DoorDash

Design Sprint

Product Manager: Mariam Aslam

Set the stage

Set the stage for the Design Sprint by framing the problem

Initial PRD

Background

Looking to automate food delivery service by using the robotic technology for less than 2 miles away delivery

Problem

Mapping the robots in different 50 states of United States is a complicated tash, because first we need to understand & implement maps of sidewalks for all the cities and Simulation of theft scenarios

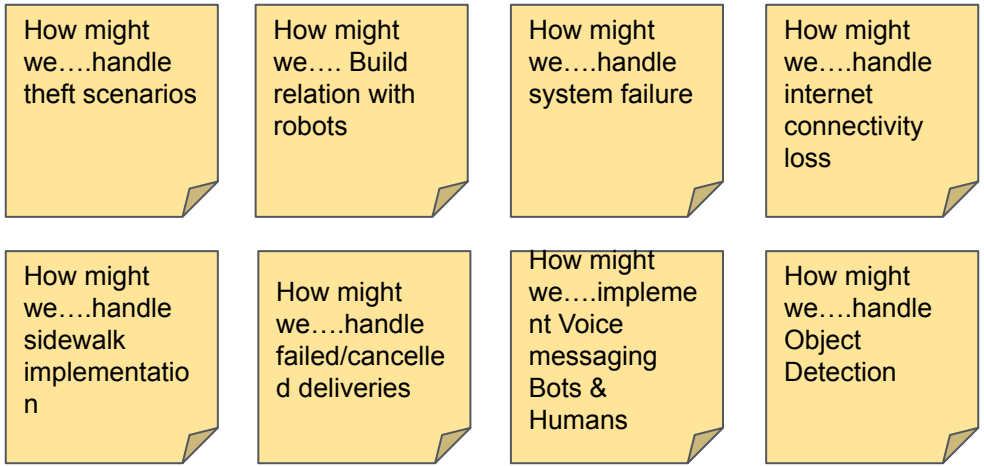
Goals

Build hardware robots & software to operate the robots, provide real time delivery statuses to the operations team, restaurant manager & the customers

