DoorDash AI Chat Bot (Dashie)

Product Requirements Document

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Note:
This is a mock PRD created as part of my product management portfolio. It is not an official DoorDash document. The data, metrics, and assumptions used here are illustrative and may not reflect actual company information. The purpose of this PRD is to demonstrate product thinking, problem framing, and structured documentation in line with industry practices.

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1. Product Overview

Dashie is an AI-powered chatbot feature within the DoorDash app that helps users decide what to eat through a playful, conversational experience. Instead of scrolling through endless menus, users can interact with Dashie to quickly narrow down choices and receive personalised restaurant recommendations.

2. The Problem

2.1. Problem Definition

User Problem

- Many users experience indecision, frustration, and browsing fatigue when trying to choose what to order. This can lead to wasted time, dissatisfaction, or even abandoning the app without making a purchase.
- Surveys suggest that up to 30–40% of food delivery users report struggling to decide on a meal at least once per week, with “too many options” as the most common reason.

Business Problem

- Prolonged browsing and indecision contribute to lower conversion rates, missed revenue opportunities, and decreased user retention.
- Internal estimates show that users who spend more than 10 minutes browsing are 25% less likely to complete a purchase compared to those who decide quickly.

2.2. Problem Importance

DoorDash's 2025 Australia Food Delivery Trends report shows that 43% of consumers take 5–10 minutes to decide on a meal, suggesting that indecision is a common part of the ordering journey.

By reducing decision fatigue, DoorDash has the strategic opportunity to:

- Increase conversion rates (fewer abandoned sessions).
- Boost basket size (by suggesting add-ons or upsells during chat).
- Improve customer satisfaction and loyalty, positioning DoorDash as not just a delivery app, but a personalised dining assistant.

2.3. Urgency & Market Timing

There is strong consumer openness to AI-driven solutions, with DoorDash's 2025 Australia Food Delivery Trends reporting that 48% of consumers (and 56% of millennials) say they are comfortable with apps using AI for personalised recommendations.

This highlights a clear opportunity for DoorDash to improve both user satisfaction and business performance through intelligent assistance. Acting now also positions DoorDash to introduce a feature like Dashie before key competitors such as Uber Eats, helping establish leadership in AI-driven food discovery.

3. Objectives & Success Metrics

3.1. Objectives

The primary objective of Dashie is to reduce user decision fatigue and increase conversion by providing personalised, conversational recommendations. Secondary goals include driving upsell opportunities and improving user retention. Success will be measured against these objectives in the following section.

3.2. Success Metrics

Metric	Target Goal	Timeframe
Decision Efficiency	Reduce average browsing time from 7 minutes to < 5 minutes	Within 3 months
Conversion Rate	Increase browsing-to-order conversion by 10%	First 6 months
Upsell Impact	15% of Dashie sessions include an added complementary item	Ongoing (tracked monthly)
User Satisfaction	≥ 4.5/5 average satisfaction score in post-order surveys	First 6 months
Adoption Rate	40% of active monthly users engage with Dashie	First quarter

4. Target Users & Personas

Dashie is designed for DoorDash users who face decision fatigue when choosing meals and would benefit from conversational guidance. The feature aims to serve a broad audience but is especially valuable for indecisive users and deal-seekers. Below are representative personas:

Persona	Description	Goals	Pain Points	Dashie Impact
Indecisive Explorer	Tech-savvy users who enjoy variety but often struggle to decide what to eat.	Quickly choose a meal, try new options, and avoid wasted time.	Spends too long browsing menus, risks abandoning the app.	Playful prompts and tailored recommendations reduce decision fatigue.
Value Seeker	Users who prioritise affordability when ordering.	Find the best deal without spending time comparing menus.	Frustrated with searching multiple restaurants for price comparisons.	Dashie can recommend the cheapest option that fits their cravings.
Busy Professional	Time-poor individuals ordering meals between work and commitments.	Save time, order quickly, and avoid frustration.	Doesn't want to scroll endlessly after a long day.	Dashie shortens decision time by surfacing top matches fast.
Habitual Repeater	Users who always order the same dish or restaurant.	Order familiar food fast.	Doesn't need variety or suggestions.	Dashie may not provide value to this group, though upsell prompts could still help.

While Dashie is primarily designed for indecisive users and those seeking the best value, it also provides secondary benefits to busy professionals and other users by simplifying decision-making and offering relevant suggestions efficiently.

