



Meet Team 4

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Problem Space

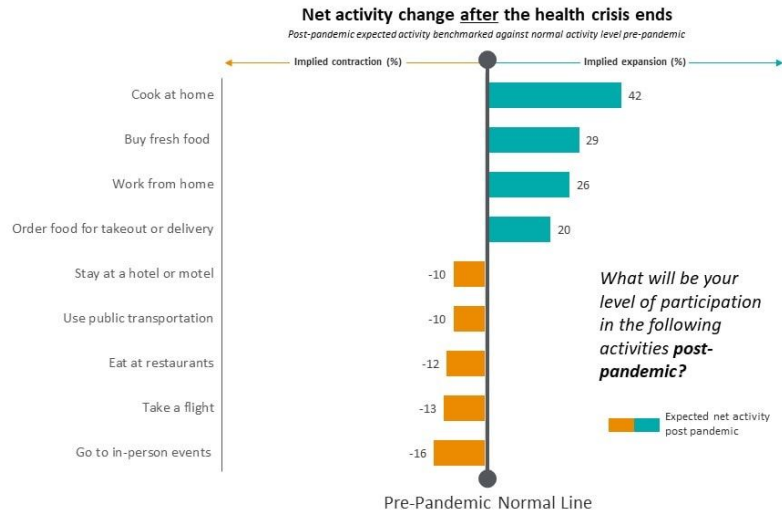
Create a digital solution designed to sustain customer engagement and elevate the food delivery industry in a post-pandemic world.



Market Research



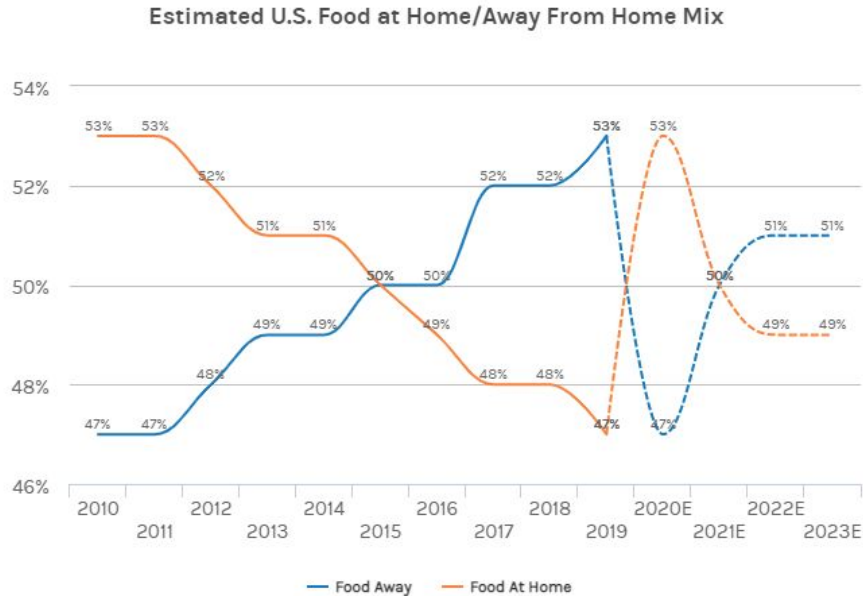
Activity Changes Post-Pandemic



Source: Deloitte Global State of the Consumer Tracker 2020-21
% of respondents indicating more minus less activity post-pandemic compared to pre-pandemic activity

- Cooking at home and buying fresh food are big post-pandemic winners.
- WFH and takeout/delivery services are here to stay.

Estimate: Pandemic Stalls Away-From-Home Eating



- Take away food (blue) steadily increased year over year.
- Surpassed eating at home in 2015.
- Grew up until 2019.

Source: U.S. Census Bureau, Haver, Morgan Stanley Research estimates

What does this tell us?

Key Insight:

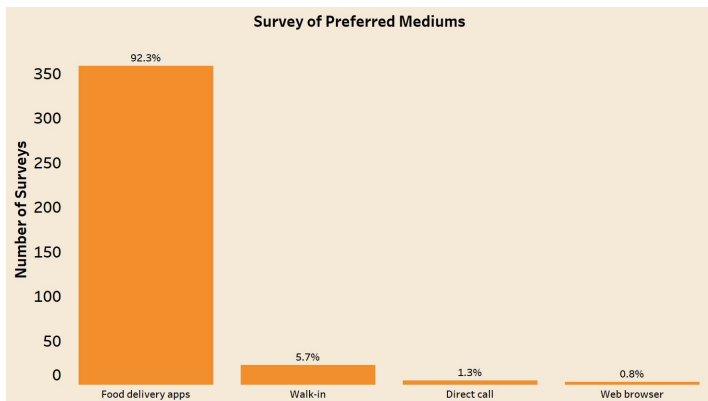
There is potential for reversal from a previous behaviour.

