Usability Report

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Introduction

The product that we are evaluating is **DoorDash**, an on-demand food courier system that allows users to order food from local restaurants through the service and have it delivered to their door. We are seeking to understand how University of Michigan undergraduate students navigate and leverage food delivery applications and services, as well as understand where the strengths and weaknesses of our product's customer experience lie, especially in contrast to its most salient competitors.

Through previous methods such as a competitive analysis and a quantitative synthesis of survey data, we have laid the groundwork for a more baseline, surface-level understanding of the Doordash customer experience. However, while definitely helpful in gaining insight into the strengths and weaknesses of Doordash, the qualitative and more binary nature of this research made it inherently limited. Therefore, by conducting user-interviews we are seeking to gain a more in-depth look into the nuanced and subjective positions users have on the Doordash customer experience and food delivery as a whole, by identifying the following research questions:

- *What does the process of someone ordering food delivery at U-M look like?*
- *What defines a successful experience from placing the order to receiving the delivery?*
  - *What factors of food delivery services are most important to them?*
- *What motivates a U-M student to choose food delivery?*

We have identified the above research questions as being helpful in building on our previous research, but allowing us a more multifaceted view that is relative to specific user's experiences.

Methods

Data Collection
In order to further understand the customer experience offered by Doordash amongst U-M students, we laid out specific requirements for users that we wanted to recruit, and then moved forward with conducting our interview in accordance with our predetermined interview protocol. Our data collection process is outlined as follows.

Target Population
Demographics:
- Gender: Male/Female
- Age: 18-23 (U-M undergraduate)

Geographics:
- Studies/lives at U-M (not necessarily in a dorm but near campus)

Psychographics:
- Smartphone/online application user
- Generally not tech-averse

- Generally busy student

Behaviors:
- People who order food delivery relatively frequently
- People who use the DoorDash app and people who use some other food delivery app (not DoorDash)

Recruiting Methods

As we were not looking to recruit a large number of subjects, and most of us as college students fit our demographic requirements ourselves, we knew people who fit our recruitment criteria, and then they consequently knew of others who did as well. Therefore, our main recruitment methods were **word of mouth** and **snowball sampling.**

Participants

1. Rhea's participants
   a. P1: Female, 21 years old, U-M undergraduate. Lives on central campus. Spends a lot of time traveling up and down from North Campus.
   b. P2: Male, 20 years old, U-M undergraduate. Lives on south campus.
2. Serena's participants
   a. P3: Male, 23 years old, U-M undergraduate. Lives on the Hill. Spends a lot of time traveling up and down from North Campus, but is otherwise at his apartment.
   b. P4: Female, 21 years old, U-M undergraduate. Lives on central campus. Spends time traveling up and down from North Campus for her job. Often out and about.
3. Destiny's participants
   a. P5: Female, 20 years old, U-M Undergraduate. Lives in North Quad on Central Campus. Has a meal plan.
   b. P6: Male, 22 years old, U-M Undergraduate. Lives in Kerrytown. Spends time traveling up and down from North Campus.
4. Kenton's participants
   a. P7 Male, 20 years old, U-M Undergraduate. Lives on Central Campus. Spends most of his time traveling to classes on central and in his apartment. Uses food delivery apps at the restaurant he works for. Has a meal plan.
   b. P8: Male, 22 years old, U-M undergraduate. Lives on South Side of Campus on Baldwin Ave. Has a meal plan

Interview Protocol

We began all our interviews with the following introduction: *"Hello, I'm [name]. Today I'm just conducting an interview to understand the customer experience provided by Doordash and similar food delivery competitors. There are no right or wrong answers here and we're just looking to get some insight into how users feel. Is it okay if our interview is recorded? Your identity and comments will remain confidential."*

We then moved into our set of interview questions that are outlined in appendix 3. We had one set of questions for current DoorDash users, and another for potential DoorDash users. The questions in both sets were almost identical with the exception of asking why users choose DoorDash as their app of choice vs why they choose another app.

All team members stuck to the protocol, but some minor variability occurred in occasional follow up questions, depending on how participants answered.

Data Analysis

In order to analyze the data from our interviews, our group first transcribed all of our interviews verbatim so that we could reliably go back and refer to our respective user's feedback.

The main part of the data analysis however, was then pulling key quotes, statements, and phrases from all of our interviews, writing them on notes, and then grouping them together in order to construct a comprehensive affinity diagram *(see Appendix 5)*.

We went into the interviews knowing that our research goals were to delve deeper into the motivations and customer experience behind U-M students ordering food for delivery, as well as the features that mattered to them in an online or mobile delivery service. Consequently, our interview protocol was structured with those research goals in mind, and this inherently shaped the feedback that we received from our users during the interviews. One of the main features that we focused on in our interviews was the tracking functionality in a mobile delivery app.

Therefore, when constructing our affinity diagram, we began by grouping our notes together based on similarities without any categories in mind. If two or more notes were saying the same thing, we stuck them on top of each other. From there, patterns began to emerge. We created our first "tiere" grouping system based on I-statements.From there, we grouped these I-Statements into larger categories that were shaped into our ultimate key findings.

Findings

Summary Results

Overall, users seemed to report experiences with Doordash that ranged from neutral to positive, and we were able to gather findings from our data analysis that gave us a deeper insight into the student-specific customer experience when it comes to ordering food delivery. Most prominently, the feedback from the data collection almost unanimously indicated that it is convenience both in terms of time and money that users value in a delivery service, not loyalty to a particular company or service.

Key Findings

1. Busy academic life leads students to skip meals and not have time to eat, which in turn is what leads them to order delivery
   a. During our interviews with current and potential Doordash customers, interviewees rarely ate more than two meals per day, with breakfast being the most skipped meal. When asked what causes them to skip meals, 6 out of the 8 respondents said that lack of time was a deciding factor, citing availability between classes and commute time on campus. Because of classes occurring mostly in the daytime, students primarily ordered food in the evening.

2. Students value cost effectiveness when ordering delivery
   a. Due to our target audience being undergraduate students, many were conscientious about making affordable decisions when it comes to food. Since food delivery apps rely on independent drivers for their business, they have to offer more cash incentives to retain them, greatly increasing the final cost of delivery for customers. Consequently, although there might be hundreds of restaurants to choose from on the app, proximity to users is important because "the closer it is, the cheaper the delivery fee is, and I don't feel like paying $8 for delivery when my food is like $8."

These pictures show the difference in cost when ordering Taco Bell through DoorDash instead of going to the restaurant directly. The total cost is nearly twice as much after using Doordash ($33.25 vs. $16.65)

3. Time stamps in tracking is more important than geographical location
   a. From the survey we discovered that tracking delivery service was the top priority for over 75% of respondents, but when we asked users to elaborate, the geographical location of the driver was not as important as the estimated time of arrival. To quote one interview: "As long as I get a time frame for when the food's gonna come or like another alert when the food actually comes, I'm fine with that. I don't really need to know where the driver is."
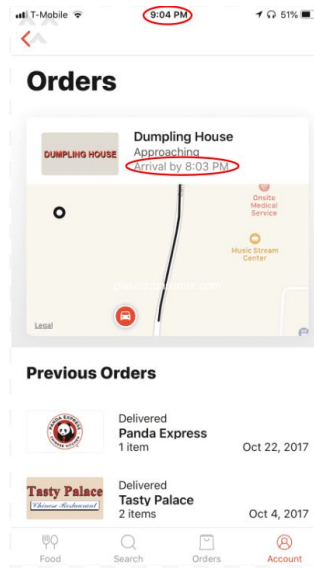
This screenshot shows how a doordash order from the Dumpling House that was supposed to arrive by 8:03 is over an hour late, with no explanation of where the driver is or if the order is on the way.

4. Evening is the most time common to order delivery
   a. With our interviewees, ordering from food delivery apps was not always common, but when they ordered, it was usually in the evenings or even late at night. Fortunately, many restaurants are open late because of college students, but due to dinner being the peak time for customers, businesses usually have trouble keeping up with orders. One of the students we interviewed worked at a pizza place in Ann Arbor and he said that DoorDash drivers usually arrived "20 minutes before their order was ready," and because their profit depends on how many deliveries they can make in an hour, the drivers would get frustrated and leave without delivering the order. This can be frustrating to consumers, especially if they paid a higher delivery fee to get their food in the first place.
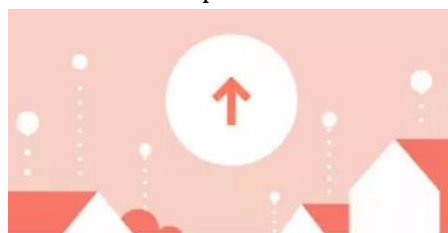
To compensate drivers, DoorDash increases the delivery fee by $1 for customers, which can dissuade budget-savvy students from ordering if they know they're paying a premium for an order that might not even arrive on time.

5. Delivery is an option users resort to for the sake of convenience
   a. Based on results from question 6 on the survey, over 50% of respondents claimed they use food delivery apps 0 times per week, and another 39% used it sparingly, only 1-2 times per week. While our interviews did indicate that some users would order delivery as a "treat" (e.g when they had a party or friends over), the overwhelming majority when asked why they ordered delivery responded that it was because they were busy, otherwise occupied, and that it was the quickest and easiest option for food.

Developing Personas & Scenarios

We developed 2 personas, Jimmy and Penelope (*see Appendix 6*) that reflected the findings that resulted from our data collection and analysis. While Penelope is academically very focused and Jimmy less so, both represent the students who are looking for fast, cheap, and above all convenient food options that we saw in our interviews.

However, while they represented the more broad-sweeping overview of a student who resorts to food delivery as a convenient last resort, limitations do exist, so they don't cover the more nuanced situations that may exist. For example, a student who is having friends over weekly and is ordering food because of that.

Their corresponding scenarios (*seen Appendix 7)* reflected the needs, and to an extent the experiences that we heard about during the interviews. For example, Penelope's experience with her food being late directly reflected an anecdote from one of the interviewees where he recounted a time when his food was delivered late and he had to get in touch with the driver. These personas and scenarios allowed us to synthesize our findings into realistic and actionable, albeit fictional users that represented the results of our study.

Conclusion

Food delivery services are becoming increasingly popular as individuals are continually seeking ways to make their lives easier. In order to understand the usability of DoorDash, a popular food delivery courier system, we investigated how University of Michigan undergraduates navigate the application and in which cases they use the application. We recruited participants in our target population of undergraduates at U-M who have experience with food delivery services.

After conducting interviews with current and potential users, we discovered that DoorDash exhibits many strengths and weaknesses among college students. Although students do not order food through DoorDash very often, they are most concerned with the delivery cost and fees when they do. College students lead busy lives and rarely have time to eat three full meals a day, thus they end up using DoorDash for convenience.

Students also highly appreciate a time-stamp of when their food will be delivered as they go about their busy day, and it is because of how busy their days are that they primarily order food in the evening after classes are over. Overall, our findings gave us a deeper understanding of why and how students user DoorDash. Most notably, we discovered that students view DoorDash in a neutral to positive light and value the time and cost effectiveness of food delivery apps the most.

