

Uber Eats

An Analysis of Third-Party Food Delivery Services

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Situation Analysis

Introduction

In the last two decades, food delivery has evolved. With the introduction and popularization of the internet, food apps emerged and gained popularity among customers. Being able to order food from restaurants in your area from an app has made food delivery more convenient. These services allow consumers to order food from one or more restaurants for delivery. There have been many food deliveries that have become a hit in recent years, one being UberEats. UberEats launched in August of 2014, and instantly became a popular application. UberEats is a branch of the popular rideshare service Uber. Already having a successful brand, they saw an opportunity to create a new service that their existing users would use and benefit from.

Before UberEats launched, Uber, the rideshare service, offered limited options from nearby restaurants for lunch. The company saw the opportunity to expand after they saw success with their lunch delivery service through the Uber app. UberEats then continued to expand the number of cities they offer their services and the restaurants that they deliver from. They expect to continue to expand in the next few years, as the popularity of food delivery continues to grow.

UberEats hired our agency to assist in doing research on their competitors major such as GrubHub, DoorDash, Postmates, and Caviar. They wanted to know what competitors were offering consumers, and what their competitors were doing better so that UberEats would be able to make the necessary improvements to their service. They also asked us to conduct research so they could learn more about what their current users thought of their service. We will be asking current users of UberEats what they think of the app and see what suggestions they have for where the company can improve. UberEats ultimate goal for research is to look for ways they will be able to improve the service they offer their customers a better experience.

Company Background

UberEats was officially launched in 2015 in Chicago, Los Angeles, and New York City. *UberEats* was developed by the rideshare service Uber which launched in 2009. Uber's rideshare service began to make getting a ride more convenient and accessible (Uber 2020). The brand has always been about making life more convenient, and in many ways that is exactly what they have done. By providing easy access to rides and having food delivered to your door, Uber does make life easier. Uber had been offering special lunch delivery from local restaurants where the rideshare was operating when they saw the opportunity to expand their services to users on a broader scale (Uber). At first the company had a limited selection of restaurants and delivered limited items off their menus. This service became popular among existing Uber users and working adults. It made getting lunch delivered to work convenient.

As *UberEats* has gained popularity they have expanded to new cities and added to the number of restaurants they will deliver from. They now offer service to over 500 cities nationally

and internationally (Uber). *UberEats* prides themselves on the number of restaurants they offer their users. *UberEats* hosts hundreds of restaurants depending on the city. Once the order has been placed, the app keeps the user updated on their order status and makes it possible to track the person who will be delivering their food. This allows users to have access to their order and know an estimated time of arrival for the order. Additionally, *UberEats* gives the user the complete total including taxes, delivery fees, and the tip for your driver, leaving no outstanding or unseen costs (Uber). Offering these in app services enhances the user experience. Creating a positive experience for customers makes them want to continue to use that service over competitors.

Insights

The launching of several different food delivery companies, starting in the late 2000's, has developed the food delivery industry beyond what anyone can imagine, and it just won't stop. Its audience keeps growing and becoming more popular as the time goes on. Now with numerous companies, all with the same goal, they all face the same hiccups within their own company. Now it's time to determine who the main focus group is, how they interact with *UberEats* and what they seem to believe our biggest strengths and weaknesses are.

From the sources we collected, there were several instances where the relationship between a client and *UberEats*, and the overall audience *UberEats* is focused on. We learn more about the audience we are reaching out to, why they use food delivery apps and how it becomes resourceful to them. In a Forbes article, Jeff Fromm discusses the evolution of the third party delivery and how the common user is a Gen X Or Millennial. With the help of interviewee Michele Vance, Fromm learns an interesting fact that, "In fact, third-party delivery users average 10% more restaurant visits per year than non-users, and while awareness is highest with Gen-X, usage and high-frequency usage is highest among Millennials. Rather than replacing a dining experience, third-party delivery has become an incremental type of dining (Fromm)." These generations tend to use food delivery instead of cooking at home for the purpose of it becoming more convenient to them.

This is when we run into one of the biggest problems. As convenient as it may seem, the actual delivery of food items and timing is what seems to cause the issue. Overall, the accuracy of the order and time delivered is what a problem highly cited by customers, "With inaccuracy being cited by 27% of customers and 17% reporting late delivery, these are the two greatest areas of opportunity for providers (Fromm)."