5. User Stories

The following user stories capture key interactions between Dashie and its users, highlighting functional requirements and desired outcomes from the perspective of both end-users and the product team.

#	User Story	Acceptance Criteria
1	As an indecisive user, I want Dashie to ask me playful, guided questions about my preferences, so that I can quickly decide what to eat.	- Dashie prompts at least 3–5 contextually relevant questions. - Questions adapt based on previous answers. - Users reach a final recommendation within 3–5 conversational turns.
2	As a value-seeking user, I want Dashie to suggest restaurants offering the best deals, so that I can order affordable meals without manually comparing options.	- Dashie identifies top 3–5 restaurants that match the user budget. - Price information is clearly displayed. - Recommendations update if the user modifies budget or preferences.
3	As any user, I want Dashie to provide meal suggestions based on my dietary restrictions and past orders, so that I receive relevant recommendations.	- Dashie recognises dietary tags (e.g., vegetarian, gluten-free). - Past orders are factored into recommendations. - Invalid suggestions (e.g., restricted items) are excluded.
4	As any user, I want Dashie to offer add-on suggestions (drinks, sides, desserts), so that I can easily increase my order value if desired.	- Dashie presents relevant add-ons after primary selection. - Users can accept or skip each suggestion. - Accepted add-ons are added to the basket automatically.
5	As any user, I want Dashie to provide clear options to restart, go back, or change my preferences at any point, so that I feel in control of the conversation.	- Users can restart or edit answers via simple commands/buttons. - Dashie updates recommendations in real-time based on changes. - The system prevents dead-ends or confusing states in the chat.
6	As a product manager, I want Dashie to track user choices and session times, so that we can analyse engagement and optimise recommendations.	- Each session logs user selections, decision time, and outcomes. - Data is anonymised and stored securely. - Metrics are accessible via internal dashboards for analysis.

6. Use Cases

Name	Actor	Description	Precondition	Postcondition	Steps
Start Chat & Meal Recommendation	End User	User initiates conversation with Dashie to get meal suggestions.	User is logged into DoorDash app.	User receives a recommended meal based on conversation.	1. User opens Dashie. 2. Dashie greets user and asks preference questions. 3. User answers 3–5 questions. 4. Dashie presents recommended meal and top restaurant options.
Refine Meal Choice	End User	User changes or refines preferences during conversation.	Chat session with Dashie is active.	Recommendations are updated based on new inputs.	1. User indicates changes (e.g., “I don’t want Chinese”). 2. Dashie updates recommendations. 3. User confirms or continues refining.
Decision Completion & Ordering	End User	User confirms a meal choice and proceeds to order.	Recommended meal has been provided.	Meal added to cart; order can be completed.	1. User selects recommended meal. 2. Dashie confirms selection. 3. Meal added to DoorDash cart; user can complete order.
Upsell Ad-Ons	End User	Dashie suggests sides, drinks, or desserts to complement the main meal.	Core meal recommendation completed.	User adds optional items to order.	1. Dashie presents relevant add-ons. 2. User accepts or skips. 3. Accepted items added to cart.
Analytics Tracking	Product Team	Dashie logs session data for analysis.	Chat session active.	Data available for review in internal dashboard.	1. Dashie records user responses, decision time, and actions. 2. Data anonymised and stored securely. 3. Metrics accessible for PM and data team review.

7. Scope & MVP Definition

The MVP for Dashie focuses on delivering a core AI chat experience that helps users quickly decide what to eat while integrating with DoorDash's existing menu database. Features are categorised as must-haves, nice-to-haves, and out-of-scope to clarify priorities and expectations.

Feature	Description	Priority	Effort	Timeline
Conversational Flow	Guides users through 3–5 questions to determine meal preferences	Must-Have	Core focus of MVP	8 - 12 weeks
Cuisine & Restaurant Recommendations	Suggests meals and restaurants based on user inputs, integrated with DoorDash menu DB	Must-Have	Core focus of MVP	8 - 12 weeks
Add to Cart	Adds selected meal to user's DoorDash cart	Must-Have	Core focus of MVP	8 - 12 weeks
Personalised Recommendations	Suggests meals based on user's past orders	Nice-to-Have	Low effort	Post-MVP Iteration
Dietary Filters	Allows filtering options (e.g., vegetarian, gluten-free)	Nice-to-Have	Moderate effort	Post-MVP Iteration
Playful Chatbot Personality	Engaging, conversational tone to make interaction enjoyable	Nice-to-Have	Moderate effort	Post-MVP Iteration
Upsell Suggestions	Recommends add-ons such as drinks, sides, desserts	Nice-to-Have	Low effort	Post-MVP Iteration

Out-of-Scope Features:

- Payment processing and checkout.
- Delivery tracking and status updates.
- Integration with third-party apps outside the DoorDash ecosystem.

