# Marketing Guide

## Background:

- Autonomous delivery is one of the important emerging technology for food delivery, e-commerce and retail companies.

- People living in cities expect immediate or schedule delivery of their food. There are bottlenecks as traffic is increasing daily. And with increasing orders we have to **increase delivery staff** as well, thus leading to **high operating cost** and increase in delivery time.

- It is stated that automated delivery can reduce the delivery cost by 80% to 90%. Companies are developing different type of ADV from sidewalk robot to autonomous truck with focus on solving the last mile delivery problem as it is considered to be 50% of the overall cost.

- Problem Statement:  People living in cities expect immediate or schedule delivery of their food. There are bottlenecks as traffic is increasing daily. And with increasing orders we have to **increase delivery staff** as well, thus leading to **high operating cost** and increase in delivery time.

- Product Goals: One of the ways to reduce operating cost is to embrace technology and innovate in terms to reduce delivery times as well. Using delivery robots instead of human personal we can save huge operating cost in terms of their wages and can also save in last mile delivery costs. The robots for the delivery can be acquired from the third party. We will be focusing on creating an operation tool which will help us in functionality and monitoring of robot.

- The operations tool for the team will help them keep track of robot and status of deliveries. It will also contain feature to remotely take control of the robot when needed intervention such as rerouting. This will help in decreasing the operations cost as robots will help with last mile deliveries.

## Market background:

- Target audience are the Doordash users, and with covid-19 the spectrum has increased to the age group of 15 and above given the norms of staying at home.
- Our target market is both Doordash app users and restaurants. As robot delivery is new concept, the robot will have the ability to pick up orders in 2 miles and give

fastest option available. The robot will pick up the food from restaurant and then navigate itself through sidewalks to reach customer.

- Competitors:

  With companies like Uber which have already started testing of drone delivery and Grubhub in testing phase of delivery robots, it's about time we innovate and get into tech delivery space.

  Uber eats has been experimenting robot delivery with help of Kiwi and drone delivery with VOXL. They are using cloud services and 4G to communicate between drone and Uber.

  Grubhub is pilot testing both drone and robot deliveries in urban environment.

## Product Background and Positioning:

- **Product Value proposition:**

  **For customer and restauranters:** The robot will help decrease the waiting time for customers and help in having **customers and restauranters** a seamless experience by making the food deliveries faster and reliable.

  **For operations team member:** The operations tool for the team will help them keep track of robot and status of deliveries. If any real time obstruction arises on the path of the robot, operation tool will also help them in re-routing and controlling the robot and helping it find easiest and quickest route to its destination.

**Benefits to users and customers:**
The customer can get the deliveries faster by using Doordash's robot delivery. And the operations team will be able to control and reroute the robot using operations tool when necessary.

**How to use the product:**
Customer can open the Doordash app downloaded from the app store and order food from their restaurant of choice, at final step they will be given choice for robot delivery and when available in their vicinity one would be assigned to them along with its tracking info.
If the particular robot assigned comes in any obstruction an operations team member would be assigned to it. They will find the assigned robot in the operations tool and check if the robot needs any controlling and will reroute the robot. Upon the delivery of

food the case will be closed for operation team member.

**Where users can find the product:**
Doordash app for consumers can be found on Appstore. A customer may opt for the robot delivery if a robot is available in their vicinity.
The link for operations tool for operations team will be provided to them.

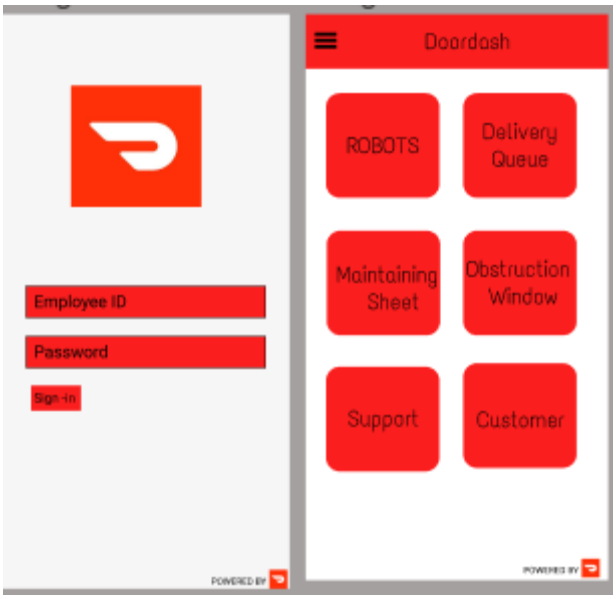
- Main features of operations tool:

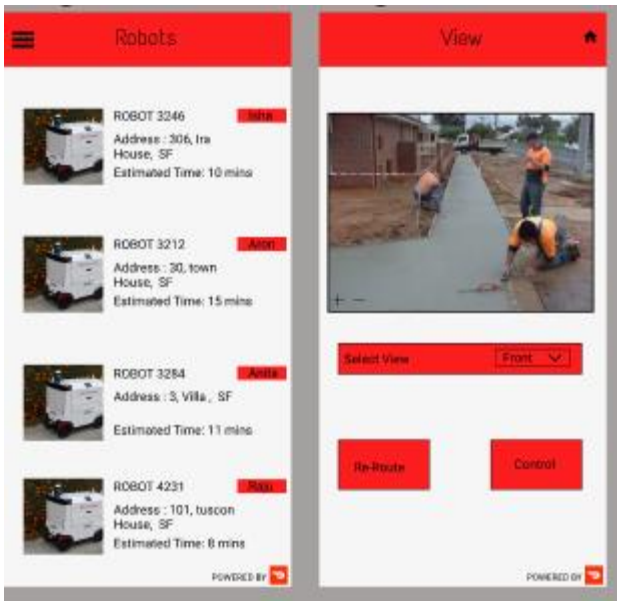
  Controlling the robot - This will help user control the robot as needed giving them functions such as moving forward, backward, turning left or right. This control option will be present on re-route and status page as well to help user navigate and re-route accordingly.

  Re-route the robot - This will help user select the re-routing options available according to specifications such as quickest, nearest and safest. This reroute option will be present on control and status page as well to help user navigate and control situation properly.

  Status - This lets user to view the status of delivery along with options of reroute and control if needed.

  Map screen - This lets user determine the routes to be selected more easily.




Controls
Select View
Front
Move Forward
Move Backward
Turn Left
Turn Right
Re Route
Status
POWERED BY
Re-route
3 min
28 min
Delivery Address: 306, Ira House, SF
Select Routing Options:
1. 13 mins - quickest,safest and nearest
2. 15 mins - Quickest, safest
Control
POWERED BY


Status
Select View
Front
Delivery Address: 306, Ira House, SF
Delivery : Successful
POWERED BY
Status
3 min
28 min
Select View
Front
Delivery Address: 306, Ira House, SF
Delivery : Ongoing
Re-Route
Control
order completetion scenario*
POWERED BY