





# PROBLEM STATEMENT

GrubHub drivers are facing dissatisfaction due to consistently low earnings and limited technological support within the platform, which impacts their ability to optimize their delivery efficiency and overall experience.

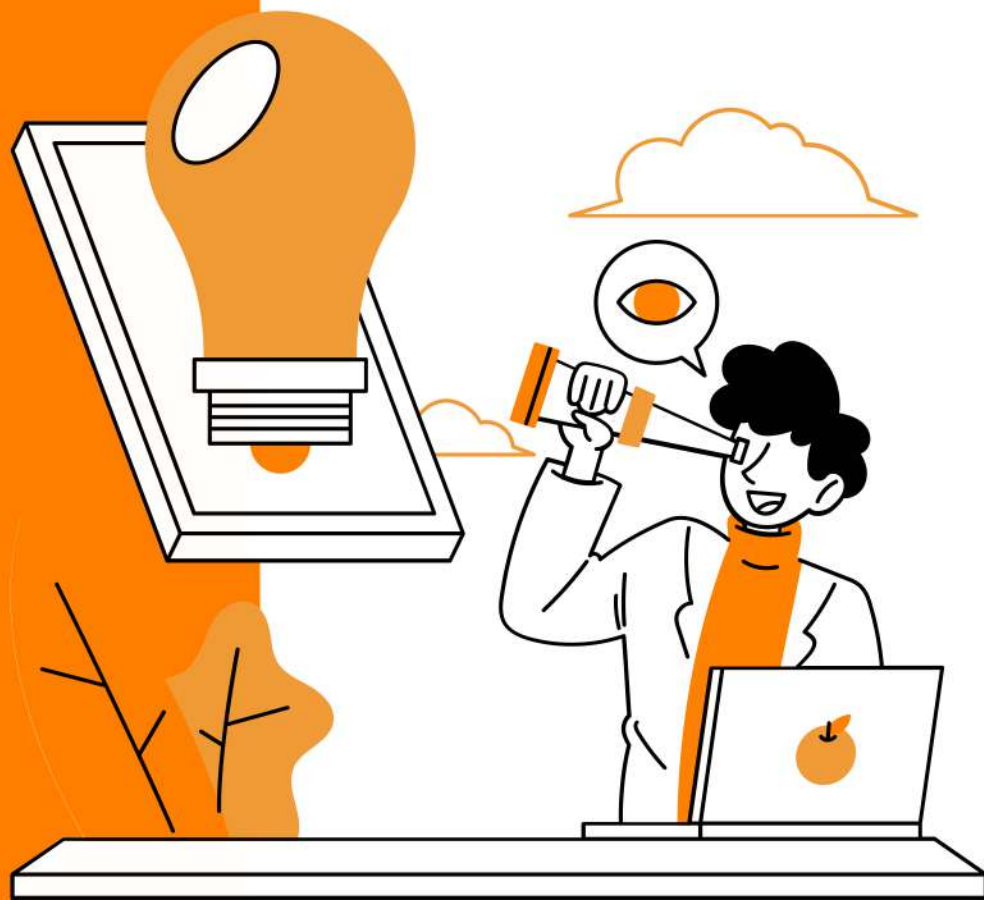
- **Mapped Objective: Customer Satisfaction (Driver Focus)**
- **Key Metrics: Net Promoter Score (NPS), Customer Retention Rate**





# VISION

Grubhub aims to enhance the experience of its delivery partners by equipping them with advanced technical tools, thereby elevating the overall satisfaction of its customers and their order experience.







# CUSTOMER SEGMENTATION



Full Timer  
Core User



Part-Timer  
Casual User



# USER PERSONAS



## Jesse Pinkman

Jesse, 18, College Freshman &  
Grubhub Driver

### Goals:

- Fund college living expenses independently.
- Efficiently manage work and study.

### Frustrations:

- Long delivery and pickup times
- Earning and time management conflicts.



## Hank Green

Hank, 35, Career Delivery  
Driver

### Goals:

- Maximize daily earnings.
- Optimize delivery routes.

