

Customer Problem Statement

Problem: Customers ordering food through DeliverNow often receive inaccurate delivery estimates and unwanted items (like cutlery or condiments), leading to dissatisfaction and a lack of control over their experience.

Need: Customers need a way to receive reliable delivery times and personalize their delivery preferences (e.g., packaging, communication) to match their actual needs.

Restaurant Owner Problem Statement

Problem: Restaurant staff cannot efficiently manage food preparation for take-away orders due to unpredictable rider arrival times and poor visibility into the delivery process, which causes mistimed meals and customer complaints.

Need: Restaurants need a system that provides real-time rider ETAs and clear communication channels to time food preparation accurately and avoid order mishandling.

Runner (Delivery Person) Problem Statement

Problem: Runners face stress and inefficiencies due to unfair route assignments, unclear customer instructions, and lack of real-time tools to manage traffic, communicate problems, or navigate routes effectively.

Need: Runners need a smart, transparent routing system with integrated navigation and full delivery instructions to reduce stress and improve delivery performance.

Runner Manager Problem Statement

Problem: Runner managers lack real-time visibility and centralized tools to effectively monitor rider activity, identify delays, and evaluate individual performance, which weakens their ability to manage the fleet proactively.

Need: Managers need a live dashboard with rider tracking, automated alerts, and performance data to monitor, coordinate, and support their delivery teams in real time.