



Assignment 1 - Phase 3

Solutions, Prioritization, Wireframes + PRD

This is the final phase of Assignment 1, where I will be transforming my validated P0 problem into thoughtful solutions, prioritizing what truly matters, visualizing the experience through wireframes, defining success metrics, anticipating pitfalls, and compiling everything into a complete Product Requirements Document (PRD).

My goal in this phase is to complete the full end-to-end journey **from understanding a problem → to proposing well-reasoned solutions → to communicating exactly what should be built and why.**

Step 1: Solutions for the P0 Problem

The P0 Problem is the **Group Order Feature**, which has a low awareness and adoption rate by most DoorDash users. On average, one in ten users is aware of or has used this feature.

To come up with the solutions, I followed the technique of **Customer Journey Mapping**, which helped me to visualise every user step to identify the friction points and map the end-to-end journey and mark the most painful moments.

Solution	Short Description	Key Assumption	Category
Home Page Placement	Placing the Feature as a pop-up when the user opens the app or the home page, as an icon on the header below the location, as one of the banners displayed in the middle, or creating a section for it separately.	Home page is usually the app landing page and something a user cant miss, this increases visibility for the users.	High Confidence
In-App Notifications	Send timely in-app notifications depending on the maturity of the users (new, existing, etc) informing them about the feature.	A good place to remind users about the Group Order feature and let them explore.	Low Confidence
Listing in the Browse Page	Just like how there are other services listed here, like DashMart, Grocery, Pets & Deals, the Group Order feature can be listed as a service.	Can garner more eyeballs from the users, encouraging them to order more.	Low Confidence

Solution	Short Description	Key Assumption	Category
Adding to DashPass Benefits	Listing the feature as one of the added benefits of owning DashPass to get extra discounts on Big/Party Orders. The feature will still be made available to non-DashPass users, but the privilege will be higher for DashPass users.	Can be an efficient way to capture the users' attention. It could be a potential reason for users to consider purchasing the DashPass as well.	High Confidence
UI Enhancement	Remove the button from the current position and place it right about the deals and offers section with a prominent <i>"Invite Friends to Order"</i> button, to make the users aware of the feature.	Prominence of the button and making it available at a place where users don't miss to see eg. deals section, can increase visibility & awareness.	High Confidence

The solutions are mentioned in detail below with screenshots for reference:

Solution A - Home Page Placement

Solution B: In-App Notifications

Solution C: Listing Group Order feature as a Service in the Browse Page

Solution D: Adding to DashPass Benefits

Solution E: UI Enhancement of the Feature Button

Step 2: Prioritization of the Solution

I'm using the **Impact Vs Effort framework** for prioritising my solution cause RICE & ICE feels like something I can do better, provided the internal product data, and MosCoW & KANO feels like something I can use to prioritise between 2 different problems or hypotheses and not within one use case.

For validating impact, I've added the score based on my research, gut confidence, and assumptions. However, for the efforts, I've used the help of AI as I'm not an Engineer and I didn't want to blindly go with my assumptions. Additionally, I've tried mapping it to the graph from low to high impact vs low to high efforts and have taken the decision into consensus.

Solution	Impact	Effort	Total Score = I/E	Graph Decision
A: Home Page Placement	5	3	1.7	HI & LE
B: In-App Notifications	1	4	0.25	LI & HE
C: Listing the Browse Page	4	2	2	HI & LE
D: Adding to DashPass Benefits	3	5	0.6	LI & HE
E: UI Enhancement	2	1	2	HI & LE

Step 3: Wireframing the user flow

Step 4: Success Metrics

Goal: Increase awareness, user engagement & adoption rate for the Group Order feature