That being said, an important observation that needs to be taken into place on both the customer and driver end of the order is when we, the providers, can track and adjust their arrival time whenever they can. Customers are eager to receive their items soon after it is placed. Ways that Uber can avoid having miscommunication with the customers on delivery times is by "providers who track and adjust their delivery times according to traffic conditions might increase the number of customers, as their clients will be sure that they will receive their

orderings on time or a price discount for delivery delays. This example shows that the ever-changing nature of traffic dynamics is relevant for all business segments that rely on transportation to promote CC (Correa).” Giving a more knowledgeable and exact delivery time to the customer.

SWOT Analysis

Strengths - Existing user base - Convenience - Variety of restaurants - Wide range of delivery times - Customer interaction - Customer support	Weaknesses - Higher prices - Delivery fees - Wait times - Popular restaurants with agreements to one delivery service
Opportunities - Advertise their food delivery on Uber app - Customer rewards - Discounts	Threats - Competitors cheaper prices - Negative customer-restaruant relationships

Strengths

UberEats has a leg up on other delivery services as they already have an existing user base from their rideshare app Uber. If Uber is to increase their advertising on their already profitable rideshare app this will provide them with free advertising to a broader consumer market as opposed to those who already use food delivery services. *UberEats* is currently successful because of the convenience their service offers. The simple app design makes navigating the long list of restaurants easy for the consumers. The variety of restaurants and the wide range of delivery times in both restaurant hours and actual service of delivery appeal to every kind of consumer possible -- office workers, third-shift workers, late night eaters, and early risers alike. Finally, the completely interactive process of the food delivery makes the consumer feel as though they can “watch” their food. They are not left to question where their food is or when it will show up, and if something is wrong, *UberEats* offer extensive customer support 24 hours a day.

Weaknesses

The nature of online food delivery comes with many additional fees as opposed to dining in. *UberEats* in order to make profit has to charge customers with a delivery fee and small cart fee if applicable. These fees in addition to the taxes and tip for the delivery may turn consumers

away. Additionally, ordering food to be delivered comes with longer wait times. Consumers know what they are agreeing to as far as wait times when placing the order, but if there is some mishap with their order it can greatly lengthen the time they have to wait. Consumers may decide to take their food orders into their own hands and skip the third party service all together. A more specific weakness that *UberEats* may have to their competitors is that some fast-food chains have decided to employ only one delivery service. Losing a big name on their roster of restaurants may turn consumers to whichever service is employed just due to familiarity. Consumers often stick to what they know.

Opportunities

Unlike other online food delivery services, and as we've stated in the "Strengths" section of our analysis, *UberEats* is a collaborative effort that was created by Uber. With this, both apps share the same data and tracking technology, making it easy and convenient for consumers to stay in contact with their food carrier. In the academic journal, "Home delivery services: innovations and emerging needs", the authors conclude that, "Concerning the awareness and perception of existing innovative services, respondents have used mostly the real-time tracking service and the delivery to pickup points, and rated 'economically accessible' as the most characterizing value proposition for all services" (Ghajargar, Maliheh, et al., 2016). With this, continuing the merging of the apps and their tracking information makes consumers feel comfortable with knowing who is picking up their food, the car that they are driving, and the real-time estimate of how long the delivery may take. Promotions are now often applied through the app monthly, which helps advance consumer engagement.

Threats

With numerous food delivery services available, they are all fighting for the same consumer market. Aaron Holmes in his article for Business Insider states, "for customers, the platforms for food delivery can seem nearly identical — but those platforms are in heated competition to win over users. Grubhub has controlled roughly 30 percent of the market over the past three years, according to Second Measure, while Uber Eats and DoorDash are both on the rise" (Holmes 2019). *UberEats* must focus on quality and consistency in order to maintain its climb through all of the other delivery services.

UberEats, and delivery services in general, remove the customer-restaurant relationship that is built when dining in. Now, while this can be appealing to customers who are trying to avoid that social interaction, it can be detrimental to restaurants. As stated in "Restaurants Put Up Their Dukes in Online-Delivery Food Fight" by Joe Cahill, a "customer's experience with delivery colors his or her view of the restaurant. When orders arrive late, or show up with missing or incorrect items, customers often blame the restaurant. That's a big problem in a business where success hinges on a restaurant's reputation for service and quality." Adding in a delivery driver to the dining process adds in another set of hands that can be responsible for

issues, but even when the restaurant is not to blame for the mistake they will often take the hit. This can lead to bad reputations for delivery services and may cause restaurants to turn away delivery service partnerships.

