Product5x Case Study with solution
DoorDash Retention

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DoorDash Retention

Context: DoorDash is an online food delivery company, and is the largest by market share in the US. They enable local commerce to meet the user needs of convenience with their well-built last-mile logistics. They primarily earn through commissions where the restaurants pay a percentage of the order subtotal

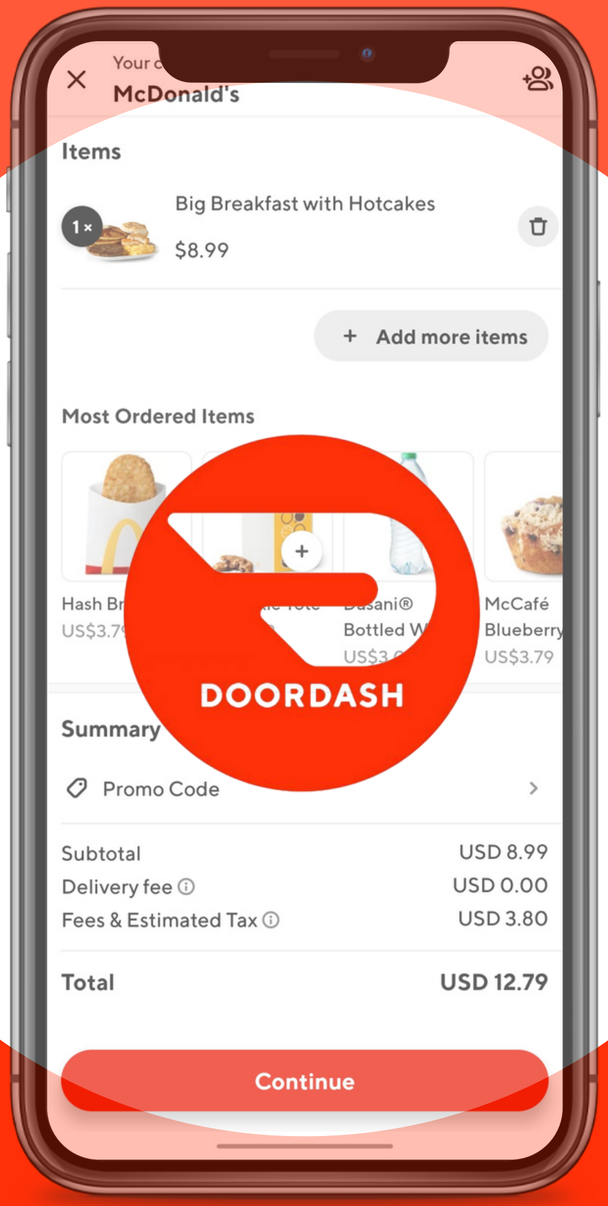
Problem Statement: You have joined DoorDash as an associate product manager.

Doordash finds that the average cart value is dripping gradually to the likes of 10%. They want you to analyse and find exploratory ideas to increase the cart value.

Things to do: Product features to be rolled out on the current app. Focus on improving task success and retention of core users.

Level: Easy
Category: Ecommerce
Goal: Retention

Figma wireframes are preferred
Market sizing
Business opportunity
Monetisation strategy, if any
Go-to-market plan
Minimum Success Criteria (Metrics)



DoorDash

Food Delivery app

About

DoorDash is an online food delivery company, and is the largest by market share in US. They enable local commerce to meet the user needs of convenience with their well built last mile logistics.

Highlights
- They are the market leader in the food delivery space in US
- Customer reviews are overall positive which could mean that the product is at a satisfactory level
- The product is designed for a seamless and intuitive user experience

Problem Stmt

The average cart value has dropped by 10%. Analyse and find exploratory ideas to increase average cart value.

Objective

Improve the task success and retention of core users.

Core user frustrations & Scope

Core User Rants

- Should I order? When to order? Where to order from?
- Spoilt for options. Confused on which restaurants, which menu item to pick
- Will my friends agree for the restaurant I like?
- I would have liked a Starbucks coffee along with this. But, multiple delivery - more delivery fees.
- It feels like a work to choose and order everyday
- I'm having a party. Guests like a wide variety of food, and I need to go for multiple restaurants. Looks like a mess

Limiting the scope of this case study: We shall look at improving task success and retention for core users. Since core/power users are most likely to order regularly and are prone to have higher cart values.

