

DoorDash Widget Delivery Program Analysis

Executive Summary

This analysis presents recommendations for implementing DoorDash's widget delivery program in Dashattan and Doorlanta. The analysis focuses on three key areas:

1. Dasher Selection Strategy
2. Satchel Distribution Plan
3. Success Measurement Framework

Key findings indicate distinct operational requirements for each market, necessitating market-specific approaches to implementation.

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1. Dasher Selection Strategy

Analysis of current Dasher performance reveals:

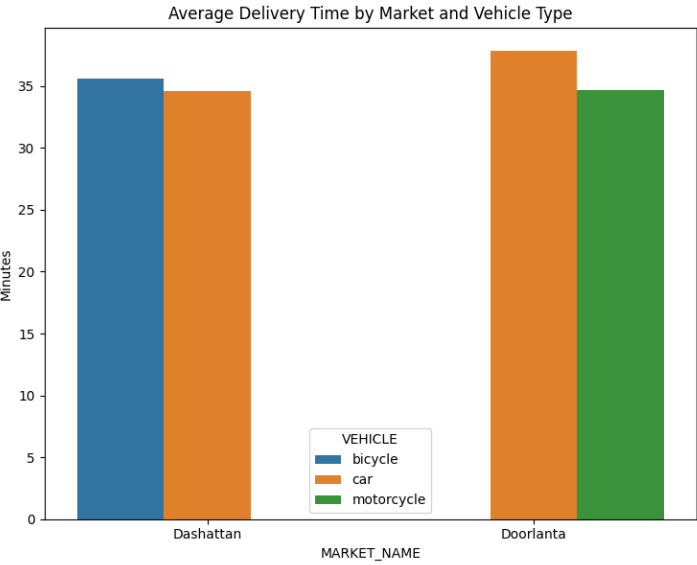
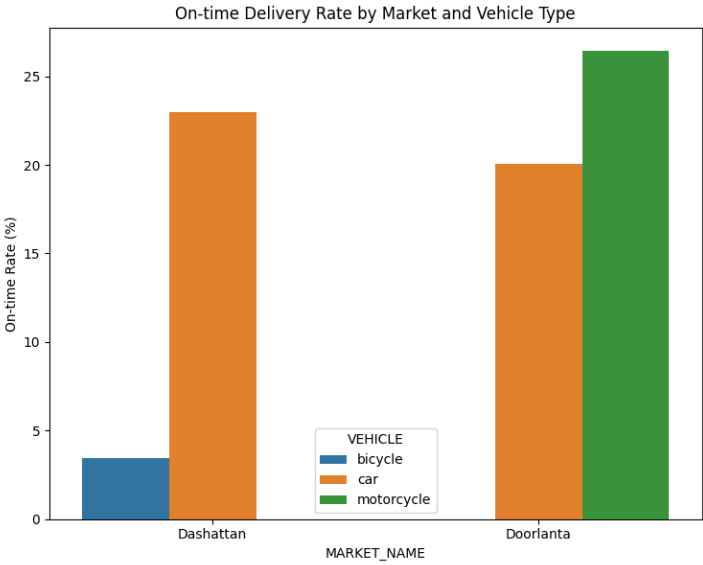
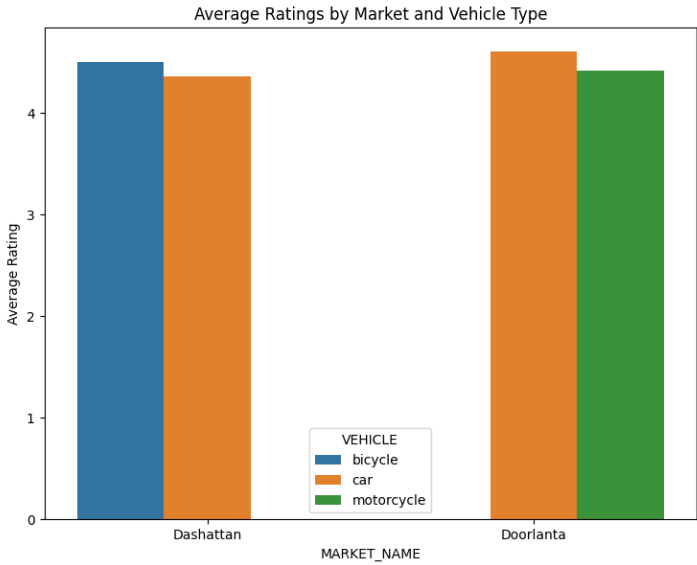
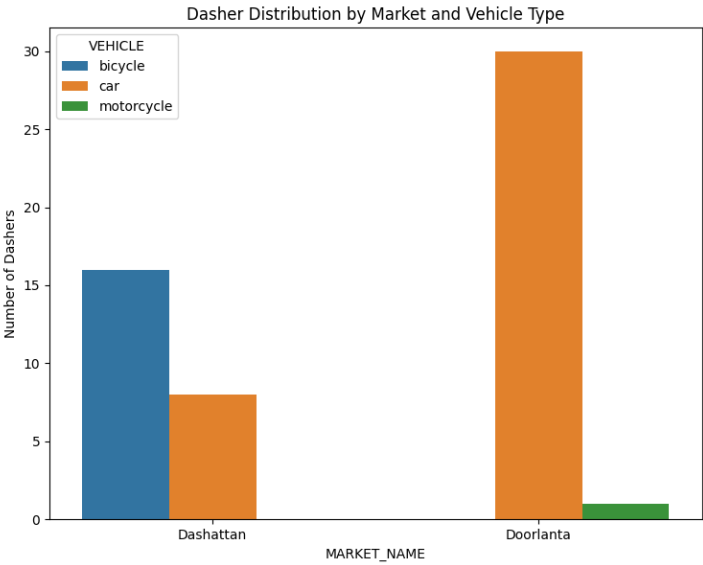
Dashattan (Dense Urban):

- 7 qualified Dashers identified
- Mix of bicycle (4) and car (3) Dashers
- Focus on agility and traffic navigation

Doorlanta (Suburban):

- 11 qualified Dashers identified
- All qualified Dashers use cars
- Focus on efficient long-distance delivery

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2. Satchel Distribution Plan

Market-Specific Distribution Strategies:

Dashattan:

- Establish centralized pickup hubs in high-density areas
- Implement hub-and-spoke distribution model
- Daily satchel quality checks at hubs

Doorlanta:

- Direct delivery to Dasher homes
- Regional distribution centers for maintenance
- Weekly quality inspection schedule

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3. Success Measurement Framework

Key Performance Indicators:

1. Delivery Quality:

- On-time delivery rate
- Average delivery duration
- Temperature maintenance success

2. DoorDash Success:

- Revenue per delivery
- Operational costs
- Market penetration rate

3. Merchant & Customer Satisfaction:

- Merchant retention rate
- Customer ratings
- Issue resolution time

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