

Postmates Usability Study



Content

- 01 Introduction
- 02 Users / Personas
- 03 Methods
- 04 Insights
- 05 Recommendations



Introduction



Postmates

- Convenience, "Why can't I have delivered what I really want?" has become a core value since the inception of Postmates.
- Gained increased popularity throughout COVID.
- Serves 80% of U.S. households across all 50 states.
- 600,000+ merchant partners.
- Continuous updates to enhance the UX.
- Millions of users rely on Postmates for their food and good delivery needs.

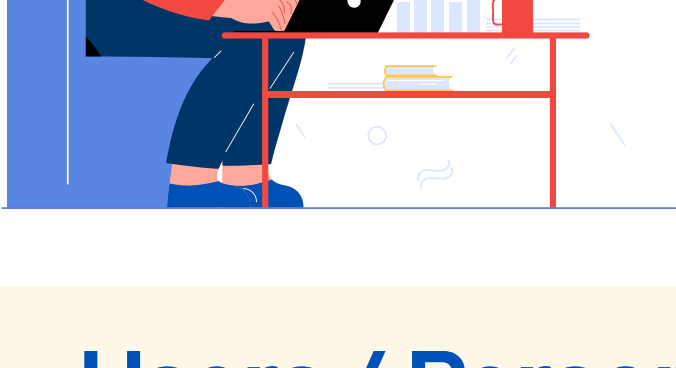
Introduction



User Demographics

- The largest percentage of users of any food delivery applications are young adults aged 18-29 (63% used an app in the last 90 days).
- These are the most valuable consumers because they have influence over the purchasing decisions of their family and friends which ultimately drive sales.
- Individuals within 30-44 (51% used an app in the last 90 days) can be seen using grocery delivery more frequently.
- 14% of people aged 60 and up have used a delivery app in the last 90 days. This is worth exploring to increase market share in this demographic and drive more sales.

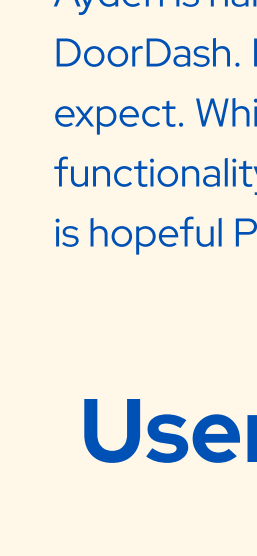
Introduction



Goals of the Research

- [Foundational]** What features are most important to users, what users, and in what contexts?
- [Evaluative]** Is the interface able to communicate its feature to a diverse set of users (e.g. novice, expert users)?
- [Discoverability]** How discoverable are certain features (e.g. group orders, Postmates unlimited, food filters, etc.)?
- [Usability]** How do users troubleshoot within naturalistic contexts?

