SURVEY REPORT

Submitted By: **Pradeep M**

Register Number: **24BTCE251**

College: **Garden City University**

Faculty: **Swathika R**

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Report on Online Food Delivery Services Facing Frequent Delays and Wrong Orders:

Step 1: Observation Points

* Online food delivery services often experience late deliveries.
* Customers frequently receive incorrect or missing food items.
* Poor coordination between restaurants, delivery partners, and apps.
* Inaccurate order tracking and unclear delivery timelines.
* Customer complaints are common but not always resolved effectively.
* These issues lead to dissatisfaction and loss of trust among users.

Step 2: User Identification

Customers (Users):

Role:

People who use online food delivery apps to order meals.

Expectations:

Timely delivery, correct orders, quality food, and responsive customer support.

<u>Restaurants:</u>

Role:

Prepare and pack food orders received through delivery platforms.

Expectations:

Clear order details, fair commissions, and smooth coordination with delivery partners.

<u>Delivery Partners:</u>

Role:

Pick up food from restaurants and deliver it to customers.

Expectations:

Accurate location details, reasonable delivery time, and fair incentives.

Step 3: Interviews / Surveys

1.How often do you use online food delivery services?

2.How often do you experience delays in food delivery when ordering online?

3.Have you ever received a wrong or incomplete food order from an online delivery service?

4.Which problem do you face more often?

5.How satisfied are you with the way delivery platforms handle delays or wrong orders?

6.What do you think is the main reason for delays or wrong orders?

7.What action do you usually take when your order is delayed or incorrect?

8.Do delivery delays affect the quality (temperature/freshness) of your food?

9.Do delivery delays or wrong orders affect your likelihood of using the same food delivery service again?

10.What improvements would you like to see to reduce food delays and wrong orders?

Summary:

A survey was conducted among users of online food delivery services. Most respondents reported frequent delivery delays, especially during peak hours. Many users also faced issues such as wrong items, missing dishes, or poor food quality due to late delivery. Although customer support is available, users felt that issue resolution is slow or inadequate. The survey highlights that frequent delays and incorrect orders reduce customer satisfaction and loyalty.