8. Constraints & Assumptions

8.1. Constraints

- Dashie must be deployable and functional on both web and mobile platforms, with mobile given priority for UI/UX optimisation.
- Feature set is limited to what can realistically be implemented for an MVP; advanced personalisation or multi-language support is excluded.
- Chatbot interactions should remain concise to avoid overwhelming the user and ensure smooth session flow.

8.2. Assumptions

- Users are willing to interact with an AI chatbot to help make meal decisions.
- Average decision time for users is between 5–10 minutes.
- Users have access to a device capable of running the DoorDash app with stable internet.
- Team members are generally available for collaboration throughout the project timeline.
- Stakeholders respond to inquiries and feedback in a timely manner.
- Analytics tracking will capture sufficient anonymised data to inform future feature improvements.

9. Roadmap / Future Enhancements

The following table outlines planned enhancements for Dashie, prioritising features that improve user experience, engagement, and business impact, and distinguishing between MVP and future iterations.

Enhancement	Priority	Planned Phase	Notes
Personalised Recommendations	High	Near-Term	Suggest meals based on past orders to improve engagement and relevance.
Dietary & Allergy Filters	Low	Near-Term	Allow users to filter suggestions for dietary preferences or restrictions.
Multi-Language Support	High	Long-Term	Extend chatbot functionality beyond English to broaden the audience.
Add-on & Upsell Suggestions	Medium	Near-Term	Recommend sides, drinks, or desserts during chat to increase basket size.
Enhanced Conversational Personality	Medium	Near-Term	Make chatbot responses more playful, witty, or context-aware to improve user delight.
Analytics Dashboard	High	Near-Term	Provide insights on user engagement, conversation success, and feature adoption.
AI Voice Integration	Low	Long-Term	Enable users to speak with Dashie via AI voice, creating a more natural, interactive experience.

10. Wireframes & UI Designs

This section illustrates the visual design, layout, and user interface flow of Dashie. It is intended to complement the functional requirements by showing how users will interact with the chatbot and how features are presented visually.

10.1. Overview of UI Design Principles

The UI design for Dashie follows a mobile-first, intuitive approach that emphasises simplicity, speed, and a playful yet helpful tone to reflect the chatbot's personality. The interface will feature clear call-to-actions, minimal friction in conversation flows, and a consistent visual style that aligns with DoorDash's brand identity.

To maintain brand consistency, Dashie will use:

- **Typography:** TT Norms Pro, DoorDash's primary typeface.
- **Color Palette:** DoorDash's signature red (#ff2c00 / RGB 209, 46, 27) as the primary highlight, with supporting neutral backgrounds and text for readability.
- **Icons & UI Elements:** Consistent with DoorDash's existing design system to ensure familiarity for users.
- **Accessibility:** Consistent with standard guidelines for colour contrast, font sizes, and visual hierarchies.

10.2. Mockups

This section presents mockups that showcase the proposed visual direction and user experience for Dashie. These designs are exploratory and highlight potential approaches for seamlessly integrating Dashie into the DoorDash app.

For clearer detail and interactivity, the mockups can be viewed via the following link: https://www.figma.com/design/dklygLa8Wq7zuQYwgO2SwA/Dashie-Mockups?node-id=1-257&t=nzH6y0bp6NjYKjeT-1

10.2.1. Dashie Icon

The following figure presents six sample icon variations for Dashie, each exploring different color schemes while maintaining alignment with DoorDash's established brand identity. These variations were created to test visual adaptability across themes (light, dark, and brand-specific contexts) while ensuring recognisability and usability.