Users / Personas

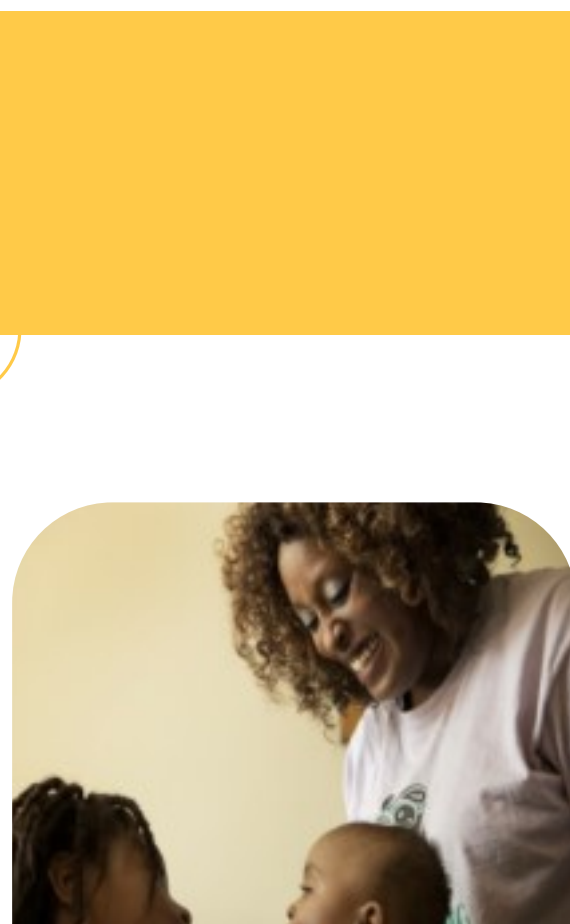


Ayden Kearns

- Freelance artist, frequently travels to new cities and orders out.
- Ayden had a poor experience with another food delivery app. He is looking to replace it.
- Has a gluten allergy.

Use Case

Ayden is naive to Postmates, but has prior experience with DoorDash. He has preconceived notions about what to expect. While he is open to change, he has also has clear functionality expectations. Ayden is also allergic to gluten and is hopeful Postmates can help direct him to gluten free food.



Users / Personas

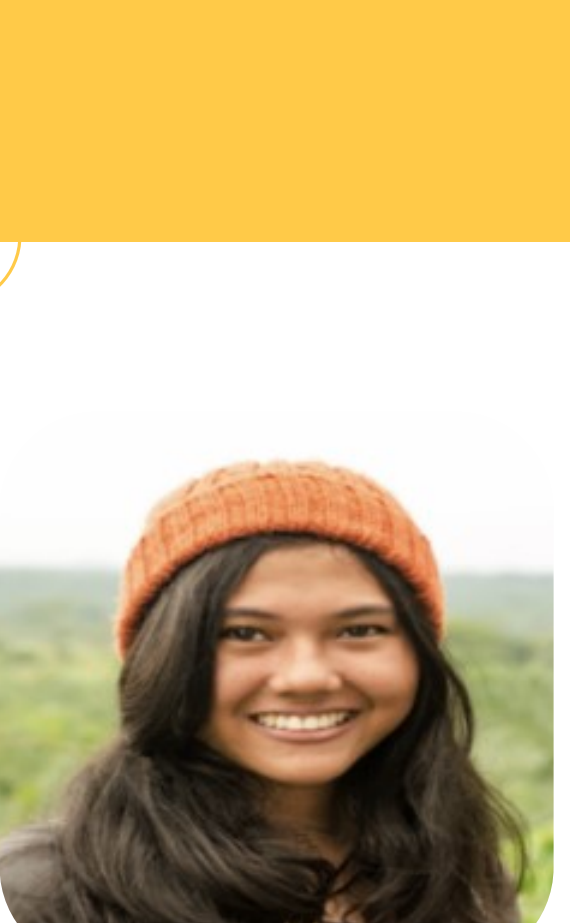


Jocelyn Aeris

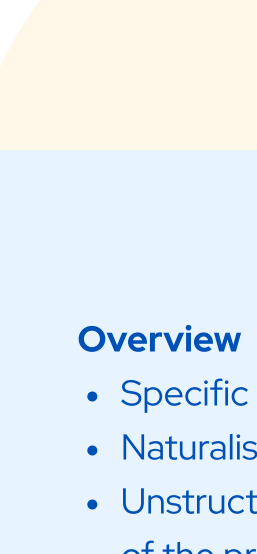
- Single mother with two children. Works full time and has a full schedule.
- She finds it difficult to visit the grocery store and prepare meals.
- She has never used a delivery service before and was referred to Postmates from a friend.

Use Case

Jocelyn is naive to Postmates, and has no experience with food delivery apps. She has sparked an interest in the app because her friend suggested she order groceries and dinner to save time. She is primarily interested in the time savings and ease of use to improve her quality of life.



