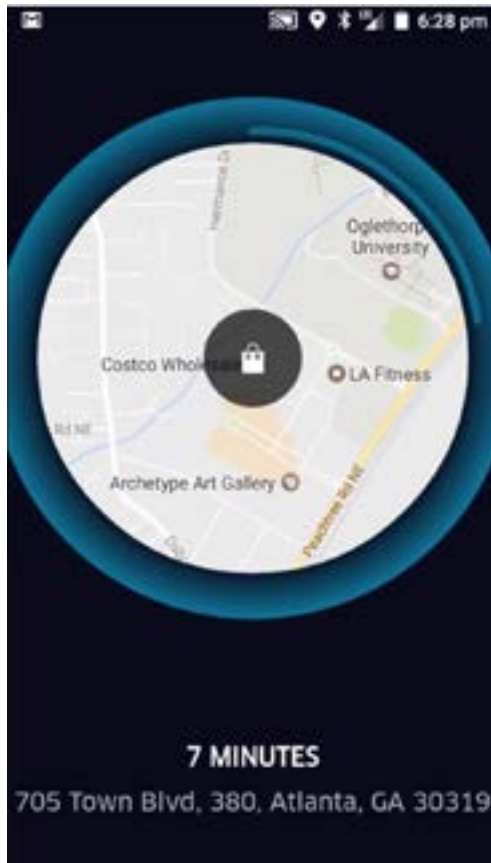


# UBEREATS

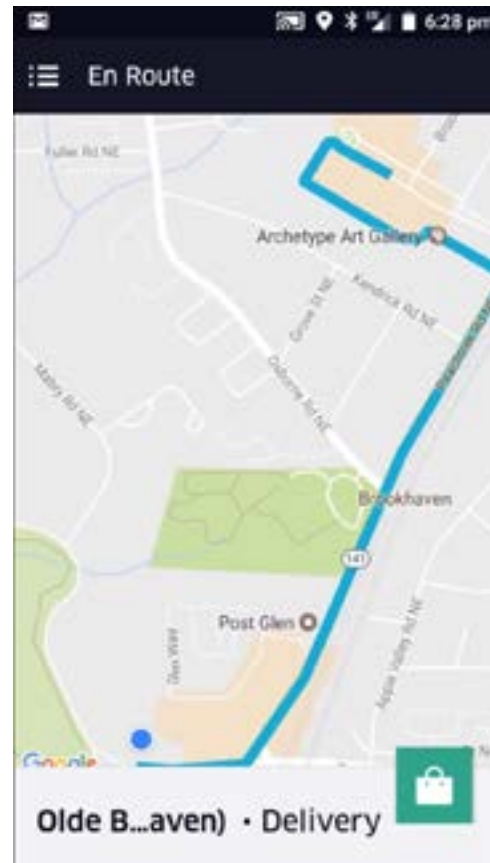
Sam Liu, Emily Margis, Sunny Su

# DISCOVER

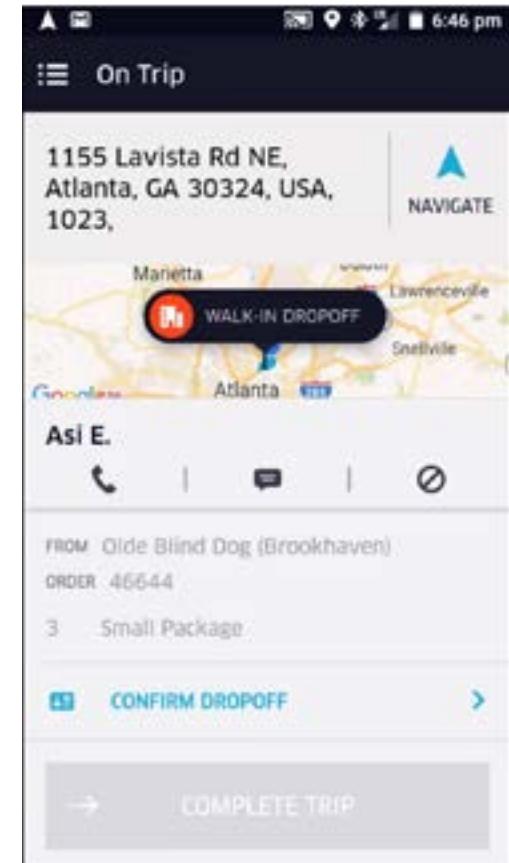




DELIVERY REQUEST



PICKUP LOCATION

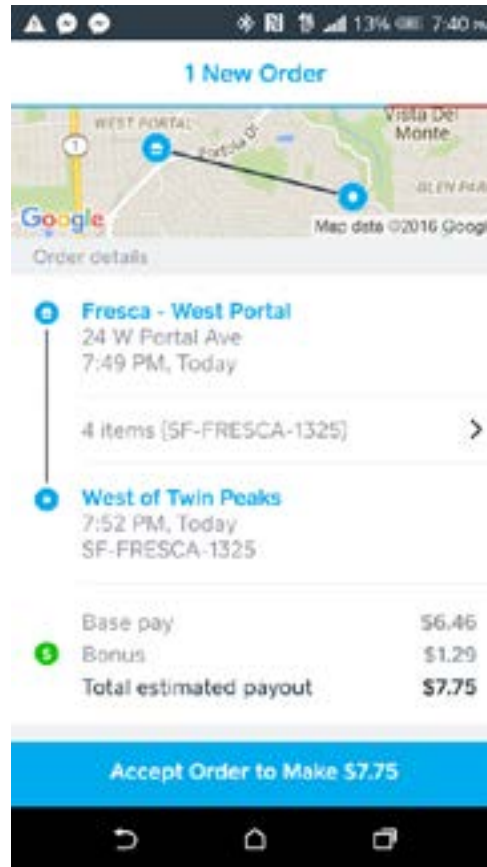


DROPOFF LOCATION

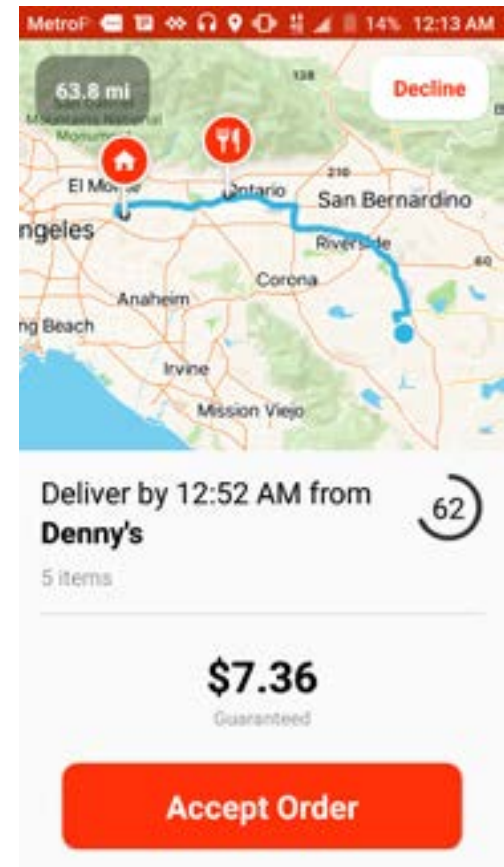
# UBEREATS WORKFLOW



POSTMATES



CAVIAR



DOORDASH

# COMPETITOR ANALYSIS

# DEFINE



"I think I might switch from doing UberEats to Doordash or something because the app is hard to use."

"It would be nice if UberEats would actually show me the name of the restaurant I'm picking up from rather than just the address."

**"I hate that the app doesn't tell you your dropoff location until after you pick up the food and it's too late to cancel."**

I enjoy talking to people.

Why is traffic so bad?

Why is parking so hard to find?

This app is so hard to use.

Should I switch apps to something more convenient?

**The dropoff location is so far. . . I shouldn't have accepted that delivery.**

## SAYS DOES

**STEVE**

## THINKS FEELS

Drives a Prius around San Francisco

Makes small talk with both cashiers and customers

Picks up food

**Commutes from Antioch to SF, but ends up around the Bay Area**

**Tired - he often gets home later than he expects**

Annoyed - the dropoff locations are often much further than he expects

Happy - he enjoys talking to people and discovering new places

# EMPATHY MAP



## ABOUT ME

**Age**  
53

**Location**  
Antioch

**Occupation**  
rideshare and delivery service  
driver for UberEats, Uber, and  
Lyft

**Family**  
husband + dog

**UberEats Rating**  
93%

**Average Tip**  
\$3.12

## SOCIAL STEVE

*both a foodie and a family man*

*"I drive for UberEats because it's a good opportunity to talk to people and explore the city while also making money and time for my family."*

Steve loves to spend time with his family as well as meet new people and discover new places. He uses the money he makes from rideshare and delivery apps to support his family and fund his foodie experiences.

## GOALS

- Provide supplemental income to support his family
- Balance work and family time
- Get back home in time to eat dinner with his family, sometimes with takeout from restaurants he discovered with UberEats
- Discover new and local restaurants to explore in free time with his family by talking to people
- Driving for rideshare and delivery services provides opportunities to socialize and meet new people

## TASKS

- Uses it in conjunction with Uber and Lyft to maximize efficiency
- Checks UberEats in the evenings, or when requests from the other apps are slow so there's less downtime
- Uses Google Maps to look for restaurant locations, and find new restaurants to check out
- Drives around in his Prius to pick up orders
- Brings takeout home to his family

# PERSONA



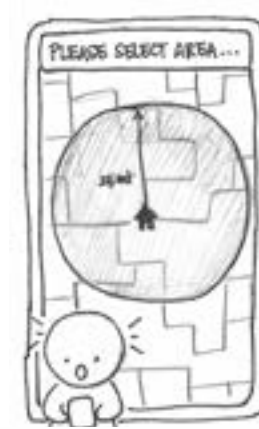
Steve usually brings food he discovers from UberEats home to his family.



