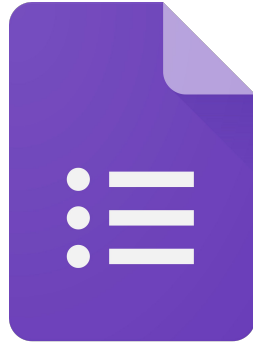# RoboDash
Design Sprint

Product Manager: Sandeep Choudhary

Set the stage

Set the stage for the Design Sprint by framing the problem

Initial PRD

https://docs.google.com/document/d/15o837VkMpql mViUPKBuYnT44zJlMQcZhzrhEqzvMUwA/edit?usp=s haring

Understand

Create a shared understanding of the space, problem, and goals

How Might We

How might we enable safe deliveries with password enabled robots

How might we enable robots to have personalised greeting message at the delivery

How might we maintain robots preventive maintenance without impacting deliveries

How might we track order volume delivered from Robots vs standard deliveries

How might track cost efficiency of robots vs standard deliveries

How might we track order delivery time robots vs standard deliveries

How might we enable our partners for Robotics Delivery

How might onboard autonomous Robotics partners to our platform

Sorted Stickies

Routing

How might we enable safe deliveries with password enabled robots

Delight

How might we enable robots to have personalised greeting message at the delivery

Maintenance and mechanical issues

How might we maintain robots preventive maintenance without impacting deliveries

Dashboards

How might we track order volume delivered from Robots vs standard deliveries

How might track cost efficiency of robots vs standard deliveries

How might we track order delivery time robots vs standard deliveries

Onboarding

How might we enable our partners for Robotics Delivery

How might onboard autonomous Robotics partners to our platform

Sprint Focus

Focus	Routing and Delivery **Theme - Routing**
Slide #	I have taken references from Slide 63 and will continue with the idea of delivery with password enabled robots for customer workflow
I selected this theme because	Since we are targeting a new technology with Robotics , it will add more value to be efficient with routing with robotics as a new innovation

Define

With an understanding of the problem space, create focus and align on specific outcomes for the Design Sprint

RoboDash- Automating your Delivery Experience

In a world with recent events like Covid where health and hygiene have taken center stage, Doordash is leading the charge to have integrated robots designed to provide a seamless and entirely contactless experience. Companies with their restaurants and local restaurants want to use Robot deliveries but there have been a number of challenges that they have all experienced with this new technology. How do they deal quickly with Robots getting stuck/malfunctioning or even take control of them? How do they know even know where all the robots are and how they are performing?

Customers will deeply appreciate robotic delivery apps for the exceptional reliability and safety they bring to the dining experience. These apps ensure that your meal arrives consistently on time, following predetermined routes and adhering to strict delivery schedules. This reliability minimizes the chances of errors or unexpected delays, instilling a sense of trust and assurance. Customers can feel confident that their orders will be delivered securely and safely, contributing to an enhanced sense of trust and peace of mind, making robotic delivery apps a preferred choice for those who prioritize reliability and safety in their food deliveries.

Customer will definitely love having no human interaction at your doorstep with meals delivered with the utmost care and hygiene, giving you peace of mind and keeping the long trusted user experience, reliability, customer support coming from doordash

Sketch

Generate tons of ideas, then narrow them down to two in depth solution sketches

8 Sketches

1 — Unlock Robot
- Pizza
- Burger
- [Unlock]

2 — Repeat orders
- order2   Mon, 12
- order   Mon, 5
- [order]

3 — Discount from your fav Restaurant
- 20 -/. off for order $40
- [order]

4 — New Restaurant in your Area
- Restaurant 1
- Restaurant 2
- [order]

5 — Can't find order
- Order 1
- set of to be delivered at --
- by Robot
- [Contact]

6 — Not at home
- Reschedule Delivery Date Time
- [Mon] [ ]
- [Reschedule]