Users / Personas

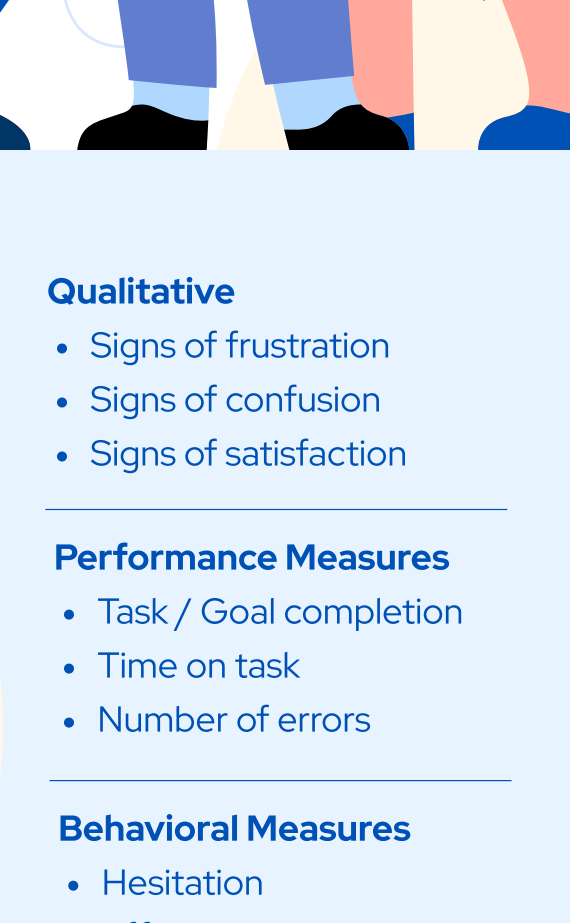


Brandon Dolce

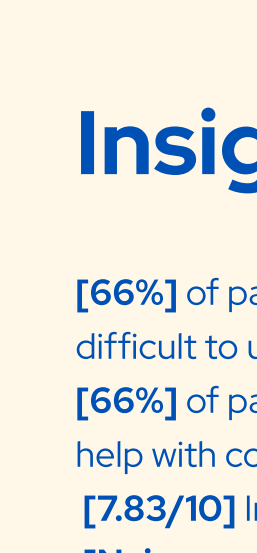
- Lives with roommates and works from home. He is very social.
- He is looking for a way to order food in a group with ease and to be able to split the bill.
- He is interested in finding new restaurants he has never ordered from.

Use Case

Brandon is an experienced user who has used all of the different delivery apps in the past. He is expecting a similar flow on Postmates. He is trying to find the best app that allows him to group order with the fewest pain points. He is also interested in restaurant discovery.



