Ideation for Delivery Man

Introduction

The ideation phase focuses on generating solutions to address the challenges faced by restaurant managers within the DeliverNow system. Through a structured workshop, we will identify pain points and brainstorm concepts to improve their operational efficiency and order management capabilities. The ideation process aims to develop a main concept for a user journey prototype while keeping the core objectives of clarity, feasibility, and measurable impact in mind.

Workshop Script

Objective:

To generate and select the best ideas that address restaurant managers' key challenges, such as multiple platform management, kitchen coordination, and delivery order integration.

Ice Breaker:

Activity: Each participant shares a 30-second story about their most challenging restaurant management experience (real or fictional).

Purpose: Foster creativity, engagement, and empathy toward restaurant management challenges.
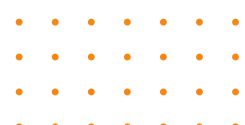
Duration: 5 minutes

Main Steps of the Ideation Process

1. Understanding Challenges
   - Participants review pain points identified in user research:
   a. Managing multiple delivery platforms simultaneously
   b. Coordinating between dine-in and delivery orders
   c. Accurate preparation time estimation
   d. Kitchen capacity management during peak hours Duration: 10 minutes

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2.Brainstorming Solutions

- Participants propose ideas based on the challenges
- Each participant writes one idea per sticky note (physical or digital, e.g., Miro or Figma)
- Focus on operational efficiency and integration solutions
- Duration: 15 minutes

3. Clustering and Refinement

Group similar ideas into clusters:

- Order Management Systems
- Kitchen Operations
- Staff Coordination
- Quality Control
- Duration: 15 minutes

4.Voting and Selection

- Each participant votes for their top 3 ideas using virtual voting dots
- The idea with the highest votes becomes the main concept
- Duration: 10 minutes

5. Concept Development

- Expand the main concept into a detailed feature or solution
- Create an initial low-fidelity sketch or wire-frame for clarity
- Duration: 15 minutes

Time Schedule

- Ice Breaker: 5 minutes
- Understanding Challenges: 10 minutes
- Brainstorming Solutions: 15 minutes
- Clustering and Refinement: 15 minutes
- Voting and Selection: 10 minutes
- Concept Development: 15 minutes
- Total: 1 hour

Voting Process

- Participants were given 3 virtual voting dots each.
- Votes were cast anonymously on Miro.
- The idea with the most dots was selected as the main concept.

Main Concept

Restaurant Management Dashboard

A comprehensive platform tailored to restaurant managers with features including:

1. **Unified Order Management**
- Single dashboard for all delivery platforms
- Real-time order status tracking
- Automated order prioritization
- Smart kitchen capacity monitoring

2. Kitchen Operations Hub
- Dynamic preparation time estimation
- Staff task assignment
- Equipment utilization tracking
- Quality control checkpoints

3. Resource Management System
- Staff scheduling and allocation & Inventory tracking
- Peak hour preparation & Performance analytics

Key Learnings

- Restaurant managers need integrated solutions that reduce platform switching and manual entry
- Real-time updates and automation are crucial for maintaining operational efficiency
- Balance between delivery and dine-in operations is essential
- Simple, intuitive interfaces are necessary for fast-paced environment