



Lean UX Assignment 3 'Build Phase'

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Problem Statement

International students need to have more affordable options for meal delivery services because their tight budgets from educational and living expenses limit their ability to afford the high delivery fees currently in place, which in turn restricts their access to convenient and varied meal choices.



Proto Persona Creation

Occupation : Engineering Student 

Location : Canada 

Pain Points

- ▶ **High Delivery Fees:** Jeswin finds the delivery charges and additional fees high, which is a significant concern, especially for students who might be on a tight budget.
- ▶ **Transparency in Pricing:** There's a need for clearer communication regarding how delivery fees are determined. Jeswin suggests that understanding the rationale behind delivery charges could improve the user experience.
- ▶ **Limited Budget Compatibility:** The current delivery fee structure, with a minimum fee that Jeswin finds too high for international students, is a barrier. This could limit the frequency of using the service or exclude some students from

Goals

Jeswin aims to balance a busy academic schedule with personal interests and social activities, seeking services that enhance this balance through convenience and reliability. Seeking cost-effective solutions for daily needs, like food delivery, without compromising on quality or experience.



Behaviours

- ▶ **Daily Routine:** Jeswin's day is predominantly occupied with attending classes and completing assignments at college. This suggests a structured daily schedule with limited free time.
- ▶ **Hobbies:** Jeswin enjoys playing football with friends after classes, indicating a preference for social and physical activities in leisure time.
- ▶ **App Usage:** Jeswin has been using UberEats for the past year, typically ordering food twice a week. This suggests a reliance on food delivery services for meals, possibly due to a busy student schedule or convenience.

Needs

- ▶ **Convenience:** As a busy student, Jeswin needs efficient and straightforward services that fit into a hectic schedule without causing disruptions.
- ▶ **Quality and Timeliness:** The quality of food and timely delivery are crucial for Jeswin, aligning with the need for a reliable and satisfactory service experience.
- ▶ **Affordability:** Being an international student, Jeswin is likely to be budget-conscious, needing services that offer good value, especially concerning delivery fees.

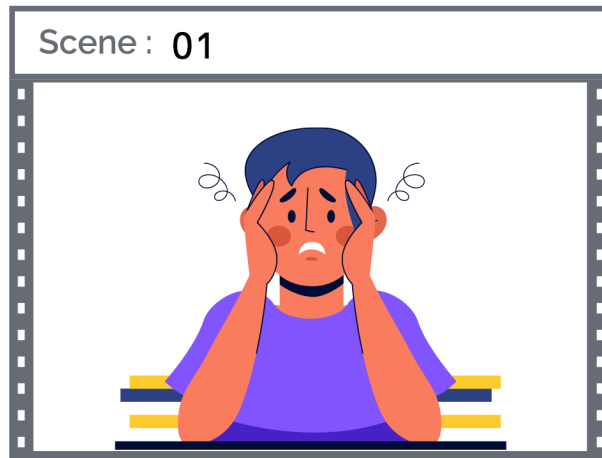


Long-Term Goal:

To enhance user satisfaction and increase the frequency of orders by making food delivery more affordable through a subscription model, thereby fostering loyalty and expanding the user base.



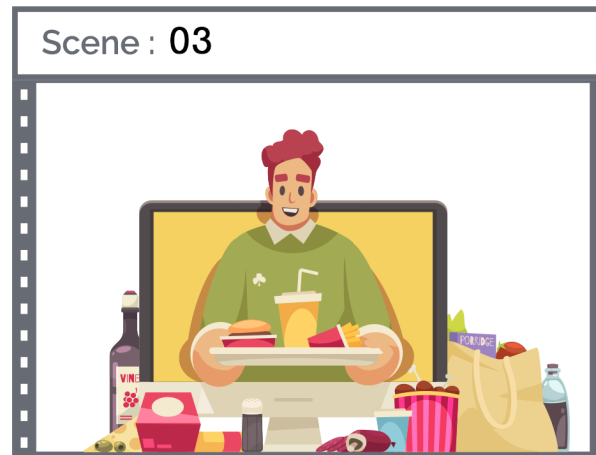
3 - Panel Storyboard:



Alex faces high delivery fees for a small order on Uber Eats.



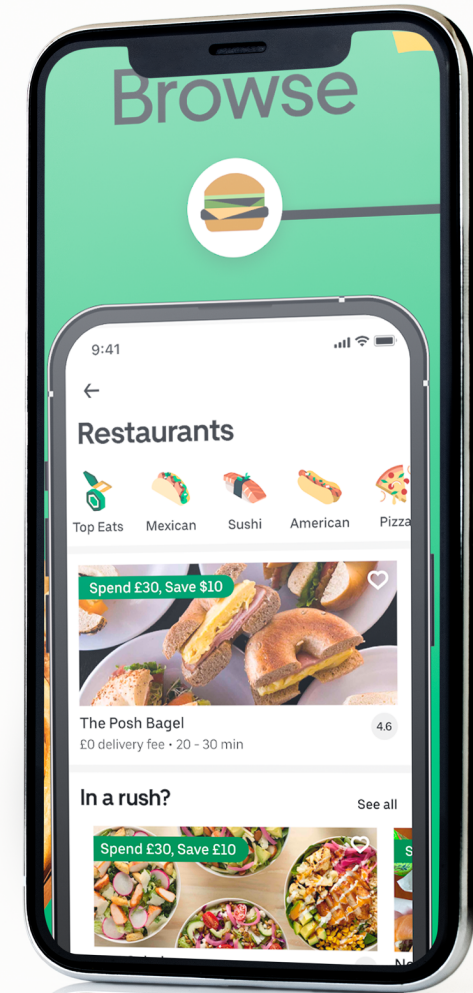
Discovers the new subscription plan offering reduced delivery fees.



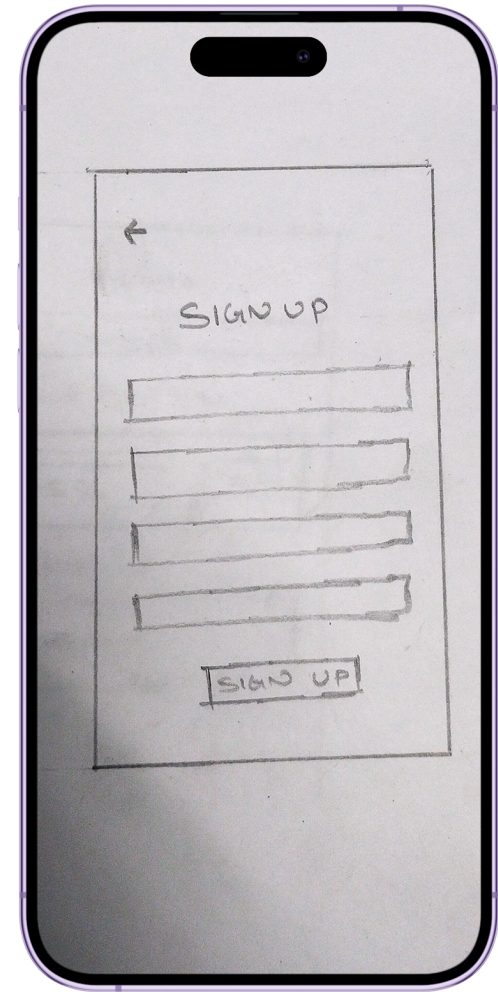
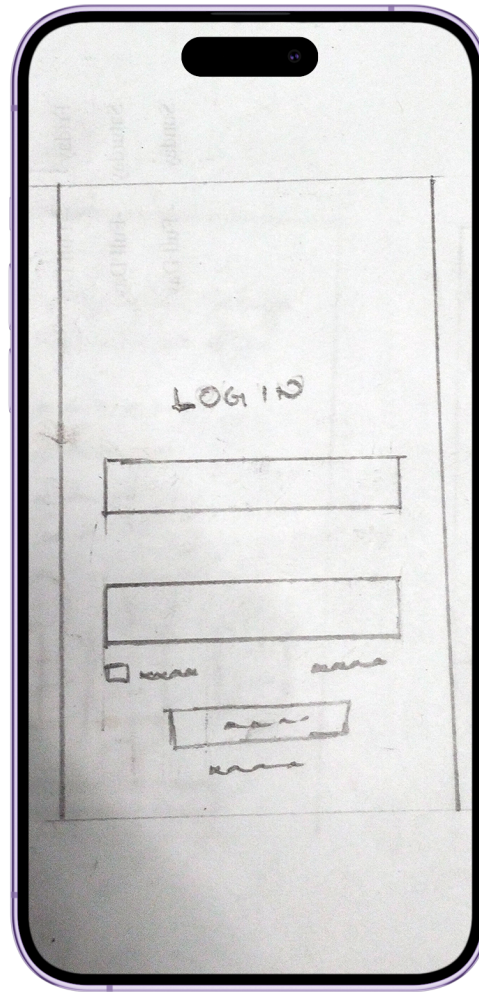
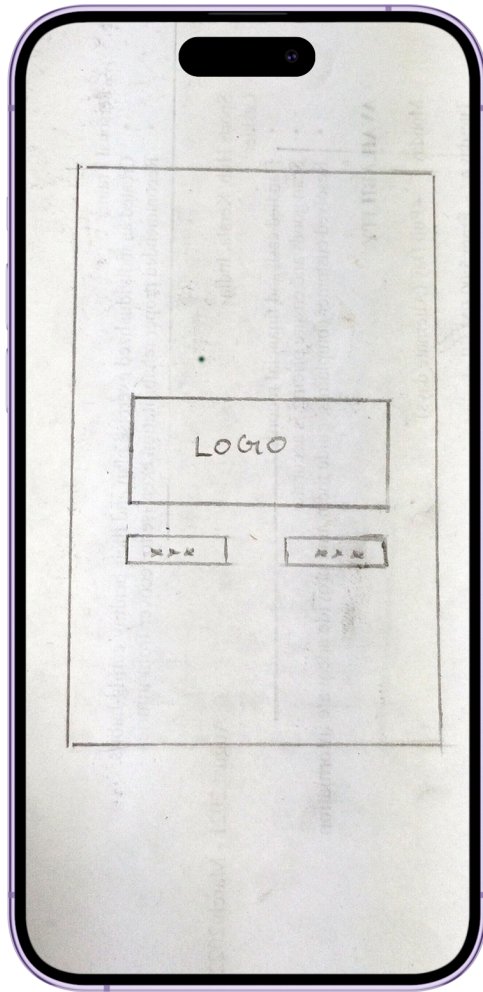
Enjoys more frequent orders with manageable costs, becoming a loyal Uber Eats user.

