MILESTONE 2

FARIS ABBAS
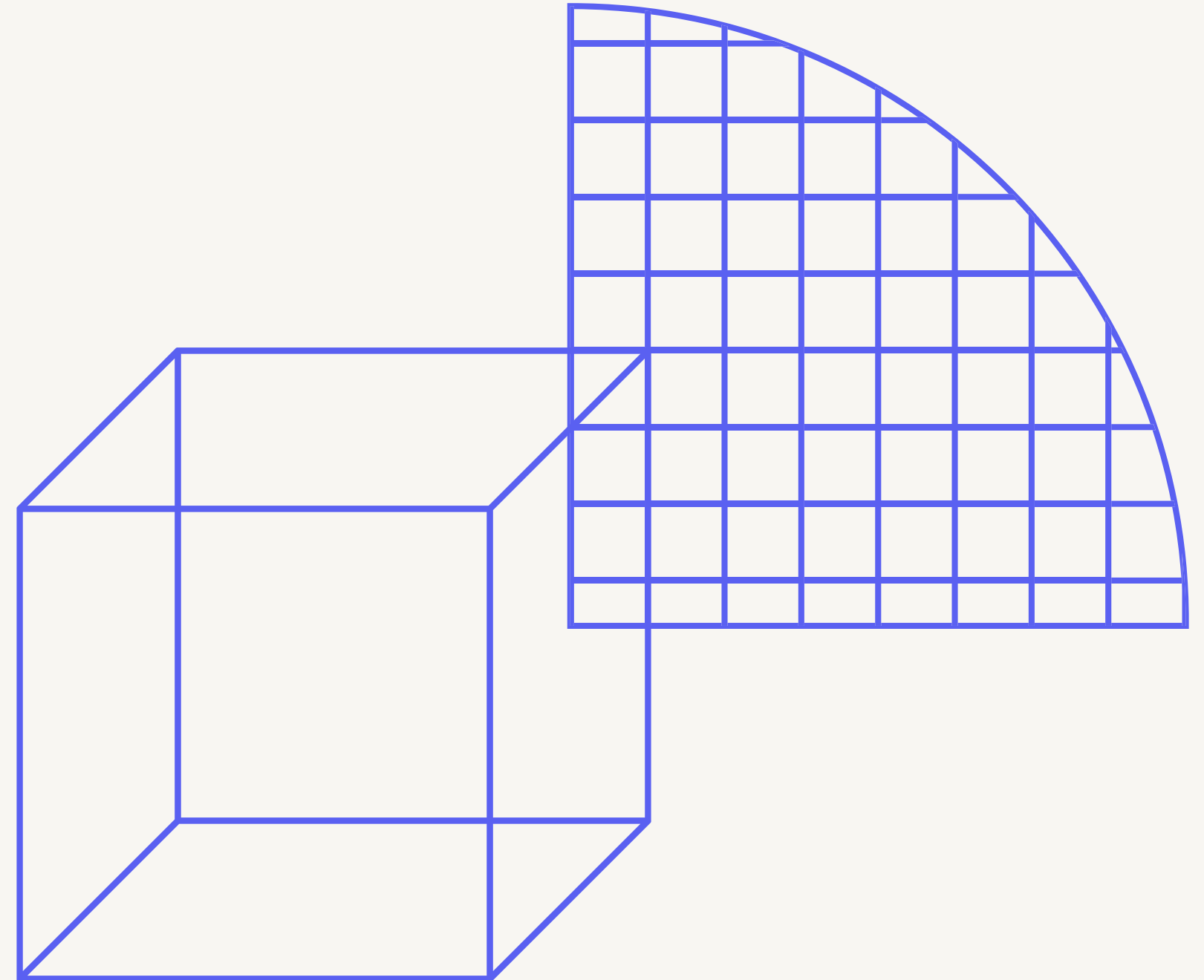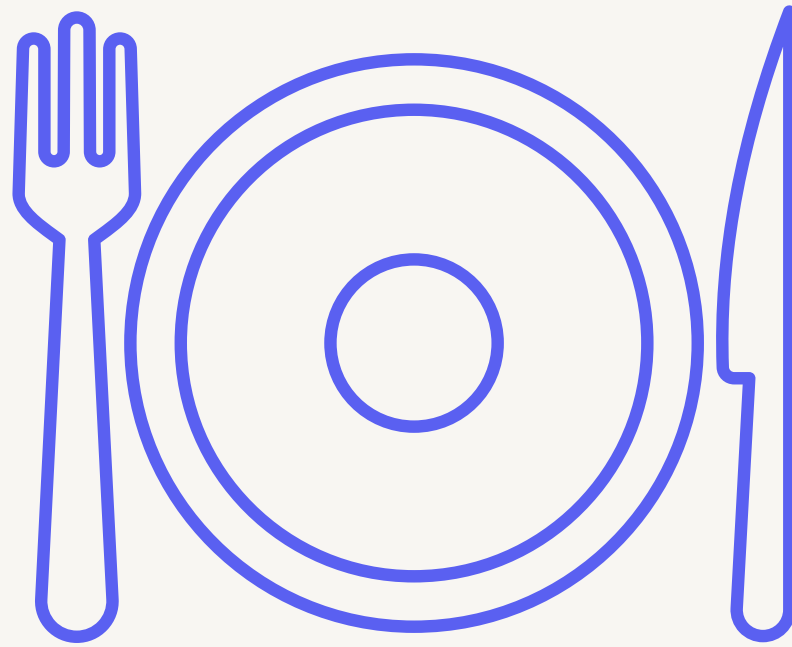
"Let's order food"

What's the process like of ordering food online?
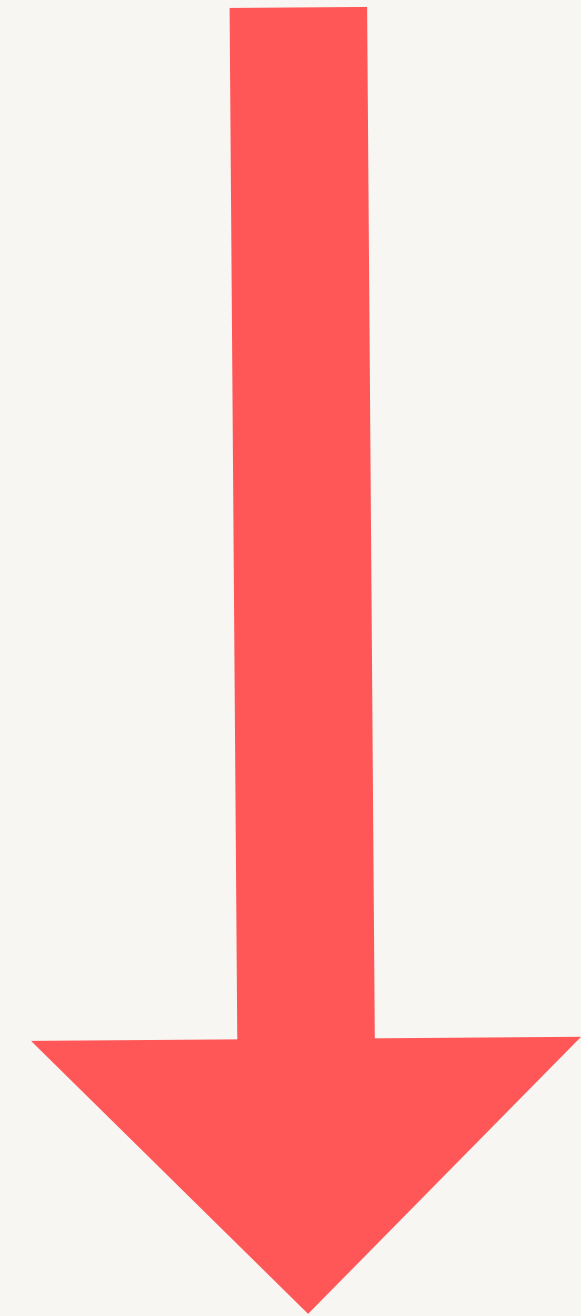
+ You add your items to your cart

