QuickPick

A new AUI feature for those with busy lifestyles

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Uber Eats

Imagine this...

- Rebecca
  - Mother of 3
- It's pizza night but her kids keep her busy
- Wants to order food quickly
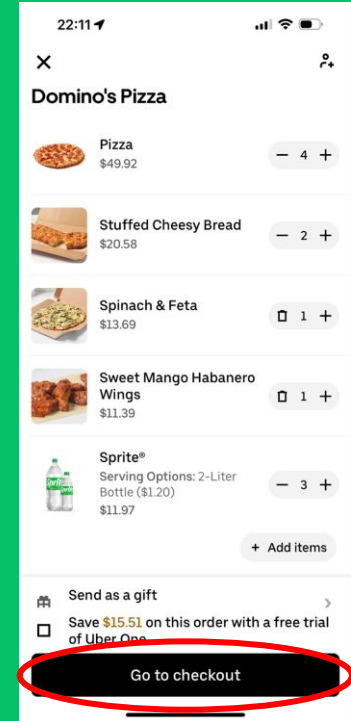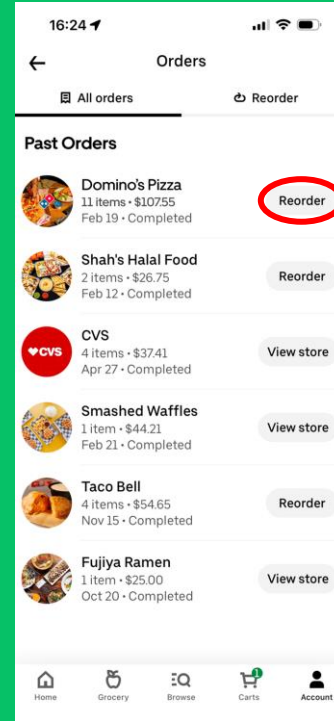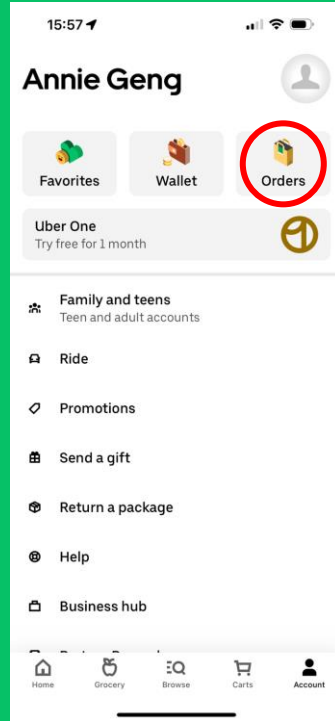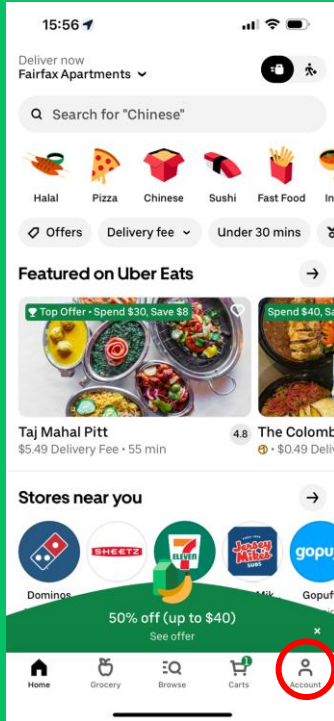- Frustrated by inconvenience of accessing past order history

63%

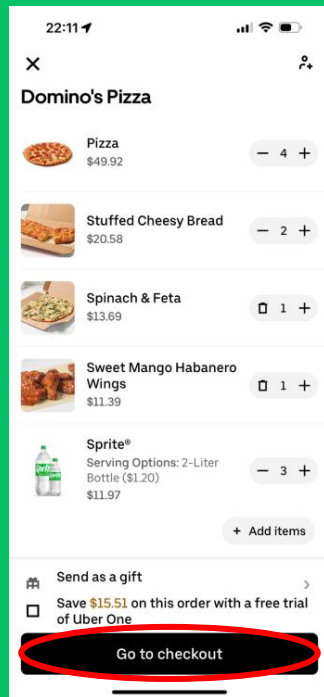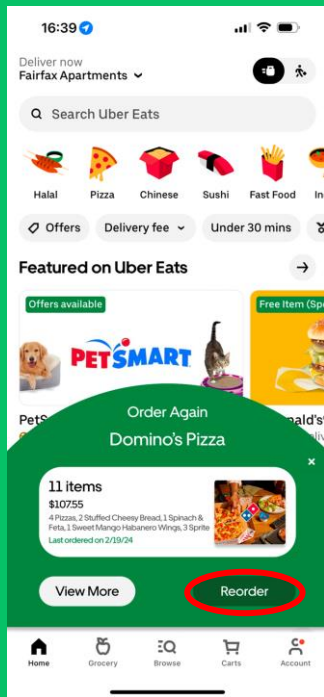of families prefer delivery for the convenience

