

eats
food made easy

Logo + Slogan

The "Eats" logo is intended to use in a minimal format that preserves its impact.

Primary



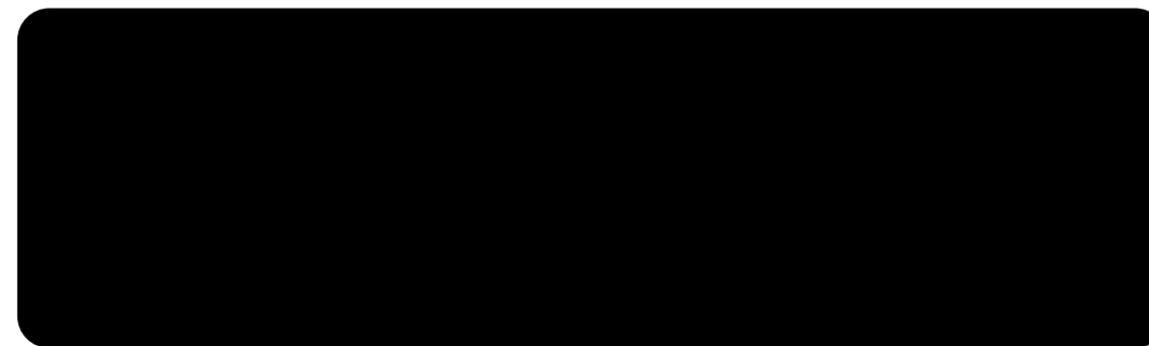
Secondary



Colors



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HEX | cf0a08



