

Document Title: **DoorDash Review**

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Problem Statement

Improve the overall performance of the application based on user feedback.

Business Goal

Enhance customer satisfaction and efficiency by addressing performance-related concerns raised by users.

Business Questions

- As a business owner, have you ever felt the need for a courier service provider that could reliably send or receive packages directly to your customers or partners, helping you expand your business reach?
- How often do you go out to purchase items, and have you ever felt overwhelmed by the process?
- Since this app combines the features of Dunzo, Zomato, and Blinkit, based on your experience with these platforms, do you feel there's anything missing? If so, what additional feature would you like to see?

Users Discussions

- **Delivery Delays:** Orders often take longer than expected, leading to food arriving cold.
- **High Delivery Charges:** For small orders (e.g., ₹40), the delivery fee is equally high, which feels unreasonable. However, for larger orders (e.g., ₹1000), the fee seems acceptable.
- **Tipping Concerns:** Delivery partners often expect higher tips than what customers feel is fair.

Improvements

- To reduce delivery delays, introduce drones for faster transportation of small packages.
- Since drones cannot operate effectively in all areas (e.g., congested streets), establish drone drop-points within city limits (every 4–5 km). From there, delivery partners (riders/walkers) can pick up parcels and complete the last-mile delivery.
- This model reduces the travel distance for delivery partners, making smaller tips more acceptable and satisfactory.
- As drones handle the majority of the workload, the company can significantly reduce delivery charges for customers.