Problem Statement

In recent years, *UberEats* has cultivated the dining experience and its engagement with consumers and online food delivery services. Thus far, we know that *UberEats* has gained popularity amongst younger generations and will continue to evolve with the hopes of advanced technology. Consumer collaboration will also play a big part in the advancement of *UberEats*, now knowing that consumer behavior is one of the reasons why food delivery apps have risen in popularity. Research has provided the changes made in retail and consumer services, with consumer collaboration, or CC, being the, “peer-to-peer-based activity of obtaining, giving, or sharing the access to goods and services, coordinated through community-based online services” (Correa, Juan C. et al, 2019). With our research, we hope to resolve issues surrounding the neglect of CC on these platforms and plan to brainstorm the ways in which online food delivery services can enhance their engagement with consumers.

We hope to achieve this by creating a survey that will examine the user’s food delivery experience overall. We will reach out to audiences that are users of *UberEats* (as well as other food delivery apps), while asking questions about their experiences within the app. From their recent order history to the promotions that apply to their order, we hope that our audience will provide fully-detailed responses that can help us pinpoint what *UberEats* needs to correct fundamentally. From this, we hope to broaden the strengths of *UberEats* and limit the obstacles that weaken their consumer engagement.

Interview Report

Topic and Research Goals

Food delivery apps have grown in popularity since the internet has become more widespread. People are always looking for services that offer them conveniences, and *UberEats* and similar services offer this to their users. We are doing research for *UberEats* to see what they are doing well, and where they can make improvements for their customers.

Overarching Research Questions

- Why do people use *UberEats* and its competitors?
- Where can *UberEats* improve?

Justification of Method and Sampling

An in depth interview allows us to get more qualitative research that will help us learn more about how people feel about food delivery services. Having an understanding of how people feel about *UberEats* helps us understand where *UberEats* can make improvements to

make the customer experience better. We are able to get more personal information through the interview process that can help us better analyze the quantitative research we will conduct.

Interview Highlights

19 Year Old, Male College Student

- In general, the biggest factor in choosing what third-party delivery service to use was price for this interviewee. Second came quickest delivery times, but the interviewee was willing to wait longer for delivery if the food was cheaper than other options.
- This interviewee provided insight into how little brand loyalty there is within this competitive market. He would cycle through multiple different food delivery apps on his phone looking at different food options, delivery prices, and discounts before finally choosing where to order from.

25 Year Old, Young Adult Female

- This person used third-party delivery services quite frequently, and the main reason they continue to use these services is for their convenience.
- Delivery prices and the timing of the delivery were big factors in what they would expect from a good third-party service.
- The interviewee also used other third-party delivery apps in the past, and shared their experiences from past deliveries they have made.
- Negative reviews had come up in our interview as well, but the interviewee has yet to have a “bad experience” with UberEats.

20 Year Old, Female College Student

- The reason that this person chose to use a third-party delivery service was convenience.
- She is not loyal to one service, and will order from whatever service offers her the best deal.
- She orders food more often when she is with a group of friends and they can place a larger order. They try to order from the same restaurant.
- UberEats offers the best system set up to track your food's progress, and where your driver is.
- She began using delivery services more frequently when she started college.

20 Year Old, Female College Student

- The biggest factor that went into the choosing of third-party delivery service varied for this college student, but the main reason being that it is convenient.
- When it comes to third-party delivery service, she was very loyal to one business, UberEats. She enjoyed the discounts and benefits she received from this certain company.

- The only times she does choose to order from another delivery service, it is usually because UberEats didn't have the restaurant she was looking for.
- Overall has had nothing but good experiences with UberEats and highly recommends it to her friends and family.

Insights

From our interviews, the most obvious themes that had come up in the process was the use of third-party delivery apps and their appeal towards young adults (19-25 age group). All have used UberEats at some point and have engaged in other third-party apps as well. Interviewees were open with sharing their experiences with UberEats as well as others, which helped us gain more insight on what can be improved as a whole with the food delivery apps. Pricing and reduced fees were also of interest for those that we interviewed. Comparing the third-party services was also a common theme in the interviews, which helped our interviewees gauge what food they can get for the best price on all platforms.

