



Background:

During this pandemic of COVID-19, the team at DoorDash has come to a solution which might just be the future of food delivery services. Today, there are 2 major problems that arise on a daily basis, one of them being that customers hate waiting for their food and the second being the fact that our Dashers definitely don't like delivering orders within 2km radius as they don't gain any income from that and they feel like it's a waste of gas money for them. To fix this, the company has been researching into the concept of having self-driving robots delivering the meals to our customers within the 2km range. This idea will solve the two biggest problems in this industry, and we look forward to solving these challenges. Keep in mind though that this concept will also have a few problems associated with it as no idea comes without any problems. Some of these problems might be as follows:

- Connectivity problems in rural areas between the robot and our Operations Team
- Delivery might sometimes be arriving later in unusual circumstances
- Accuracy in the tracking of the order

Description of the product (DoorBot):

We have built an application for our Operations team from which they will be able to track, navigate, manually control and assist the support team through the help button to ensure deliveries are made successfully within the timeframe to ensure upmost customer satisfaction.

The product DoorBot will ensure that we can always assist our customers at any point of time. The delivery through our robots might cause our customers to be hesitant at first to use our services, but through DoorBot we will ensure our customers that they will get constant updates upon their order whenever needed.

Some of our high-level features include:

- Manually controlling the robots
- In-built voice control system to help our customers in case of any concerns
- Surveillance within the food cart to ensure the safety of the customer's order

Our numbers show that the customers are liking the product!

Post-launch data

Week:	Number of deliveries
week 1	100
week 2	300
week 3	500
week 4	500
week 5	600

Next Steps:

Through the data provided through our Data & Analytics team, we understand that 25% of the deliveries are still facing issues because our Operations team require more functionality in order to ensure upmost customer satisfaction.

In order to dive into this issue, we will be conducting test cases on our robots to find the root cause of the problem. This may also include the scenario where some members from the Operations team might go along the Dasher and our robot to find where the issue lies. Another way we can solve this issue is by conducting thorough research on the kind of APIs we can use to connect our systems to a map where our robots are still able to provide us their updated location even when they might be in rural areas where there's low connectivity. There should be a better solution then the Google Maps API we currently have acquired.

By the end of next month, we will again get our Data & Analytics team to acquire the success matrix to see if there's any difference in our patterns of the successful orders delivered by our robots. We believe that these next steps will definitely help us ensure that our customers are satisfied, and this will be seen once our numbers improve in terms of successful orders.

Harshal Gautam,

Team DoorBot