+ You pay for your items

+ The restaurant recieves your order, prepares it

+ A delivery driver picks it up, drops it off to you

Restaurant's Perspective

+ You add your items to your cart

+ You pay for your items

+ The restaurant recieves your order, prepares it

+ A delivery driver picks it up, drops it off to you

Updates

COMPETITIVE ANALYSIS:
Completed a competitive analysis that focused on understanding competitive advantages between Deliverect, Otto, Checkmate and OrderMark. Compares strengths, weaknesses, opportunities and threats.

GALLERY WALK:
The gallery walk prompt targeted understanding consumers' primary pains and gains in ordering food. A series of 3 sections asks participants to go through the ordering process from a restaurant they're loyal to, and asks them to reflect upon the experience addressing what they like, what they dislike and what they'd want to see changed in the overall online food delivery experience.

Results

POST ORDERING VALUES

Clean Packaging ——————— Establishes Appeal

Delivery Time ——————— Satisfies Cravings

Customize Order ——————— Personalized

Consistency ——————— Reliable Everytime

Clear Images ——————— Trustworthy

Contactless Delivery ——————— Trust and Comfort
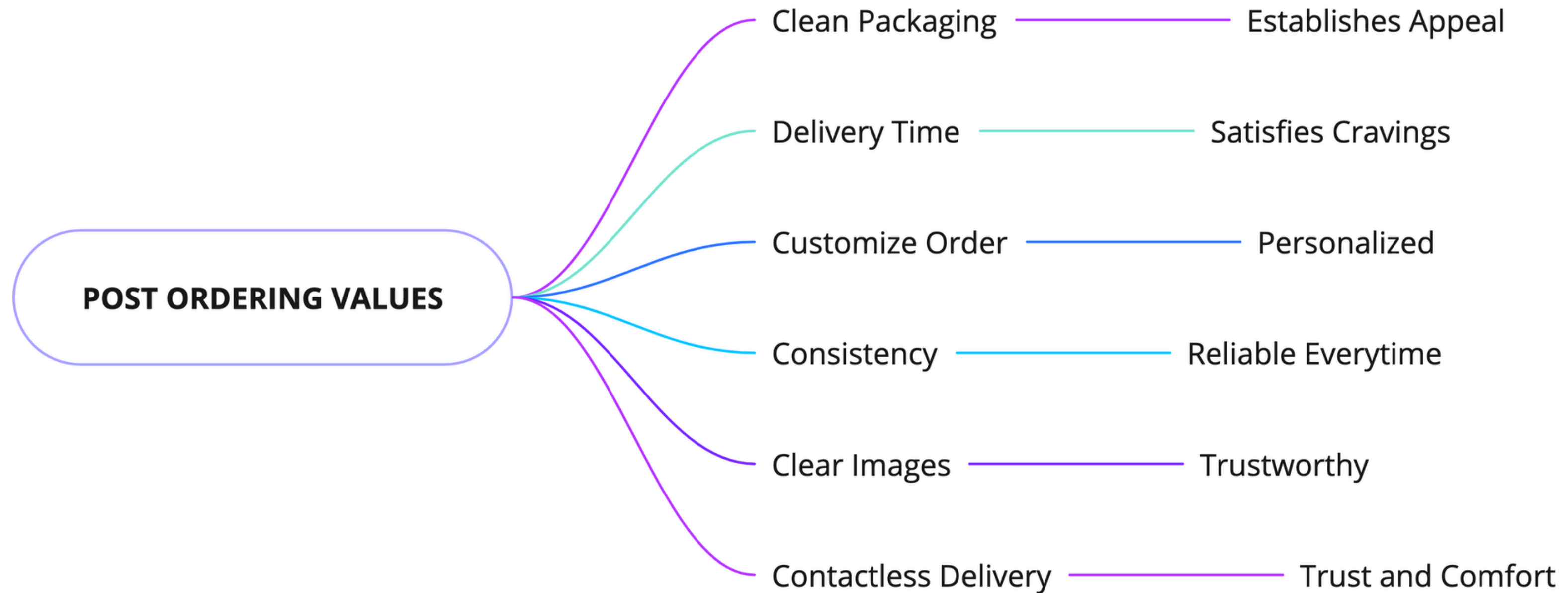
These post-order values address all involved parties, taking into consideration the delivery platform (Uber Eats, DoorDash, etc.), the delivery drivers and the restaurant itself.

Results

Participants were then prompted to list (in rank from first to third of preference) their most crucial I LOVE WHEN and I HATE WHEN statements for online food delivery, based on a preset list.

I LOVE WHEN

#1 Convenience
Easy access to a wide variety of restaurants.

#2 Promotions and Discounts

#3 Meal Customization
Many apps allow consumers to customize their orders, catering to dietary preferences and restrictions.

#4 Clear Reviews Section
Direct access to customer opinions, ratings and favorite dishes.

#5 Food arriving in great condition
Well handled packaging, warm, etc.

#6 Consistent In-Restaurant Tracking Updates

I HATE WHEN

#1 Long Delivery Times
Customers often face unexpected delays, leading to dissatisfaction. inaccurate orders.

#2 Missing Items
Or incorrect meals, can frustrate consumers. high delivery fees.

#3 Additional charges
Total cost of meals unappealing.

