Marketing Guide

## **Background:**

The rise of online ordering utilizations and food deliveries over the years have drastically skyrocketed. Over the years, the emergence of food delivery services has been adopted by many businesses with a conscious deliberate effort to improve delivery time, reduce operations costs and increase customer satisfaction.

In this age of Artificial Intelligence, machine learning is a hot topic. Computer vision and predictive analytics are breaking new ground that no one could have foreseen. We are increasingly seeing both in our daily lives, such as facial recognition in smartphones, language translation software, and self-driving cars. What may appear to be science fiction is becoming a reality, and Artificial General Intelligence is only a matter of time before we achieve it.

With the demand for an improved customer satisfaction across multiple facets of businesses, our objective at DoorDash is not just to satisfy the customer but amaze them. The operational costs and fees charged per delivery by businesses to dashers must be drastically cut down hence the birth of the autonomous delivery cars. The short-term goal is to design a robot capable of making deliveries within a two-mile radius with the capabilities to view status of deliveries and remotely take control of robots that need intervention (i.e., rerouting) whereas the human dashers focus on radius over two miles.

The product goals are:

* Build an autonomous delivery robot that deliver services to customers within a two-mile radius.
* Drastically reduce operational costs and fees associated with using human dashers.
* Increase customer satisfaction through the prioritization of prompt deliveries of services.
* Build capabilities to view status of deliveries and remotely take control of robots that need intervention.

## **Market background:**

The audience we are targeting are students, millennials and busy professionals who are tech-savvy and fascinated about using multiple means to balance their busy schedule and save money on unnecessary fees and tips.

The competitors to our product are:

* **UBER:** Uber Eats is an online food ordering and delivery platform launched by Uber in 2014. Users can read menus, reviews and ratings, order, and pay for food from participating restaurants using an application on the iOS or Android platforms, or through a web browser. Users are also able to tip for delivery. Delivery is rendered through humans and drones (In operational some Cities). The company is doing well with a gross booking of 4.4B, 10.1B and 13.4B for FY19, FY20 and FY21 respectively.
* **HELLOFRESH:** HelloFresh is a food subscription company that sends pre-portioned ingredients to users’ doorstep. It offers an online platform that provides a variety of meals and recipes and enables users to order ingredients for them. The company had a revenue of 6.0B in FY 2021 with Cost of Goods Sold at -1.9B and gross profit margin of 67%. Their deliveries are primarily completed by humans.

## **Product Background and Positioning:**

For busy professionals and students who are committed to saving ample time and money on food services, RoboDash delivers food to your doorstep at your convenience. It’s highly rated because of the prompt, unlimited and cost saving it provides!

Some of the great features provided are:

* Our valued customers are guaranteed a timely delivery of service.
* We provide real-time tracking of product from the business to your doorstep.
* Its cost effective compared to other services.
* Provides unlimited orders and deliveries per day.

A screenshot of a cell phone

Description automatically generated with low confidence

**Key Features**

The product has the functionality to:

* Enable customers to sign in/sign up
* Place orders online
* Track orders
* Provide both RoboDash and HumanDash services

**Benefits to users and consumers**

This product will enable customers to order their food and track online with an autonomous driving vehicle to help them save money and time.

**How use product**

* The customer will have the option to sign in/signup on the main page after app download to the main dashboard page.
* On the dashboard page, the customer will option to select business service and order to be placed.
* Under the cart page, the customer will have option to confirm the order and add to favorites and proceed with payment.
* The customer will have the option to select either the RoboDash or HumanDash service with the option to select more than 10 orders as well.
* Under the payment processing page, the customer will have the option to select either debit, credit, or e-payment methods.
* On the next page, under the order tracking page, the customer will have the option to track their order in real-time with option to communicate with support team during emergency.
* On the final page, the customer will get confirmation of order delivered and option to return to the main page.

**Where to find product**

The product is available for download on the Apple AppStore and Google Store.