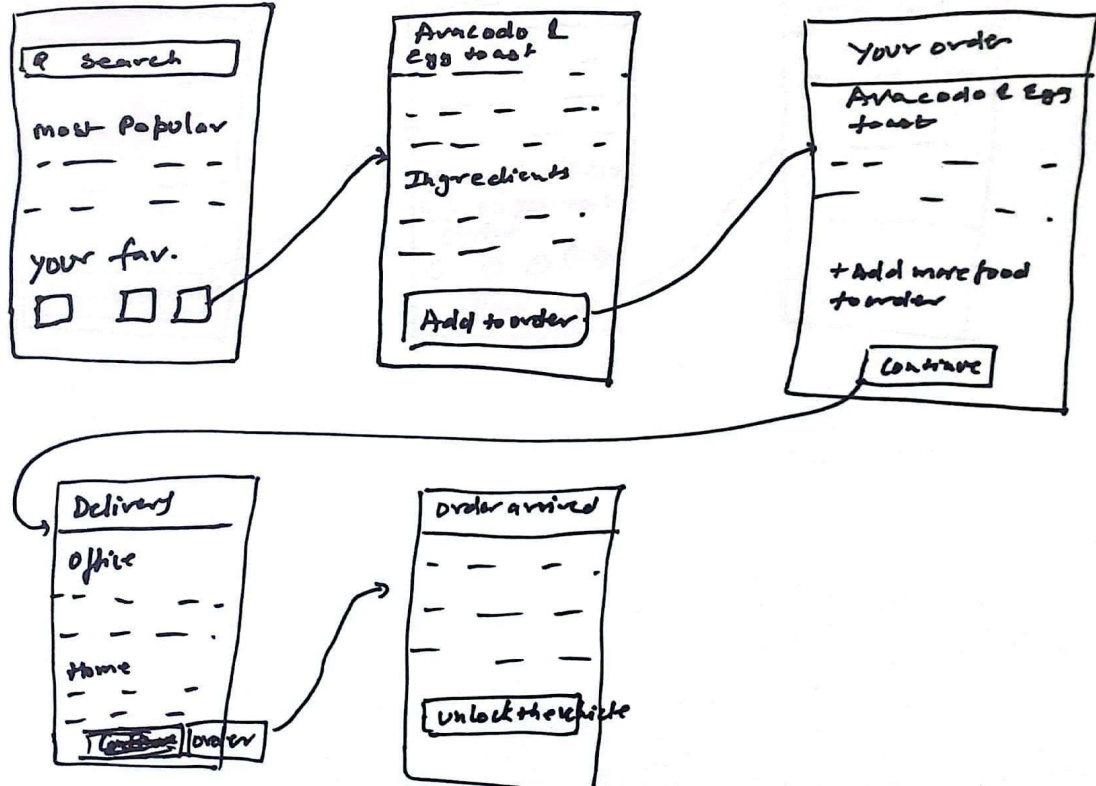**7 — feedback on Recent order**
- Rate your order
- ♥ ☆ ☆ ☆ ☆

8 — Sorry we are delayed
- We will delayed by 30 min
- But you will get 15 -/. off on your order

Solution Sketch 1

Unlock a Robot

Screen 1:
Q Search

most Popular
— — —
— — —

your fav.
☐ ☐ ☐

Screen 2:
Avacado &
Egg toast
— — —
— — —
Ingredients
— — —
— — —
Add to order

Screen 3:
Your order
Avacado & Egg
toast
— — —
— — —
+ Add more food
to order
Continue