#4 Limited Restaurant Selection.
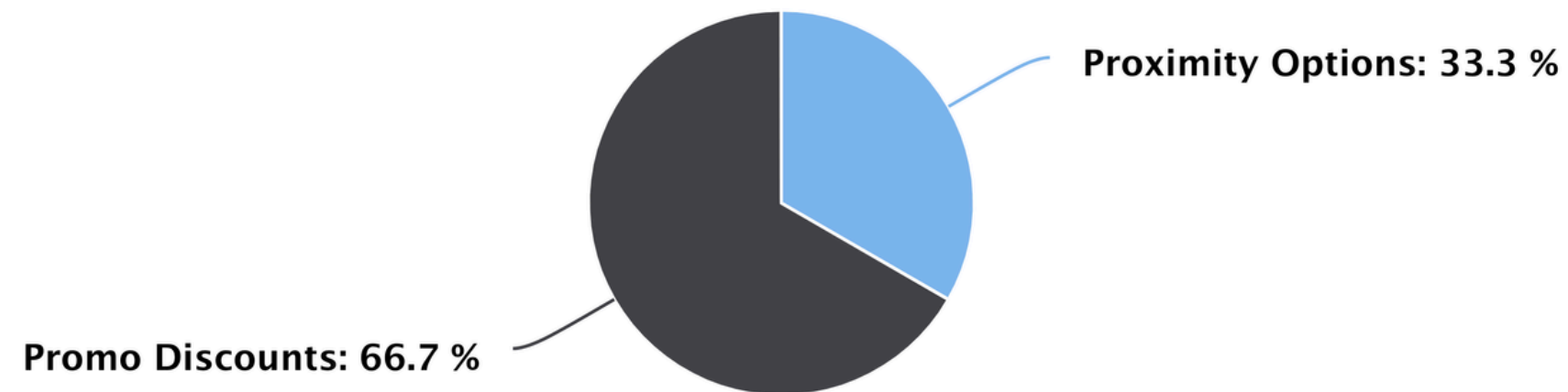
#5 Food arriving in cold poor condition
Due to extended delivery times or mishandling.

#6 Unresponsive Customer Service
Lack of Transparency in delivery times, or status, etc.

Results

I LOVE WHEN
#1 Customer Value

Proximity Options: 33.3 %

Promo Discounts: 66.7 %

I HATE WHEN
#1 Customer Value

Bad Customer Service: 20.0 %

Delivery Delays: 40.0 %

Additional Charges: 20.0 %

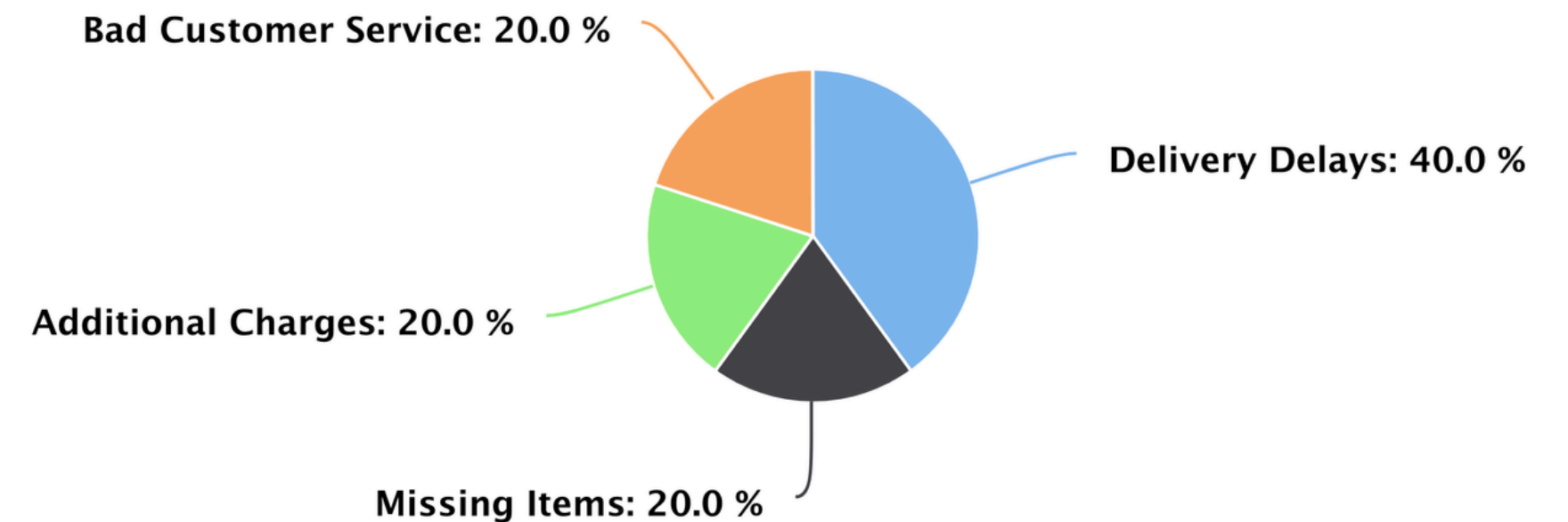Missing Items: 20.0 %

Consumers love options that are cost-efficient, often seeking promotional discounts from restaurants that are nearby.
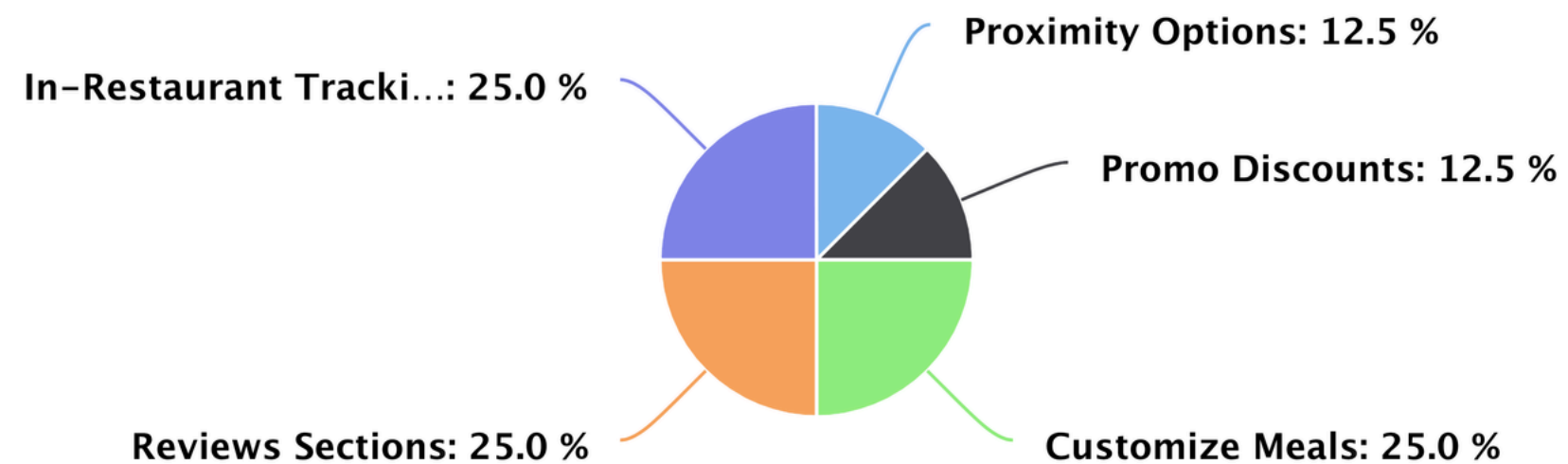
Consumers hate waiting for their food, especially if they can't access direct updates and if there's missing items.

