**‘DISHI’ USER EXPERIENCE RESEARCH SUMMMARY**

This study was geared to the customer side of the Dishi model.

Team Dishi conducted a user experience study to investigate the ordering culture in Kenya, particularly Nairobi. An online questionnaire was used since it is more accessible to a larger proportion of the masses.

209 responses have been received as at 30th November 2015. Google analytics and Excel Pivot Charts have been used to analyse the data.

GENERAL OBSERVATIONS (from Google summary)

1. Ordering practise:

More people have ordered food (YES Responders) as opposed to not (NO Responders):

1. Ordering Experience (YES responders)
2. Reasons for choosing to order (in order of priority)

Convenience

Time saving

Good food

Cost

1. Biggest disappointment (and opportunity for Dishi):

Delivery times: Both the absolute time taken and the promised time for delivery is not met.

1. Reason for not ordering (NO responders)
   1. Cost
   2. Time – takes too long for food to reach customer
   3. Lack of food variety – type (more local options) and quality (healthier varieties)
2. Pricing and cost:

* Most preferred pricing is between Sh. 300 and Sh.600 (64 + 27 responses)
* For orderer’s the next price range is between Sh. 600 and Sh.1,000 (48 responses)
* For NON-orderer’s the next price range is between Sh. 100 and Sh.300 (21 responses)

ANALYSIS BY AGE AND GENDER

**Gender:**

Female: 101

Male: 106

**Ages:**

15-20: 57

20-25: 95

25-35: 50

Over 35: 5

Distribution of YES and NO responses by Gender

Distribution of YES and NO responses by Age

* 15-20
  + Higher than expected;
  + there’s a possibility of the business growing with this age group
* 20-25
  + High numbers that the current food variety is appropriate for this age group
  + Spending range Sh. 100 and Sh.600
* 25-35