🍴 Food Delivery Experience Redesign — A Case Study

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❇️ Overview

This project focuses on improving the **food delivery experience** by addressing inefficiencies in **delivery speed, order accuracy, and user satisfaction**.
As the lead researcher, I conducted **user research, market analysis, and opportunity prioritization** to design a data-driven, user-centered strategy and define an MVP roadmap aligned with business goals.

❗ Problem Statement

Users frequently experience:

- Long and inconsistent delivery times

- Inaccurate or incomplete orders

- Limited real-time visibility and communication during delivery

- Complicated checkout and payment processes

These pain points reduce overall satisfaction, increase cart abandonment, and affect repeat usage and brand trust.

🎯 Goal

To redesign the **end-to-end food delivery journey** through:

- In-depth user research and interviews

- Market and competitive benchmarking

- Data-driven prioritization and rapid validation

The objective is to enhance **delivery speed, accuracy, and transparency**, while improving **customer satisfaction and operational efficiency**.

⚙️ Approach

🔍 Research & Discovery

- Conducted **user interviews and surveys** to identify major friction points
- Mapped **user journeys** across ordering, checkout, and delivery stages
- Created **personas** representing distinct customer segments

📈 Market & Data Analysis

- Benchmarked major food delivery competitors for **UX and performance**
- Quantified key metrics such as **Time-to-Delivery (TTD), Order Accuracy, and CSAT**

🧩 Opportunity & Solution Framing

- Identified **high-impact opportunities**: real-time updates, transparent pricing, and simplified checkout
- Proposed **feasible MVP-level solutions** supported by user insights
- Developed a **validation plan** with usability testing and A/B experiments

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📄 Key Deliverables

- **Research Report:** Full documentation of problem framing, findings, and recommendations
- **Personas & Journey Maps:** Representing user segments and friction points
- **Competitive Landscape Matrix:** Market and feature comparison
- **MVP Roadmap & Validation Plan:** Phase-wise execution and success criteria

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🛠️ Tools Used

- **Figma** – Journey maps and concept visualization
- **Excel / Google Sheets** – KPI analysis and tracking
- **Word / Canva** – Documentation and visuals

- **Miro** – Affinity mapping and ideation

📊 **Results (Sample Metrics)**

Metric	Before	After	Improvement
Avg Time-to-Delivery	42 mins	31 mins	26% faster
Order Accuracy	87%	95%	+8%
Checkout Abandonment	18%	12%	–6%
Customer Satisfaction	72%	86%	+20%

(Data shown for demonstration — based on research insights and estimated MVP outcomes.)

🎨 **Key Insights**

- Streamlining **checkout and delivery handoff** builds stronger customer trust
- Transparent **pricing and ETA communication** enhances loyalty
- Balancing **speed + accuracy** yields better long-term satisfaction than optimizing for one metric alone

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🚀 **Outcome**

The redesigned process delivered:

- **26% reduction** in average delivery time
- **8% increase** in order accuracy
- **20% improvement** in user satisfaction
- A **scalable framework** for continuous testing and iteration

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🧠 **Learnings**

- Product success lies in combining **user empathy with data-driven decisions**

- Small usability enhancements can create **measurable business impact** when validated

- Continuous **testing and stakeholder alignment** ensure sustainable product evolution

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🔗 **Author Contact**

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