Results

I LOVE WHEN
#2 Customer Value

In-Restaurant Tracki...: 25.0 %

Proximity Options: 12.5 %

Promo Discounts: 12.5 %

Customize Meals: 25.0 %

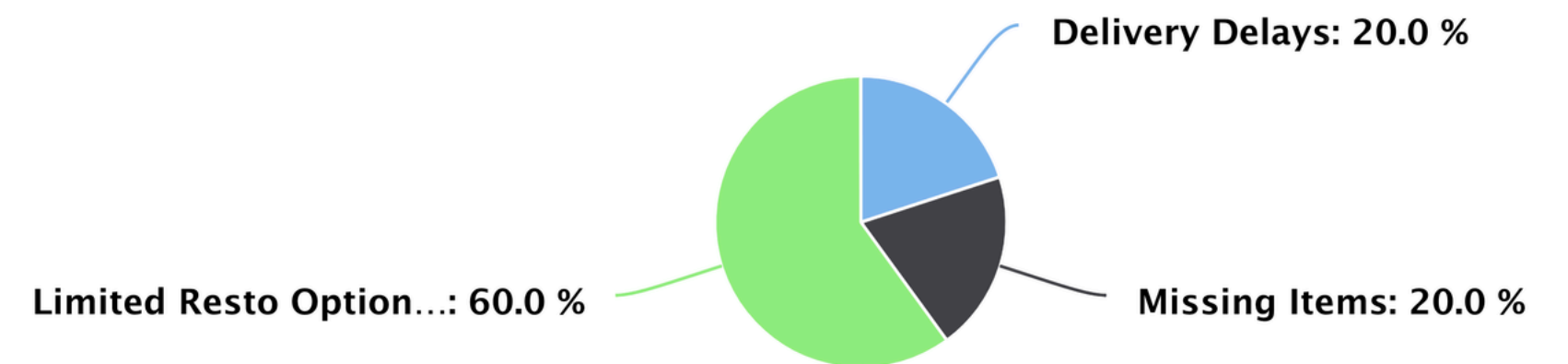Reviews Sections: 25.0 %

Customers love the humanistic approach because it establishes trust. Customizable meals, reviews sections and restaurant tracking establish trust.
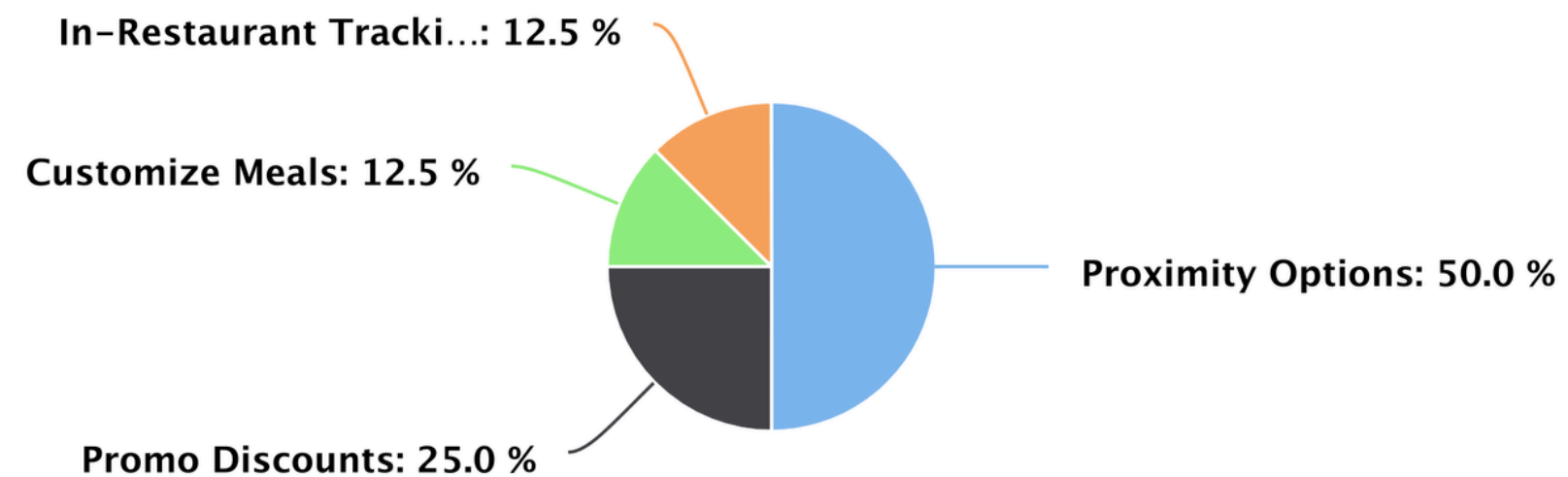
I HATE WHEN
#2 Customer Value

Delivery Delays: 20.0 %

Missing Items: 20.0 %

Limited Resto Option...: 60.0 %

Consumers hate feeling limited in where they can order from.

Results

I LOVE WHEN

#3 Customer Value

In-Restaurant Tracki...: 12.5 %
Customize Meals: 12.5 %
Proximity Options: 50.0 %
Promo Discounts: 25.0 %

Things like proximity can also fall to little concern, especially in a congested city like New York. This concern rises in other areas.

I HATE WHEN

#3 Customer Value

Delivery Delays: 12.5 %
Limited Resto Option...: 50.0 %
Poor Delivery Condit...: 37.5 %
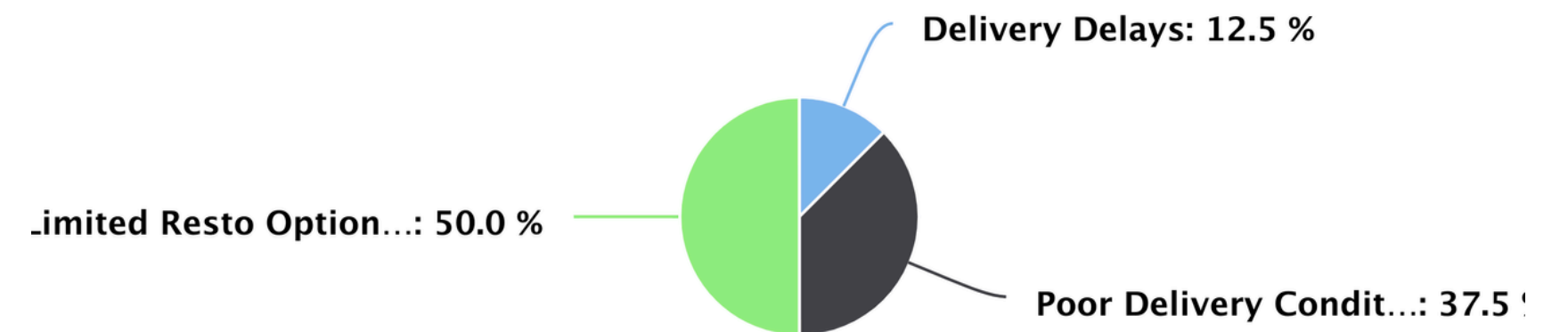
Limited restaurant options/delays is an evident HATE WHEN throughout all stages of customer value.