Why? Two reasons:

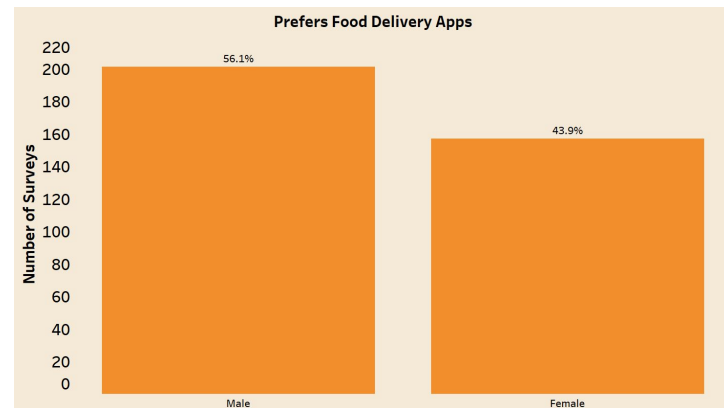
1. Economic - Cooking at home is cheaper.
2. Preference - People have gotten better at cooking.



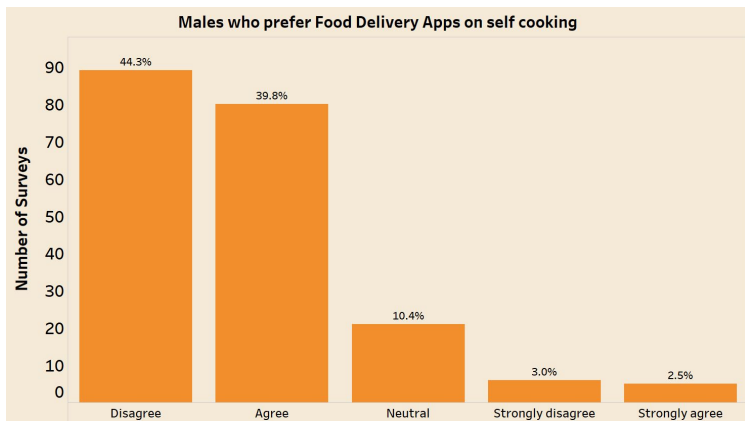
Online Food Delivery Survey (Bengaluru - India)



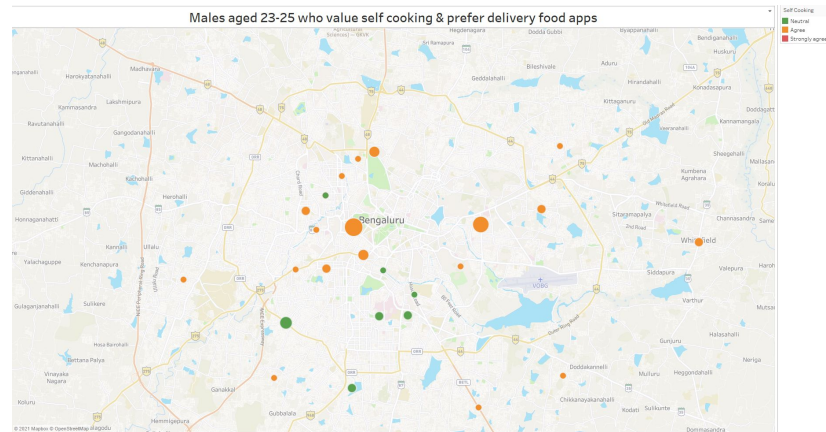
Over 92% of people surveyed in Bengaluru prefer food delivery apps.



Out of those 92% of people preferring food delivery apps, 56% were male.



Out of the 56% of males who prefer food delivery apps, a grand total of ~52.7% either strongly agreed, agreed, or were neutral regarding self cooking.