RGB | 0, 0, 0
HEX | 000000



RGB | 224, 114, 128
HEX | e07280



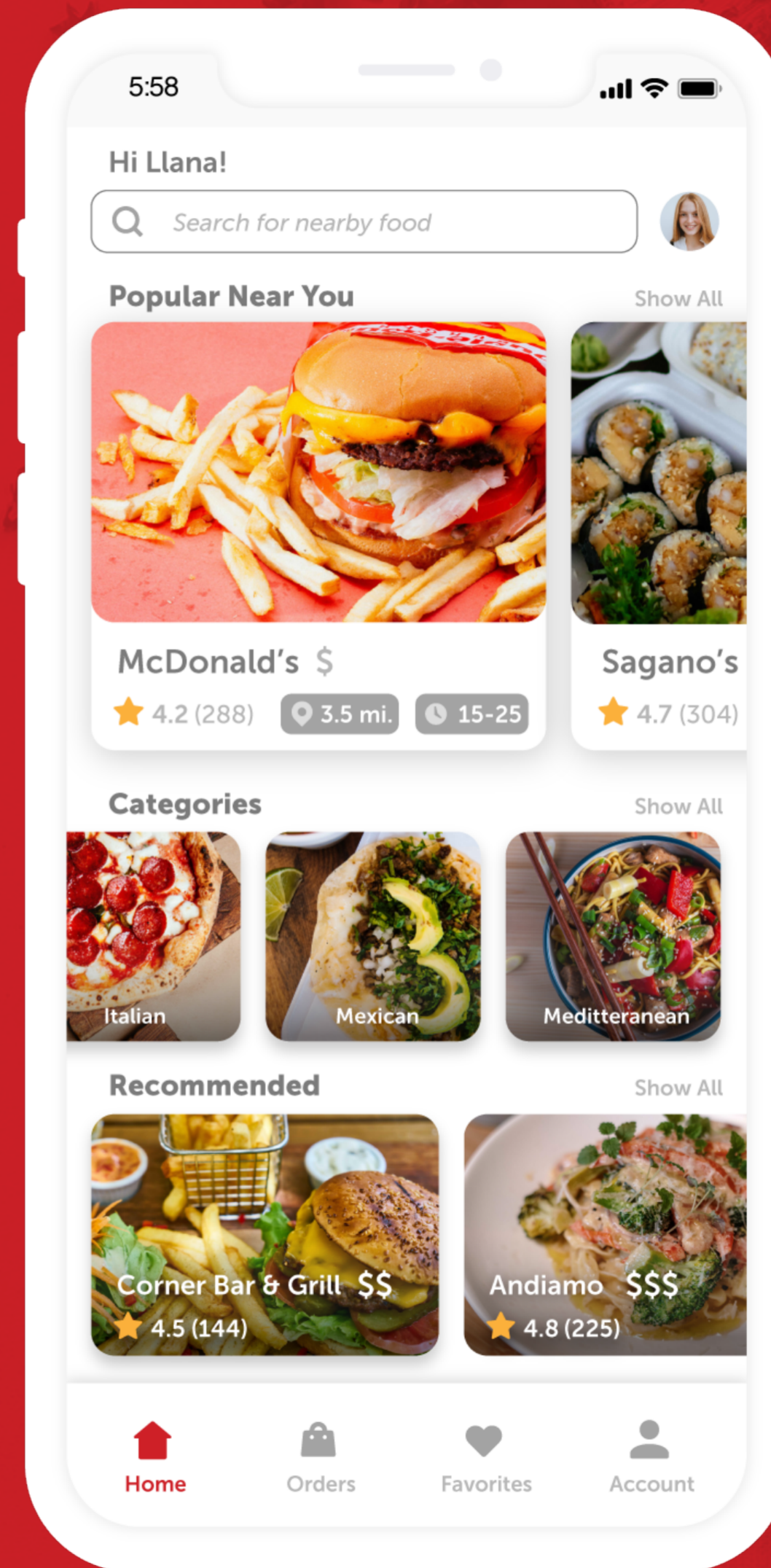
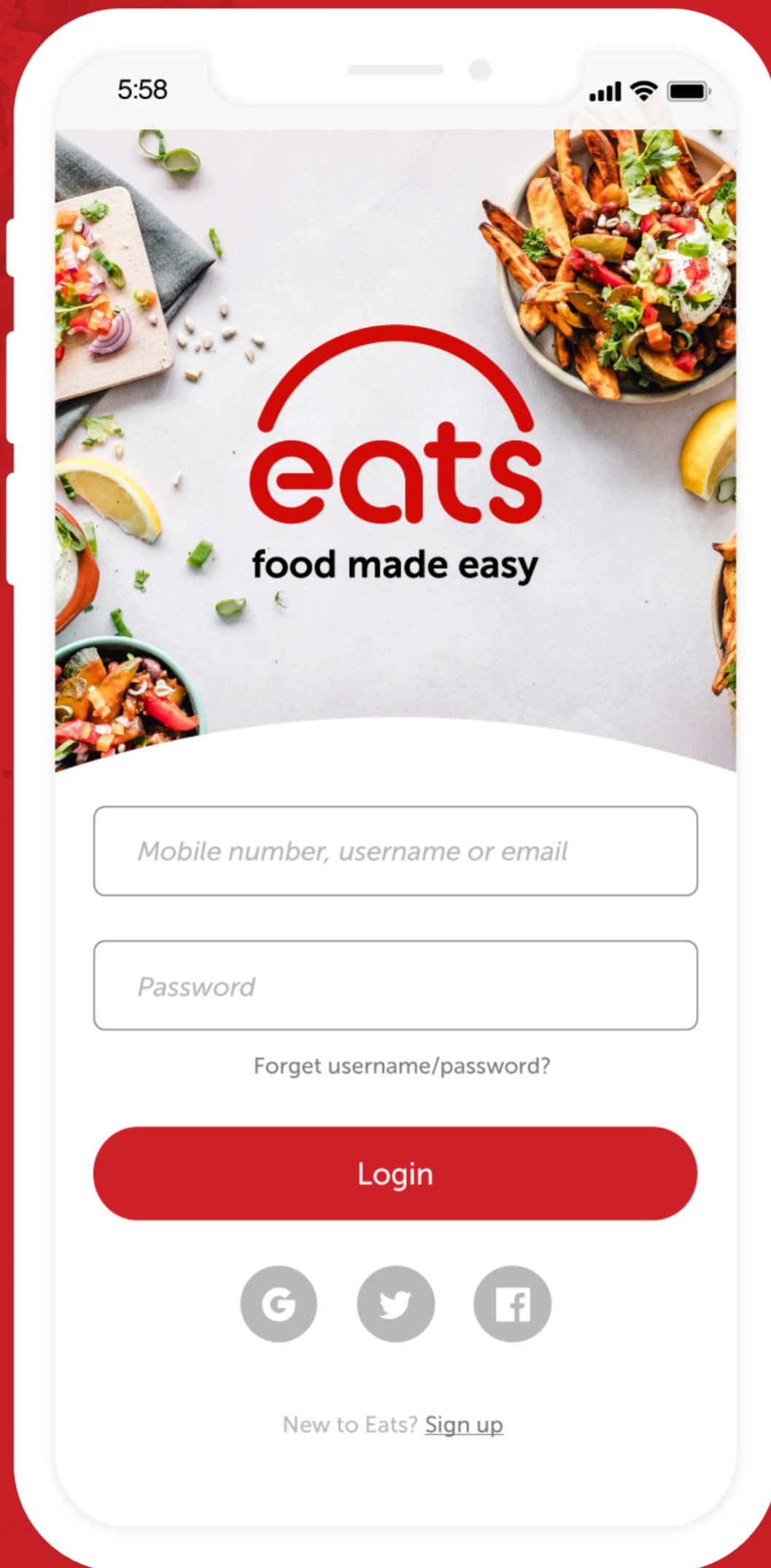
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HEX | 7b7b7b