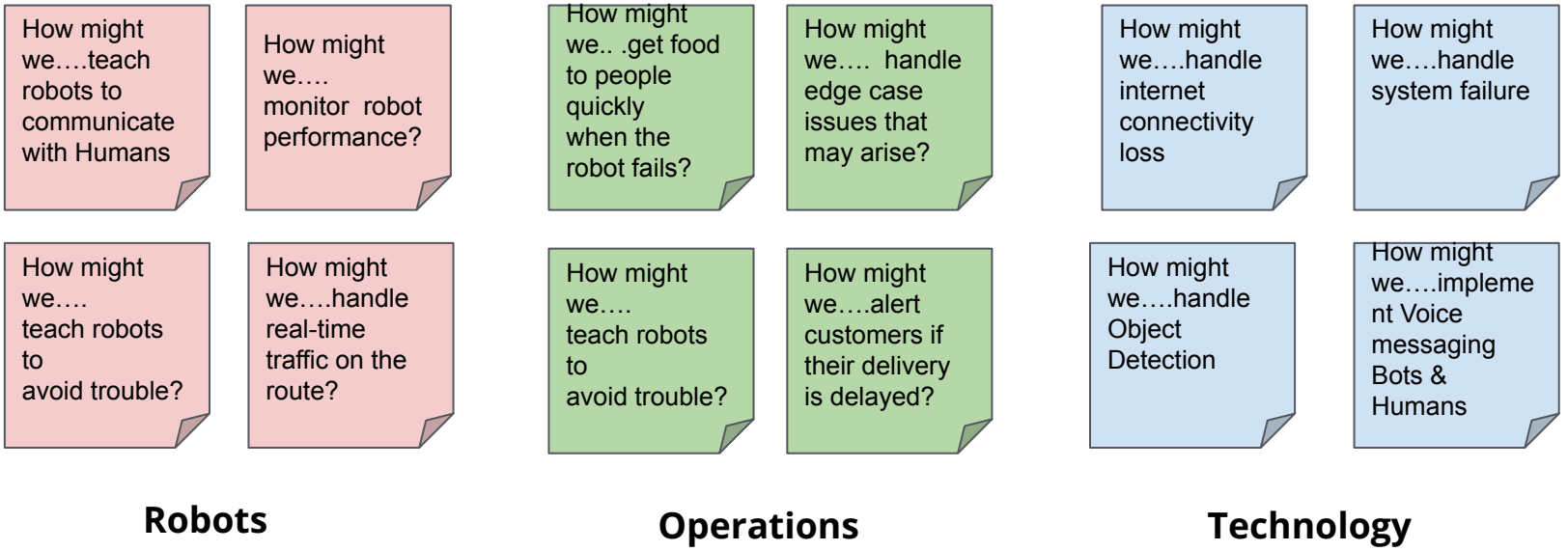
Understand

Create a shared understanding of the space, problem, and goals

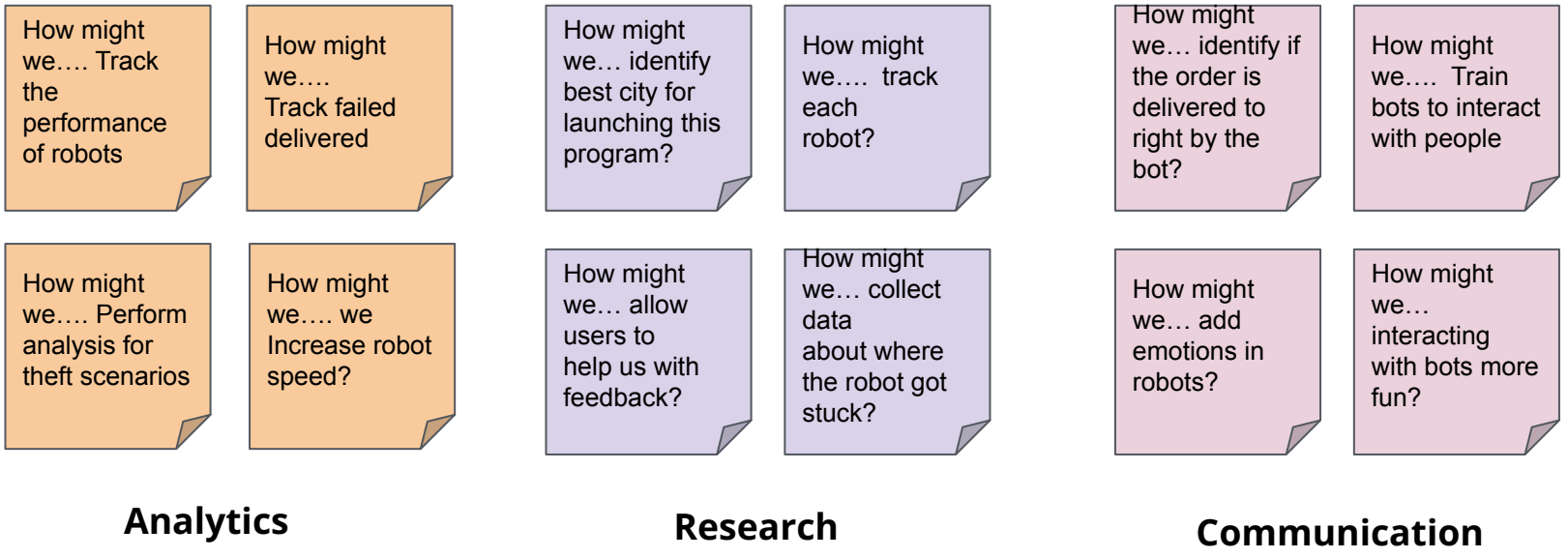
Operations Dashboard



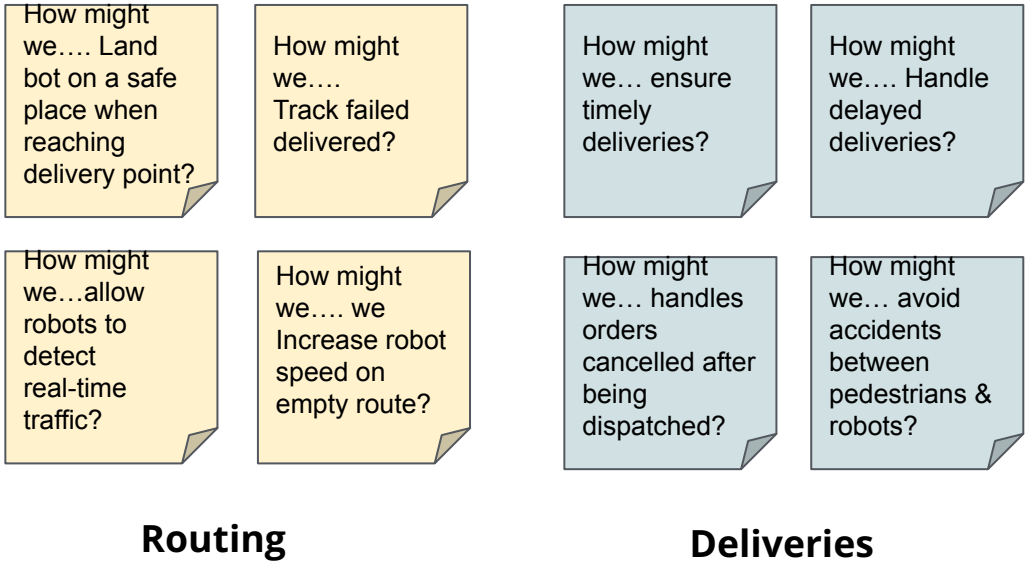
Operations Dashboard



Operations Dashboard: Analysis



Operations Dashboard: Routing



Sprint Focus

Focus	Maps/Routing Implementation
Slide #	8
I selected this theme because	This is P0 feature, as the delivery would be impossible without implementation of routing

Define

With an understanding of the problem space, create focus and align on specific outcomes for the Design Sprint

DoorDash is building its own delivery robots - TheRobotReport

- **Who is it for?**

  DoorDash is heading to new heights by introducing robot delivery is built for every person who is foodie and loves to eat at any time.

- **What does it solve? How does it change a customer's life?**
  DoorDash robot delivery solves the frustrations faced by customers over their delivery times and delivery food in Innovative way. Bot Delivery will open doors to the new technology era and will revolutionize the way we think about our meal delivery. Our product also has an in-built voice translation system and so all the new international students out there having nothing to be worried about either

- **Why should customers love it?**
  Customers will love Robotic delivery because our robots will decrease waiting times for food deliveries and will also make sure their meals are warm and fresh in our inbuilt heat system inside the robot. Without Bots delivert, you'll never get late for anything!

