





# PROBLEM STATEMENT

GrubHub drivers are experiencing dissatisfaction due to consistently low earnings and a lack of visibility into pickup wait times. This dissatisfaction is primarily attributed to inadequate technological support within the platform, hindering drivers' ability to optimize their delivery efficiency and overall experience.

- **Mapped Objective: Customer Satisfaction (Driver Focus)**
- **Key Metrics: Net Promoter Score (NPS), Customer Retention Rate**





# VISION

Grubhub aims to help restaurants grow, and to provide restaurants with the best tools and experience by improving the driver's experience which will contribute to a better experience for the customers.





# CUSTOMER SEGMENTATION



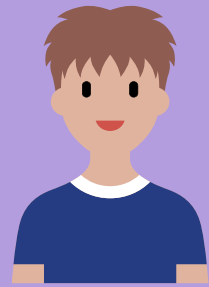
Full Timer  
Core User



Part-Timer  
Casual User



# USER PERSONAS



## Jesse Pinkman

Jesse, 18, College Freshman &  
Grubhub Driver

### Goals:

Fund college living expenses  
independently.  
Efficiently manage work and study.

### Frustrations:

Long-distance pickups.  
Earning and time management  
conflicts.



## Hank Green

Hank, 35, Career Delivery  
Driver

### Goals:

Maximize daily earnings.  
Optimize delivery routes.

### Frustrations:

Opaque tipping system.  
Route inefficiencies.



## Walter White

Walter, 40, Multi-Job Hustler &  
Peak-Hour Driver

### Goals:

Balance multiple income sources.  
Ensure consistent side income.

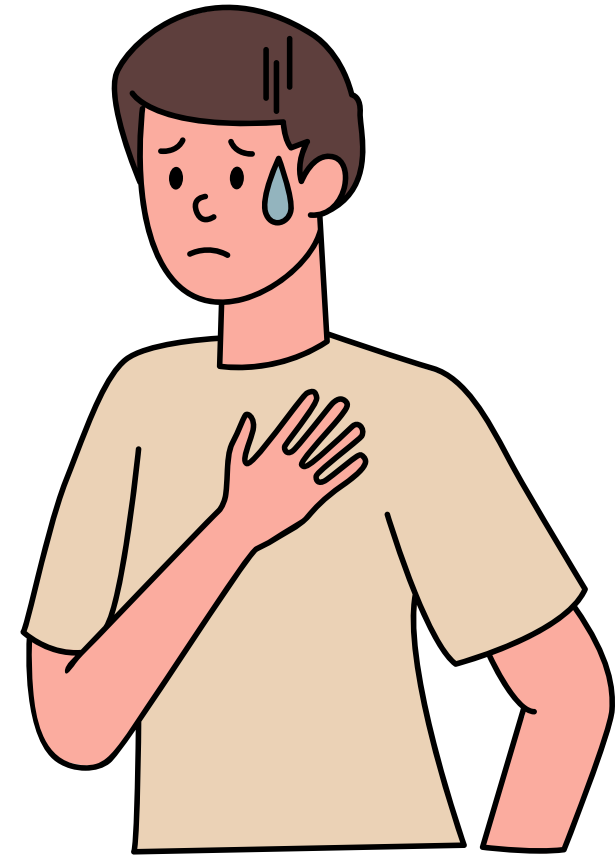
### Frustrations:

Unpredictable order delays.  
App sync issues with restaurant  
readiness.





# PAIN POINTS



- Lack of incentives
- Absence of optimized route recommendations
- Drivers are unsure about profit making






# ASSUMPTIONS !

- The drivers work for multiple delivery companies.
- Delivery is the main source of income for the full-timers.
- Part-time drivers work multiple different jobs including delivery.