He often ends up far from home because UberEats doesn't disclose dropoff locations.



He gets home late because dropoff locations are sometimes unpredictable and far.



With the new update, he can constrain dropoff location, so he won't end up too far from home.



Steve can now socialize and do his job without worrying about getting home late.



He can also target different areas to drop off to so he can work his way back to his home.



He can drop off in SF, then Berkeley, etc, to gradually make his way home to Antioch.



Steve now gets home early enough to eat dinner with his family.

# STORYBOARD

## **PROBLEM**

Uber drivers want to know the dropoff location because they don't want to drive too far

## **SOLUTION**

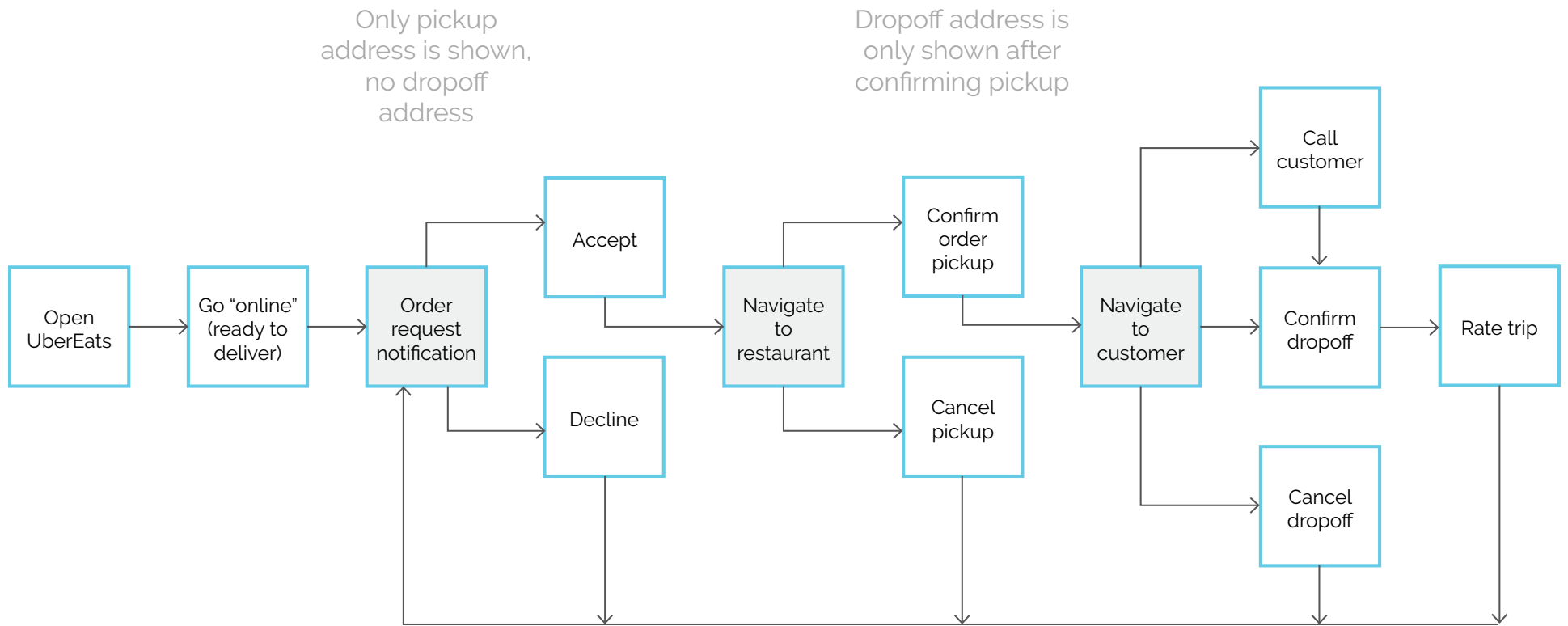
Drivers can constrain the location they want to drop off to

In addition, at the end of their shift, they can get deliveries heading near their home

