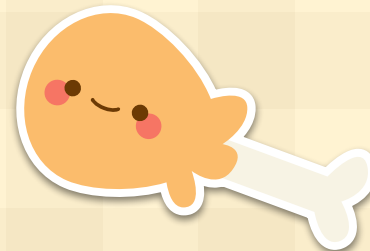
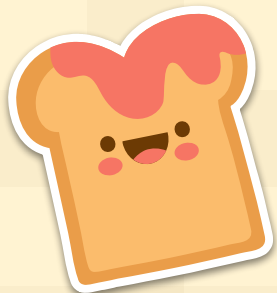




Lock [N] Leave

A contactless secured food delivery solution for
Universities & Student Housing

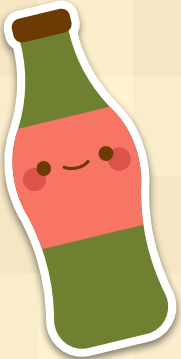
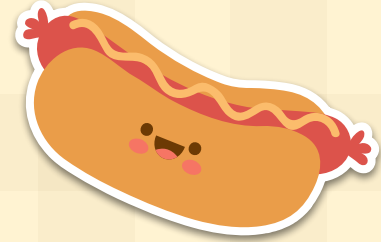
Srihari Nair



01

Who is this for?

Customer persona,
environment, and pain points



Our Personas

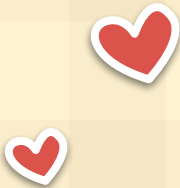
UCSD Grad Student

22-28 year old
Living on Grad Housing
Orders food 3-4 times a week

Ubereats Delivery Partner

25-55 year old
Delivers food from 8am to 10pm
Completes around 17-20 orders a day

Interviewed students, delivery partners, surveyed on the ideas of convenience/inconvenience & reliability.



User Research

Market Research

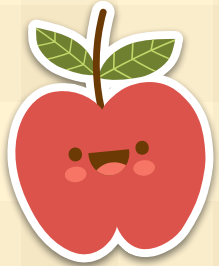
Food delivery business growth & trends

User/ Service Provider Interviews

Interviewed students, delivery partners, surveyed on the ideas of convenience, reliability and security.

Feasibility & Resources

Digital integration, space, locker types, access requirements, regulations.



Understanding The Customer Needs



When they order food

When they are very hungry
Have no time
Odd hours
Accompanied by friends
Expect to eat food within 2-3 hrs

What they order

Prepared meals, snacks,
drinks

What delivery apps they use

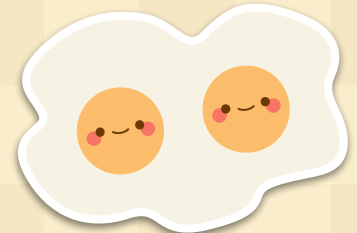
Doordash,
Ubereats,
Grubhub

How often they order

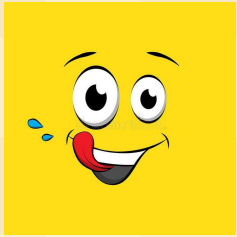
Weekdays, evenings,
weekends, everyday, 3 times a
week

What is their expectation

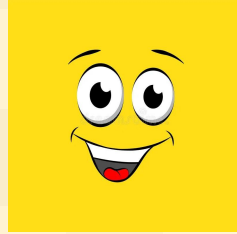
Food is delivered to them fresh
Package is secured and arrives in time.
They are notified timely.



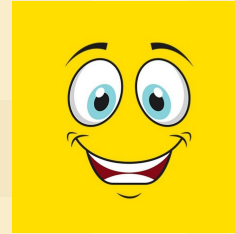
Welcome To The World Of University Students!



Hungry or
Craving. Have
no time to
cook.



Searches for
restaurants,
cuisine, prices,
services



Places Order on
food delivery app
and
eagerly awaits



Food is not delivered on time,
or not notified or
the package is stolen.



Understanding The Delivery Partner



Driving to the location

Pick up multiple orders to drop them off in the same drive

Dropping off food

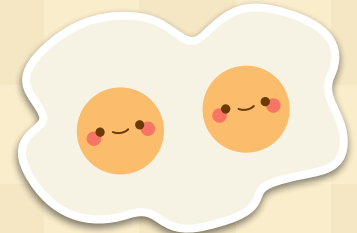
Customer takes time to receive order
Drop off food at random locations with a photo

What delivery apps they use

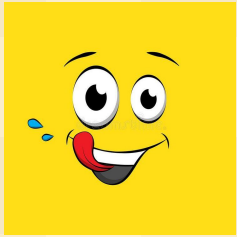
Doordash,
Ubereats,
Grubhub

Tips and Commision

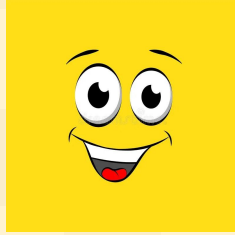
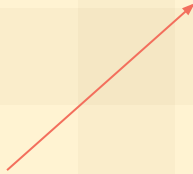
Customer dissatisfaction reduces tips
Lower ratings affects commissions