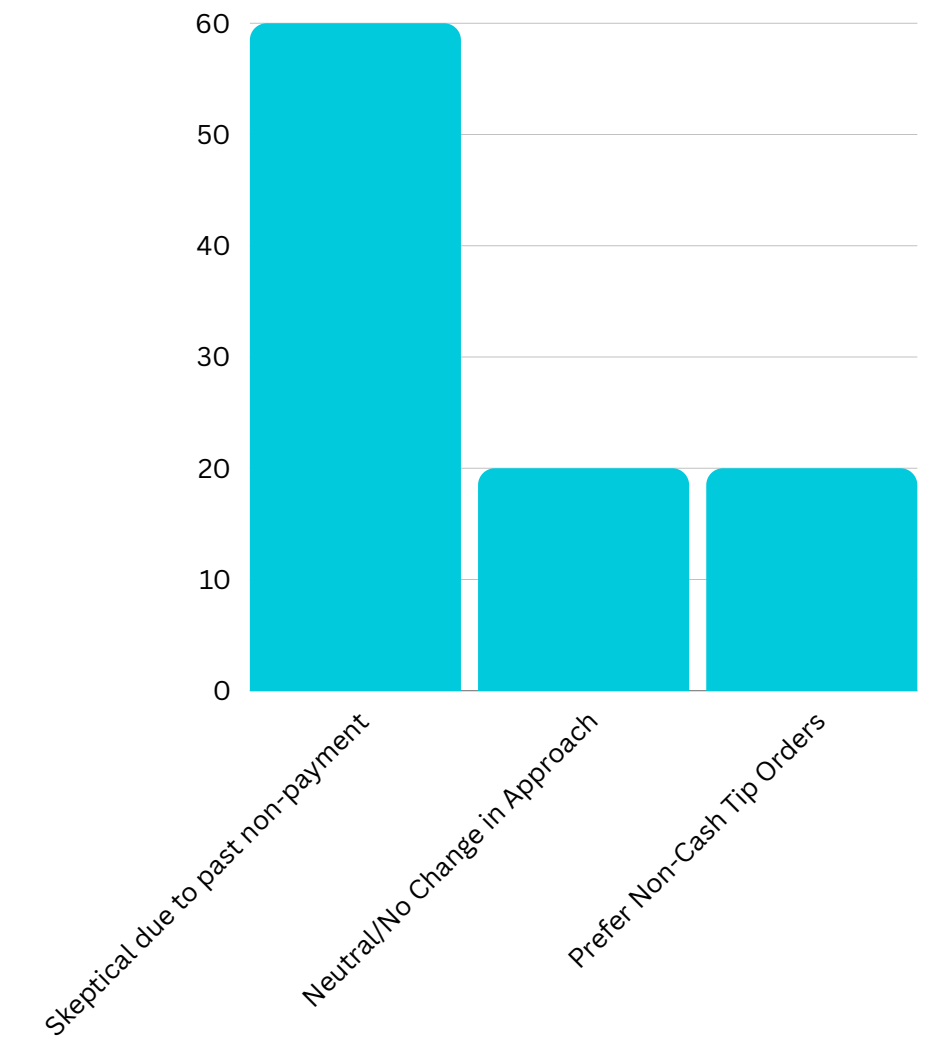
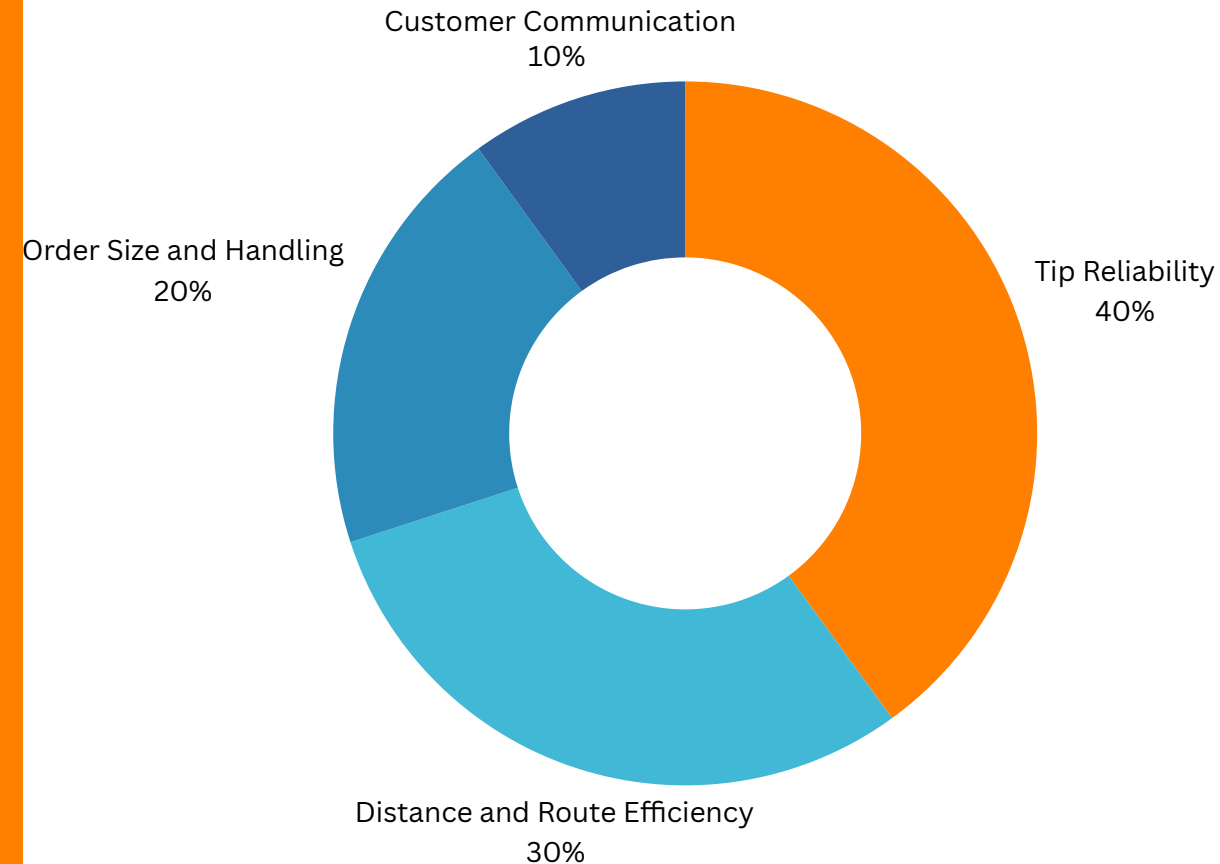