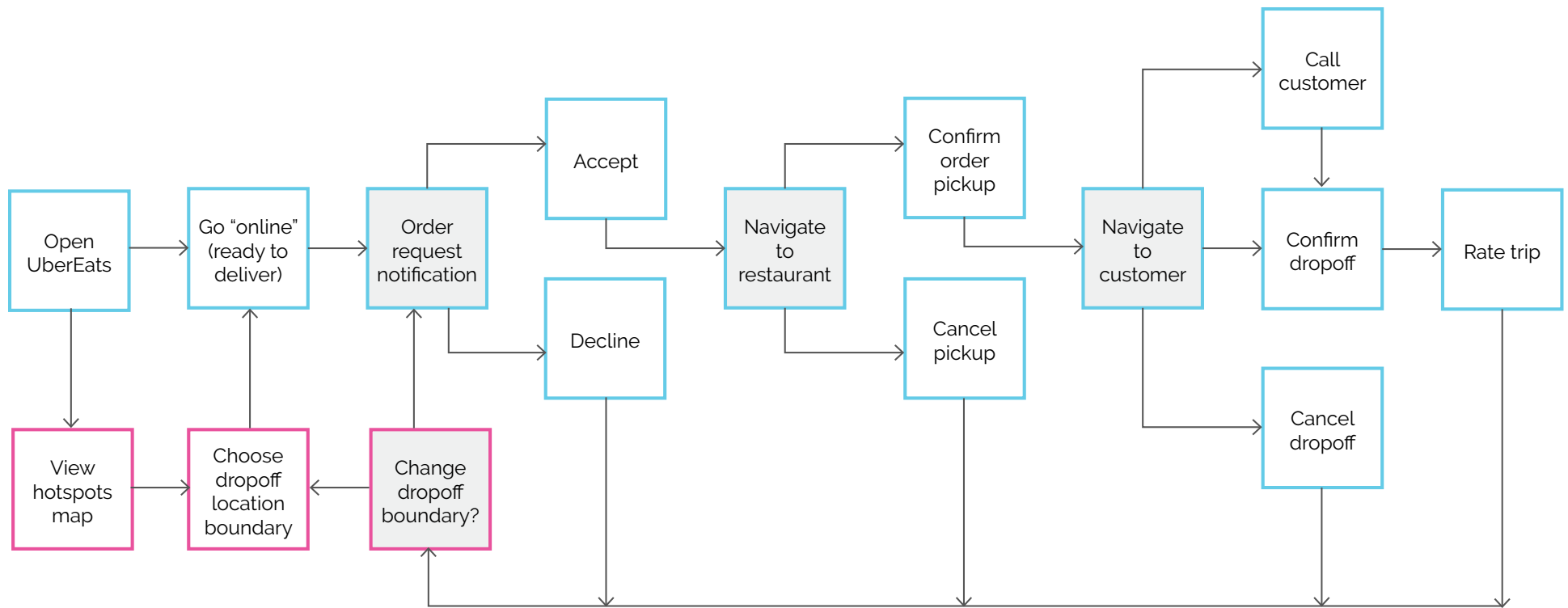
# **PROBLEM/SOLUTION**

# DEVELOP

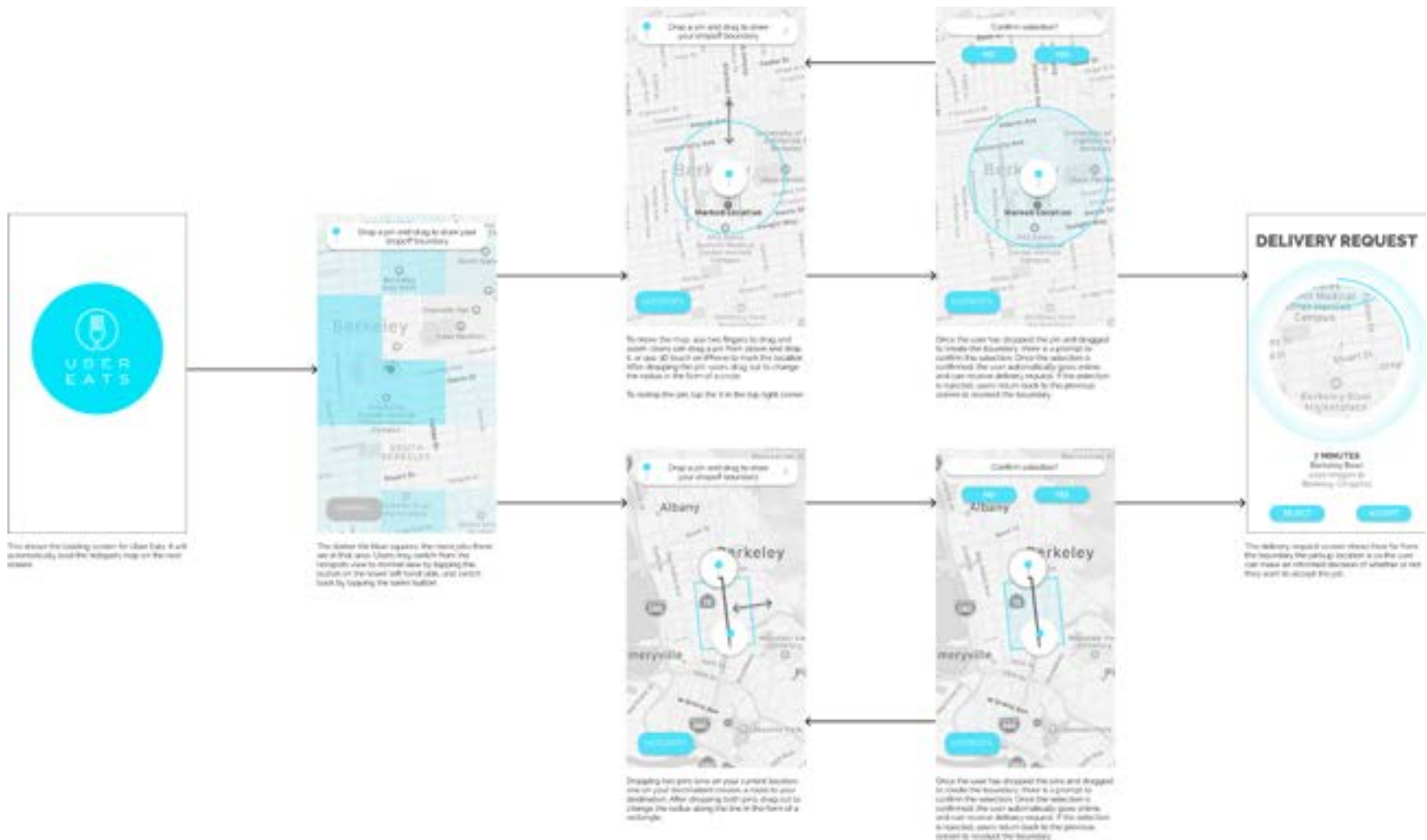




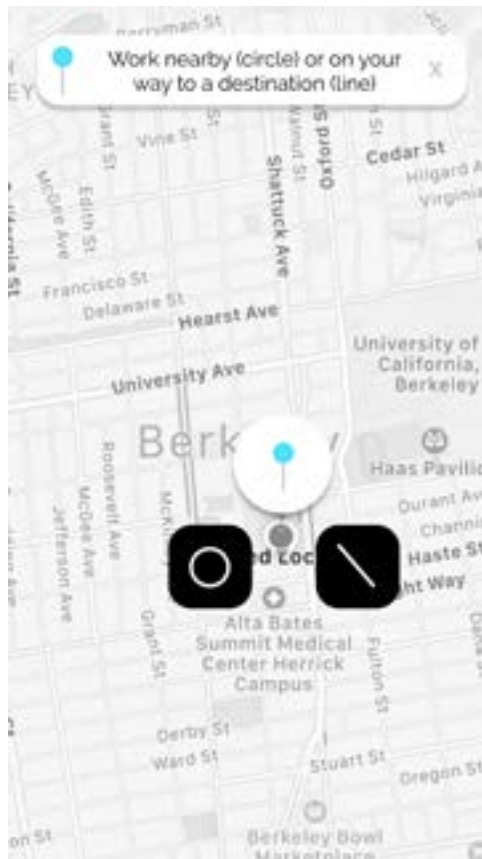
# CURRENT USERFLOW



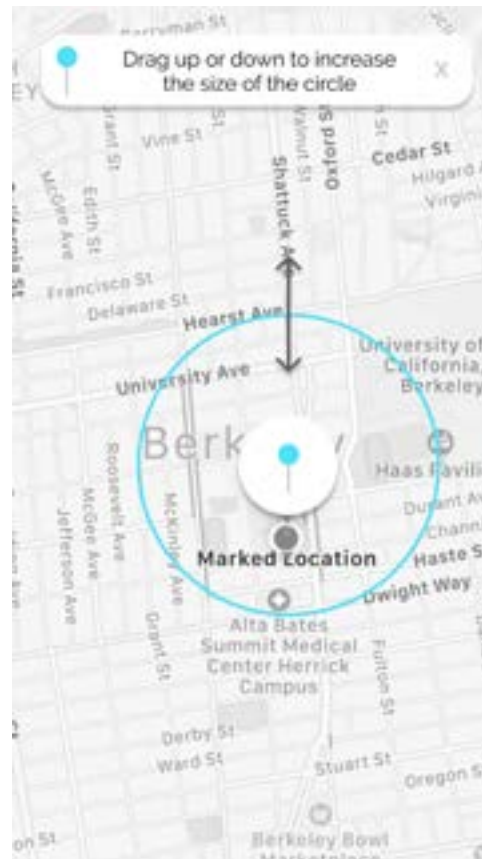
# PROPOSED USERFLOW



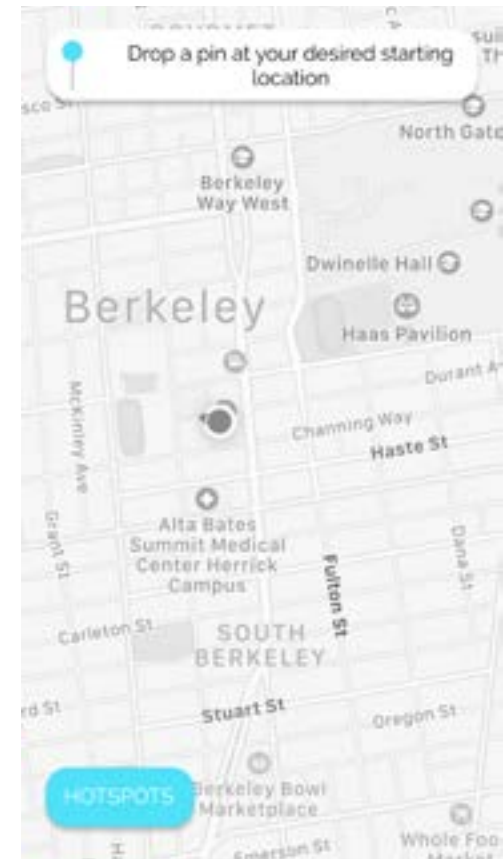
# WIREFRAME V1



Trouble using the circle and slash options for adjusting area



No back buttons

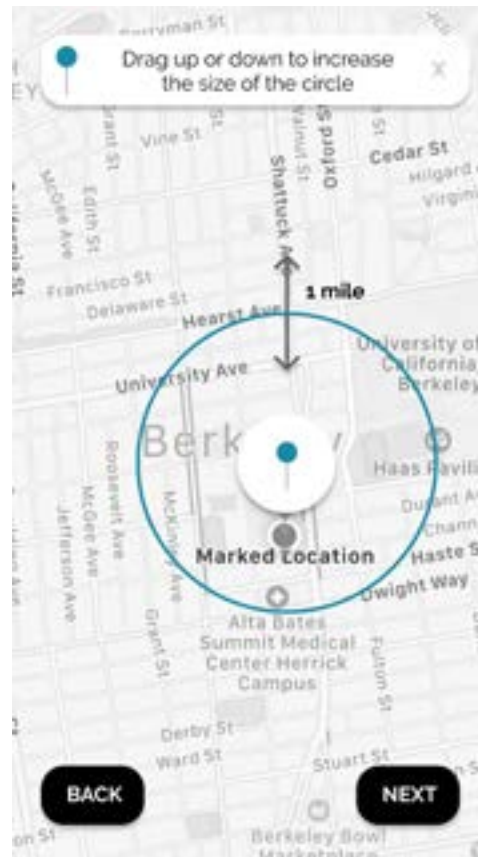


