DoorDash

PRD

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STATUS: FINAL

Background

DoorDash wants to become world's number one company providing robotic food delivery for trips that are less than 2 miles away to reduce the operational cost and be innovative while delivering orders to customers which makes it more exciting for the customers and ofcourse attracting more customer as robotic delivery is totally a new idea in market.

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, this can take up to couple of months or even a year to achieve this goals. The other problem we could face is, how can we handle theft scenario how can we recover if someone tries to steal a bot.

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. Our mission is to make

the food delivery service safe for both our customers and our Robots. This is why we are introducing robotic autonomous delivery systems which will help the public maintain physical and social distancing laws but still be able to enjoy their favourite meal from any restaurant. By bringing in this new technology, we also hope to launch in a new demographic market after the initial phase.

Key Features

Doordash bots to provide instant food deliveries within the estimated time.

Priorities	Features	Description
P0	**Maps**	GPS tracking will be available for our Operations team to monitor bots
P0	**Take Manual Control**	Our Operations Team will be able to take full control of the bots in case of failure/fraud situations
P1	**Orders**	Ability to view the earliest time a delivery can be made
P1	**Bots**	Ability to view bots statuses
P2	**Analytics**	Ability to view customer’s feedback

Success Metrics

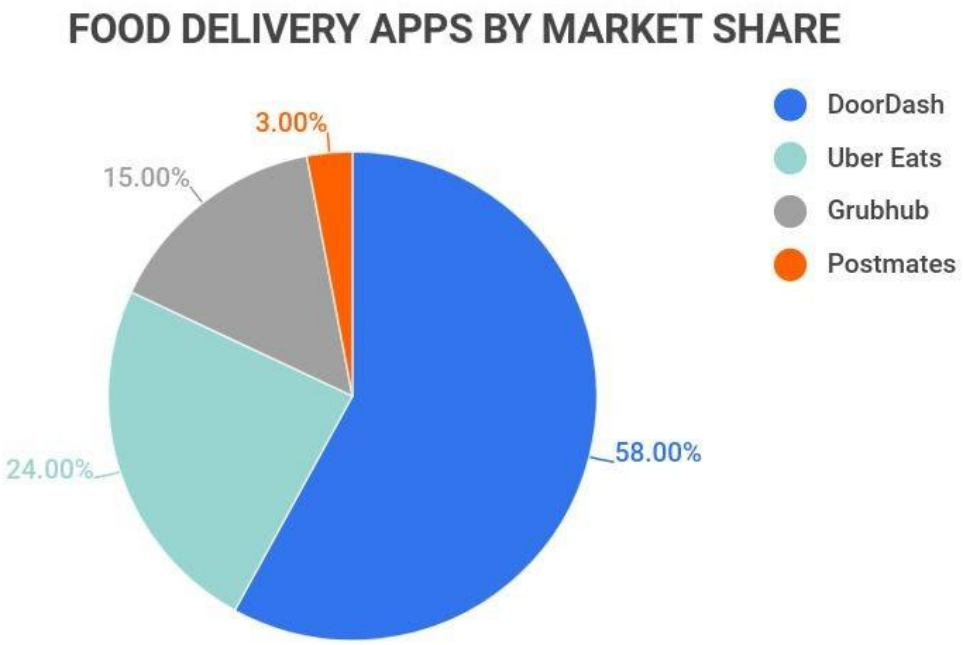
- Customer Satisfication
- More than 80% of positive ratings/ customer feedback
- More than 80% of successful deliveries
- Delivery of order within the estimated time provided

Scope

MVP: GPS localization, live streaming video,remote control, data collection (for future analysis)

Target Market

Multiple sources studies tell us that, Doordash also has the most sales, reaching total revenue of $2.9 billion in 2020.



Competitors:

Top two competitors of doordash are as follow:

1. **Uber Eats**

   Uber Eats revenue reached $8.3 billion in 2021. It has increased its revenue rapidly over the past two years.

   - **Revenue:** Uber Eats generated $8.3 billion in revenue in 2021, a 72% year-on-year increase
   - **Gross Booking:** Uber Eats gross bookings surpassed $50 billion in 2021
   - **Monthly Users**: Grubhub had 33.8 million active users, who use the app at least once a month
   - **Feature:** has used Uber drivers for delivery in the past.

Source: *https://www.businessofapps.com/data/uber-eats-statistics/*

2. **GrubHub**

   Grubhub made $2.1 billion revenue in 2021, the first year it was incorporated into Just Eat Takeaway.