Timestamp	1. How often do you use online food delivery servi	2.How often do you experience delays in food del	3.Have you ever received a wrong or incomplete f	4.Which problem do you face more often?	5.How satisfied are you with the way delivery plat	6.What do you think is the main reason for delays	7.What action do you usually take when your order	8.Do delivery delays effect the quality (temperatur	9.Do delivery delays or wrong orders affect your li	10.What improvements would you like to see to
20/01/2026 14:13:29	Occasionally	Sometimes	No	Late delivery	Neutral	Restaurant delay	Accept the order	Yes	Maybe	Faster customer support
20/01/2026 14:23:46	Daily	Never	No	None	Not satisfied	App or technical issues	Accept the order	No	Yes, definitely	Quick delivery
20/01/2026 14:35:50	Occasionally	Rarely	Yes	Late delivery	Not satisfied	App or technical issues	Request refund or replacement	No	Yes, definitely	
20/01/2026 14:36:03	Occasionally	Rarely	No	None	Satisfied	Restaurant delay	Contact customer support	No	No	
20/01/2026 14:37:00	Daily	Sometimes	Yes	Wrong order	Neutral	Delivery partner issues	Request refund or replacement	Yes	Maybe	Live tracking with delivery updates
20/01/2026 15:11:34	Weekly	Rarely	No	None	Neutral	Traffic	Contact customer support	Yes	No	Don't know 😊
21/01/2026 07:48:49	Occasionally	Sometimes	No	Late delivery	Neutral	Restaurant delay	Contact customer support	Yes	Yes, definitely	Live tracking with delivery updates
21/01/2026 08:07:47	Weekly	Often	No	Late delivery	Neutral	Traffic	Contact customer support	Yes	Maybe	There should be more number of people assigned
21/01/2026 08:08:03	Occasionally	Very Often	Yes	Late delivery	Neutral	Restaurant delay	Request refund or replacement	Yes	Yes, definitely	Wrong orders and late delivery
21/01/2026 08:08:32	Occasionally	Sometimes	Yes	Late delivery	Neutral	Restaurant delay	Contact customer support	Yes	Maybe	To reduce traffic issues
21/01/2026 08:12:19	Weekly	Sometimes	No	Late delivery	Satisfied	Traffic	Request refund or replacement	Yes	Maybe	Nearby delivery partners should be assigned to th
21/01/2026 08:38:07	Weekly	Rarely	Yes	None	Neutral	Traffic	Accept the order	Yes	No	Live tracking with delivery updates
21/01/2026 09:46:01	Daily	Never	Yes	Late delivery	Neutral	App or technical issues	Request refund or replacement	Yes	Yes, definitely	Be cautious
21/01/2026 09:48:06	Occasionally	Sometimes	No	None	Satisfied	Traffic	Accept the order	No	Maybe	Restuarant people should take good care and be m
23/01/2026 08:07:24	Occasionally	Very Often	No	Both	Not satisfied	Weather	Cancel order	No	No	✓
23/01/2026 08:14:16	Weekly	Rarely	Yes	Late delivery	Neutral	Traffic	Accept the order	Yes	Maybe	Accurate order confirmation , Live tracking with d
23/01/2026 11:36:50	Weekly	Often	Yes	Late delivery	Not satisfied	Traffic	Cancel order	Yes	Maybe	Order should tracked in real time and packed item
23/01/2026 11:39:50	Occasionally	Rarely	No	None	Neutral	Delivery partner issues	Contact customer support	Yes	No	Delivery partners of nearby area should be provide
23/01/2026 11:43:19	Daily	Rarely	Yes	Late delivery	Satisfied	Restaurant delay	Accept the order	No	Maybe	Update the location and traffic in that location and
23/01/2026 11:52:08	Occasionally	Sometimes	No	None	Satisfied	Delivery partner issues	Contact customer support	No	No	Accept order only if the partner is nearby area) im
26/01/2026 22:54:36	Daily	Never	Yes	Late delivery	Satisfied	Restaurant delay	Contact customer support	Yes	Yes, definitely	By identifying common bottlenecks, implementin
26/01/2026 22:56:14	Occasionally	Sometimes	Yes	Late delivery	Satisfied	App or technical issues	Accept the order	Yes	Yes, definitely	Proper management system from ground level to
26/01/2026 23:13:50	Occasionally	Rarely	No	Late delivery	Neutral	Traffic	Accept the order	No	Maybe	Follow traffic rdeurnake the restaurant to fulfil th
26/01/2026 23:14:03	Occasionally	Very Often	Yes	Both	Not satisfied	App or technical issues	Cancel order	Yes	Yes, definitely	To give refund and proper behaviour with custome
26/01/2026 23:19:09	Daily	Sometimes	Yes	Wrong order	Not satisfied	Weather	Request refund or replacement	Yes	Maybe	
27/01/2026 03:59:33	Weekly	Rarely	No	Both	Not satisfied	Delivery partner issues	Request refund or replacement	No	Yes, definitely	
27/01/2026 07:12:38	Occasionally	Sometimes	No	Late delivery	Satisfied	Traffic	Request refund or replacement	Yes	Maybe	Assigning sufficient staff for food transport durin
27/01/2026 07:19:23	Occasionally	Sometimes	No	Late delivery	Neutral	Traffic	Accept the order	Yes	Yes, definitely	Traffic issue and short cut to be followed
27/01/2026 07:38:13	Occasionally	Sometimes	No	Late delivery	Neutral	Traffic	Cancel order	Yes	No	Better communication from delivery partners
27/01/2026 07:59:33	Occasionally	Rarely	No	None	Neutral	App or technical issues	Contact customer support	No	Yes, definitely	Proper technical support and no confusions
27/01/2026 08:04:09	Weekly	Sometimes	No	None	Neutral	Restaurant delay	Contact customer support	Yes	Yes, definitely	Restaurants should provide ordered foods to the
27/01/2026 08:18:42	Occasionally	Often	No	Late delivery	Not satisfied	Traffic	Cancel order	Yes	Maybe	
27/01/2026 10:59:06	Daily	Rarely	Yes	Both	Neutral	Traffic	Request refund or replacement	Yes	Yes, definitely	

Suggestions from the Survey:

*Improve coordination between restaurants and delivery partners.
*Use better order verification systems before dispatch.
*Provide accurate delivery time estimates.
*Strengthen customer support for faster issue resolution.

*Train delivery partners and restaurant staff regularly.
*Introduce compensation or refunds for repeated mistakes.

Step 4: Pain-Point Analysis:

Category	Pain Point	Description
Functional	Delivery delays	Orders often arrive later than the promised time
Functional	Wrong or missing items	Customers receive incorrect food items or incomplete orders
Emotional	Frustration & disappointment	Customers feel annoyed and lose trust in the service
Emotional	Anxiety	Customers worry about food quality due to late delivery
Systemic	Poor coordination	Lack of proper communication between app, restaurant, and delivery partner
Systemic	Inaccurate tracking	Real-time order tracking is unreliable or misleading

Most Critical Pain Point:

Frequent delivery delays are the most critical pain point because they affect food quality, customer satisfaction, and overall trust in online food delivery services.

Step 5: Root Cause Identification (5-Why Analysis)

Why are deliveries delayed?

--Because delivery partners are overloaded.

Why are delivery partners overloaded?

--Because of high demand and poor route planning.

Why is route planning inefficient?

--Due to lack of real-time data and optimization.

Why do wrong orders occur?

--Because of poor order verification at restaurants.

Why is verification weak?

-- Due to time pressure and lack of training.

Root Causes Identified:

*High order volume.
*Poor coordination.
*Traffic/weather conditions.
*Inadequate training.
*Weak tracking and verification systems.

Step 6: Wicked Problem Understanding:

Frequent delays and wrong orders in online food delivery services form a wicked problem involving multiple stakeholders such as customers, restaurants, delivery partners, and platform companies. Improving speed and accuracy requires better technology, training, and coordination, which increases operational cost and complexity.

Step 7: Reflection:

Initially, online food delivery services were perceived as fast and convenient. However, this study revealed that frequent delays and incorrect orders significantly reduce user satisfaction. This activity helped in understanding the importance of efficient coordination, technology, and user-focused service design in digital platforms.