Trouble identifying hotspots button - it doesn't stand out

# USABILITY ISSUES



Added a first time user's guide



Added back buttons



Increased the boldness of font and changed color to increase contrast

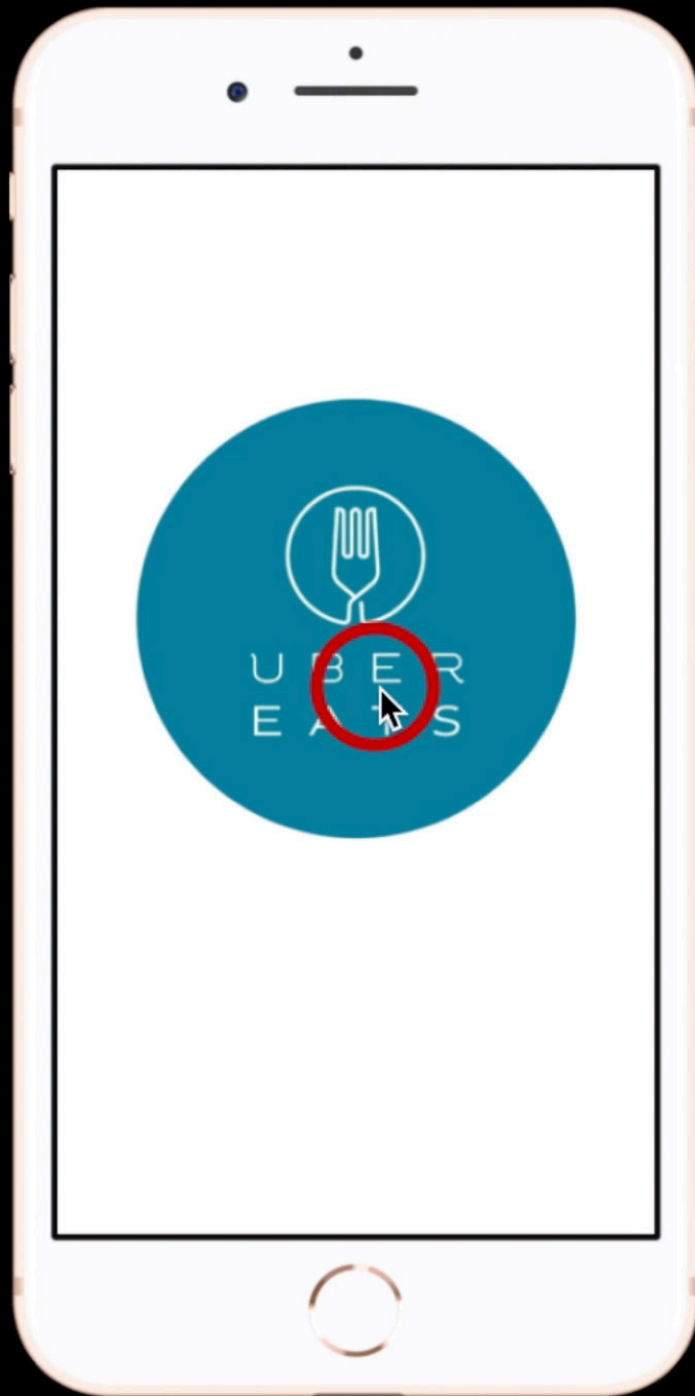
# IMPROVEMENTS

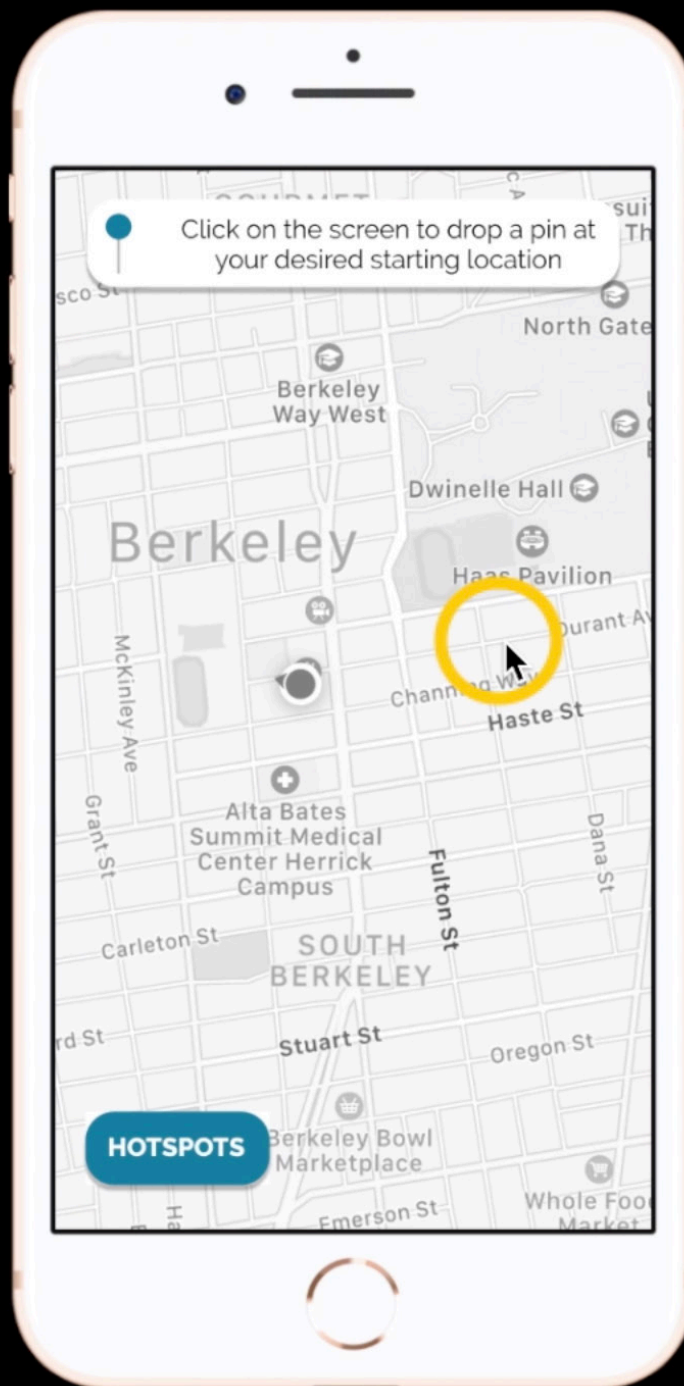
<https://www.figma.com/file/eW0gmMTzrjVcoc2vdhNRUu/ubereats-wireframes-v3.1?node-id=0%3A1>