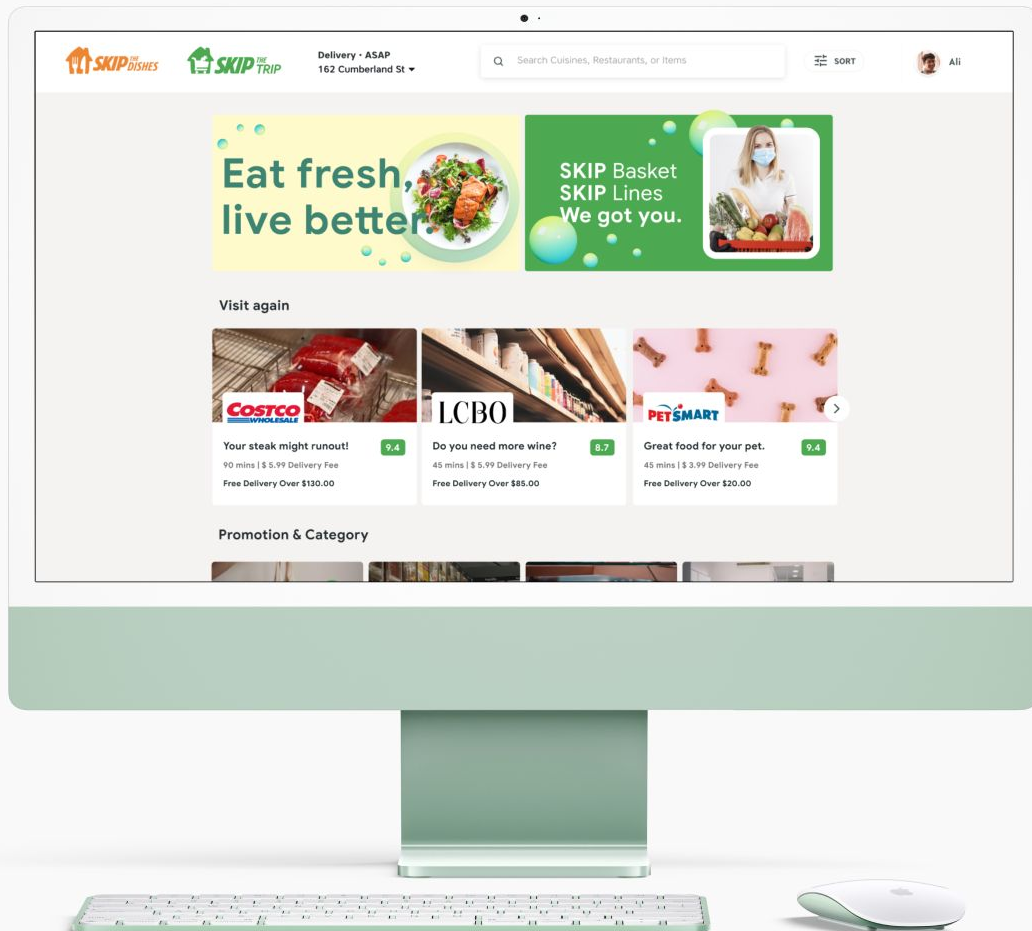


Given these values in both food delivery apps & self cooking, a map of where these survey results were conducted was created to target in on customers for our solution.

Our Solution



UX/UI





Delivery - ASAP
162 Cumberland St

Eat fresh,
live better.

Visit again



SKIP Basket
SKIP Lines
We got you.

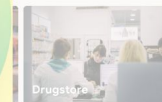


Eat fresh,
live better.



food for your pet.
\$ 3.99 Delivery Fee
Delivery Over \$20.00

9.4



Drugstore



Fresh food, live better.
90 mins | \$ 8.99 Delivery Fee
Free Delivery Over \$40.00

9.4



Korean Authentic Market
30 mins | \$ 5.99 Delivery Fee
Free Delivery Over \$35.00

9.9



Your local grocery store.
30 mins | \$ 3.99 Delivery Fee
Free Delivery Over \$20.00

9.6

Persona - Meet Balvan

Balvan Ali



Occupation
Paid Search Specialist



Location
Toronto, Canada



Age
28



Family
Married. 1 children.

Tech

Internet

Social Media

Online Shopping

" I love cooking for my family, but the whole process is way too time-consuming. I wish I can skip the grocery purchasing part and straight to cooking phase."

Biography

Balvan is married, he has one 5-years-old daughter. His family immigrated from India to Toronto, Canada 2 years ago. He works full-time as a paid search specialist and earns \$55,000 per year. Balvan loves cooking for his family. He finds that cooking is relaxed just like meditation, however, he doesn't like to go to supermarkets, because it's risky during the pandemic.

Behaviours

- He prefer cooking food in house instead of purchase from restaurants.
- He wants to balance his family lifestyle and work.

Frustrations

- He thinks visit supermarkets are too risky during the pandemic.
- Most of the supermarkets don't do delivery.
- Visiting supermarkets are time-consuming.

