



## Peter Okoth

### Scenario: Delivery Man

Peter begins his delivery shift during a busy lunch rush in Kisumu. He receives multiple delivery assignments, encounters app crashes and network issues, waits at a restaurant for an order that isn't ready, struggles to find a customer's exact location, and ultimately completes his deliveries despite the challenges.

## Goals & Expectations

- Complete as many deliveries as possible to maximize earnings
- Navigate efficiently to save time and fuel
- Maintain a high rating by delivering orders on time and intact

Happy: 👍 Neutral: 😐 Unhappy: 🙄

### Stage1 : Shift Preparation

- Checks the app for available shifts and high-demand areas
- Plans his route based on previous experience in different neighborhoods
- Ensures his motorcycle is fueled and delivery bag is clean

Starting shift with anticipation of good earnings 👍

### Stage2: Order Acceptance

- Receives multiple order notifications simultaneously
- Makes quick decisions about which orders to accept based on distance and payout
- Accepts a double order from the same restaurant to maximize efficiency

Waiting at restaurant and dealing with app issues

### Stage3 :Restaurant Interaction

- Arrives at restaurant only to find the order isn't ready
- Waits 15 minutes while other drivers come and go with their orders
- Checks app repeatedly to update status but experiences crashes

Moving on to next delivery opportunity 👍

### Delivery Navigation

- App provides unclear directions to the customer's location
- Switches between the delivery app and Google Maps
- Encounters poor network coverage in certain areas  
Calls customer but has difficulty explaining his location

### Handoff

- Finally locates the building but struggles to find the specific apartment
- Messages customer for clarification on entrance details  
Delivers food that has cooled due to the delays  
Apologizes to customer for the delay despite it being out of his control

Completing delivery despite challenges



## Opportunities

- Provide heat maps showing high-tipping areas and busy restaurants
- Show accurate restaurant preparation times based on current kitchen status
- Create a streamlined check-in system that notifies kitchen of driver arrival
- Develop more precise navigation specifically optimized for delivery drivers
- Add specific building entry instructions with photos from previous deliveries
- Compensate drivers fairly for excessive wait time at restaurants
- Provide constructive feedback and training opportunities based on performance