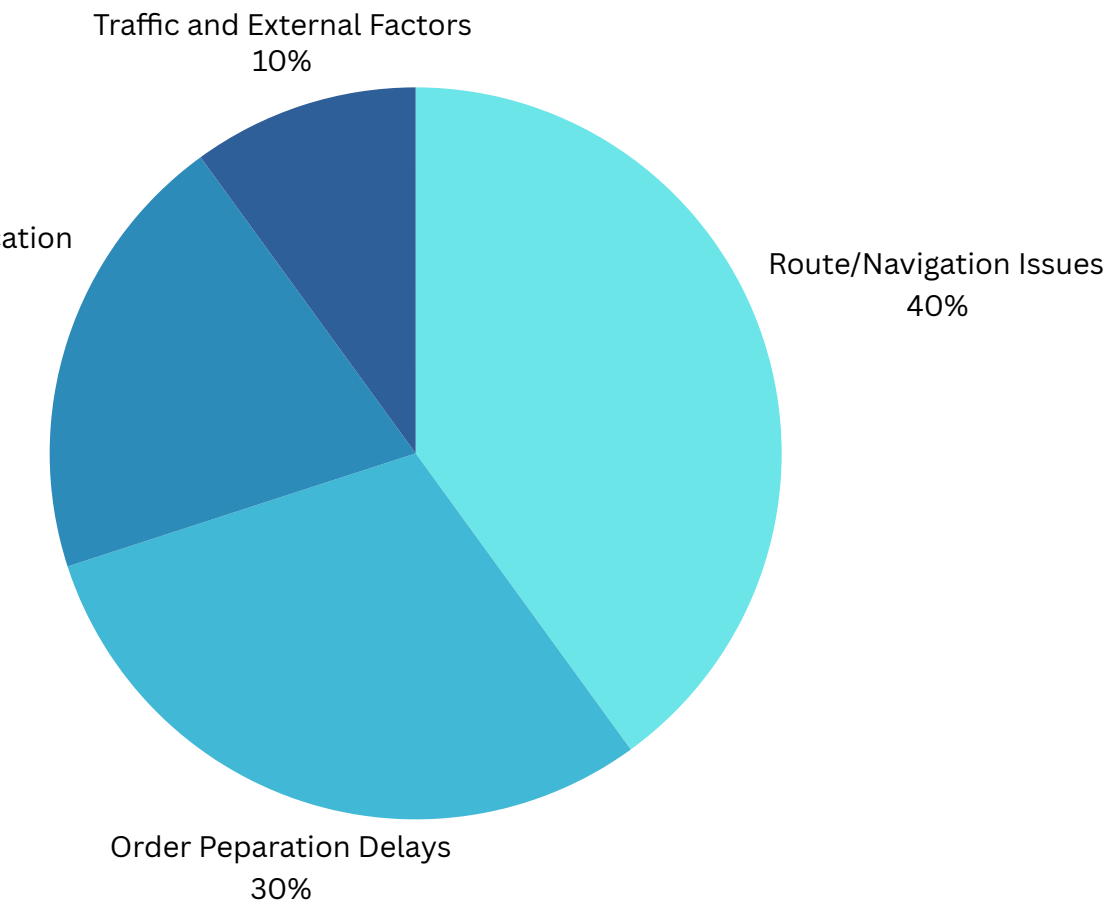
# COMPETITOR ANALYSIS

