# 🍕 Product Case Study: Feature Prioritization for a Food Delivery App

## 1. Overview

Food delivery users increasingly expect speed, reliability, and transparency. However, complaints around late deliveries, inaccurate ETAs, and pricing confusion continue to impact user satisfaction and retention.

This case study outlines how I identified, evaluated, and prioritized new features to improve trust, predictability, and overall user experience in a food delivery app.

## 2. Problem Statement

Users frequently report:

- **Unpredictable delivery times**
- **Lack of transparency in surge pricing**
- **Difficulty choosing restaurants based on dietary needs**
- **Inaccurate or missing information about order preparation and tracking**

These issues create frustration and lead to **lower repeat orders** and **higher customer support load**.

**Goal:** Improve user retention and NPS by enhancing predictability, clarity, and personalization across the ordering and delivery flow.

# 3. User Segmentation

| Segment | Needs |
|---|---|
| **Busy professionals** | Reliable ETA, accurate tracking |
| **Budget-conscious users** | Transparent pricing, surge clarity |
| **Health-conscious users** | Dietary filters & nutrition-based recommendations |
| **Delivery partners** | Clear instructions, optimized routes |

# 4. Discovery & Research Approach

## Secondary Research

- Analyzed app store reviews of top apps (Zomato, Swiggy, UberEats)
- Identified recurring themes: ETA accuracy, poor tracking, slow restaurants, confusing surge pricing

## Stakeholder Inputs

- Customer support: high ticket volume around “Where is my order?”
- Operations: delay issues often caused by restaurants, not riders

## Competitive Benchmarking

- UberEats shows clear prep times → improves trust
- DoorDash uses “busy area surcharge explanation” → reduces complaints
- Zomato lacks dietary filters → opportunity area

# 5. Feature Backlog (Initial)

1. Real-time GPS delivery tracking
2. Surge price transparency indicator
3. Order preparation time visibility
4. AI-based delay prediction
5. Dietary filters
6. Smart recommendations
7. Delivery partner route optimization

# 6. Prioritization Framework: RICE

I used RICE to score impact vs. effort.

| Feature | Reach | Impact | Confidence | Effort | RICE Score |
|---|---|---|---|---|---|
| Real-time route tracking | 60% | 3 | 85% | 8 | **19.1** |
| Order prep time visibility | 50% | 2 | 90% | 6 | **15.0** |
| Surge-price transparency | 40% | 1 | 90% | 3 | **12.0** |
| AI delay prediction | 55% | 3 | 70% | 10 | **11.55** |
| Dietary filters | 30% | 1 | 95% | 4 | **7.12** |
| Smart recommendations | 35% | 1 | 80% | 5 | **5.6** |

# 7. Top Features Selected

## 1️⃣ Real-Time Delivery Tracking

- **Why:** Major user pain point
- **Impact:** Reduces anxiety + support tickets
- **Success Metrics:**
    - 30% reduction in “order status” support tickets
    - ↑ Delivery satisfaction score
    - ↑ Repeat orders by 5%

## 2️⃣ Order Preparation Time Visibility

- **Why:** Many delays originate from slow restaurants
- **Impact:** Helps users choose faster options
- **Success Metrics:**
    - ↓ Order cancellations
    - ↑ Conversion rate for slow restaurants after transparency

## 3️⃣ Surge Pricing Transparency

- **Why:** Pricing confusion lowers trust
- **Impact:** Helps users make informed decisions
- **Success Metrics:**
    - ↓ Complaints about “random price hikes”
    - ↑ NPS in price-sensitive segment

# 8. Final Roadmap

### Phase 1 (1–2 months)

- Surge Price Transparency
- Order Prep Time Visibility

### Phase 2 (3–4 months)

- Real-time Delivery Tracking
- AI-based Delay Prediction

### Phase 3 (5–6 months)

- Dietary Filters
- Personalized Recommendations

# 9. Expected Business Impact

| Metric | Current | Target |
|---|---|---|
| Delivery-related support tickets | High | ↓ **25–30%** |
| User NPS | Moderate | **+8–10 points** |
| Repeat orders | Stagnant | ↑ **5–7%** |
| Order cancellation rate | High | ↓ **15%** |

Overall, the prioritized features strengthen trust, reduce uncertainty, and improve customer lifetime value (CLTV).

## 10. Final Summary

This feature prioritization project identifies high-impact opportunities that directly solve user frustrations and drive business outcomes. By using a structured approach—research → user segmentation → feature backlog → RICE scoring → roadmap—I ensured that the highest-value features were addressed first.