

Feasibility Study of the Implementation of Mystery Meals on DoorDash

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Paper Prototype

Background

Mystery Meals is a new concept to be introduced to DoorDash in the near future. It would allow customers to have a meal generated for them at random specific to their budget and dietary restrictions. These Mystery Meals would be generated by AI.

This study sought to identify factors influencing the quality of UX in the Mystery Meals function on DoorDash. Design decisions were based on the already established layout of DoorDash.

Methods

After completing the paper prototype we gathered multiple volunteers to have mock interactions with our implementation

Results

- one user did not find marking interaction difficult
- users were unclear on what a mystery meal was
- users had issues with the slider
- a user wanted a more option on the dietary restrictions.
- users liked to click on non-clickable areas

Changes

- Restriction Tab - in the checkout page it shows what dietary restrictions
- Ruin the Surprise - a button in checkout that will show you what you're getting
- More dietary restriction
- a none button that select no dietary restrictions
- clickable steps
- an information tab that fully explains what a mystery meal is