



# DoorDash A UX Case Study

Timeline: 24 hours  
Role: Lead, User Research, Usability Testing, Diagramming, Analysis, User Personas, User Flows, Prototyping



## OVERVIEW

Being a 2/10 cook + a college senior trying to balance her mental sanity with classes + being a foodie in the middle of a pandemic means having a constant reliance on food delivery apps, especially DoorDash. This largest American third-party on-demand food delivery service has been helping me and many others over the years. I have ordered by myself and with groups of friends when searching for a midnight feast or a simple dinner before studying continued, but I recently discovered some frustrations I had with the app. I decided to challenge myself to redesign DoorDash's interface to optimize the customer experience all within 24 hours.

## RESEARCH

### User Research

I asked 10 users (university students, part-time and full-time workers) a group of questions to get a better insight on what features needed improvement.



On average, users spent 23 seconds scrolling through the home page to find their restaurant of choice



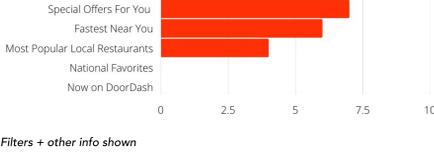
On average, users spent 19 seconds going through and using the filters

How often do you explore new restaurants through DoorDash?

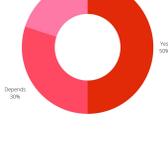


What factors are important to consider when choosing a restaurant to purchase from?

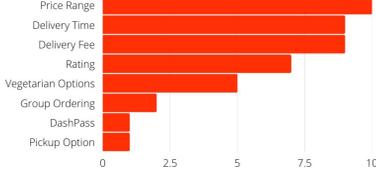
Home page categories



Do you have 1 or more go-to restaurants on DoorDash?



Filters + other info shown



Through observations and surveys, I was able to develop a deeper understanding of what components were important to a user when they went through the process of choosing a restaurant and what frustrations interrupted them to complete their task in an effective way.

### User Persona

**Kaya Gomez**  
College Senior | 21 y



#### Bio

Meet Kaya, she is a student with a busy lifestyle consisting of classes, a part time job, and extracurriculars. Because of quarantine and her busy schedule, she doesn't have time to cook and prefers food delivery services. She can efficiently use technology, but has constraints related to time, money and certain food products, as she has allergies and is placed on a strict, specialized diet.

#### Wants & Needs

- Wants to save money
- Wants to find food fast
- Needs to eat at trusted restaurants

## GOAL

To create a more personalized user experience through a minimalistic interface design to emphasize user interest, decrease navigation time and increase usability effectiveness.

## ANALYZE

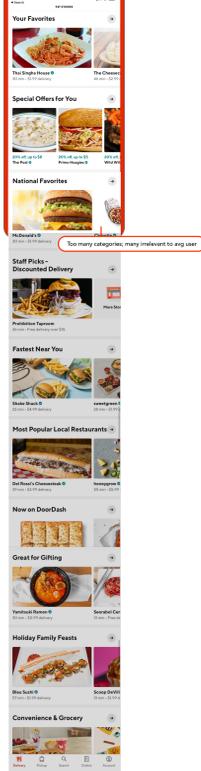
### User Pain Points

After looking over my individual research, I was able to create three main pain points users face and came up with solutions to each problem.

#### Pain Point 1: Minimalistic Home Page

The home page features a lot of categories such as "Staff Picks", "Now on DoorDash" and "Black-Owned Businesses", which shows DoorDash in a good light by helping promote those certain restaurants, however it does not help the user experience.

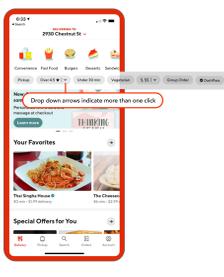
The lack of personalization for restaurant categories makes finding a desired restaurant difficult and long to find as there are an unnecessary amount of homepage categories featured.



#### Pain Point 2: Improved Filter Navigation

There are six filtering options that are displayed along the top of the home screen and can be viewed by scrolling right to left.