Progress towards research questions:

- ***Why do people use UberEats over other competitors?***
 - From this question, we have come to find out that our interviewees were aware of UberEats and their services through their experiences using Uber. The company uses the same tracking system for their drivers on both apps and makes the delivery process easy. There was also some mentioning of reduced delivery fees and promotions that prompt our interviewees to use the app, which the app offers quite frequently.
- ***What needs to be improved on UberEats?***
 - From our interviews, there wasn't much to gauge on what UberEats can improve in the future. Although, other app usage experiences did come up as well as brand loyalty, which UberEats can improve by offering easy and convenient services to their consumers.
- ***Why do people choose to use third-party delivery apps?***
 - All interviewees agreed that convenience is a major factor when ordering food through these third-party apps. Price reduction also plays a role in the fees of their orders, but convenience of a third-party service was the main advantage here.

Survey Report

Our overall project goal was to answer where *UberEats* stood in respect to all of their competitors, direct and indirect. We wanted to first find how many and how often people are using third-party delivery services and from there hear their opinions, experiences, and priorities when it comes to food delivery and *UberEats* specifically.

Research Questions

- What demographics are typically using food delivery services?
- How do preferences play a role in how people order food?
- How are people's past experiences with using third-party delivery services?
- How satisfied are customers with their experience in using third-party delivery services?
- What do people think of *UberEats* in comparison to other delivery service apps they have used?

Method

The method used for research was a survey pertaining to *UberEats* along with its direct competitors. A survey was the best fit to answer our research questions because it was the easiest and fastest way to reach a large number of participants. A survey is also less time consuming for the participant in relation to other research methods, meaning more people would be willing to participate. We created an anonymous survey because this creates space for participants to share any negative experiences they have had with a third-party delivery service without worrying about judgement.

Sampling

Due to the time and resource limitations of this survey study, sampling consisted mostly of individuals the team members had some sort of relationship with. The anonymous link to the survey was sent out in group messages, to friends and family, and posted on social media. If this survey was done full-scale with professional resources and a budget, it would have been beneficial to sample individuals at a much larger scale. A large number of respondents were from Chicago, a city that has access to a large number of third-party delivery services. It would have been beneficial to obtain samples from individuals that do not live in such a populous city. Also, a large majority of respondents were in the same age range as the team members due to the sampling methods, and a full-scale survey would have made it easier to reach individuals of a wider age range. With a budget for the survey it would have been possible to offer *UberEats* gift cards in order to receive responses from individuals.

Administration

After creating the survey, we published the final result to Qualtrics. From there, each team member individually took to their respective contacts in order to get responses. As a group we focused on personal messages rather than posting the survey on social media for anyone to take. We shared the survey with groups that members of our team are a part of, this included sororities, and club organizations on campus. To do this we sent the active link to group chats and shared it in Facebook groups so members of those organizations had access to the survey.

Analysis

From our findings, we hope to examine different variables that can help answer our questions about food delivery services. Overall, we are trying to measure the demographic of users and their experiences through these apps in order to get a better understanding of their user consumption and expectations. One variable we hope to measure in our survey is app quantity. This is the amount of food delivery apps our audience has on their phone and engages with. Asking our audience about the number of apps they've downloaded and purchased food from will help us in finding our biggest competitors. Another variable we hope to measure is the user's preference of promotion type, which indicates if the user has received any special offers, rewards, and discounts/deals on their preferred food delivery service. Seeing how audiences rank these promotions, mainly discounted prices on food compared to reduced delivery fees, is one way we can improve the consumer experience. Our last, and most important, variable is our audience's user frequency. From this, we hope to find out how often users order from food delivery apps on a larger scale. We hope to find out our audience's familiarity with food delivery services and their chances of engaging with them in the future.

From these variables, we've identified two main relationships that play a role in the user experience. Frequency plays a big role in each app's significance and measuring this between the promotions and/or app quantity is one way we can broaden our findings. With this, people who use food delivery apps more frequently are more likely to use and notice promotions. Also, the more apps people obtain, the more often they will use/order from any food delivery app.

