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Design Diary Entry Three

DoorDash

Doordash, a popular food delivery platform connects users with a variety of local restaurants, allowing them to order meals for delivery or pickup. It helps people save time by eliminating the need to travel to a restaurant, wait in line, or spend time cooking at home. The application provides access to a diverse range of cuisine options from different restaurants, enabling users to explore different types of food without leaving their homes. DoorDash also supports local restaurants by providing them with a platform to reach a broader customer base, especially during times when dine-in options may be limited proving to be a one stop solution for ordering food online.

The major target audience for DoorDash is **Busy Professionals** who have demanding work schedules and limited time to prepare meals, **Students** who live in dorms or shared accommodations, **Seniors and Individuals with Mobility** who may have difficulty leaving their homes or going to restaurants due to mobility issues, and **Food Enthusiasts** who enjoy trying different cuisines and exploring a variety of food options with the ease at their fingertips.

I remember vaguely the first time I used DoorDash was when I was back in India, and I wanted to send a birthday cake to a friend who was here in the United States pursuing their master's program. The next was when I started my master's here at A&M and then there has been no looking back. I have been using it to order from various restaurants across college station at various hours when I have not had the time to prepare a meal during the semesters. I use the said application on my iPhone at various locations whenever there has been a need to order food online.



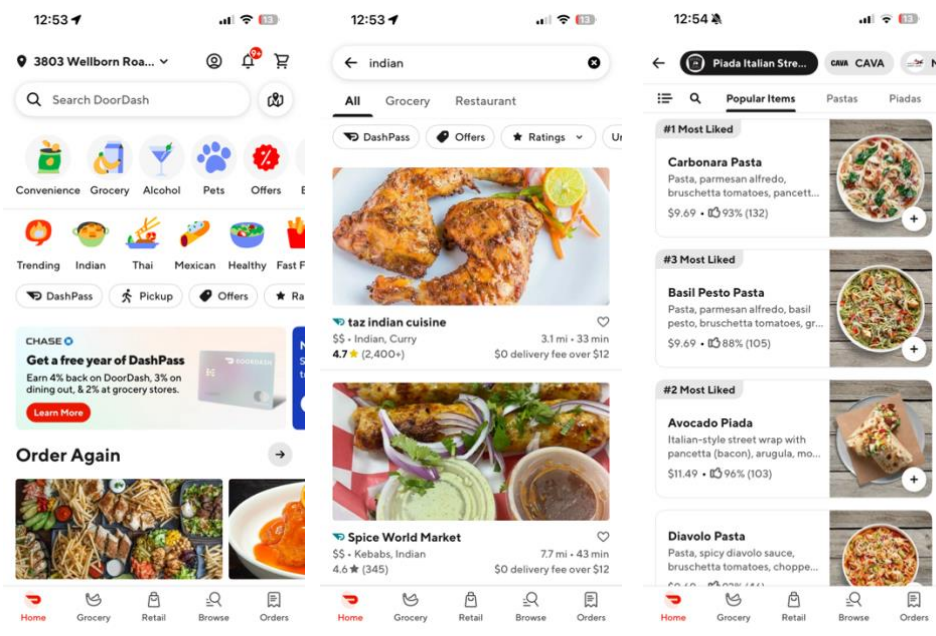
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While I was about to order food yesterday, the readings related to *Aaron Walter's Hierarchy of User Needs* struck my mind, and through this assignment I would want to explore how DoorDash aligns with the hierarchy of user needs. We will examine the extent to which each level is present and how it impacts the user experience.

Level 1: Functional Needs

Doordash serves the purpose by allowing users to conveniently order food from various outlets for delivery or pickup. I like how accessing a wide range of food options are all available under one roof making it easier to compare and choose from where you would like to order. All of this at the comfort of your home and office makes it a go-to for a large target audience for them to satisfy their needs and prove the functionality of the application. Therefore, the platform supports the core task of food ordering effectively.





