

Phase 1: The Database Lifecycle

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Research on the Business

1. Origin

Doordash's origin started when the founders were trying to make applications for a local macaron store, but was failing to meet the demands for the business owner which proved to be a frustration until the store owner pulled out a booklet filled with delivery orders that couldn't be fulfilled due to a lack of drivers for these businesses in 2013. This sparked the idea of improving upon delivery systems that would solve that frustration. For the founders, this meant taking up the problem themselves and offering their time and vehicles to deliver for these businesses. Gradually DoorDash evolved from four individuals trying to solve a systemic issue that plagued local businesses through developing an online application that would unite and collectively coordinate drivers, businesses, and customers in an effort to ease the delivery process for everyone.

2. Current Functioning

DoorDash has a Y-structured business model as it seeks to tackle issues relating to all three parts of the delivery system for the sake of uniting them under one fluid, dynamic system. DoorDash currently functions as an online delivery system that provides businesses with independently contracted drivers "dashers" that have their location monitored and travel time calculated such that customers can be informed on the status of their order. Because Dashers are independently contracted, the flexibility of work hours and the freedom to use their own vehicle to be the main means of getting the work done is a strong motivator for these drivers. DoorDash also allows customers to make their orders online which removes the frustration of taking phone orders or having to order in person. From the perspective of businesses, DoorDash provides them with technical support, logistical functionality, and discoverability. This involves helping them adapt to the world of wide spread technological marketing and functionality that otherwise would become problems for these businesses later on.

3. Competitors

Doordash has multiple business rivals in the online food delivery service market. Among those, Uber Eats, Postmates, and Grubhub are the most competitive. According to customer surveys, they are commonly considered to be more usable and better at meeting customer requirements compared to DoorDash. Uber Eats, founded in 2014, has approximately three times more employees and slightly higher average annual revenue than DoorDash. Postmates, also founded in 2011, has nearly two times more employees than DoorDash yet their annual revenue has dropped to 1/8 of that of DoorDash in recent years. Grubhub, founded in 2004, has around

the same number of employees as DoorDash and has an annual revenue of 1/3 of DoorDash's. In the status quo, DoorDash is the leading food delivery company in the U.S. with a 56% market share and an approximate annual revenue of \$2.86 billion USD. However, since Uber Eats is operational in over 30 countries, it has a higher annual revenue reaching 5 billion USD. Although Postmates and Grubhub do not have an annual revenue as high as the others do, they still account for up to 20% of the shares of the monthly sales of meal delivery in September 2021 and are two of the most popular food delivery platforms used in the U.S.

4. Value Proposition

Doordash earns revenue mainly through the following means: commissions charged to the restaurant partners, service and delivery fees charged to customers, subscription to DashPass, and restaurant advertising on the Doordash platform. First, Doordash charges commissions, a percentage fee, on each order it delivers for restaurants and convenience retailers. Since April 2021, Doordash has adopted the tiered commission model which offers restaurant partners the options of paying 15% (Basic), 25% (Plus), or 30% (Premier) commissions. As the percentage of commissions increases, the delivery fee for customers decreases and the delivery area increases as well. These are important factors that can nudge the customers to place an order. Apart from restaurants, Doordash pits itself against its competitors by partnering with convenience and retail stores for delivery with the DashMart service. While a great percentage of Doordash's revenue comes from commissions, it also earns through collecting service and delivery fees. Depending on the delivery location and the current demand of service, customers would be charged a delivery fee ranging from \$6 to \$8 per order. On the other hand, delivery fees can be waived for customers who subscribed to DashPass by paying a monthly flat fee. Aside from its main service, food delivery, the Doordash business model also entails advertising. Taking advantage of the high exposure rate of a food delivery service platform, Doordash charges restaurants for their marketing and advertising on the app which may be achieved through ways such as keeping the restaurant on pop-up banners or on top of the list. Overall, there are multiple revenue streams through which Doordash earns revenue.