### Frustrations:

- Opaque tipping system.
- Route inefficiencies.



# PAIN POINTS



- Lack of incentives
- Absence of optimized route recommendations
- Drivers are unsure about profit making








# ASSUMPTIONS !

- The drivers work for multiple delivery companies.
- Delivery is the main source of income for the full-timers.
- Part-time drivers work multiple different jobs including delivery.





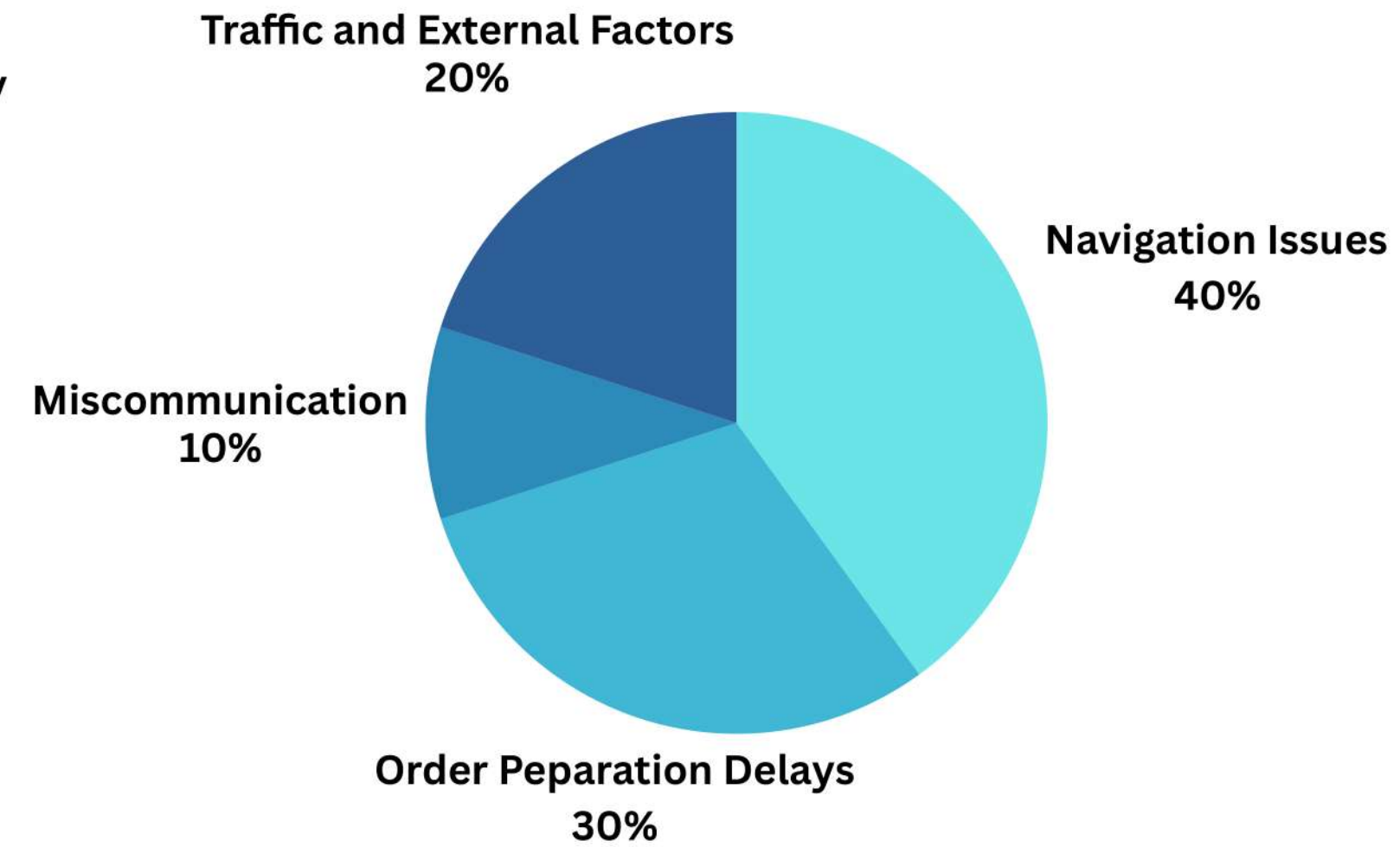
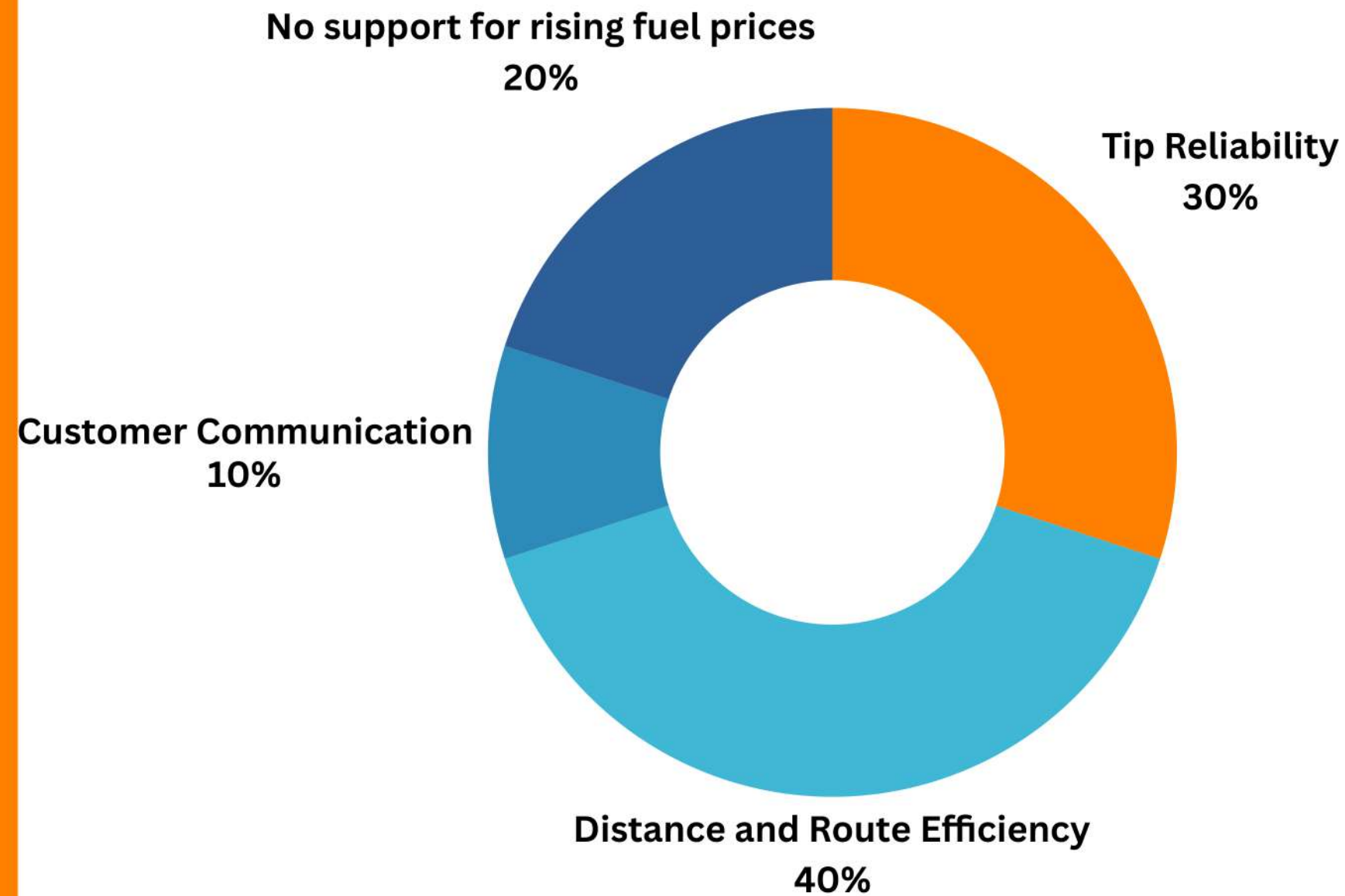
# COMPETITOR ANALYSIS