Criteria →	Delivery Fleet	AI Integration	Tips Visibility	Fuel Rewards Program	Service Ratings	Credit Based Reward System
 DOORDASH	450,000	✗	✗	✓	4.7	✓
 POSTMATES	45000	✗	✗	✗	4.6	✓
Uber Eats	400,000	✗	✗	✗	4.6	✓
 GRUBHUB	300,000	✓	✓	✗	4.4	✗





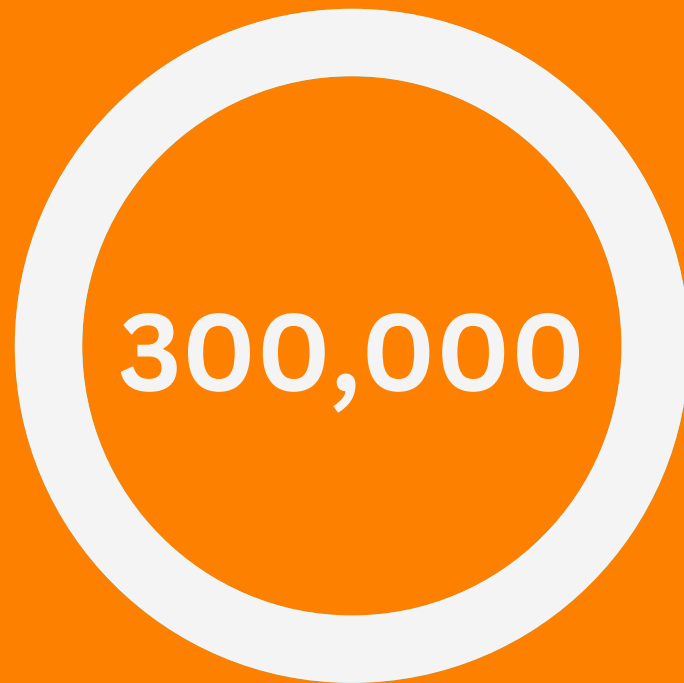
# IDEA VALIDATION





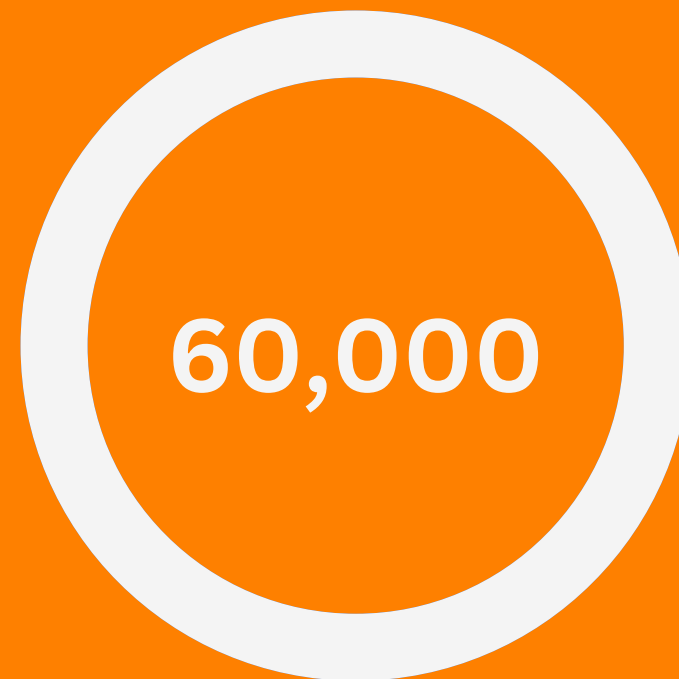
# MARKET ANALYSIS

TAM



GrubHub Driver Base

SAM