Motivations

- Fast, safe quality grocery delivery service.
- Lower or no delivery fees.
- Comprehensive choices of different marketplaces all in one place.



Task Flow



Design Decisions

We chose to add an additional logo to support the new grocery feature while staying consistent to existing branding. The logo can be seen in the menu bar throughout the website as seen below.



Delivery • ASAP
162 Cumberland St ▼



Search Cuisines, Restaurants, or Items

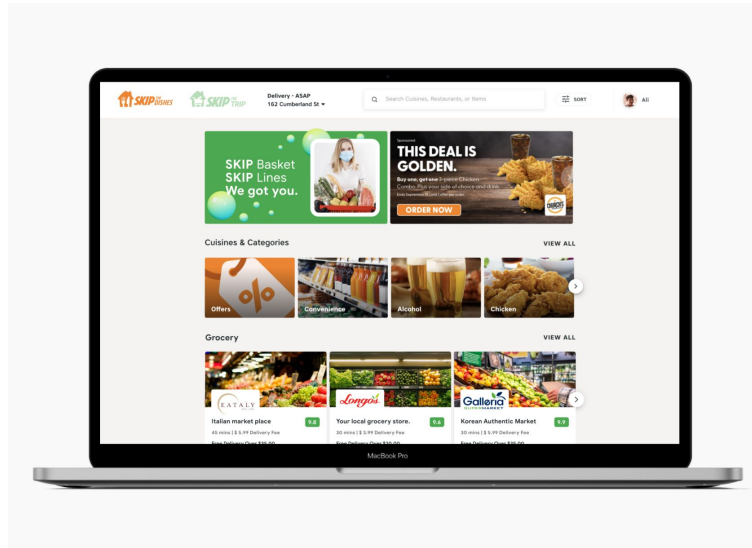


SORT

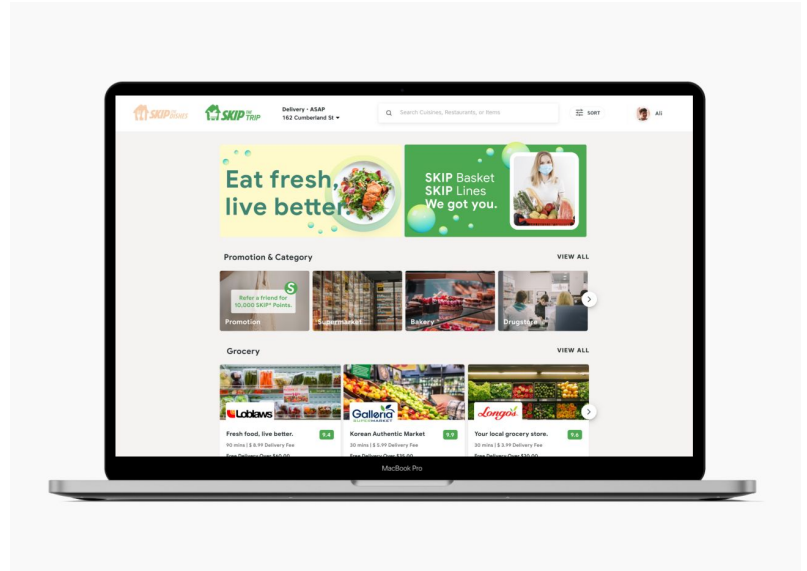


Ali

Reimagined Home Screens



Home Page



Grocery Page

[Prototype Link](#)

New Feature

- We added a delivery time feature to the order summation modal as a way of increasing user flexibility.
- By selecting a later delivery window, a discount will be applied to their order as an incentive and added benefit to the user.
- This also falls in line with the heuristic of user flexibility and control.

Your Order

Congrats with your free delivery!

Pick a delivery window

ASAP

1-3 hrs

4-7 hrs
5% OFF!

05	Apples	\$25.00
03	Bananas	\$25.00
27	Apples	\$25.00
Food & Beverage Subtotal		\$25.00

CHECKOUT

Order Summary

We added quantity controls to the order summary modal as well as a way to delete a specific item which will also give users more control.

Your Order

Congrats with your free delivery!

Pick a delivery window

ASAP

1-3 hrs

4-7 hrs

5% OFF!