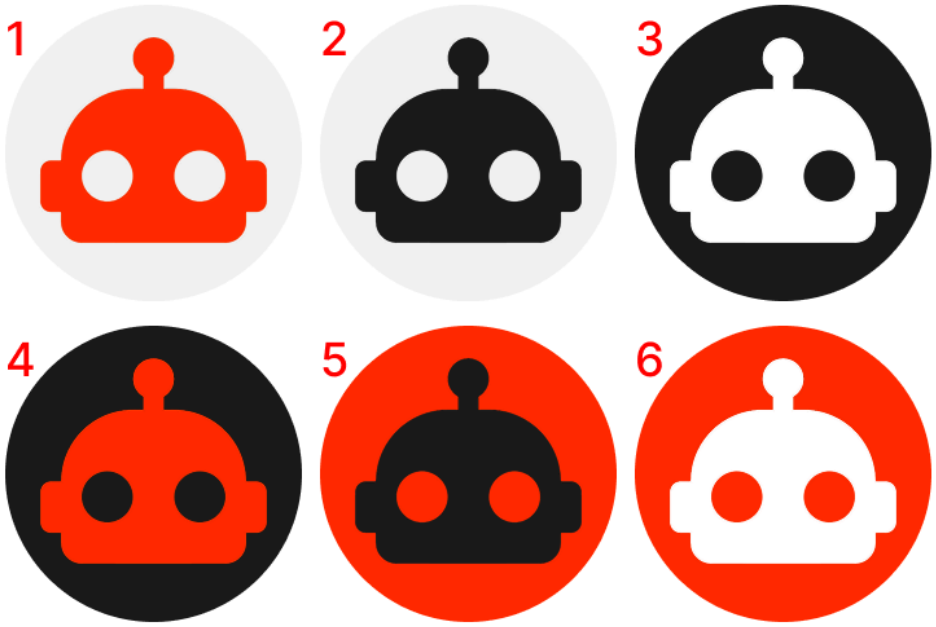

Fig 1. Sample Dashie Icons

1. Red on White – Primary candidate, as it best reflects DoorDash's signature color palette and aesthetic consistency.
2. Black on White – Suitable for secondary use cases or contexts requiring a more neutral presentation.
3. White on Black – Not recommended due to potential unintended associations (e.g., resemblance to a Jolly Roger).
4. Red on Black – Viable for dark mode implementations, providing strong contrast and brand recognition.
5. Black on Red – Potential fallback for scenarios requiring a red background, offering distinct contrast while maintaining brand alignment.
6. White on Red – Not recommended due to similarity with other established logos (e.g., Reddit), which may cause brand confusion.

10.2.2. Home Screen Integration

The following mockups explore three potential entry points for Dashie within the DoorDash home screen. Each variation is designed to balance visibility, ease of access, and alignment with existing user flows, while testing how prominently Dashie should be positioned in the overall experience.

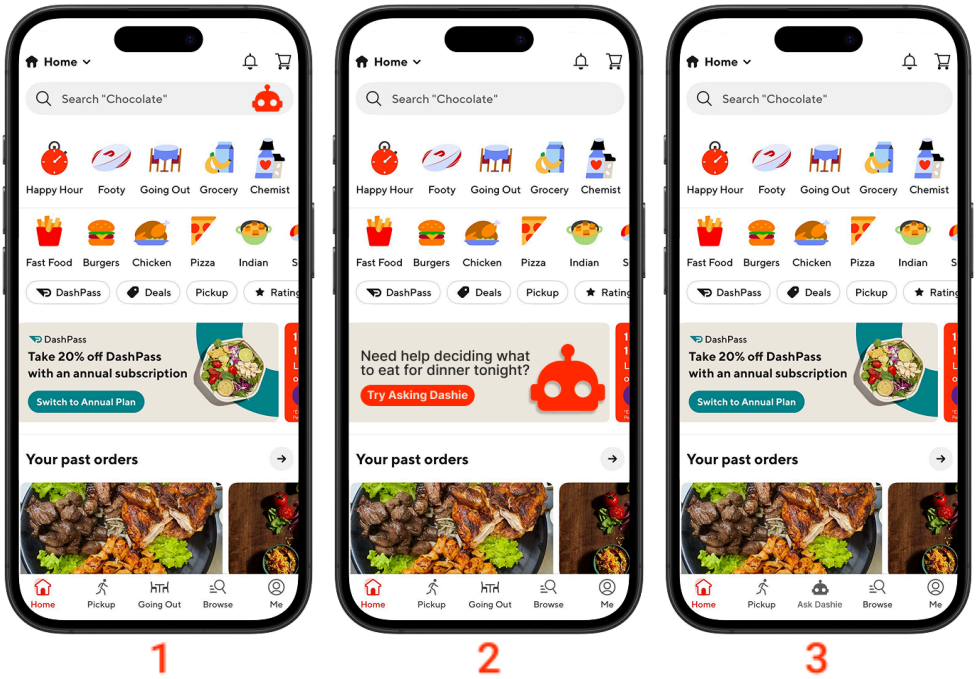

Fig 2. Home Screen Integrations

1. Search Bar Integration – Dashie is embedded directly into the search bar as an icon.

- *Rationale*: Users frequently begin their journey by searching for cuisines or restaurants. Placing Dashie here makes it an intuitive extension of existing behavior.
- *Consideration*: May reduce available space within the search bar and risk visual clutter.