Appendices

Appendix 1. Team Collaboration

Name	Tasks *What tasks did you perform as a team member or individually?*	Contributions *What parts of final deliverables did you contribute?*
Rhea Kulkarni	#5a - Recruited, met with, and interviewed 2 people - Scheduled appointments with 2 participants and finished 2 interviews - Researched and brainstormed recruitment criteria - Part of several group discussions regarding development of interview protocol	#5a - Interview: wrote 7 questions regarding customer experience with and user motivation towards food delivery - Defined and outlined recruitment criteria - 2 audio recordings - 2 interview transcripts - Wrote report introduction
	#5b - Met with the group to create affinity diagram	#5b - Contributed to construction and organization of affinity diagram - Contributed to the digitization of the affinity diagram
	#5c - Discussed synthesis of data analysis into key findings w/group - Refined personas - Translated our 2 personas into 2 out of the 3 actionable scenarios - Worked with group in class to develop personas	#5c - Digital versions of personas - 2 scenarios - Wrote data analysis section - 3 key findings
Serena Sabuda	#5a - Recruited, met with, and interviewed 2 people - Scheduled appointments with 2 participants and finished 2 interviews - Part of online group discussions to develop interview protocol	#5a - Developed 5 interview protocol questions - Ordered/organized interview protocol questions - 2 audio recordings - 2 interview transcripts - Visually organized Appendix 4 → color coded by group member
	#5b - Met with the group to create affinity diagram	#5b - Contributed to construction and organization of affinity diagram

	#5c - Contributed to key findings - Worked with group in class to develop personas	#5c - Contributed to key findings - Wrote conclusion section
Kenton	#5a - Recruited, met with, and interviewed 2 people - Scheduled appointments with 2 participants and finished 2 interviews - Part of online group discussions to review interview protocol	#5a - Developed 4 interview protocol questions - Ordered/organized interview protocol questions - 2 audio recordings - 2 interview transcripts
	#5b - Met with the group to create affinity diagram	#5b - Contributed to construction and organization of affinity diagram
	#5c - Helped elaborate on key findings and explain them more in-depth. - Provided screenshots and evidence from interviews for key findings.	#5c - Contributed to key findings - Added screenshots and quotes to substantiate key findings
Destiny	#5a - Recruited, met with, and interviewed 2 people - Scheduled appointments with 2 participants and finished 2 interviews - Part of online group discussions to develop interview protocol	#5a - Developed 3 interview protocol questions - Ordered/organized interview protocol questions - 2 audio recordings - 2 interview transcripts
	#5b - Met with the group to create affinity diagram	#5b - Contributed to construction and organization of affinity diagram
	#5c - Contributed to key findings - Contributed 1 scenario - As a team, we developed personas - Helped refine conclusion	#5c - Contributed to key findings - Contributed 1 scenario

Appendix 2. Recruiting Criteria

Demographics:
- Gender: Male/Female
- Age: 18-23 (U-M undergraduate)

Geographics:
- Studies/lives at U-M (not necessarily in a dorm but near campus)

Psychographics:
- Smartphone/online application user
- Generally not tech-averse
- Generally busy student

Behaviors:
- People who order food delivery relatively frequently
- People who use the DoorDash app and people who use some other food delivery app (not DoorDash)

Appendix 3. Interview Protocol
For *__current__* DoorDash Users
1. Could you walk me through a typical day for you?
2. How do you get your meals while at school?
3. How many meals do you usually eat in a day? Do you typically have a breakfast, lunch and dinner?
4. Have you ever skipped a meal? What caused you to skip that meal?
5. Why do you choose to have food delivered?
6. How often during a typical week would you say you order food delivery?
7. So let's pretend it's a normal day. You're home from class, about to order food, can you walk me through that process?
8. What time of day do you normally get food delivered?
    a. What're you usually doing during that time?
9. Is there a reason you use DoorDash for food delivery?
10. Do you prefer DoorDash over other food delivery services? Why?
11. What do you like about Doordash?
12. Have you encountered any challenges through ordering food on DoorDash?
    a. Tell me a bit more about that, what did you do next?
13. Do you have any dietary restrictions?
    a. If yes, how do those affect your process of ordering food delivery?
14. What do you usually order when you use DoorDash? Or do you like to mix it up?
15. Have you ever contacted DoorDash customer service?
    a. Why or why not?
    b. If yes, can you talk to me a little bit about that experience?
16. Do you find the ability to track your delivery important in your DoorDash experience?
    a. Can you tell me a bit more about that? What about it makes it so?
    b. Have you ever *not* been able to track your delivery?

For *__potential__* DoorDash Users
1. Could you walk me through a typical day for you?
2. How many meals do you usually eat in a day? Do you typically eat breakfast, lunch and dinner?
3. Have you ever skipped a meal?
    a. What caused you to skip that meal?
4. How do you get your meals while at school?
5. What is your preferred method of getting your food?
    a. Why?

6. When you do choose to have it delivered, why do you choose to have food delivered?
7. How often during a typical week would you say you order food delivered?
8. So let's pretend it's a normal day. You're home from class, about to order food, can you walk me through that process?
9. What applications or services do you usually use to order your food?
   a. Why?
10. What time of day do you normally get food delivered?
    a. What're you usually doing during that time?
11. Do you encounter any challenges through this process?
    a. Tell me a bit more about that, what do you do next?
12. What do you like about getting your food delivered?
13. Do you have any dietary restrictions?
    a. If yes, how do those affect your process of ordering food delivery
14. What kinds of foods do you usually order with [whatever app they use]?
15. Have you ever contacted [application] customer service?
    a. Why or why not?
    b. If yes, can you talk to me a little bit about that experience?
16. Do you find the ability to track your delivery important in your [application] experience?
    a. Can you tell me a bit more about that? What about it makes it so?
    b. Have you ever *not* been able to track your delivery?

Appendix 4. Audio Recordings & Transcripts

Potential Users

P2 https://drive.google.com/file/d/1lSCzF1VcLeg8raTOpvTpqTLvS6nhE81Y/view?usp=sharing

Interviewer Ok so, hi I'm Rhea could you also say your name please?
Response My name is *****
Interviewer Today I'm just conducting an interview to understand the customer experience provided by Doordash and similar food delivery competitors. There are no right or wrong answers here and we're just looking to get some insight into how users feel. Before we start, are you ok with the interview being recorded?
Response: I am.
Interviewer Ok and your identity and all your answers are going to remain confidential
Interviewer: So you're a student here, could you walk me through a typical day for you from start to finish?
Response: Yeah I usually get up around 9 or 10 depending on when I have class. I get ready, go to class, I'm usually on North Campus so I

have to take the bus to class. I either eat lunch before I leave my apartment if it's later in the day, or I'll eat lunch on North depending on what time I have to get there. I am back in my apartment by 5:30 everyday, I eat dinner, do my homework, go to bed.

Interviewer:
Alright sounds good. So you kind of touched on this but could you recap, how many meals are you getting in a day typically are you getting breakfast, lunch, dinner?

Response:
It depends on the day, I just never really eat breakfast because I'm nauseous in the morning so I've never eaten breakfast for the past ten years or so I'll usually just eat lunch and then dinner.

Interviewer:
So when you end up skipping a meal, besides breakfast because you always skip that, what's causing you to skip that meal? If anything

Response:
Usually just lack of time. Either I'll be on north campus and I don't want to pay for food but I didn't bring anything with me or I just don't have time to eat and take the time to do that.

Interviewer:
Ok nice, fair enough. So then typically how are you getting your meals in at school?

Response:
I usually just pack a lunch because it's cheaper. I have a lunchbox that I bring with me, but if I get caught without it and get too hungry and can't wait then I do buy food from the vendors at North campus

Interviewer:
So what do you prefer as your typical means of getting food?

Response:
I definitely prefer to bring food with me just because it's easier and cheaper

Interviewer:
So if you do choose to have food delivered, why are you choosing to do that?

Response:
Sometimes it's just for pleasure for example if it's after 10 pm I like to order feta bread from Pizza House. Sometimes it's because I know I should eat but it might be later, for example the night before an exam it's easier to just order a delivery instead because then I don't have to make it myself but I know I should eat the night before an exam.

Interviewer:
Ok cool. So how often in a typical week are you ordering food delivered?

Response:
Usually I order food in once every two weeks or so

Interviewer:
So it's a normal day, you're home from class, you're about to order food, can you walk me through that process?

Response:
Often I'll just usually use the website of the place I'm ordering from. A lot of them will order in like Pizza House or any pizza place. If not, then I use the app Go Eat which is really helpful because you can choose between picking it up or having it delivered to me. But if it's available, I pick delivery.

Interviewer:
Do you have a preference between using an app vs the website of the restaurant?

Response:
Sometimes I prefer the website of the restaurant because it feels more familiar

Interviewer:

Do you have a go-to app or service you use to order delivery?

Response:
I like to mix it up between apps and the websites, but for an app I like Go Eat.

Interviewer:
Why is that your go-to app?

Response:
That's the one that has the most reviews, and I used it once to get food once and it worked out well and I didn't want to look for a new one.

Interviewer:
Can you define what you mean by "worked out well"

Response
I got the food on time, it didn't cost a lot for delivery, it was still warm when I got it and it didn't seem like a sketchy app or anything and seemed respectable

Interviewer:
Just as a follow up, what do you mean by a sketchy app?

Response:
Just an app that you kind of wonder will I ever get my food? I don't think it's something I could quantify, but something that looks like a more plain website or looks like someone didn't put a lot of thought into it. Sometimes the prices are suspiciously low

Interviewer:
What's a typical time you're ordering food delivered?

Response:
If I'm ordering food delivered it's usually later at night some time between 7-11.

Interviewer:
And what are you usually doing during that time?

Response:
Depends on the night of the week. If it's during the week I'm usually studying and want some food or on the weekend or Friday I'll order food for my friends and I if I'm having a party

Interviewer:
So when you're going through this process, whether you're using an app or website → have you ever encountered any challenges or issues?

Response:
No not that I can think of. The most was the first time I was using the app, just figuring out how to use it but that was more of a me problem than the website problem

Interviewer:
Could you tell me a little bit more about that? What made it confusing

Response:
When I was trying to decide how to add food to the order, I couldn't figure out how to click on it and then i ended up adding it twice. I ended up working it out, it wasn't too bad but it confused me.

Interviewer:
What application was that?

Response:
That was Go eat

Interviewer:

What is it that you like about having your food delivered?
Response It's low effort, honestly. When it's cold I don't have to go outside to go get it, and if I'm low on grocery then it's nice I don't have to scavenge through my fridge for something to make.
Interviewer: So convenience would you say?
Response: Yeah convenience is the highest thing in food delivery
Interviewer: Ok so when you're doing this do you have any food restrictions you take into consideration?
Response: No, no allergies or diets or anything
Interviewer: Ok makes sense. Again just something you kind of touched on, but what are your go-to foods that you order with Go Eat?
Response: Usually with that app I usually order from TK Wu. Which is kind of lazy bc it's less than a block away but it's cold sometimes and I just don't want to go get it.
Interviewer: Switching gears for a second, have you ever had to contact customer service with any of these applications?
Response: I have not
Interviewer: Ok, why not?
Response: I've just never had any issues besides that snafu of putting things in the order and taking them out
Interviewer: Going back to that for a second, how did you work that out?
Response: Mostly experimentation, it was my first time
Interviewer: Ok so last question here, do you find the ability to track your delivery really important?
Response: Yeah I like knowing where my food is at all times. If I know it's on the road I'll know to get on shoes or get ready to go downstairs, or keep my phone on me, or if I see it's still being cooked then I know I still have time.
Interviewer: Can you tell me a bit more? So how does that tracking experience differ between the apps you use?
Responses: Most places just have a progress bar at the top of the website that goes through the stages. Some tell you it's being cooked, prep work is being done, it's on it's way, it's being boxed up, it's on the road, it's 5 minutes away
Interviewer: Have you ever not been able to track your delivery?
Response: If I remember correctly, Pizza House doesn't have tracking and sometimes they arrive earlier than they said they would and I

have to rush. But Go Eat gave me a really specific timeline which I liked.
Interviewer: What kind of information are you looking for in tracking?
Response: I like the time stamp, I don't really care *where* specifically in Ann Arbor it is, it's more about when I get it.
Interviewer: So I think that's about all I have for you, thank you so much, have an awesome day, this was super helpful!

P4 https://drive.google.com/file/d/1ZYD3WYGMrkRMcq9q7hyPjmpQg4atNyeo/view?usp=sharing

Interviewer: Hello, my name's Serena, and today I'm just conducting an interview to understand the customer experience provided by DoorDash and similar food delivery competitors. There's no right or wrong way to answer these questions, and we are just looking for some insight into how users feel. Is it okay if our interview is recorded? Your identity and comments will remain confidential.
Response: Yes.
Interviewer: Okay. Could you walk me through a typical day for you?
Response: Everything in the day? Or just related to food?
Interviewer: Everything, but be as descriptive as you can with the food.
Response: So I typically wake up and the first thing I think about is where I am going to get my coffee. I have one of those cards from espresso where they give you ten punches and you get a free drink. I try to go every Wednesday when they have $2 lattes. Other days, I usually just go home and make regular drip coffee. Once I actually have coffee, then I am typically doing work, either from home or go to North Campus and work out of the office up there. Um, and then I typically have class from noon until 5. And I never pack a lunch with me, so I'm either not eating the whole day until dinner, or if I come home before going to class I will try to make something fast to eat on my way out. Typically, if I haven't eaten the whole day I'll get home and have like a huge meal and often I'll have a snack before going to bed. Typical night.
Interviewer: So, with your meals, I know you kind of already briefly talked about this, but typically, how many meals do you think you usually eat in a day?
Response: So I recently started fasting and so I usually eat two meals a day.
Interviewer: Ok, so is that usually lunch and dinner? Or breakfast and dinner?
Response: So I'll usually have a coffee with milk or a latte with milk in the morning. So I don't know if that counts as a meal, but I definitely try and eat something around noon or 1. And then I'm for sure eating something around 6.
Interviewer: Okay, so you kind of talked about this too, but have you ever skipped a meal and what causes you to skip these meals?
3:04 Response: Um, so if I am trying to lose weight that week I'll skip breakfast, because that's a good 500 calories I can cut out and it is my least favorite meal of the day. So yeah, that is mainly why. Otherwise it is because I have to run to class or work, and I have to commute there so time is another huge component.
Interviewer: How do you get these meals while you are at school?
3:40 Response: So I normally have to bribe someone to drive me to the grocery store [laughs]. Whether it is my roommate or my boyfriend. So I typically buy groceries once every two weeks, which is really hard to do. I'll notice at the end of the two weeks, I am eating out at least 3 times a week just because produce goes bad and I can only handle so much freezer food.
Interviewer: Mhmm. And when you eat out, what kind of restaurants or food places do you usually go to?