Bell Pepper Red

1kg

×

− 3 +

\$15.99



Egg Chicken Red

4pcs

×

− 5 +

\$12.99



Organic Bananas

10 lb

×

− 10 +

\$14.50



Ginger

250gm

×

− 1 +

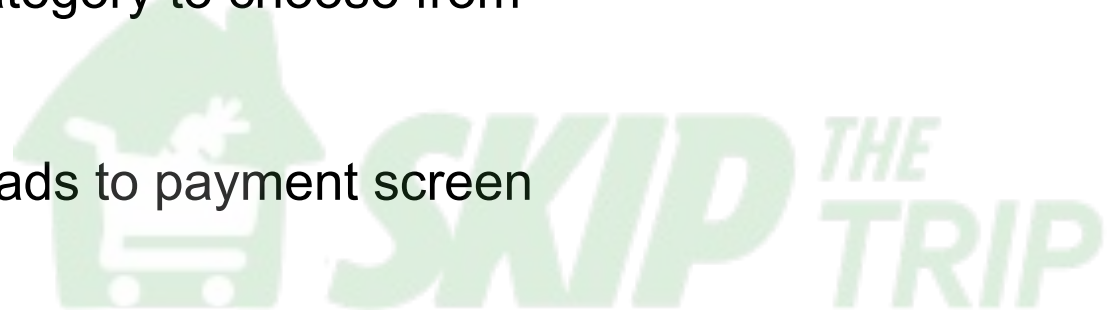
\$2.99

CHECKOUT Total \$47.89

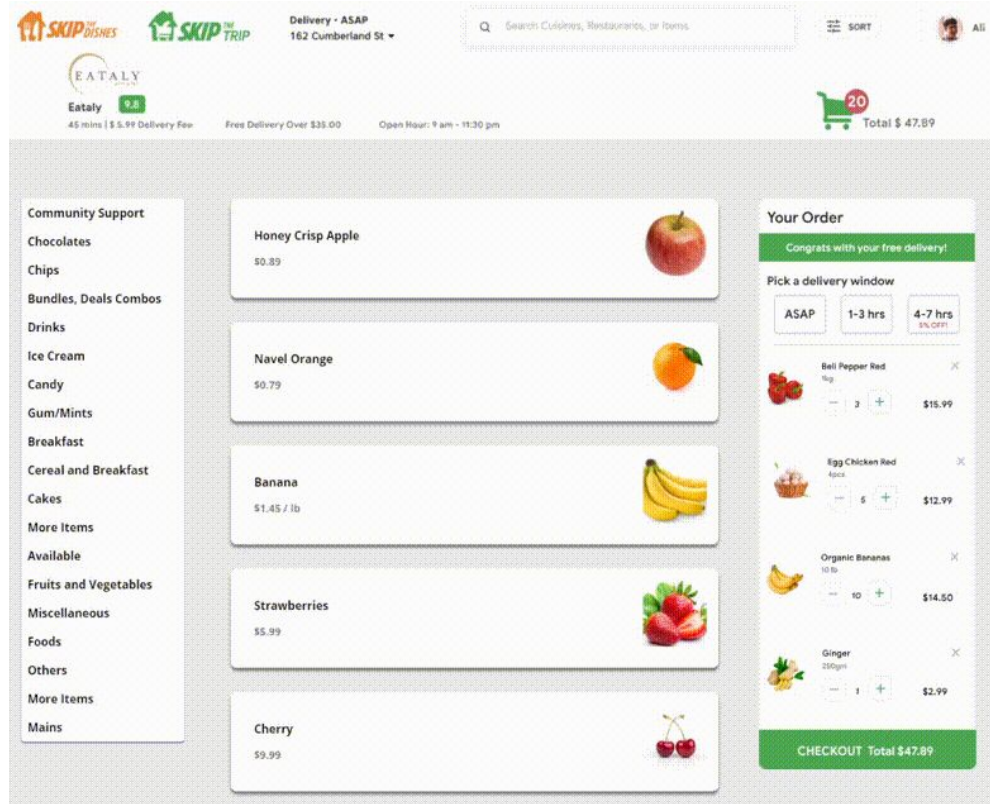
Front-End Application Feature

We wanted to showcase the order screen.

- Header with search bar, selected store location and shopping cart with # of items in cart and current total
- List of shopping categories
- List of items in a category to choose from
- List of items in cart
- Checkout button leads to payment screen



Order Screen



ML Implementation for Product Improvement

- Market Basket Analysis & Recommender Systems
 - ◆ Provide recommendations on foods based on what others are ordering
 - “Buying *Chicken Breast*? Others usually add *Rice* to their cart.”
- Deep Learning for Predictions
 - ◆ Booking a time slot for grocery drop-off.
 - “We see you’ve booked a drop-off time at 4 P.M. before, would you like to book for that time again?”



THANK YOU!