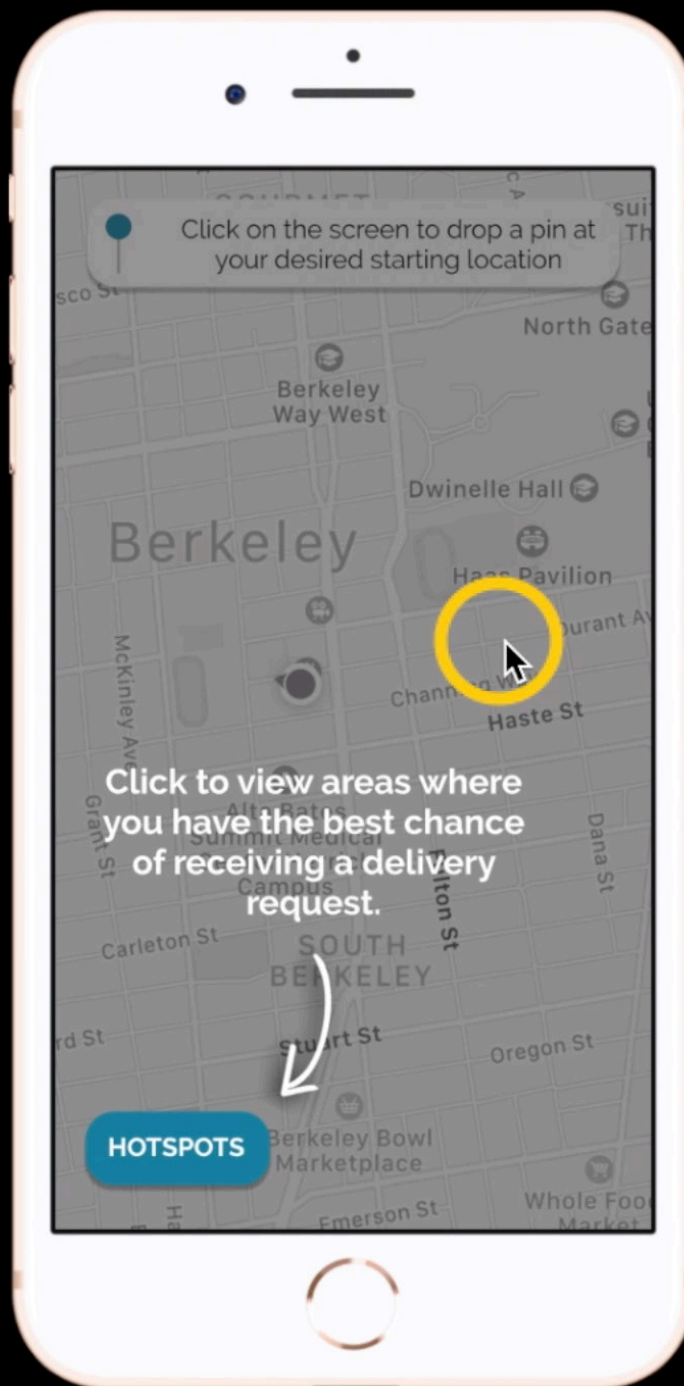
# **WIREFRAME V2**

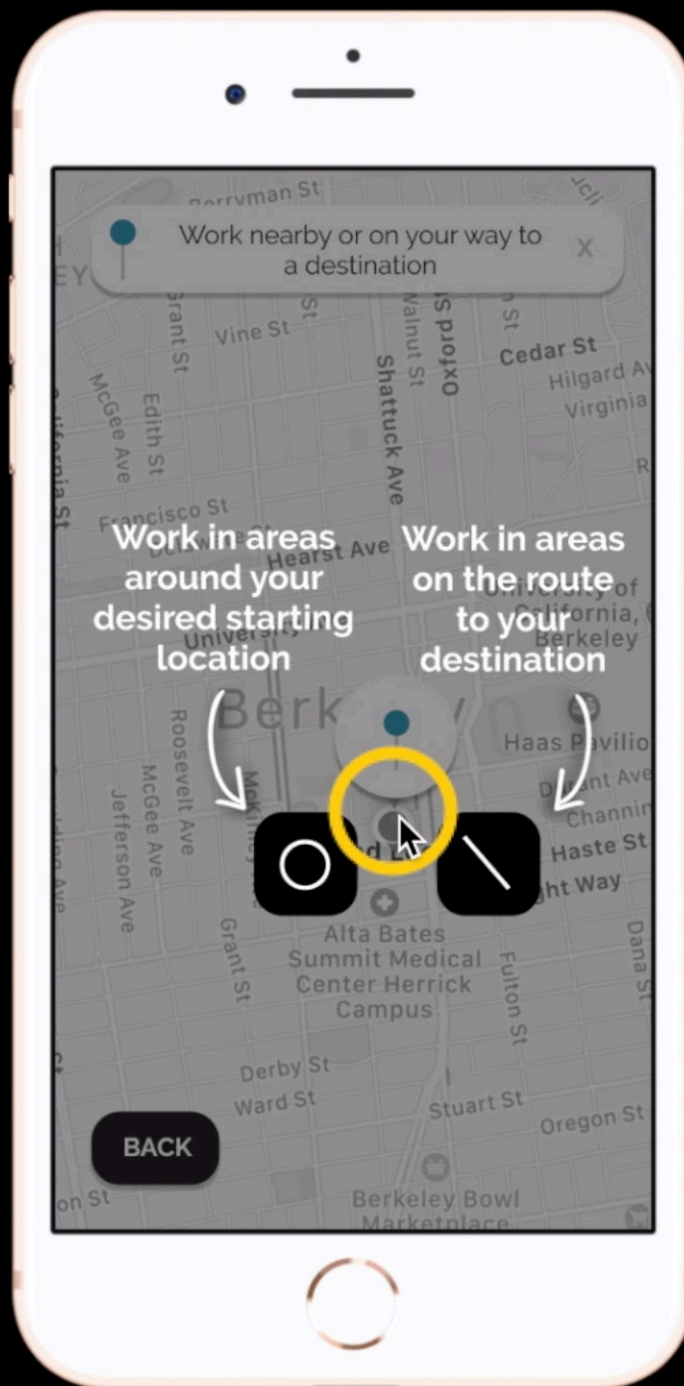
**DELIVER**

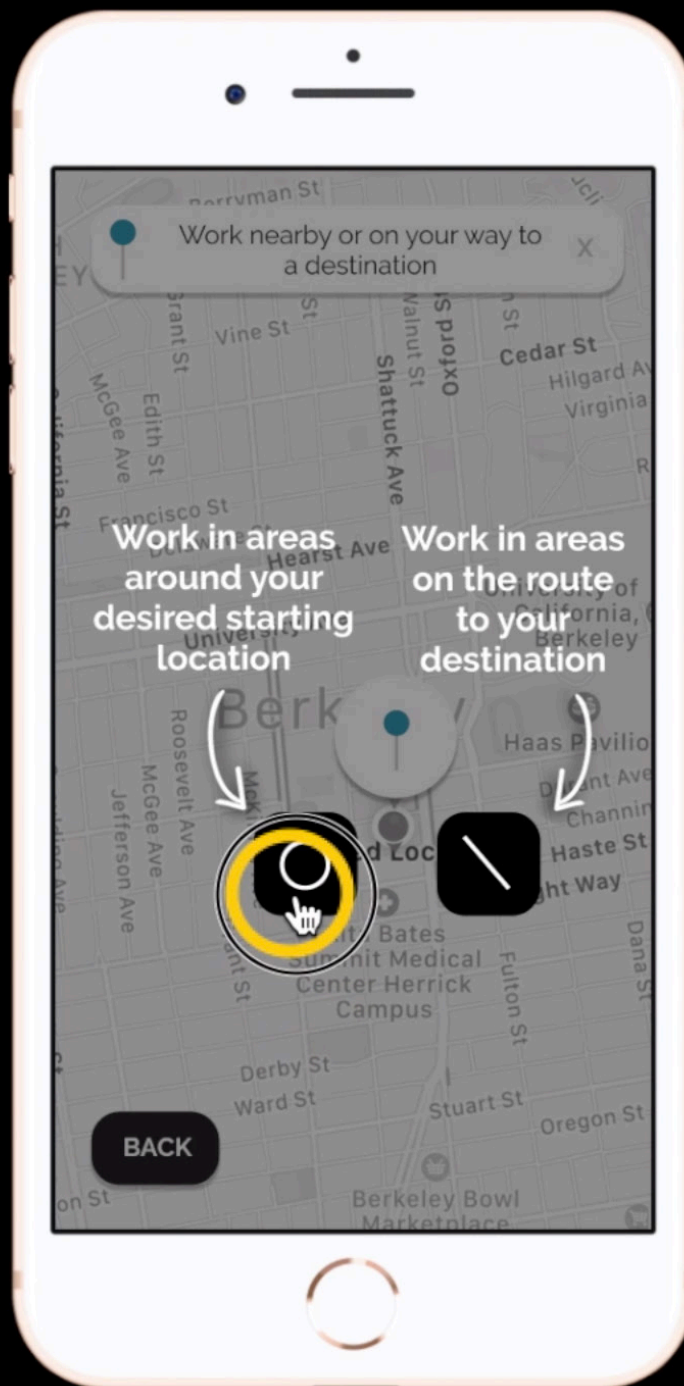


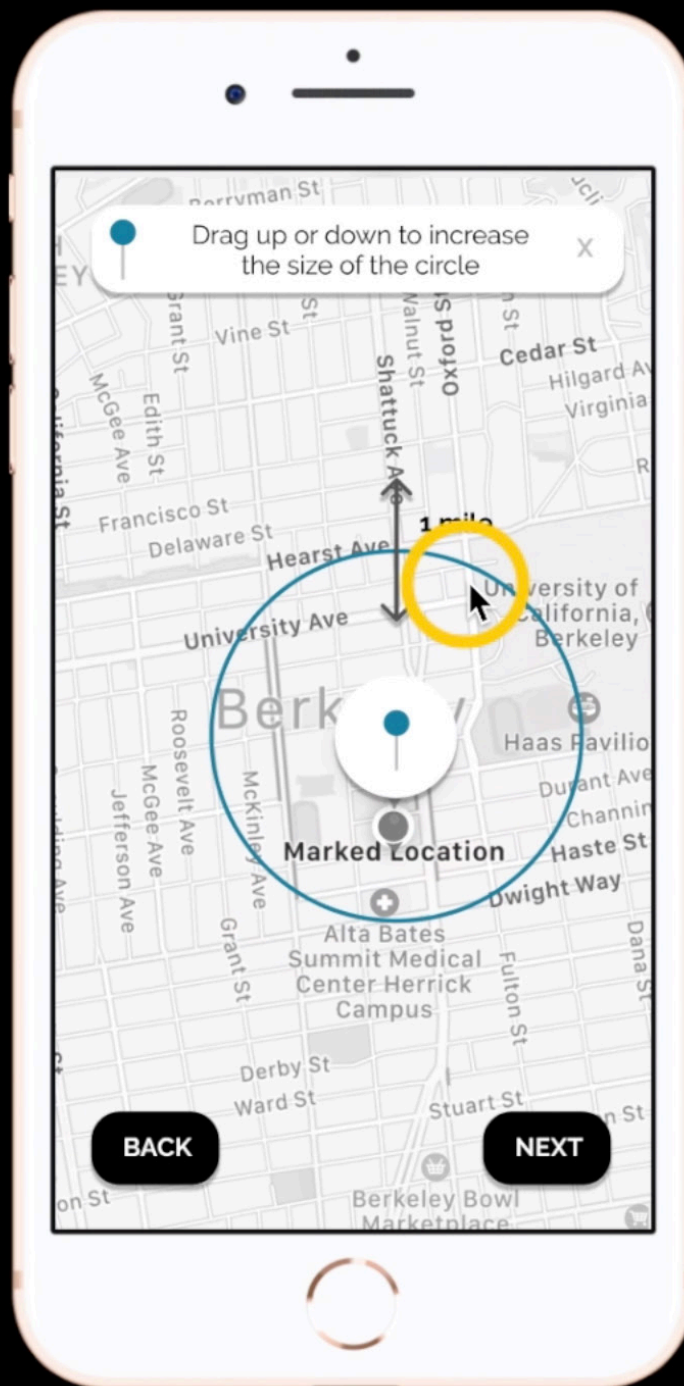


