

Ideation for Delivery Manager

Introduction

The ideation phase focuses on generating solutions to address the challenges faced by delivery managers within the DeliverNow system. Through a structured workshop, we will identify pain points and brainstorm concepts to improve their operational visibility, resource allocation, and fleet 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 delivery managers' key challenges, such as real-time driver visibility, resource allocation, schedule management, and performance tracking.

Ice Breaker:

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

Purpose: Foster creativity, engagement, and empathy toward delivery management challenges.

Duration: 5 minutes

Main Steps of the Ideation Process

1. Understanding Challenges

- Participants review pain points identified in user research:
 - Limited real-time driver visibility
 - Inefficient resource allocation
 - Complex schedule management
 - Peak time understaffing
 - Performance tracking challenges
- Duration: 10 minutes

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 visibility and fleet management solutions
- Duration: 15 minutes

3. Clustering and Refinement

- Group similar ideas into clusters:
 - Fleet Monitoring Systems
 - Resource Allocation Tools
 - Schedule Optimization
 - Performance Analytics
- Duration: 15 minutes

4. Voting and Selection

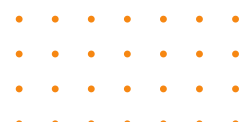
- Each participant votes for their top 3 ideas using virtual voting dots
- The idea with the highest votes becomes the main concept
- Duration: 10 minutes

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

Delivery Operations Command Center

A comprehensive platform tailored to delivery managers with features including:

1. Real-time Fleet Management

- Live driver location tracking
- Delivery status monitoring
- Dynamic route visualization
- Exception alerts and notifications

2. Resource Optimization Hub

- AI-powered driver allocation
- Predictive demand forecasting
- Peak period staffing recommendations
- Weather and traffic-based adjustments

3. Performance Analytics System

- Driver efficiency metrics
- Delivery time analytics
- Customer satisfaction tracking
- Operational KPI dashboard

Key Learnings

- Delivery managers need real-time visibility tools that provide actionable insights
- AI-driven forecasting and resource allocation are essential for handling peak periods
- Simplified performance tracking systems reduce administrative burden
- Integrated communication channels between restaurants, drivers, and customers improve coordination

