

OPERATION SELF DELIVERY ROBOT

An effective and efficient way to increase Doordash's time reliability on delivery and improve customer's trust.

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Background

Reason for Product Introduction

Using delivery robots to automate Doordash's food delivery to improve trust and reliability of delivery time with clients.

Business Case

Initial Focus on Self Automated Food Delivery Robots

- The goal of using automated food delivery robots aligns with Doordash's company goal of getting whatever people need in their hand as efficiently as possible.

Opportunity

What's the problem?

- Based on Doordash's company reviews, there has been customer complaints particularly for clients on how they are unable to keep track of when exactly their ordered food would be delivered to them and how long it sometimes takes. As Doordash's goal is to "get whatever people need in their hand as efficiently as possible", it's important to work on providing efficient and effective delivery processes to clients thus increasing client retention, loyalty and promoting a good brand.
- Attached link below reflects on other competitors, what they do and how some have already started to incorporate the automation system of food delivery fast tracking their processes. <https://www.g2.com/products/doordash-for-merchants/competitors/alternatives>
- From <https://www.upperinc.com/blog/food-delivery-statistics/> an estimation of 60% of the US population use food delivery service. From <https://www.usesignhouse.com/blog/statistics>, an estimate total of 131 million users use uber eats which is brand very well known for automated food delivery systems. From www.upgradepoints.com, They have an average cost order of \$35.42 a month.
- TAM for Uber Eats = 131million users of Uber Eats x \$35.42x 12months = \$55,680,240Billion estimate made of automated food delivery.
- This shows an estimated Total Addressable Market of using automated food delivery service the competitor makes in comparison to Doordash's revenue which has seen it's highest peak of revenue just around \$6 billion dollars.

Proposal

What's Our Solution?

The solution is to build a mechanized self delivery robot with an accurate map based logistic destination and accurate timing on how many minutes food delivery would take which is in turn communicated intermittently to clients to enable them reliably track their delivery.



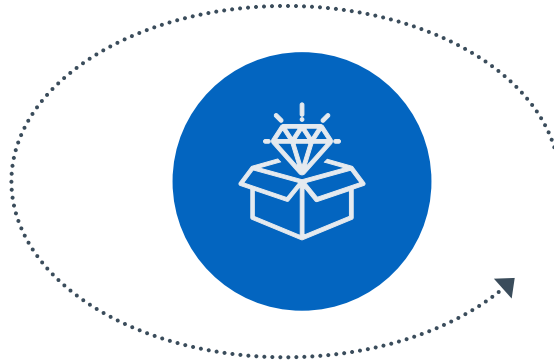
Return On Investment

What can we do?

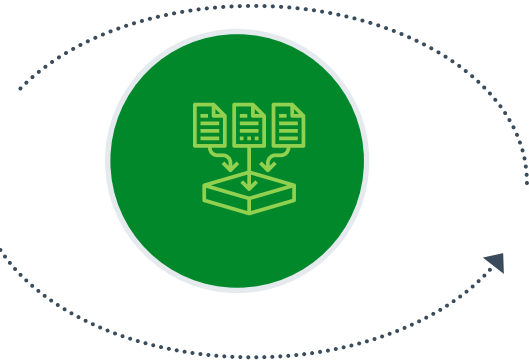
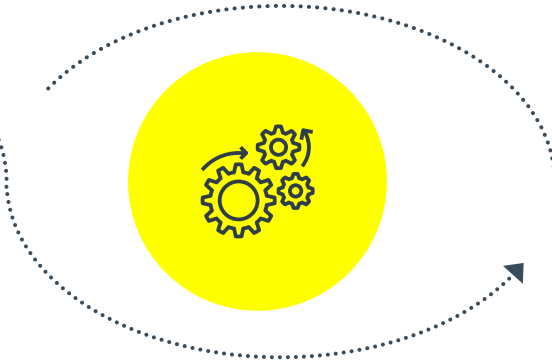
- Using a self automated delivery robot would reduce the average timing of manual delivery time drastically by 20% since there would be reduced hindrances of inefficient routes made due to human error made and issues of traffic encounters. Fast and efficient delivery would in turn build customer reliability and confidence in delivery timing and reduce human errors and encounters of accidents.
- The cost of one self delivery robot is estimated to be \$2000-\$5000 based on the amenities needed in the robot.

GOALS FOR 1ST YEAR

- Goal 2: Gain an average of 40% of clients on 3, 4 and 5 star on customer review and satisfaction on delivery.



- Goal 1: Reduce delivery timing as compared to manual delivery drastically by 20%.



Goal 3: Grow customer loyalty and retention with a measurement of threshold of 500 customers and over returning as repeat clients.

Competitors

UBEREATS

- Ubereats is widely known as an online for delivery platform specifically for food delivery.
- As a connection between restaurants and clients, they have a wide range of mode of delivery options for food such as scooters, bikes, motors and self delivery robots.
- They are recorded to have an estimated total of 133million users in the U.S that make an average delivery request of \$35.42 every month.

GRUBHUB

- Grubhub was known to have made \$500 million in revenues per quarter.
- GrubHub has a customer focused pre-order service.
- Customers are able to live-track their orders from some restaurants to the doorstep.
- In 2021, Grub Hub partnered with Yandex and Washington Football team which adds up to elevating their brand.

Our Advantages

- Doordash has a zero percent commission on restaurants that would want to rally on their service to connect with clients.
- Doordash allows customers the convenience of scheduling their food delivery for immediate delivery or schedule for a latter time.
- Doordash also has 24 hour service delivery as compared to other competitors that have unavailable service deliveries after certain hours in the day.
- Wide range of delivery services and payment options.

Roadmap and Vision

Roadmap Pillars

Where do we go from here?

VISION

- To become a fast and credible delivery company for our clients.

SELF DELIVERY ROBOT

To improve time efficiency

- Build a self delivery robot incorporated with a live tracking system for customers to give accurate delivery times.
- Include customer reviews per every delivery made with the robot to track the success rate of using the robot in improving time and efficiency .

SELF DELIVERY ROBOT WITH FOCUS ON OPERATIONS TEAM

Focus on operations team or a standby team to handle robot deliveries

- Provide training for the operations team on navigation of the self delivery robot in order to be able to operate in cases of rerouting.
- Have a standby team solely for the purpose taking care of requests on automated self delivery robots so that adequate attention could be given to each mode of transport delivery.

MARKETING THE AUTOMATION OF SELF DELIVERY ROBOTS

PR AND MARKETING

- Ensure marketing and PR gives notice on the introduction of self automated delivery robots on all our social media handles and their benefits of fast time delivery
- Create flyers and polls that gives clients a chance to express their experiences on using the self automated delivery robot to give further insights on customer's experiences of using the product.

Where do we go from here?

After product success

- Upon success of the product, we would like to include referral bonuses as discounted prices for repeat clients that use the self automated delivery robot services.
- This would in turn increase client numbers of Doordash thus providing more revenue to the company.