2. Banner Placement – Dashie is highlighted within a dedicated banner ad on the home screen.

- *Rationale*: Provides strong visibility for first-time users and supports promotional messaging (“Not sure what to eat? Ask Dashie!”).
- *Consideration*: Banner fatigue may cause users to ignore the placement over time.

3. Bottom Navigation Menu – Dashie is introduced as a new icon within the persistent bottom navigation bar.

- *Rationale*: Ensures permanent, high-visibility placement across the app, signaling Dashie as a core feature.
- *Consideration*: Requires redesign of the bottom navigation bar to accommodate an additional icon without overwhelming users.

Recommendation

For initial rollout, banner placement (Option 2) is recommended to maximise awareness and encourage trial. Once adoption grows, search bar integration (Option 1) offers a more seamless, behavior-driven entry point, while bottom navigation placement (Option 3) could be considered for long-term integration if Dashie proves to be a core differentiator for DoorDash.

10.2.3. Chat Screens

The following mockups demonstrate how Dashie's conversational interface might appear across different use cases, ensuring consistency with DoorDash's branding while showcasing the bot's playful yet helpful personality.

- Dashie greets the user with a friendly, conversational tone (e.g., *"Hungry? Let's figure*
- *out what sounds good today!"*).
- Clear call-to-action buttons (e.g., *"I'm craving something specific"*, *"Surprise me"*) guide the user into the flow without overwhelming them.
- Users are able to message Dashie to begin their own conversation.
- Visual consistency is maintained with DoorDash's red highlights and TT Norms Pro font.

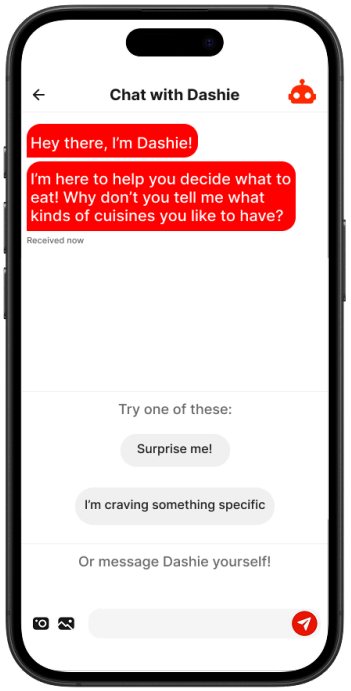

Fig 3. Dashie Welcome Message

- Dashie suggests a restaurant or cuisine option based on user responses (e.g., *“Since you had Chinese yesterday, how about Italian? Here are some great pizza spots nearby”*).
- Results are presented with restaurant cards that mirror DoorDash’s current menu UI for familiarity.
- Users can refine suggestions mid-conversation (e.g., *“Show me cheaper options”*), reinforcing the bot’s utility.

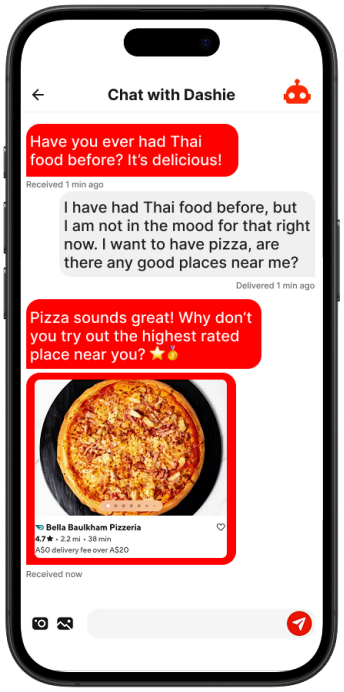

Fig 4. Restaurant Recommendation

- Dashie introduces optional add-ons in a conversational, lighthearted way (e.g., *“Pizza is great on its own, but how about adding garlic bread?”*).
- Recommendations are tied to the user’s current choice of restaurant and cuisine, with prices clearly displayed to avoid friction.
- This flow highlights potential for basket-size growth while keeping user trust by presenting upsells as optional enhancements, not forced extras.

