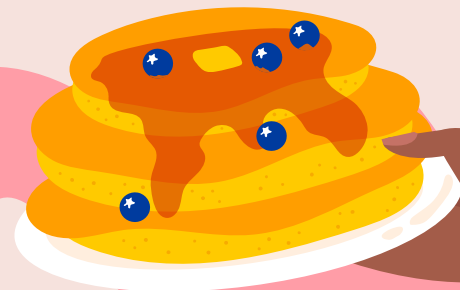


# D-11 TurboTaste

Sponsored by  DOORDASH



# Meet our Team



Hongyiming Cui  
(Marina)

PM  
UIUX Designer  
Data Analyst



Keaton Staggs

UIUX Designer  
Data Analyst



Sam You

Full-Stack  
Developer



Aryan Shah

PM  
UIUX Designer



Quin Baebler

Full-Stack  
Developer



Blake Pudists

Data Analyst

# Problem Context

A study shows that cooking a **nutritious** meal (protein, carb, and vegetable) takes a college student **an hour** to make



**93%** of college students we surveyed said **pricing** was what deterred them from using Doordash



On campus **food options** are **limited** and do not have reliable wait times



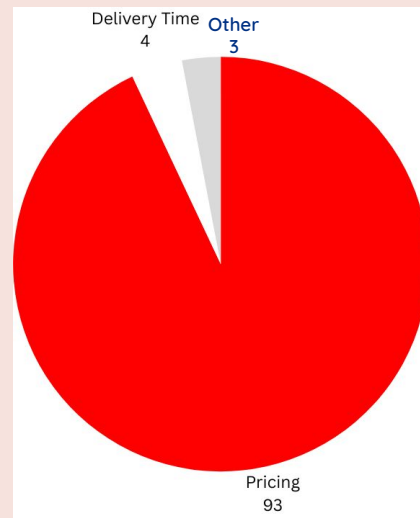
# Problem Statement

How might **a university student with financial and time constraints** achieve the goal of **accessing meals with less money and shorter time** so that they can **live a more cost and time effective lifestyle?**



# Key Research Insights

- 46.7 % of users potentially see themselves ordering to public place
- Pricing is what deters **93%** of student DoorDash purchases.
- Users value clearly defined features (how it works section)
- “Individual orders” to hubs is a promising feature to add



# Persona

## Alex | Commuting Student from Tacoma

Age: 26

Education: Pursuing a Masters in  
Computer Science

Job: Part time tech support at a  
local company

◆ Family: Lives at home with  
Parents, commutes to UW



## Alex wants to...

- Find an alternative for meal prep so he can wake up later
- Find cost friendly meals that fit his college budget
- Be able to eat his meals on the go

# Key Concepts

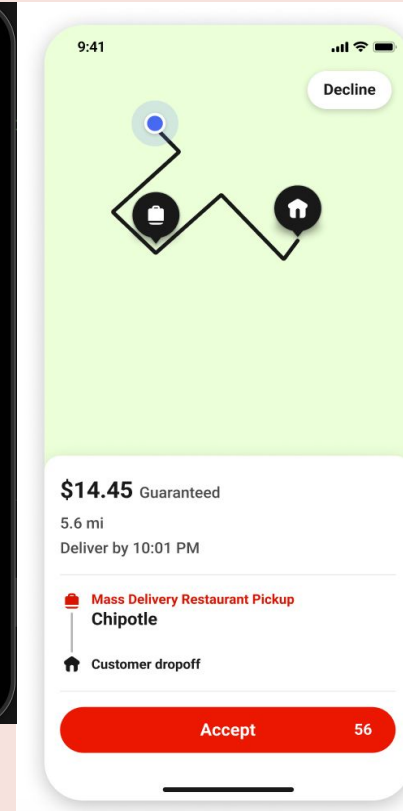
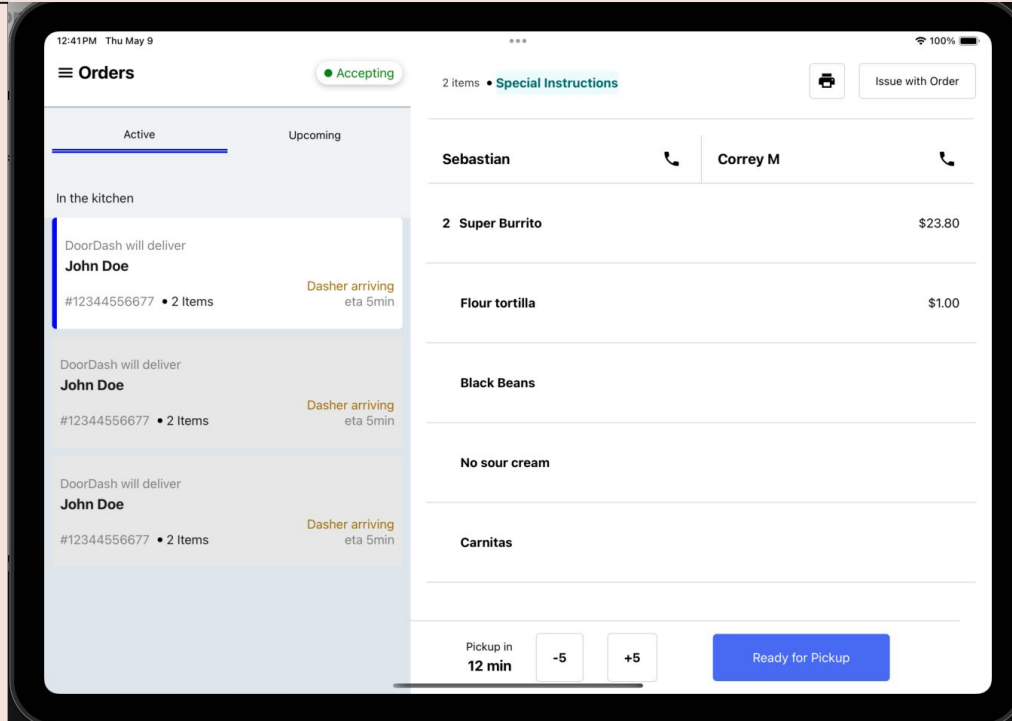


