UBER EATS

In less than 3 years, UberEats has introduced a new and easy way of ordering food at just the tap of a button and has grown the service to almost 50,000 restaurants in 200 different cities.

UberEats is a food delivery service that allows customers to order food from their preferred restaurants and then decide where they want it delivered.

UberEats started with a mission to make good eating easy and accessible for everyone in all places, and in a short period of time, they're well on their way to achieving this.

Every third month, UberEats' designers visit a new city, study the city's food habits, delivery people, customers, and restaurants. They shadow delivery agents while they go on deliveries, and sit in with people in their houses, while they order their meals. As the designers studied all these stakeholders, they took notes of what they observed.

Through this method, UberEats was able to understand if their products were actually addressing customer needs.

- After spending time in the space of customers and other key people, each UberEats designer returns to report the challenges they observed their customers regularly face.
  Then a variety of **mockups and prototypes** are built and taken back to the city to test with customers and stakeholders in real life scenarios. The team then quickly determines which test(s) perform the best.
 The best performing test is created and rolled out to the consumers.
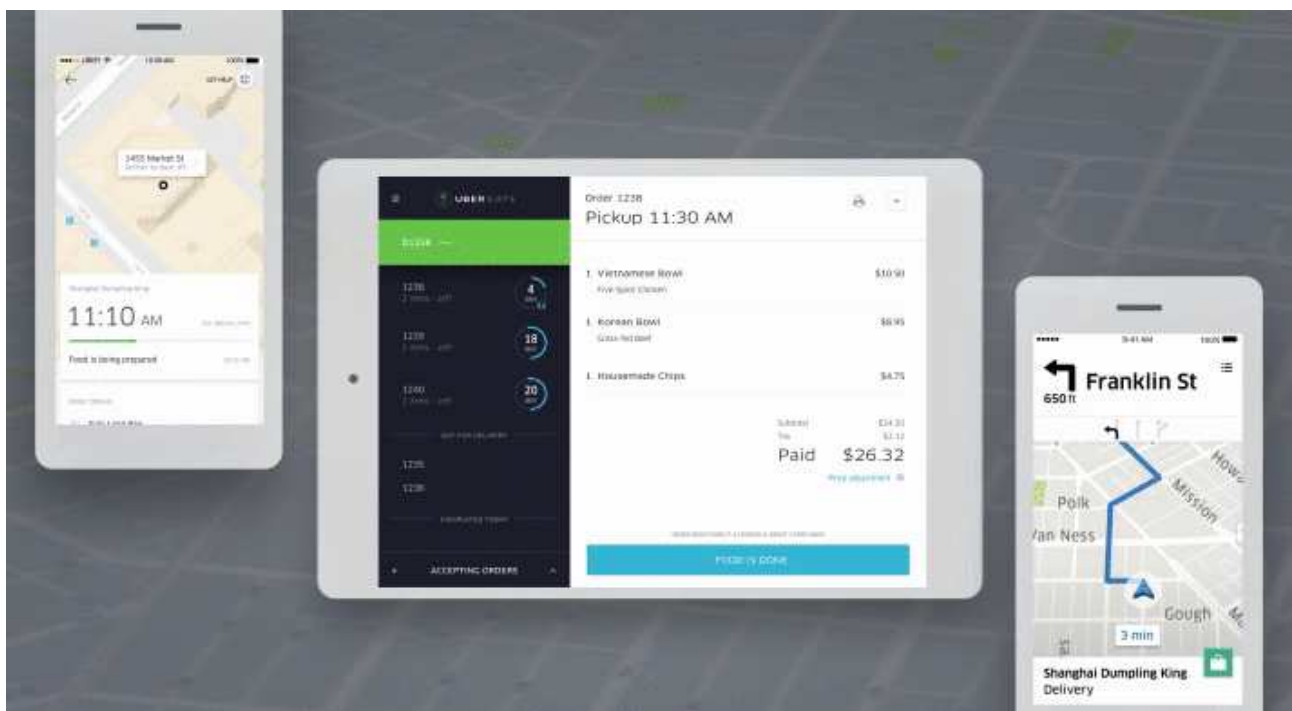
The UberEATS ecosystem. People order on the UberEATS App (left), restaurants manage orders in the Restaurant Dashboard (center), and delivery partners deliver items using the Driver App (right)
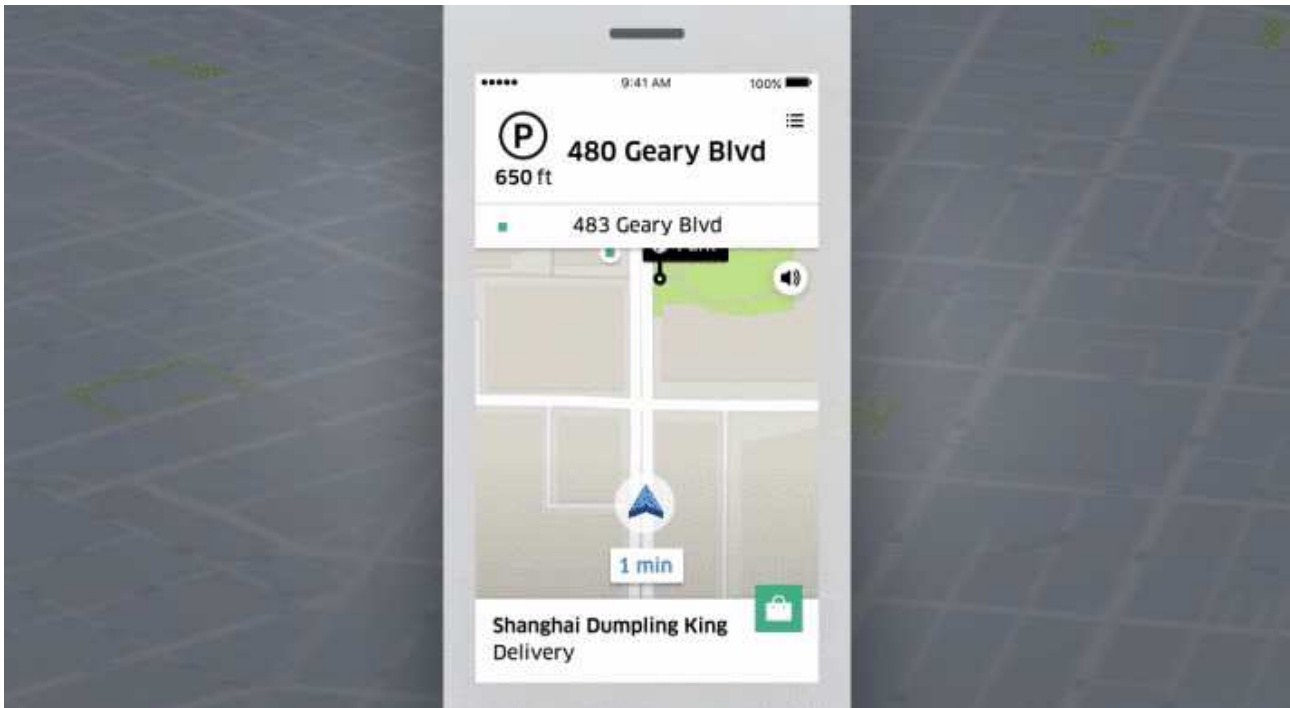
After immersing themselves in the world of delivery partners, UberEATS designers felt the pain of finding parking and locating entries to restaurants. We added a feature to the Driver App that provides step by step directions from restaurants to facilitate smoother pickups.
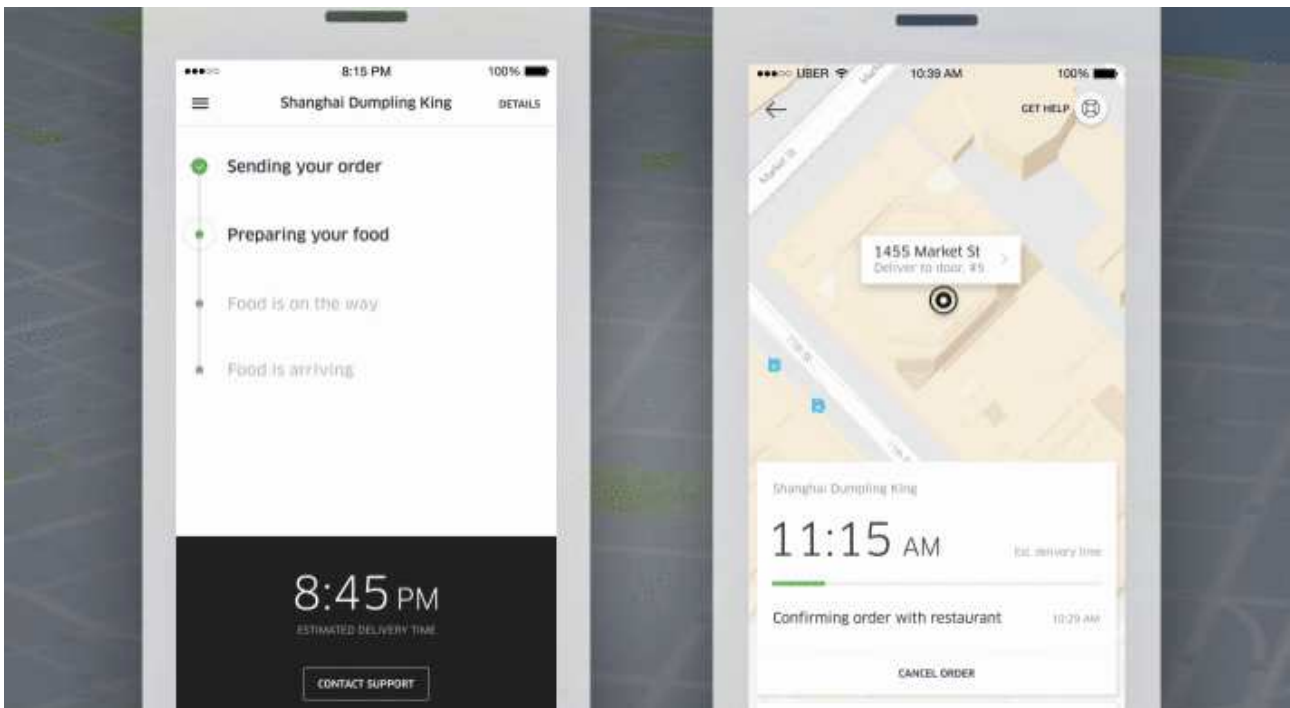
We launched the UberEATS app with a simple order tracking feature (left). After learning that customers wanted more info about their delivery, we designed the second iteration (right) to provide a richer, more detailed experience.
