

## Customer – HMW Statements

**Problem:** Customers receive inaccurate delivery times and unwanted items, leading to frustration and lack of control.

### How Might We...

1. ...provide real-time, accurate delivery estimates that reflect actual delays or progress?
2. ...let customers customize their order preferences (e.g., cutlery, condiments, contact method) before checkout?
3. ...enhance visibility into a runner's journey using interactive, real-time maps?
4. ...simplify communication between customers, runners, and support teams?

## Restaurant Owner – HMW Statements

**Problem:** Restaurants can't time food prep efficiently due to unclear rider timing and weak communication.

### How Might We...

1. ...show restaurants accurate rider ETAs to align food preparation timing?
2. ...ensure customer special instructions reach the kitchen without getting lost?
3. ...give restaurants visibility over the order after it leaves the kitchen?
4. ...reduce restaurant blame for delays by clarifying roles in the delivery chain?

## Runner – HMW Statements

**Problem:** Runners face stress due to inefficient routing, poor instructions, and lack of tools to manage delays.

### How Might We...

1. ...assign delivery routes fairly based on distance, traffic, and availability?
2. ...provide clear, detailed customer instructions directly in the runner app?
3. ...integrate smart navigation with live traffic updates into the delivery app?
4. ...allow runners to report issues (e.g., delays, wrong address) in real time?

## Runner Manager – HMW Statements

**Problem:** Managers can't track or support runners in real time and lack performance visibility.

### How Might We...

1. ...give managers a real-time dashboard to monitor rider locations and delivery statuses?
2. ...automate alerts when deliveries are late, stuck, or missed?
3. ...track and visualize key performance metrics (e.g., delivery time, job count, complaints)?
4. ...create a centralized system to assign tasks and communicate with all active runners?