Hypothesis:

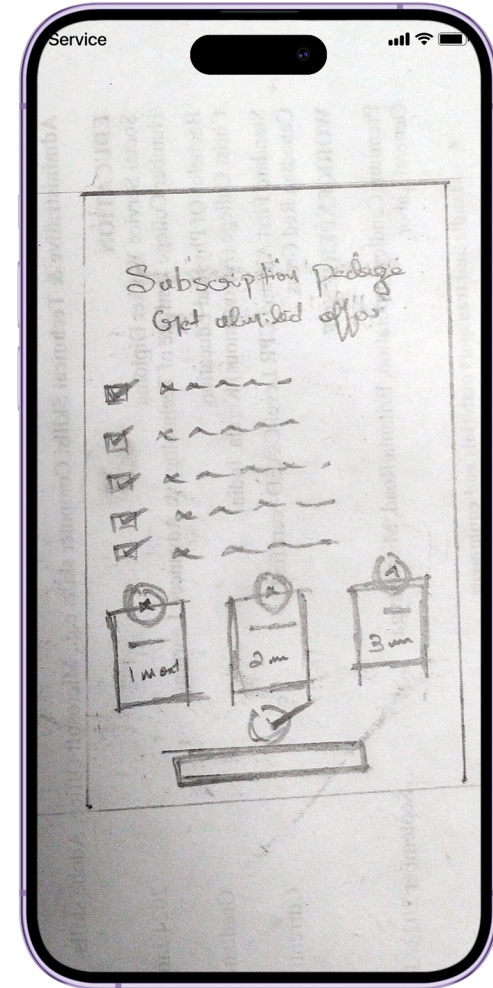
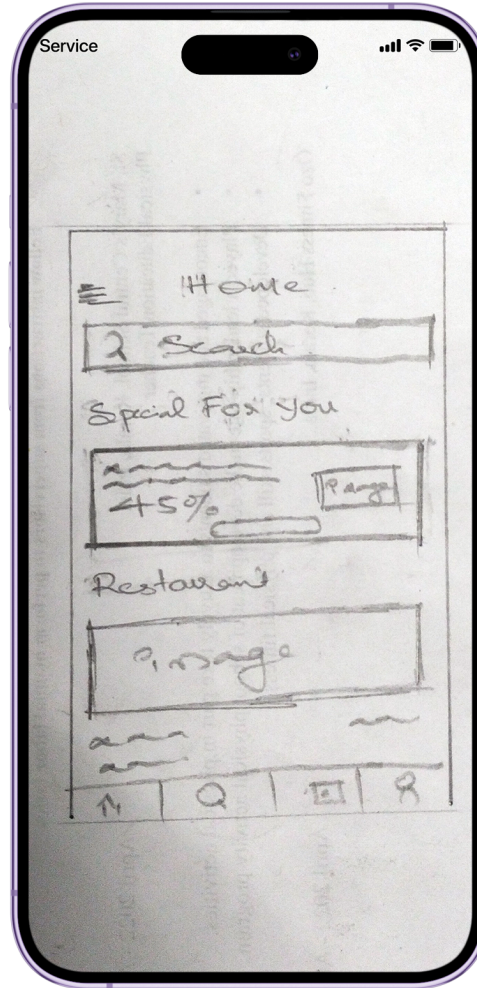
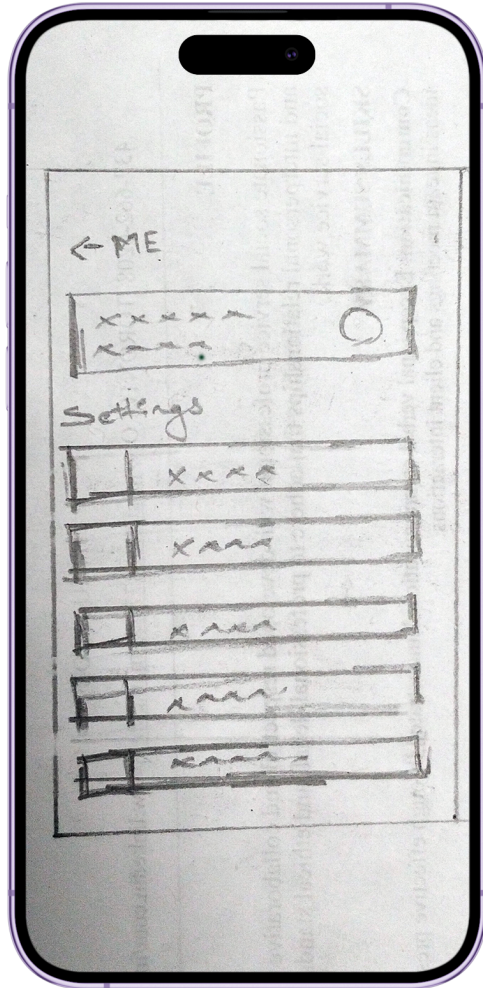
We believe that reducing minimum delivery fees will lead to increased usage of the app among budget conscious groups, particularly international students. We will know this is to be true when we see increased number of repeat orders and growth in referral rates from international students after one month.



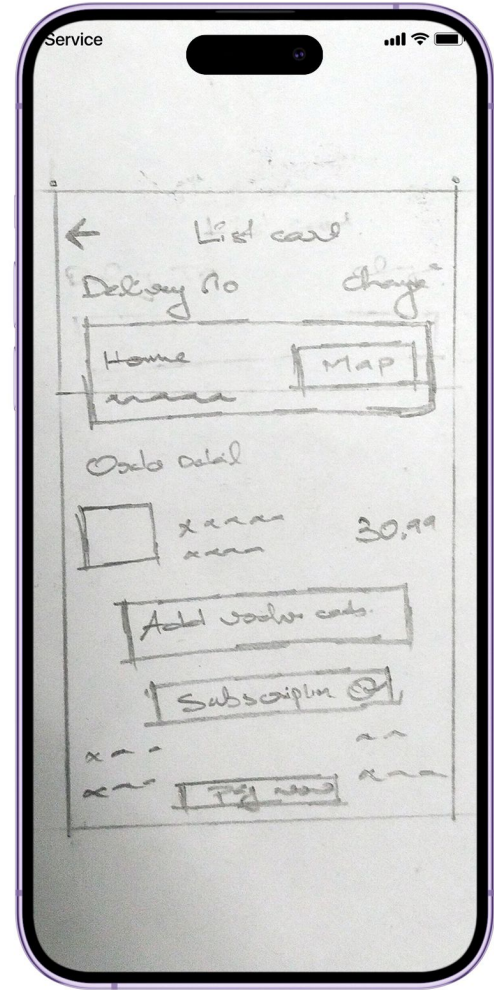
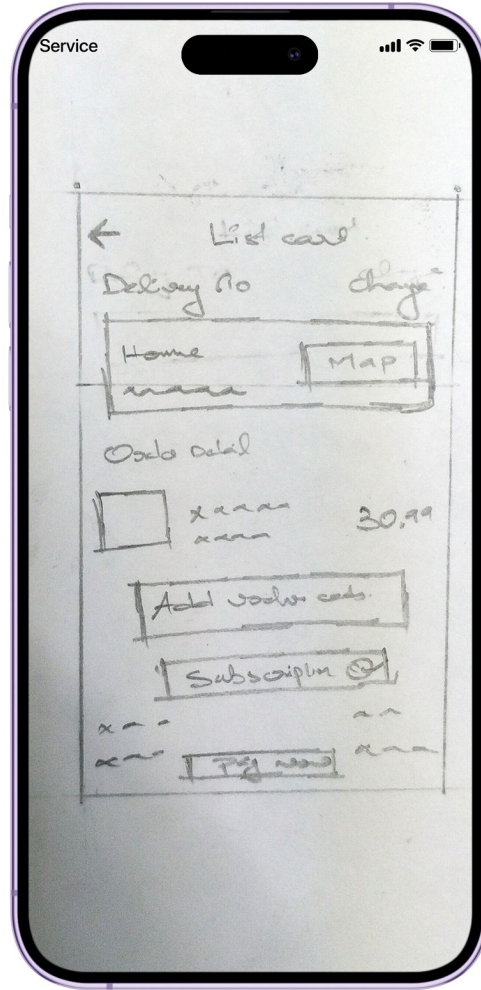
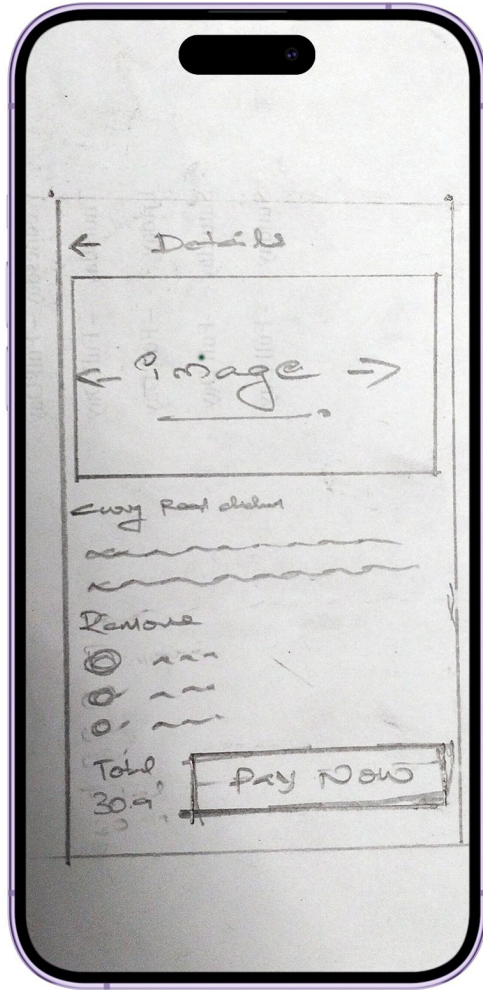
Low Fidelity Wireframe Sketches