Acquisition, Adoption, Engagement are out of the scope

User Personas

23 yr old Jules works in the Bay area. She stays with her 2 friends. All 3 often order dinner from a food delivery app and sometimes have friends over. Many times they end ordering from multiple restaurants due to different preferences.

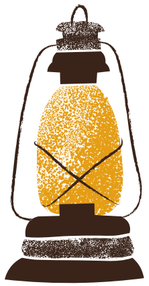
26 yr old Mike lived in NY. Working as an analyst at a big firm leaves him very little time to eat home cooked food. In fact he runs a tight schedule that he often forgets to order food or orders late and ends up having a lunch in the evening.

Metrics to Improve

- Retention – # of orders per user per week, average order value per user per week, average cart value per order
- Task Success – Customer Lifetime Value

How?

- Concentrate on core users who are prone to high cart value
- Increase the value for core users
  - Allow for ordering from multiple restaurants
  - Option to schedule orders
  - Subscription for everyday orders



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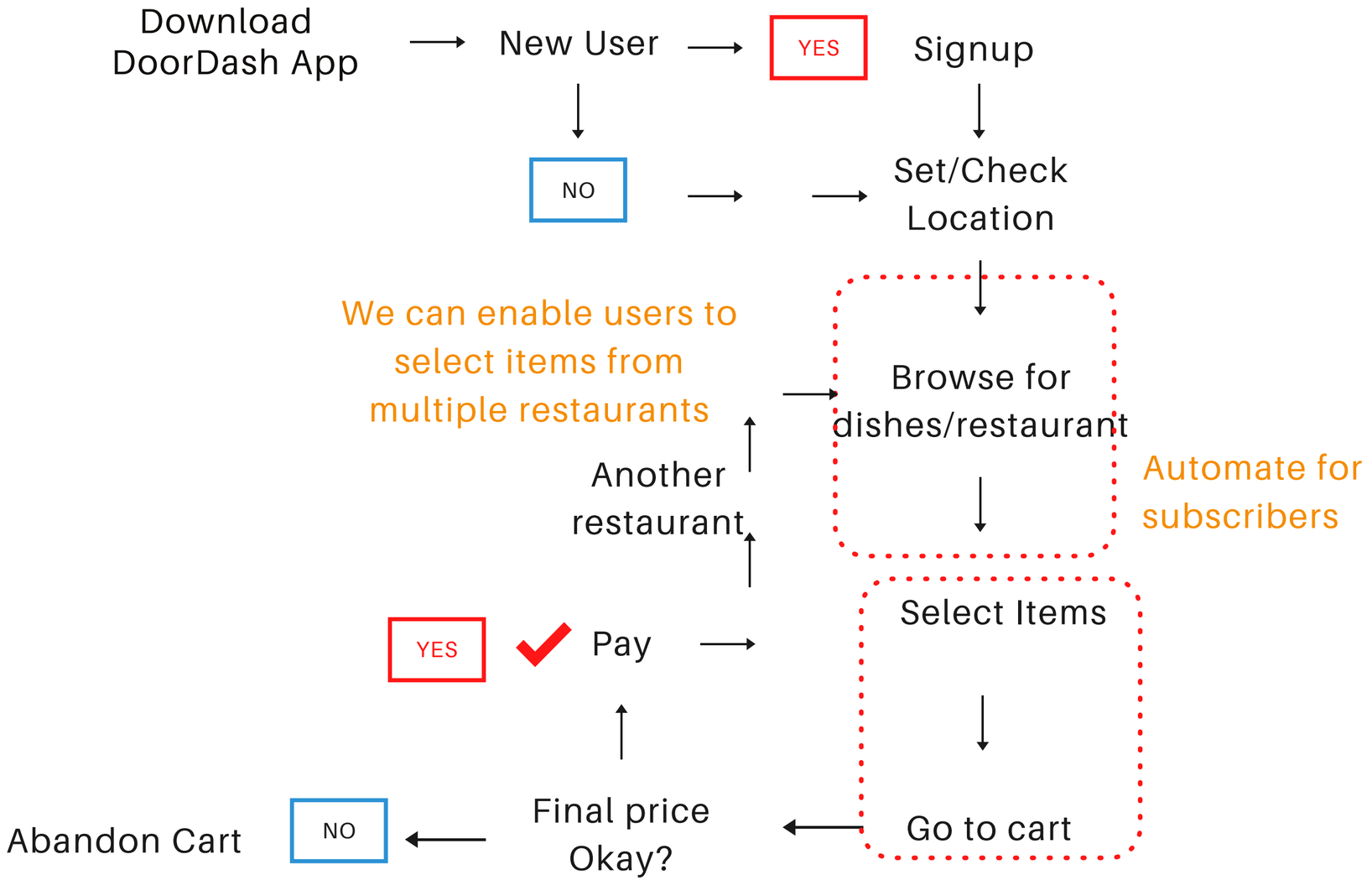
Customer Journey Map



Here, Mike has to do this everyday and often ends up **delaying** the purchase.