KEY TAKEWAYS

5/7

CONSUMERS LOVE SAVING MONEY BY ORDERING FROM PROMOTIONAL DISCOUNTS

7/7

CONSUMERS HATE WAITING FOR THEIR FOOD, ESPECIALLY IF THEY CAN'T ACCESS DIRECT AND TRANSPARENT ORDER UPDATES

Updates
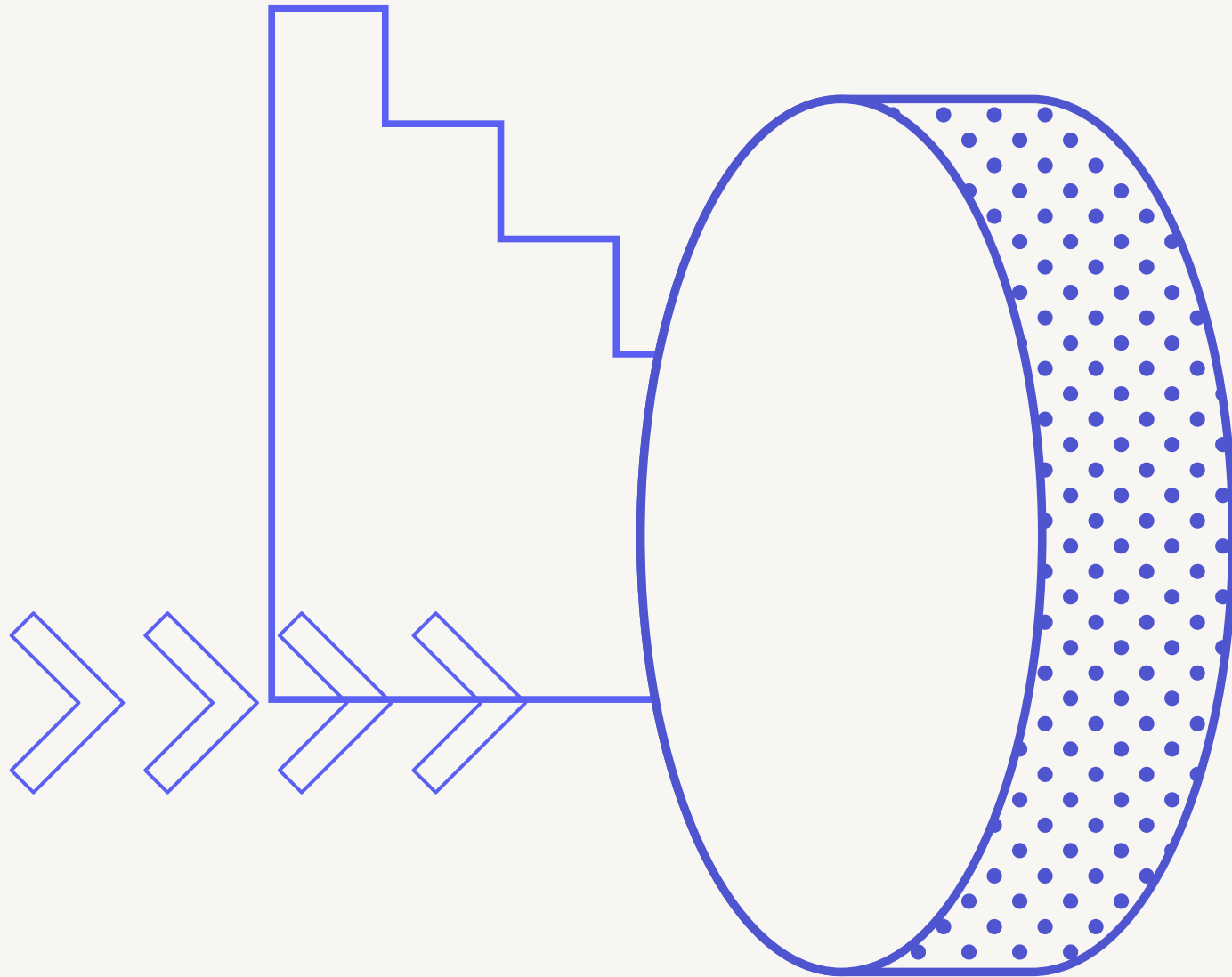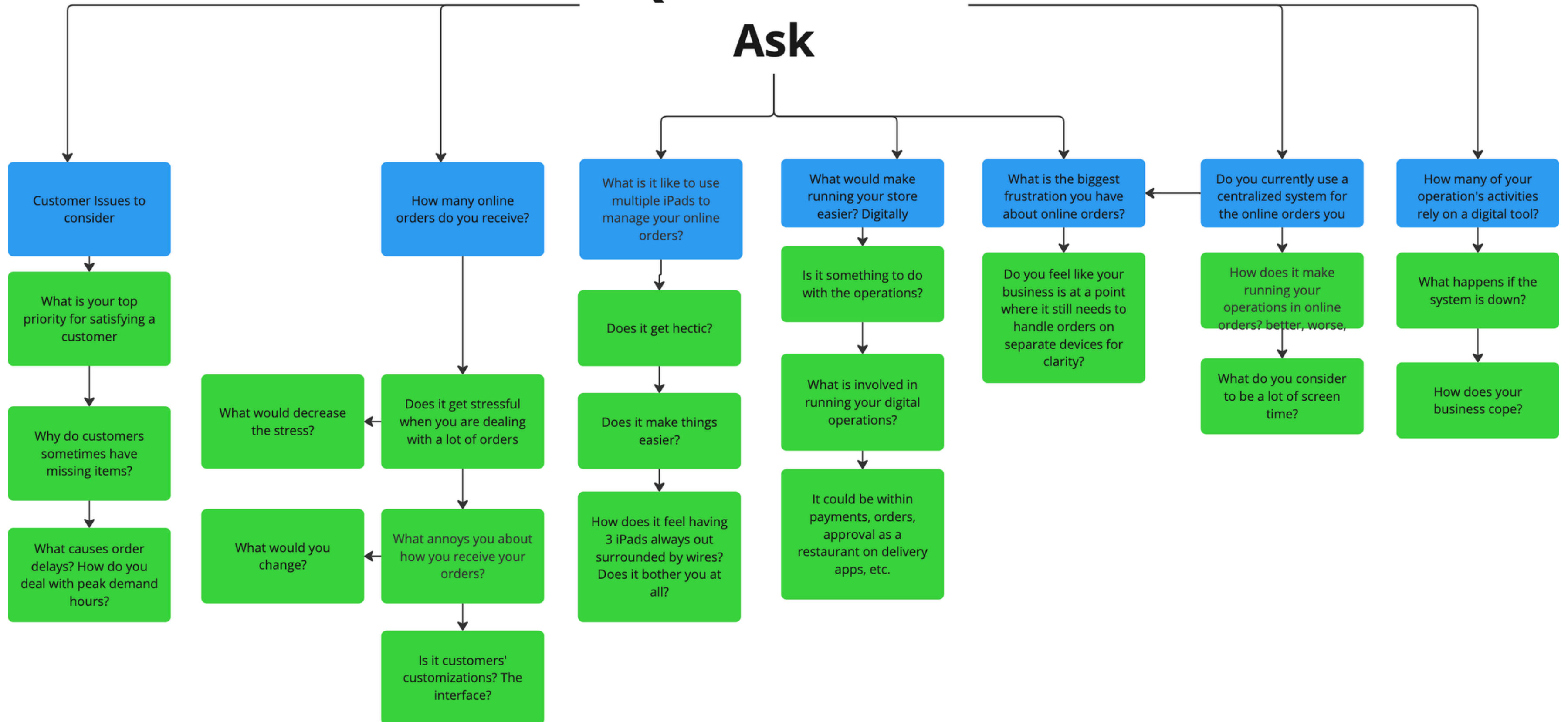
INTERVIEWS AND SURVEYS:

Reached out to 8 different restaurant supervisors to find time for interview/survey. 0 responses so far. Contacted former professors to gain expertise and potential interviewees in the online delivery field.

In-Progress interview question selection for restaurant businesses is largely based on the following:

Questions to Ask

Customer Issues to consider

- What is your top priority for satisfying a customer
- Why do customers sometimes have missing items?
- What causes order delays? How do you deal with peak demand hours?

How many online orders do you receive?

- Does it get stressful when you are dealing with a lot of orders
  - What would decrease the stress?
- What annoys you about how you receive your orders?
  - What would you change?
- Is it customers' customizations? The interface?

What is it like to use multiple iPads to manage your online orders?

- Does it get hectic?
- Does it make things easier?
- How does it feel having 3 iPads always out surrounded by wires? Does it bother you at all?

What would make running your store easier? Digitally

- Is it something to do with the operations?
- What is involved in running your digital operations?
- It could be within payments, orders, approval as a restaurant on delivery apps, etc.

What is the biggest frustration you have about online orders?

- Do you feel like your business is at a point where it still needs to handle orders on separate devices for clarity?

Do you currently use a centralized system for the online orders you

- How does it make running your operations in online orders? better, worse,
- What do you consider to be a lot of screen time?

How many of your operation's activities rely on a digital tool?

- What happens if the system is down?
- How does your business cope?
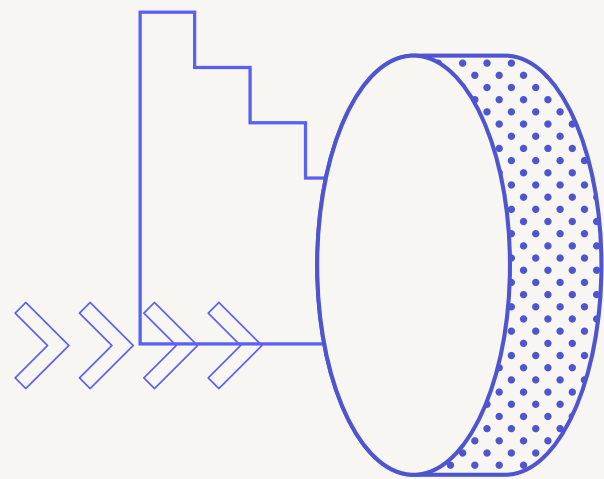
Updates

INTERVIEWS AND SURVEYS:
I've reached out to a cousin of mine, he's the founder of Aligator, a platform that uses AI solutions to provide marketing insights and strategies to growing businesses. He previously created a platform that centralizes restaurant operations, which failed due to a lack of demand in Doha, Qatar.

I provided him with my consumer and business insights thus far. The following are his takes on the matter.

ESTABLISHING A COMPETITVE ADVANTAGE

In accordance to the data collected thus far, it's important to focus solely on what's in a restaurant's control to optimize orders and satisfy customers. There's only so much they can control. **Establish a competitive advantage based on customer pain points and what the restaurant can do about it.**

5/7

CONSUMERS LOVE SAVING MONEY BY ORDERING FROM PROMOTIONAL DISCOUNTS

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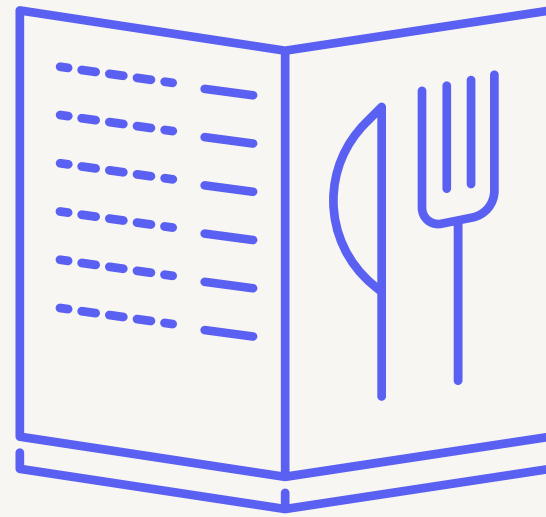
Shared Competitor Value Propositions

All platforms in online order management share the following features:

ORDER MANAGEMENT

Centralized in-store device that is integrated into POS, so that everything is set from placing the order to punching it in as a completed sale. **Many platforms actually don't integrate directly into POS.**

MENU MANAGEMENT

Unifying your menu accross all channels. Items are customizable. Sold out items can be removed. Hours can be changed. Applies across all platforms.