With Solution C: Listing the feature in the Browse Page

Metric Type	Metric Name	Definition	Why it matters
Key Metric	Restaurant Group orders	No. of users who place food orders using "Group Order" feature	Measures how many users actually use the feature to place big orders
Key Metric	Average order value (AOV)	AVG amount spent by users for every individual order	Indicates business value in creating this feature
Key Metric	Drop-off during link sharing	# of users who dropped off while placing group orders using the link	Indicates user experience with the feature
Secondary Metric	Click Through Rate of the "View Group Order" button from the Restaurant Page	% of users who click the "View Group Order" button from initiating the Group Order from the Restaurant Page	Indicates if users like the ease of ordering with or for friends
Secondary Metric	Click Through Rate of the "Group Order" icon in the Browse Page	% of users who click the "Group Order" icon in the Browse Page to place big or party orders	Indicates if users find this feature attractive if listed as a service
Guardrail Metric	Restaurant Order Placement Rate	% of users placing food orders	The new feature shouldn't disturb the natural flow of the users for placing regular food order

With Solution E: UI Enhancement of the feature button

Metric Type	Metric Name	Definition	Why it matters
Key Metric	Restaurant Group orders	No. of users who place food orders using "Group Order" feature	Measures how many users actually use the feature to place Big orders
Key Metric	Average order value (AOV)	AVG amount spent by users for every individual order	Indicates business value in creating this feature
Key Metric	Drop-off during link sharing	# of users who dropped off while placing group orders using the link	Indicates user experience with the feature
Secondary Metric	Click Through Rate of "Start Group Order" button	% of users clicking on the button to initiate group orders with friends	Indicates that the user was able to spot the new UI enhanced button
Secondary Metric	Click Through Rate of restaurant pages	% of users clicking on restaurant pages to place food orders	Indicates user is still interested in placing food orders with DD
Guardrail Metric	Restaurant Order Placement Rate	% of users placing food orders	The new feature shouldn't disturb the natural flow of the users for placing regular food order

Step 5: Mitigation Strategies

The purpose is to identify the critical assumptions in my solution, anticipate ways things can fail, and plan how I'll detect failures and respond quickly. This is my risk safety net before building and to ensure that the solution I've chosen is responsible and realistic.

Assumption at risk	Failure mode	Impact (H/M/L)	Likelihood (H/M/L)	Mitigation (practical)	Detection signal (metric)	Containment / rollback
Users confuse group ordering with combining multiple orders	Since DoorDash has multiple open carts available, it might be possible that user can confused group orders to clubbing different orders (Eg. one grocery order & one restaurant order together, from 2 different restaurants)	High	Medium to High	Create App tour to make users understand that Group Ordering is a feature of convinient ordering and not a feature of combining orders	- CTR to open carts - adding items from multiple stores/restaurants after reaching the Group Order page	Release the feature first to users with high frequency of food ordering before releasing it for all users
Users confuse group order to bulk ordering	Owing to the bulk purchasing habits by users from stores like Costco, Sams Club, BJ's etc the user might confuse that DD is also delivering bulk orders	Medium	Low to Medium	Create App tour to make users understand that Group Ordering is a feature of convinient ordering and not a feature of combining orders	Searching for grocery or convinient stores in the search box after reaching the Group Orders page listed with restaurants	Release the feature first to users with high frequency of food ordering before releasing it for all users
Expectation of higher discounts	Users may expect higher discounts than usual for placing big orders with friends	Medium	Medium to High	Coin terms like "Save time, Order with friends" or "It's Easy, just Group Your Order with Friends" or "Ask your friends to add what they want" etc next to the button to it sets the expectation for the user	Abandoning the order / Cancelling the order	Call up users or set up feedback with users to understand why they have cancelled it
Restaurant Order Handling Capacity	If the restaurants are not able to handle big orders in one go	High	Low to Medium	Check with restaurants before listing them under group order page or enabling that	Order cancellation from restaurant's end	Hold restaurant from accepting future orders until further notice

Assumption at risk	Failure mode	Impact (H/M/L)	Likelihood (H/M/L)	Mitigation (practical)	Detection signal (metric)	Containment / rollback
				feature on the restaurant page		