It takes time to scroll and apply said filters as some take more than one click for application and some filters hold more importance than others. Filters, including the cuisine type at the top, with a higher priority to a user also take time to scroll to and can be easily ignored.



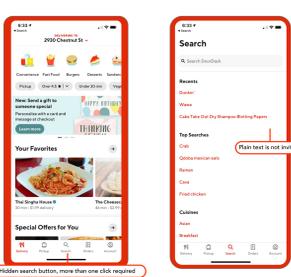
#### Pain Point 3: More Discoverable Search

##### Search Button

The search button is on the navigation bar but is not easily noticeable to the average user.

##### Search Page

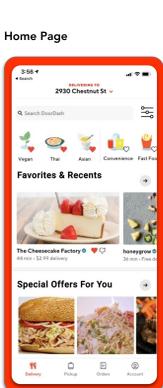
The search bar includes a list of recent searches, top searches and a list of cuisine types. Only text is shown and filters applied on the home page are not available to be applied to search results.



## PROTOTYPE

I created a prototype on Figma and below are all of the screens available on the app.

### Home Page



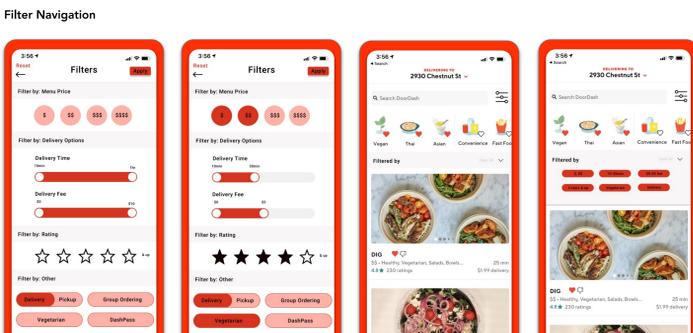
The filter icon on the page allows users to apply to search results and home page results.

Users are able to favorite cuisine and restaurant options, as well as dislike certain restaurants for a more personalized feel. Categories on the home page are lessened and are in order of importance to a user.

On the bottom of the home page is the DoorDash ad that was featured on the top of the page, as well as the additional category, "Fastest Near You", which obviously results in a much shorter page.

It's easier to find a desired restaurant with different methods that allow for easier navigation and discoverability.

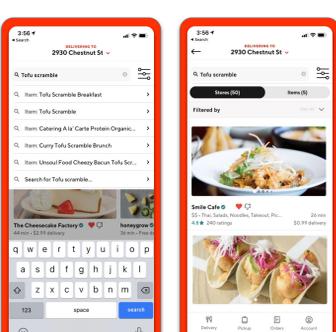
### Filter Navigation



Clicking the filter icon lets users simply tap or drag filter options, in order of importance to a user. The filters are applied to the home page options and search results. Results appear sorted by applied filters and if the user favorited the restaurant. Users can view the filters on the main page and can choose to edit by clicking the red bars or the filter icon or by clearing all filters.

The filter feature allows for a more organized way to sort out options in a user-friendly fashion that sorts results in a more personable way, which again allows for less navigation time.

### Search Feature



Users are able to apply filters to search results and results are sorted by applied filters and if the user favorited the restaurant.

The search feature and page are more discoverable and allows for less navigation time.

## CONCLUSIONS

### Reflection and Next Steps

As a college student, I'm constantly using DoorDash so I was determined to make my experience with the app the best it possibly can. I was able to challenge my design skills, as well as time management skills as I gave myself 24 hrs to complete this. It was fun to explore how I can improve such a popular app to make the user experience not only more personable, but more enjoyable too. Learning how to add or change small details and making the interface more simple in the process was a key concept I followed and understood was important.

In the future, if I decide to spend more time improving this app, I would add a feature that allows users to filter out their allergies, although working with restaurants and their menus would be a huge part of incorporating that. I would also add options for adding a category on the home page for recommendations and similar restaurants users would like; the algorithm of this app would have to be advanced for this to occur. I would also want to add a category for favorited food items.

I hope to continue asking different users about their thoughts of my prototype to continuously improve it.