IMPROVING FOOD DELIVERY WITH CROWDSOURCED DATA

EXPLORATION

Interviewing eaters, couriers, and restaurants helped us identify 3 key frustrations: forgotten items, inaccurate wait times, and difficulty finding parking.

PARKING

Colored overlays and pin icons highlight frequently parked areas to reduce time spent looking for parking.

ORDER DETAILS

Larger order numbers and names increase visibility and help reduce language barriers when picking up an order at the restaurant. Iconography distinguishes food vs. drinks to prevent couriers from forgetting drinks. A confirmation “Got Everything?” button reminds the couriers to check that they have everything.

WAIT TIME

Quick questions for couriers about their experiences allows them to make use of the pick-up wait time to improve the accuracy of Uber Eats’ machine learning algorithms.

DESIGN

Focusing on the courier delivery process, we sourced information from idle couriers, redesigned order details to improve process flow, and added a parking feature that utilizes existing sensor data.

EVALUATION

Working together with real couriers as well as Uber Eats professionals, we made use of usability test data to drive design decisions.