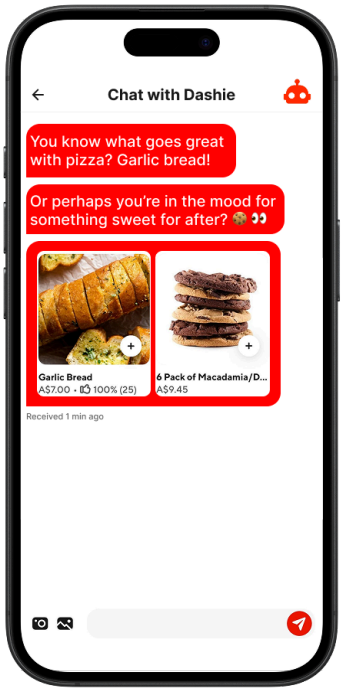

Fig 5. Upsell Suggestions

10.3. Interaction & Navigation Flow

The diagram below illustrates the high-level conversation and navigation flow for Dashie, from initial engagement to order completion. The flow emphasises simplicity, with clear loops that allow the user to refine their preferences until a satisfactory suggestion is found.

Key Steps:

1. Conversation initiated – User launches Dashie from the DoorDash app.
2. Exploration – User engages in a back-and-forth conversation with Dashie, providing preferences or constraints.
3. Recommendation provided – Dashie suggests a cuisine, restaurant, or specific dish.
4. Decision point – If the user rejects the suggestion, the loop continues until they accept one.
5. Add to cart – Accepted suggestion is added to the user's cart.
6. Upsell opportunity – Dashie recommends sides, drinks, or desserts.
7. Decision point – If the user accepts, the items are added to the cart; if not, the flow ends.
8. Completion – User proceeds to checkout through DoorDash's standard cart and payment system.

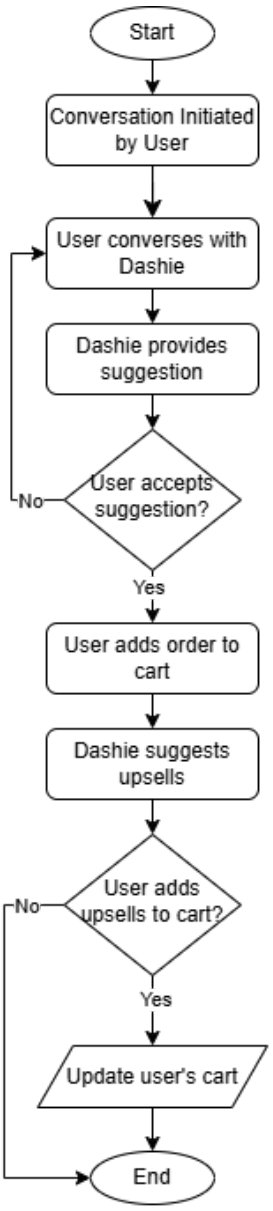

Fig 7. Flow Chart

The flow diagram represents the ideal path for a Dashie conversation. In practice, edge cases may occur, such as the user providing insufficient input for a recommendation, abandoning the chat, or encountering network issues. These scenarios would be handled through additional error states or prompts not depicted in this high-level diagram.

11. Testing & Validation

11.1. Purpose

Testing and validation are critical to ensure that Dashie delivers a high-quality, engaging user experience while driving measurable business outcomes. This section outlines how user interactions, feature effectiveness, and conversational design will be evaluated to guide iterative improvements.

11.2. Types of Testing

The following table outlines the key types of testing that will be applied to Dashie, including their objectives, methods, and measurable success metrics.

Type	Objective	Method / Examples	Success Metrics
Usability	Validate that users can navigate Dashie's conversational flow efficiently.	- Moderated sessions with 20–30 users - Observe task completion, time to decision, and friction points.	- ≥80% receive a recommendation within 3 conversational turns - ≥90% rate interaction as "intuitive."
A/B	Measure impact of conversational style, recommendation timing, and upsells.	Test variations: - playful vs. neutral tone - immediate vs. delayed recommendation - single vs. multiple upsells.	- Conversion rate uplift ≥5% - Average order value uplift ≥3% vs. control.
Analytic & Event Tracking	Capture behavioral insights to validate engagement and adoption.	Track average conversation length, drop-off points, acceptance of suggestions, upsell uptake.	- ≥70% of conversations lead to accepted suggestion - drop-off <15% during initial interaction.
Edge Case / Error Handling	Ensure Dashie handles failures gracefully and avoids user frustration.	Test insufficient input, unavailable cuisines/locations, network/API errors.	- ≥95% of error scenarios produce clear messaging and actionable guidance.