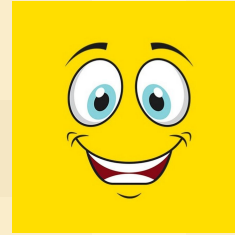
Welcome To The Life of Delivery Partners



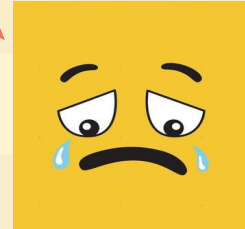
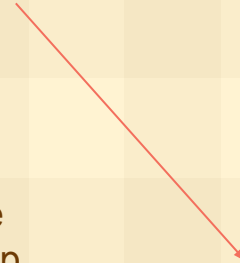
Pick up order from
restaurant



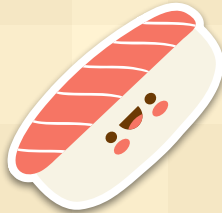
Long tiring drive
to drop location



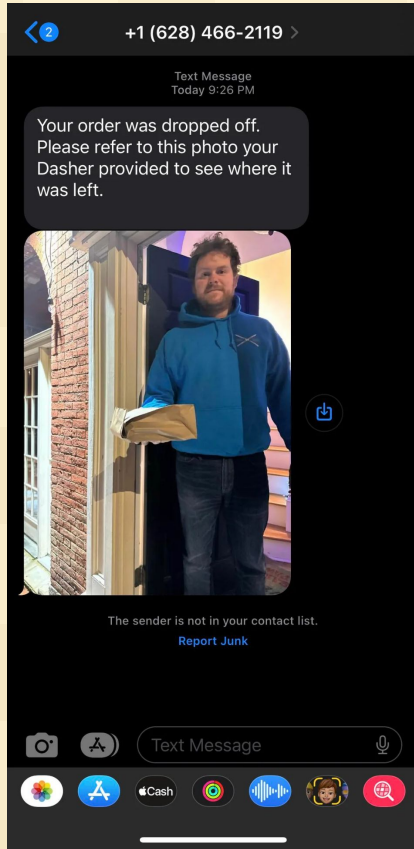
Expecting
customer to be
ready to pick up



Wait for an eternity before the
customer finally arrives, miss
out on commissions if order is
placed elsewhere



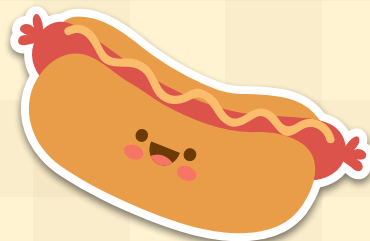
What is the Problem?



02

What is this product?

Product idea, goal, features.



Lock[N]Leave



Lock[N]Leave is a digital solution that is integrated with the delivery partner apps and the food lockers where the food is delivered and the customers are notified on their phones.



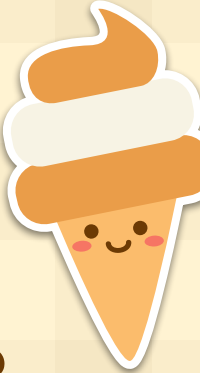
Product Goal

Convenient, reliable,
secured food delivery.



Digital Integration

Integrated with the existing food
delivery partners.



Physical Product

Lockers available in the
university spaces.



Product Partnership

lockers, real-estate, delivery



Lock[N]Leave Partnerships



Delivery apps

Ubereats
Doordash
GrubHub

Real-estate

University dorms
Student Housing



Digital And Physical Features



Digital Features

Integration with delivery apps

Automatic locker selection based on order size

Delivery notification with pictures and locker details Unique access code for customers & delivery partners.



Physical Features

Secure locker

Insulation to maintain food temp

Keypad to enter pin

Automatic locking

Red/Green vacancy indicators

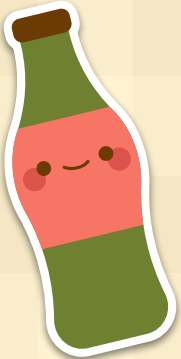
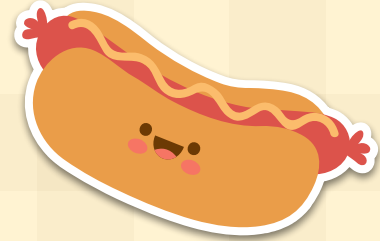
Automatic cleansing sliders



03

How will it work?