Jules has to do this multiple times for gatherings and often the process becomes **inconvenient**

User Retained

Retention stalled

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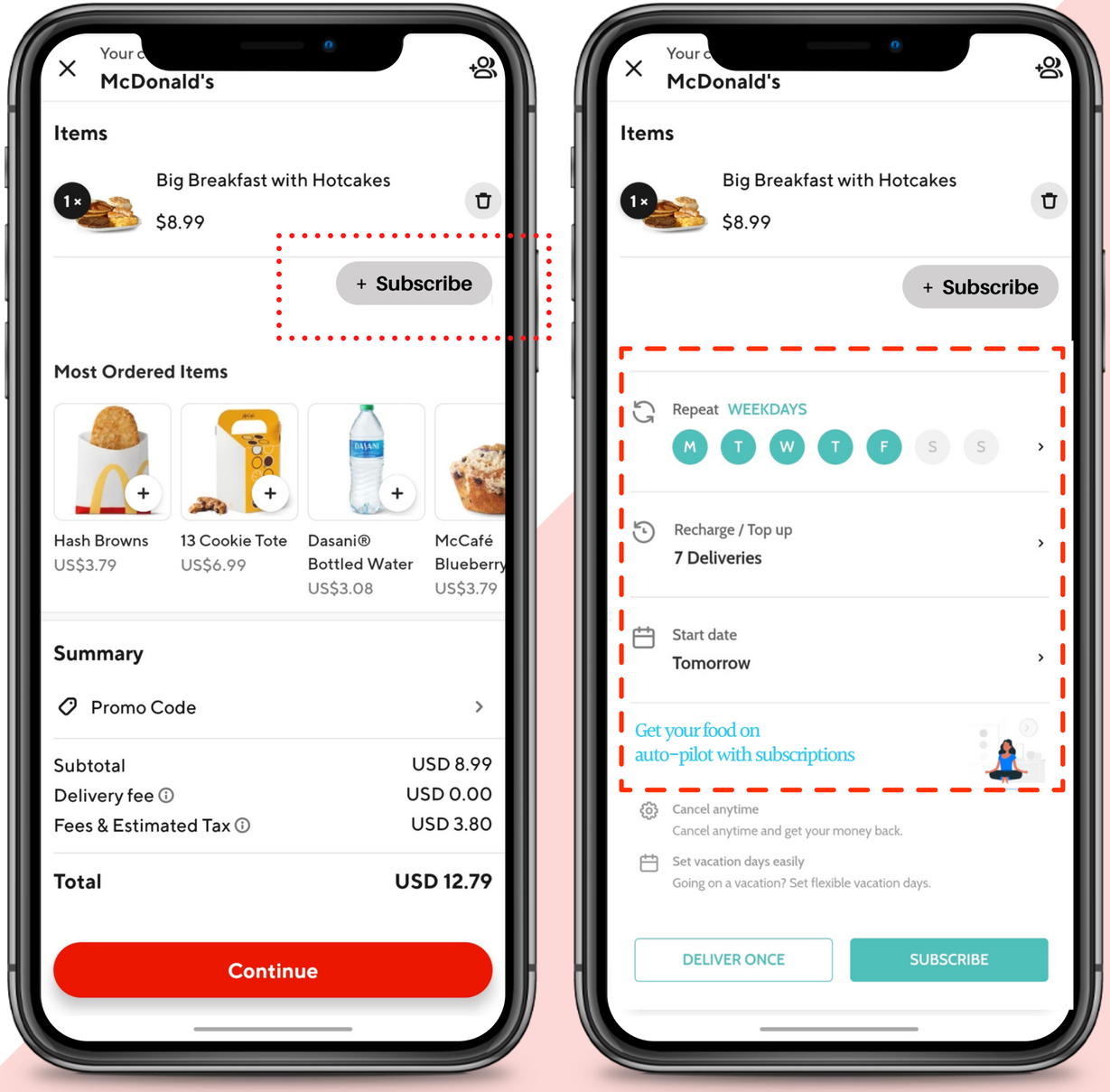
Schedule & Subscribe for everyday meals