Description & Solution



Eats partners with local eateries near you to deliver food straight to your doorstep in as little as 10 minutes! By offering the widest selection from thousands of local and national restaurants, Eats has a leg up over the competition. Skip the lines and choose pickup or our fast and reliable delivery service. The Eats app allows you to mix and match food from available restaurants to satisfy the most extreme cravings. Contactless delivery options not only keeps you safe but restaurants too. Simply choose to 'leave order at the door' to keep you safe at home. Pair discounts and perks with our rewards to save time and money. Eats+ members have access to additional deals, including free delivery. Track your order in real-time with our location based navigation system and get notifications until we reach your door. The Eats app has satisfied over 1 million customers with 100% satisfaction guaranteed or it's on us!

A lot of food delivery is disappointing. Whether it's delayed delivery, inaccurate orders, or cruddy customer support, these situations can seem inevitable. Because there are so many independent factors involved (location, food prep, food delivery, weather, etc), 100% accuracy all the time can never be guaranteed. Food delivery apps sneak in hidden fees and fail to honor missing deliveries. Customers rely on food delivery apps to accurately deliver the correct orders in a timely manner but a lot of people are left looking for a plan B. Eats strives to close the gap on these problems to set a new standard for food delivery. Low margin of error results in a happy home!





Availability: 4,000 U.S. cities and London, UK | **Fees:** Varies by restaurant

Minimum order: Varies by restaurant for delivery | **Subscription option:** GrubHub+ for \$9.99 a month

Pros

- Extensive reach
- Delivers from both local restaurants and national chains
- Supports multiple payment methods
- Special deals in app
- No contact delivery and pickup options

Cons

- Service from some restaurants includes delivery fees
- Delivery is inconsistent resulting in inaccuracies



Jacob Gruener

★ ★ ★ ★ ★ February 7th, 2021

Grubhub is my favorite app for ordering delivery/pickup. I have had mostly good experiences, and I really value the ability to order online without having to call the business. They do forget drinks sometimes, but this is normal for all apps. My only real complaint is that they charge a delivery fee on top of the delivery driver tip. You can get it removed by joining grubhub premium, but that seems like a very bad value proposition unless you are ordering every other day. Anyway good stuff.



Jessica Budnick

★ ★ ★ ★ ★ January 31st, 2021

The app is easy to use. In my experience, the service is the issue. Every time I've placed an order, one of three things happens. The order is delayed by over 30 minutes, the order is wrong and items are missing and I have to get on the phone with customer service, or they cancel the order after 20 minutes or more goes by with no notification or explanation. I literally only use the app as a last resort for restaurants that are not available on other delivery platforms.