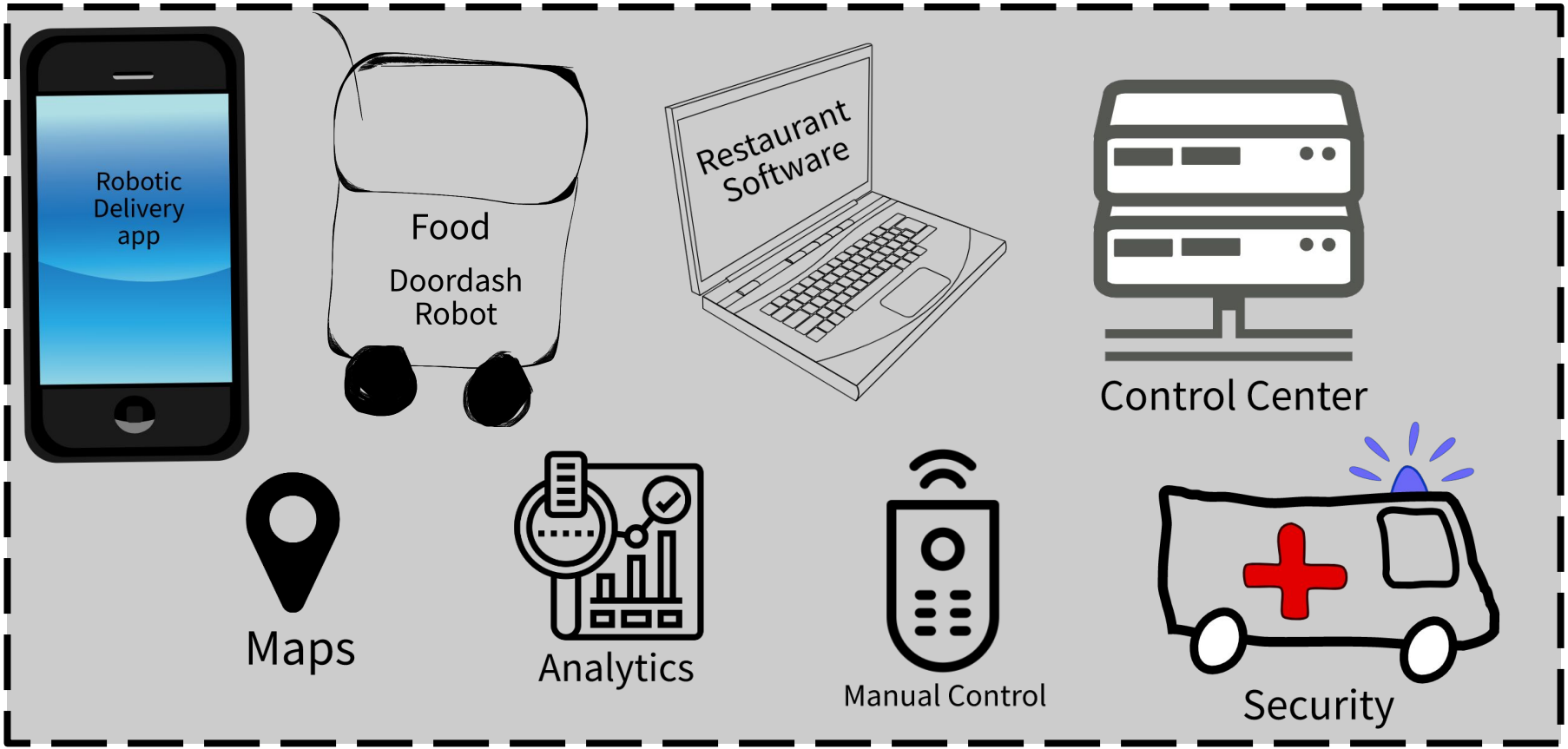
Success Metrics

	Goals	Signals	Metrics
Happiness	Timely delivery	Customer Support & Reviews	Ratings
Engagement	Monitoring Robot performance	Feedback Survey	Active monitoring per robot
Adoption	Customers choosing robotic delivery	Higher robotic delivery demand	Robot delivery/communication ratio
Retention	Attract more customers with robotic delivery	Higher robotic delivery demand	Robots in use
Task Success	Success robotic delivery and usage of app	Less stress	Time per order Accuracy of usage