DATA REPORTING

Centralizing all data points to understand any aspect of your business. Difficulty here is relying on the delivery channels, which have varying levels of information. Certain metrics provide little information. AI integration included

Restaurant Struggle

DRIVING SALES AND CUSTOMER LOYALTY

Delivery platforms consider restaurant customers solely theirs, since they order through their platforms. They don't provide restaurants with data on people purchasing their food. This makes it hard for restaurants to understand what to improve. **How do we, through delivery, reach more customers and have them come back every time?**

AI Implementation

THE MARKETING SECTOR

Restaurants need a third-party app that allows them to gain new loyal customers with, something that the likes of Uber Eats stand as an obstacle in. **They need an app that, amongst other things, provides strategies to establish brand loyalty through marketing and communication solutions.**
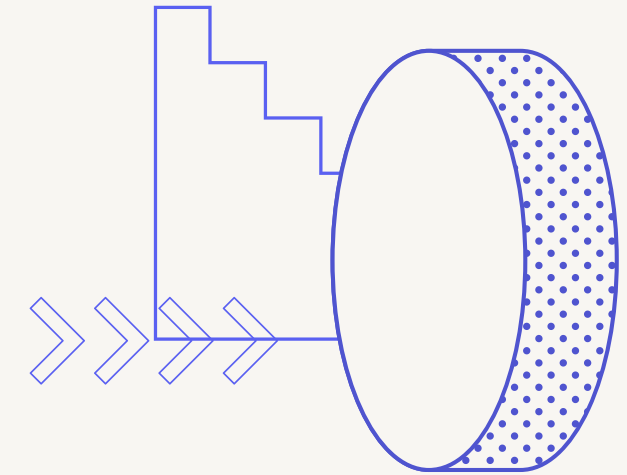
HOW MIGHT WE

How might we create a management platform that supports restaurants in providing seamless and trustworthy online delivery experiences that customers come back to every time?

The Competitive Advantage

An AI Integration model that brings fourth a new approach to marketing and communication outreach.

As a fully integrated model, it serves many functions in a cycle that first defines data parameters, establishes patterns and insights, then suggests actionable solutions that drive sales, gain customer loyalty and improve operation efficiency.

It compiles all data fractions of a restaurant's operations, including inventory, sales, costs, demand, order fulfillment, and so much to provide a holistic viewpoint on the past, present and future of a restaurant.

Things to Consider

Defining Parameters

To create an AI model that identifies and solves problems, the problems have to be defined. What do the customers need? What can the restaurant do? To acquire valuable insights, the sections of the model must be broken down: product, price, customers, product and customer fit, hours and customer fit, delivery locations, demand surges, on-site manpower, etc.

Patterns and Insights

The AI model has to be able to understand patterns, for example: "we notice 40% of sales are coming between 12-4pm, 30% of those between 1-2pm". It can then find solutions that drive sales, like providing promotional offers and putting out ads during crucial hours. Another example focuses on how customers appreciate extra gestures like small condiments. The AI model can analyze stock and cost to recommend that, every four orders, for example, you should add condiments.
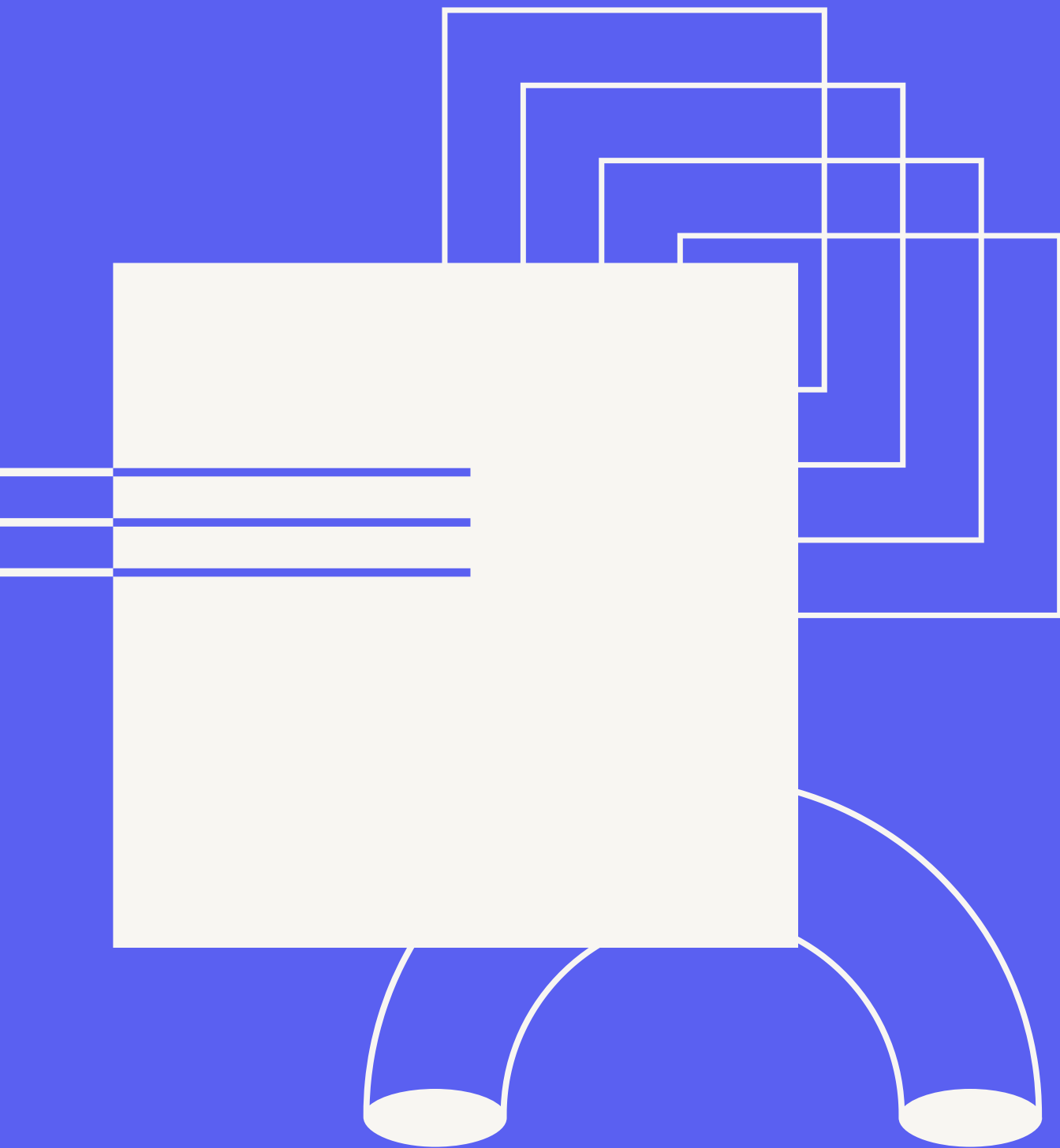
The Problem