Availability: 4,000 cities in U.S., Canada and Australia | **Fees:** Varies by restaurant
Minimum order: None | **Subscription option:** DashPass for \$9.99 a month

Pros

- Serves a wide array of local eateries and national chains
- “Yum Score” rates restaurants and their partnership with Doordash
- Easy recommendation engine for restaurant discovery
- No contact delivery and pickup options

Cons

- Reach not as extensive as Grubhub
- DashPass only reduces delivery fees instead of being free
- Delivery is inconsistent resulting in inaccuracies



Mercedes Lashanti

★ ★ ★ ★ ★ February 16th, 2021

The app is great for a person such as myself that really doesn't like to drive. It's a simple process that I take advantage of lots throughout the week. Which the DashPass helps with a lot. The only concerns I have would be when items I've ordered don't come with my meal. It's happened a few times but the most recent I confronted the business and restaurant about the missing item and was easily refunded the cost of the out of stock item. An automatic refund for out-of-stock items would be great.



Ben Barnett

★ ★ ★ ★ ★ February 17th, 2021

Customer service is fine, but what a headache! We ordered with the intention of using a promotional code, but there was no option to enter the code at the checkout, and the food arrived an hour and a half earlier than specified. They did give me some credit to my account for the trouble, but once it's used, I'm done with third party delivery apps. It's cheaper and more convenient to order straight from the restaurant and collect it myself.



seamless



Availability: U.S. cities and London, UK | **Fees:** Varies by restaurant

Minimum order: Varies by restaurant for delivery | **Subscription option:** Seamless+ for \$9.99 a month

Pros ✓

- Extensive reach
- Delivers from both local restaurants and national chains
- Full-menu options without any extra fees
- No contact delivery and pickup options

Cons ✗

- Reach not as extensive as Grubhub
- Seamless+ only reduces delivery fees instead of being free
- Delivery is inconsistent resulting in inaccuracies



-Vanguard-

★★★★★ January 26th, 2021

Still an great option for food delivery, their \$10 a month premium service is also a great option if you find yourself ordering out alot, and customer service is top notch as well, never felt talked at or disregarded and they assisted me as much and as quickly as possible. Its a 4 star instead of a 5 however due to their lack of a warning about breakfast to lunch menu changes, have found myself burned and waiting on a refund more than once because a restaurant stopped serving breakfast items.



Kyren P.

★★★★★ February 6th, 2021

The app isn't too bad but it needs to be updated when someone has picked up your order. The issue is with the actual company. I have had multiple issues because my order has never been picked up or Seamless will just straight up cancel my order for a reason that makes no sense. I've made orders a couple of hours in advanced only to find out a driver had never been assigned to my order. It was great before but now it needs a lot of improvement.



Bio

James is married with two children. He manages a small chain of consignment shops around Southeast Virginia. He has a busy schedule and relies on avenues that are convenient. He isn't on a restricted diet and loves barbequed foods.

Wants & Needs

- An app that remembers my favorite restaurants and suggests similar options
- Options from all known eateries in the vicinity

Frustrations

- Complicated navigation within apps
- Not confident with technology
- Little patience