Low Fidelity Wireframe Sketches

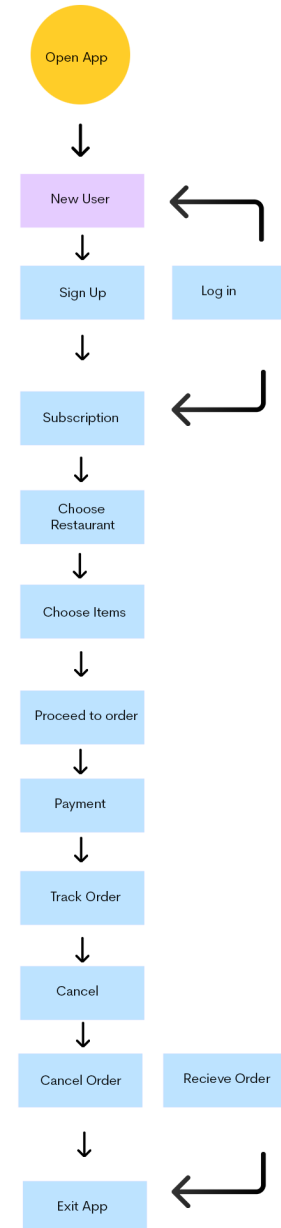


Low Fidelity Wireframe Sketches



User Journey:

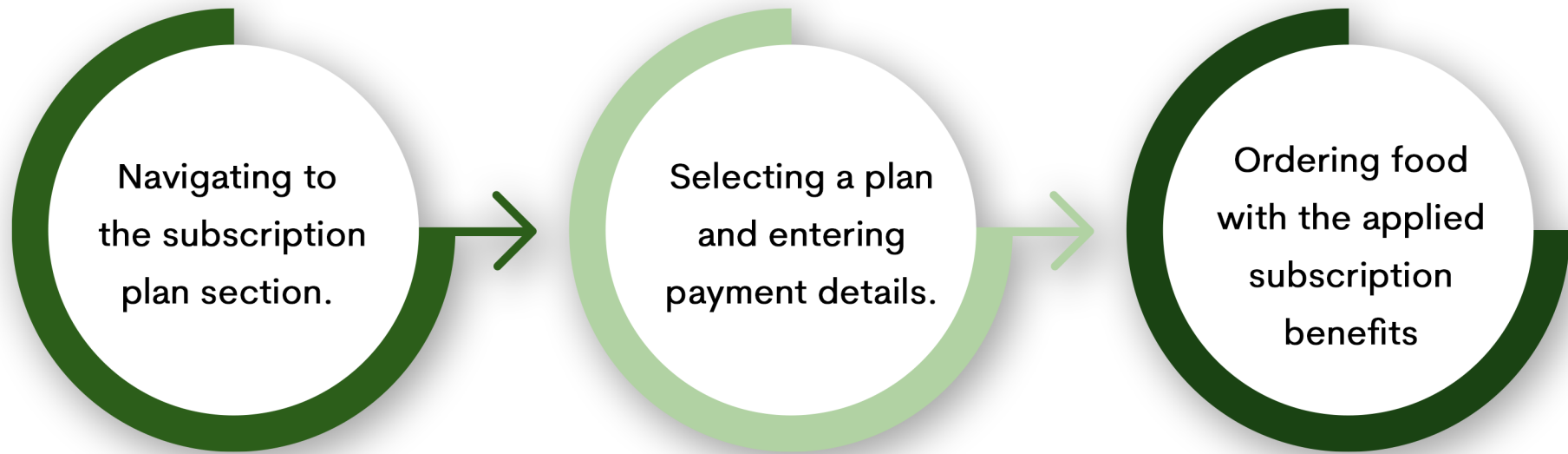
Jeswin discovers the subscription plan through an in-app notification, explores its benefits, decides to subscribe, and completes the subscription process, leading to a more satisfying and cost-effective ordering experience.



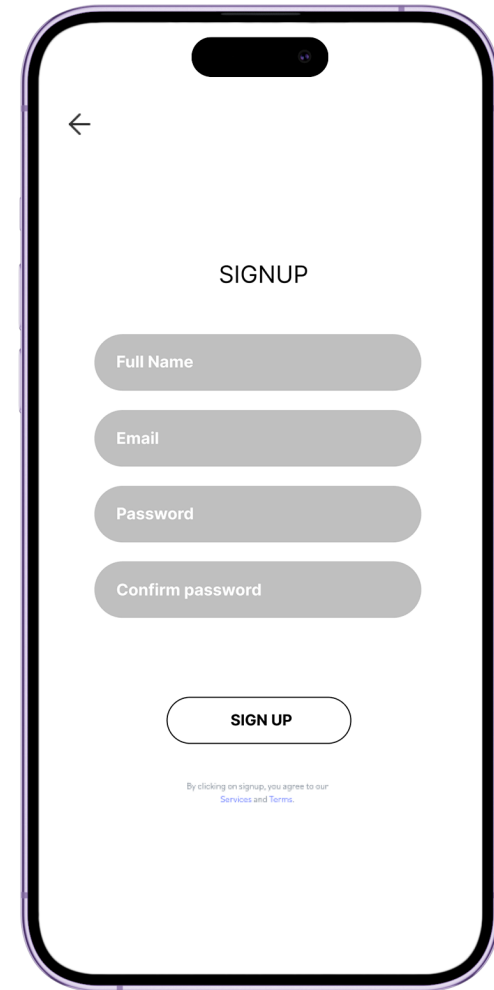
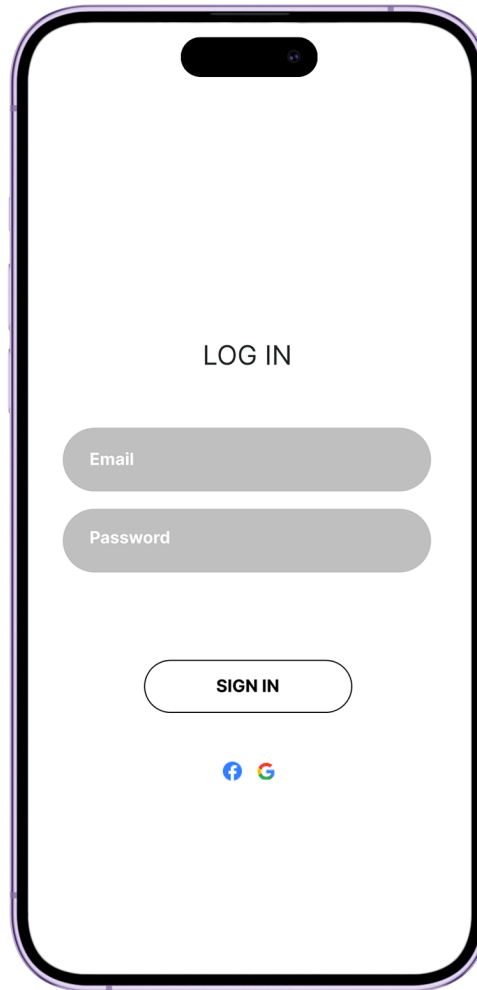
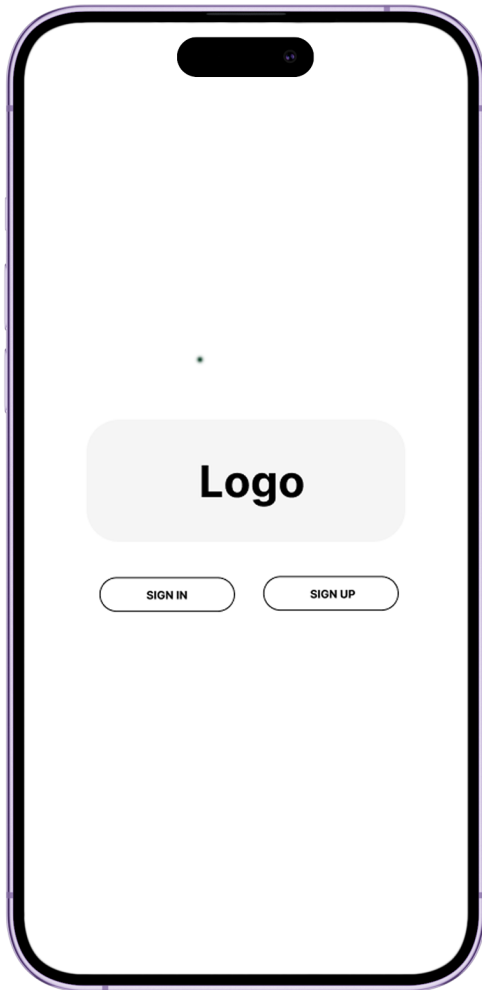
User Flows:

