Doordash Navi Marketing Guide

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Background:

The food delivery service is consistently growing and is predicted to have compounding growth in the coming years. In fact, it is projected to reach $98 billion by 2027. Big players like Amazon, eBay, and Uber are now using robots for their last-mile deliveries. Deploying driverless vehicles to pick up and deliver food can improve delivery times while reducing costs. Now, more delivery services are looking at autonomous vehicle (AV) technology to improve distribution. It's predicted that by 2024, the autonomous delivery robot marketplace will reach $34 billion USD.

Problem

In Canada, 45.7% of people are reluctant to order food online in because of the delivery and service fee. Many customers who are currently using food delivery services expressed dissatisfaction with the delivery services due to extended wait times and surge in delivery fees when there is a the shortage of drivers.

Delivery service is now the norm and it's said to have compounding growth in the coming years. If right now, we are already lacking drivers, how can we keep up and scale to attend to the increasing demand of the service?

Our Goal:

We need to facilitate automation across the most repetitive part of delivery. So that we can reduce our operating costs and pass on the savings to lower commission fees for our merchants, lower delivery fees to our customers, and ensure the best experience for dashers.

HOW

The adoption of AV(autonomous vehicle) is the future of delivery services. Having delivery robots improves efficiency, cost savings, and delivery times. It helps businesses to reduce operating cost and increase the scalability of the service provided.

We are already exploring the integration of self-driving robots to deliver food. But we need to think about how can we better optimize the use of AV(autonomous vehicle) across deliveries within short distances to improve the scalability of our company.

Product Goals:

Adding self-driving robots or (AV) is the solution to the problem. Because it can massively cutdown the operating cost by $565M. In order to ensure the utmost highest efficiency in our services. The tool that we built works hand in hand with the self-driving robot.

Doordash Navi enables operators to navigate the AVs remotely should there be a need for rerouting, and offers real-time visibility into every step of the delivery process. Increasing the efficiency and productivity of our operators.

This product should work hand in hand with reducing the delivery fees for our customers, reducing the wait times, and even increasing the volume of deliveries we do.

Market background:

People who live within the 2-mile radius distance from the merchants in the hubs that we will be placed in the cities where this service will be available.

Target Market:

- Doordash Customers
- Major metropolitan areas
- Professionals in Business Districts
- Age range: 18-45
- Students
- Tech-savvy individuals

Competitors:

Skip the dishes
$641.9M in revenue with 67% market share.

- Available in 100 cities & 16,000 partnered merchants throughout Canada.
- It started in Canada that's why it's more focused on the Canadian Market.
- Has not yet shown any interest into delving into self-driving robots. (cannot find any article)

Uber Eats
$148 Million revenue with 44% market share.

- Available in 30 cities and has 8,000 merchants throughout Canada.
- Uber One a monthly subscription for $9.99 also gets you: Get 5% off on Uber rides.
- Fastest delivery because they also use the cars available for Uber.
- Poses the biggest threat to Doordash due to:
    - Huge Cashflow: backed by a major publicly traded company Uber.
    - Has already launched Self-driving robots in Miami In partnership w/ Cartken Uber Eats is piloting delivery bots with Serve Robotics

Sources: mediaincanada, growjo, newswire.ca

Product Background and Positioning:

Value Proposition

For Doordash Customers:
With our self-driving robot fleet, your food delivery has less human contact and arrives with speed and efficiency and lower delivery fees. Sit back, relax, and enjoy hot, fresh food delivered to your doorstep

For Doordash Operators:
Doordash Navi offers efficient and precise delivery management for self-driving robots. With real-time visibility into every step of the delivery process, our app transforms logistics and streamlines the future of delivery tracking. Say goodbye to the hassle and uncertainty of delivery management and hello to the future of seamless and reliable delivery.

Key Features:

- **Track Delivery**
    - View the status of deliveries
- **Navigate**
    - Remotely navigate self-driving robots & access cameras when there is road interference.
- **Map**
    - Overview of all the fleet's pin locations.

Benefits to users and consumers:

Doordash Operators:

- Can manage 10 or even more fleets at a time with ease and precision ensuring that all deliveries are on time.

Doordash customers

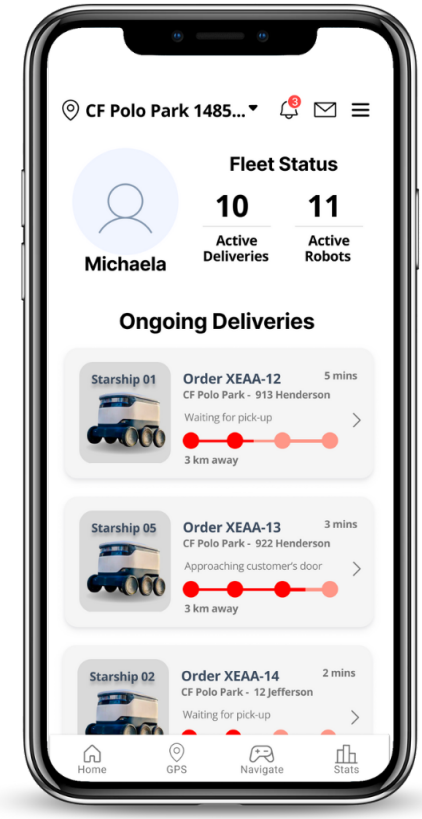
- Will experience faster deliveries.
- Lower delivery fees.
- Exciting experience seeing this new technology.

Doordash merchants

- Will have lower commission fees.

Dashers

- Can maximize their earnings because they will get the longer distances which gives them higher rates.



How to use the product:

[User Guide link]

Where users can find the product:

App Store and Play store.