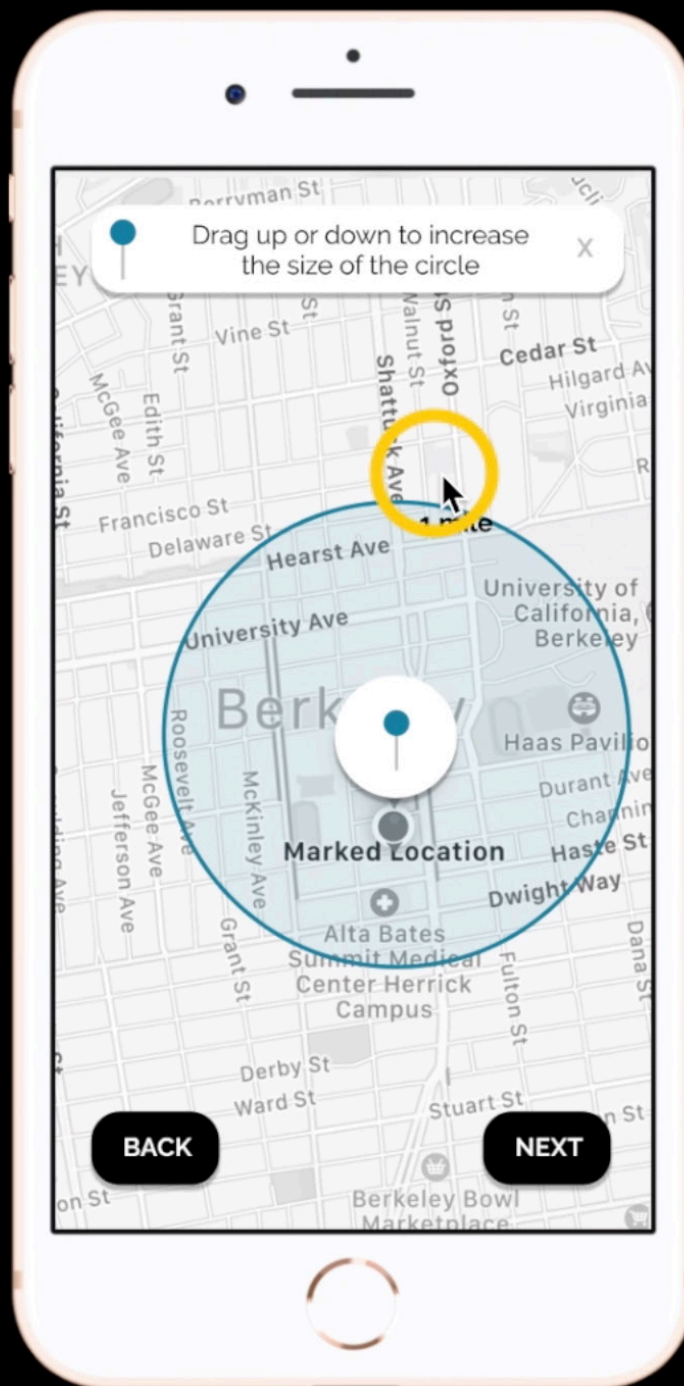


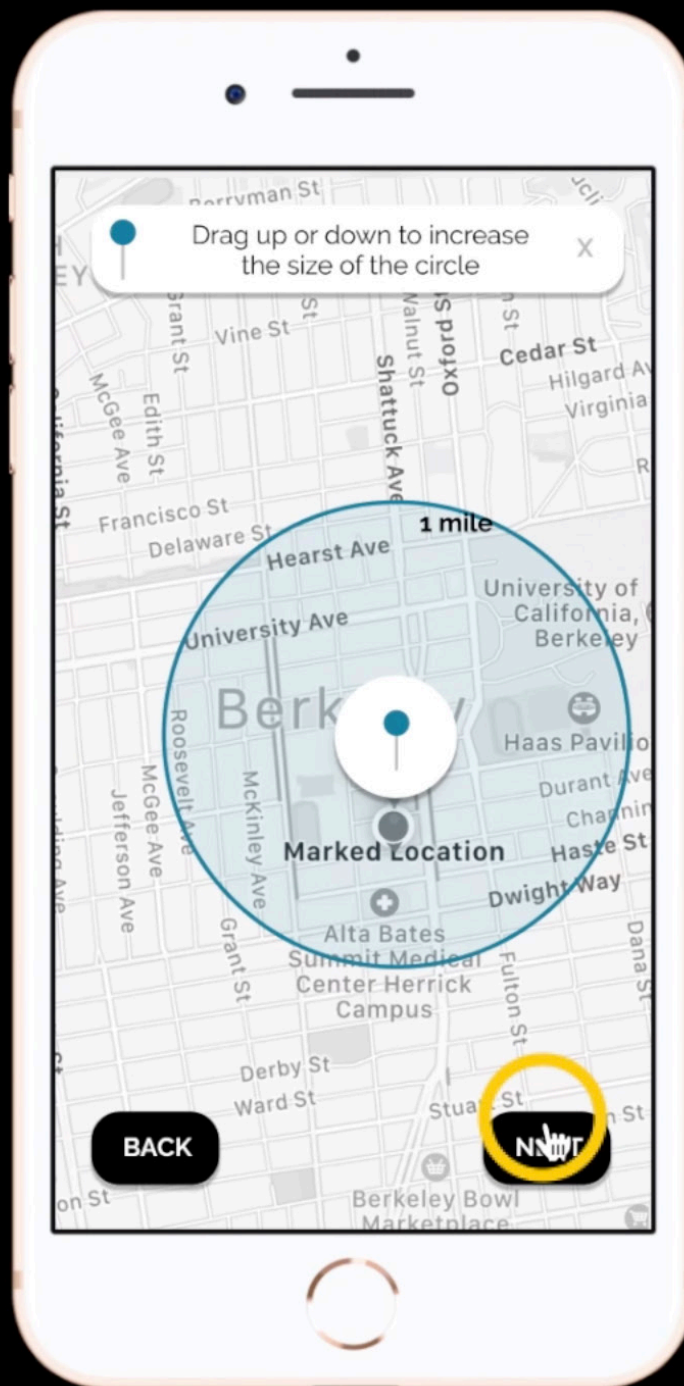




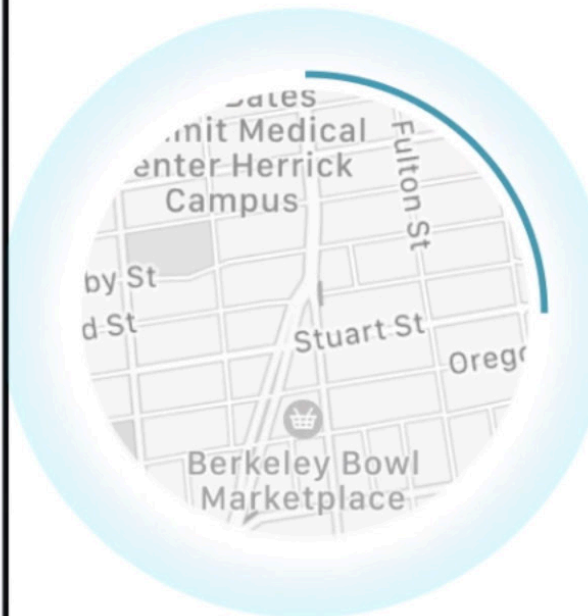








## DELIVERY REQUEST

