

Project Description:

Brief Project Title: Food Delivery Integrated Experience (Door Dash)

***Target Users:** Inexperienced and Experienced Customers, both Users who want to pick up from the restaurant and Order from the restaurant.*

Mainly focusing on the activity area, the description doesn't focus on any Technology or Application Options.

This project is mainly focused to guide a user through the end-to-end food ordering experience. We want to prepare the user to overcome any challenges that they might face during the food delivery experience. we would like to let the users know about the various options that are available during the food delivery experience. This project will let the users know how to make their food ordering experience easy and seamlessly.

Subject Information:

Name : Sai kiran Valluru
Age : 25
Occupation : Software Engineer
Gender : Male
User type : Cousin
Other Information : Frequent Food Ordering Customer

Name : Rahul
Age : 42
Occupation : Business man
Gender : Male
User type : uncle
Other Information : User who orders less frequently

Name : Shashank Mouli
Age : 32
Occupation : Contractor
Gender : Male
User type : Friend
Other Information : Big Foodie

Name : Mounika
Age : 42
Occupation : Homemaker
Gender : Female
User type : Neighbour
Other Information : User wants to try different type of dishes

Name : Goutham
Age : 25
Occupation : Software Engineer
Gender : Male
User type : Friend
Other Information : Ordering for the first time in a new Country.

Name : Greeshmanjali
Age : 24
Occupation : Software Engineer
Gender : Female
User type : Friend
Other Information : Orders only on busy schedule

Name : Naveen
Age : 28
Occupation : Trader
Gender : Male
User type : Friend
Other Information : Heavy orderer

Name : Phillip
Age : 26
Occupation : Real estate
Gender : Male
User type : Neighbor
Other Information : Prefers Cook rather than order

Observations, Insights, and Insight Groups:

Observations:

https://airtable.com/invite/l?inviteId=invWdKiWr1QH7bhvc&inviteToken=d2fef669e0ccb1519a8449e4139a5c9465a5c1ee74ba08985a0311b04b932870&utm_medium=email&utm_source=product_team&utm_content=transactional-alerts

Insights :

- Users prefer to order either frequently or Infrequently
- Users tend to order at least twice a week
- Most Users prefer to Order from a restaurant rather than pick up
- Most users prefer both light and heavy orders
- Most users prefer Indian food and for some, it may vary
- Whenever users feel hungry they will order
- Users tend to order throughout the week
- Mostly the users tend to order themselves and for friends
- Most users prefer to use Doordaash and other food delivery applications
- Users tend to reorder less frequently
- Most Users prefer card payment
- Mostly by Car to pick up the order at the restaurant
- Mostly Users experienced a wait time of atleast 1 hour
- Most users had good experiences
- Mostly Users experienced a wait time of atleast 1 hour
- Users tend to have received their orders on time

- Users prefer their food to be more or less spicy
- Users tend to have offered toppings sometime or not at all
- Most of the users will receive a notification
- Most users prefer not to wait at the restaurant
- Most users prefer to order from either the same restaurant or from a different restaurant
- Most users prefer to order from either one restaurant or sometimes from two restaurants
- Users prefer to check the quality and quantity almost all the time
- Most users prefer either to have drinks or not to have them
- Most users prefer to use their mobiles while waiting at the restaurant
- Most users had good experiences
- Most users tend to either cook their food or order from the restaurant
- Most users prefer to leave their orders near the door
- Most users tend to spend 20 minutes in traffic and some users prefer not to go out
- Most users tend to have used their credit card offers while ordering food
- Most users prefer to have drinks while ordering food
- Users tend to pay for safe food delivery
- Most users search for the food item or restaurant by name
- Most users don't care about it
- Most users will use their reward points for their next order
- Most users don't have any issues while ordering the food
- Most users tend to improve the quality and fast delivery of food
- Most users don't have any issues while ordering the food
- Most users tend to not purchase anything

Insight Clusters:

- People like to eat food, and on-time delivery, quality, and quantity of the food result in a better Food delivery experience.
- Most people would prefer to save money and time.