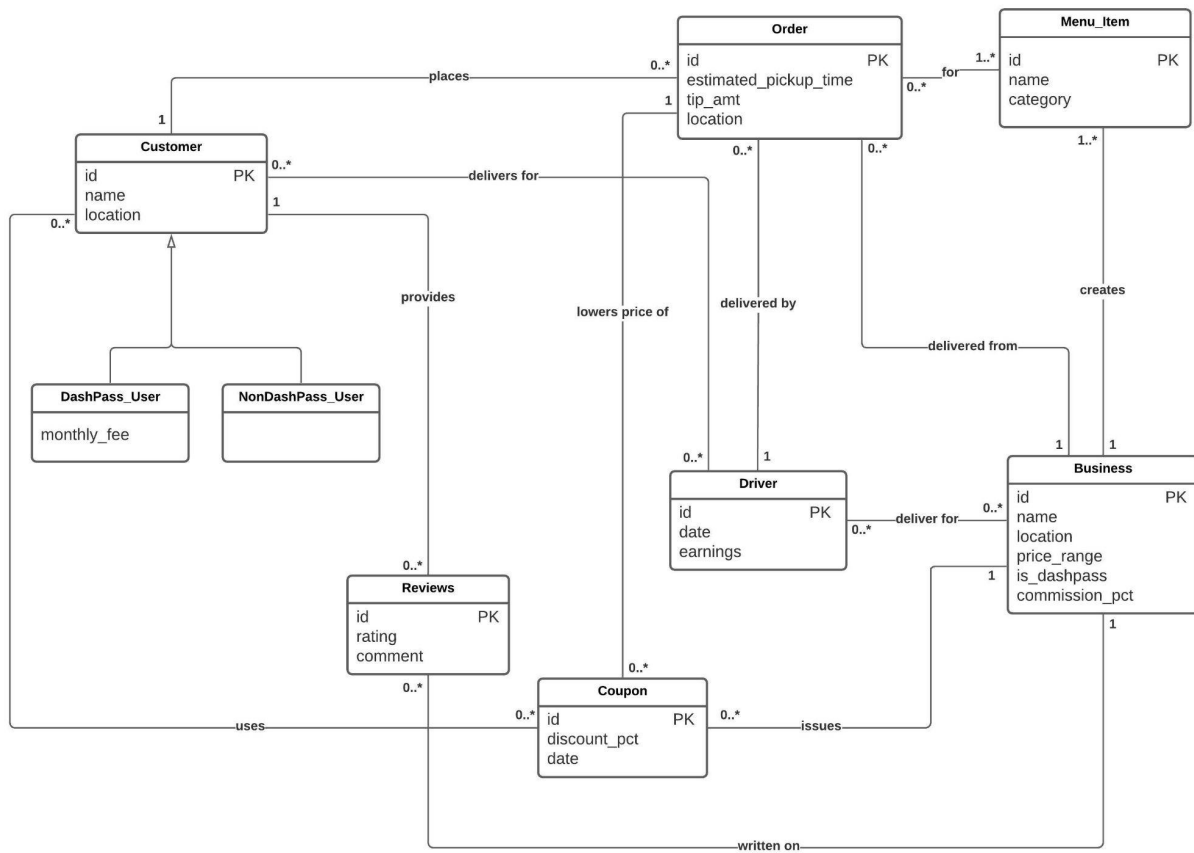
Users

Role 1	Customer	An individual who is seeking a particular service by a business and wants the most convenient form of delivery on their behalf in order to feel confident in their payment.
Role 2	Business	A business that has a need to implement a quick, efficient, and coordinated delivery system for their services to customers.
Role 3	Driver	Independently contracted drivers on behalf of DoorDash who want to maximize their profits with maximum efficiency in the process of doing so.

User Stories

ID	Simple/ Complex/ Analytical	As a <role>	I want <goal>	So that <reason>
US1	simple	customer	To filter cuisine and price to select a restaurant	I can find a place that serves the food I want at the price I can accept
US2	analytical	customer	To sort the restaurants by best rated or has the most reviews that can arrive within 30 minutes.	I can choose an option that has been vetted and supported to be the best option compared to the rest
US3	complex	customer	To find a list of businesses that offer coupons for a particular cuisine category	I can enjoy the product at the most cost efficient price
US4	analytical	driver	To see my daily, weekly, or monthly earnings on a given week	I can get a sense of how much income I have earned by delivering x orders
US5	analytical	driver	To organize orders by shortest estimated delivery time	I can maximize how much I earn per delivery
US6	simple	business	To insert incoming orders into the system	I can efficiently create and deliver finished products in a timely manner
US7	analytical	business	To find most popular items based on incoming and past orders	I can expand and develop better products for customers
US8	complex	business	To give more coupons out to customers who leave more reviews	I can receive feedback on customer experience and encourage customer loyalty to a business.
US9	complex	business	To issue coupons on holidays to offer customers discounts on orders	I can attract more customers using the platform to my restaurant
US10	complex	business	To allow customers to tip drivers (Dashers)	I can motivate Drivers to continue working with DoorDash and encourage more to work as a Dasher

Conceptual Model



Link to Conceptual Model:

https://lucid.app/lucidchart/fddc0ef5-3851-4d79-94dd-bb4c58ee5113/edit?viewport_loc=-223%2C-78%2C2536%2C1338%2C0_0&invitationId=inv_c5fcfb05-5230-4b35-9d0f-5da91e42f78c