

Research Insights with Opportunities

1. Customers (Clients Ordering Food)

Pain Points

1. **Unreliable Delivery Times**
2. *"Yes, and it ruined my plans for the evening."* — Sharon, 24
"Delivery times should be right +/- 10 minutes." — David, 41
3. **Unwanted Cutlery & Condiments**
4. *"I don't really need cutlery when I'm home. They should ask."* — Akinyi, 27
"I got 10 forks for 3 meals — wasteful!" — David, 41
5. **Inaccurate or Poor Tracking**
6. *"Map doesn't show rider movement accurately."* — Sharon, 24
"Tracking is okay but freezes sometimes." — Brian, 33
7. **Communication Barriers**
8. *"Contacting the runner is hard. Calls go unanswered."* — Akinyi, 27
"No easy way to reach support." — Ruth, 29

Opportunities

- Offer **real-time, accurate ETAs** with dynamic updates.
- Provide **preferences during checkout** (e.g., opt out of cutlery, condiments).
- Build a **live tracking map** with route progress and distance countdown.
- Integrate **chat or call features** for easy contact with riders and support.

2. Restaurant Owners

Pain Points

1. **Unpredictable Runner Arrival**
2. *"Rider comes either too early or too late."* — Salma
"Timing is tough when we don't know when the rider will show up." — Mercy
3. **Special Instructions Don't Reach Kitchen**
4. *"Extras like 'no chili' often get missed."* — Mercy
"Special notes get lost between apps and kitchen." — Salma
5. **No Visibility After Dispatch**
6. *"We cannot track riders once they leave."* — Patrick
"No access to rider contact or info." — Tom
7. **Being Blamed for Delivery Problems**
8. *"We get blamed for delays caused by delivery."* — Jared

Opportunities

- Provide **rider ETA dashboards** with live locations for restaurants.
- Improve **handoff communication**: show full customer notes to kitchen staff.
- Let restaurants **flag delays** or mark orders as ready-to-pickup.
- Add **status updates** from kitchen to rider: "cooking," "ready," etc.

3. Runners (Delivery Personnel)

Pain Points

1. **Unfair or Inefficient Route Assignments**
2. *"No. Some riders are favored."* — **Brian, 26**
"I feel some riders are given better jobs." — **Diana, 28**
3. **Missing or Unclear Delivery Instructions**
4. *"Notes like 'don't knock' are missing sometimes."* — **Collins, 22**
"Notes don't show in my app." — **Felix, 34**
5. **Stress from Delays & Navigation Issues**
6. *"Time pressure and wrong addresses."* — **Brian**
"Restaurants delay us too." — **Diana**
7. **Lack of Tools for Real-time Feedback**
8. *"Let riders flag problems in real-time."* — **Diana**
"Provide traffic updates and better routing." — **Felix**

Opportunities

- Build a **smart route optimizer** to distribute jobs fairly.
- Show **detailed order notes** in the rider's app.
- Add **turn-by-turn navigation with live traffic info**.
- Enable riders to **report delays or issues** instantly to managers or customers.

4. Runner Managers

Pain Points

1. **Poor Real-time Oversight**
2. *"Not knowing who is stuck where."* — **Moses**
"No alerts unless they call." — **Esther**
3. **Manual and Inefficient Tracking**
4. *"We manually check location."* — **Esther**
"We keep calling when we lose track." — **Janet**
5. **Weak Performance Insights**
6. *"Only partial data shown."* — **Esther**
"We only find issues after the customer complains." — **Peter**
7. **No Centralized Management Platform**
8. *"Need a central platform."* — **Janet**
"A real-time map with delay notifications." — **Paul**

Opportunities

- Create a **real-time fleet dashboard** with live rider status.
- Enable **automated alerts** for delays, inactivity, or late deliveries.
- Add **data dashboards** with rider performance, delivery times, and ratings.
- Develop a **centralized manager portal** for tracking, assigning, and communicating with riders.