Response: I normally go to Sadako. I probably go there once every two weeks. That is probably the most frequent place with Jimmy John's being the second most frequent. And typically I'll go to Jimmy Johns if I have a really short break in between work and class, and I know it's going to take me literally three minutes to get a sandwich. But if I am trying to treat myself because I was fasting and like not eating breakfast, I will go to Sadako and like treat myself to sushi.

Interviewer: Okay. So which way, out of all the ways you get your food, which is your most preferred method of getting it and why?

Response: Honestly, I feel like getting food delivered is such a luxury. Just because it's typically $5 to get it delivered, but like you don't have to walk to get it and it's still warm. But I definitely go and pick up food the most frequently. I can't remember the last time I got something delivered.

Interviewer: Yeah. So when you do get food delivered, when do you usually choose to get it delivered?

Response: So when I was working over the summer, I was not close to a lot of restaurants. There were a ton of deals with food delivery services that I would use. So if I didn't want to walk out alone in like a kind of dangerous city, I would get it delivered. I would say it is mainly on price. If there is a deal or discount I will splurge.

Interviewer: So you said you rarely order delivery, but if you could guess, how often do you think you do? Like within either a year or a month.

Response: It's less than 10 times a year.

Interviewer: So is that mainly because of the price?

Response: Mhmm, it's mainly because of the price.

Interviewer: So, if you were to order food, let's pretend it's a normal day and you're home form class about to order food delivered, can you walk me through that process?

Response: So if I am trying to get food delivered, what I'll typically do is go online to either Amazon that has the service that lets you do this, and I'll try to see which restaurant has the lowest minimums. Because a lot of places want you to spend at least $15 to get food delivered. So I'll look to see if there are any requirements like that, or any deals going on. Then I'll check out the restaurants that do deliver and see what their reviews are or if they get good ratings. Then I'll typically place an order.

Interviewer: Do you usually use your phone or a computer?

Response: I only use my computer. I never use my phone.

Interviewer: When you're ordering food for delivery, what apps or websites do you go on?

Response: So I was in Seattle over the summer, so Amazon is a huge company there, and so they have a lot of deals running.

7:34 Interviewer: I didn't even know Amazon had a food delivery service. What's it called?

Response: I don't even know. I think it's Amazon Restaurants.

Interviewer: Why do you use Amazon?

7:44 Response: Just because their discounts. The price.

Interviewer: What time of day do you usually get meals delivered? Breakfast, lunch or dinner? Or a really late night snack?

7:56 Response: If price wasn't an issue, I would say breakfast because it's the meal I am most likely to skip. So if I could get it delivered that would be really cool. Like a fresh baked pastry. But given the meals I do typically eat, probably dinner.

8:18 Interviewer: And what are you usually doing during this time? Are you busy or not?

Response: Eh, no. If I'm typically busy, I'm usually out studying or like at the office, so I'll pick it up on my way home. So if I'm getting something delivered, it's because I'm definitely taking a leisure day and not wanting to go outside at all.

Interviewer: When you're getting food delivered, do you ever encounter any challenges during the delivery process, or anything that you think could make the delivery process easier? If nothing stands out that's okay.

Response: I guess maybe knowing if something came with different condiments, like ketchup. But besides that... Or maybe if a certain meal might get a soggy. Like if the person delivering it is going to other houses first.

Interviewer: Would you get angry over that? Or would you kind of expect that.

Response: No, I wouldn't expect them to think of every possible question. I should have asked.

Interviewer: What do you like about getting your food delivered?

Response: I think just the luxury of not having to go outside. Doing what you're doing and not being interrupted. And the people are always really friendly

Interviewer: Any dietary restrictions?

Response: So I no longer eat meat, but I do eat fish.

Interviewer: Does this affect your process of ordering food? Some places will have filters. So if a certain application doesn't have a filter, are you less likely to use it?

Response: No, I think the problem I come into by being vegetarian is that a lot of the veg meals are a lot cheaper, so if something has a $15 minimum, I'm having to put multiple things into the cart in order to qualify for delivery. But I'm able to like, I mean certain cuisines are more veg than others that I know of, as opposed to using the filter.

Interviewer: When you're using the service, do you usually know what restaurant you're going to order from, or do you go on to discover new restaurants?

Response: I think I typically think I know what I want. But with all the options I end up doing something different from what I thought.

Interviewer: How long do you think you take to place a delivery?

Response: I think I can usually make what I was going to eat by the time I decide what I want to get delivered. So probably like 30 minutes from me saying "Ok, I can get something delivered" to actually buying it.

Interviewer: Have you ever contacted, for example you said you use Amazon, have you ever contacted their customer service with any issues?

Response: No.

Interviewer: And then do you find the ability to track your delivery important?

Response: Yes. I think I check it like every two minutes just to see. Because you don't know the exact time the person is going to get there, so the surprise of knowing when they're on your street or when they're on your street. You obviously don't know who is delivering your food so you can, if you live in a difficult area, you might want to step outside and wave them down.

Interviewer: Have you ever encountered a scenario where you weren't able to track your delivery?

Response: No.

Interviewer: And that's it. That was good!

P6 https://drive.google.com/open?id=1p7uKo0mZgmtxNemWeymDg3uTcLabdngg

Interviewer: Hello, how are you? My name is Destiny.

Response: I'm good.

Interviewer: Alright, so today I'm just conducting an interview to understand the customer experience provided DoorDash and similar food delivery competitors. So, just so you know, there are no right or wrong answers here, and I'm just looking to get some insight into how users feel. Is it okay if our interview is recorded? Your identity and comments will remain confidential.

Response: Yea.

Interviewer: Alright, thank you. So can you please walk me through a typical day for you?

Response: I wake up. Sometimes I eat breakfast. Most of the time I don't. I don't think so. And if I have time during the day I'll walk back to my apartment and make lunch. And then, chill for a bit. Then I'll head out to my next class. Depending on the day, I'll have time to make dinner early, but if not I get back pretty late at like 9 sometimes and I'll have to cook dinner then. And um yeah.

Interviewer: So, that's great. How many meals do you eat in a day? I know you said that you sometimes skip breakfast.

Response: Yeah, so I would say around 2. Very rarely do I eat 3 meals. But the meals I do eat they are lunch and dinner.

Interviewer: So why is it that you skip breakfast?

Response: Um, sometimes I wake up too late. Or, somedays I just have to hurry out and I just don't have that much time to wake up and cook most of the time.

Interviewer: Why is it that you have to hurry out?

Response: I have a 7:30 class on some days. And other days I just don't wake up early enough, or I don't feel like I'm hungry enough to eat yet.

Interviewer: So I know we just talked about you skipping breakfast, but are there any other factors that go into it when you skip a meal?

Response: Most of it's because I don't have enough time to cook for myself. So I'll sometimes skip lunch or combine lunch and dinner into one meal and that will last me throughout most of the day.

Interviewer: What do you mean combine your meals?

Response: It means that I would just skip lunch maybe eat later, and when I do get pretty hungry I would just skip lunch. Maybe eat it later, and when I do get pretty hungry I would just cook a large meal and that would be considered my dinner too most of the time. I won't eat after that.

Interviewer: I know we just talked about skipping meals, but when you do get to eat meals. How do you get your meals while at school?

Response: What do you mean?

Interviewer: So I guess like, do you order your meals? Do you like grocery shopping? cooking your meals or do you pick up meals?

Response: Most of the time I go grocery shopping and just go back home and cook if I can.

Interviewer: Is there a reason you do that?

Response: It's a lot cheaper than always eating out and I have better control over what I eat if I cook.

Interviewer: Why is that?

Response: Because I know what I'm putting into my own food. And yeah, that's pretty much it. I know how healthy it is. I can like, add whatever I want, and it'll come out the way I want it to.

Interviewer: So would you say health is important to you?

Response: Yeah, it's pretty important, in terms of what I eat. I like to make sure I have a balanced meal or I'm getting most of what I need.

Interviewer: And why is that?

Response: It's just good for me. I don't have any specific reason. I just know it's better to eat a balanced meal. I think helps me stay more energized and I feel better most of the days.

Interviewer: Okay so what is your preferred method of getting food and why? Like this can mean that you pick up a restaurant or that you get it delivered.

Response: If I'm going out to eat, I prefer to just sit somewhere and eat or sit inside the restaurant. I don't do carry out that often. It's only if I'm really busy and I just need something I can eat and then while I'm studying too, but if I'm going out to eat I wanna just enjoy it.

Interviewer: So is eating out more of like a special occasion for you?

Response: Yeah, I think most of the time, but if it's not it's usually just because I don't feel like I have enough time. It just means that I don't feel like it would be worthwhile for me to go back home and cook. It would just help me a lot if I can just buy food from somewhere and then eat it.

Interviewer: And why is that? Is because it saves you time?

Response: Yeah, usually I'll find somewhere along the way and then I'll know how long it takes to be ready and then I can just leave with it and not worry about cleaning or cooking or, yeah.

Interviewer: So is cleaning a factor within whether you eat out or not?

Response: It's more about whether or not I'll have time, so I guess it does matter just time factors into how much I have to clean.

Interviewer: Okay, so I guess how often during a typical week would you say you get food delivered? I know you said they don't really do it often, it seems like.

Response: Yeah, I'd say not weekly, more like twice a month at most.

Interviewer: All right, why is that?

Response: Paying for the food on top of the delivery fee and it just feels unnecessary. If I'm already home and I can cook. Even if it's like, not the best meal it's just getting food inside me is probably more important than what I eat.

Interviewer: And why is that?

Response: I just prefer cooking. Like, I don't want to spend too much money on food if I don't have to. It gets pretty expensive at times if the delivery fee is like $7. I'd much rather not.

Interviewer: Let's pretend it's a normal day. You're home from class, you're about to order food. Can you walk me through that process?

Response: Most of the time, I look around and see what services I can use. So I'll look at like Uber Eats and DoorDash and all those others. I haven't really signed up for them, but I like try to find what coupons I can use and ones I've found have been through Uber Eats, so I usually stick with Uber Eats.

Interviewer: Alright, so what happens after you find the coupon.

Response: Once I find the coupon, I'll type it and see if it works. If it works will check out the total. And if it's like not too bad, I'll buy the food. And then, I'll wait for it.

Interviewer: And do you mind waiting?

Response: Uh, no saves me the problem having to walk to places, so that's nice especially when the weather is bad or I'm not

able to walk there or take a bus and I'd have to find a ride there.

Interviewer: So I know you mentioned using Uber Eats. What applications or services do you usually use to order food is it just strictly Uber Eats?

Response: Yeah, I use it from the app.

Interviewer: Nice, so why do you normally choose Uber Eats?

Response: Uh, it's the most accessible I think, or it's always been the option that's been the cheapest. And I haven't really looked into it. I feel like it's all the same unless one's cheaper than the other.

Interviewer: Why would you say Uber Eats is the most accessible?

Response: I can't really say that I think. It's just always been the one that's been like the most consistent, or I can find the best deals on I think. It all comes down to the dollar amount, so I don't really have a preference towards one or the other like they all do the same thing.

Interviewer: So what time of day would you say you normally get food delivered?

Response: Maybe like after seven.

Interviewer: And why is that?

Response: After seven, I don't really have any responsibility. Like I can just not worry about waiting for delivery like if it just comes at whatever time it needs to come I'll be ready for it, but if I do it like during lunch time I don't know if I'll necessarily have the time.

Interviewer: And why is that?

Response: What do you mean? It's just during the day I might have a class that comes after lunchtime, so I have to be careful about that. Make sure your time to get to the place that I need to be. I can't wait around for delivery all the time.

Interviewer: So would you say because of time that you will normally order after seven?

Response: Yeah.

Interviewer: So what would you say you're doing during that time like after seven when you choose to order food.

Response: Not doing much. Maybe I just finished up cleaning, or finished up doing work, or just got back from class. Nothing really, normally I just don't have much going on but I don't feel like I have enough energy to cook or enough time to cook or just when I just need something simple and easy.

Interviewer: So would you consider like the delivery food process simple and easy?

Response: Yeah there's nothing challenging about it really. Just kind of find what you want and then pay for it and then pick it up.

