

Ideation for Customer Experience

Introduction

The ideation phase focused on generating solutions to enhance the customer experience within the DeliverNow system. Through a structured workshop, we identified key pain points and brainstormed concepts to improve user satisfaction, streamline the ordering process, and increase efficiency. The ideation process aimed to develop a refined concept for a user journey prototype while maintaining clarity, feasibility, and measurable impact.

Workshop Script

Objective:

To generate innovative ideas for improving the customer experience on the DeliverNow food delivery platform, addressing key pain points such as estimated delivery times, cutlery and condiment preferences, order customization, and overall ordering efficiency.

Workshop Structure

Duration: 2 hours

Participants: 5 people

Agenda

1. Ice Breaker (15 minutes)

Activity: "Food Order Challenge"

- Each participant writes down their ideal food order (meal, sides, drinks, and condiments) in 30 seconds.
- Participants swap their order with someone else and attempt to place that order on a generic food delivery app within 2 minutes.
- Share experiences: What was easy? What was frustrating? What would improve the process?

Objective: Highlight common customer pain points and spark discussion.

2. Introduction to Problem Statement (10 minutes)

Instructions:

- Present the problem statement: "How might we create a seamless, efficient, and user-friendly ordering experience for DeliverNow customers?"
- Highlight key issues based on previous feedback:
 - Inaccurate delivery times
 - Hidden or unclear cutlery and condiment options
 - Difficulty in customizing orders
 - Lack of real-time communication with the restaurant and delivery rider
- Reinforce the goal of designing a more intuitive and satisfying experience.

3. Ideation Process (90 minutes)

Step 1: Brainwriting (30 minutes)

Instructions:

- Each participant has a sheet of paper divided into three sections.
- They write down an idea for improving the customer experience in the first section.
- After 5 minutes, they pass their paper to the next person, who builds on the idea in the second section.
- This continues until each participant has contributed to every idea sheet.

Output: A variety of ideas with collaborative enhancements.

Step 2: Idea Sharing (15 minutes)

Instructions:

- Each participant presents the final ideas from their paper to the group.
- Encourage discussion and clarification on each idea.
- Identify common themes among the ideas.

Output: A collection of refined ideas for enhancing the customer experience.

Step 3: Grouping Ideas (10 minutes)

Instructions:

- On a whiteboard, participants cluster similar ideas into themes, such as:
 - Real-time delivery tracking
 - Personalized order preferences
 - Streamlined checkout experience
 - Enhanced communication features
- Define the core challenges each theme addresses.

Output: Clear themes for potential features of the DeliverNow customer platform.

Step 4: Concept Development (25 minutes)

Instructions:

- Divide participants into small groups (2-3 people) based on the clustered themes.
- Each group selects one theme and develops a more detailed concept, including:
 - Key features
 - Target audience
 - Potential challenges
- Prepare a brief presentation for each concept.

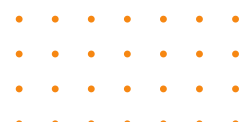
Output: Three well-defined concepts ready for evaluation.

4. Voting Process (15 minutes)

Instructions:

- Each participant receives three sticky dots to vote on their favorite concept(s).
- They can distribute their dots across one or more concepts.
- The concept with the most votes will move forward to the next phase of development.

Output: Identification of the most favored concept for further prototyping and testing.



5. Conclusion (10 minutes)

Wrap-up:

- Discuss the next steps for developing the winning concept into a high-fidelity prototype.
- Outline action items for refining and testing the concept.
- Thank participants for their contributions and encourage ongoing collaboration.

Final Output: A validated and user-driven concept for enhancing the DeliverNow customer experience.

