



UBER EATS FOOD DELIVERY APPLICATION

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INTRODUCTION

- ▶ An american online food ordering and platform launched by uber in 2014.
- ▶ Parent organization:uber technologies Inc
- ▶ Revenue:146 crore usd (2018).
- ▶ Orginal plan was car service in 2008.

EMPATHIZE

- ▶ Conduct user interviews, surveys, or observations to understand the needs, pain points, and behaviors of Uber Eats users, including:
- ▶ Customers ordering food
- ▶ Restaurant partners
- ▶ Delivery drivers

DEFINE

- ▶ Define the problem areas and opportunities for improvement in the Uber Eats service, such as
- ▶ Long delivery times
- ▶ Poor communication between customers, restaurants, and drivers
- ▶ Inconsistent food quality or packaging

IDEATE

- ▶ Brainstorm creative ideas and solutions to address the identified problems and opportunities, including
- ▶ Improving the user interface and navigation of the app
- ▶ Implementing real-time tracking and communication features
- ▶ Enhancing food quality control and packaging solutions

PROTOTYPE

- ▶ Develop prototypes or mockups of the proposed solutions to test with users, including
- ▶ Wireframes or sketches of redesigned app interfaces
- ▶ Interactive prototypes for usability testing
- ▶ Physical prototypes of packaging solutions

TEST

- ▶ Test the prototypes with users to gather feedback and insights, including
- ▶ Usability testing to evaluate ease of use and navigation
- ▶ Feedback surveys or interviews to assess user satisfaction
- ▶ A/B testing to compare different design options and features

IMPLEMENT

- ▶ Implement the validated solutions based on user feedback
- ▶ Iterative development and refinement of app features
- ▶ Collaboration with restaurant partners to improve order accuracy and fulfillment
- ▶ Training and support for delivery drivers to enhance service quality

EVALUATE

- ▶ Continuously monitor and evaluate the impact of the redesigned Uber Eats service,
- ▶ Tracking key performance indicators (KPIs) such as delivery times, customer ratings, and order volume
- ▶ Gathering user feedback and reviews to identify areas for further improvement
- ▶ Iterating on the service based on data-driven insights and user needs

CASE HIGHLIGHTS

- ▶ Food delivery could be another money maker for the business.
- ▶ Uber takes a 30% cut and a delivery fee, then pays drivers.
- ▶ Uber eats among largest food delivery services and rank second in the U.S.
- ▶ There are fewer network efficiencies to capitalize on all the orders

PROS OF WORKING FOR UBER EATS AS A DRIVER

- ▶ **Work Around Your Life**
- ▶ As an Uber Eats delivery driver, you have the luxury of choosing your own schedule.
- ▶ This enables you to work around family commitments, classes, or another job.
- ▶ If you do not make customers wait too long for their orders, you could be out running errands before receiving your next new order alert

NO BOSS CONSTANTLY WATCHING YOU

- ▶ You will have a scheduling manager and need to answer someone when you need to change your availability.
- ▶ HR also is there to help you when you need it.
- ▶ However, you do not have a boss constantly watching you as you perform your pickups and drops.

DECENT EARNINGS

- ▶ Average gross earnings equal to about \$12–\$16 per hour during the lunch and dinner rushes.
- ▶ In some cases, you might even earn \$20 an hour, especially if fulfilling large-group orders during the supper hour.
- ▶ The best times to drive for UE are from 11 a.m. to 1 p.m. and 5 p.m. to 9 p.m., by the way.

CONS OF WORKING FOR UBER EATS AS A DRIVER

- ▶ **Dark Streets**
- ▶ On some streets where you deliver, you may not see any streetlights.
- ▶ Therefore, it is wise to make sure all your fog lights, high beams and standard headlights, work.
- ▶ Likewise, make sure you regularly test that your backing, brake and turn signal lights all work.

NO EARNINGS GUARANTEE

- ▶ The delivery business has boomed, especially after 2020.
- ▶ However, you do not have any guarantee that you will make the same money today as you did last night, a few days ago or a week ago.
- ▶ It is usually steady work, however.
- ▶ If you do drive full time, you could make a halfway decent living if you have someone to share expenses with.

POTENTIAL ACCIDENTS

- ▶ You might end up slipping and sliding on icy or wet roads, for instance, if you have bald tires.
- ▶ In addition, you will risk someone colliding with you, which can injure them even if you are not at fault.
- ▶ Potential accidents can be costly too.
- ▶ Do your part to prevent unexpected collisions.

THANK YOU