



Doordash Navi

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STATUS: **Completed**

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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

The adoption of AV(autonomous vehicle) is inevitable due to the growing demand in the market. A number of businesses are now using delivery robots and it poses a huge threat to our business. Having delivery robots improves efficiency, cost savings, and delivery times. It allows these businesses to reduce the commissions charged to merchants, offer higher rates to their drivers, and improve the overall customer experience.

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.

Goals

- Build an app that allows the operations team to remotely take control of robots.
- Increase the speed of deliveries
- Reduce the need for manual intervention

Key Features

| Priority | Feature | Description |
|----------|--------------------------|---|
| P0 | Navigate | Remotely navigate self-driving robots & access cameras when there is road interference. |
| P0 | Fleet Manager | is a tool for fleet management for a human operator to oversee the robots and track them when they are not being used, and view the queue. |
| P0 | GPS | This will show a map and the pin location of all the active robots that are assigned to the radius of the operator. |
| P0 | Delivery Status | View the status of deliveries |
| P1 | ETA alert | Alerts when delivery is running behind ETA |
| P0 | GPS | high-resolution maps for autonomous driving integration with sidewalks included for tracking and navigation |
| P1 | Order pick-up assignment | improve the automation of order assignments based on distance. |
| P2 | Map | high-resolution maps for autonomous driving integration with sidewalks included for tracking and navigation. |
| P1 | Metrics | <p>To track the total performance in your hub</p> <ul style="list-style-type: none">• Total # of deliveries• Average order per hour• Total obstructions |

Success Metrics

- Increase in the total number of orders fulfilled monthly.

Optional:

- Number of deliveries on time.
- Number of obstructions or accidents

Target Market

Disclaimer: This tool is for the operations team –to view the status of deliveries and remotely take control of robots that need intervention. Perhaps, we can include Doordash customers since the impact of the self-driving robot & the tool will be to boost the number of deliveries we can accommodate due to lower fees and more drivers.

- Doordash operators (internal employees)
- Doordash customers

TAM (Total Addressable Market): \$10.3 B

TAM = [Average revenue per user] X [total number of potential users in the market]

- 6.2 M Canadians use food delivery app
- With a frequency of once to twice a week.
- Average orders amounting to \$32

[6.2 M Canadians use food delivery app] x [(1 once a week)x (52 weeks in a year)] x [\$32 average order amount] = \$10.3 B

Sources: mediaincanada.com, reviewlution.ca

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.
- Highest satisfaction rate at 89%
- The Skip Rewards Program: Earn points on every order and use your points to get more of what you love: free food. Rewards vary on your tier which is based on the frequency of app usage.
- can't find any data on them planning to use self-driving robots.

Uber Eats

\$148 Million in revenue with a 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](#)

Core UX Flow

- [Figma](#)

Acquisition Channel Strategy

Disclaimer: This tool is for the operations team –to view the status of deliveries and remotely take control of robots that need intervention. Perhaps, we can include Doordash customers since the impact of the self-driving robot & the tool will be to boost the number of deliveries we can accommodate due to lower fees and more drivers.

Influencer Marketing

- collaborates with social media influencers to promote a product or service to their audience.
- This is perfect because we can leverage the influencer's credibility and reach to increase brand awareness, generate leads, and drive sales.

Social Media Ads: Tiktok, Snapchat, Instagram

- uses social media platforms to create visually engaging ads, target specific audiences, and track performance for better results.
- This is effective because we can publish an ad campaign to reach a targeted audience and drive conversions by increasing awareness of the new robot feature.

Referral Programs

- Incentivizes current customers to refer new customers to a business, often by offering rewards or discounts.
- We have a huge user base already with loyal customers. They can easily refer friends by simply telling about their experiences. It's a proven strategy for increasing customer acquisition at a lower cost.

Marketing Guide

- [Marketing Guide](#)

Pricing Strategy

[Disclaimer: the tool we created is for the internal operations team of Doordash]

Financial Goal:

- Reduce Operating Cost.

Strategy: Cost-cutting pricing

involves lowering the prices of products or services to increase sales volume and market share, while simultaneously cutting costs to maintain profitability.

- **Automate processes:** Automating manual or repetitive tasks can help reduce labor costs and improve productivity. This can include implementing software solutions, **investing in robotics**, or outsourcing to low-cost labor markets.

This tool will help us to significantly reduce our operating cost and the ROI is mostly attributed to the amount that we're saving. This perfectly aligns with one of our motives why we started looking at this solution.

Pre-Launch Checklist

Teams

Customer Support

- To create the product user guide and answers to common questions or issues that a customer might encounter, and how to troubleshoot.

Marketing Team

- Make sure all the collaterals for the new product are ready. (content, ads, budget, etc.)

Doordash Operators

- Teach them how to use the tool.

Technical Writers

- writing all of the documentation in the company.

Anticipated Risks

| Feature | Risks | Mitigation |
|-----------------|---|--|
| Navigate | If the robot encounters a malfunction with the camera - we might not be able to help reroute the robot. | maintenance and continuous check-ups with Starship. |
| Delivery Status | This could slow down orders and mess up the queue and the efficiency of the delivery assignments. | We can also trigger a message to be sent to the customer that their order has arrived that way if they are not connected to data they can still be notified. |
| Map | It may feel like the app is broken or frozen. | Fix the feature and then launch |

Training Guide:

- [Training Guide](#)

User Guide:

- [User guide](#)

Launch Email:

- [Launch an email to the organization](#)

Links:

- [Marketing Guide](#)
- [Training Guide](#)
- [User guide](#)
- [Launch an email to the organization](#)

A/B Testing

Problem:

We have feedback from the operators that there were some issues on about 25% of the deliveries with the robots. You believe that it is because the operations team misses some of the robot's malfunctions. What can you do to address this item?

Potential Solution:

Remove the "close" or "x" button in the Alert notification. It is possible that operator accidentally closes the notification when they are checking deliveries.

A/B Test

- For the users in the control group: we will do nothing (group A)
- For the users in the variant group: we will remove the "close" or "x" button in the Alert notification.
- Our hypothesis is that the operators will no longer miss the malfunctions because they will be required to address the alert right away before going to another page.

Success metric for the test:

- How quickly does the user get to the navigate page after being notified?