11.3. Validation & Iteration

Insights from testing will be analysed and prioritised based on impact to user experience and business outcomes. Iterative refinements will include:

- Adjusting conversational flows to reduce friction
- Modifying recommendation logic to increase conversion and satisfaction
- Refining chat tone and personality based on user feedback
- Updating UI elements for clarity and accessibility

11.4. Tools & Implementation

- **Prototyping & Usability:** Figma for interactive mockups
- **A/B Testing:** Google Optimize or Optimizely for live experiment implementation
- **Analytics:** Dashie's internal tracking system integrated with DoorDash analytics dashboards
- **Feedback Collection:** Surveys and session recordings during usability tests

12. Risks & Mitigation Strategies

While Dashie presents a strong opportunity for differentiation, successful implementation requires awareness of potential risks. The table below outlines key risks and proposed mitigation strategies:

Risk	Likelihood	Effect	Impact	Mitigation Strategy
Low user adoption – users may not see value in engaging with Dashie.	Medium	High	Reduced ROI and wasted development effort.	- Conduct early A/B testing with different entry points. - Promote Dashie through in-app onboarding and targeted banners.
Poor recommendation quality – suggestions may feel irrelevant or repetitive.	Medium	High	User frustration, abandonment of the feature.	- Continuously refine models using real user feedback and engagement data. - Introduce a fallback to standard browsing flow.
Chatbot latency or downtime	Low	High	Negative user experience leading to churn.	- Implement caching and preloading strategies. - Ensure scalable infrastructure. - Provide graceful fallback UI.
Overly pushy upselling	Medium	Medium	Perception of spam or reduced trust in recommendations.	- Balance upsell frequency with user sentiment. - Allow users to dismiss suggestions easily.
Privacy concerns with AI	Low	High	Users may hesitate to engage due to fears around data usage.	- Provide clear communication about data use. - Ensure compliance with data protection regulations (GDPR, CCPA, etc.).
Competitor fast-follow (e.g., Uber Eats launches a similar feature)	High	High	Loss of first-mover advantage.	- Prioritise speed-to-market with MVP launch. - Differentiate with playful personality and DoorDash brand integration.

Overall, the identified risks are manageable with proactive planning and monitoring. Early testing, rapid iteration, and transparent communication will be critical in reducing uncertainty, ensuring user trust, and maximising the chances of Dashie's successful adoption.

13. Analytics & Data Collection

To measure Dashie's effectiveness and inform future iterations, the following metrics should be tracked. Data collection methods prioritise user privacy and compliance with relevant regulations such as GDPR and CCPA. All personally identifiable information (PII) will be anonymised or avoided.

Metric	Purpose	Collection Method	Frequency	Notes
User Engagement	Understand usage patterns and feature adoption	Track number of sessions, messages exchanged, conversation duration	Continuous, aggregated weekly	Helps identify how frequently users interact with Dashie
Decision Completion	Measure success in reducing decision fatigue	Track whether users select a suggested restaurant from Dashie	Continuous, aggregated weekly	Can calculate conversion rate from suggestion to order
Upsell Acceptance	Evaluate Dashie's impact on basket size	Track when users accept recommended add-ons/sides	Continuous, aggregated weekly	Supports analysis of revenue impact from upsell suggestions
User Satisfaction	Assess perceived helpfulness and experience	Optional in-app ratings post-chat (1–5 stars) and optional feedback text	Per chat	Feedback used to refine conversation flow, tone, and recommendation accuracy
Browsing Time Reduction	Quantify time saved using Dashie	Compare session length with/without Dashie usage	Periodically, using A/B testing	Helps show impact on efficiency and user convenience
Error & Drop-off Tracking	Identify points of friction or failure	Log when conversation fails, or user abandons mid-interaction	Continuous	Supports iterative improvements and debugging
Demographics / Preferences	Understand usage trends across segments	Aggregate anonymised data on location, device, cuisine preferences	Periodically	Useful for targeted feature enhancements and personalisation strategies

Compliance & Privacy Notes:

- No personal identifiers are stored; all data is anonymised before analysis.
- Users are informed of data collection via the DoorDash privacy policy and given the option to opt out of non-essential tracking.
- Data storage and processing adhere to internal security standards and relevant regional regulations.

