

User Interviews - DeliverNow Redesign Project

Location: Kisumu, Kenya

1. Customer Interviews

Interviewee 1: Akinyi, 27, Student

1. I last ordered chicken from Java on Sunday using Glovo.
2. I used Glovo because it's the only one I've downloaded and used before.
3. I go for places I know are consistent and offer delivery quickly.
4. I expect delivery to arrive in 30–40 minutes max.
5. Yes, twice. One time the food came cold and over an hour late.
6. I don't really need cutlery when I'm home. They should ask.
7. I find the tracking not very accurate. The map is slow.
8. Contacting the runner is hard. Calls go unanswered.
9. I want to track the delivery real-time, chat with the rider, and choose if I want extras.
10. Improve delivery times and rider communication.

Interviewee 2: Brian, 33, Bank Teller

1. I ordered lunch from Big Bite last Thursday.
2. I used Uber Eats.
3. I pick based on ratings and delivery fee.
4. Delivery within an hour is reasonable.
5. Yes, and the app didn't update the delay.
6. I often get too many serviettes and sauces I didn't request.
7. Tracking is okay but freezes sometimes.
8. I can never reach the rider when they are late.
9. Smooth tracking and delivery time that actually reflects reality.
10. Let customers opt-out of extra packaging.

Interviewee 3: Sharon, 24, Freelancer

1. I ordered a pizza last night from Domino's.
2. I used Jumia Food.
3. Based on discounts and who delivers fastest.
4. Shouldn't go past 45 minutes.
5. Yes, and it ruined my plans for the evening.
6. I hate getting plastic cutlery, I don't need it.
7. Map doesn't show rider movement accurately.
8. Sometimes restaurant support number doesn't work.
9. Better communication and fewer assumptions on what I need.

10. Let me save delivery preferences in profile.

Interviewee 4: David, 41, Business Owner

1. I ordered chips masala for my staff meeting.
2. Uber Eats.
3. Known places with fair prices and reliable delivery.
4. I expect the time to be right +/- 10 minutes.
5. Yes, and no notification was sent.
6. I got 10 forks for 3 meals — wasteful!
7. Tracker doesn't update frequently.
8. Customer support takes long to respond.
9. I need more transparency in timing.
10. Add contactless delivery and update delays in real time.

Interviewee 5: Ruth, 29, Nurse

1. Ordered food at night shift from Mambo Italia.
2. Used Jumia Food.
3. Depends on who's open late and fast.
4. I want food in under 40 minutes.
5. Many times. Runners get lost too.
6. I bring my own utensils — hate plastic waste.
7. Doesn't work properly inside hospitals.
8. No easy way to reach support.
9. Track location and know estimated delay upfront.
10. Add delivery preferences during checkout.

2. Restaurant Owners Interviews

Interviewee 1: Patrick, Manager, Mama Ashanti Restaurant

1. Orders come through a tablet from Uber Eats.
2. We use Uber Eats, Glovo, and Jumia.
3. Take-away is hard to balance during rush hours.
4. We often guess when to start cooking, it leads to cold food.
5. Sometimes runners don't show or come too early.
6. We always try, but special instructions sometimes don't reach kitchen.
7. Customers say food arrives soggy or cold.
8. We cannot track riders once they leave.
9. Yes, real-time rider tracking would help a lot.
10. Better sync between kitchen readiness and rider arrival.

Interviewee 2: Mercy, Owner, Kisumu Bites

1. Orders come via phone or Jumia app.
2. We prefer Jumia, but some use WhatsApp.
3. If dine-in is full, take-away becomes a burden.

4. No idea when rider will arrive so timing is tough.
5. Many times, no rider shows up on time.
6. Extras like 'no chili' often get missed.
7. We get calls about wrong orders often.
8. We don't know which runner is coming.
9. Definitely, it would make food ready on time.
10. Show rider location and ETA in real-time dashboard.

Interviewee 3: Tom, Chef, Chicken Fiesta

1. Through Glovo mostly.
2. We use all platforms, depending on the day.
3. We pause take-away when kitchen is too busy.
4. Sometimes the app doesn't alert us fast.
5. Yes, delays are daily. Riders come late.
6. If notes aren't clear, we can't honor them.
7. Complaints about late food are common.
8. No access to rider contact or info.
9. Yes! If we knew rider arrival time, we'd cook better.
10. Let us update meal status, e.g., "cooking", "ready".

Interviewee 4: Salma, Owner, TamuTamu Kisumu

1. Tablet connected to Uber Eats shows the order.
2. We mostly use Uber Eats.
3. When there's backlog, take-away delays.
4. Rider comes either too early or too late.
5. Yes, some don't even call when arriving.
6. Special notes get lost between apps and kitchen.
7. We get bad reviews because of runners.
8. We don't know the runner until they're at the door.
9. Yes, give us ETA and name/number of runner.
10. A dashboard showing live delivery updates.

