Autonomous Delivery App

DOORDAS

PRD

PM: Abdalaziz Aldawlatli
UX: Pat Pixels
EM: Casey Code
DS: Noel Numbers

STATUS: DRAFT

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Background

The food delivery industry has seen exponential growth in recent years, driven by the increasing demand for convenient dining options. However, traditional food delivery services face challenges such as high delivery costs, long wait times, and inconsistent service quality.

Problem

The problem lies in the inefficiencies of traditional food delivery methods, which result in high operating costs for restaurants and lengthy wait times for customers. Additionally, the lack of real-time tracking and communication leads to frustration and dissatisfaction among both restaurants and customers.

Goals

Our goal is to revolutionize the food delivery experience by introducing an automated delivery management system. Success will be achieved when restaurants can optimize their delivery operations, customers receive their orders promptly, and overall customer satisfaction improves.

Key Features

Real-time Tracking: Provide real-time tracking of delivery orders for both restaurants and customers, allowing them to monitor the status and location of their orders.
Intelligent Routing: Implement intelligent routing algorithms to optimize delivery routes, reducing delivery times and fuel costs for restaurants.
Automated Notifications: Send automated notifications to customers at key stages of the delivery process, such as order preparation, dispatch, and arrival.

Success Metrics

Percentage increase in delivery efficiency, measured by the reduction in delivery times and fuel costs.
Customer satisfaction ratings based on delivery experience, measured through post-delivery feedback and ratings.
Percentage increase in repeat orders from satisfied customers, indicating improved customer retention.
Reduction in delivery-related complaints and issues reported by restaurants and customers.
Increase in the number of restaurants adopting the automated delivery management system.

Target Market

Our target users include restaurants of all sizes looking to streamline their delivery operations, as well as customers seeking fast and reliable food delivery services. Additionally, delivery drivers and delivery fleet managers will benefit from the improved efficiency and coordination provided by the system.

Total Addressable Market (TAM)

The Total Addressable Market (TAM) for food delivery services is substantial. The global online food delivery market size was valued at **USD 221.65 billion** in 2022 and is expected to expand at a compound annual growth rate (CAGR) of **10.3%** from 2023 to 2030[1]. Another source estimates that the Global Food Delivery Services Market size was valued at **USD 139.16 billion** in 2023 and is expected to reach **USD 274.65 billion** by 2030, at a CAGR of **10.2%**. (grandviewresearch)

Competitors

UberEats: Uber Eats is the food delivery subsidiary of the transportation giant Uber. The platform was initially launched as **UberFRESH** and, a year later, renamed to Uber Eats. Despite facing several legal and financial issues in the past, it remains one of the world's leading food delivery services. (productmint)
Grubhub: Grubhub partners with a variety of restaurants, from nationwide chains to neighborhood diners, for a selection that can satisfy just about every food craving. It offers a user-friendly interface and supports multiple payment methods. (productmint)

Acquisition Channel Strategy

1. **Social Media Advertising**: Platforms like Facebook, Instagram, and Twitter have a vast user base and offer targeted advertising options. This channel will work because we can reach a large number of potential users based on their interests and demographics.
2. **Influencer Marketing**: Collaborating with influencers in the food and lifestyle sector can help us reach their followers. This non-traditional channel can be effective as recommendations from trusted influencers often lead to high conversion rates.
3. **Email Marketing**: By offering an option to subscribe to a newsletter on our website, we can build an email list of interested users. Regular updates about new features, offers, and restaurants can keep users engaged and encourage them to use our service.

Marketing Guide

Here is A link to Product Launch Marketing Guide template.docx.

Pricing Strategy

- Our revenue goal is to achieve profitability within the first two years of operation. We aim to generate revenue through a commission-based model, where we charge restaurants a percentage of each order placed through our platform. This pricing strategy aligns with our goal as it allows us to generate revenue proportional to the usage of our service. As we help restaurants increase their delivery efficiency and customer satisfaction, we expect the usage of our platform to grow, leading to increased revenue.

Pre-Launch Checklist

1. **Product Development Team**: Discuss the final product features, ensure all functionalities are working as expected, and address any last-minute bugs or issues.
2. **Marketing Team**: Finalize the marketing strategy, including the acquisition channels, marketing message, and launch campaign details.
3. **Sales Team**: Ensure they are well-versed with the product features and benefits to effectively sell the product to restaurants.
4. **Customer Support Team**: Train them on the product so they can effectively handle customer queries and complaints post-launch.
5. **Legal Team**: Ensure all legal aspects, like terms of service, privacy policy, and compliance with local laws, are in place.
6. **Finance Team**: Discuss the pricing strategy, revenue goals, and financial projections.

Anticipated Risks and Mitigation Plans

1. **Technical Glitches**: There's always a risk of technical issues or bugs affecting the user experience. To mitigate this, we will have a robust testing process in place before launch and a dedicated technical support team to address issues promptly.
2. **Slow User Adoption**: If users are slow to adopt the new system, it could impact our revenue goals. We will mitigate this by investing in a strong marketing campaign to increase awareness and demonstrate the benefits of our system.
3. **Competitive Response**: Competitors might respond with similar features or aggressive marketing. We will keep a close eye on the market trends and be ready to adapt our strategy as needed. We will also focus on continuously improving our product and maintaining a strong relationship with our users.

Training Guide for Sales and Customer Support

Link to Product Launch Training Guide for Sales and Customer Support Template.docx

User Guide

Link to <u>Product Launch User Guide Template.docx</u>

Review Post-Launch Data

After the product launch, it's crucial to review the post-launch data to understand how the product is performing. This includes analyzing user feedback, usage metrics, and any technical issues that have been reported.

Proposed Solution

Let's say the post-launch data indicates that users are having difficulty understanding how to use the real-time tracking feature. A proposed solution could be to improve the user interface and provide a brief tutorial or tooltips that guide the user through the process.

A/B Test

Proposed Solution: Improve the user interface of the real-time tracking feature and provide a brief tutorial or tooltips.

Metric for Success: The primary metric for success will be user engagement with the real-time tracking feature. We expect to see an increase in the number of users who successfully use this feature after the changes are implemented.

Control and Variant: The control group will be users who see the current version of the real-time tracking feature. The variant group will be users who see the new version with the improved user interface and tutorial.

Hypothesis: We hypothesize that by improving the user interface and providing a tutorial, we will increase user engagement with the real-time tracking feature, leading to a better user experience and higher overall satisfaction with our product.

This A/B test will help us determine if the proposed solution effectively addresses the problem identified in the post-launch data. If the test results are positive, we can then roll out the changes to all users. If not, we will need to revisit the problem and propose a new solution. This iterative process is crucial for continuous improvement and ensuring our product meets the needs of our users.