14. Dependencies

The development and successful launch of Dashie relies on effective collaboration across multiple functions. This section outlines the key dependencies, highlighting which teams and resources are critical to delivering a high-quality, user-focused AI chatbot while ensuring alignment with DoorDash's technical, design, and business objectives. Understanding these dependencies allows for proactive planning, risk mitigation, and smoother cross-functional coordination.

14.1. Engineering & Backend

- **Dependency:** Integration of Dashie into DoorDash's existing infrastructure (API, menu database, user account system).
- **Impact:** Critical; without backend support, Dashie cannot provide accurate recommendations or update carts.
- **Notes:** Backend engineers will also be required to handle scalability, concurrency, and performance optimisation for live users.

12.2. AI / ML Team

- **Dependency:** Development and maintenance of the natural language processing (NLP) and recommendation models powering Dashie.
- **Impact:** High; AI/ML team ensures Dashie understands user inputs and provides relevant restaurant suggestions.
- **Notes:** Model training may rely on anonymised historical user data and ongoing feedback loops from Dashie interactions.

12.3. Design & UX

- **Dependency:** Creation of visual assets, chat interface designs, and iconography consistent with DoorDash's branding.
- **Impact:** Medium; design is crucial for user adoption and engagement, though functionality can be tested with a provisional UI.
- **Notes:** Design team will also assist with mockups, accessibility compliance, and A/B testing iterations.

12.4. Data Science / Analytics

- **Dependency:** Definition of metrics, implementation of data collection pipelines, and post-launch analysis.
- **Impact:** Medium; informs product decisions, feature prioritisation, and optimisation based on user behavior.
- **Notes:** Data science team may also support hypothesis testing for new features and model improvements.

12.5. Product & Stakeholder Alignment

- **Dependency:** Coordination with internal product leads and business stakeholders to ensure feature alignment with DoorDash goals.
- **Impact:** High; product priorities, release schedules, and success metrics must be agreed upon to avoid misaligned development efforts.
- **Notes:** Regular check-ins, planning sessions, and review of KPIs are essential to ensure Dashie meets both user and business objectives.

13. Appendices

13.1. Dashie Sample Dialogues

This subsection presents example conversations that illustrate how users might interact with Dashie. The examples demonstrate the chatbot's intended personality, conversational flow, and ability to guide users toward making a food-ordering decision efficiently. These dialogues are hypothetical and intended to showcase potential user experiences.

Scenario	User Input	Dashie Response	Notes
Welcome	"Hi"	"Hey there! I'm Dashie, your DoorDash dining assistant. Looking for something new or craving a favorite?"	- Demonstrates friendly, approachable tone - Introduces Dashie's purpose.
Cuisine Suggestion	"I'm in the mood for Italian"	"Great choice! Do you want something classic like pizza or something lighter like a pasta salad?"	Shows Dashie narrowing options based on user preferences.
Price Filter	"I want the cheapest pizza nearby."	"Got it! Here is the cheapest pizza restaurant near you: <display restaurant>"	Demonstrates integration with DoorDash menu/price data and decision support.
Upsell / Add-Ons	User adds items to cart	"Awesome! Many people enjoy garlic bread or a side salad with their pizza. Want me to add one?"	Shows upsell functionality and conversational suggestions.

These dialogues illustrate the ideal path of the chatbot. In real usage, edge cases, such as unclear inputs, non-responses, or requests outside Dashie's current knowledge, would naturally occur and be handled with fallback responses and prompts for clarification.

13.2. Documents & Deliverables

This subsection lists the key documentation and artifacts to be produced throughout the development of Dashie.

Key Deliverables:

- Project Plan: Outline timelines, milestones, resource allocation, and responsibilities.
- Requirements/Scoping Document: Define Dashie's features, user stories, and acceptance criteria.
- Wireframes & UI Mockups: Visual representation of the user interface, including icons, home screens, and chat screens.
- Testing & Validation Plan: Include proposed A/B testing, usability studies, and other validation strategies.
- Analytics & Data Collection Plan: Define key metrics, data collection methods, and measurement approaches.
- Risk & Mitigation Log: Identify potential risks, likelihood, impact, and proposed mitigations.
- Team Roles & Dependencies Documentation: Clarify responsibilities across engineering, design, and data teams.
- Sample Dashie Dialogues: Example conversations to illustrate intended user experience.