Screen 4:
Delivery
Office
— — —
— — —
Home
— — —
Continue | order

Screen 5:
Order arrived
— — —
— — —
Unlock the vehicle

Solution Sketch 2

feedback on recent order

feedback email

Rate your order

order 1

you will get $10 off on your next order

Rate

Thank You
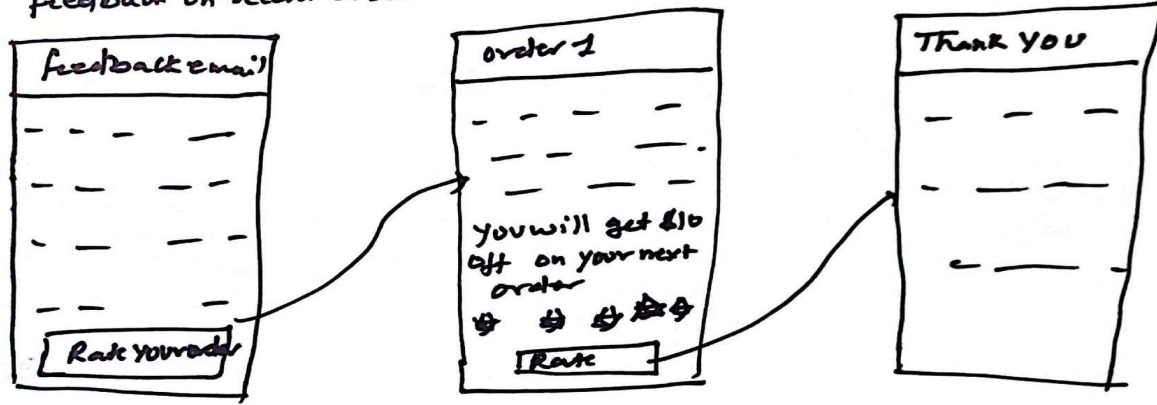
Decide

Pick the final concept that you develop into a prototype

Decision

Decision	Unlock a Robot
Rationale	Since we are starting with autonomous (Robotic) delivery for the first time so we want to have a seamless experience for our customers with correct delivery. Furthermore, this initiative will enable us to effectively address the competitive landscape, given that a significant number of our industry counterparts have already commenced preparations for autonomous delivery systems. By implementing this technology, we anticipate a reduction in operational costs, an increase in order fulfillment capabilities, and, consequently, a boost in revenue, all of which will contribute to enhanced customer satisfaction.

Prototype

Turn your concept into a realistic, interactive prototype that you will use to validate your assumptions and ideas

Storyboard

1

SCRIPT

Steve is usually busy in the morning with kids and other commitments and usually prefers lunch to be delivered to office

ACTION

Enter text here...

2

SCRIPT

Steve usually orders in a time window before lunch so he can have a working lunch whenever possible to save time leaving a bit early |

ACTION

Enter text here...

3

SCRIPT

He doesn't want to spend too much time ordering from his local favorite restaurants or the order he placed before

ACTION

Enter text here...

4

SCRIPT

Steve prefers to have delivery time for the order and usually have preconfigured delivery location to save time
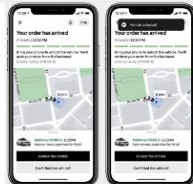
ACTION

Enter text here...

5

SCRIPT

Enter text here...

ACTION

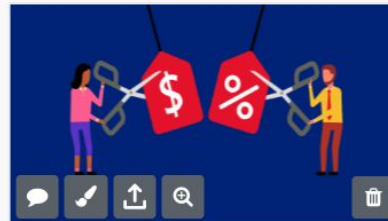Steve also keen on order status till it arrives for delivery

6

SCRIPT

Steve wants a seamless experience for the delivery and is interested in new innovations like robots delivery

ACTION

Enter text here...

7

SCRIPT

Steve prefers and discount on the regular orders and that he places usually

Prototype

Description	
• High level overview of the prototype • What does it do?	The prototype discuss about the workflow to order food through Robots
Assumptions • Any assumptions within the prototype	• The user is already as a Doordash customer • The user is technology savvy and doesn't mind trying new innovations
Tasks • What are the tasks that a user can complete in the prototype?	• Place an order for Robotic delivery

Link your prototype

https://www.figma.com/proto/vsBd MFQTzcAKg2zg7wl88j/new_Project2? type=design&node-id=0-1&t=qG3q3 P6sRCWhw4IS-0&scaling=min-zoom &page-id=0%3A1&starting-point-no de-id=1%3A2378

Please click on the screen on the second last screen to move order arrival screen with an option to unlock the robot

Validate

Users will go through your prototype and provide feedback on your concept. This is also an opportunity to have an engineering feasibility discussion

[PROJECT NAME] Research Plan

PM: Sandeep Choudhary
STATUS: DRAFT

Objectives

To gain a deep understanding of user needs, preferences, and pain points in order to inform the design and development on onboarding workflow of robots.