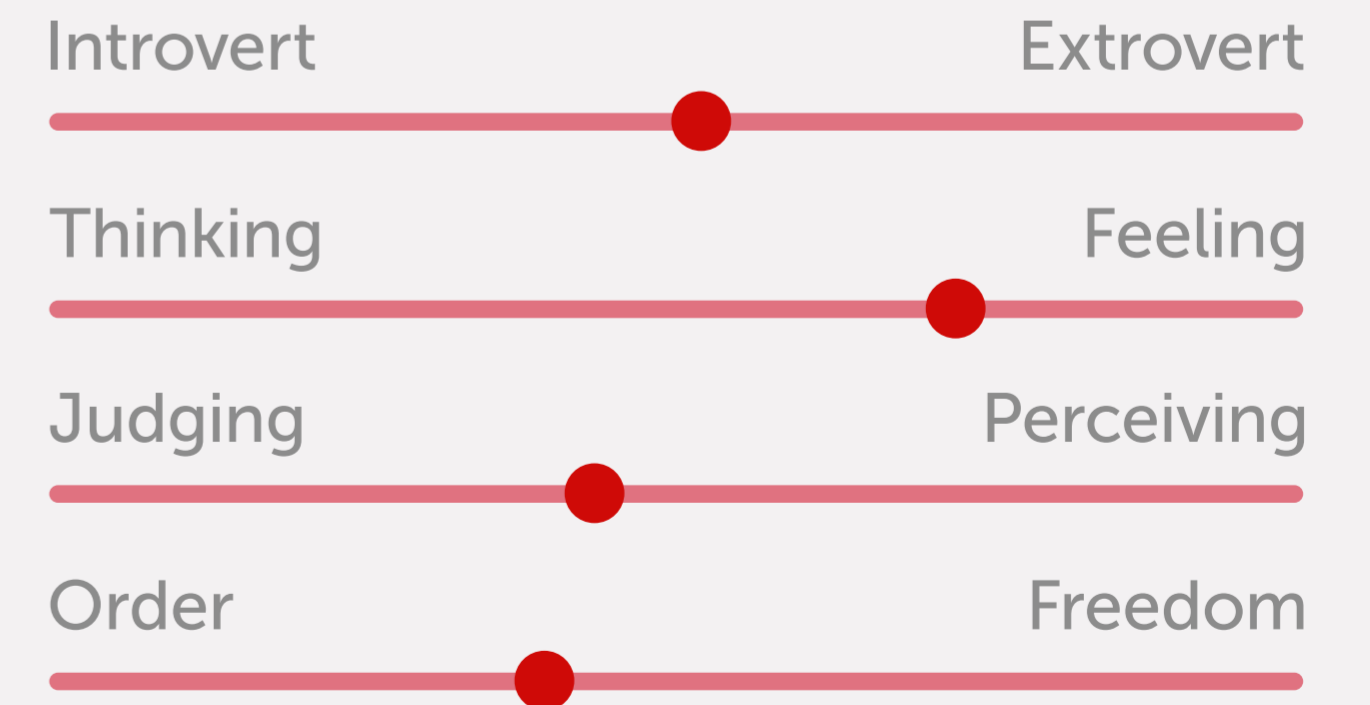
Quote

"Whether at home or in the office I want my options to be flexible enough to suit my needs".

Favorite Brands



Personality





Llana Morris

21, Student

📍 Salt Lake City, Utah

Bio

Llana is a single student at the University of Utah. She doesn't work in order to focus entirely on her studies. There are only small windows during the day for food. Her diet consists of anything that is gluten-free.

Wants & Needs

- No hidden taxes or fees that are added at the end of the ordering process
- An app that is easy to understand and doesn't contain bugs

Frustrations

- Only a few competitors available
- Lack of promotions and coupons
- Extra taxes and fees in the end

