

11/04/2020

Understanding User Needs

Mini-Project - Needs Assessment

## **Uber Eats**

What do users find useful or frustrating when using the Uber Eats app for ordering delivery food? What causes users to use our UberEats services verses other similar services such as Doordash and Grubhub? Uber Eats is a meal delivery service that enables customers to place orders for food and beverages from several nearby participating restaurants and food establishments. Food orders can be made by users through their smart devices and on the Uber Eats website. The Uber Eats food delivery service offers a variety of options, the question is of which one user finds useful or frustrating when using this service? What aspects can Uber Eats do to improve on the in-app experience of it's services?

## **Food Damage or Quality Issues**

These types of issues can arise from the side of the restaurants or the contractor delivering the food. Examples of food quality issues are "order never arrives" or "order is delivered but with problems such as, wrong items, missing items, or food not prepared as you ordered it.

## **Customer Service Issues**

Uber Eats rely on third-party, gig workers for their food delivery; so this means that Uber Eats Customer Service representative have very limited powers or control over the actions of the gig-worker driver, and therefore unable to manage the quality of the delivery of their food-delivery service.

## **UX Interview Protocol: Food Delivery with Uber Eats**

**Interview Protocol Brief:** This interview protocol was developed for a 1-2 hour interview with users of Uber Eats mobile app, seeking to better understand insight on things users find useful or frustrating about their usage, and user's suggestions of the ways in which Uber Eats can do to improve in-app features.

### **Protocol**

#### **1.) INTRODUCTION SCRIPT**

Hi, my name is David, and **I'm here to understand more about the things users find useful, frustrations and suggestions on how to improve in-app features for Uber Eats.** This interview will take about an hour roughly, during which time we'll go through some questions. Throughout our conversation, I'd like you to treat me as if you're describing it to someone who isn't familiar with Uber Eats. I'm here to learn from you.

A couple of things before we start. To the extent possible, I will take your comments and identity to be **confidential**. My research team and I will aggregate all the comments from several interviews we're conducting so that your comments are not easily traced to you. If we quote you in our final report, we will do so without identifying your name or specific role. If there's anything you really don't want on the record, even if it's anonymized, please let me know that, too. Also, this interview is entirely **voluntary** on your part – if for any reason you want to stop, please let me know. We can end the interview at that point with no repercussions for you of any kind. I can also throw out anything you've told me until that point.

Do you have any questions for me? All right, then, let's proceed.

[Once the interview gets underway...] Oh, and by the way, do you mind if I take an **audio recording?** This is just so that I don't miss anything – no one other than the research team will have access to the recording.

Thanks.

#### **2.) OVERREACHING QUESTIONS**

What unusual or unexpected uses of Uber Eats does users make when making a food delivery order and does the time of the day such as morning day or night be correlated? What direction could you see Uber Eats moving to as a way of improving the overall experience?

### 3.) CORE QUESTIONS

- **[Warm up]**

How often do you use Uber Eats?

If not often - are there similar apps you use instead?

In general, are you happy with Uber Eats in-app experience or functionality?

- **[Recent use of Uber Eat]**

I'd like you to think back to the most recent time when you used Uber Eats to order take-out delivery or pick-up. Can you tell me what you ordered and walk me through your use of the app.

[Follow up, if they don't include in their response]

- Can you tell me what you ordered and walk me through your use of the app.
- When or what time of the day did you use the app to place the order?
- Roughly how long does it take or the food to get to you?
- From roughly how long does it take from when you're hungry to when you use the app to order food? Can you take me through the process of each stage of the process from when you're hungry to when you decide to open the app and till the food is delivered to you and in your hands.
- Are there similar apps that you use instead to order food that Uber Eats does not have?
- How do you decide on what you want to eat? if you use the app to decide, what feature do you use or how do you search for something to choose?
- Does the context on the in-app pages or its features help you decide on your food option?
- Do you ever customize your orders and why?
- Do you use the app to order food when you're with other people, eg. friends, family, or coworkers?
- Can you recall times when you had positive experiences and the reasons why?
- Have you encounter any other unusual when you use the app?[Repeat above, for unusual incidents or error with any aspect of the app, if fruitful.
- Say you have a peanut allergy and ordered a burger from Five Guys - how would you communicate this through the app and for you to know that it is safe for consumption? Please walk me through each stage of the process.
- What aspects do you find most useful when using the Uber Eats app?
- Are there Other apps that you use instead of user eats because it provides a something that uber eats doesn't?
- Lets talk about a time you were feeling adventurous and you decided to use the app to find something new to eat - something you never tried before - could you tell me how'd you go about doing this with the Uber Eats app?