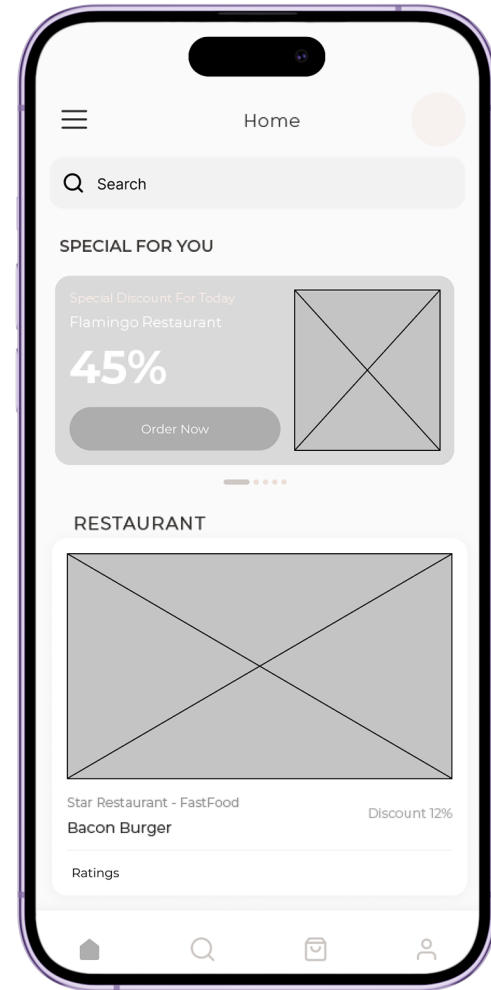
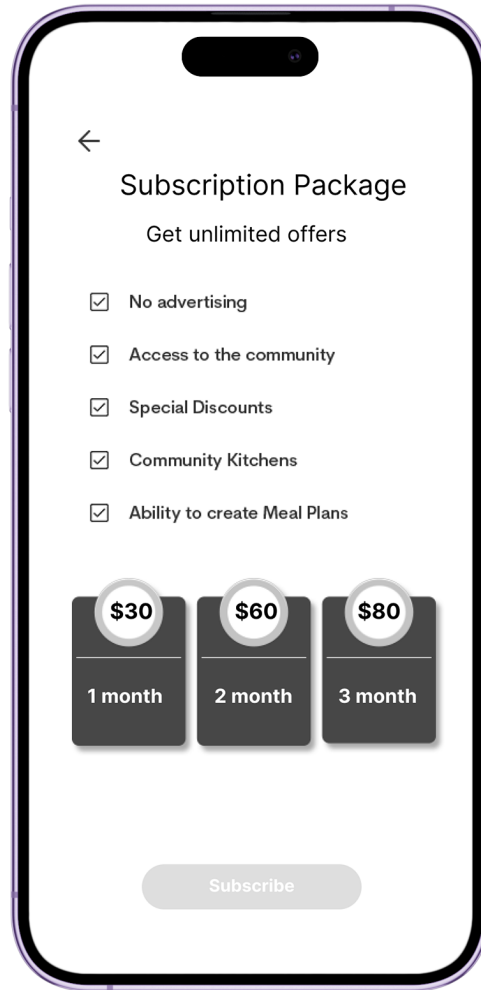
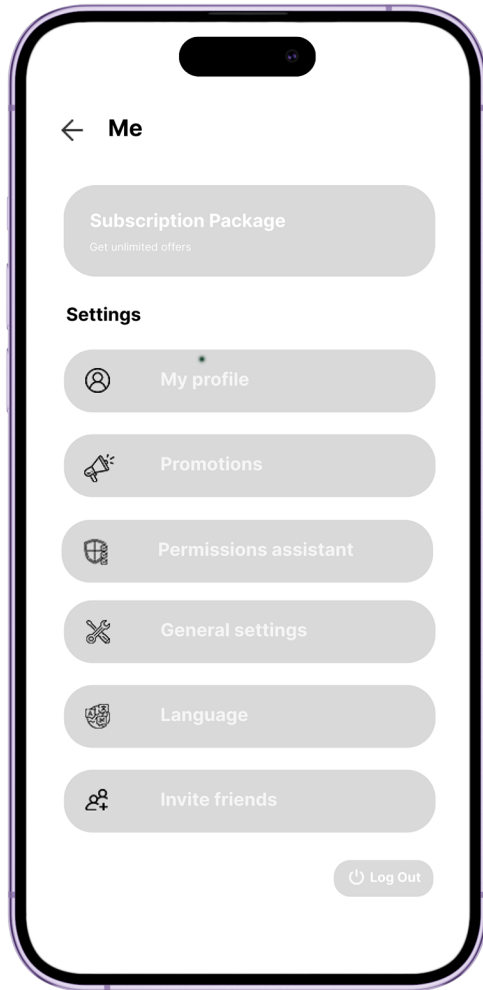


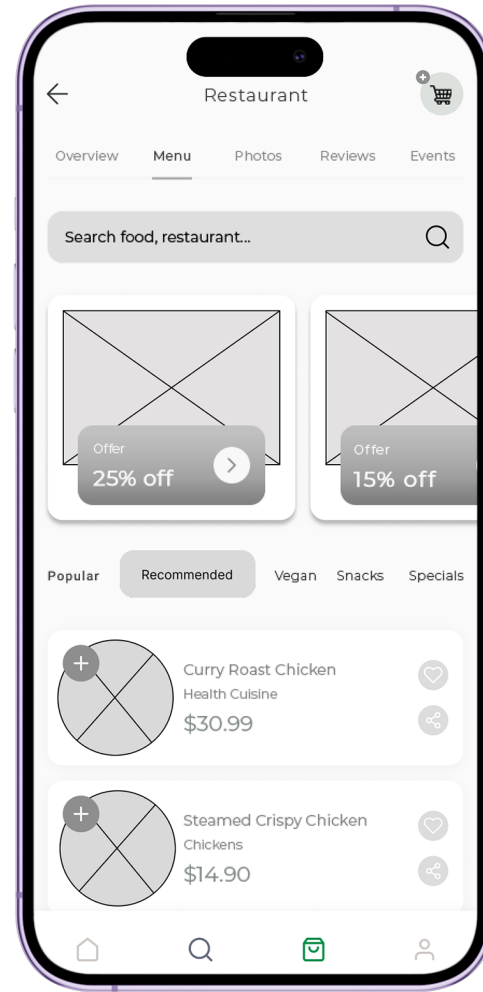
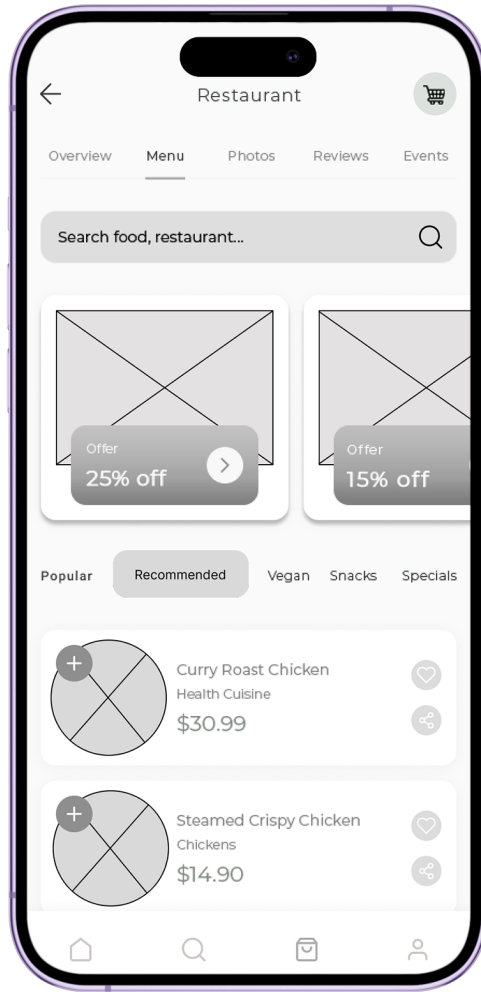
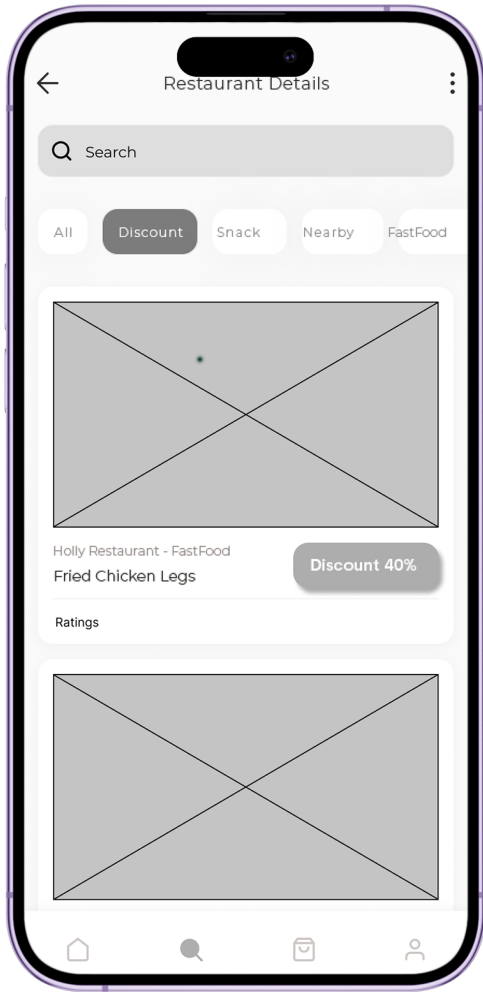
Task Flows:

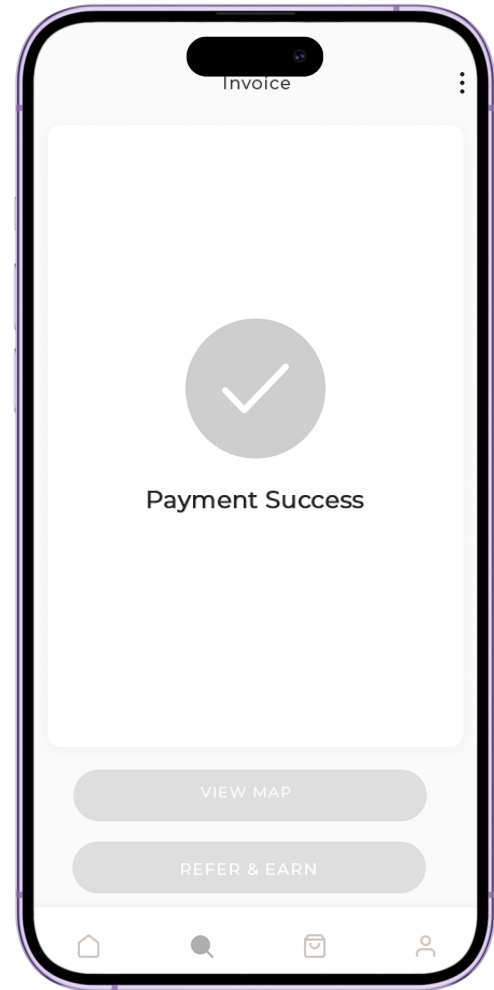
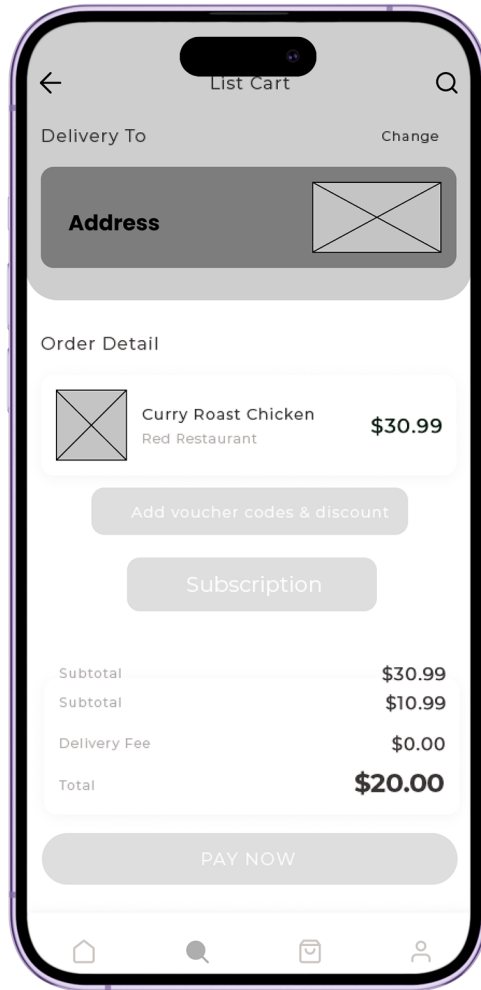
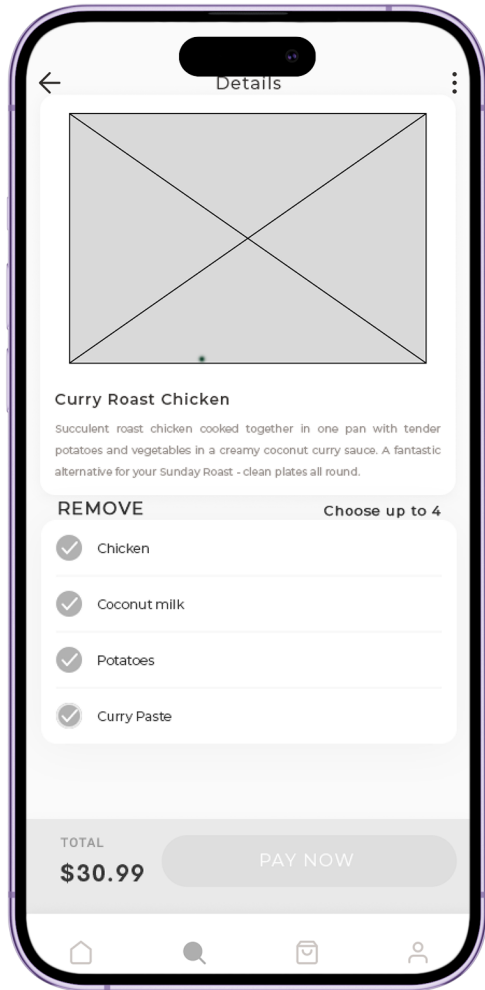


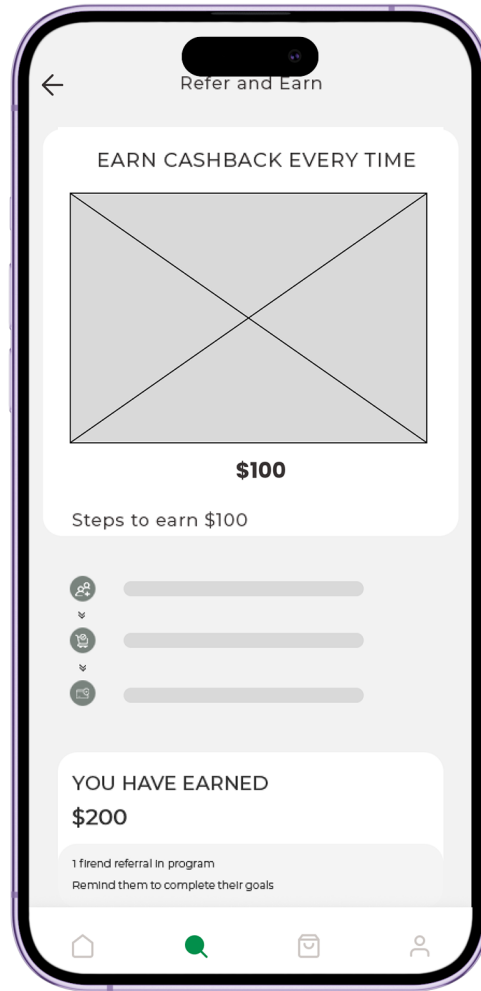
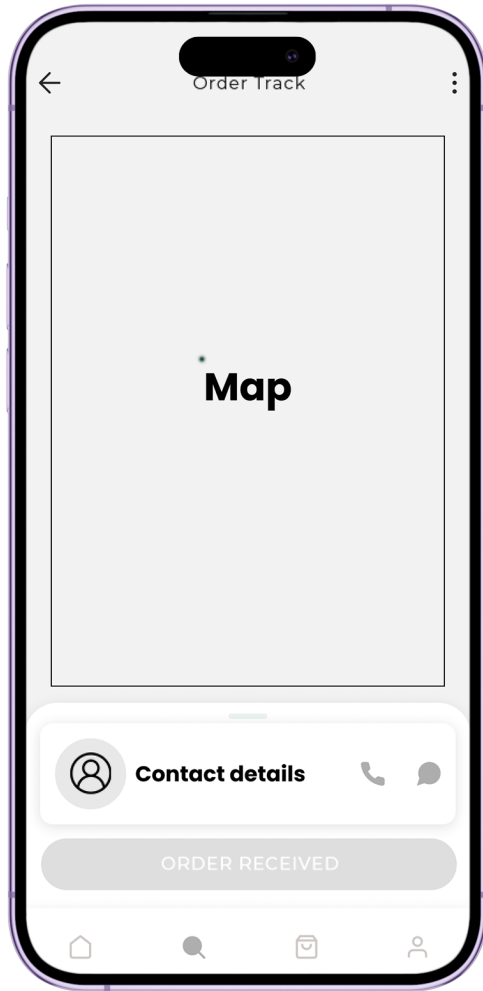
Medium-Fidelity Wireframes











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User Feedback Summary:

Clarity and Appeal:

The testers found the subscription plan concept appealing, particularly appreciating the potential for cost savings on frequent orders. The value proposition of reduced delivery fees in exchange for a regular subscription fee was clear to users, aligning well with their desire for more affordable food delivery options.