Interviewer: So have you ever encountered any challenges through the process of ordering food?

Response: Yeah, so I like to order vegan if I can, or vegetarian, at the very least, but a lot of the apps they don't really- A lot of the time when you order online they don't have a clear way to specify that what you're getting is vegan. Sometimes they won't make a clear whether or not well you're getting this vegan so I think it's important that they have a way of showing that.

Interviewer: So let's say you order food and it comes in it's not vegan, what would you do in that instance if it was like delivered through Uber Eats or something similar.

Response: I'm not like strictly vegan, so I know that once it's delivered I don't want to waste it. I don't want to waste anyone else's time like if someone messes up during that I'll just take it, but I'll like maybe tip less or complain. Yeah, it's not worth the energy to send it back and wait for another round of it.

Interviewer: Why is that?

Response: It takes too long. I think just getting the food prepped is like 10 minutes maybe less, but delivering is like another 10 or 7 or whatever, and having the driver go back and then picking it up and coming back. At that point I could've cooked a meal myself.

Interviewer: So you would say that like time is the biggest factor within that situation of like, not maybe reaching out to customer service or something like that?

Response: Yeah, plus it's a lot of work for everyone involved. Yeah, I'd rather just inform them that the order wasn't right.

Interviewer: Yeah, that's fair so when you do get food delivered? What do you like about getting it delivered?

Response: I like that I don't have to travel out I can just stay where I am and it comes to me eventually. Like it's just I have so many more options I can order from a pizza place, or you can order from mediterranean place or an indian place. Like whatever's around me, I'll just have access to it, but if I wanted something specific I after walk downtown if it's even there, but with Uber Eats I just have access to it.

Interviewer: So I know you mentioned eating vegan mostly, how else does that affect your process of ordering food?

Response: Yeah, some ordering sites don't really tell you, or the menus I find online or not always clear about what is and what isn't vegan. And then another issue when you go on to order. Because sometimes they have like, you have to specify that it's vegan. And then like it's not always clear how you do that. And, you know, it's like nerve wracking to try to judge whether or not people look at the comment section you leave or whatever. So it's like feels like a gamble every time. So there's just a way to make it very apparent that there are dietary restrictions or that there are specific requests.

Interviewer: So previously, you mentioned you like that there are more options when you do food delivery. So I guess what kind of foods do you usually order when you use like Uber Eats GrubHub or something like that?

Response: I think it's been mostly pizza just because I can make those vegan like I can look up vegan pizza places and be sure that every ingredient they use is vegan because vegan pizza is very different from regular pizza in a lot always. So let's say they make it like regular pizza, I'l just know. And other places, I haven't really considered it. Most of the time, they use like plastic packaging, and I'm trying to stay away from that too for carry out and delivery.

Interviewer: So why are you trying to stay away from plastic?

Response: It's better for the earth like single use plastic is bad. It's one of my biggest complaints about carry out food is like the containers, like they are durable and they won't spill but also they aren't really reusable or they're just kind of wasteful. And that's why I prefer to sit down and eat.

Interviewer: So would you say that this holds you back from ordering food more often?

Response: Yeah, depending on the place if I know kind of containers they use, I would probably lean towards the one that have less plastic. And then the ones that have like materials that are better for the earth or have minimal packaging, I would probably go for those. But if it's not that, it's more than likely like what's going to get me food fastest. So something like Chipotle or some sub place. You're just in and out the door pretty quick. I prefer those over something that will take me a long time.

Interviewer: So it sounds like maybe time and sustainability and are there any other factors that go into whether or not you choose to order food?

Response: Yeah, I'd say the delivery fee is a big part of the if it's looking like it's not even worth it. I will probably even prefer to just walk out and get it myself as opposed to ordering.

Interviewer: Yeah, that's fair. So when you do order do you find the ability to track your delivery important in the experience?

Response: As long as I get a time frame for when the food's gonna come or like another alert when the food actually comes, I'm fine with that. I don't really need to know where the driver is.

Interviewer: So why do you feel like you don't need to know where the driver is?

Response: I'm fine with just waiting and I don't really wanna get too involved with it. I just wanna have food arrive at my door. I don't care how it gets here.

Interviewer: So why are you fine with just waiting? Is it because like, I don't know you normally have time or what?

Response: It's not really worth looking at where the drivers or tracking it. Because I know it's gonna come it's just gonna come it's not really nothing really to look at.

Interviewer: So have you ever never been able to track your delivery? You've never gotten a time frame or anything like that?

Response: I don't think so. It's usually been pretty clear when the food's gonna come, and I get calls when they do come.

Interviewer: Okay, well that's good. Well, thank you so much for your time.

Response: You're welcome.

Interviewer: All right. Well, goodbye.

Interviewer: All right. Hello Nice to meet you my name is Kenton.

Response: Nice to meet you too

Interviewer: So I'm just conducting the interview to kinda like understanding customer service provided by DoorDash and similar food delivery competitors. Now there are no right and wrong answers here. We're just looking to get some insight into how users feel. So is it ok if our interview recorded right then? Your identity and comments will remain confidential.

Response: Yes I'm fine with that.

Interviewer: So first question can you just walk me through like a typical day for you?

Response: School day? Yeah, uh basically wake up around 10. My first class of this semester is around 11:30. So I usually take my first class and get something to eat quick. I usually have either busy days or very empty ones. My classes stretch a fair amount I don't have a regular eating schedule because of it.

Interviewer: So you don't really have like a set time each day for lunch or dinner? It varies depending on your schedule?

Response: It definitely varies yeah sometimes I'll even pick something up and just bring home because yeah, just cause it's more convenient.

Interviewer: So how do you get your meals at school do you usually cook for yourself or do you have a meal plan?

Response: So I have a meal plan, either I use the meal plan or I order food. Rarely do I cook.

Interviewer: How many meals do you usually eat in a day? Do you typically have like a breakfast lunch and dinner?

Response: No, so I combine meals, so I'll have two meals usually and I'll combine breakfast and lunch or lunch and dinner depends on what time of hungry it's kind of a mess but it works for me.

Interviewer: So I guess that kinda answers the next question which was have you ever like skip the main meal?

Response: Yeah all the time.

Interview: So what causes you to skip meals? What is the biggest factor would you say?

Response: Two I'd say it's a combination of two: time and availability in between class or just whatever I might be doing on the day; The other thing is...can you repeat the question again?

Interviewer: It was so have you ever skipped a meal and what caused you to skip?

Response: Sometimes I'm just not hungry straight up so I either buy something for later, because I know I'm going to be hungry or I just skip.

Interviewer: So why do you choose to have your food delivered as opposed to like just eating at the restaurant?

Response: Um, location. Where I live right now I live off campus. It's not far, about a 20 minute walk, but still, you know, 24 minute walk from here and from there. Basically that's one of the biggest ones. Just my distance to the location.

Interviewer: So then how often during the week would you say you order food or have it delivered? Is it usually like a few times a week or is it even less?

Response: It's definitely weekly, definitely weekly. I'd say anywhere from 2,3, to 4, 5. So two to five Yeah, five's a lot.

Interviewer: So let's just pretend like it's a normal day, you're home from class you're about to order food can you walk through the process? Like how do you choose where to order?

Response: Yeah so I'm definitely a creature of habit, I find my staples and I stick with it. Usually it was pizza house cause it had good lunch specials but recently they just updated their website so they don't give you a lunch specials all day and free delivery all day. That was one of the ones that were awesome because you used to pay $12.50, You'd get a salad, a couple sliders and Diet Coke. So they updated it out umm...but yeah it's usually on the hungry basis. If I'm hungry I'll order it, I'll even skip meals and just spend some time hungry so I can have bigger meal later.

Interviewer: So what time of day you usually get food delivered? Is it usually in the afternoon or...?

Response:It's usually at night in the evening. I don't think I've ever ordered lunch on a weekday. Now, Saturdays or something like that? Yeah I'd get food delivered whenever.

Interviewer: So what are you usually doing during that time when you've decided to order food?

Response: Usually I'm done with my day I mean, or I don't have anything to do. Like I said weekends I'll go whenever. Ordering food? Usually after class because I'm going to be on campus either way I'd rather go to the dining hall or just pick something up there and bring it home.

Interviewer: So is there a reason you might use one food delivery app over the other?

Response: To be honest, I've seen ads, I've seen product placement for other products as well that are in the same branch at this one. I don't know where they differentiate themselves more so than others, maybe in their design but, not really. I usually order straight from the restaurant.

Interviewer: So I guess that leads into the next question. Do you have like a preference for using one food delivery app over other food delivery services? Why or why not?

Response: Preference...um, lately? I've used Postmates more. I've used it a total of four times maybe. But I just I don't. I don't really...I've used Postmates. I've used GrubHub more. And Eatstreet those are the ones I heard about in Ann Arbor. Yeah, I really wouldn't differentiate them. If they have the restaurant that I want or the food that I want? Maybe, maybe one differentiating factor would be specials. If there's something in the restaurant or if they give you some type of incentive because there's no differentiation really to the blind eye at least. Usually you just want to get your food.

Interviewer: So you don't really have a preference of one or the other?

Response: No, now, if I see that one of them is delivering a specific restaurant then that's the differentiator. You're basically looking for what they don't share. I think that's...for me at least.

Interviewer: So that probably answers the next question that says what do you like about certain delivery services?

Response: Yeah. The promo codes, free shipping, their free delivery sometimes. Coupon specials, promos that's [the one thing I pulls me to a certain delivery service rather than another one.

Interviewer: So have you ever encountered any challenges to ordering food and have you ever had problems on delivery food?

Response: Yeah umm...so I like simple, okay? The Pizza House website is awful for example, but I use that more than I do, for example, Eatstreet. Because they just try to keep it simple they just tell you the average delivery time is 30 to 45 minutes and they often overdeliver like they'll deliver in twenty five minutes. Whereas different services with specific requirements, or for pretty complex things like Postmates for example, you can actually track where where the driver is in the maps and stuff. I had three out of four experiences in Postmates it was just late. Once it was two hours late. So I don't... I don't really mind, again for me, it's the bottom line. You want to eat you don't want to really... for me, you don't want to track the shipment and gain points every time you open the app. I want my food ASAP you know?

Interviewer: So do you have any dietary restrictions, and if you do, do those affect your process of food delivery?

Response: Dietary restrictions? So you mean like allergies?

Interviewer: Yeah or if you had a preference like if you were a vegetarian.

Response: Okay, no. Nothing...nothing specific. Like I said though, creature of habit, so I'll stay with two, three maybe four things and kind of leave it there.

Interview: So what do you usually order or do you like to mix it up?

Response: Yes I like to mix it up. I have some staples but I definitely like to mix it up. Like I said, I think it's important part, I'm opportunistic, because of the specials that they may offer on a given day. But yeah, I'm not particular with my food delivery unless they actually offer some to differentiate.

Interview: Have you ever had contact with food delivery apps' customer service? Or I guess if you ever had a problem, if so, why or why not?

Response: I never contacted them. I don't think I've ever had a problem. Delivery was pretty good.

Interviewer: So this is one of my last questions. So do you find the ability to track your delivery important in your experience?

Response: Yes, but I will rank it in the top three.

Interviewer: So can you tell me like a little bit more about that? What other features would you say are important?

Response: See, the interesting thing with restaurants and everything in the restaurant business is that all you really need is one bad impression. And restaurants I think and these...food delivery services are often, even though they're like advertised digitally, a lot of these restaurants, the best ones at least from my background, they come from word of mouth. So if you actually hear "You gotta try this thing here," you're definitely going to try it. So definitely yeah that's one of my top priorities.

Interviewer: You said before that it was in your top three, what were the other features?

Response: Yeah alright. So first of all I'd say is the bottom line. You want your food so if they actually deliver on time I think that's number one. Even if you don't have tracking, if you provide a good service by delivering on time you're gonna have people order. I thought to myself many times as I was coming up with my Pizza House "Man, they saved my life in college." They gave me a special and I order this four times a week it's awesome. Two, of course, food. how healthy it is, how tasty it is, the bang for your buck value. Probably third, I'm just thinking of things that I put over tracking it, umm...the delivery charge. I think one observation about Postmates is that they almost have a more exclusive vibe to it or an aura. Cause it's almost like having messengers having a gopher right? Like he goes and does stuff for you. The delivery fees is going to be expensive. Whatever you order is probably going to be four bucks. So yeah, I mean that differentiating in the shipping and the delivery fee is one of my priorities. After that I don't really care if you track my shipping. But I'd rather have other things.

