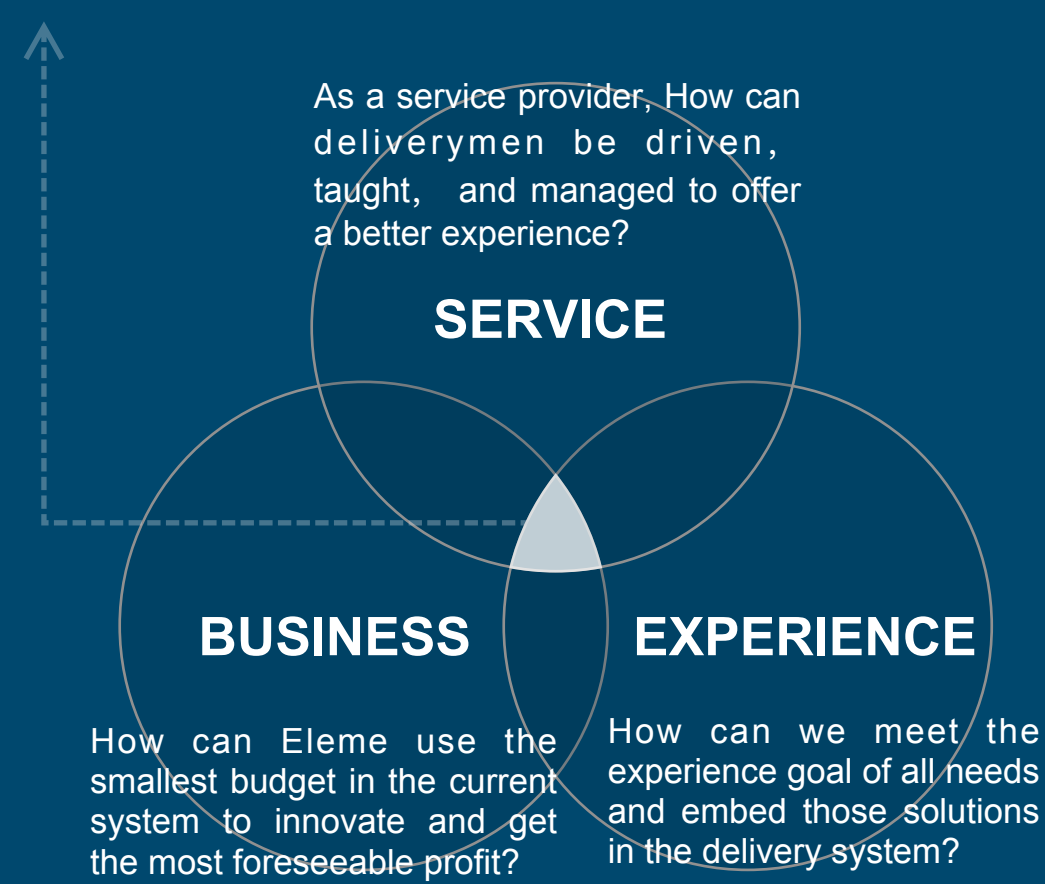


Toolkit for Delivery Food Experience

This project uses a Chinese food delivery company represented by Eleme as the project party. Choosing Eleme offers this project a more complex context in stakeholder involvement and eating scenarios. As this is a research project, the design output also aims to be generalized.

Problem

HMW help Eleme innovate the service in different customer experiences, to differentiate itself in the market (to make money)?



Key Insights

- There are four types of users: Ritual Seeker, Activity Organizer, Cyber Noob and Convenience Pursuer. They present different user needs in eating delivery food.
- To fulfil all the needs, Eleme needs to have a customized service for each type.
- There are standard services (industrialized, giving the same service to every consumer) and customized (its market is more niche. giving a designed service responding to different users), combining them could solve the design challenge.
- Deliveryman has certain extra skills and is money-driven, a service optimization with increased salary is feasible in deliveryman resources.