However, one user expressed a desire for more detailed information on how the subscription would work in conjunction with promotions and partner restaurant deals, suggesting the need for clearer communication in these areas.



Ease of Subscription:

Users reported a straightforward subscription process, with clear steps and minimal friction. The design of the subscription sign-up flow was praised for its simplicity and the ease with which users could select different plan options.

A suggestion from the testing involved offering a trial period for the subscription service, allowing users to experience the benefits before committing to a regular payment, which could potentially increase conversion rates.

Understanding Benefits:

While the primary benefit of reduced delivery fees was well-understood, the users requested additional examples of how the subscription could be used in various ordering scenarios. This highlighted a need for more comprehensive illustrative content within the app, possibly through interactive elements or simulations.



Barriers and Confusions:

A common point of confusion related to the cancellation policy and whether there were any penalties or lock-in periods associated with the subscription. This indicated a need for more transparent and accessible information regarding subscription terms and conditions.

Another barrier identified involved the visibility of the subscription offer within the Uber Eats app. Testers suggested more prominent placement or targeted promotions to ensure users are aware of the subscription option.

Insights and Enhancements:

Based on the user testing feedback, several enhancements were identified to improve the subscription plan's user interface and overall appeal



Enhanced Information Clarity:

Revise and expand the content explaining the subscription plan, especially regarding interaction with promotions and special deals, to ensure users have all the information they need to make an informed decision.

Trial Period Introduction:

Consider implementing a trial period for the subscription, allowing users to experience the benefits firsthand, which could help alleviate hesitations about the subscription fee

Interactive Benefit Illustrations:

Develop interactive elements or scenarios within the app that demonstrate the cost savings and convenience of the subscription in various ordering contexts, making the benefits more tangible.



Transparent Cancellation Policy:

Make the subscription cancellation policy and terms more visible and understandable, ensuring users feel comfortable with the flexibility of the subscription.

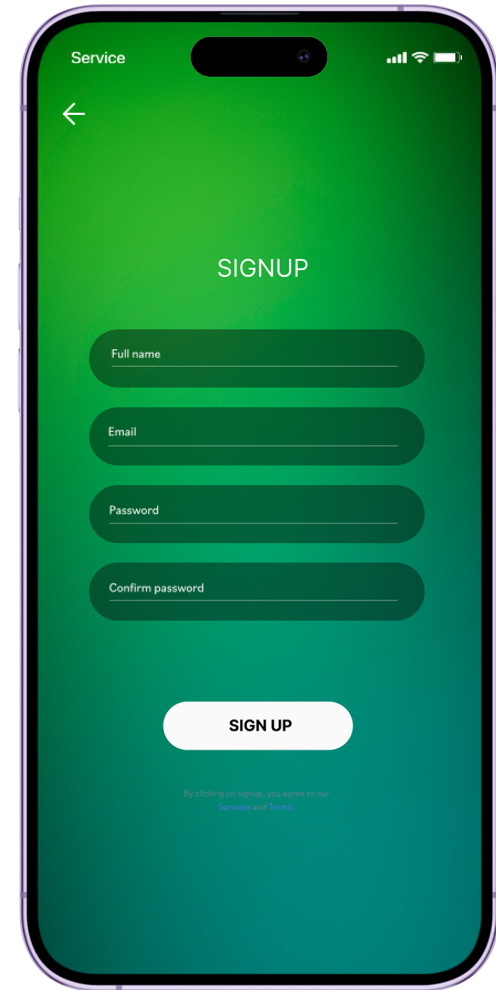
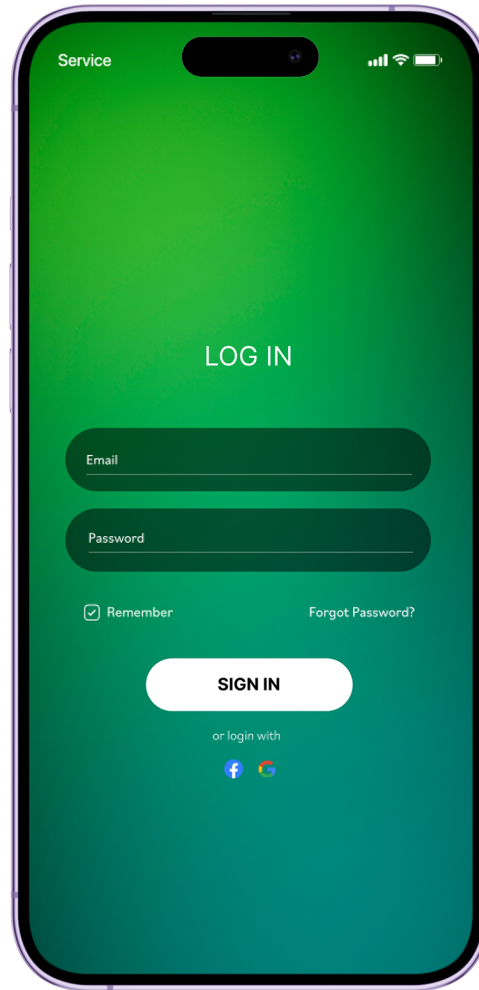
Increased Visibility:

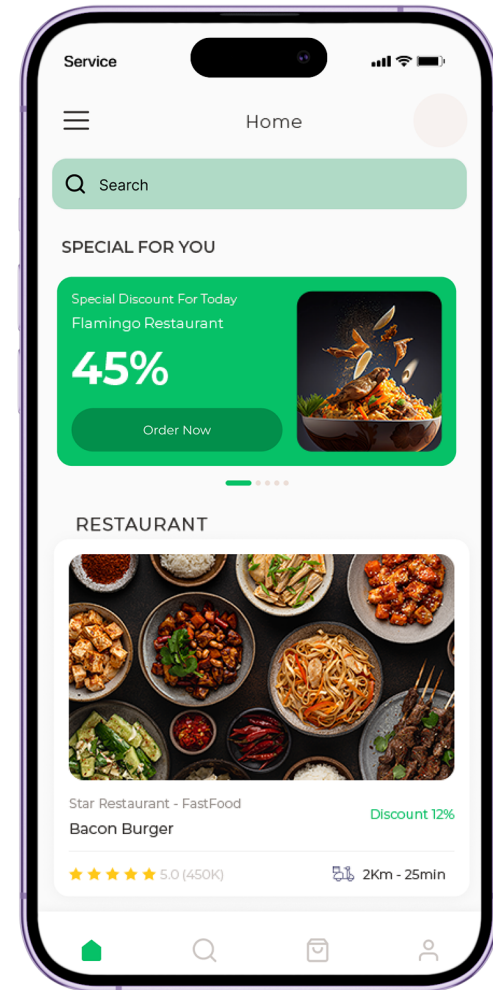
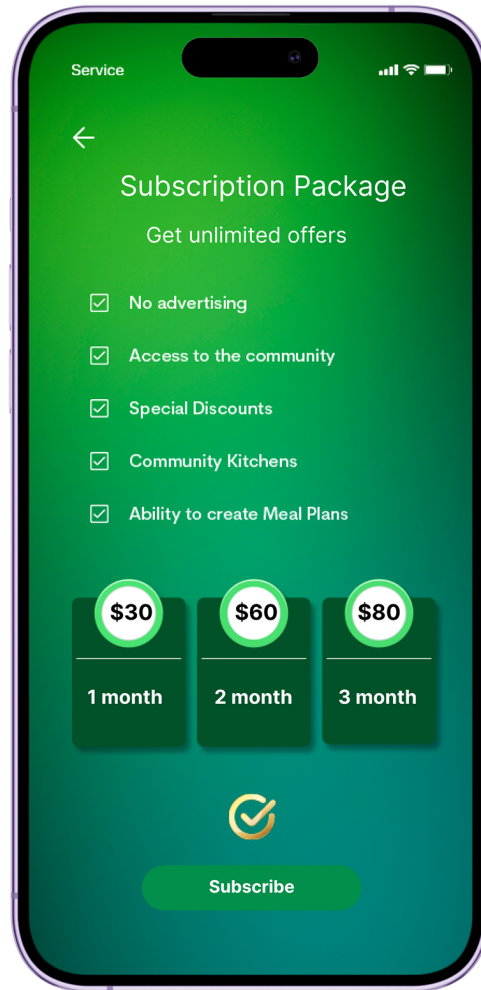
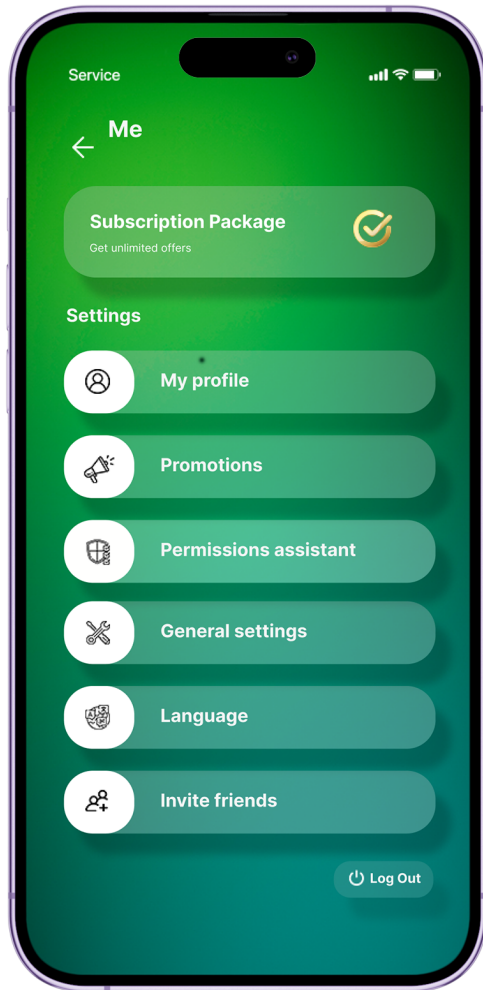
Work on more strategic placement and promotion of the subscription offer within the app, ensuring it captures users' attention at optimal moments in their user journey.