Criteria →	Route Optimization	AI Integration	Tips Visibility	Fuel Rewards Program	Service Ratings	Credit Based Reward System
 DOORDASH	✗	✗	✗	✓	4.7	✓
 POSTMATES	✗	✗	✗	✗	4.6	✓
Uber Eats	✗	✗	✗	✗	4.6	✓
 GRUBHUB	✓	✓	✓	✗	4.4	✗





# IDEA VALIDATION





# MARKET ANALYSIS

TAM

300,000

GrubHub Driver Base

SAM

60,000

GrubHub Driver Churn

SOM

30,000

Target Grubhub  
Drivers





# WHY YOU'LL LOVE THE NEW GRUBHUB

## Same addresses, different route

Make your trips make sense

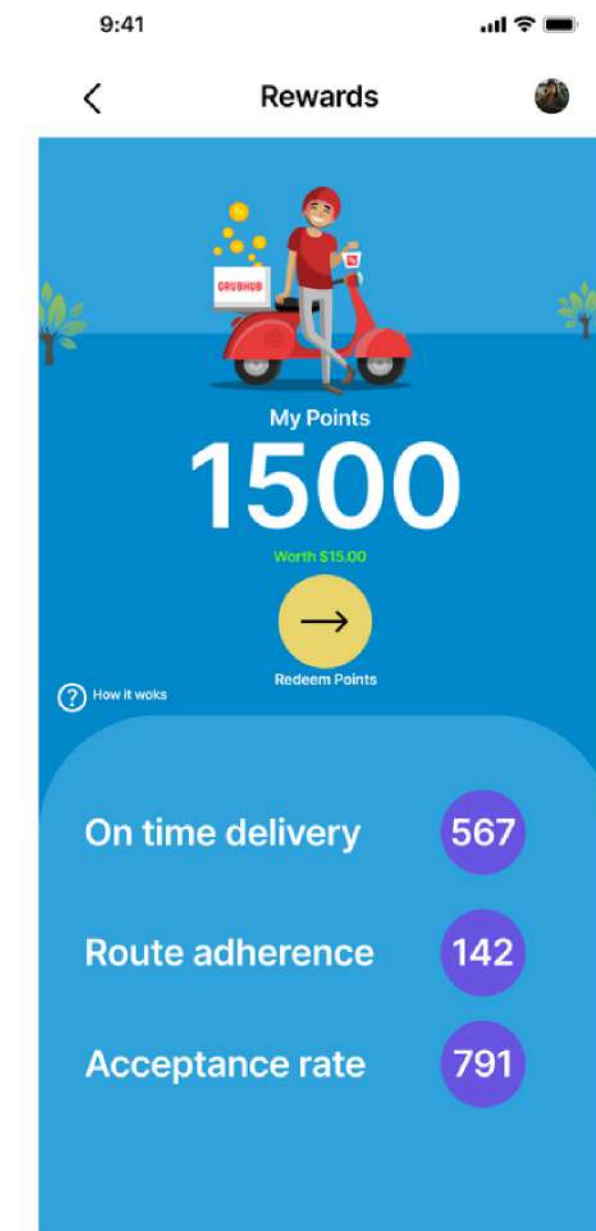


2 HR 55 MIN • 83 MILES



1 HR 30 MIN • 28.5 MILES

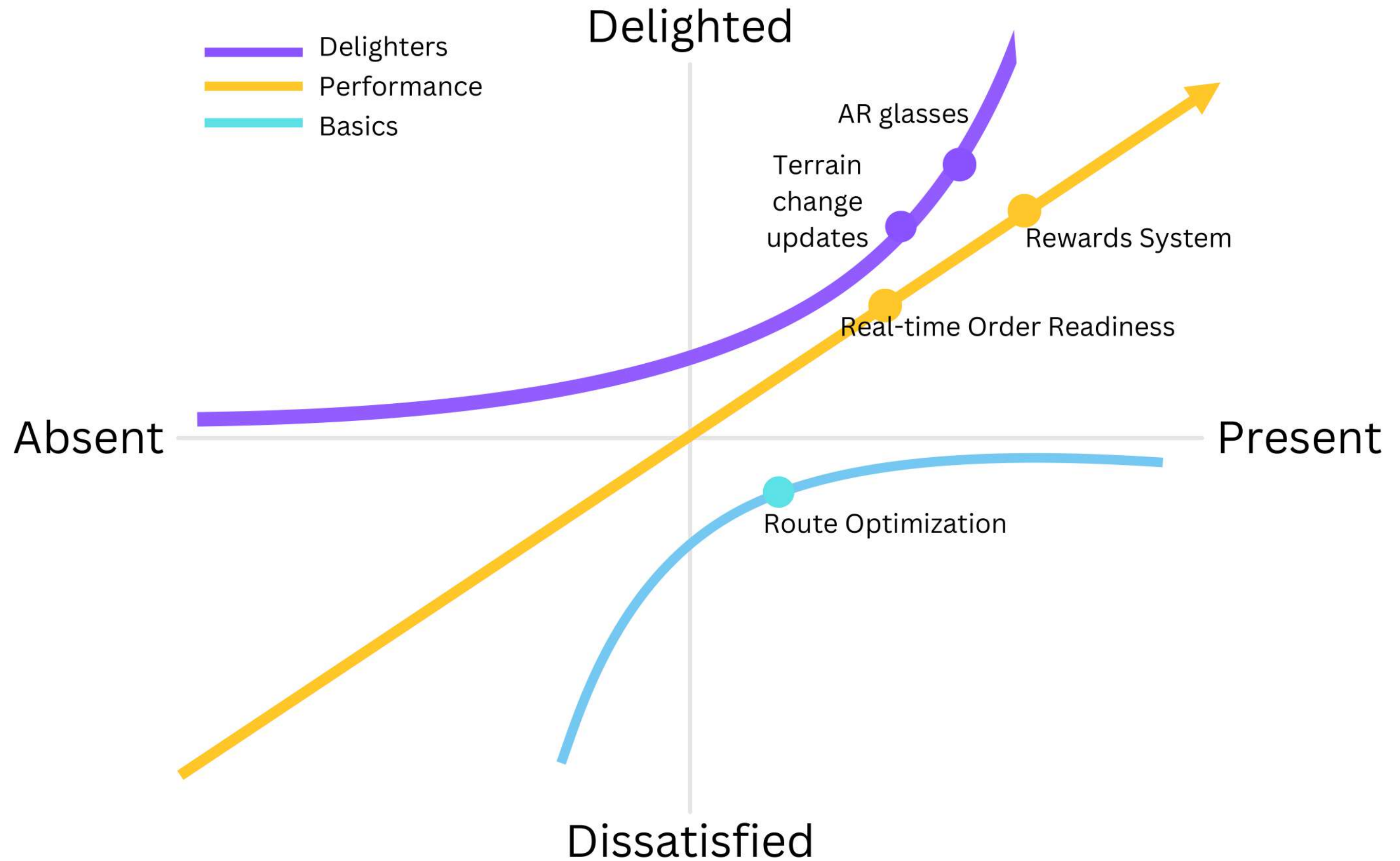
In Built AI Navigation System



Credit Based Rewards Program