GrubHub Driver Churn

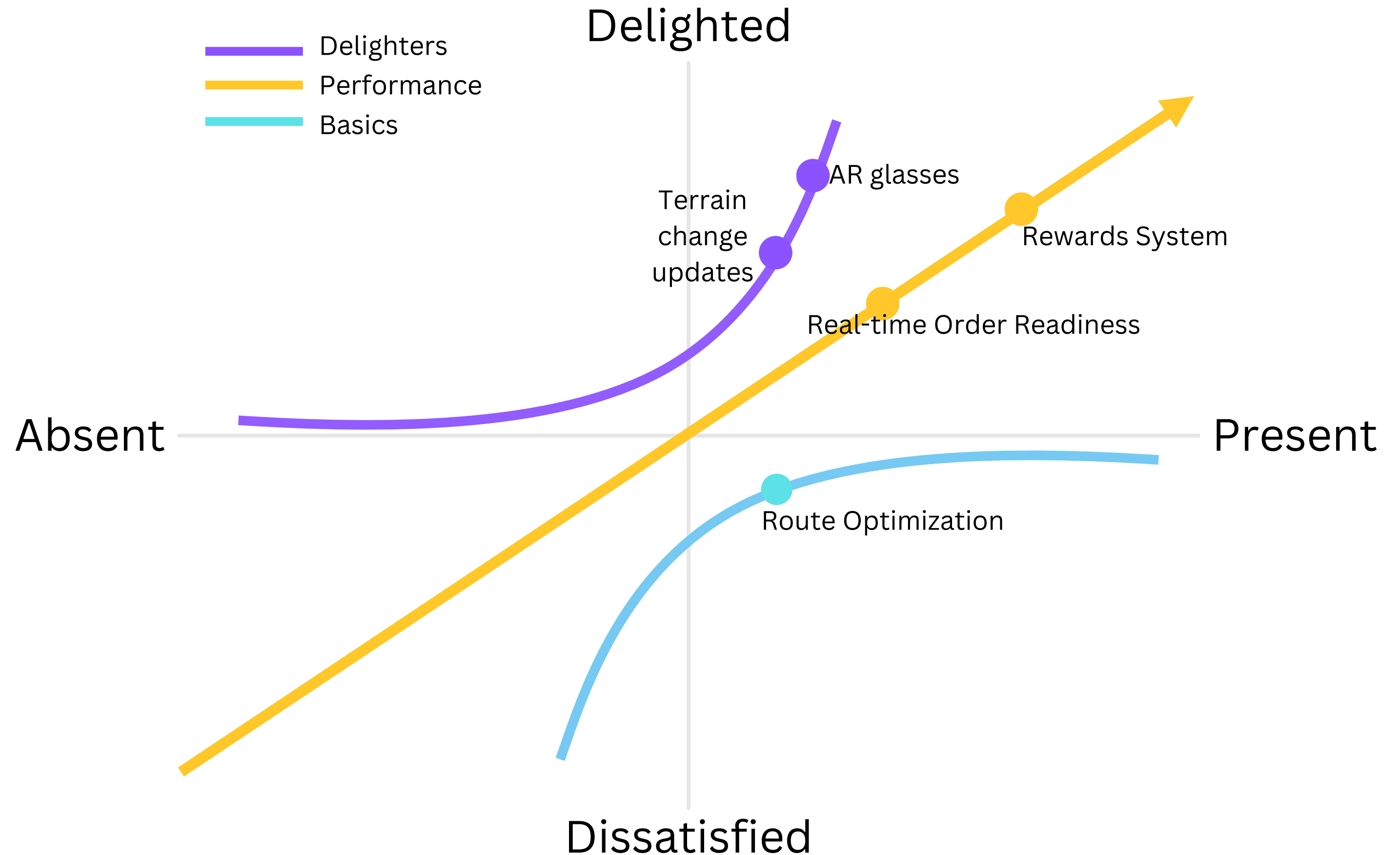
SOM



Target Grubhub  
Drivers



# KANO MODEL







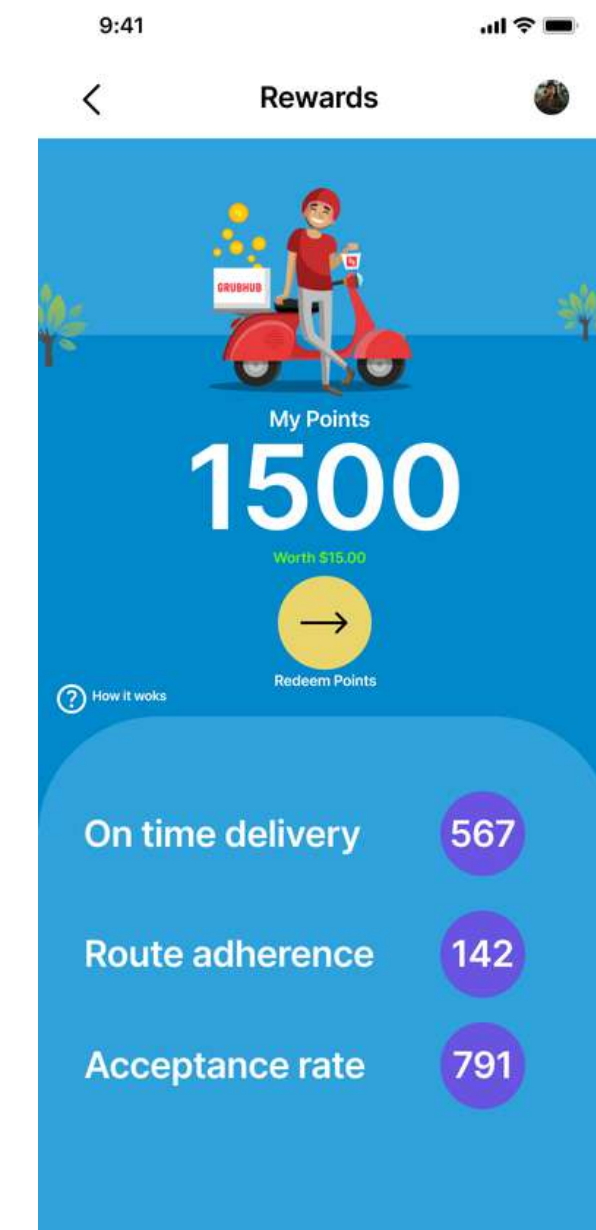
# WHY YOU'LL LOVE THE NEW GRUBHUB

## Same addresses, different route

Make your trips make sense



In Built AI Navigation System



Credit Based Rewards Program



# PROTOTYPE MVP





# METRICS

## Success Metrics



- Customer Satisfaction