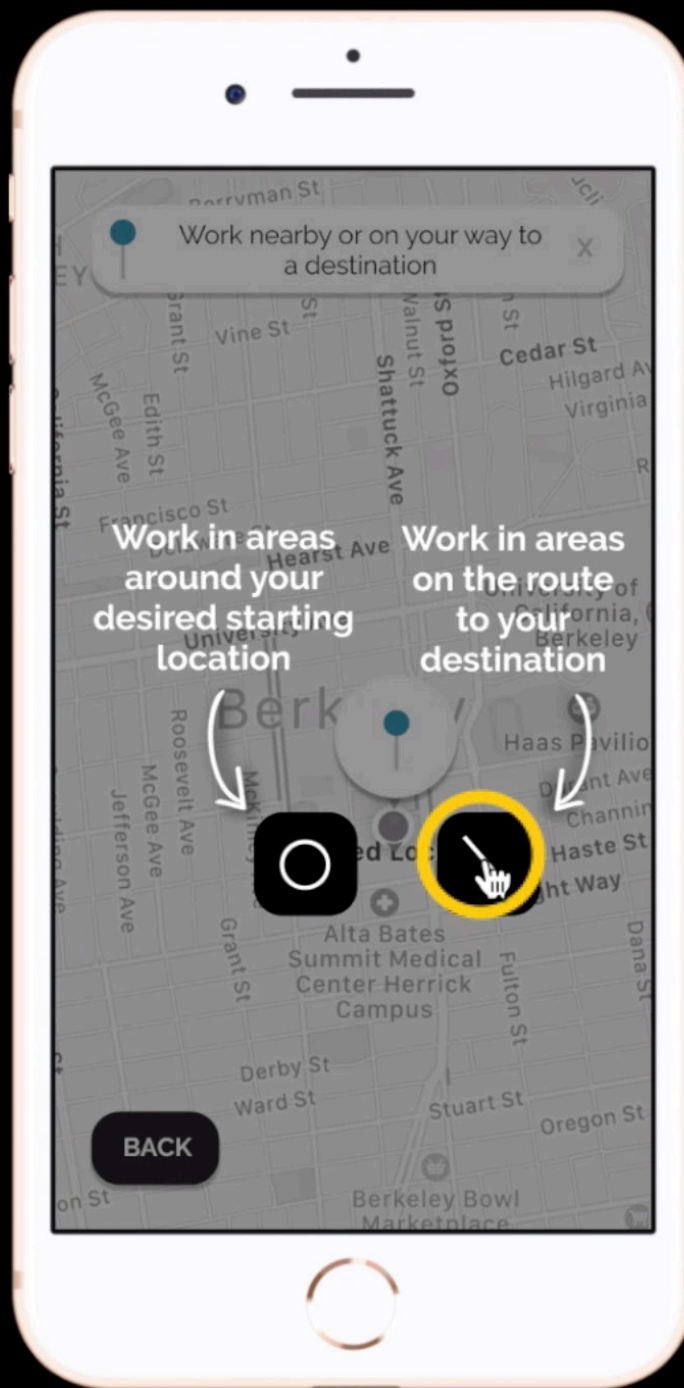


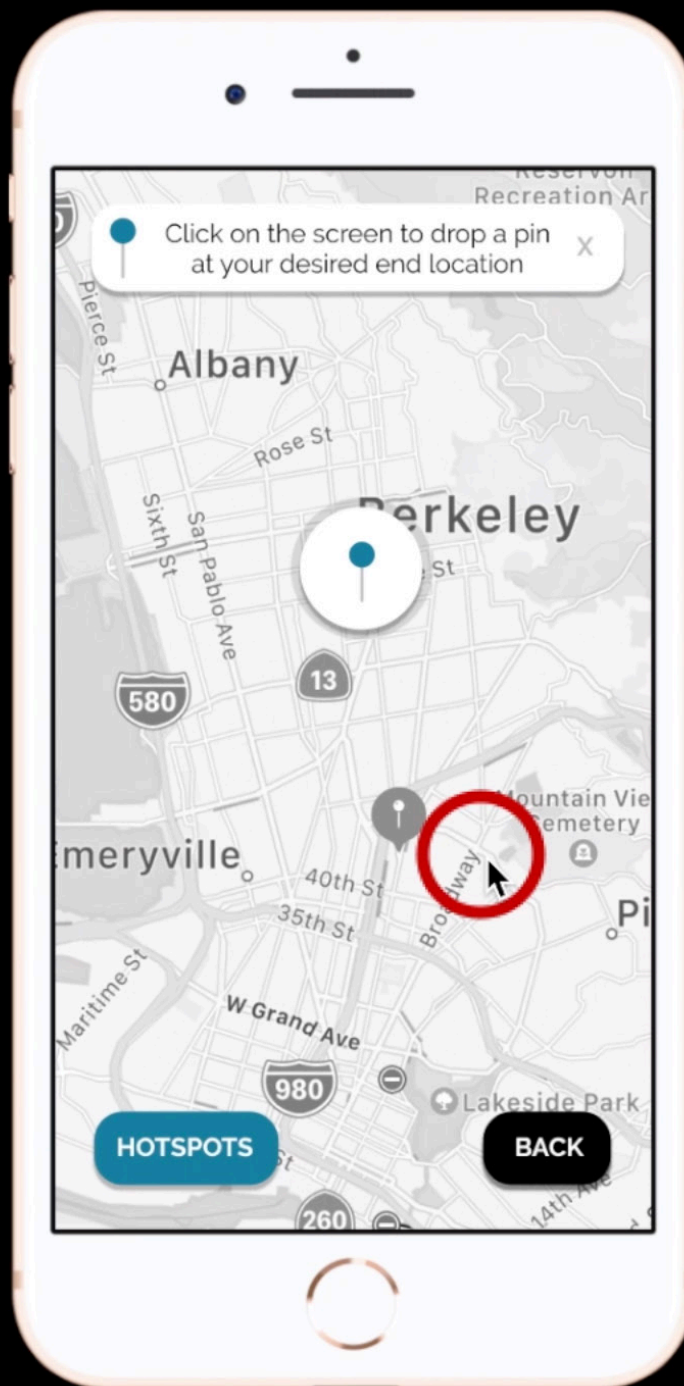
**7 MINUTES**

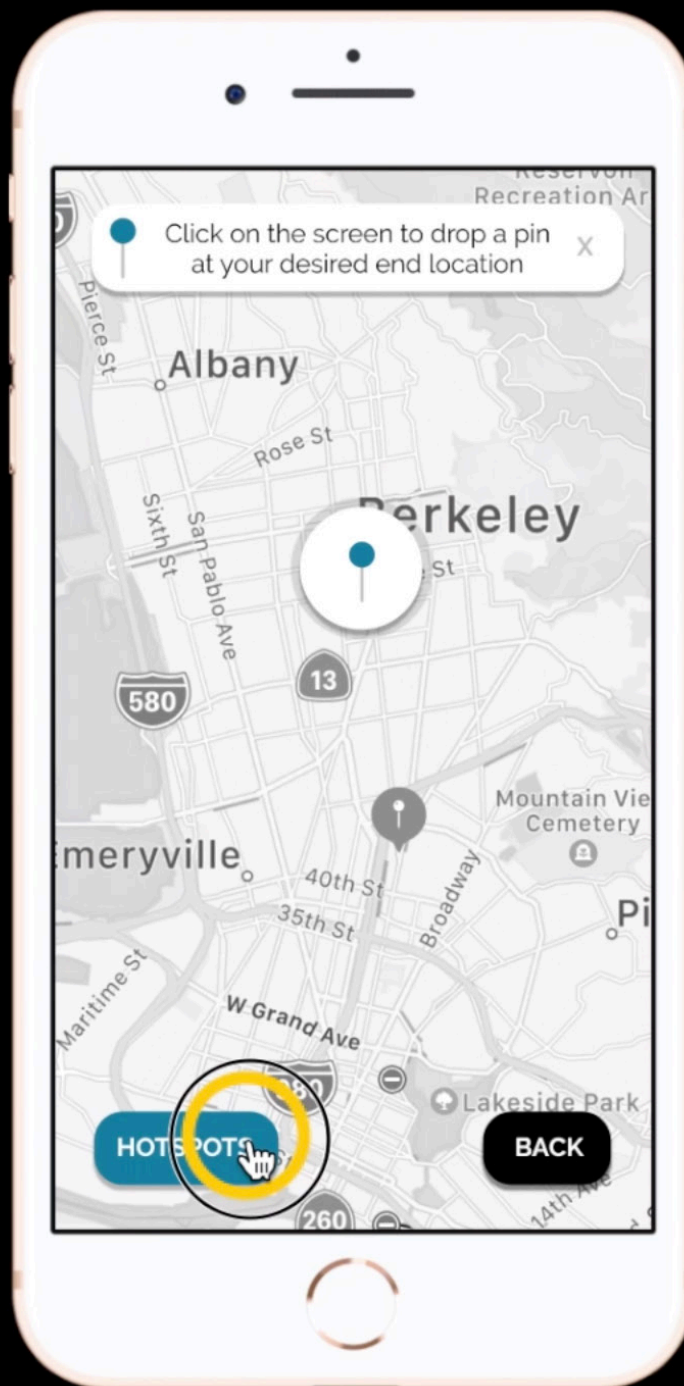
Berkeley Bowl  
2020 Oregon St  
Berkeley, CA 94703

