



Customer Experience Survey

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Introduction

Hello,
My name is Joab Owala, and I'm part of the DeliverNow design team. We're working on improving the delivery experience for our customers, particularly addressing challenges like inaccurate delivery times, unnecessary cutlery or condiments, and issues with customization and sustainability. Your feedback will be crucial in helping us redesign the experience to meet your needs and preferences. This survey should take approximately 5–7 minutes, and all responses will remain anonymous.

Thank you for sharing your insights!

Screening / Demographic Questions

1. What is your age?

- 18–24
- 25–34
- 35–44
- 45–54
- 55+
- Other: _____

2. What is your current occupation?

- Full-time employee
- Part-time employee
- Self-employed
- Unemployed
- Other: _____

3. How often do you order food or products for delivery?

- Daily
- Weekly
- Monthly
- Rarely
- Never

4. How important is sustainability to you when choosing a delivery service?

- Extremely important
- Very important
- Moderately important
- Slightly important
- Not important

Objective & Hypotheses

Objective:

To collect quantitative data on the challenges customers face with the current delivery process, particularly around inaccurate delivery times, unwanted items (cutlery, condiments), and their customization preferences.

Hypotheses:

1. A majority of customers find the estimated delivery times to be inaccurate or difficult to trust.
2. Customers often encounter unnecessary items like cutlery or condiments that they don't need.
3. There is a demand for more control and customization over what's included in their orders.
4. Customers care about the environmental impact and want better options to opt out of unnecessary waste.

Main Survey Questions

Topic 1: Delivery Challenges

5. How often do you experience delivery times that are later or earlier than expected?

- Very frequently
- Occasionally
- Rarely
- Never

6. How often do you receive unnecessary cutlery or condiments in your delivery order?

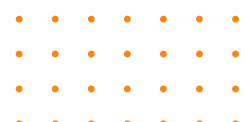
- Every time
- Frequently
- Sometimes
- Never

7. When you receive extra items (cutlery, condiments), how do you usually feel?

- Wasteful and frustrated
- Neutral
- Happy to have extras
- Other: _____

8. What do you consider to be the biggest problem with the current delivery service?

- Inaccurate delivery times
- Excessive packaging or unnecessary items
- Difficulty customizing orders
- Environmental impact of delivery
- Other: _____



Topic 2: Customization & Sustainability

9. How important is it for you to have control over what items are included in your order (e.g., choosing condiments, cutlery, packaging)?

- Extremely important
- Very important
- Moderately important
- Slightly important
- Not important

10. Would you prefer the option to opt out of receiving cutlery and condiments when ordering?

- Yes, absolutely
- Maybe, depending on the situation
- No, I always use cutlery/condiments
- I don't mind receiving extra items

11. How satisfied are you with the current customization options for food delivery services (cutlery, condiments, packaging)?

- Very satisfied
- Satisfied
- Neutral
- Unsatisfied
- Very unsatisfied

Topic 3: Desired Features & Improvements

12. Which of the following features would most improve your delivery experience? (Select up to two)

- More accurate delivery time estimates
- Ability to customize or opt out of items like cutlery or condiments
- Eco-friendly packaging options
- Better communication and updates about delivery status
- Other: _____

13. How important would it be for you to have a delivery service that allows you to track the status of your order in real-time (e.g., delivery time, runner location)?

- Extremely important
- Very important
- Moderately important
- Slightly important
- Not important

14. Would you prefer more options for sustainable delivery, such as reducing plastic packaging or opting for eco-friendly materials?

- Yes, definitely
- Maybe, depending on the cost
- No, I don't mind the packaging as it is

Follow-Up Interview Request

15. Would you be available for an anonymous follow-up interview (via phone, video chat, or in-person) to discuss your experiences further?

- Yes
- No
- Maybe

If yes, please provide your preferred contact method (optional):

Conclusion

Thank you for taking the time to complete this survey! Your feedback is invaluable and will help us improve the delivery experience for customers like you. If you know anyone else who might be interested in sharing their thoughts, please feel free to share this survey with them. Thank you again for your contribution!

