
User Research Presentation

Understanding the Delivery Needs and
Preferences of Students

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Initial Problem Statement

- Problem Idea - Understanding the Delivery Needs and Preferences of Students



Research Aim and Objectives

- To understand the pain points of students when it comes to accessing delivery services on campus
- To identify the features and functions that would be most valuable to students when using delivery services on campus
- To gather insights on how students feel about delivery services on campus
- To determine the preferred alternatives that students expect to get deliveries to room



Target Users

- College students who are living on campus
- Students who want some other student to collect their order from the college gate or hostel entrance and food from canteens inside, then deliver to your room.
- Due to some uncertainty like sickness, busy schedules or unavailability , etc.



Sample Size

- UG-1 – 2 Male
- UG-2 – 2 Male 3 Female
- UG-3 – 3 Male 1 Female
- UG-4 – 3 Male 2 Female
- DD-5 – 1 Male
- PG – 1 Male 1 Female
- Total – 19 User Interviews



Research Tools

- In-person interviews
- Interviews were Semi-Structured.
- Focus groups
- Notes/observation sheets



User Interview Guide – General Flow

- Can you tell us a bit about your daily routine – Focused on ordering online and in-campus canteens usage.
- How often do you order online for food(mostly), groceries, medicines, etc.? (Late night orders)
- What challenges do you face when it comes to accessing food on campus?
- What features or functions would be more helpful to you regarding delivery service on campus?
- Have you ever suffered with delivery service on campus? (Focused more during uncertainties)
- What do you think about someone helping you to deliver things to your room on campus?



User Interaction : Notes & Observations

- Interviewed 19 students varying over different study groups and hostels
- Most students faced challenges with delivery service on campus
- Many students wanted to order for delivery on campus late at night (after 11 PM) but backed off due to the need to walk to the gate.
- Some skip meals due to Busy schedules, sickness, etc., and cannot order online as delivery service to a room is not allowed.
- Delivery to room during uncertainties like busy schedules, sickness, unavailability, etc. is most important for delivery service on campus
- Students would be more likely to use a delivery service if it was delivered to a room, reliably.
- Many were fine with some other student delivering it to their room but some said it would not be comfortable.
- Some other student delivering their order is not a problem to many.



Insights – Pain Points

- **Long waiting times** : The survey revealed that the long waiting times for delivery is a major pain point for the students. This may be because of high demand during peak times or lack of efficient delivery systems. Students may have busy schedules and waiting for too long can be a hindrance to their daily routine.
- **Difficulty finding time to pick up deliveries** : Some students mentioned that they find it difficult to take out time from their busy schedules to pick up their deliveries from a common delivery spot. This could be due to classes, assignments or extracurricular activities that take up most of their time.
- **Inconvenient delivery times** : Some students found the delivery times to be inconvenient, as they had to wait for a long time for their orders to arrive or the delivery was made during times when they were not available. And also many had problem with No deliveries inside campus after 11 PM.
- **No Delivery to Rooms** : This is a common problem shared by many during user interviews; picking up the order would be tough when a person is sick, etc.



User Personas

- User Persona 1: Busy Student
- Name: Sarah
- Age: 20
- Background: Sarah is a busy computer science student who often has back-to-back classes and assignments. She has a part-time job on weekends and spends most of her free time studying or participating in extracurricular activities.
- Pain Points: Long waiting times, difficulty finding time to pick up deliveries during her busy schedule
- Feature Preferences: Delivery to her doorstep
- Use Case: Sarah wants to order food for her lunch break but doesn't have time to pick it up. She uses a delivery service that offers doorstep delivery to get her food delivered to her classroom.



User Personas

- User Persona 2: Sick Student
- Name: John
- Age: 22
- Background: John is a final-year student who recently fell sick and is unable to leave his room. He is feeling weak and cannot go to the canteen or hostel entrance to collect his deliveries.
- Pain points: Unable to leave his room; difficulty finding someone to collect his deliveries for him.
- Feature Preferences: Delivery to his room; ability to request a specific delivery person.
- Use Case: John wants to order medicine and some food from the canteen but is unable to leave his room. He uses a delivery service that offers delivery to his room and allows him to request a specific delivery person, such as his friend who lives in the same hostel.



Use Cases

- Use Case 1: Doorstep Delivery
- Pain Point: Difficulty finding time to pick up deliveries
- Feature Solution: Delivery to doorstep
- User Persona: Busy Student
- Use Case: Sarah orders groceries online but cannot find time to pick them up from the grocery store. She uses a delivery service that offers doorstep delivery so she can receive her groceries without leaving her apartment.



Use Cases

- Use Case 2: Room Delivery
- Pain Point: Unable to leave room due to sickness
- Feature Solution: Delivery to room
- User Persona: Sick Student
- Use Case: John orders medicine and food from the canteen but cannot leave his room due to sickness. He uses a delivery service that offers delivery to his room so he can receive his order without leaving his bed.



Design Solution / Plan

- Main solution is to figure out a way that would be feasible for both end users
- This includes building a platform which can be utilized for such problems at the fullest.
- The user putting out requests on that platform will be paired to the users who are able to do the requested task and then both side will be paired up to complete the task.
- A point trading system can be introduced where the task completer will gain points for completing the task which he/she can use further for his own usage.



Thank You...