Process Retrospective:

- The Questions we asked are all not relevant to application functionality.
- We covered several aspects, but we mainly focused based on the experience of a user.
- Most of the subject answers are single words.
- We gathered most of the information from the subject but not all, due to time constraints.
- Most of the observations are translated into insights and then into insight clusters.

Team Member Contributions:

Team Member	Contributions
Satya Yoganand Addala	Scripted translating observations to insights.
Srinivas Rao Dasari	Provided Inputs for Insights, retrospection and themes
Neeha Kalluri	Provided Inputs for General Enquiry, insights and themes.
Vinod Chowdary	Provided Inputs on DeepFocus and insights

Appendix:

Intro/ Informed Consent	<p>My name is Satya. Thank you for meeting with me today. I'm working on guide to Food Delivery Experience. I would like to know more about how you perform Food Ordering and view your Delivery Experience..</p> <p>There are no right or wrong ways to carry out an activity, or right or wrong answers to my questions; I just want to watch what you do and hear what you have to say. As you perform the activity, your actions and comments will be noted and you will be asked to describe what you are doing. You may be asked questions before, during, or after performing the activity. This meeting should last about 30 to 45 minutes.</p> <p>This activity is voluntary. You have the right not to demonstrate any activity or answer any question, and to stop the inquiry at any time or for any reason. Your actions and responses will be confidential and used only in connection with this class assignment. Only your first name will be used to identify you. If you wish, you can use a pseudonym rather than your real name.</p> <p>Is it OK for me to begin with my requests and questions?</p>
Warm-up and build rapport	<p>"How Often do you Order?"</p> <p>"When was the last time you ordered?"</p> <p>"Do you prefer picking up from restaurant or delivery from restaurant?"</p> <p>"Are you a heavy orderer or light orderer?"</p> <p>"Which type of food do you prefer to eat?"</p> <p>"When would you like to Order?"</p> <p>"Which days would you prefer to order?"</p>

General Inquiry	<p>“For whom will you Order?”</p> <p>“How will you order your food?”</p> <p>“Why would you order?”</p> <p>“How often do you reorder?”</p> <p>“What is the method of payment for food Ordering?”</p> <p>“If you are picking up an order from restaurant how will you go to the restaurant?”</p> <p>“What is the waiting time for your food order?”</p> <p>“How was your experience with your Order?”</p> <p>“How long did it take if you order food through delivery?”</p> <p>“Was your Order on time?”</p> <p>“What is the spice level would you prefer for the food?”</p> <p>“Were you offered any extra toppings?”</p> <p>“What is the confirmation to pick the ordered items?”</p> <p>“What is the frequent food item you prefer to order?”</p> <p>“How long you need to wait to pick up the order at a restaurant?”</p> <p>“Do you always order from same restaurant?”</p> <p>“Will you order from two restaurants or from one restaurant?”</p> <p>“How often will you check the food quality and quantity?”</p> <p>“How will you spend your time when you are waiting for picking up from a restaurant?” !</p> <p>“Do you order any drinks while waiting at the restaurant?”</p>
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Deep focus	<p>“How was your food delivery experience?”</p> <p>“How do you deal with hunger?”</p> <p>“Would you prefer leaving the order near you door?”</p> <p>“How often will you struck in traffic if you are picking up an order from a restaurant?”</p> <p>“What type of offers or discounts have you used while ordering food?”</p> <p>“Do you prefer any drinks while ordering the food?”</p> <p>“Which type of add-ons are you comfortable to pay for? ”</p> <p>“What time of a day would you prefer to order?”</p> <p>“How do you navigate to preferred food item or restaurant to order?”</p> <p>“How do you collect your reward points for your order?”</p> <p>“How do you spend your reward points?”</p>
Retrospective	<p>“Is there anything that makes you hesitant while ordering food?”</p> <p>“What would like to improve from your last food order experience?”</p> <p>“Did anything stood out to you while ordering food?”</p> <p>“Do you make any purchase while waiting at the restaurant?”</p>
Wrap-Up	<p>That concludes the activity. Thank you for your time and for meeting with me.</p>