   - **Revenue:** Grubhub generated $2.1 billion revenue in 2021, a 16% increase year-on-year
   - **Gross Booking:** Its gross transaction volume also reached $9.7 billion in that time
   - **Monthly Users:** Uber Eats is the most popular food delivery service, with 81 million users
   - **Feature:** with Just-Eat Takeaway the biggest food delivery operator.

Source: *https://www.businessofapps.com/data/grubhub-statistics/*

Acquisition Channels

Social Media Marketing:

Social Media is a vital platform nowadays to market our product by having certain deals/promotions for our users to create awareness of our product. Through social media, we can have run varioud promotions for example: Refer a friend and get $10 on your next order.

Restaurants:

This product requires the restaurants to come on-board in order for our customers to order any food items through our platform. In order to do this, we will have to market our robots at these restaurants for more engagement with both the restaurant owners as well as the regular/loyal customers of the restaurant.

Students:

We are target school, college, university student. We can visit different college/university showcasing innovative delivery product. Bots will be taking selfies with the students, this would an amazing gesture and students would definitely opt for robotic deliveries

Working People:

We are targeting people who are working for longer shifts and doesnt have enough time to cook food and robotic delivery is there for them so they can order food whenever they want and can get timely deliveries

Pre Launch Strategy

Department	Checklist
Product Manager	Ensure that all phases of the product are successfully completed. Clear communication bnetween the cross functional teams.
Product Designer	Ensure that complete design guide is provided to the development and there are no elements missing from the design to the development side. All aspects should be covered and the designer needs to make sure of that
Engineering	The product code should be written well, peer review should be done, Uni test should be developed.
Operations	Operations team should be aware of the functionality of the restaurant management system app and how to use it.
Customer Support	Should be well trained on the product and the usage. Should have all the process documents before launch to help out on any customer support issues.
Marketing	All legal issues must be taken care of and dealt with prior to launch
Legal	Marketing channels need to be established and there should be clear communication of post launch process required
Sales	Sales targets should be set before the launch to get the sales team motivated.
QA	Ensure there are 0% critical bugs & make sure the product works perfectly fine for users

Pre Launch Checklist

Provide enough time to the team to seek approvals, prepare communication & alignment with the cross functional teams.

1. **Operations**

- [ ] Usage of product
- [ ] Know how to deal in emergency situation

2. **Marketing**

- [ ] How our product is solving customer's problem
- [ ] Our Product vs. Competitors
- [ ] Value Proposition

3. **Customer Support**

- [ ] Trained on the product
- [ ] Product Overview
- [ ] Known bugs

4. **Engineering**

- [ ] Known bugs/issues
- [ ] Any risks
- [ ] Well written code

5. **Sales**

- [ ] Revenue Goals
- [ ] Attracting more customer through bonus & rewards model

6. **QA**

- [ ] Ensure there are 0% critical/major bugs open
- [ ] Ensure alteast 90% test coverage is met
- [ ] Entry criteria & exit criteria are successful

Post Launch Activities

Problem Statement

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

Proposed Solution

In order to dive into the problem, 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.

Success metrics

By the end of quarter, 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.

Hypothesis

My hypthesis would be to improve the design and UI of the rest.
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.

Risk Factors

Risk 1

Too many requests for our Operations team.
We might require more staff on the Operations team during the times when there might be too many requests to take manual control of robots for ensuring deliveries are made in timely manner. We need to ensure that our machines are well up-to-date for the operations team so that the system does not run slow because of too many requests.

Risk 2

Response time from our robots might taken longer than usual.
During rush hour It is possible that our robots might respond slow because of the amount of orders being made in similar locations. To avoid this, we can either have a wait time for our customers as we only have 50 robots.

Risk 3

Is the customer support team trained for the rush that might come to them after the launch?

To better prepare our customer support team, we will need to give them training beforehand of the product so that no time is wasted after the launch. The customer support team will get thorough training on the product to help customers with any issues that they may have.

Risk Mitigation Strategy:

Risk 1

We will require more staff on the Operations team during the times when there might be too many requests to solve for our robots. We also need to make sure that the bots are well up-to-date for the operations team so that the system does not run into performance issues if there are too many requests.

Risk 2

During rush hour It is possible that our robots might respond slow because of the amount of orders being made in similar locations. To avoid this, we can either have a wait time for our customers as we only have 50 robots initially, and the rest of the deliveries can be done through a human dasher. As we become more successful in the market, we can easily get more robots and hence reduce this risk

Risk 3

To better prepare our customer support team, we will need to give them training beforehand of the product so that no time is wasted after the launch. The customer support team will get thorough training on the product to help customers with any issues that they may have.

Core UX Flow *(optional)*

The figma link represents the basic prototyping of the app being built

Launch Email