

Delivery Man

Demographics & Background:

- Age: 24-30
- Occupation: Full-time delivery driver
- Experience: 1.5+ years in food delivery
- Location: Urban area, delivers within 5-mile radius
- Values: Efficiency, fair compensation, work-life balance
- Vehicle: Personal motorcycle
- Delivery Volume: Completes 15-20 deliveries per shift

Current Challenges & Insights:

Route Inefficiency:

- Marcus frequently receives delivery assignments that don't follow logical geographic patterns.
- Primary Challenge: Inefficient routes increase travel time, reduce earnings potential, and cause unnecessary fuel consumption.

Restaurant Wait Times:

- Often arrives at restaurants to find orders not ready, sometimes waiting up to 20 minutes.
- Primary Challenge: Unpaid waiting time significantly impacts earnings and causes stress when trying to meet delivery deadlines.

Customer Communication Gaps:

- Limited tools to communicate with customers about delays or difficulties finding their location.
- Primary Challenge: When building access or address issues arise, there's no easy way to contact customers without exposing personal contact information.

System Satisfaction & Workarounds:

Navigation Limitations:

- The in-app navigation doesn't account for practical issues like traffic conditions, construction, or building access points.
- Interface Satisfaction: Navigation interface lacks details needed for apartment complexes and office buildings.

Order Handoff Problems:

- Unclear handoff instructions (leave at door, meet outside, etc.) lead to confusion and wasted time.
- System Gaps: No standardized way to document successful deliveries when customers aren't present.

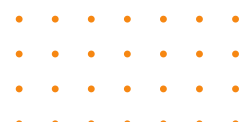
Workarounds:

- Marcus uses a separate navigation app (Google Maps) rather than the delivery app's built-in system.
- Maintains a personal list of difficult delivery locations and their solutions to save time on future orders.

Desired Improvements:

Intelligent Route Optimization:

- Marcus wants smarter route planning that groups nearby deliveries together.
- Feature Prioritization: A system that understands traffic patterns and building access points would significantly improve delivery efficiency.



Real-time Order Status:

- A system showing actual restaurant preparation status before drivers are dispatched.
- Feature Prioritization: Accurate preparation time estimates would reduce unnecessary waiting at restaurants.

Enhanced Customer Communication:

- Marcus desires a secure way to communicate with customers without sharing personal information.
- Feature Request: In-app messaging with preset status updates and the ability to share live location would solve many delivery issues.

Fair Task Allocation:

- A transparent system for order assignment that balances distance, difficulty, and earning potential.
- Feature Request: Being able to see full delivery details before accepting orders would help make informed decisions.

Follow-Up:

Marcus confirmed he is open to providing further feedback in the future and is available for an anonymous follow-up interview if needed. He's particularly interested in testing any new features related to route optimization and customer communication.