Interviewer: So you're saying they provide an estimated time of arrival that's pretty accurate or even overshooting how quick they're going to be…

Response: Yes that's all. I'd rather have a food delivery service that'll give me an estimate in the tax and manage to comply with it and it actually accomplishes that time range. Then give me a really beautiful design with a map and nice little bar that updates every two hours. But my my priorities in there I think sometimes differentiate from food delivery services That might be why I don't have a preference.

Interviewer: Oh, I see. So it's been a really insightful interview. Thank you for your time

Current Users

P1 https://drive.google.com/file/d/1GxX-VtdyN_8QemP_0bIAuZdZ0e_aoSC_/view?usp=sharing

Interviewer:
Ok so, hi I'm Rhea.
Today I'm just conducting an interview to understand the customer experience provided by Doordash and similar food delivery competitors. There are no right or wrong answers here and we're just looking to get some insight into how users feel. Before we start, are you ok with the interview being recorded?

Response:
Yes, ma'am

Interviewer
So you're a student here, could you walk me through a typical day for you from start to finish?

Response:
So i wake up for class, usually around 9 or 10 o'clock. Then I wash up, shower, make some quick breakfast usually oatmeal or cereal or something like that and then I'll go off to class. And then from 11 - 4 o'clock I'm usually in class and then afterwards I'll come back home and probably grab a quick bite and hit the gym and after I'm done hitting the gym, it's probably 8 or 9, I'll do some homework, then go to bed. That's my day.

Interviewer:
Ok, cool. So in that time how many meals are you getting in a day? Is it typical for you to get all 3 meals in? Breakfast, lunch, dinner?

Response:
Yeah I'm pretty good at getting all my meals. I don't like to starve myself so I'll get 3-4 meals a day. Only when I'm really busy or wake up late I skip breakfast sometimes so I'll usually grab a bite when I'm out.

Interviewer:
Ok so you kind of touched on this but just circling back, if you're skipping a meal what's causing you to do that?

Response:
Yeah usually just time crunch. Usually I wake up too late and need to rush to class

Interviewer:
How are you usually getting your meals when you're at school?

Response:
Usually just cook for myself. These past few years I had a meal plan but now I've been cooking for myself. So yeah I'm usually either cooking or eating out, or if home and don't have groceries I'll use an app like DoorDash

Interviewer:
So what's your preferred method?

Response:
I definitely like to cook. It saves time and money

Interviewer:
Why is that?

Response:
Mainly just because it's more cost efficient. I can go to Costco and buy 10 pieces of chicken and it'll last me a month or so whereas if I order it'll cost me like $10 just for one meal

Interviewer:
When you are choosing to have your food delivered, why are you doing that usually?

Response:
It's usually either because I forget to defrost my chicken, or I ran out of groceries, or I have friends over and don't want to cook for everyone we'll usually just order a bunch of food and split the price or something like that.

Interviewer:
Ok. So often typically during a week are you ordering food delivered?

Response:
On a week to week basis I try to not order food more than like 3 times, and usually 2 out of those 3 times are because I have friends over or I'm going out with friends or something like that. But if it's just me I try to cook more than order because it's more cost-efficient.

Interviewer:
So moving into talking about the food delivery process, let's say it's a normal day, you're home from class and you're about to have your food delivered - can you talk a little about that process, walk me through it?

Response:
So if I'm ordering food it will usually either be for lunch or dinner, more likely dinner than lunch and on Uber Eats or DoorDash. I'll go for the one with the lowest delivery fee, and I'll look at what's open and what I'm craving. I've noticed DoorDash and Uber Eats have a different selection of restaurants so it depends on what I'm craving.

Interviewer:
Ok. So typically around what time are you getting food delivered?

Response:
Probably around 2 for lunch or 7 or 8 for dinner

Interviewer:
And what are you usually doing around that time?

Response:
2:00 I'll either be doing school work or I'll have work or I'll just be lazing in my bed or something. If I order around dinner time, it's because my friends are over or I just came back from the gym and need food

Interviewer:
Ok and then what's your go-to app or service that you're using?

Response:
Either DoorDash or Uber Eats but I think I've ordered from DoorDash more actually

Interviewer:
Ok, so why is that? What is it you like about DoorDash

Response:
Um. I like that DoorDash has, I like their referral program because I refer my friends and get $7 and their delivery fee is lower than Uber Eats. Also some of the restaurants I like, DoorDash has and Uber Eats doesn't

Interviewer:
Do you find you have to compromise your food choices for a lower delivery fee?

Response:
Yeah, sometimes.

Interviewer:
Ok sounds good. So have you ever encountered any challenges when ordering food from DoorDash?

Response:
Yeah so one time I was ordering from DoorDash, and admittedly the weather was really bad so I can't blame the driver too much. And they delivered the food really slowly and I had to wait over an hour and half for it which was kind of annoying but the other thing was even when they got here I was having trouble getting in contact with them because they couldn't call me for some reason so I wasn't getting their calls and the app wasn't showing their location.

Interviewer:
So how did you end up resolving that, finally?

Response:
I ended up just going downstairs and then I waited for a bit there and I saw he was waiting there and I ended up getting my food. But she was waiting for a while so it must have been annoying for her too. So it was just annoying on both ends.

Interviewer:
Ok so switching gears a little, do you have any dietary restrictions you take into considerations when ordering food?

Response:
No I don't have any dietary restrictions

Interviewer:
Ok so then do you have anything that's your go-to order when on DoorDash or do you like to mix it up

Response:
I like to mix it up, my taste varies a lot. Sometimes I'm craving pizza or sometimes I'll order Spanish food or Chinese food. But the 2 things I order a lot are chinese food or tacos

Interviewer:
Have you ever had to contact DoorDash customer service?

Response:
I don't think I have. I almost did that night I was waiting an hour and a half for my food but I ended up not contacting them

Interviewer:
So when you say you almost contacted them, could you talk about that a little bit? Were you looking for a phone number?

Response:
Yeah I'd have definitely preferred a phone call because I hate sending emails and waiting for a response and I don't like chatting with a bot online. But I didn't actually look for a phone number it never reached that point

Interviewer:
Ok and lastly, do you find the ability to track your delivery important and can you talk about that?

Response:
Yeah tracking my delivery helps a lot because it helps me pace myself and know when my food will get here so I'm not just waiting and waiting and I have an estimate of when it's coming so I can either go play a game or go shower and not be worried my food will get here too quickly.

Interviewer:
So you'd say you're more concerned about the time stamps over the geographical location of your food?

Response:
Yeah probably more the time stamp, but sometimes I like an idea of where they are. But the time is what I use it for more. And the time is usually pretty accurate but sometimes it changes depending on things like weather.

Interviewer:
So just circling back lastly to that earlier situation, were you able to contact your driver?

Response:
I actually don't think so because I remember the app contacted my girlfriend's number for some reason because it used to be her account, but I had changed the number and she still got a message that my food was here so it was her that sent me a message that my food was here.

Interviewer:
Ok cool, I think that about covered everything. Thank you for your time- this was really helpful, have a great day!

Response:
No problem, see you.

P3 https://drive.google.com/file/d/1v5y7iA9_927TbVV3X9Bqb7GQC3KEsdNC/view?usp=sharing

Interviewer 0:03
Hello, my name is Serena and today I am conducting an interview to understand the customer experience that doordash provides to its users and the experience that other food delivery competitors use. There are no right or wrong answers here. And we're just looking to get some insight on how users feel about the service. So before we start, are you okay with the interview being recorded your identity and all your answers will remain confidential.

Response 0:34
Yes, I am okay with that.

Interviewer 0:36
Okay, great. So to begin, can you just walk me through what a typical day looks like for you? Like, you wake up in the morning? And then what do you do from there?

Response 0:52
All right. So I wake up in the morning, Well, not really in the morning, because I wake up at noon, and then I get up and depending on the amount of time either shower, or just run to class, and then I'll usually grab something to eat on my way home, and then all that. And then, um, I don't eat for the rest of the day. And I play some video games. I do some homework, and I go to bed. I start it all again. So it's really exciting.

Interviewer 1:27
Wow, cool. So, um, you kind of briefly mentioned this already. But how do you usually get your meals while you're at school?

Response 1:39
So So I'd say about like, half the time I just dropped by a place and then like, for the time all like, just snack on stuff. And then all like order stuff a lot as well.

Interviewer 1:52
Um, you also kind of touched on this too, but how many meals do you eat? And a typical day? And then is this usually breakfast? lunch or dinner?

Response 2:03
Yeah, so I'll usually just have one meal a day. And it's usually just, like a big somewhere between lunch and dinner.

Interviewer 2:09
Okay. And what causes you to have this schedule? Like with food? Like, why do you only eat one meal a day as opposed to multiple?

Response 2:23
Because I'm really lazy, so I don't get up that early. So just kind of eat once and easier that way.

Interviewer 2:30
Do you snack throughout the day? Or is it just one big meal?

Response 2:35
And that's literally it's really just the one thing he'll usually

Interviewer 2:38
and then you said, you sometimes get food delivered? So, um, how often in a typical week would you say that you order food delivery?

Response 2:50
I don't know, maybe two, three to four times a week?

Interviewer 2:54
Wow. Um, and why do you choose food delivery this often
Response 3:05
just cold out and I don't want to go and die on some ice. So I ordered food. Because really, because I'm lazy.

Interviewer 3:14
What if it's a nice day out?

Response 3:16
Then I'll usually go get food.

Interviewer 3:19
Um, so let's pretend it's a normal day. And you're home from class. And it's one of the days where you're going to order food. Can you walk me through the process of you ordering food? Like, do you use your phone? Your computer calling? Yeah.

Response 3:38
So it depends on what I'm planning on ordering. So I'll usually go to my computer first. So you choose Uber Eats. So

like, I would go on my phone to do that, because the app works. But now I'm using door dash more. Um, and the app doesn't work because on my phone because I haven't updated my iPhone. So so that it doesn't like break because it's an old iPhone. Um, and, uh, the app doesn't work on it. So I have to go on my computer. Um, and then also if I'm ordering like Jimmy John's or pizza house, or just something that like, has its own website that I'll usually go on my computer as well. So it's usually what a feeling I guess.

Interviewer 4:22
Okay, so does door dash require you to have a certain iOS or something?

Response 4:27
Yeah it does you have to have it like, I don't know which one but mine's not up to date for it.

Interviewer 4:37
So when you go directly onto like Jimmy John's or pizza houses website? Do you use that as opposed to doordash? What do you use their websites instead of Florida? Oh, well, they're not on doordash. So like, if I want to order from them.

Response 5:04
They have to go on their websites. Yeah, so I like food a lot. Food is good. And I've heard you needed to survive. Yeah,

Interviewer 5:11
you can do so what time of day do you usually get food delivered?

Response 5:18
Oh, probably like around dinnertime ish. Like, somewhere between three and five? Usually.

Interviewer 5:36
Okay. So when you are choosing to get food delivered, what are you typically doing around this time? Yeah,

Response 5:42
it's hard to say. Because, like, I'm just such an active, busy person, that I'm just always doing something new and interesting. And I think that this question is a difficult one for me. Because, you know, what, what is anyone doing at any given time? You know, it's really like, like, living, you know, doing what they have to arm and what they need to. So I couldn't be like drinking water or doing homework or sleeping or other things that I also do around the time that I order food.

Interviewer
Um, what's your class schedule?

Response
My class schedule is good. I, I take classes in which the objective is to learn and ultimately to obtain a degree from the University of Michigan and I, I often attend these classes.

Interviewer 7:10
What time are in these glasses that like, do you have a lot of morning classes? Or? Wait, no. You said you wake up at noon. Right?

Response 7:20
Yeah I wake up at noon. So all the classes I care about or after that.

Interviewer 7:27
where are they located?

Response 7:28
 North Campus. Okay,

I
so you take the bus from cc little

R
I do take the bus from cc little or take the Oxford bus. It depends. So where do you usually stop to get food? I'll go to State Street or South you if I'm going to stop to get food. The North Campus food kind of sucks. Yeah, I don't really grab anything up there. Usually.

Interviewer 8:01
So you said you use doordash for food delivery. In that you used to use Uber Eats more. So is there a reason for this switch?

Response 8:13
Yeah, Uber Eats sucks now. So like Uber Eats charges way more for delivery. Oh, used to be like, like, pretty reasonable. But now the lowest amount could be $4 delivery. Um, which still isn't that bad, considering you know, it's not really tip. Um, and but like, say some places that are like, $9 delivery charge, which is crazy. You know, where is I feel like, there's still some crazy high delivery fees on doordash. But there's a lot of them that are cheaper, and it goes all the way down to $2. So I usually just pick the $2 delivery options.

Interviewer 8:52
Oh, my gosh, well, that is cheap. Um, do you find that there's a delivery, like, your total has to be a certain amount before you can even qualify?