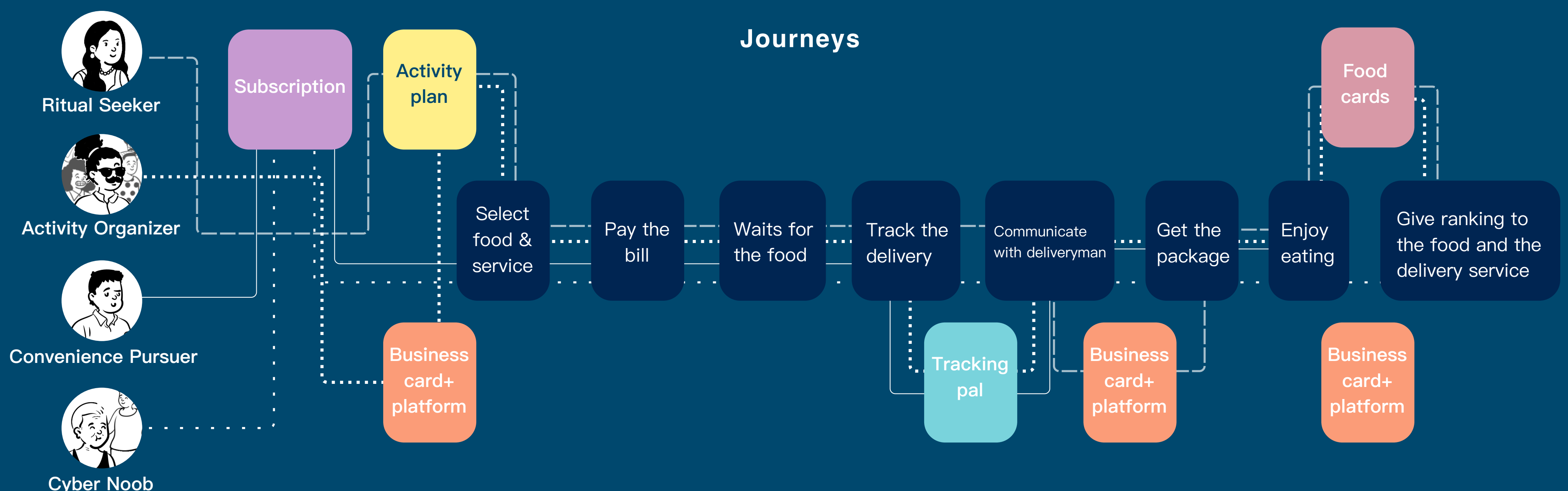
Design Intervention

What

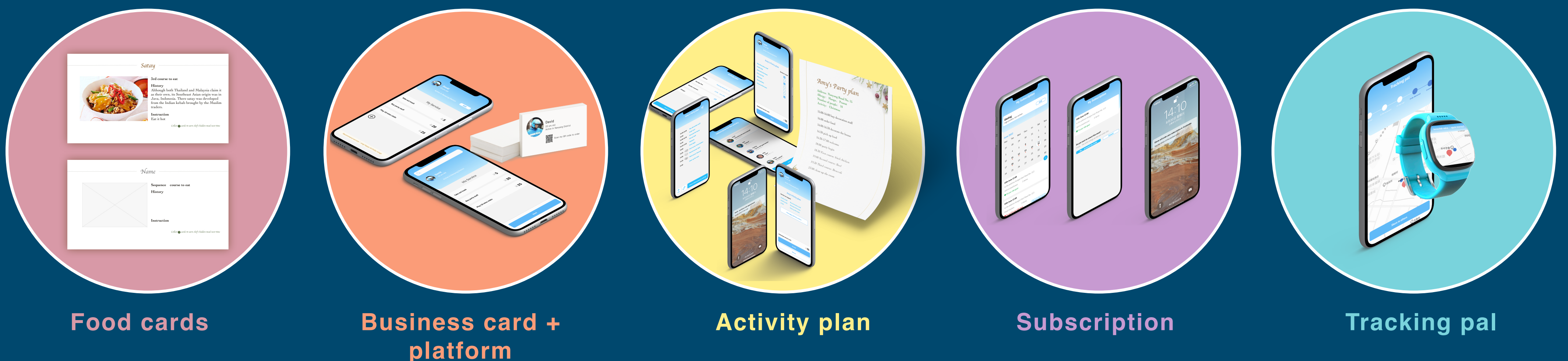
The design deliverable is a set of service tools (including digital and physical forms) that serve as modules to enhance the customized user experience for different consumers.

How

The tools, also known as the modules, could give certain experiences that are inserted into the standard delivery food journey. With different combinations of those tools, different user types could all fulfil their needs by different routines in just one system.



Tools



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