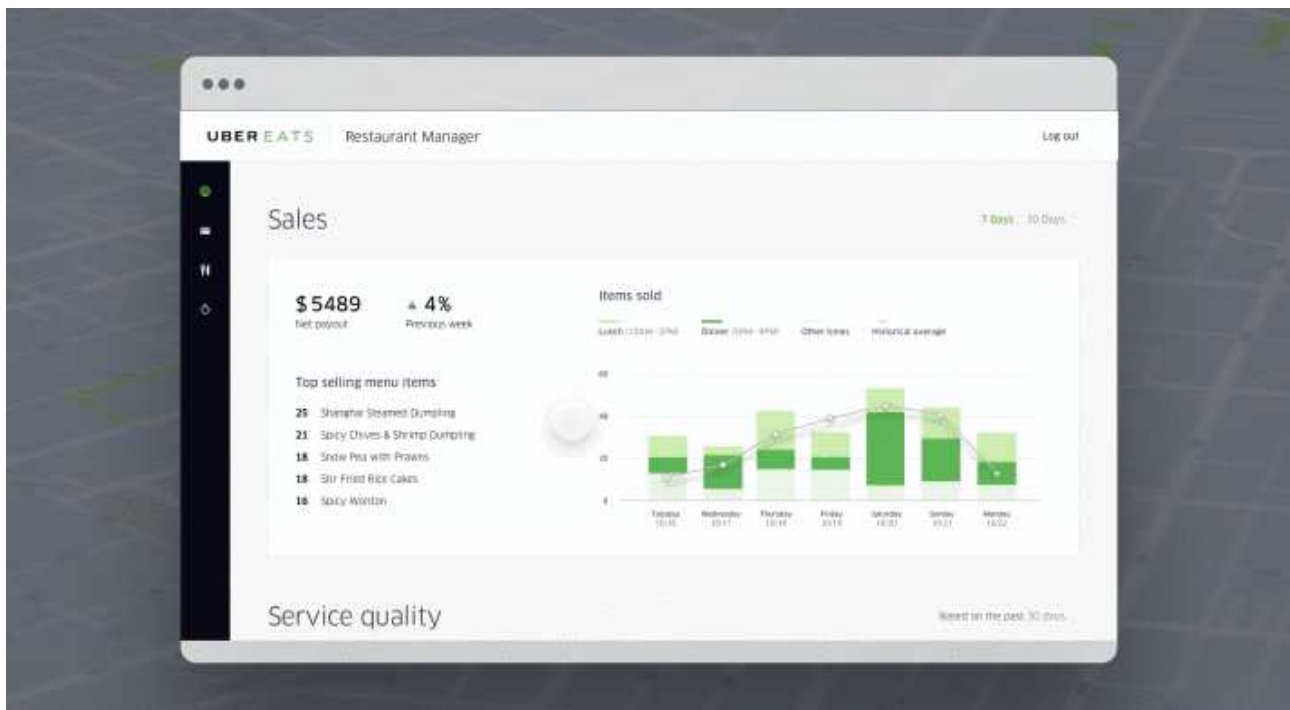
The innovative Restaurant Manager Dashboard provides sales analytics on individual items that helps chefs see how changes in things like packaging affects the sales and quality of dishes.

NIKE
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Nike absorbed the concept of design thinking into its products, much before it emerged as a concept. When Nike released the Air Force One, it was the first pair of sneakers to have corporated pressurised air technology in the 80's, and became an instant fashion statement. It is just one example of Nike's that combines sport with design. 'Moving forward' and 'Just do it' are not only brand taglines but are in fact a big theme of Nike's.

They aim at pushing their boundaries in terms of innovation and design, by creating high technology products that not only improve athletic performance but also create an impact as a fashion brand. Nike's approach puts the employee and the customer at the centre — empathises and ideates with them as they design talent solutions in service of unleashing their full potential.