Analyze of the Data

Based on our data, we've learned that the majority of our sample size fit in the 18-24 year old demographic and hold residency in the Midwest. In regard to the user's experience, many of our participants range in frequency when it comes to food delivery in general. It was also interesting to see that when our participants **do** choose to get food delivery, a majority (19/42) are frequently ordering from a third party delivery app. Out of all 42 participants, it was nice to see that a majority of them have used a food delivery app before. From our findings, we also gained insight on how *UberEats* compares to other competitors based on participant's past experiences. Some users stated that they continue to use *UberEats* because they offer a different

tracking system than other third-party apps and enjoy the fact that *UberEats* share the same tracking information (type of car, license plate, ETA, etc.) as Uber.

Discussion

The results we got from our survey were not very shocking when we compared the results to our other research, and in relation to the audience we had access to. The results so far have been very similar to our team's expectations. The audience we were targeting, and that we had access to were 18-24 year old's, and these were the largest group of people who we received responses from. This was beneficial because we did not have many responses that were not useful to us.

The survey we conducted was successful in answering some of our research questions. I think now that we have gotten responses, it is clearer to us where our research goals have potential to be clearer. After analyzing our research as well there are some follow up questions we think might have been useful to include in our survey. For example, one of our research goals was to see how people's preferences influenced how they chose to order food, and we could have more clearly defined what we meant by preferences. I think we could improve our survey by trying to reach more men, while this was not a question we asked in the survey it can be assumed that many of the responses are from women. This is because as a team we shared the survey with our organizations, which were largely women's organizations.

Overall, the experience of running this research went a lot smoother than anticipated. Going into the survey portion of this research came very easily to us. The second we thought of the company we wanted to represent, we instantly came up with several questions right off the bat that we knew we wanted. The actual process of conducting the survey wasn't that hard, as said above, we are all a part of organizations that consisted of people who are frequent users or are familiar with *UberEats* and food delivery apps in general. That being said, getting our survey out was one of the easiest tasks because we knew to distribute it to those that are users of *UberEats*. Something we could do differently would be reaching out to different organizations and age groups to see the difference in the responses. Since most of our research was conducted off of the same age group, it would be great to have an insight to the older generation and see their thoughts, feelings and relationship with food delivery apps. Another section that could be added to the survey would be a portion that is targeted to those who don't use *UberEats* or its competitors, there were a few instances that someone in the group had feedback on the survey that they were not frequent users of these apps.

In conclusion, we are relieved and satisfied with all the information that we received and ended with, even if most of the answers we received were already expected. While we started to lay down the basic groundwork, we found that we all had common thoughts and ideas that went hand-in-hand with our research topic, *UberEats* and its competitors. Already being exposed and familiar with our topic made researching this topic more enjoyable. With that, being able to

include our own personal experience in the process really helped with creating a foundation of the route we wanted to take with the research.

Recommendations for Further Research

UberEats came to us asking for research that would help them gain an understanding of where improvements could be made in reaching their target audience and in how to gain more regular users. In our in-depth interviews we found that users of third-party delivery apps have very little brand loyalty and that they will order from whatever service gives them the best deal. We also found out that in general people chose to order food from a third-party service because it was easy to do and convenient for them to not have to go out or cook. Our surveys showed that UberEats and GrubHub were the most well known services, and this helped us gain an insight of who the largest competitor is for UberEats. We want to continue researching to see where UberEats can make improvements within their app and website. There is always more research that can be conducted, and these are our recommendations. Our goal is to gain an understanding of the target audience, and better understand how they interact with third-party delivery apps.

Our first recommendation is to conduct more in-depth interviews. We sampled four, but would recommend conducting at least six more for a total of ten interviews. We recommend interviewing a more diverse group of individuals for these, as the interviews currently were mostly young adult women in their 20s. We could benefit from talking to more men about their experience and opinions towards third-party delivery apps. We would find these people by asking friends if they would be willing to help us, and by reaching out to more distant acquaintances for a more unbiased and focused interview.

In all the interviews we plan to conduct in the future we want to ask the interviewee to show us how they typically decide to place. We want them to show us how they choose a restaurant and how they make a decision on which third-party delivery app they will choose to place an order on. We saw very little brand loyalty among users in our research due to prices, so knowing how they compare apps would be helpful. These insights would allow us to help UberEats be a better competitor in the market and where improvements can be made on the app and website themselves.

Our second recommendation is sending out another survey more focused on how people interact with UberEats specifically. This survey would focus on elements of the app (such as tracking, menu, and restaurant searching) to see what users liked or disliked about them. This would give us direct feedback on how user friendly the app is, and where improvements could be made. In order to get this survey out there we would share this survey online through social media posts, and posting our survey on SONA. This would help us to reach a larger audience and get a lot of responses. Having a sizable sample here is beneficial incase we have some non-beneficial feedback.