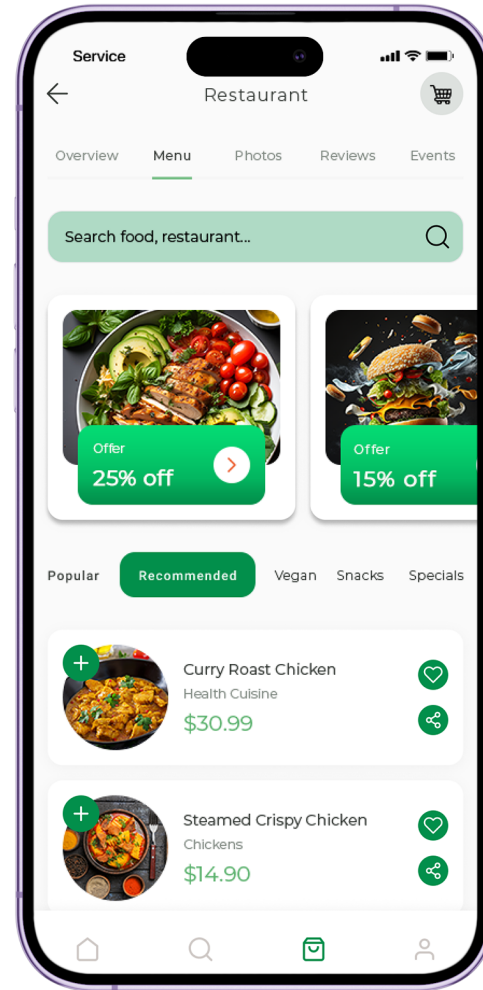
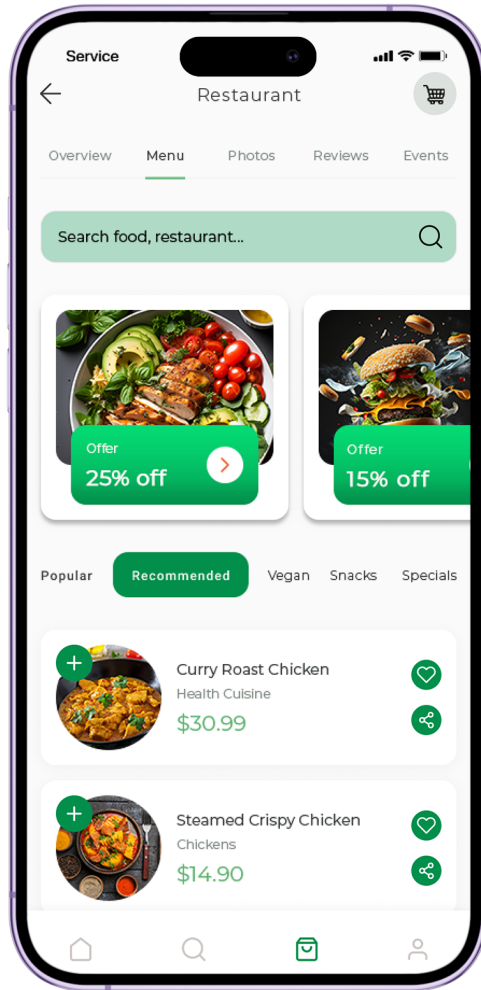
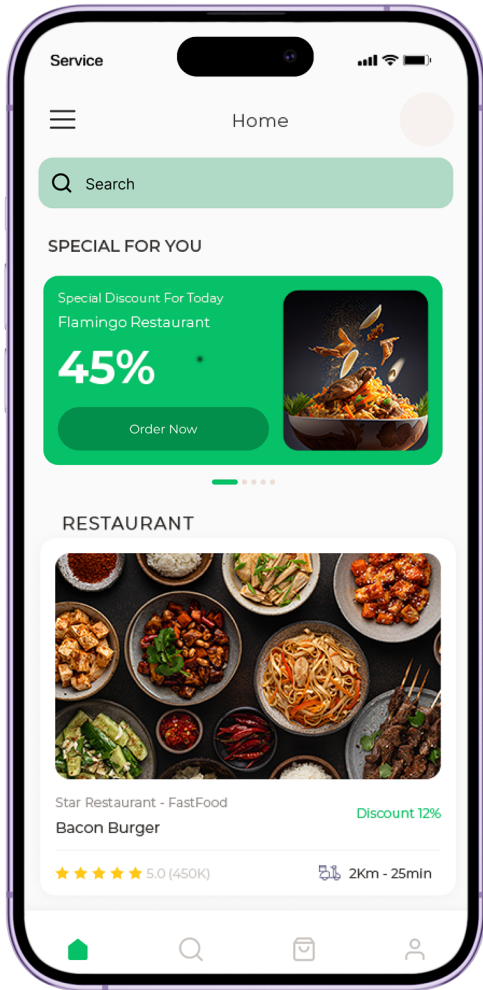


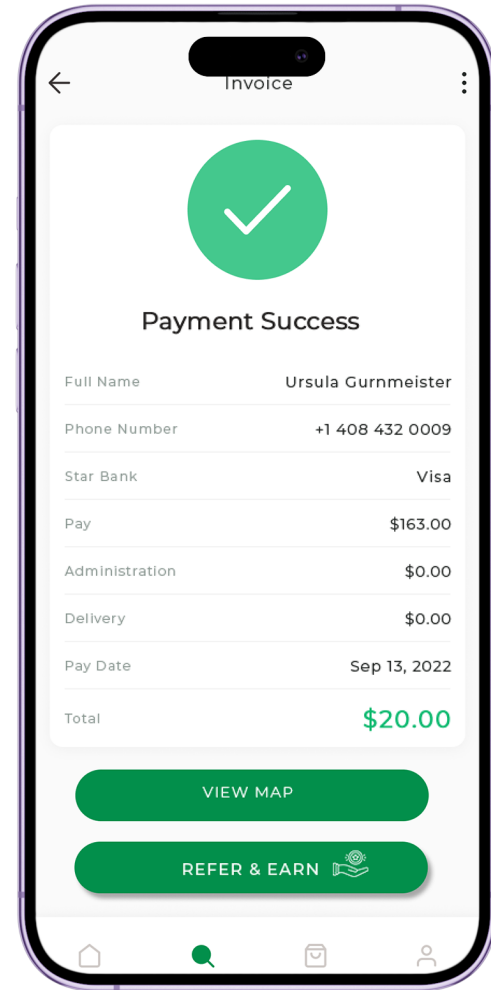
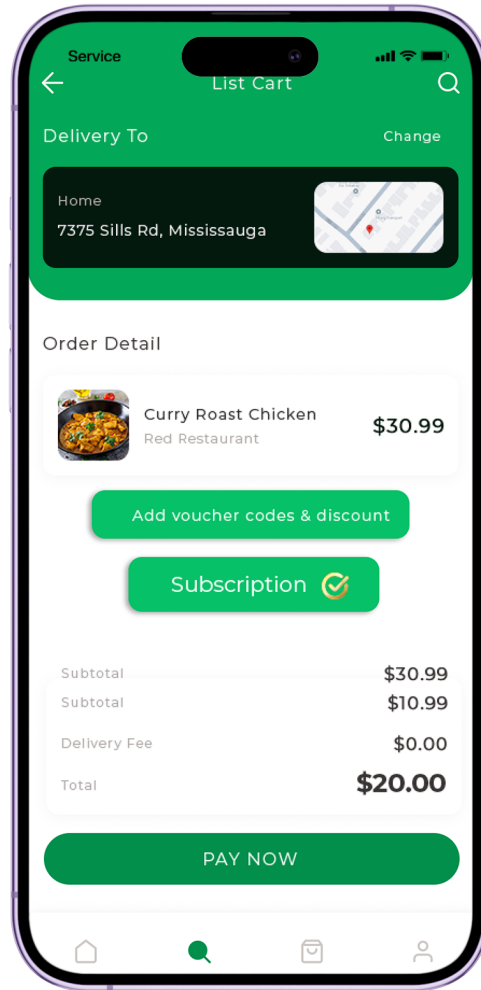
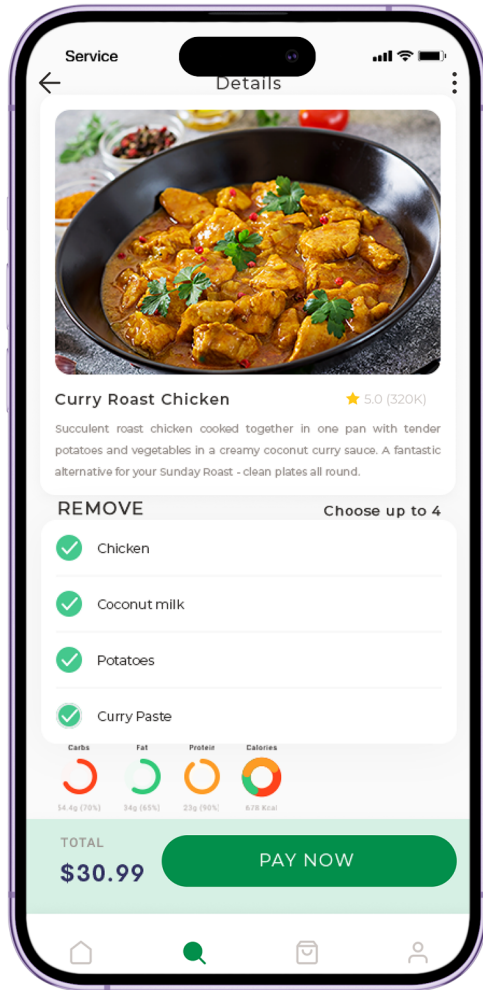
Enhanced High-Fidelity Prototype