Allow users to subscribe to a daily meal at the time of their preference

Now I can expect my meals on time everyday and wait, what's this? The cost is also less than what I spend

Subscribe tertiary action



Cohorts

Users who tend to order similar meals every week

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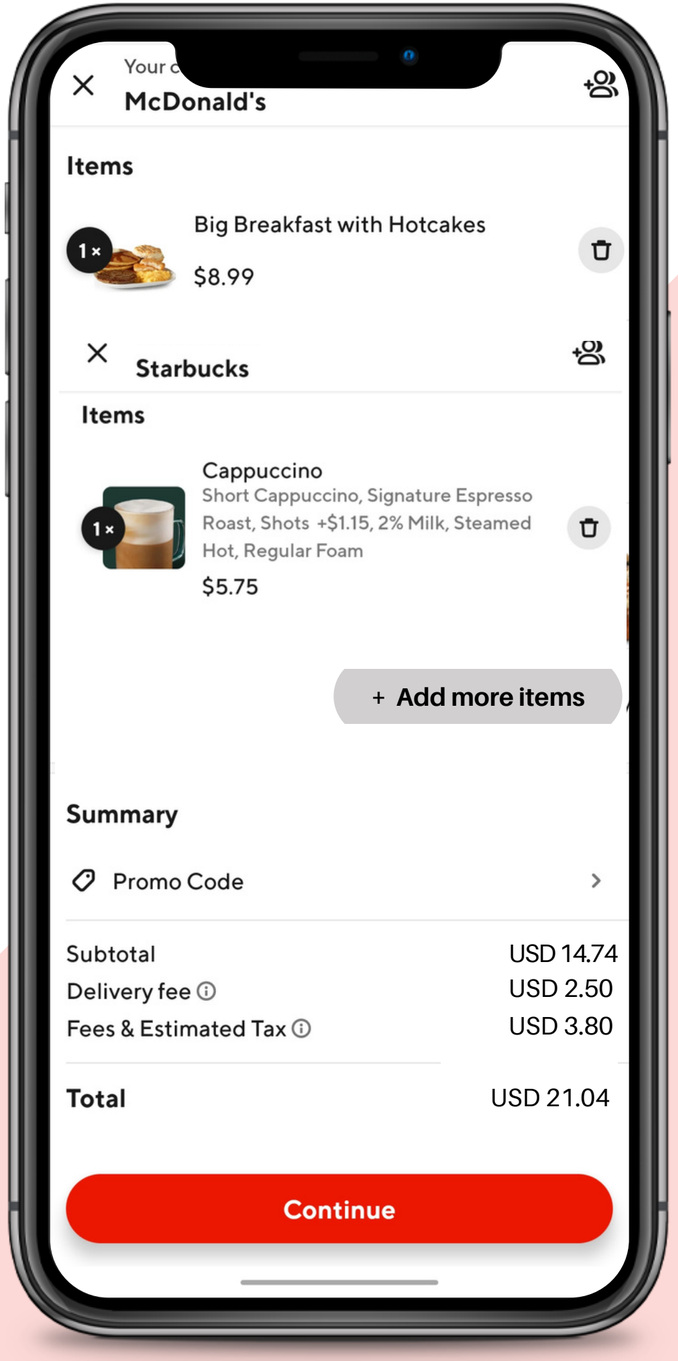
Party-orders from multiple restaurants

Great! I can order all the food at once for today's party!

Single checkout for multiple orders

Highlight savings on delivery charges



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High Cart Value

Enhancing experience for those with high cart value orders during get togethers and parties

Success Criteria

	Goals	Signals	Metrics
Happiness	User Satisfaction	Feedback	NPS rating, Delivery rating. App rating
Engagement	User Content Delivery	No of active users. No of signups	Average session time per day
Adoption	User Onboarding	No of orders per day	Average time to value
Retention	Loyalty	App uninstalls	# of weekly orders, average order value per user per week, average cart value per order
Task Success	User Goals Completion	Total Sales Value	Customer Lifetime Value

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