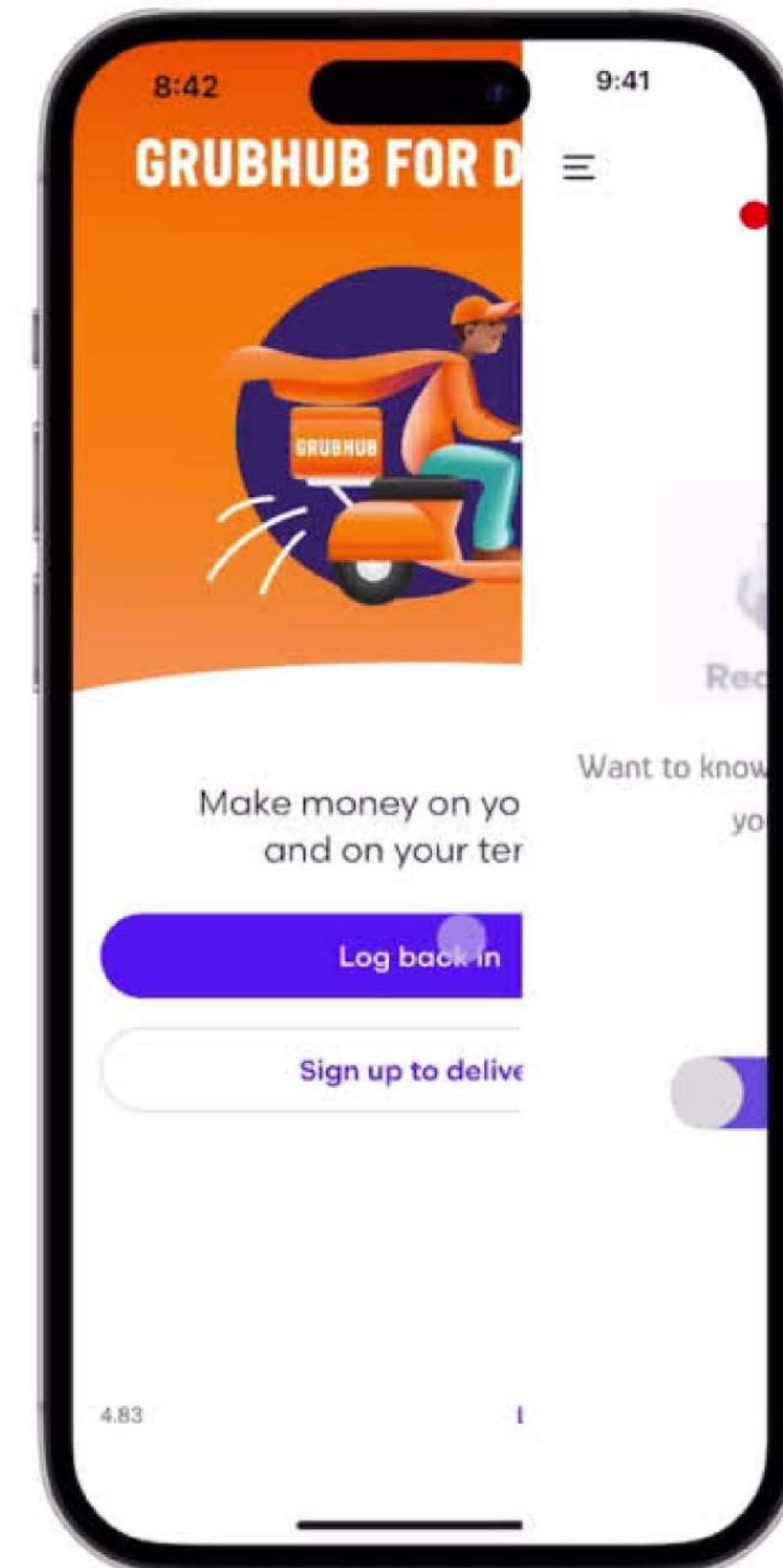
# KANO MODEL







# PROTOTYPE MVP





# METRICS

## Success Metrics



- Net Promoter Score (NPS)
- Driver Satisfaction Score
- Redemption rate of reward points

## Northstar Metric



Average number of orders delivered

## Counter Metric



- Driver Churn Rate
- Route accuracy feedback





# PRODUCT ROADMAP

