

Product Analysis for Food Delivery Service

Summer 2020 | UX Internship

A marketplace assessment was conducted for the Detroit Food Academy to optimize their routes through more efficient programming and organization.

Role

Product Analyst

Duration

2 weeks

Tools Used

Google Drive, Zoom,

Scope

Informal User Interviews, Surveying, User Flows, Competitive Analysis, Usability Testing, Product Analysis, Market Research

Problem

Detroit Food Academy was looking for ways to optimize their routes through more efficient programs. Therefore, we were tasked with doing a comparative analysis to look at softwares offered in the marketplace to determine which platform would work best for DFA's needs. To assess organizational needs, the following was completed:

- Informal Interviews
- Surveys
- Marketplace Research
- Usability Testing
- Competitive Analysis

Research

Surveying

In order of better understanding student and organizational perspectives within the food delivery infrastructure, I created a Google survey for the students that were currently participating in the program to identify potential painpoints within the delivery system and how technological interfaces could facilitate the experience or transfer of info. At the time, the current method of communication between students and DFA/ drivers were through Slack. By analyzing the survey results, we found that students found Slack to allow for easy communication on updates of potential delivery and/or cancellations. Additionally, students often preferred using the mobile version of Slack. Although 66% of the 6 students surveyed reported a preference of communication by text, 83% of student found the delivery schedule to be easy to understand. Overall, the final insights that were gathered from the survey is that although Slack is somewhat inconvenient, it is a more cost-efficient route as SMS-text updates is not a crucial feature when searching for a future product, based on the student assessment of the current issue. This demonstrated that the potential painpoints were present among the DFA team, rather than the transition of delivering food from the driver to the student. Therefore, interviews were conducted with both the DFA administrators and drivers to better learn the overall delivery process.

User Interviews

Following the survey, I conducted interviews with DFA's employees to identify challenges with delivery service in order of receiving input that makes the most sense and is efficient. During this process, I acted as the interview coordinator and one of the user research leads, which helped to oversee the research development plan and coordinate interviews. The main insights from the interview was that the DFA driver has the experience and knowledge on how to easily navigate between applications for deliveries and has a preference for completing her deliveries in less than four ideas. Additionally, both parties wanted a program that can easily defined routes with optimized and efficient route. Overall, these insights defined scope for type of future platforms. Aggregation of all statements from both the surveys and interviews were incorporated and helped inform our final recommendations for the different products to compare within the marketplace research.

Marketplace Research

Both the interviews and surveys provided clear outlines for the type of features that were necessary in supporting DFA's needs. Prior to this investigation, I was informed that DFA acquired a partnership with Salesforce, which was looking to expand their programs to provide a delivery service platform. Therfore, my investigation started by comparing their exisitng program, RouteXL, versus Salesforce's MapAnywhere in addition to other programs currently on the market. In total, six different programs were analyzed and tested using various usability testing trials to determine whether it would be an appropriate fit for the company.

Usability Testing

After conducting marketplace research, a series of usability testing was done for the two primary competitive platforms that would best suit DFA's need. The two platforms, Badger Mapping and Route4Me both utilized optimized route options that allows effective route planning for drivers, therefore were the most ideal choice to compare. The usability test were done over a week timeframe in which each platform was tested based on the driver's and administrator's (or the person who creates which student program to deliver to each day) perspective. To conduct the usability test, each user was given a series of task, based on their role. During each test, the session was timed and observation notes were gathered to better understand potential frustrations that each user may have when using the platforms.

For the administrator, these task included:

- 1 - Testing the feasibility of successfully importing data from Excel sheets in Badger Map Database
- 2 - Testing the feasibility and functionality of filtering data in Badger Map Database based on cohort
- 3 - Testing the feasibility of scheduling routes feature for XX number of students for different days
- 4 - Determining feasibility of editing data in Badger Map Database then updating route schedule through automatic integration process

5 - Determining feasibility for admin to check the route schedule from driver

6 - Determining feature availability through report generator on note entries

7 - Testing feasibility of route optimization after updates to student data in existing Badger Map Database

For the driver position, these tasks included:

- 1 - Navigate to the route section and find the appropriate route to start
- 2 - Determine route optimization features on the mobile version for each route
- 4 - Determine feature use of note section by adding notes to a specific number of students (put at least XX number of conditionals for notes)
- 5 - Once a route is completed, make sure to save (if needed)
- 6 - Repeat for XX number of times per day (making sure it is below 4 hours per day)

Final insights gathered from the usability testing demonstrated that testing the feasibility and optimization feature for BadgerMapping took a significant amount of time due to the lack of Salesforce integration. However, Route4Me offered Salesforce integration, as well as, the ability to have add-on features when purchasing a plan, making it a better option for DFA.

Competitive Analysis

Following the feedback from the marketplace research and usability tests, I finalized my research by constructing an in-depth competitive analysis highlighting the important features that would be necessary for DFA's success. The main components assessed on the six platforms included a general system overview (ie. price, operating system, non-profit discount option, etc), mapping features and overall user experience. This assessment was conducted during the entirity of the internship but was built based on the result from different usability tests and guidelines set by DFA. Ultimately, the competitive analysis was an important tool for DFA to better understand the benefits and disadvantages of each platform, in comparison to their prospective platform, MapAnywhere. The findings from this research determined that platforms like Route4Me would be the best option based on the type of features offered with price being the biggest negative in using the product.

Routing Application Comparative Analysis						
RouteXL	Salesforce Maps	Route4Me	BadgerMapping	ServTracker	Bring FOOD	
Current Product	MapAnywhere	4	BADGER	ServTracker	BRING FOOD	
Tier 1	Tier 2	Tier 2	Tier 3	Tier 3	Tier 3	
System Overview						
Operating Systems	Web	iOS and Android	iOS and Android	iOS and Android	iOS and Android	Web
Edit or Change Student Info	X	✓	✓	X	✓	X
SMS Alert Option	X	X	✓	X	X	X
Data Management Software	X	✓	✓	✓	✓	✓X
Salesforce Integration	X	✓	✓	✓	✓	X
Mobile App	X	✓	✓	✓	✓	X
Report Generation Ability	X	✓	✓	✓	✓	X
	1	1 admin / 1 driver	1 account (for both driver and admin)	Salesforce Integration: 5 people (\$2,940/year total)	1 account (for both driver and admin)	1
Amount of People Required Per Plan	N/A	?	90-day free trial	None	None	None
Additional Offers for Non-Profits	N/A	?	20%	10%	None	N/A
Non-Profit Discount	N/A	?				
Subscription Price Per License w/ Discount	FREE	\$450/ Year	\$1,920/ Year	\$588-708/ Year	\$468/ Year	FREE
Mapping Features						
Ability to Optimize Route	✓	✓	✓	✓	✓	X ✓
Edit Saved Routes	X	✓	✓	✓	✓	N/A X
Time-Based Routing Feature	✓	✓	✓	✓	✓	✓
Route Mode Feature	✓	✓	✓	✓	✓	✓
Quick Route Updates	X	N/A	✓	✓	✓	X
In-App Navigation	X	X	✓	✓	✓	X
Easy to Navigate bt. Stops	✓	✓	✓	✓	✓	✓
Call Students from Route Mode	✓	✓	✓	✓	✓	✓
Provide Check-In Updates w/ Notes	X	✓	✓	✓	✓	X

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