Users / Personas



Jennifer Barris

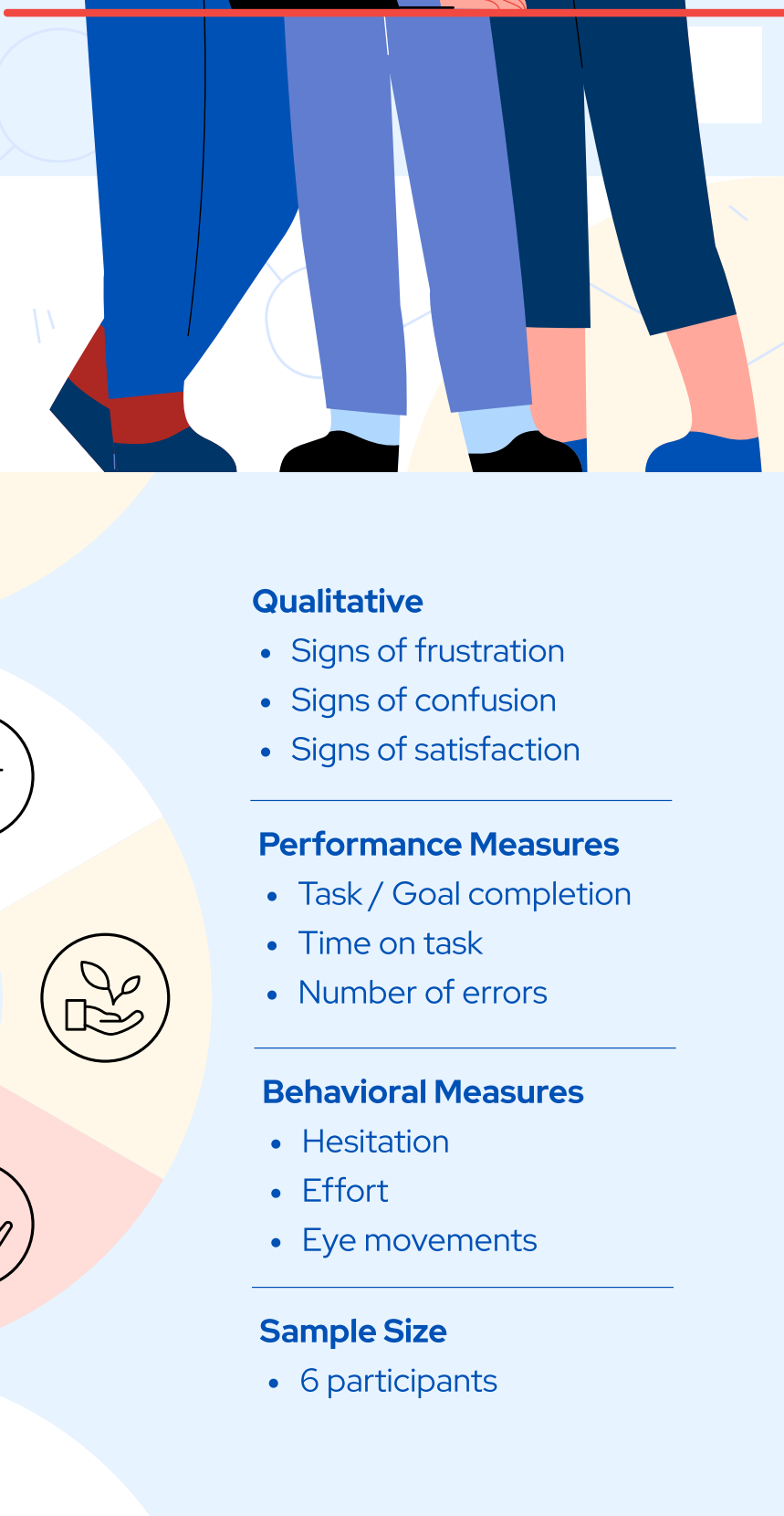
- College student who lives at home with her parents.
- Does not like cleaning up.
- Frequently reorders the same food / orders from her favorite restaurants.

Use Case

Jennifer frequently visits Postmates to order her favorite food. She is very familiar with the interface and the ordering process specifically for Postmates. She does not explore the application after she places her order. She wants to quickly and efficiently order her favorite foods again and again.



Methods



Overview

- Specific tasks
- Naturalistic goals
- Unstructured exploration of the product

Quantitative

- Effectiveness - Did they complete the task?
- Efficiency - How many clicks?
- Satisfaction - Did they enjoy it?
- Ease of use - Rated difficulty