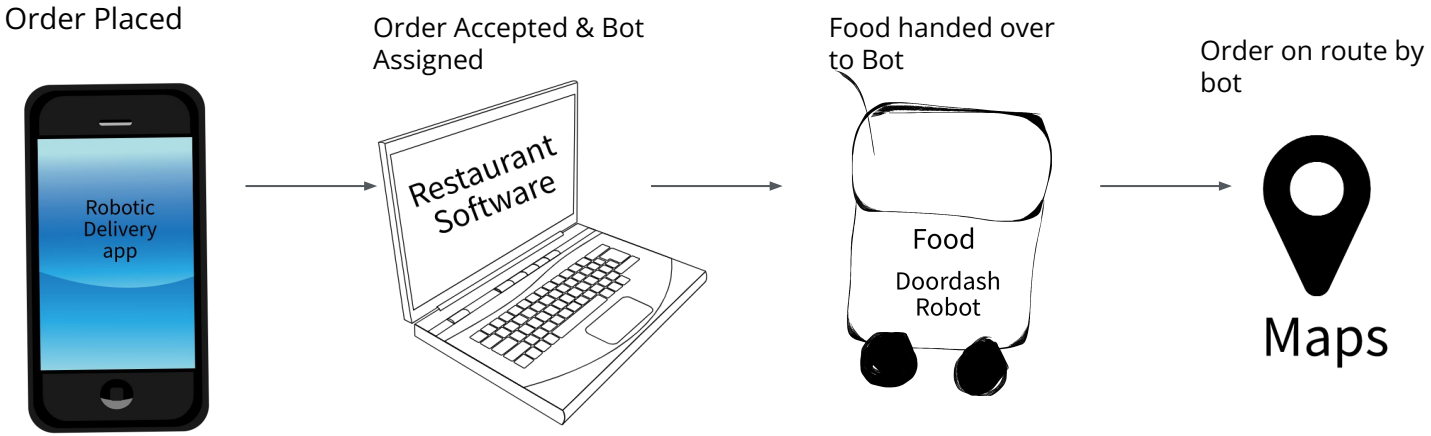
Sketch

Generate tons of ideas, then narrow them down to two in depth solution sketches

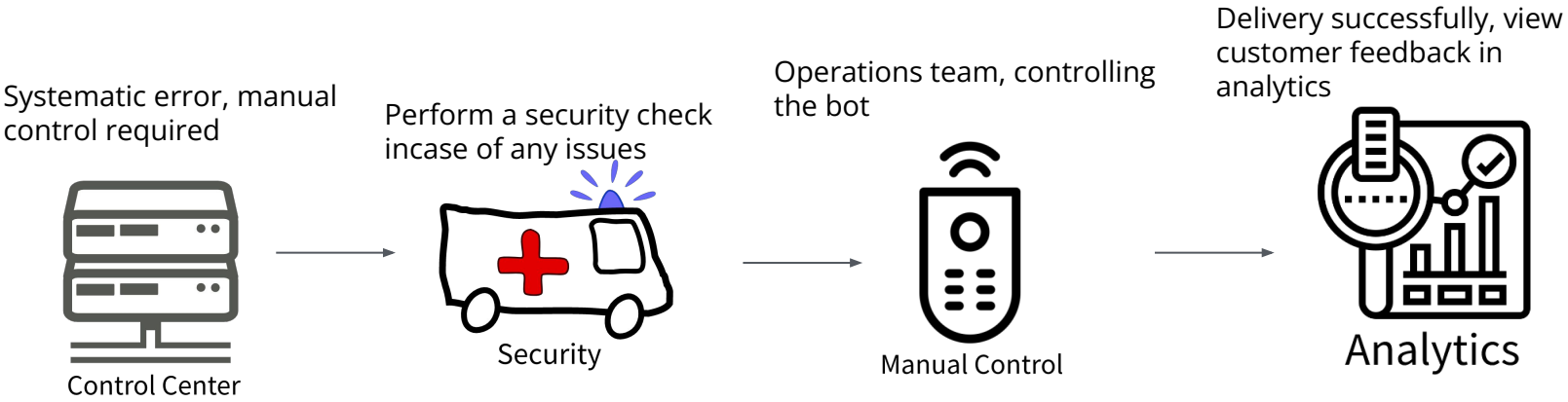
8 Sketches


Robotic Delivery app
Food
Doordash Robot
Restaurant Software
Control Center
Maps
Analytics
Manual Control
Security

Solution Sketch 1



Solution Sketch 2



Decide

Pick the final concept that you develop into a prototype

Decision

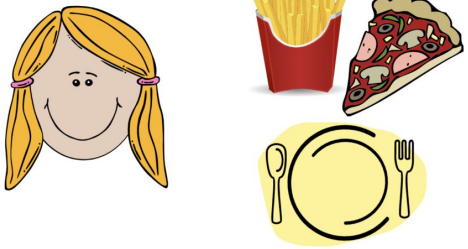
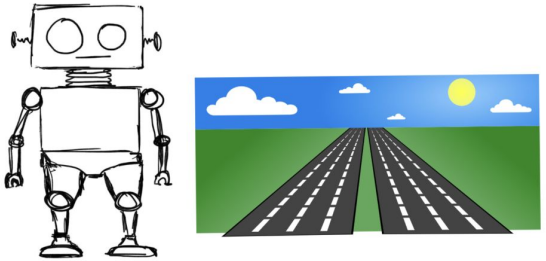
Decision	Solution Sketch # 1
Rationale	Solution Sketch #2 makes it easier for our Operations team to navigate through the platform. It also makes it very easy for the Operations team to handle errors, take control and monitor throughout