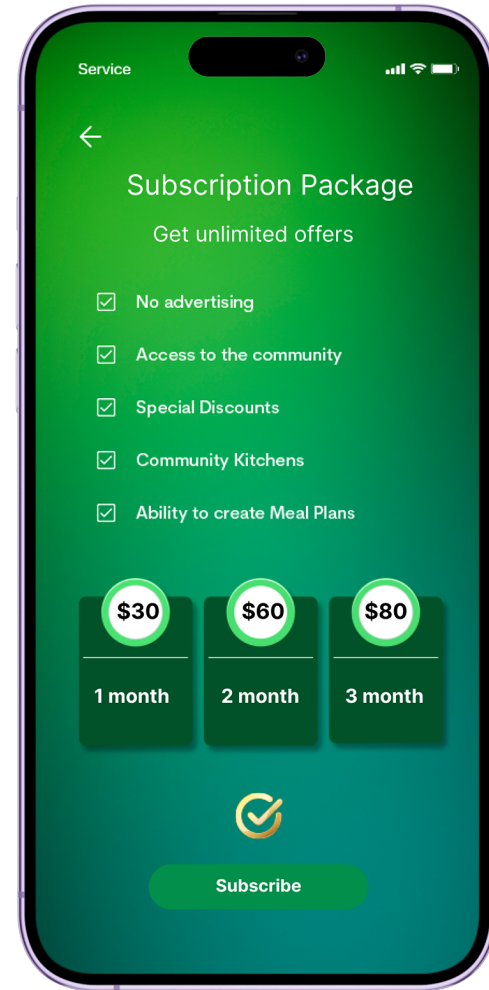
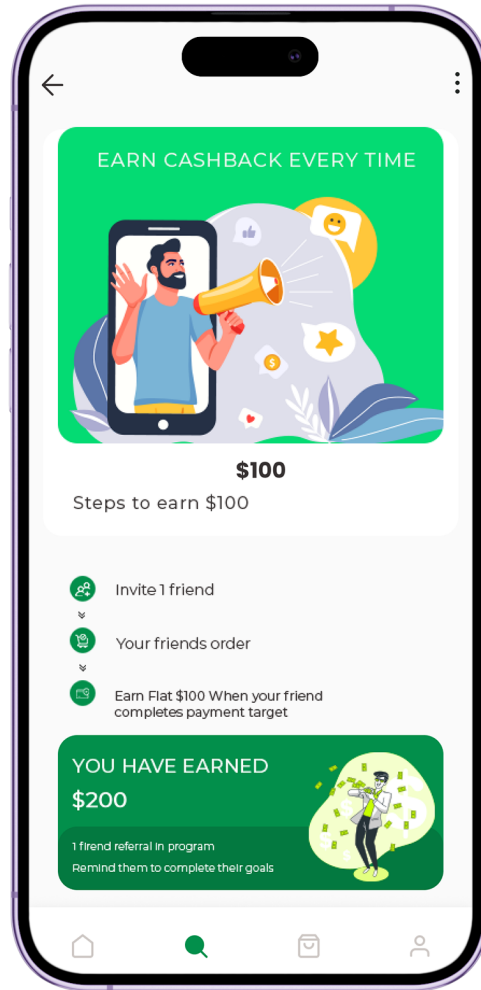
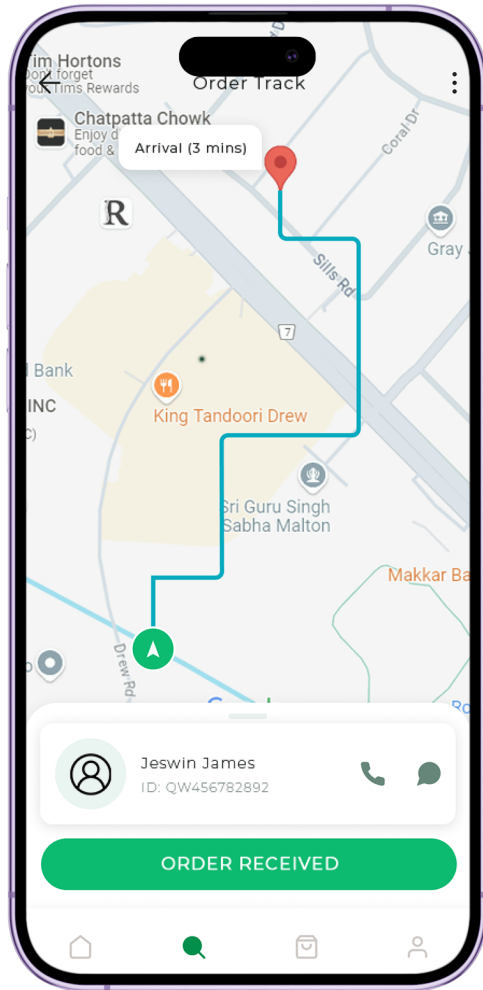
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Summary

In addressing the challenge of high minimum delivery fees on Uber Eats, our team identified a critical pain point affecting a significant portion of the app's user base. Particularly impacted are individuals seeking convenience without the burden of unjustifiable delivery costs for smaller orders. The core issue revolves around the deterrent effect these fees have on potential orders, ultimately limiting user engagement and reducing the frequency of app usage.

Our proposed solution, the introduction of a subscription plan designed to lower these minimum delivery fees, stems from a strategic consideration of user needs and business objectives. The rationale behind this subscription model is twofold: to enhance user satisfaction by making smaller orders more economically viable and to cultivate a more engaged, loyal customer base for Uber Eats. By offering a subscription that reduces or eliminates delivery fees, we anticipate a significant uptick in order frequency, particularly among users who previously hesitated at the cost of small orders.



The desirability of this solution is evident from preliminary user research, which highlighted the friction caused by high delivery fees. A subscription model aligns with user expectations for value and convenience, offering a clear, tangible benefit that enhances the overall user experience. This approach not only meets the immediate needs of users looking to minimize costs but also fosters a sense of loyalty and commitment to the platform, encouraging sustained engagement over time.

From a feasibility standpoint, the subscription model is a proven strategy in various digital and service-oriented sectors, from media streaming to meal kits. Implementing such a model in the Uber Eats ecosystem involves the integration of a tiered subscription structure, where users can choose from various levels based on their ordering habits and preferences. This flexibility allows for a personalized approach that can cater to a wide range of users, from occasional diners to daily users. The technical implementation leverages existing infrastructure, with modifications primarily in the billing and user account management systems to accommodate subscription tracking and benefits.



In terms of viability, the subscription plan presents a sustainable revenue model that complements existing income streams. While the immediate effect may be a reduction in per-order revenue from delivery fees, this is counterbalanced by the predictable, recurring revenue generated by subscriptions. Moreover, by incentivizing more frequent orders, the overall volume of transactions is likely to increase, potentially offsetting any initial reductions in per-order revenue and leading to greater profitability from increased sales of food items themselves.

Our group adopted a collaborative approach throughout the development process, ensuring that each team member contributed their expertise to the project.

Responsibilities were distributed as follows:



Market Research and User Insights:

Led by Reema & Allen, this phase involved gathering and analysing user feedback to validate the problem statement and inform the design.

Wireframing and Prototyping:

Led by Brijith and Allen, this step entailed the creation of both low and high-fidelity proto types, reflecting the proposed subscription model's user interface and experience.

User Testing and Feedback Analysis:

Managed by Reema, this involved orchestrating user testing sessions, collecting data, and synthesizing insights to refine the prototype.



Final Presentation and Documentation:

Coordinated by all three of us, this task encompassed the compilation of our findings, design iterations, and final prototype into a comprehensive presentation and report.

In conclusion, our subscription plan proposal for Uber Eats represents a strategic response to a significant user experience challenge. By reducing the barrier of high minimum delivery fees, we aim to unlock a more accessible, enjoyable, and frequent ordering experience for users, driving both user satisfaction and business growth.

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