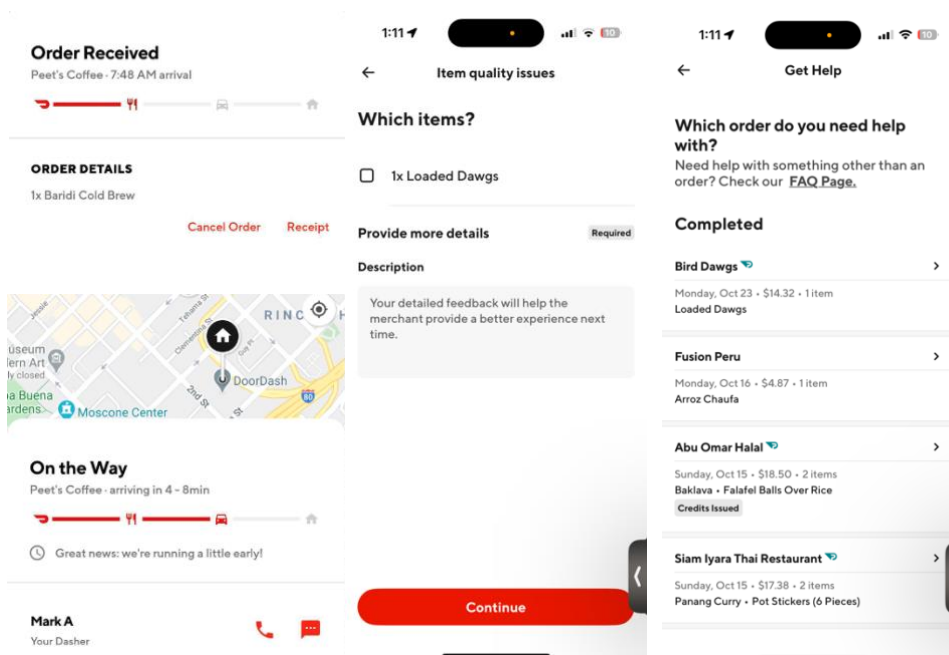
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Level 2: Reliable Needs

Doordash is reliable and consistent when it comes to a kind of stability in their service. My understanding of reliability in terms of Doordash would be getting an accurate order, delivered in time and payments being processed with minimum errors. Consistently being reliable is also important for apps like Doordash which might regularly be used.

Doordash has mechanisms in place to ensure reliability. It provides real-time order tracking, estimated delivery times, and a rating system for drivers and restaurants. This transparency contributes to a sense of trust and reliability in the service. There have been times when I've experienced a late order or received incorrect ingredients. In such cases, Doordash compensated with a refund while also offering me the option to have a replacement with the correct ingredients, which made me realize how reliable Doordash truly is.





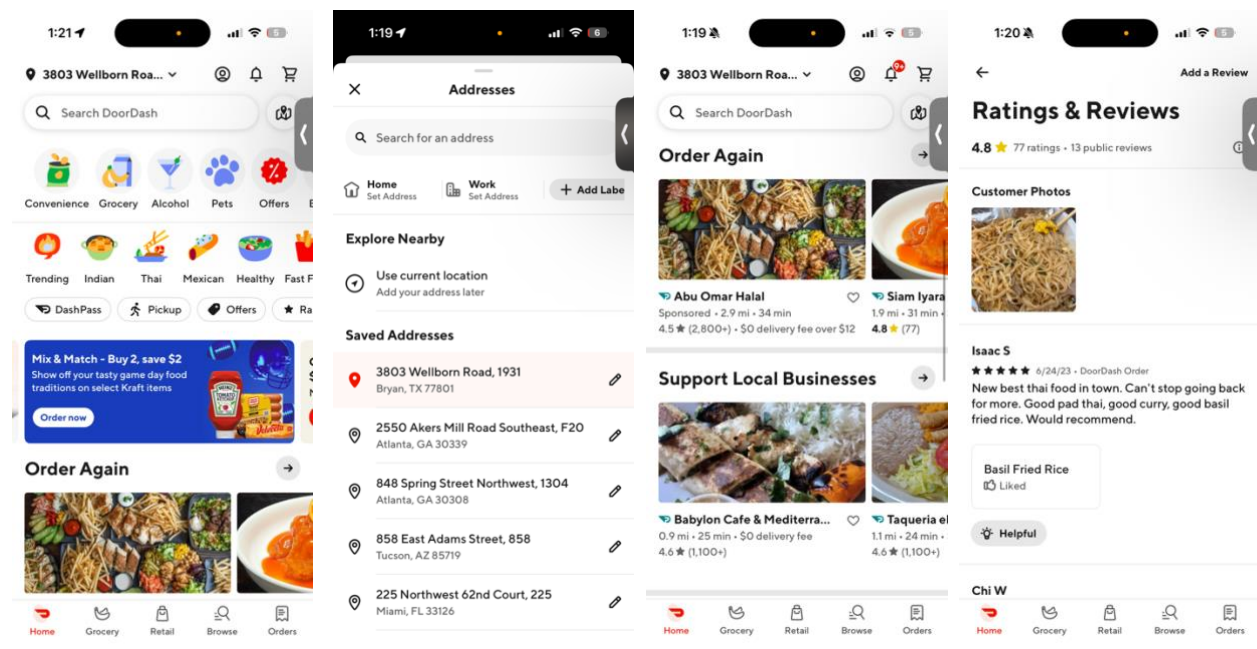
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Level 3: Usable Needs