Qualitative

- Signs of frustration
- Signs of confusion
- Signs of satisfaction

Performance Measures

- Task / Goal completion
- Time on task
- Number of errors

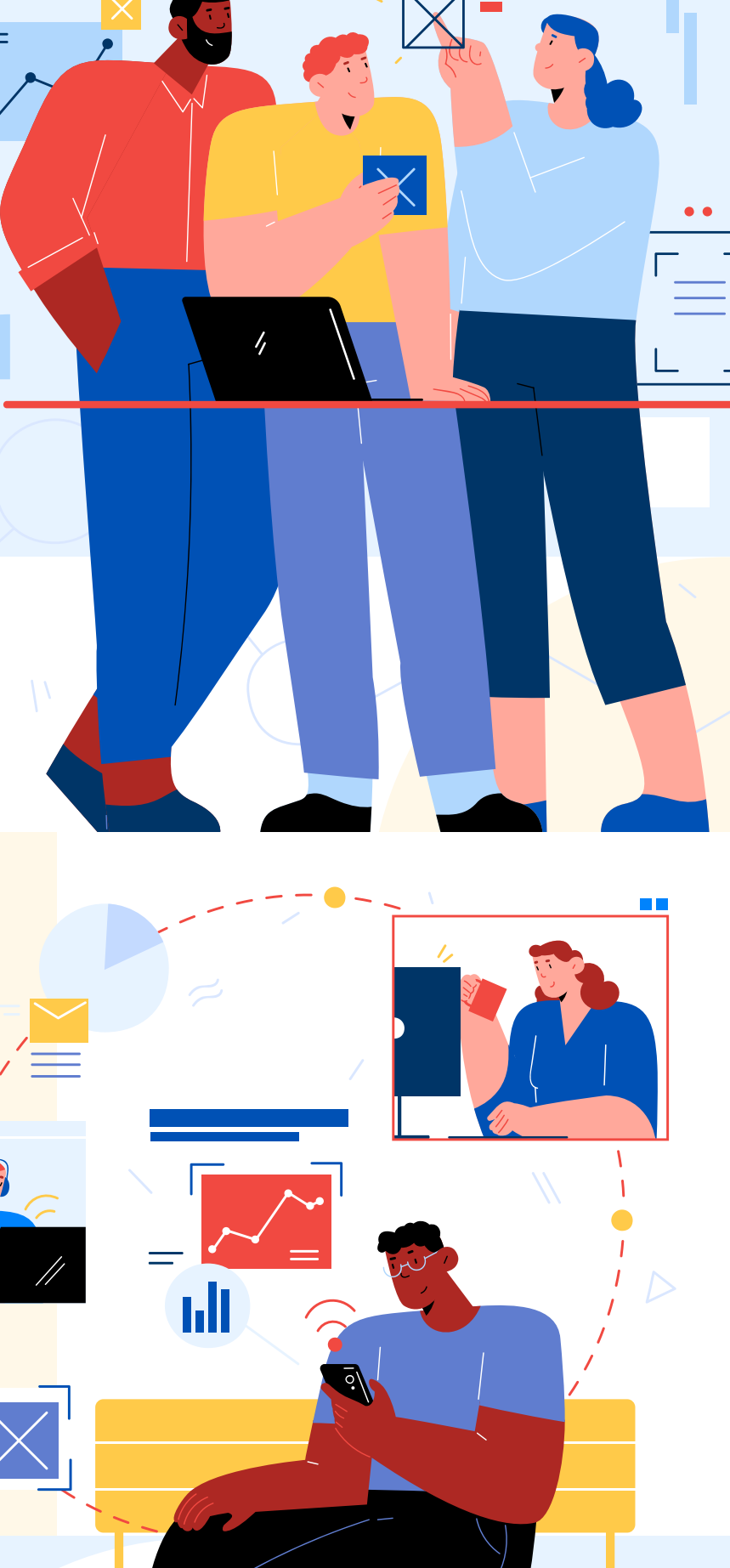
Behavioral Measures

- Hesitation
- Effort
- Eye movements

Sample Size

- 6 participants

Insights



- [66%]** of participants found Postmates moderately difficult to use.
- [66%]** of participants had frustration and needed help with common tasks.
- [7.83/10]** Intuitiveness of Postmates was reported.
- [Naive vs. Experienced]** Naive users struggled much more than experienced users.
- [Discoverability]** Features would have gone unnoticed if participants were not asked to specifically use them. Poor discoverability.

Recommendations

- Give users easier access to customer support by including the buttons labeled clearly. E.g. Contact Driver, or Contact Customer Service. This is critical during delivery tracking.
- Add filters and tags that are cross-checked with vendors to help people with special needs trust the search engine and the app to recommend food that they can eat.
- Allow delivery and pickup to be interchangeable during checkout or anytime when the user adds an item to cart.



Recommendations

- Inform users beforehand if the restaurant does not allow one form of delivery to save the users time and frustration.
- Add a pop-up tutorial for new features and first time encounters.
- Keep buttons in the same location as other delivery apps to allow easier acquisition of customers from existing apps.
- Add more robust filters such as filtering by restaurant delivery time.