Response 9:08
Yeah, you have to have $10, or they charge you extra. So like, if I'm at like, 950, it makes more sense to add an item that's like $1. And they'll take like, the $2 off really small order fee or whatever they're doing.

Interviewer 9:31
I guess we kind of just talked about some of these. But do you encounter a lot of challenges when ordering food specifically through doordash.

Response 9:43
Um, so. So yeah, it doesn't always work as intended. But I feel like the door dash people have, generally speaking, been pretty good about like fixing those problems, or like refunding my money or like giving me like, extra, like, doordash credit or whatever, like smoothing that kind of stuff over when there are problems. And that's another reason I switched from Uber Eats more is because I have been in just so many screaming matches with representatives from Uber, which has just been such a nightmare. I mean, they're the most incompetent people, I'm like, there is one time that like, I took like, an hour for, like, my food to get here. And it's like, calling and being like, hey, so like the foods like, and like, you can see where the car is. They were like, going away. They were like, getting further and further away. It was like, it was like, an hour out. So just like, hey, so like, I don't want this food. Anyone? They're like, well, we're gonna have to still charge you for it. Because, like, we already picked it up from the restaurant. I was like, Nah, like, your driver messed up. Like, I'm going to go get food. I'm starving. Like, I'm not paying for it. So I had to, like, I was literally in a screaming match with an Uber representative, it was such a nightmare. So their customer service is just genuinely awful. Um, I feel like I while I have had problems with door dash, I feel like usually with like, a phone call. They like, fix it pretty much immediately. All like three or four times I've had problems. So. So yes, I think doordash is definitely better in that regard.

Interviewer 11:16
What kind of issues have you had with door dash?

Response 11:20
So like similar issues if like the foods like really, really late. Um, and then I had one issue where I ordered food and they came, but like, the app was messing up so they couldn't contact me to tell me I was here. So I didn't know there that the food was here. So that I didn't know the food was there. It was just like a one time thing, but it was very annoying.

Interviewer 11:42
What's that like a glitch in there?

Response 11:45
Yeah, it was definitely like a glitch.

Interviewer 11:53

Oh, do you ever find that doordash? Have they ever messed up your order or forgotten something?

Response 11:59
Yeah, definitely. Um, but like, I just pressed a button. And like, they refunded me for like, it was really easy.

Interviewer
Like the entire order?

Response
Yeah.

Interviewer 12:10
Wow. Do you remember what they missed? Yeah.

Response 12:15
So one time, I can't remember what they missed. But another time I ordered a sandwich and they like put something on it that I didn't want. So they just refund at the sandwich. Um, but yeah, also, there's there is another glitch in their system, which has been great because you can like, press a button and they'll do the refund right away. And then you could actually call them and be like, hey, they messed up my order. And they'll double your refunds, which is so great. It's cool.

Interviewer 13:00
Um, so do you have any dietary restrictions or, like, picky thing? Like, you won't eat?

Response 13:10
I know, I'm pretty picky when it comes to it. So yeah, I guess there's that.

Interviewer 13:14
 So, um, do you like services that have the filter that can filter the results by like, I don't want like dairy or Yeah, or like health food or something?

Response 13:33
Yeah, I mean, those are nice. I end up not using them more often than not, though.

Interviewer
So what do you usually order when you use door dash? Or do you like to mix it up? Or do you go all I go

Response 13:52
for, like, a few things often get whichwhich, and then I get Blaze pizza a good bit. So that's what I got.

Interviewer 14:04
Do you always like, kind of know what you want when you're going to order food? Or do you search for food?

R
Yeah, I'll search for food a lot of times, but then I kind of just end up getting what I always get anyway, because it's easy. And I don't like risky things.

I
Yeah. Do you ever use doordash to browse new food places? Yeah,

Response 14:27
to discover, discover new restaurants and stuff. Honestly, UberEats has been I think they might be failing, because they keep giving, like, every month, they give like a few free deliveries. Oh, so like, I'll be like, hey, I want to try this place. But it was like $10 delivery. But now it's free. So I'll try it out. When that happens. Why do you think they're doing the tour through Skype? I assume just to get customers back. I'm not like entirely certain. Um, I mean, maybe more people left is the competition kind of keeps up? Yeah.

Interviewer 15:08
Um, so you said that you have contacted door dash customer service. So and you said it was because mainly because the food is taking too long. Yeah. Have you contacted them for any other reasons? Yeah.

Response 15:26
Well, if the order was wrong as well.

Interviewer 15:30
And then do you think it's pretty easy to contact their customer service? I do.

Response 15:35
I have had a pretty easy time doing so can you tell me more about the experience you have contacting them? Yeah,

I think they were pretty helpful on and they got my issue done pretty quickly. I think it is annoying that they give you kind of a hard time with actually getting like a refund. But I use the service enough that I'm not really annoyed getting like door dash credits, because I'll use them anyway. Um, you know what I mean?

Interviewer 16:05
Wait, so when they refund you, they only give you doordash credit. They

Response 16:11
Yeah, okay. They will give you a refund. But they're always just like, it's going to take like, two weeks. Yeah, and they give you like a whole spiel. It's clearly like a thing. I don't know. Yeah. To try to not get the refund back. Yeah.

Interviewer 16:29
So what do you think is, so you've kind of used a lot of different kind of food delivery applications. Have you ever used like grub hub? You know,

Response 16:41
I have once grub hub? I don't know.

Interviewer 16:45
It seems to be the most popular. Yeah,

Response 16:48
I don't like it at all. Honestly. It's just like, well, so doordash, one of his biggest problem, bigger problems is that has a terrible format, like door dash, yeah, everything's tested the same problem, you can filter it, but everything. Like, if you're just looking through things, it's all just like, listed, like, very hard to find things. Whereas Uber Eats, does the smart thing of giving every every restaurant, like a picture. So it's like, kind of easy to see. Like, this is the kind of restaurant they are, you know what I mean? Yeah.

Interviewer 17:18
Um, can you sort like, so you would say, Uber Eats has the best filtering methods and

Response 17:25
organization because you can just also look through it and be like, Oh, yeah, so I see, like, tacos and like, a burrito like, this is a Mexican restaurant, like, that's like salads and like smoothies. You know, it's very easy to tell, like, what kind of restaurant you're ordering from, whereas like, I don't know, doordash is it just, yeah, Robin doordash are just like, the names,

ou know, like the logo? Yeah, not even like that all the time.

Um, so, yeah, so I never really loved grub hub. Also, I think grub hub, the problem where they're like, like, we actually go into the restaurants, the grub hub prices on top of delivery charge, or like, notably higher than the actual restaurant braces. Yeah, yeah, I've noticed that on so like, I don't like that. I don't want to do with that door. Dash doesn't do that. As far as I can tell. Now.

Interviewer 18:22
So with all these different apps, have you noticed that the selection of restaurants for each one is different? The selection

Response 18:31

Yeah, so like salmonella, some between so like, most things are on grub hub, but definitely between Uber Eats and and doordash the selections pretty different. There's definitely some overlap. But there's some things that are just some things that are just

Interviewer 18:50
on doordash. Do you think Uber Eats and doordash like they offer the same amount of restaurants?

Response 18:58
Oh, I would say that in Ann Arbor. Door dash offers way more restaurants. Okay.

Interviewer 19:05
That's good to know. And then you said you do track your delivery deliveries on doordash? Yeah. Do you find that really important? In your experience? It is helpful. Yeah,

Response 19:17
for sure.

Interviewer
Why do you think it's helpful?

Response
Well, because, like if the cars just constantly moving away, they remember like on Uber Eats once the car just like started going to like the airport. Like they were like, almost like the Detroit airport. I was like, I don't know what's going on. But like, this is crazy, you know, so, like, it's nice to know that like, they're not coming, you know, so I can be like, Alright, so this is not something that's happening.

Interviewer 19:45
Why do you think like they were going to the airport?

Response 19:48
You know, I have no idea. I've had a couple instances on Uber Eats where I'm like, pretty certain that the delivery driver picked up the food and stole it or something. I'm not really sure. Just like I've also had delivery charges be like this food was delivered when it wasn't,

Interviewer 20:08
um, are there any apps that you're not able to track your delivery?

Response 20:14
Absolutely. Ah, not that I know of. Honestly, I don't know, grub hub lets you but I just genuinely don't know enough to say whether it's something you can or can't do.

Interviewer 20:27
Okay, well, that's about all the questions I have for you. Thank you very much. This was a great interview.

Response
Thanks Serena. It was a great interview.

Interviewer: Hello there. I'm Destiny.
Response: Hello Destiny.
Interviewer: What's your name?
Response: My name is Elizabeth.
Interviewer: That's really nice. Today I'm just conducting an interview to understand the customer experience provided by DoorDash and other food delivery competitors. There's no right or wrong answers and we're just

looking to get some insight into how users feel. Is it okay if our interviews recorded?

Response: Yes. I give my full consent.

Interviewer: Okay. Your identity and comments will remain confidential.

Response: They better.

Interviewer: Okay, so can you walk me through a typical day for you?

Response: Weekend or weekday?

Interviewer: Both.

Response: For week day I will wake up and lie in my bed. Play on my phone until I have to go to the bathroom. And then I will get up, go to the bathroom, get ready, make my bed and all that good stuff. And then I'll skip breakfast because I never eat breakfast. And then I'll go to class after class. Oh, I usually have a protein bar though and for breakfast, and then I'll go to class and then I'll have lunch at North Quad. I live in North Quad. So I'll have lunch at North Quad or east Quad, depending on where my class is. And then after class I'll go back and do some homework and then I'll eat dinner and then I'll go to the gym if it's not negative degrees outside and then I'll come back and shower and I usually wind down my day by doing more homework and drinking tea and maybe watching YouTube.

Interviewer: So what's your weekend like?

Response: My weekend? Yeah, I'll go to Rick's for like, some hours and then I'll come back and always have brunch on Sundays. Yeah, brunch buffet and then I'll go to I go to Rick's Fridays and Saturdays kind of busy.

Interviewer: So how do you get your meals while at school? I know you said you live in North Quad, so do you only get your meals from North Quad?

Response: I get my meals from North Quad and Amazon.

Interviewer: Can you expand upon that?

Response: Yes, I eat Indomie ramen. It is the best ramen in the world and it's better than the food that they have at North Quad.

Interviewer: So Is that why you turn to Amazon for food?

Response: I'll also eat out occasionally.

Interviewer: Okay, so how many meals do you usually eat in a day?

Response: Does a protein bar count as a meal?

Interviewer: No, how many meals and snacks?

Response: Two meals? Two or three snacks?

Interviewer: How come you only eat two meals usually?

Response: Because I would rather sleep then go to the dining hall because it's not worth it. And they only they have the same food every day.

Interviewer: So why is it not worth it?

Response: Because they have the same food every day and I'm sick of it.

Interviewer: Have you ever skipped a meal?

Response: Yes. I told you. I skip breakfast every day.

Interviewer: And that's because you'd rather sleep?

Response: Yes. I'm tired of scrambled eggs. All they have is scrambled eggs and bacon every morning.

Interviewer: Okay, so when you have food delivered to you, why do you choose to have it delivered?

Response: It happens when I'm sick of North Quad's bullshit.

Interviewer: Can you expand on that?

Response: Yes, I order food at night dinner when I'm craving, and I have been a very good girl and I've been working hard. So like yeah if I'm having a craving and North Quad wasn't doing it for me, I'll order food but only if it is a good price.

Interviewer: So how often during a typical week would you say you order food delivery order food?

Response: Order food or eat out?

Interviewer: Order food and then eat out.

Response: I would say if you combine the two it's probably once or twice a week. On really rough weeks maybe 3.

Interviewer: So let's pretend it's a normal day your home from class about to order food can you walk me through that process?

Response: Yeah so ordering food for pickup or takeout or?

Interviewer: I guess can you tell me the differences in between the two?

Response: So like if I don't feel like paying the delivery fee which is like $4 for places that are close order pick takeout from Totoro because it's only three minutes away, so that means I have a lower chance of going outside and slipping and breaking my neck. Otherwise, I will use one of my food delivery apps. So I have Uber Eats DoorDash, and GrubHub in order something from one of them I usually get like a sandwich from Wich Which, or one time my friends and I got nuggets.

Interviewer: So why do you usually order from places that are closer?

Response: Because the closer it is the cheaper the delivery fee is and I don't feel like paying $8 for delivery when my food is like $8.

Interviewer: What time of day would you say you normally get food delivered? I know you said typically at night?

Response: Usually between the hours of 7 and 9PM.

Interviewer: Why is that?

Response: That's when my self control is at its lowest.

Interviewer: What are you usually doing when you order food?

Response: I'm in my room doing homework or I'll just have gotten back from the gym, which makes me hungry.