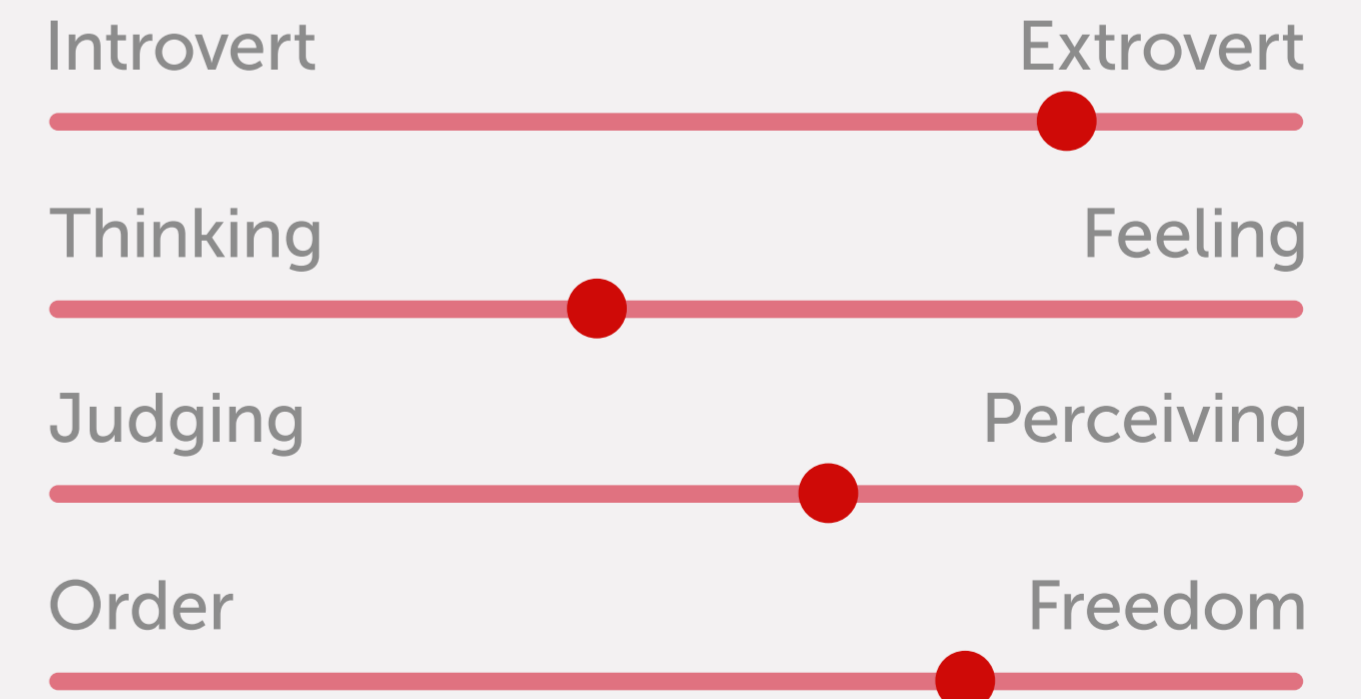
Quote

"School's unpredictable and expensive. I don't need that in any other facet of my life".

Favorite Brands



Personality



User Journey



Scenario

Marcus has spent the majority of his day working and doesn't have the time to cook dinner for his family. As an alternative he seeks to use a food delivery service that's easy and quick to use.

Goals & Expectations

- Food is to exact specifications
- Food is delivered hot and on time
- ETA/delivery matches time Marcus comes home

Phase 1

Phase 2

Phase 3

Phase 4


Doing

- Researches 'top rated food delivery services' on Google
- Cross-references online articles that rates 'Eats' as a top food delivery service
- Asks employees/family members for opinions and suggestions

- Downloads the 'Eats' app and creates an account
- Searches restaurants to gauge options
- Views available delivery drivers and estimated wait times

- User chooses a frequently visited eatery
- Chooses items and customizes order
- Adds available promos and coupons
- Finalizes payment

- Checking driver location/progress
- Leave tip/enjoy meal
- Submit a review


Thinking

- What did I recently eat?
- Do I have time to wait?
- What does my family want to eat?

- Is the sign-up process too complicated?
- What should I order?
- Is the variety greater than other food delivery services?
- Too many options to choose from

- Will this service delivery the same in-person quality?
- Will there be hidden fees?
- Is the payment process too complicated?

- Is delivery accurate to ETA?
- Can I cancel order if ETA gets pushed?
- Like/dislike restaurant (or service)
- Do I plan on using the app again?


Feeling

- Uneasy about past food delivery apps
- Hungry

- Annoyed about possible delivery times
- Excited to order from local favorite
- Hungry

- Excited about the previously unavailable restaurant option
- Excited to customize go-to meal
- Hungry

- Satisfied/unsatisfied
- Happy/angry

User Journey



Llana
Morris

Scenario

Llana has a day full of exams and little time between classes to prepare lunch. She's also on campus all day and doesn't have time to grab lunch. She wants to use a food delivery service to fuel up between exams.

Goals & Expectations

- Food is to exact specifications
- Food is delivered hot and on time
- ETA/delivery matches intended time

Phase 1

Phase 2

Phase 3

Phase 4


Doing

- Asks friends' opinions about the 'Eats' app
- Searches 'food delivery' in the app store from her smartphone
- Skims reviews in app store

- Downloads the 'Eats' app and creates an account
- Randomly browses app for inspiration
- Filters options to a couple restaurants

- User chooses a new restaurant
- Chooses items and adds special notes
- Adds available promos and coupons
- Finalizes payment

- Contact friends to eat
- Leave tip/enjoy meal
- Submit a review


Thinking

- Has anyone I know used this service?
- What app has the best/worst reviews?
- What do I want to eat?

- Is there anything new available?
- Is the full menu available?
- What options are the fastest?

- I'm allergic to gluten and I hope they take that seriously
- Will my option auto-save as a favorite?
- Is the summary going to be confusing?

- Is delivery accurate to ETA?
- Can I cancel order if ETA gets pushed?
- Like/dislike restaurant (or service)
- Do I plan on using the app again?