- **[Unusual incidents/Poor Experiences – if nothing interesting comes up above]**

Now, I'd like you to think about a time you used the app that you felt you had a poor or unhappy experience. Could you give details on what happened and if it was resolved or not? For example, you ordered Pizza with pepperoni takeout and your order arrived with only cheese and mushroom, or your order never came but was marked delivered, and etc.

- Do you remember when the app caused you any frustrations? Can you tell me the reason why and what happened?
- Can you think of anything like that? And are there anything else you personally dislike about using these type of apps?
- Do you remember a time where you had to stop using this app, and use another app?
- Does anything unusual ever happen when you use it?
- Have you ever had to report an incident or been unsatisfied about a food order and was the issue resolved to your satisfaction?

#### **4.) FOLLOWUP QUESTIONS**

- **[Other questions]**

One of the things I'm most interested in are situations in which the Uber Eats app is used in unusual ways - ways that it was not intended for.

#### **Can you think of any instances when you used the Uber Eats app that was unusual? [Use follow-up questions from above.]**

- Is there anything else that might be relevant – unusual uses of Uber Eats app, for example? Unusual like for instance - have you ever tried using it for things such as cannabis or cannabis edibles or alcohol?

#### **When or what time of the day did you use the app to place the order?**

- Morning/afternoon - tell me about your type of order and walk me through the process.
- Evenings - tell me about your type of order and walk me through the process.
- Late Nights - tell me about your type of order and walk me through the process.

#### **Roughly how long does it take or the food to get to you?**

- If its fast, how do you know its here?
- On average, is that the amount of time?
- What do you do when your meal is 20min, 30mins, 40mins late - tell me how you would proceed through each of those times.

#### **From roughly how long does it take from when you're hungry to when you use the app to order food? Can you take me through the process of each stage of the process from when you're hungry to when you decide to open the app and till the food is delivered to you and in your hands.**

- How often would you say you use it in a month or weekly?
- How often are you ordering during lunch versus dinner or **late-night?**
- What is the most time on average are your orders?

**Are there similar apps that you use instead to order food that Uber Eats does not have?**

- If yes, what feature could uber eat include?
- How could improve certain aspect of the app?
- What would you like to see?

**How do you decide on what you want to eat? if you use the app to decide, what feature do you use or how do you search for something to choose?**

- Does the context on the in-app pages or its features help you decide on your food option?
- Can you tell what you like about the app you do like and why?

**Do you ever customize your orders and why?**

- If yes, could you walk me through the process to modify your order?
- No - what do you do when someone has an allergy to something?
- No - what do you do when you get the wrong order? Can you walk me through the process?

**Do you use the app to order food when you're with other people, eg. friends, family, or coworkers?**

- Have you had to contact customer service because of an issue?
- What other might you have had in the past if you can recall?
- How do you feel after contacting customer support after an issue?

**Have you encounter any other unusual when you use the app?**

- If not - have you heard stories of friends having unusual issues?
- How was that issue resolved?
- How many time has that issue happened?

**Say you have a peanut allergy and ordered a burger from Five Guys - how would you communicate this through the app and for you to know that it is safe for consumption? Please walk me through each stage of the process.**

- Okay - so you don't have allergy but you're ordering for your friend who does - how would you proceed?
- How would you actually know it is safe to eat
- Have you ever been sick after eating something you ordered?

**5.) CONCLUSION SCRIPT**

- **[Conclusion]**

Thank you – those are all the questions I have for you. If anything else occurs to you after I leave, please don't hesitate to let me know by email. I may be in touch with you again to ask a few follow-up questions. If you'd like, I can send a version of the report that we'll write based on this interview. Do you have any questions? Thanks again!