Interviewer: I know you mentioned that sometimes you're with friends and you order?

Response: Yeah.

Interviewer: Do you typically order food delivery? Or do you pick up? Or what do you do?

Response: Like whenever my friends and I are intoxicated, we will want to eat the most amount of food and we don't feel like walking.

Interviewer: So you'll order?

Response: Yes.

Interviewer: Is there a reason that you would use doordash for food delivery?

Response: First delivery is free after you sign up.

Interviewer: Oh, okay. So would you say it's for money reason?

Response: I would say that my first choice is Uber Eats. And my second choice is doordash because it's better than grub hub. But it's not as good as Uber Eats.

Interviewer: Why is it not as good as Uber Eats?

Response: Uber Eats has more restaurants on there and more options for each restaurant. So like sometimes on doordash, there's only like four options for a restaurant. And I'm like, no, I need more. I need more options to choose from.

Interviewer: Okay. Why? Why do you think that door dash is better than grub hub?

Response: Grub hub is ugly.

Interviewer: The interface, or ?

Response: The whole aesthetic of the brand is disgusting.

Interviewer: So would you say aesthetics are important to you in which app you choose to use?

Response: I would say that the aesthetic influences the usability of the app

Interviewer: That's fair, why is that?

Response: It makes it easier to navigate. And if it's hard to navigate, I get frustrated and don't want to order anything.

Interviewer: Have you experienced that with door dash?

Response: Yes.

Interviewer: Can you tell me more about that experience?

Response: Well, it wasn't me specifically. But my friend was trying to order nuggets and they kept saying that the order wasn't going through or that it was getting cancelled or something and they weren't giving her the first free delivery, even though it was her first time and we were really annoyed. We were just trying to get that free delivery.

Interviewer: Have you experienced that on other apps as well?

Response: Like frustration?

Interviewer: Yeah.

Response: So like on Uber Eats, you put in your address, but you can't put in like, a specific side of the building. And like when you're ordering food, it's because you don't want to go outside and walk. But if they go to the wrong side of the building, then you have to go outside and like, find them and stuff. And so that's really annoying to me. Especially like, if it's snowing then like, I'm ordering food so that they'll bring it to me. Not so I can go outside and look for them.

Interviewer: Does that happen within other apps than Uber Eats? Like doesn't happen within door dash or grub hub or eatstreet?

Response: Like all of them.

Interviewer: Okay, so what do you like about doordash?

Response: I like that it's cute. And like, when I opened the app, I can see different cuisines and like that's something that's important to me like, cuz I'm always like, Oh, I'm in the mood for this kind of food or this kind of food.

Interviewer: So do you have any dietary restrictions?

Response: I don't usually eat dairy and I'm allergic to peanuts and shrimp.

Interviewer: So how would you say that those affect your process of ordering food delivery?

Response: Um Well I would say that it's really hard to across all the apps just because when you look at the menu there's no way to tell like what ingredients are in something so like sometimes they'll say oh the impossible meat burger or whatever and then I know that it's vegan but I'm but it's like hard to tell what specifically ingredients are in there and like I have some I know people with very intense food allergies and like they will literally die if they eat something that's wrong. So they should have like a way to show what kind of allergens are in each dish.

Interviewer: And would you say that like often it's very easy for things to become contaminated within the food delivery process like the food itself?

Response: I wouldn't say that it's any any easier than like when you go to the place to eat just cause it's pretty protected.

Interviewer: So I know that you don't eat dairy, have you found that like apps have a way for you to avoid dairy?

Response: Yeah like I am on wich which on Uber Eats, at least, if I'm ordering a sandwich, they'll ask me to pick between a cheese and there's an option for no cheese.

Interviewer: So that confirmation helps you feel like you're getting the right order?

Response: Yeah.

Interviewer: Okay. Can you tell me more about that experience?

Response: Like not getting cheese on my sandwich?

Interviewer: Like the process of like, selecting that for other restaurants and stuff?

Response: I guess like, yeah, it makes it feel more personal. Because, like, I get to customize the dish to my own needs. And I think there's a spot to put notes about the dish to like, it'd be like a certain kind of way. So in that kind of way, it reminds me of ordering at an actual restaurant where the waiter comes in like you tell them how you like it.

Interviewer: So you like the experience of like being like, actually in the restaurant in an app?

Response: No, I like them to get my order right.

Interviewer: And have you ever encountered any issues with that with the door dash?

Response: Not any more than Uber Eats or GrubHub?

Interviewer: So you would say they're like, pretty on par with each other in terms of like the dietary restriction options?

Response: Yeah, I would say that there's not very many options to pick from.

Interviewer: Okay, so I was wondering what you usually order when you use door dash because I know you said you like crave different cuisines? Like do you order a different lot of different cuisines?

Response: Like what what do I order on door dash? Um, I guess on doordash they have like, different restaurants from what's on Uber Eats so if I'm on doordash it's usually to order something from a place that's not on Uber Eats.

Interviewer: So is door dash like your second go to?

Response: Yes, or I'll check like the difference between wait times and delivery fees.

Interviewer: So would you say that time is important for you when ordering food?

Response: I would say time and costs. So like behind door dash, the delivery fee for places like two blocks away is 1.99 but on Uber Eats it's 3.99, so or 2.99 I think.

Interviewer: So in general, do you think that you eat a lot of different cuisines? Like aside from just on specifically doordash?

Response: Can you repeat the question?

Interviewer: When you're ordering foods, do you find that you like to try a lot of different cuisines? Because you can just order and try it? Or do you think that you just stick to like the same couple of meals?

Response: I kind of just stick to ordering from the same place. So it's just because once I order from them and I'm satisfied, I feel like there's a sense of like, established reliability.

Interviewer: Can you tell me about that reliability within those?

Response: So like, I usually order from wich which, if I'm on Uber Eats, just because like it's really cheap, the sandwiches are like $6, and then they're always really reliable and fast and they they've never gotten my order wrong. So like, based off of the times that I've ordered from there, I just feel like since they've never gotten it wrong, like I don't know I trust them.

Interviewer: So it sounds like I guess you have a lot of factors that go into your food delivery ordering process. What would you say those factors are for you?

Response: Like the factors for what?

Interviewer: So it sounds like time, money, reliability, like which ones do you think are the most important to you?

Response: In an app?

Interviewer: Yeah, in a food delivery service, I guess.

Response: Like communication I think is important, like seeing where the driver is. Being able to contact the driver because sometimes they're on the wrong side of the building. And I'm like, where are you? I want my food. Price and how easy that is to navigate.

Interviewer: Okay, so it sounds like the ability to track your delivery is important to you. Is that correct?
Response: Yes.
Interviewer: Why is that?
Response: Cause I want to know where my goodies are at.
Interviewer: Why is that?
Response: Because I'm waiting for my food. I want to eat it. So I want to know where it is.
Interviewer: Okay, so what about getting your food on time is so important to you if you're at home?
Response: Well, like I said earlier, I usually order food between seven and nine. So that that generally means I'm trying to order it so that I can eat it while I'm relaxing. So if it doesn't come on half, I'll get pissed off and cancel the order.
Interviewer: So have you canceled a lot of orders in the past?
Response: No, I've never cancelled an order.
Interviewer: So do you find that one app is better at tracking your delivery than the other?
Response: I think that Uber Eats is the best just because of how clear everything is visually. So like, the most important aspect to me, is what time it's estimated to be delivered and not like where the car is. I want to see like, what the time is that my food is going to be there. And like, that's the biggest aspect on that screen. So to me, like it helps a lot.
Interviewer: In terms of tracking your delivery, what's most important to you? Getting a timeframe, actually being able to see where it's going, or like having an updated time?
Response:I would say like, if I could only pick one it would be updated time just because like seeing it on the map is not enough for me to know when it's going to be there.
Interviewer: Yeah, I think that's very fair. So I want to thank you for your time. So thank you.
Response: Thank you.

P7 [https://drive.google.com/file/d/1n0xl7jyzXRcNA17KvfqfJyVOWK0qmr18/view?usp=sharing]

| |
|---|
| **Interviewer:** Yeah okay so hello I'm Kenton Hoffman today I'm just conducting interviews to understand the customer experience provided by doordash and similar food delivery competitors. Now there are no right or wrong answers here so we're just looking to get some insight into how users feel so feel free to answer anyway you like and is it okay if our interview is recorded your identity and comments will be confidential? |
| **Response:** Yeah that is most certainly fine with me I guess I'll start by talking a little bit about myself my experience with doordash. So I worked at a local pizza shop called the pizza depot we receive orders in a variety of ways in person, we receive them via phone calls and input orders into our system. We also receive them like over our website and they come to us via fax machine. Yes, we also use DoorDash which has its own tablet. It also comes via Uber Eats which they print it on a little receipt and it has its own tablet as well and we also have eatstreet which comes in the fax machine. |
| **Interviewer:** So these are kind of like some more broader questions to start with. So can you walk me through like a typical day for you? |
| **Response:** Yeah, so during the school year, I work Fridays from 5pm to 4am. So just in terms of Volume we usually get out peak in terms of orders on apps like grubhub, eatstreet and doordash at like around 7pm. Usually the peak |

for in person orders is around I would say 2am cause that's just when the night clubs nearby get out and people come in various states of inebriation they place orders with us I would say a typical order kind of on that like doordash would probably like for one or two people cause you usually don't order like multiple pizzas for like a party via doordash. It's usually one person ordering food for themselves for just one day or for multiple days. It was like an entree or like one small piece or something like that.

Interviewer: So how do you get your meals at school cause I know you said you work at a pizza company…

Response: How do I get my meals? Yeah, so I actually I have a meal plan so it's really awesome. I really value that because it's really hard to get fresh produce especially during school. Like cause I don't have a car so going to the grocery store I have to ask my roommate for his car and he's usually doing stuff in bed. So if I do go to the grocery store I'll buy stuff that lasts for a while and won't kind of go bad just like bunch of soups and stuff like that.

Interviewer: So you can't really like buy a bunch of produce and you're going to only get like halfway through and they'll get moldy before you finish

Response: Yeah and I really like being with my fresh foods I'm sort of a big believer in like staying with a good gut microbiome.

Interviewer: Right so how many meals do you eat in a day like do you typically have like a breakfast lunch and dinner or do you usually skip one or the other?

Response: So I like working out too and I have a very high metabolism so I have to eat at least three meals a day so usually I do three full meals like where I eat I feel super full and I also do a protein shake called mass gainer which has over 1000 calories which is insane so it has like 16 grams of protein. And so I'm just like constantly eating to try and not lose weight.

Interviewer: So I guess I kinda asked this before so have you ever skipped a meal before?

Response: Yeah, so usually not it doesn't happen a lot but when it does it's because I'm stuck in a library or I don't have time to go get food like on the weekends make food.

Interviewer: So have you ever gotten delivery food before, if so why do you choose to have food delivered?

Response: Why would I have food delivered? I guess it would definitely be a convenience thing like it's super cold out or it's just been like a long day or I don't want to go back outside I would say that would be the primary motivator to order food. But yeah the benefit is the convenience but the cost is why I wouldn't do it because then I would have to pay someone and then because I again I work in the food industry I have to tip well and it would cost even more.

Interviewer: So how often during a typical week would you say you're getting food delivery?

Response: probably less than once a week yeah again cause I do have a meal plan which is awesome because I can get unlimited food. So I don't know, at night when stuff is closed I definitely tend to order food more, I would say.

Interviewer: So let's pretend that it's like a normal day you're home from class, you're about to like order food. Can you walk me through that process? What would be going through your mind?

Response: yeah so usually ordering food is kind of a reactive process you know? Right so I know in a couple hours I'm going to order food, again because they cost more it's usually not the first choice. So usually when I order food online usually don't have something in mind. So I like to go in like local places using Google Maps or just regular

Googling to see kind of what's in my area that I have to factor in the transportation costs, how far they'll let us order delivery as it costs more so that your geographical location as well as that is a factor.

Interviewer: Yeah so do you have a favorite type of cuisine? Chinese? Are you like sick of Pizza since you work at a pizza place?

Response: haha… yeah but yeah I definitely don't order pizza when I'm not working because when I am working there we get like unlimited pizza.

Interviewer: Yeah...so what time of day do you usually get food delivery? If you were to get delivery?

Response: time of day? yeah usually it's a late night thing again it's like when your willpower is diminished and I don't want to be proactive, make positive decisions. So definitely late at night, probably weekends or like Sunday or something like that. And I can corroborate that based on my experience working at a pizza place the peak start is like 7pm for dinner and stuff like that but then also at like 1:00 AM a lot of people just ordering like two slices of pizza or like chicken fingers which is some drunk girl. Most of the time they are like passed out by the time that the driver gets there which is a bummer but that's definitely the peak time.

