

Problem Statement: Customer

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How might we provide busy, eco-conscious customers with reliable delivery times and easy options to opt out of cutlery, reducing inaccuracies, minimizing clutter, and addressing concerns about environmental impact?

Key Performance Indicators (KPIs)

- Opt-out Rate for Cutlery – Percentage of customers who successfully opt out of receiving cutlery in their orders.
- Delivery Accuracy Rate – Percentage of orders delivered on time and with the correct cutlery preferences.
- Customer Satisfaction Score (CSAT) – Average rating from customers regarding the ease of modifying delivery preferences and the reliability of estimated delivery times.

Key Learnings

- User Behavior Trends – Understanding how often customers actively opt out of cutlery and whether incentives (e.g., discounts or loyalty points) increase participation.
- Operational Challenges – Identifying common issues in implementing accurate cutlery preferences and timely deliveries, such as restaurant compliance and driver coordination.
- Environmental Impact Reduction – Measuring the decrease in single-use cutlery waste and the overall impact on sustainability efforts.