- Driver Satisfaction Score
- Redemption rate of reward points

## Northstar Metric



Average number of orders delivered

## Counter Metric

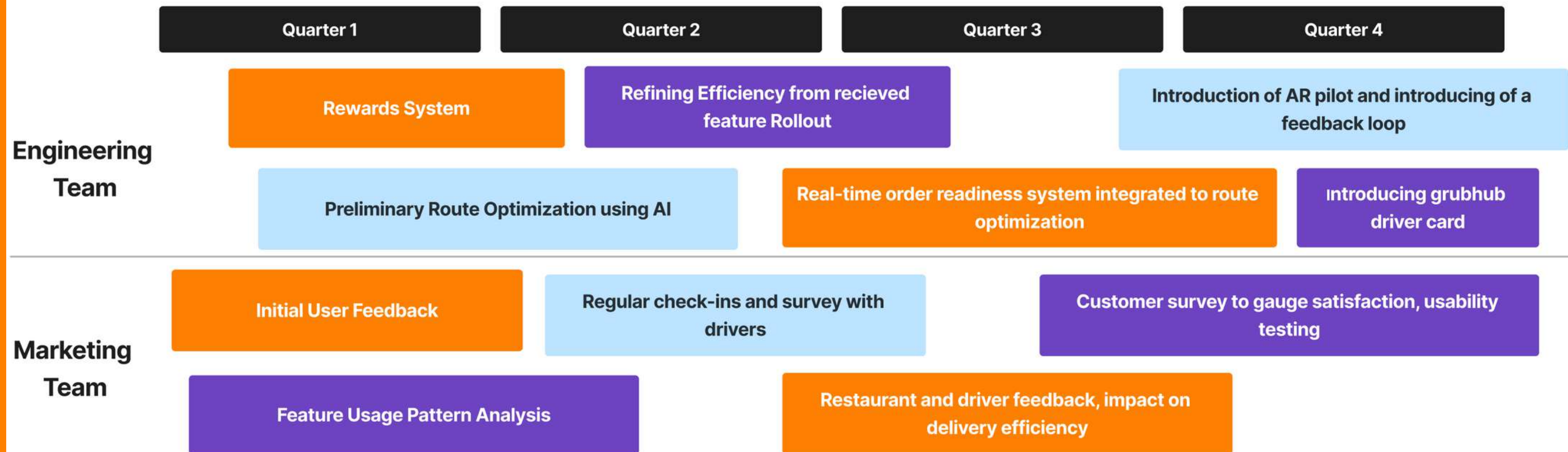


- Driver Churn Rate
- Route accuracy feedback





# PRODUCT ROADMAP





## I.C.E - Innovative Concept Engineers

Aaditya Gupta  
Aditya Ayyappan  
Harikrishnan Unnikrishnan  
Rakshith Patil  
Rixith Praveen CV