Interviewer: So is there a reason you use DoorDash to order food delivery other than I guess more available?

Response: Um, I mean I don't actually prefer doordash, just in terms of, again, my experience when I do order food for myself, I use UberEats because I know they do a very good job of getting their drivers in the restaurant at a time that accurate reflects how much time it takes for us to make our food, it's very easy to track via the app and I like that it's very concentrated on that one space and it's just not like on the browser for some reason that makes it feel better, I don't know makes the most sense. Yeah, so the amount like the UX itself is good too. So I'd say Uber is definitely like the most reliable.

Interviewer: Alright, so that probably just answered this next question which is similar but do you prefer doordash over other food delivery service and why or why not?

Response:Yeah definitely not. I think primarily because of the employee base like the users that they have and the system that they have for making sure the drivers are like the best, a reviewing system for things like Uber again or even EatStreet. Again I think they [UberEats and Eatstreet] are more popular because they are more reliable they definitely make sure orders get in and out

Interviewer: So can you usually tell a difference when the DoorDash people like come in versus the Uber Eats?

Response: Yeah yeah, definitely in the caliber of the driver. And then again, like the DoorDash, people will get there like 20 minutes before their order's ready, like, we just got the order, but they're like why isn't it ready? And we're like yeah, we just got it.

Interviewer: So is there anything you like about DoorDash? Or not really?

Response: I mean, if nothing else was available, I'd say it's good. Like a last resort. It's better than having like an in-store driver take it, I think. Yeah, but just in terms of third party delivery services. I don't think it's the best. So I don't use it alot personally because I don't think it's reliable. I'm not a huge fan in how you interact with the website or the UX design itself.

Interviewer: So I think I touched on this earlier, but have you ever encountered any challenges to ordering food on DoorDash?

Response: Umm, I can speak to this not as a consumer but kind of as a vendor and again just primarily sometimes the DoorDash drivers because they get there so early because they get a message saying hey, go to this restaurant now like they'll get frustrated and leave and then we have to call DoorDash and say like, hey, this guy left so you need to get a better driver and then the number that we have for DoorDash doesn't have a good system for contacting drivers and interfacing with them, making sure they have best information so that they're there on time.

Interviewer: So do you have any dietary restrictions in terms of your diet? Is there anything, any types of food that you avoid?

Response: I do. Yeah. Like in terms of like actual allergies. I have a super severe peanut allergy and I don't know I don't think DoorDash places an emphasis on that like it doesn't want to cater to that base. I don't think a lot of other apps do that either like Uber doesn't have you put your nutrition preferences or anything like that. So I've been kind of super responsive to catering to that base.

Interviewer: So does that affect your food ordering process at all? like knowing that, some restaurants may not be able to accommodate?

Response: Yeah, it definitely affects not only the delivery service I use but then also you have the restaurants I choose to order from like I had never had what's that really good Chicken place like everywhere? Chick-Fil-A? Yeah I was I was recently at an airport and I was like I want to get Chick-Fil-A so I waited in a 30 minute line and there's a huge sentence that says all of our food is made with peanut oil. Well I guess we're not eating here today

Interviewer: Yeah there's another one like Five Guys and Fries and they also use peanut oil for everything. So what do you usually like order when you use DoorDash or other food delivery services or do you like to mix it up?

Response: Yeah, no I definitely tend to order the same things like protein-based dishes or desserts I have a huge sweet tooth so definitely consistency in terms of what I order.

Interviewer: So have you ever contacted the DoorDash customer service before and then kind of explain why.

Response: yeah so never again as a customer but as a vendor having to contact DoorDash and be like "Hey your driver left or your driver's not here sometimes we'll get calls from the customer and they'll be like "Our pizza came but it was upside down in this box what happened?" Cause the stupid driver put it upside down and you have to call DoorDash and be like "hey you have to reimburse us cause we have to remake this pizza." And then like relative to other services again like Uber or even EatStreet DoorDash is usually the most stingy with providing financial reimbursement for the order that we have to remake.

Interviewer: So you really have to like wrestle with them?

Response: Yeah yeah they're definitely the least forthcoming and I think that's just a symptom of like maybe the infrastructure and how they communicate things or how responsible that person is but like we call UberEats and be like "Hey, this is messed up," not only can you write a review for the driver of the app they'll be like oh yeah okay how much do you need a reimbursement for?

Interviewer: Yeah that's probably another thing you can't usually write reviews like on DoorDash as much as like UberEats or it's not as easy

Response: And then also I don't know if DoorDash has like a tipping mechanism within it? Not totally sure but for Uber I think that definitely incentivises driver to be better because they have that financial incentive built into the app. It not just for cash tips.

Interviewer: So how quick was getting customer service through DoorDash like did you have to wait for a while to contact a representative?

Response: Yeah yeah you had to click through a bunch of different options. And also the long waiting and the whole, whatever it's called, the song that plays in the background.

Interviewer: So do you find the ability to track your delivery the most important, in your DoorDash experience, or I guess your experience with like other apps too?

Response: Yeah, I'd say that's super valuable. Even if it's just like the Domino's feature that's kind of arbitrary, not updated frequently. Like they just press one button and it automatically goes to the next stage.

Interviewer: Yeah, you talking about the pizza tracker?

Response: Yeah, yeah, the pizza tracker. Yeah, it's not like going from step to step, like incrementally, it goes just all at once. And it's just because they press the button that says, okay, I finished that step. So even that, even though it's not totally accurate it definitely makes you feel connected to the order and allows you to prepare.

Interview: I think that's all my question that covered so far. So thank you for your time and good luck with future DoorDash orders.

Appendix 5. Documentation of the Affinity Diagram
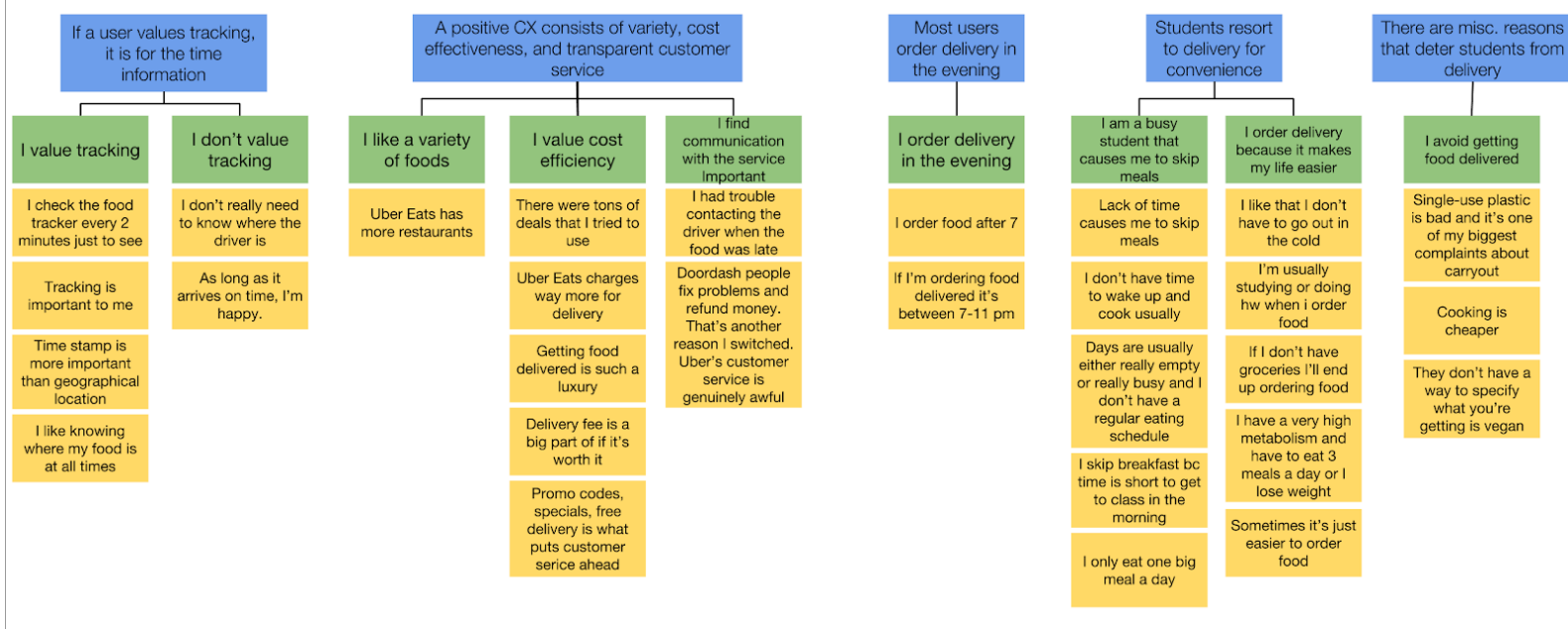
Appendix 6. Personas

Jimmy Smith

"I hate walking outside in the cold weather"

Personality

Lazy	Relaxed
Disorganized	Tech-Savvy

Bio

Jimmy is a 22 year old senior at U-M. He is studying industrial operations engineering. Jimmy is never overly bothered with his studies, and loves to spend his time playing video games rather than studying or cooking. Jimmy is not someone who likes to plan ahead, and usually does things last minute.

Goals

Get the cheapest food possible, as quickly as possible

Free up more time for video games

Minimize time outside his apartment

Avoid having to grocery shop or cook

Behavior

Plays video games often

Doesn't wake up before 11 am

Eats 1-2 meals per day

Orders delivery 4+ times/week

Frustrations

Procrastinates both work and food

Hates going shopping and cooking

Feels most restaurants/services are too expensive

Hates having to track down a lost or late order

Penelope Doe

"I'm always on North Campus studying"

Personality

Hardworking	Organized
Anxious	Tech-Savvy

Bio

Penelope is a 20 year old junior at U-M. She is a very busy student pursuing a dual degree in business and engineering. As a result, Penelope's priority is always her academics and she spends most of her time studying. She therefore is looking for a fast, reliable option for food

Goals

Finish her work quickly and efficiently without compromising quality

Eat 3 filling meals/day

Maintain a healthy lifestyle

Balance her demanding academic life with physical health

Behavior

Gets food delivery twice/week

Is rarely at home

Enjoys eating healthy

Favorite apps are Doordash and Grubhub

Frustrations

Hates when food delivery is late

Never has time to cook

Gets worried if she can't track the order

Hates if she can't contact the driver/delivery staff

Appendix 7. Scenarios

Penelope (scenario 1) is a 20 year old junior at U-M pursuing a dual degree in business and engineering. She is a very organized, academically focused individual who makes an effort to eat healthy and maintain a healthy lifestyle but she doesn't have time to cook due to her busy academic schedule, which she hates being disrupted in any way. Therefore, she uses DoorDash to order healthy food in a time-efficient manner that lets her stay healthy while not interfering with her studying. While studying in the Duderstadt library at 7:30 pm she decides to order a salad for delivery from Salad's Up. She is able to place her order and specify her location, and then keeps checking the ETA on the tracking feature every 5 minutes. When the delivery has not arrived, she calls the driver and is forwarded to customer service. They apologize for the inconvenience and immediately give her 50% off her order through Doordash credits. Her food does arrive, albeit very late.

Penelope (scenario 2) is surprisingly in her apartment on a weekday evening, however, she has to leave soon to go to North campus to meet with a study group. She knows she won't be home in time for dinner and doesn't want to skip a meal or resort to junk food from a vending machine because she needs the energy to focus on studying. Penelope decides that her best option is to quickly order food. She is nervous about ordering before having to leave because it must make it to her apartment on time. While on the app, she looks at the places with the quickest delivery time and decides on a place that has the healthiest options. Once Penelope specifies her apartment's address she receives the ETA stating that the food will arrive in 20 minutes, which is perfect because she has to leave in 30. Anxious, she constantly tracks the driver. The food arrives a minute early and she is elated because that means she can quickly eat before heading out the door.

Jimmy (scenario 1) is a 22 year old senior at U-M studying Industrial Operations Engineerings. He's never really bothered with his studies so now he is in his apartment at 10 pm working on an essay due tomorrow. He procrastinated the essay for two weeks and now hasn't eaten all day and doesn't have any food in his house. It's snowing outside and Jimmy thinks that the groceries at CVS and Walgreens are really overpriced, so he doesn't want to go buy food. He also hates the idea of cooking something. Jimmy has both Doordash and Uber Eats on his phone. Knowing that he has 2 coupons through DoorDash, he chooses to use his coupons and order Pizza House for delivery directly to his apartment, which means he won't have to deal with the bad weather. He receives a predicted time for the food delivery and knows when the food is going to arrive. It shows up on time and he is able to eat a meal and rush to finish his essay.