Interviewee 5: Jared, Manager, Urban Tandoor

1. Orders from multiple platforms.
2. Jumia and Glovo preferred.
3. Hard to manage when kitchen is overwhelmed.
4. Rider arrival is unpredictable.
5. Happens often, and they don't wait.
6. Notes rarely reach the chef in time.
7. We get blamed for delays caused by delivery.
8. No way to see who is picking up.
9. A dashboard showing order progress and runner ETA.
10. Alert us 10 minutes before runner arrives.

3. Runners / Delivery Men Interviews

Interviewee 1: Collins, 22, Part-time Runner

1. I get orders on Glovo app.
2. I handle 2–3 orders at once sometimes.
3. No, routes can be random or far.
4. I call customers or the restaurant if lost.
5. Sometimes I don't get address details clearly.
6. Notes like 'don't knock' are missing sometimes.
7. Delays stress me, especially if customers are rude.
8. Not always. Some get easy jobs, others don't.
9. Yes! Something to organize routes would help.
10. Show live map and timing between jobs.

Interviewee 2: Brian, 26, Full-time Rider

1. Glovo mostly, and Jumia occasionally.
2. Yes, especially during lunch hour.
3. Sometimes yes, sometimes not logical.
4. I use WhatsApp or call directly.
5. Yes, especially with apartments.
6. I get messages like 'call before arriving' but not always.
7. Time pressure and wrong addresses.
8. No. Some riders are favored.
9. Definitely. Help us plan better.
10. Prioritize deliveries by distance and time.

Interviewee 3: Martin, 30, Freelancer

1. Uber Eats and Jumia Food.
2. Yes, often I have two orders.
3. Not really. Orders are not grouped.
4. I call if I get stuck.
5. Yes. Especially for new restaurants.
6. Sometimes I find out too late.
7. Traffic and waiting at restaurant is frustrating.
8. Routes aren't assigned fairly.
9. Yes. Map + ETA feature would help.
10. Let riders accept grouped orders near each other.

Interviewee 4: Felix, 34, Part-time Rider

1. I use Uber Eats.
2. Rarely more than one order.
3. Often routes are far and backtracking.
4. I call or text customers.
5. Some places have no signs or gates.
6. Notes don't show in my app.
7. Most delays are due to unclear info.

8. No transparency in who gets what.
9. Yes. I want better route info.
10. Provide traffic updates and better routing.

Interviewee 5: Diana, 28, Weekend Runner

1. Mostly Glovo.
2. Only when it's busy.
3. Routes feel random.
4. I use in-app chat mostly.
5. Notes are not always visible.
6. Sometimes I deliver without full info.
7. Restaurants delay us too.
8. I feel some riders are given better jobs.
9. Yes! Route visibility would help me.
10. Let riders flag problems in real-time.

4. Runner Managers Interviews

Interviewee 1: Moses, Supervisor, Jumia Riders Kisumu

1. 25–30 per shift.
2. Use internal Jumia tracker.
3. Based on who's logged in and available.
4. Yes, but sometimes it's delayed.
5. Not knowing who is stuck where.
6. I call them one by one.
7. Delivery times and rider activity.
8. Via SMS and calls mostly.
9. No alerts unless they call.
10. A live dashboard with status updates.

Interviewee 2: Esther, Uber Eats Lead

1. 15 riders active.
2. Uber's built-in app tools.
3. Automatically assigned.
4. Yes, but not always updated.
5. Can't tell when someone takes too long.
6. We manually check location.
7. Only partial data shown.
8. Via WhatsApp mostly.
9. We rely too much on riders' honesty.
10. Live alerts when something is wrong.

Interviewee 3: Paul, Logistics Lead, Glovo

1. 30+ per day.

2. Excel + app tools.
3. Based on availability and past performance.
4. Limited tracking.
5. Routes get mixed up. Riders switch orders.
6. Group messages or broadcast.
7. Rider time, failed delivery, distance.
8. WhatsApp + app messages.
9. Not enough visibility.
10. A real-time map with delay notifications.

Interviewee 4: Janet, Team Lead, Independent Fleet

1. 10 riders max.
2. We use Airtable and Google Maps.
3. Manual assignment.
4. Yes, using GPS on bikes.
5. Not all riders share their location.
6. We keep calling when we lose track.
7. Timeliness, customer feedback.
8. Phone calls and Google Chat.
9. No full picture.
10. Need a central platform.

Interviewee 5: Peter, Dispatch Lead, Local App Startup

1. About 20 active daily.
2. In-house dispatch dashboard.
3. Algorithm + manual override.
4. Basic map, but lags.
5. Can't stop delays unless rider updates us.
6. Use Telegram or direct calls.
7. Distance covered and job count.
8. Internal chat system.
9. We only find issues after the customer complains.
10. Alerts + live metrics would save time.

End of Interview Summary