Delivery Apps to
Lock[N]Leave integration with
lockers



Lock[N]Leave Workflow for the Customer



Order placed on app



Savour your meal :))



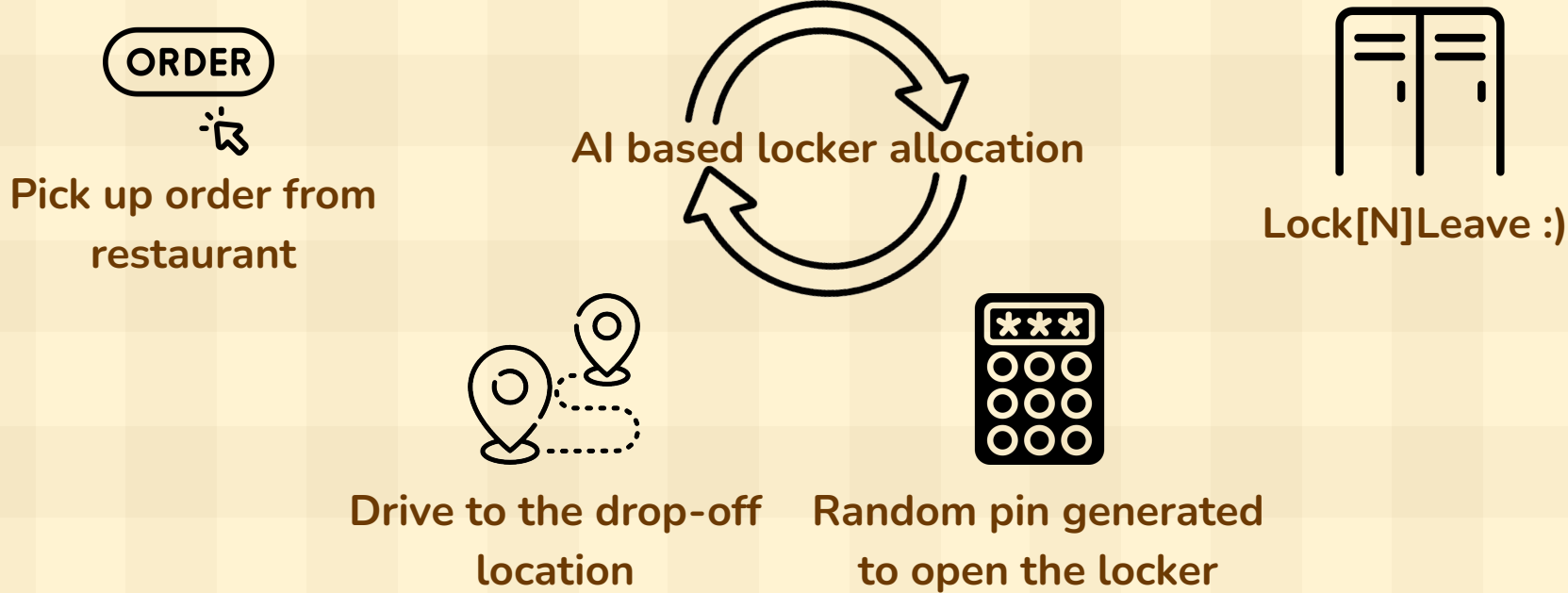
Walk upto food placed
in secure locker



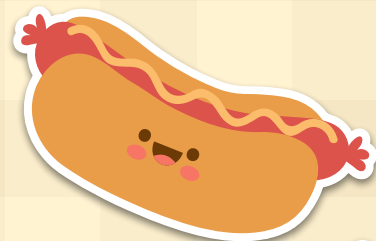
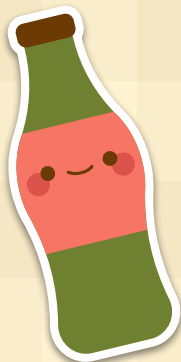
Random pin generated
to open locker



Lock[N]Leave Workflow for Delivery Partner



Lock[N]Leave Cleansing Mechanism



What are the benefits?



No waiting around
both for customers &
partners



High Customer
Satisfaction



Maximise Driver
Rating

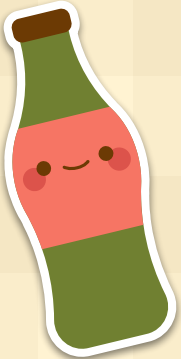
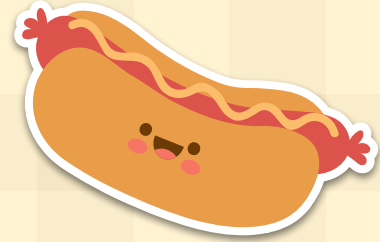


Fewer complaints and
refund claims



04

Product Vision & Rationale



Lock[N]Leave Vision



Expansion



Expand to major
campuses & big
residential communities

Partnerships

Integration with all
major food delivery
partners & partner with
standalone cloud
kitchen services

Lockers

Upgrade to
temperature
controlled lockers for
cold/hot products



Product Rationale

Locker Allocation

AI based locker allocation system using order size

Hygiene

Automatic cleansing sheet replacement after customer order pick up

Competitive landscape

Competition from businesses offering mailboxes, lockers. But our niche is insulated lockers.

Partnerships

Partnering with universities and student housing complexes is our way for success.

Finances

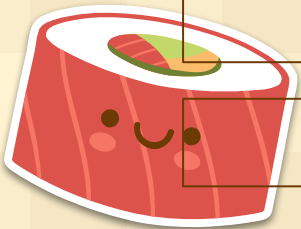
Major payments from delivery apps, Other contributions from institutions & communities

Personnel

A person appointed to clear & check lockers after midnight

Proximity

Lockers next to buildings for easy access to customers.





Thank You!

Enjoy Your Meals!!