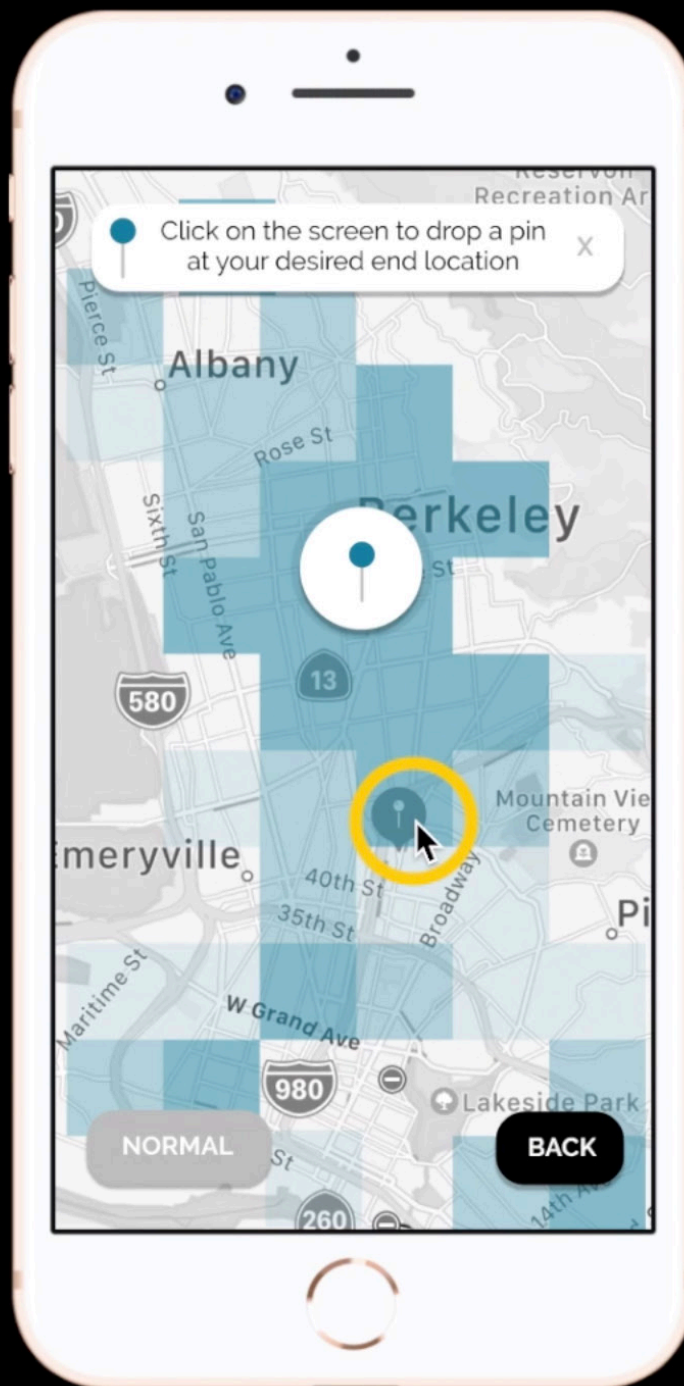
REJECT

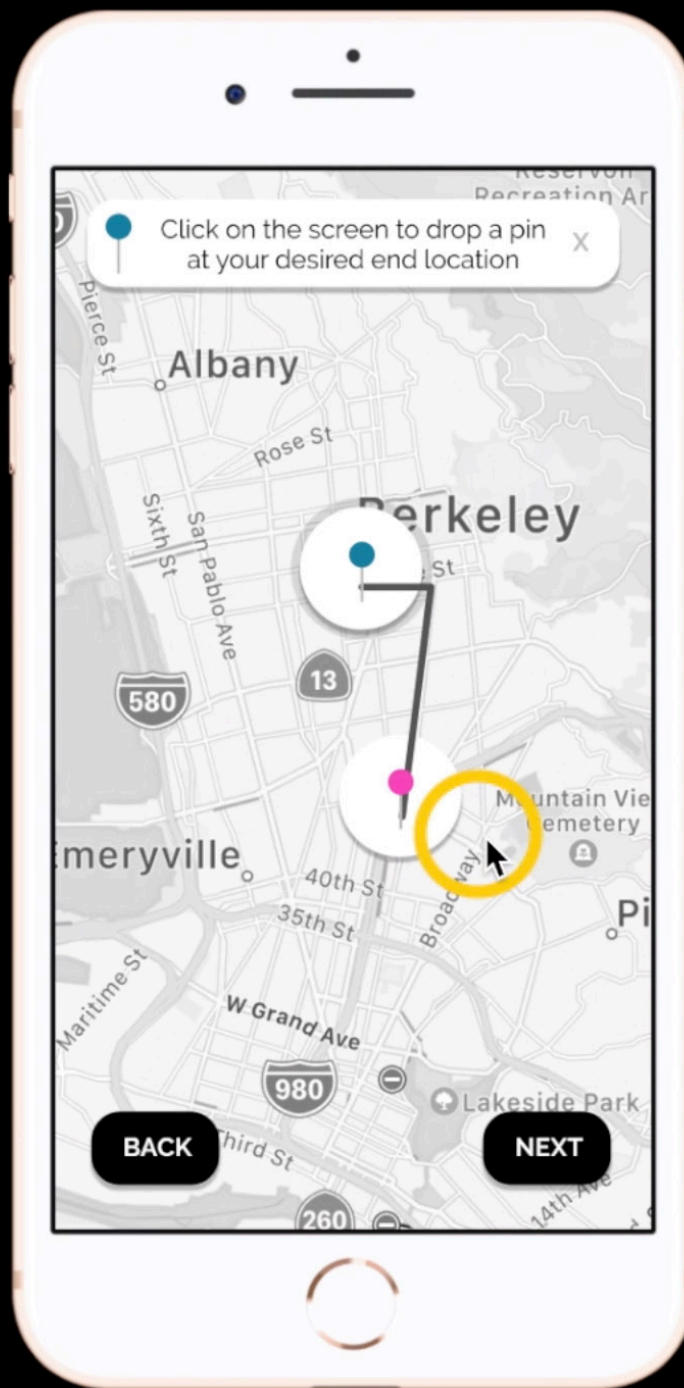
ACCEPT

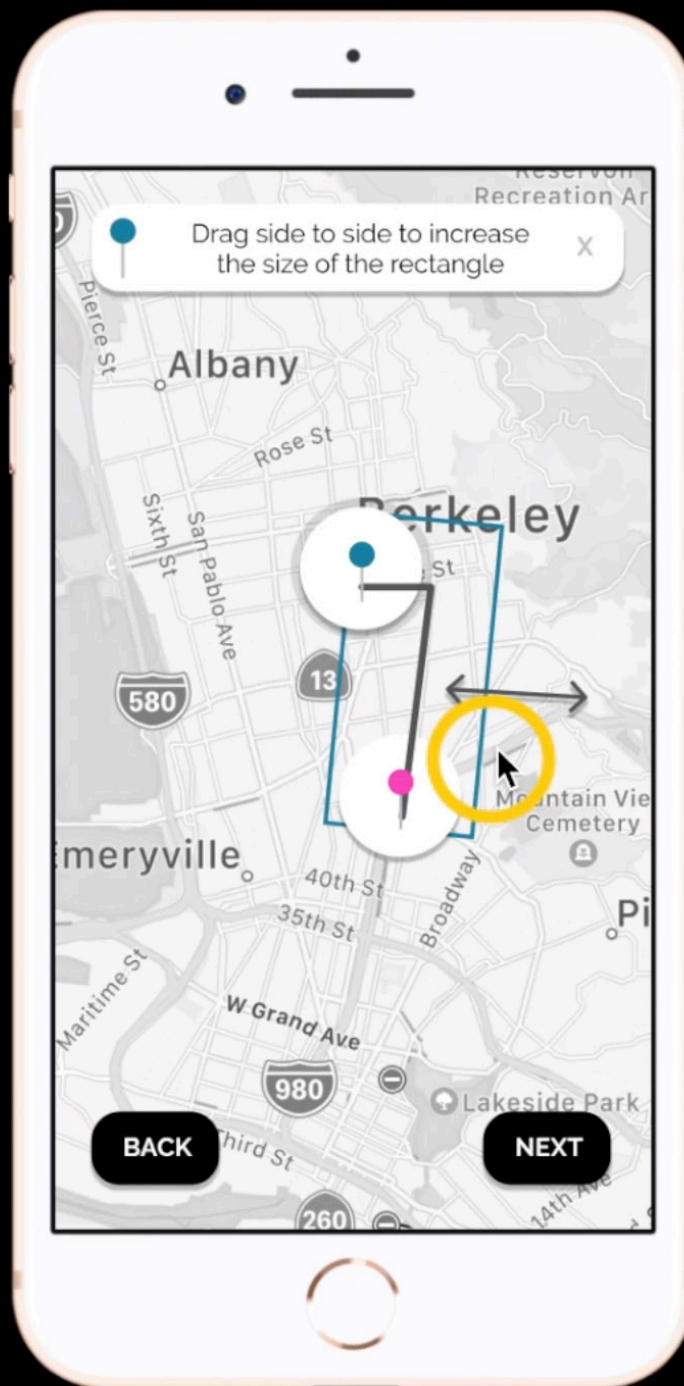


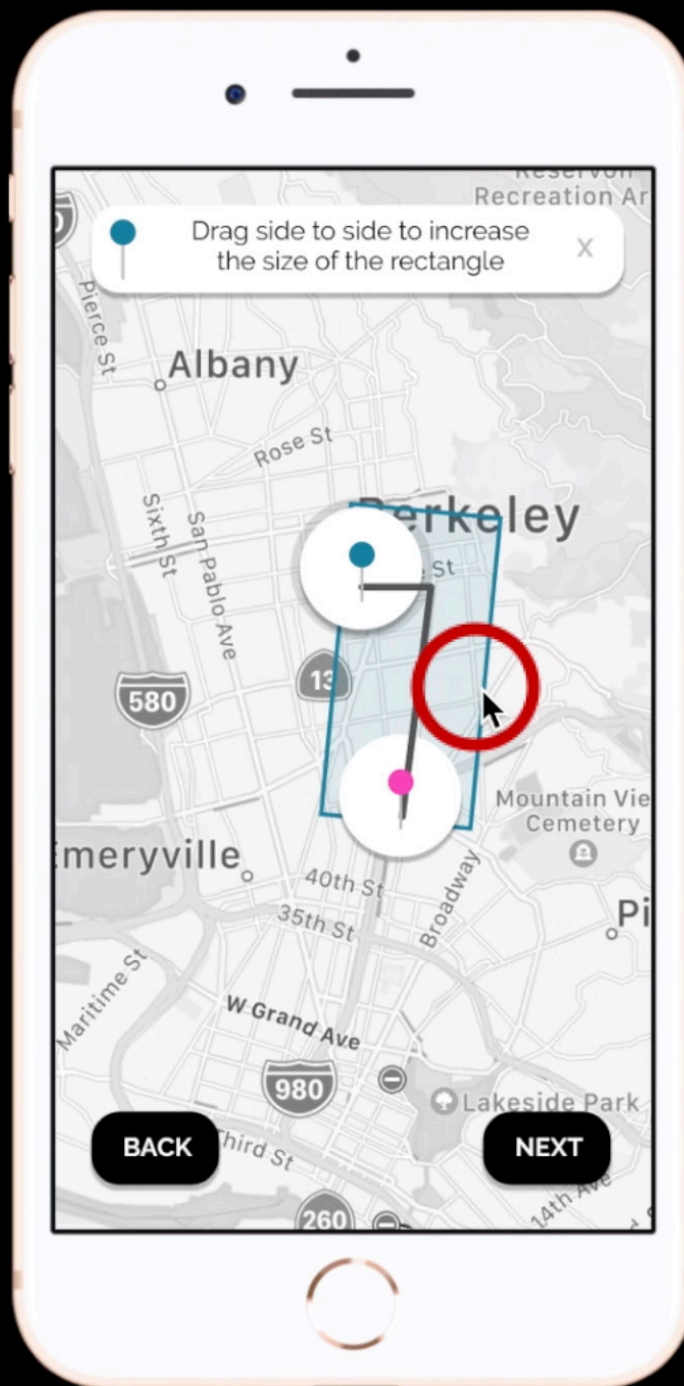


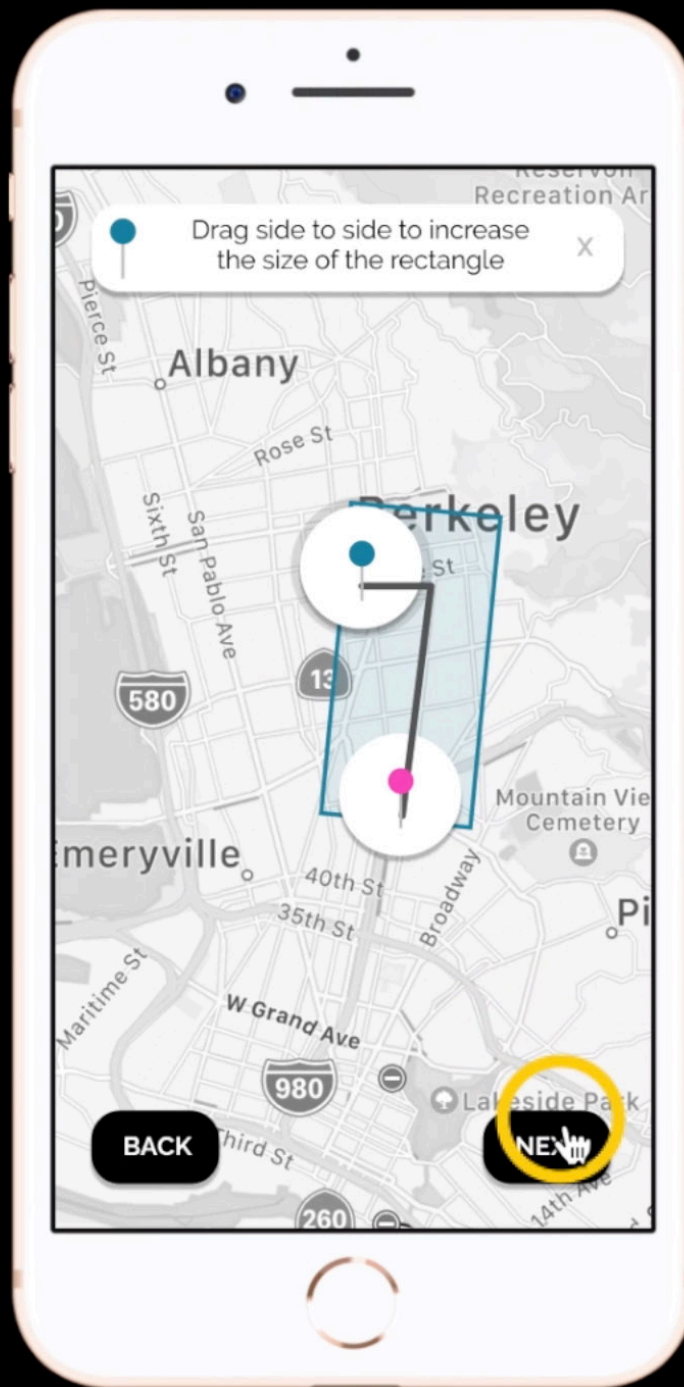




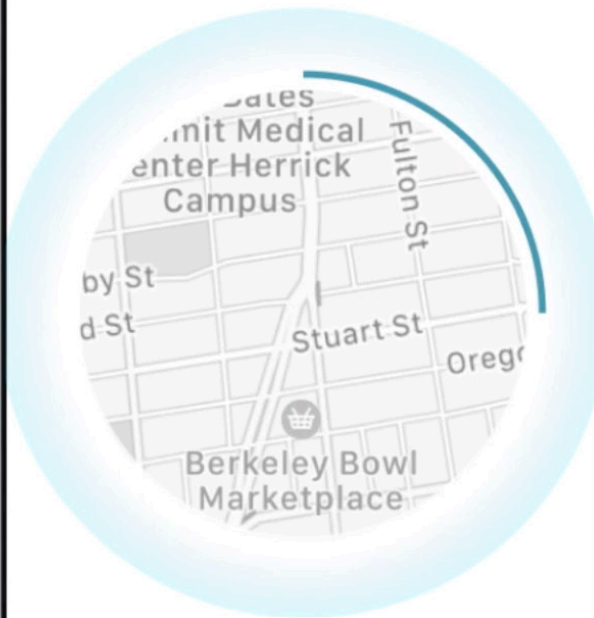








## DELIVERY REQUEST



**7 MINUTES**

Berkeley Bowl  
2020 Oregon St  
Berkeley, CA 94703

REJECT

ACCEPT