Interviews

Conduct one-on-one interviews with a diverse group of users.
Explore motivations, pain points, and specific use cases in depth.

Participants

- Vishu - Busy Professional who use doordash frequently for the order and usually like innovations and technology advancement
- Pooja- A busy pharmacist with home commitments and she usually uses doordash on busy days like morning and evening shifts

[PROJECT NAME]: Interview Sessions

Introduction

We are running these session to get feedbacks on initial concept and prototypes for the order delivery flow with autonomous vehicle(robots)
We would like to have as many inputs (think out loud).
Please note that we will confidentiality disclaimer, I hope you don't mind to do documentation formalities for the same
Lastly, we seek your permission to record the session, please do let us know with any concerns you may have.

Background Questions

- Can you please tell about yourself ?
- How long you have been using doordash ?
- How of them do you use the online food delivery service?
- When was the last time you order through food delivery service ?
- What food do you order usually online ?
- Do you order usually in office or home ?
- Can you please let us know what are the areas of improvements for food delivery services?

Tasks

- Can you please an order with autonomous vehicle?
- What specific actions do you think that needs to be improved ?

Wrap Up

- What was the experience like after using the workflow in prototype?
- Is there any key piece that we are missing to enhance the overall workflow?

User Testing: Participant 1 Key Findings

What worked well	*Overall he liked the idea to have the robotics deliveries* *Overall he feels the prototype is user friendly*
Where participants got stuck	*Not too sure about last screen "Unlock the Vehicle" and "Can't find the vehicle " options, suggested a tool tip or help text* *Confirmed about location tracking being used*
Other observations	*He appears to be a proficient app user, as he swiftly navigated through the screens, displaying a clear understanding of the app's user-friendliness and intuitive workflow*

Participant 1: Interview Notes

- What worked well
  - Like new innovations like robotics delivery

- What didn't
  - Order arrival confirmation needs to be improved
- Other insights
  - Usually use doordash on weekends
  - 3 things important
    - Fast delivery
    - Correct orders
    - Discount if food is not coming on time or misplaced items
  - Safety is not that major concern
  - Aware of hurdles of delivered in office
  - Have certain food choices like avocado and eggs toast
  - Prefers Discounts on the same order in case of late delivery or receiving incorrect food items.

User Testing: Participant 2 Key Findings

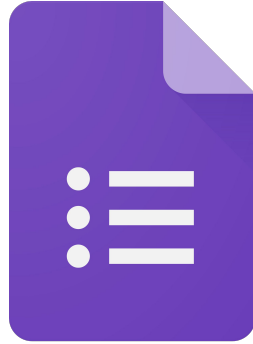|	
What worked well	*Overall interview went fine* *Seems like she uses doordash on regular cadence*
Where participants got stuck	*On the final delivery screen she seems to be a bit confused*
Other observations	*She doesn't seems to a prominent user of other features of app , she prefers generic flow like search food from your restaurant , place the order and get delivery*

Participant 2: Interview Notes

- What worked well
    - Overall experience with workflow was fine

- What didn't
    - User was a bit hesitant in given the answer therefore we need to ask multiple follow up questions
- Other insights
    - Real time updates is important
    - Scheduled deliveries is important
    - Uses multiple locations for orders
    - Prefers Discounts on the same order in case of late delivery or receiving incorrect food items.

Updated PRD

https://docs.google.com/document/d/1WjtEfwOlRs-L4kOuF07n8UhBvAIHEsaEL5iTs0zBSTA/edit?usp=sharing

We come to know about two 2 new features from user interviews that will add value proposition to the projects

Order scheduling
Discount if the same order is late or have incorrect items