Prototype

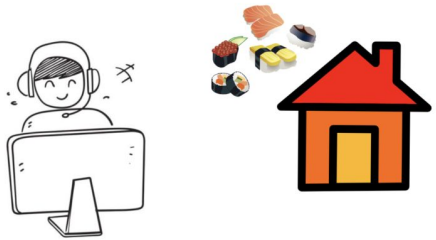
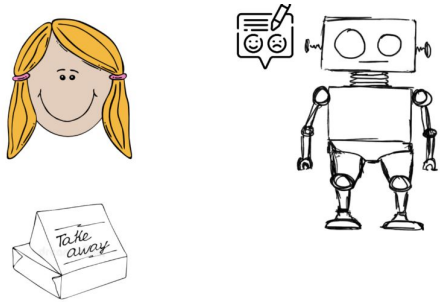
Turn your concept into a realistic, interactive prototype that you will use to validate your assumptions and ideas

Storyboard

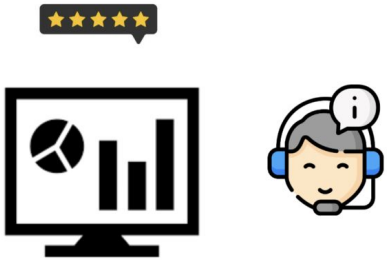
[Theplot.io Link]

		
Script Mariam is doing a full-time job is 9 to 5 and has evening masters classes at university starting from 6 PM. She wants to have a meal to feel more energetic in class, her university is 2 miles away from the restaurants. She knows her order will reach her in a timely manner so she places an order	Script Operation team to open the restaurant management system on the web and enter their login created to log into the system. The operations Specialist will be notified with an alter for a new order to be delivered and the specialist will quickly assign a bot.	Script Order is accepted by the restaurant operations time and is ready to dispatch. The robot picks the order with delivery details and food and suddenly, Mariam receives a systematic error

Storyboard

		
Script Restaurant operation team gets instantly notified and operation team members take control of the robot and ensure to send timely delivery updates to the customer	Script The operations team manually operates the robot to Mariam's university and the robot drops off the food delivery. Mariam is excited and overwhelmed to see that order arrived in time considering the fact of systematic error and now she can have her meal before her class starts	Script `The robot shows feedback form to Mariam on the screen to provide her feedback and Robot asks for a selfie that Mariam can share on her social media handles to get discounted promotional offers

Storyboard

	
Script The analytics team will the feedback Mariam provided and this helps the company to analyze their customer feedback	Script Bot manual control mode is exited and bot is redirected back to the restaurant to deliver more orders

Prototype

Description • High level overview of the prototype • What does it do?	The prototype shows overview of the following features: • Login • Dashboard/Maps view • Orders statuses
Assumptions • Any assumptions within the prototype	This prototype will help in following: • Allow the management to login • View maps • View Order statuses • View Drone Status
Tasks • What are the tasks that a user can complete in the prototype?	This prototype is fulfill the following actions: • Map view of all the cities • Order statuses (In Process, Routing, completed etc) • View drones location • View Drones active/inactive

Link your prototype

Validate

Users will go through your prototype and provide feedback on your concept. This is also an opportunity to have an engineering feasibility discussion

DoorDash Analysis Research Plan

PM: Mariam Aslam
STATUS: DRAFT

Objectives
Help the operations team to operate bots with the help of app
UX experience of the app
Any suggestions? Or features that should be added

Methodology
Conduct online interviews via storytelling methodology

Participants
Stormy Hills (Operations Manager)
Kylie Jack (Customer Support Representative)

Note: Further details are mentioned in the attached document

DoorDash Analysis: Interview Sessions

Introduction
Let's get started with some background, what improvements might make life easier for the Operations team at Doordash.

