revenue generation.
- Mitigation: Gather User feedback for app improvement. Use engagement analytics to identify and address points of drop-off or disengagement.

User Feedback Management

- Issue/Risk: Ignoring or mishandling user feedback can lead to dissatisfaction and negative app reviews.
- Mitigation: Establish a robust feedback management system to actively collect, analyze, and respond to user feedback. Show users that their concerns and suggestions are taken seriously and lead to improvements.

User Order Accuracy Issues and Delay

- Issue/Risk: inaccurate orders and delay can hinder app success and revenue generation.

- Mitigation: Ensure to monitor the status of deliveries and use human intervention when Necessary. Use the operation tool to monitor the status of deliveries.

User Education and Adoption:

- Issue/Risk: Users may not fully understand the app's benefits or how to use it effectively.

- Mitigation: Customer support should be provided to users assisting users in navigating the app.

Core UX Flow

Link to mocks

Provided Guide

- Marketing guide
- Sales and customer Support Guide
- User Guide
- Launch email

Post-Launch Activity:

PROPOSED SOLUTION

Post-Launch User Feedback: After weeks of launching our "Automated food delivery" mobile application, the download and adoption rate has been nothing but positive outcome. In Fact in few months, we should be able to get to our defined download metric. However, there is the issue of some users complaining their orders getting hijacked on Route.

TEST

Proposed Solution: Implement Access codes on the Robot.

The proposed solution involves giving access codes to the customers in order to have access to their order. After making payment the customer receives an access code to input on the robot in order to have access to the order.

How it solves The Problem: This solution addresses the issue of unauthorized tampering of orders in the delivery robot. Providing safety and trust to the users whenever they make an order.

Success Metric for the Test:

- Metric: well secured and successful delivery.
- Target: Increase the number of successful deliveries from 60% to at least 80%.

Description of Control and Variant:

- Control (Current): The control group experiences the existing delivery process, where the order is without access codes.
- Variant (Proposed Solution): The variant group experiences the initial problem and agrees that giving access codes to the customers in order to have access to their order will help in combating this problem. After making payment the customer receives an access code to input on the robot in order to have access to the order.

Hypothesis about What Will Happen:

Hypothesis: Implementing the access code to the users to input on the robot dashboard will result in reduced tampering and stronger security measure.

Explanation: By introducing this solution, this will improve the confidence our users and collaborators have in our delivery service. Therefore, we hypothesize that the adoption rate will increase from 60% to at least 80% with the stronger security access codes.