Mass Delivery

Hubs  
(Food Locker)

# User Testing Feedback

- Implement a “how it works” section (can see next slide)
- Implement money saved screen (below)
- Create restaurant and dasher POV screens

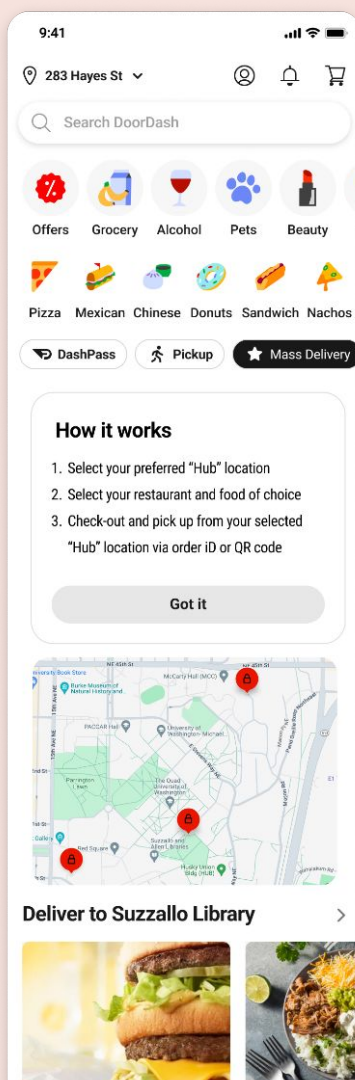




# Mass Delivery Entry

“How it works” for first time users

Map showing all nearby hubs



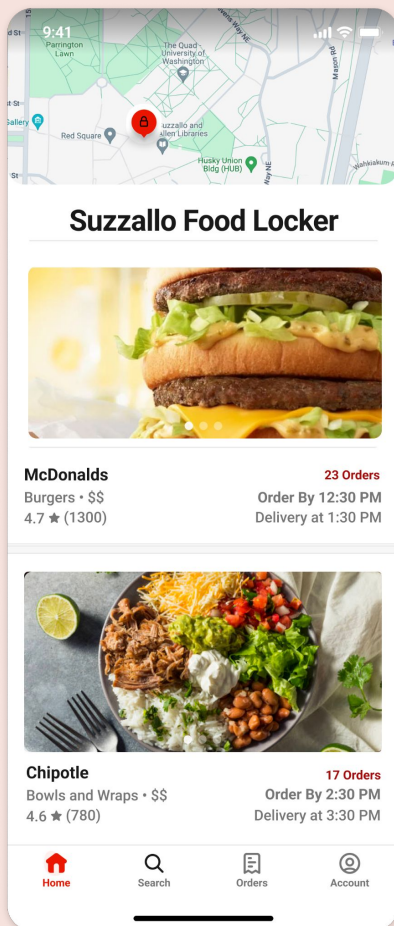
Integration to DoorDash homepage

Choose a delivery hub location to begin



# Live-Updating Order Pool

Restaurants that supports mass delivery to this hub

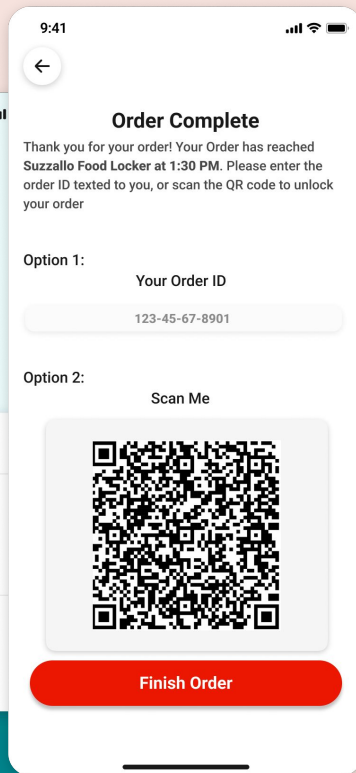
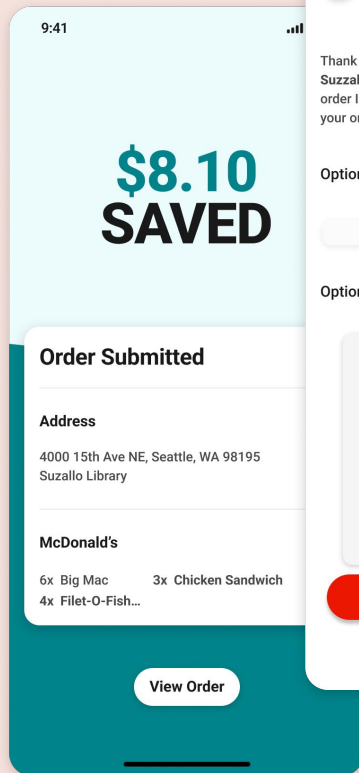


Map showing selected hub location

Accumulated number of orders so far

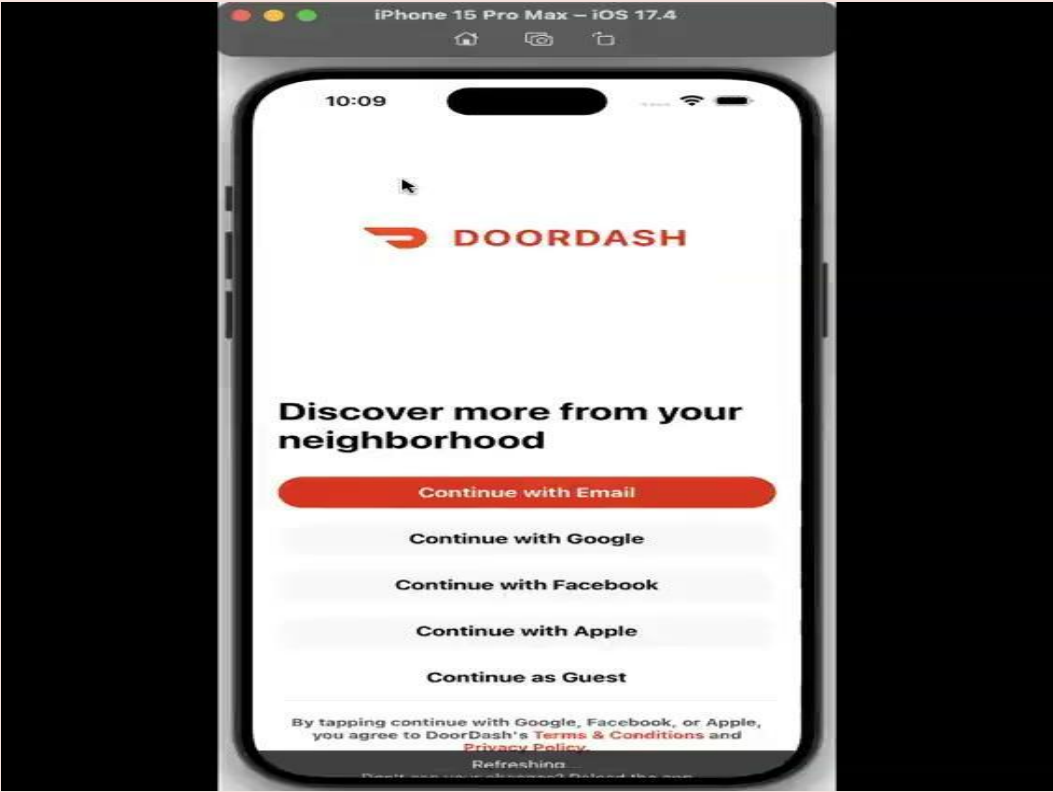
# Seamless Checkout & Retrieval

Money saved  
comparing to  
individual order



Instruction on how to  
retrieve the food

# Demo Video



# Ethical Considerations

- We aim to save students time and money
- Largest ethical concern is **greed**:
  - ◆ Not passing down savings to customer/dashers
- **Solution**: stay true to our problem statement
  - ◆ Make problem statement public
  - ◆ Inform developers of the original intent

# Next Step beyond Capstone



Hand-off project  
to DoorDash and  
sponsor



Marketing and  
Promotion to  
inform  
students



Expansion and  
Scaling to  
other  
Universities

# Connect with us on LinkedIn!



Hongyiming Cui

Innovative Problem Solver | Passionate about Data & Software Development and UI/UX De...



Hongyiming Cui  
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Blake Pudists



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Data Analyst



**Thanks!**