Over 60%

of consumers order food delivery 1x a week

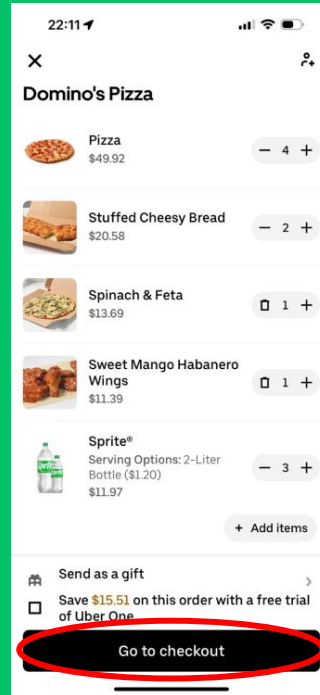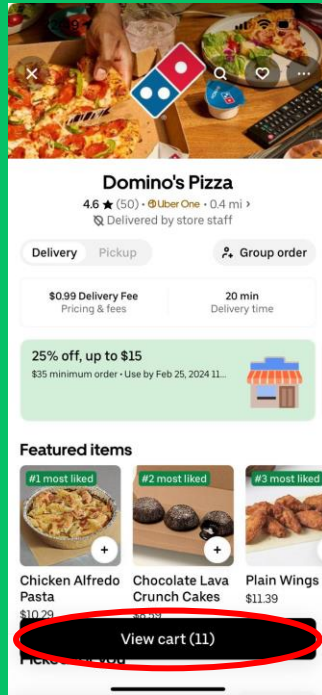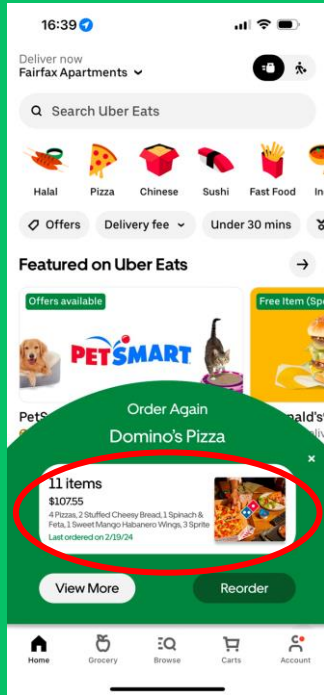# Current interaction flow takes 4 clicks.

Our solution takes as little as 2...

- Takes into account location, time, and frequency of past orders

- Pre-selected customizations directly from past orders

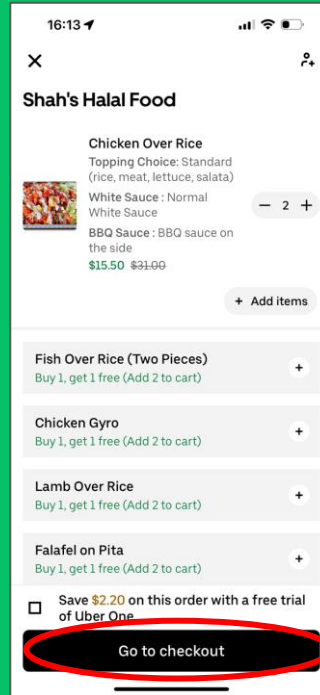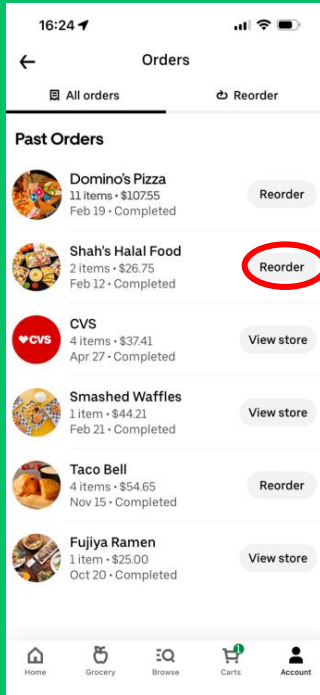- **Increases retention, and user satisfaction**

Interaction Flow 1: Directly reorder the past order.

...and takes at most 3 clicks.

Interaction Flow 2: Make edits to a past order.

...and takes at most 3 clicks.
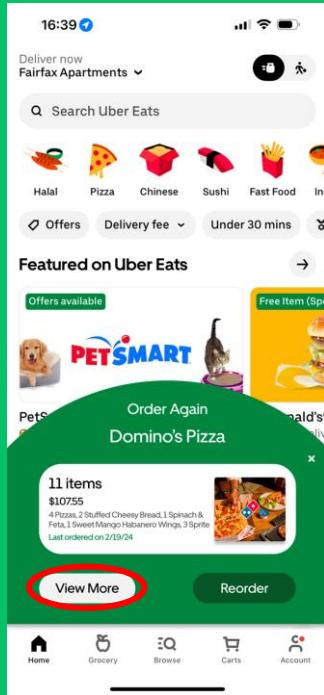
Interaction Flow 3: View all past orders to order something else.

Low Effort, High Returns!

Technically Feasible

Existing Infrastructure	Minimal/No Integration	Scalability Potential	User Behaviour Data Exists

Quickpicks can make inferences based on

Time	Location	Customization	Bundle Orders

3-Fold Value Creation

Reduced decision fatigue

More free time for other things

Increased order value and frequency

Increased user base

Increased sales

Financial Viability

- **Inexpensive:** Can use our existing customer data
- **Customer Demand**:
  - For customers ordering large orders
  - For customers that are too busy
- **Increased Retention:**
  - Quick checkout access through suggestions
  - Interface not used by competitors

FATE Aspects of QuickPick

- **Fairness:** equal access to faster ordering without any drawbacks

- **Accountability:** draws data solely from past order history

- **Transparency:** user is able to infer how QuickPick makes suggestions

- **Ethics:** maintains confidentiality of user's data

- **Subtlety:** easy to exit out of and experience not worsened if suggestion is wrong

Thank You!

Appendix

Value Flow Model