

POSITIONING - WHAT & HOW

	Uber Eats	YELP	EAT ST. / ROAMING HUNGER INC.
Why am I analyzing?	Most popular food delivery platform amongst interviewees. While the focus of my app is not delivery - viewing restaurants, menus and general organization of the platform were of interest to me.	Most popular discovery tool amongst interviewees. Structure of platform, reviews and locator were of interest to me.	No food truck app was mentioned by interviewees. However, in my research this was truck locator I came across most often and it is a national app (not regional like most). Analyzed features of app specific to food trucks.
What are they selling?	Quick, painless, food ordering process. UI carried over from Uber app, an app most users are familiar with.	Reviews. Large database.	Locations of food trucks.
How are they selling it?	Ease - if you have an uber account you can continue with your phone number when you download app. Location - delivery time and if you use uber, you know they remember your "home" or "work" or other common spots where you may get food delivered. Speed - list pop restaurants near you and places with 25 min or less delivery. Focus on convenience.	Discovery tool. Dont need to order any info to download app and begin searching and viewing reviews. SO MANY FILTERS - the place where you can find EXACTLY what you're looking for. Can take a little while to assess restaurant, unless you are going to rely on stars and number of reviews.	Primary feature. Only offer location and schedule - no menu or reviews.
How effectively do they communicate with users?	Very effective. In very few words. Get right down to business. Clear. Each page has only necessary info. Most users are familiar with uber, trust uber to know their info and keep their info. Dont have to tell a whole lot about how they work or their story.	A little busy. They give you a lot of info. Can be a lot to get through. Could be better.	Effectively - but they dont provide much info at all. Only users that have been to these locations or trucks would think to use this app.
Users	Younger 18-30. Urban users. Use uber for rides already. Know what their interface looks like and works. List restuarants that are popular near you and also ones with under 25 min delivery. Focus on speed and time.	Anyone looking for a new restaurant that relies on technology for reviews. Most cell phone users that eat out have used yelp before and are familiar with it. They may not use all the functions though. Today is the first time I've seen all of them. They have a lot of filters and a lot of different reviews.	Regular eaters at food trucks. Users that dont want to place orders for pickup, but go eat at food truck spot. Not looking for convenience or in a hurry.

PRIMARY AUDIENCE

Communication	Minimal. Expect users to already understand how uber/food apps work. Very utilitarian, as it should be.	We're reliable. All of these reviews are user based, we are just relaying the info. Lots of it though, could use some refining. However that can also be interpreted as a lot of info, thorough. There is something for everyone.	Given users bare minimum of info - not enough to keep users coming back.
Information	Include all info that may cause frustration: estimated delivery time, hours of restuarant, images of food, reviews, veg friendly options, price level \$\$, closest and quickest locations first when browsing.	Overload. Allows you to refine for exactly what you want, but to just find a solid place to eat for lunch, you wouldnt have time to go through all of it.	Map of spots, abillity view a restaurants schedule and location
Cart	View cart total and # of items all through the menu viewing/order placing process. Big button right at bottom.		NA
Speed	Delivery under 25 minutes section	NA	NA
Photos	Lots of photos of the food. Not provided by users, but already on app.	Images of most menu items, esp for new or established restaurants. No view of food when browng restaurants. Tons of user generated photos if you have time to see.	One - when you click on the restaurant
Uber	Already has your information from rideshare app. Super easy to sign up and place and order without having to enter any info.	NA	NA

DIFFERENTIATORS

Two Categories	Two categories for restaurants - not just "American" but list specialty as well "Burgers" or "Seafood" and "Hawaiian". Helps users more easily understand restaurants at browse level before selecting. Also allows them to search by two different categories - craving a specific type of food or a food item in particular.	Same - lots of categories for restaurants. Veg friendly, Brunch, etc.	Same - a couple key categories - no items though
Reviews	Cant actually read reviews. They just tell you rating and # of reviews. Not sure if this is a plus or minus - would like info to back this up. As a user myself, if I like a menu, the rating is high and there are enough reviews, I would order without reading individual reviews.	So many reviews. Can even view helpful reviews, review highlights, search within reviews.	NA
Map View	Doesnt have one - all delivery based	Yes, with a "Redo search in area" that I find really useful when an app runs search in previous location. Also numbered options. Really helpful when focus is takeout and not delivery.	Yes, but doesnt navigate to closest spots to you. Just stays in your area regardless of if there is a truck or not.
Focus	Delivery Only	Takeout, delivery or simply to find next date night, eat at spot	Eat there only. No option to order for pickup.
Hole in wall spots	Database doesnt include the super divey, hole in wall spots. Only places that would use app with uber to deliver.	Has it all since it is not just delivery, takeout focused.	All "hole in wall" so to speak. Street food.
User Generated	Not really - cant even see where to view reviews	All of it. Sometimes 1500 photos of menu which is what user wants when looking for really good place.	NA

BROWSE

Navigation (ordering)	Sequential. Can always go back to previous page easily which is important when browsing restuarants, viewing menus and changing your mind.	Sequential. Step by step. Can always go back.	NA
Restaurants	Images of food as well when browsing restuarants. Entice the user. Give them an idea.	Same	NA
Information	Name, food type, price level, specialty (burgers, seafood), delivery time, rating, # reviews (over XYZ)	Numbered to identify on map. Images, Name, Reviews, Categories, photo of item on menu. Dollar signs. Miles from user. More visual load when browsing. A little more stressful.	NA

MENU

Important Info	Separated at top - Name, category, specialty, rating, number of reviews, delivery time	View restaurant info first before getting to the menu.	No menu
Menu	Separated if they have sepearate menus for different times of day	Sometimes crappy. Larger database with more restaurants, including hole in wall - often means they upload certain pieces of info on their own and they are unreliable.	NA
Hours	Listed right under important info (big frustration sometimes)	Green or red "live" looking open or closed. Opens at X time, closes at X time listed right under restaurant important info.	NA

ADD ITEM TO CART

Layout	Start with most popular, then proceed with menu	Restaurant page w basic info, stars and reviews, open or closed. Ability to add photo or check in. Then menu and lots more info. Lots of specifics related to views and restaurant info.	NA
Scroll to part of menu	If a menu is long, when you begin to scroll it reminds you that you can view a specific portion of the menu directly.	NA	NA
Layout	Name, description, required fields (choice of meat), followed by "add ons". Hard to know add ons are below when viewing certain items. Followed by special instructions. Qty.	Separate "Order" section. Select :Takeout or free delivery (no fee). Layout remains same, as if you ran a search and selected "order takeout" filter from very beginning. Still map and list view of restaurants.	NA
Menu View	ABOVE	Item names, no descriptions. Some images. Shows takeout hours. Whats good comes first, then proceeds. Some items have short descriptions some dont.	NA
Select Item	ABOVE	Item view includes Name, price, options, qty and special instructions. Add to cart. Same view cart button @ bottom with number of items and total.	NA
Special Instructions	It is clear this is the only place to specify to remove an ingredient, etc.	Same	NA
View Cart	Large button, always at bottom of page. Clear where to start checkout process.	Same	NA
Single Page Checkout?	Yes	No	NA
Place Order Info	Items, option to add notes still, also "others who bought this also bought x", sub total, taxes, delivery fee, total, place order, visa and last 4 digits of card charged at bottom	Name, rating, reviews, scheduled for, address, order details with items, subtotal, tip, tax. Option to select a % button for tip as opposed to having to enter it.	NA
Contine Checkout	NA	Input name, payment method (multiple), address and zip. Order summary and "Place Order"	NA

PLACE ORDER