Feeling

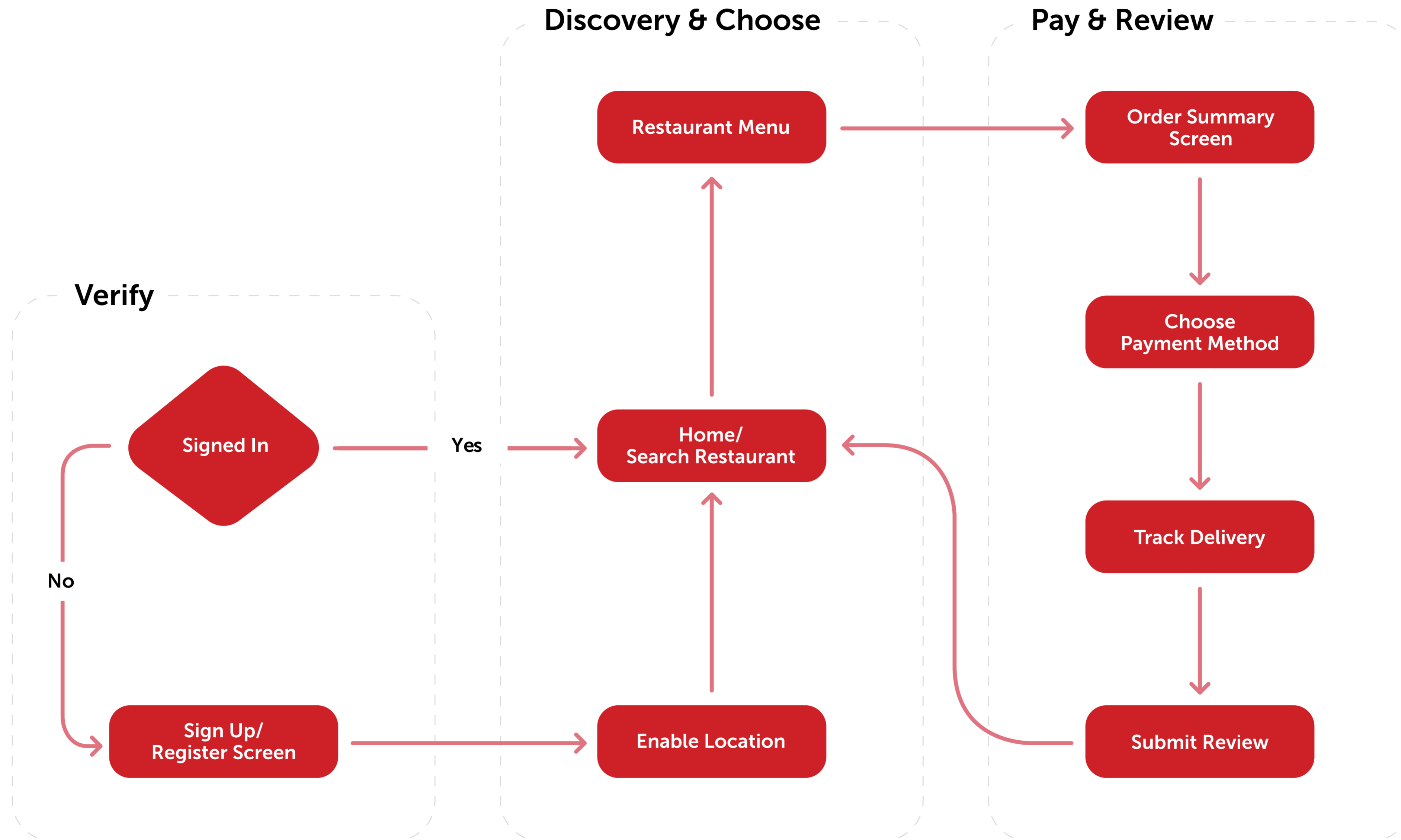
- Excited/Open to try something new
- Slightly hungry

- Tired of the same options
- Excited for upcoming food
- Starting to get hungry

- Nervous about service following through about allergy
- Excited there are savings
- Hungry

- Satisfied/unsatisfied
- Happy/angry

Task Flow Chart



Wireframes

