



Design Team: Justin Pierce, Otimenbho Eboigbe, Nour Coulsi, Ciera Maddox

Exploratory Research

Research Questions

- Why are we doing this?
- Who is our target audience?
- What is the purpose of the product?
- Why do restaurant owners want a delivery/order system app?
- What is the value in business specific online food ordering?
- What are current admin portal metrics?

Lead competitors in this market:

- [Ubereats.com](https://www.ubereats.com)
- [Peachd.com](https://www.peachd.com)
- [Ritual.co](https://www.ritual.co)
- [Munchon.com](https://www.munchon.com)

Trends

- Decision convenience - making it simple to order without thinking too much.
- Increased third party delivery
- In-house restaurant delivery fleets
- Prioritizing delivery data tracking
- Tech giants moving in on food delivery
- Rapid online grocery growth
- A rise in food delivery subscriptions
- Reorder items you have previously ordered.
- Google integrates food delivery services into Search, Maps and Assistant



Opportunities

- Restaurant owner business and marketing support options.
- Eventual pivot opportunity in delivering to residential households
- Leveraging the environmental impact of aggregate delivery
- Leveraging the health aspect as it relates to Covid-19 when providing contactless delivery. ie: hub drop off.

Target Audience

- Restaurant owners
- Restaurant staff (supervisors, MOD's, managers)

Data

- Food delivery is currently a \$93 Billion industry.
- 16% of food is ordered from the workplace, globally.

Source

- [Mobility.com](https://www.mobility.com)
- [jungleworks.com](https://www.jungleworks.com)
- [Bringg.com](https://www.bringg.com)
- [Techcrunch.com](https://www.techcrunch.com)