Background Questions
Tell us about yourself?
How long have you been into Operations?
Have you used food delivery before?

Tasks
Feedback on Prototyping

Task 1
Feedback on the look & feel of the app?
Do you think these functionality is to accomplish your tasks?
Do you think it is easy to see drove statuses i.e. Activate & Deactivate drones?
Do you think the flow to take control over drone incase of any failure is easy to use?

DoorDash Analysis: Interview Sessions

Task 2

Number of total delivered completed
Number of delivered failed? What were the reasons?
See how you are performing compared to other operators
Which shift is more suitable to score more?

Wrap Up

What is your feedback on the overall app? How would you rate from experience point of view?
What do you think of the UI? Is it user friendly

User Testing: Participant 1 Key Findings

Link your audio recording

What worked well	• *User friendly software* • *Checking bots statuses which are active, in-active, on route etc* • *Perform different actions in drones tab*
Where participants got stuck	• *Understanding the analytics section and how to capture feedback*
Other observations	• *Sending an alert on failed/delayed deliveries through SMS, email and in app notifications*

Participant 1: Interview Notes

- Stromy, being an operation team representative was really happy with the overall software.
- The design was quite user friendly and easy to use.
- She mentioned, she is really satisfied that can she have a clear picture of every bots statuses, that shows their status of being active, in-active and for how long they can standby without being charged
- However, she was not easily able to use the analytics to track down customer feedback and how can she generate a daily basis report.
- She was looking for something more customisable solution to extract customer feedback in analytics section

User Testing: Participant 2 Key Findings


Link your audio recording

What worked well	• *Signing In* • *User friendly UI* • *Checking delivery statuses*
Where participants got stuck	• *How to manually control a bot in case of issues* • *Unable to differentiate between maps and the maps that has bots on route on dashboard page*
Other observations	• *A dashboard tab, that has statuses of deliveries, drones & routes would be helpful*

Participant 2: Interview Notes

- Kylie was happy that they have software to manage their deliveries and bots
- She mentioned, that she really liked how she can view the statuses of each delivered
- She mentioned, that UI was really good and the color scheme was awesome
- However, she was not sure how can take control over the bos using the software what actions she should perform
- She was unable to differentiate between the different city maps and maps that had bots on route.
- She was clicking on all the maps one by one to view the bots location

Improvements

Improvement #1	*Add dashboard report view, for all failed/completed delivered and bots statuses*
Rationale	*A pie chart view and stats of completed delivered and bots statuses by daily,weekly, monthly basis to perform analysis*
Improvement #2	*Add Chat center section, where the on duty operations team can chat and discuss issues or delivery failures*
Rationale	*A new feature that keeps the operations team connected to improve their deliveries & actively monitoring all drones*

Handoff

Updated PRD

Background

DoorDash wants to become world’s number one company providing robotic food delivery for trips that are less than 2 miles away

Problem

Mapping the robots in different 50 states of United States is a complicated task, because first we need to understand & implement maps of sidewalks for all the cities,

Goals

Our goal is to build hardware robots & software to operate the robots, provide real time delivery statuses to the operations team, restaurant manager & the customers.

Note: Further details are mentioned in the attached document

Updated PRD (page 2)

Success Metrics

Customer Satisfaction
More than 80% of positive ratings/ customer feedback
More than 80% of successful deliveries
Delivery of order within the estimated time provided

Key Features & Scope

GPS tracking will be available for our Operations team to monitor bots (P0)
Our Operations Team will be able to take full control of the bots in case of failure/fraud situations (P0)
Ability to view the earliest time a delivery can be made (P1)
Ability to view bots statuses (P1)
Ability to view customer's feedback (P2)

Core UX Flow

https://www.figma.com/proto/qJuZJdwYQcuAB3NOLijDdD/DoorDash-Drone?node-id=11%3A229&scaling=scale-down&page-id=0%3A1