To acquire data points that can be implemented into the AI model, the data-sharing hurdle that delivery apps put fourth must be overcome. <u>The struggle now becomes acquiring large chunks of data to feed the AI model, so that it establishes marketing and communication output strategies.</u>
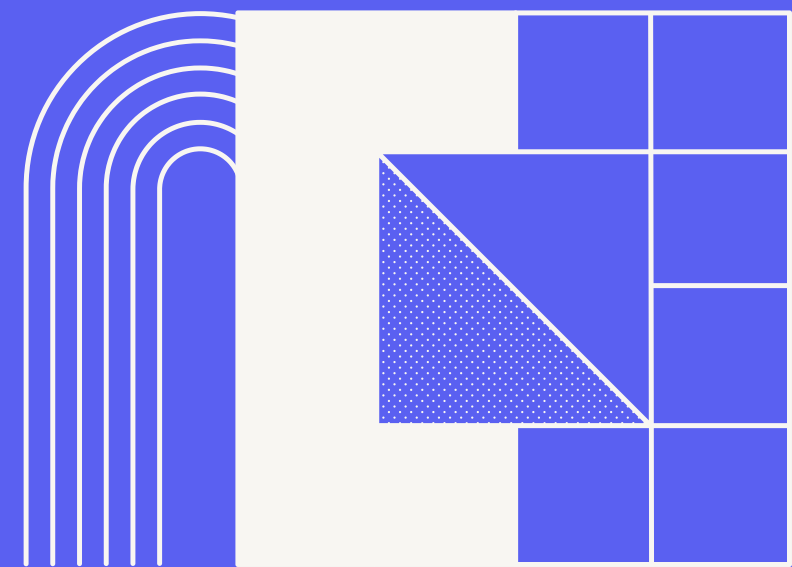
The Solution

Restaurants will have to attract customers to their own direct delivery channel (website/app). Incentivizing customers makes this easier.

Restaurants can include in completed orders a 5% coupon that takes them to their direct delivery platform. The coupon is directly linked to the order the customer made on a third-party delivery platform, so that their data can be collected and linked to the customer.

Now, their address, contact information and ordering habits can be tracked and attributed to marketing solutions. Restaurants can build a database that monitors customer behavior.

If, for example, a customer has a habit of ordering things, like a pizza and brownie every time, if they once order just a pizza, the AI database can recommend offering a brownie for free to maintain customer loyalty and direct consumption through the restaurant direct channel.

This builds a unique customer profile that is actionable in marketing techniques, ultimately building revenue.

Things to Consider

Delivery Platform Difficulties
Acquiring API's to operate these platforms on a third-party platform is not easy.

Competitor Analysis
Implementing an AI LLM (Learned Language Model) can be directly integrated through platforms like OpenAI. BUT you have to consider how dense the data fed to the AI needs to be, especially if you want it to provide operations and marketing solutions.

POS Importance (Point of Sale)
Your POS should be the source of truth in terms of sales. Having this system be integrated with display systems, inventory and all that is crucial to having a working cycle.
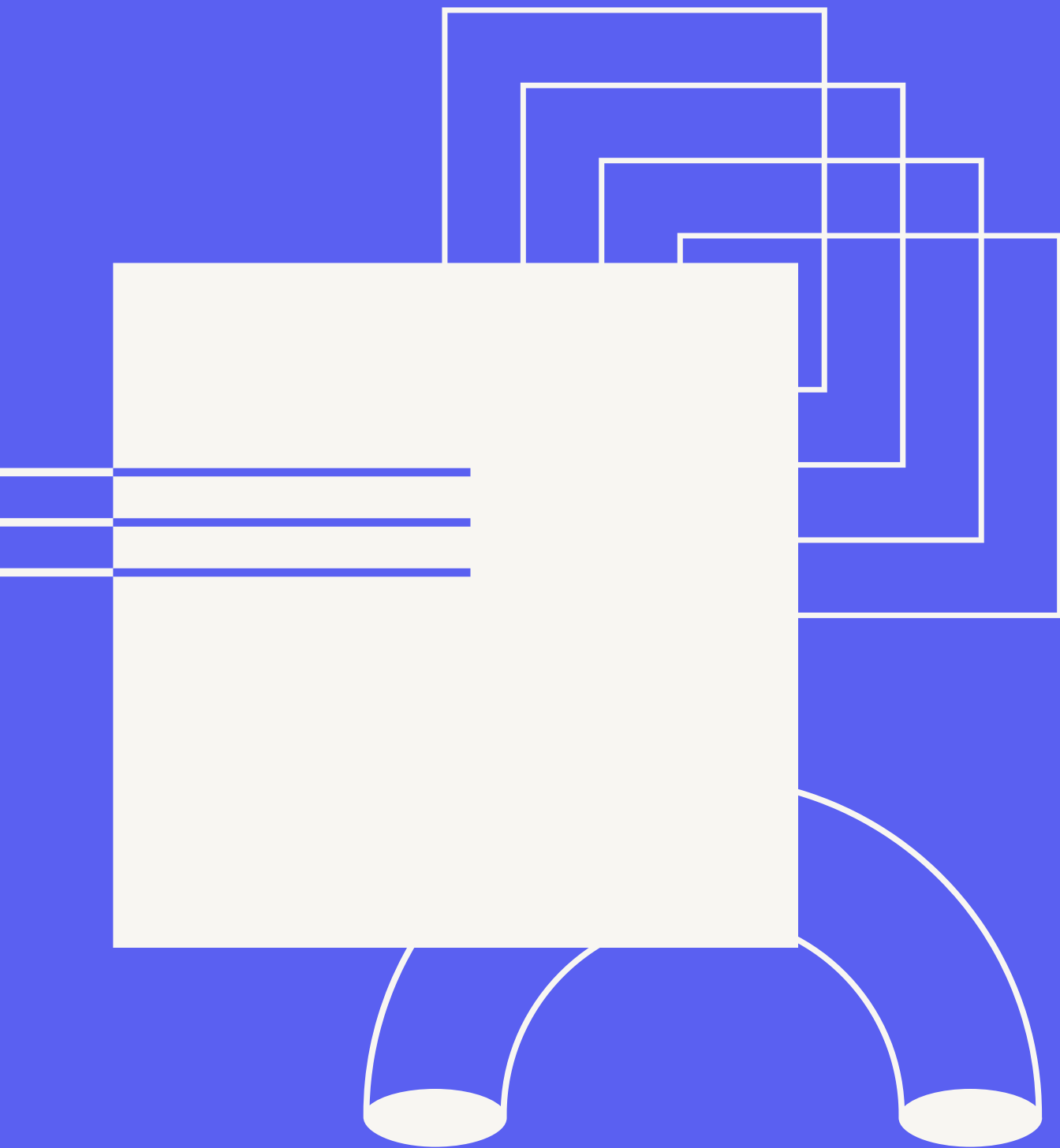
What's Next?

Establish final pain points of restaurants through more interview/survey participants in the field. Finalize question list and conclude other experiments to conduct.

Create brand identity and platform UI, highlighting key features and competitive advantage. Create skeleton of the company and all its parts in direct POS and AI integrations.

Understand how/why customers recieve orders with missing items.

Understand how to build an AI model that includes all required categories that allow it to solve problems. in-restaurant data!

Make clear all

Thank You