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Interview Guide

Introduction

- Explain the reason for the interview:
We are interviewing you to learn more about your experience as an *UberEats* user and examine the qualities you search for in your social media networks.
- Introduce yourself
- Mention that the interview should last about 30-60 minutes
- Emphasize that there is no “right” response and all answers will be kept anonymous
- Explain that you will be taking notes during the interview
- Reiterate that they are in control of their decision to be an interviewee, and if at anytime they no longer want to complete the interview, they may leave
- Have them read through the consent form and sign it before you begin

What is your name?

How old are you?

Where are you from?

Where do you currently live?

Context Questions

“To get a better understanding of how you interact with food delivery services I am going to ask you some questions about the apps you use, and the situations in which you order food. Your answers will help us understand how you as a user interact with these services.”

Are you familiar with food delivery services available online and on your mobile devices?

In general, how do you order food when you want it delivered?

Why do you choose to have food delivered to you?

How often do you order food for delivery on average?

Do you order food when you are with groups?

Experience with *UberEats*

“Now, I want to focus on your experience as an *UberEats* user and get a better idea of your perception of the service as a user.”

Have you used *UberEats* in the past?

Which apps do you have on your phone that you use to order food?

(If they have more than one) Why do you have multiple apps?

(If they only have one) Why are you loyal to that app?

How has your experience with *UberEats* compared to your experiences with these apps?

Have you ever received any type of promotion from any of the apps you have used? (This includes discounts, money back, free delivery etc.)

Looking at differences between demographics

When did you start using *UberEats* or similar services?

Explain to me who you think *UberEats* most important user is?

Conclusion

“Thank you for participating in this in-depth interview. All of your responses will remain anonymous, we respect your privacy.”

Survey

Thank you for taking the time to complete our survey! Your identity will be kept anonymous. We are interested in your opinions, there are no wrong answers to any of the questions. Please take your time and answer the questions below. This survey should take no longer than 10 minutes.

Q1 How old are you?

- ☐ Under 18
- ☐ 18 - 24
- ☐ 25 - 34
- ☐ 35 - 44
- ☐ 45 - 54
- ☐ 55 - 64
- ☐ 65 - 74
- ☐ 75 - 84
- ☐ 85 or older

Q2 Where are you from (include city and state)?

Q3 How do you typically place an order for food delivery?

- ☐ Call the restaurant
- ☐ Online directly from the restaurant
- ☐ Through a food delivery service (third party app)
- ☐ I do not order food for delivery

Skip To End of Survey If: How do you typically place an order for food delivery? = I do not order food for delivery

Q4 How often do you place an order for food delivery?

- ☐ Very Frequently
- ☐ Frequently
- ☐ Sometimes
- ☐ Not Frequently
- ☐ Never

Skip To End of Survey If: How often do you place an order for food delivery? = Never

Q5 How frequently do you order through third party food delivery apps?

- ☐ Very Frequently
- ☐ Frequently
- ☐ Sometimes
- ☐ Not Frequently
- ☐ Never

Skip To End of Survey If: How frequently do you order through third party food delivery apps? = Never

Q6 How familiar are you with the following food delivery service apps?

	I have never heard of them	I have heard of them	I use this service
GrubHub	☐	☐	☐
UberEats	☐	☐	☐
Postmates	☐	☐	☐
DoorDash	☐	☐	☐
Caviar	☐	☐	☐

Q7 Rank your last delivery: How was the experience of ordering?

	Very good	Slightly good	Neither good or bad	Slightly bad	Extremely bad	N/A
GrubHub	☐	☐	☐	☐	☐	☐
UberEats	☐	☐	☐	☐	☐	☐
Postmates	☐	☐	☐	☐	☐	☐
DoorDash	☐	☐	☐	☐	☐	☐
Caviar	☐	☐	☐	☐	☐	☐

Q8 Rank the most important factor in choosing a third party service to order through (1 being the most important).

- Delivery times
- Delivery prices
- Restaurant choices
- Quality of delivery
- Level of interaction with restaurant and delivery driver
- Reward system
- Number of discounts offered

Q9 What is something UberEats does well compared to the other food delivery apps you are familiar with?

Q10 If applicable, describe your worst delivery experience.