Doordash being usable can be based on upon the convenience and efficiency of using the application. I would personally consider a seamless ordering process, an easy-to-navigate interface, and various features that enhance the overall experience. The application is simple and employs a user interface that has a standard design pattern making it simple to understand what to do next in order to complete a task.

Some features that improve usability is having saved addresses, an option to reorder, having reviews with photos and photos in the menu to make it easier to understand what is expected to arrive. I had never tried the desktop version but I did in order to understand how is it different from their mobile application for this experiment and I would say the mobile app feels versions ahead of the desktop version.



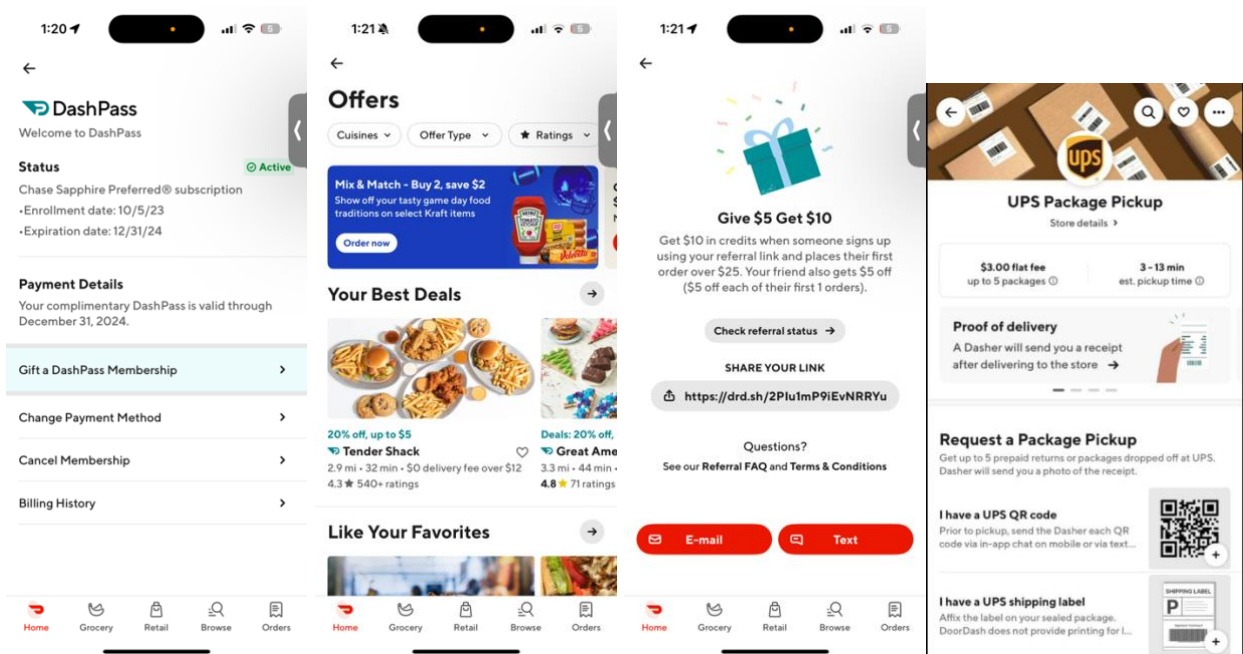


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Level 4: Pleasurable Needs

While in case of Doordash, one might wonder what can count as something that satisfies pleasurable need? Doordash provides personalized recommendations based on past orders and offers loyalty programs that can lead to discounts or free meals. These combined with deep rooted design and community within the application are some features that contribute towards pleasurable needs but one thing that I personally felt was some that that brings a sense of pleasure is the option to have a FedEx or UPS package being handed over to the delivery agent at a minimal cost of 1-2\$ and this really raises the bar high for the kind of convenience and in turn pleasure.





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SWOT Analysis

