



SNS COLLEGE OF ENGINEERING

(Autonomous)

DEPARTMENT OF CSE-IoT (CS &BCT)



23GEB101 - Design Thinking and Innovation

Briefing the problem

**The
Briefing**

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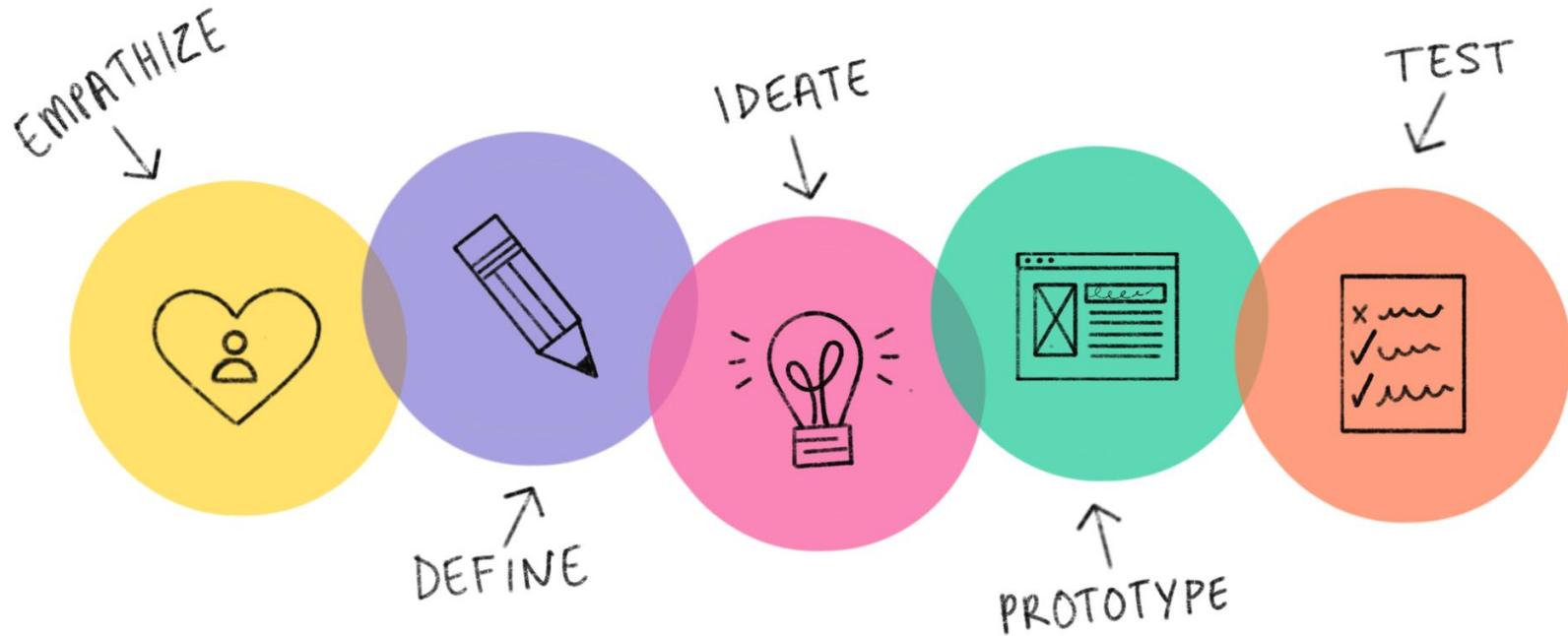
Assistant Professor

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Design Thinking

- Process of DT



UberEATS

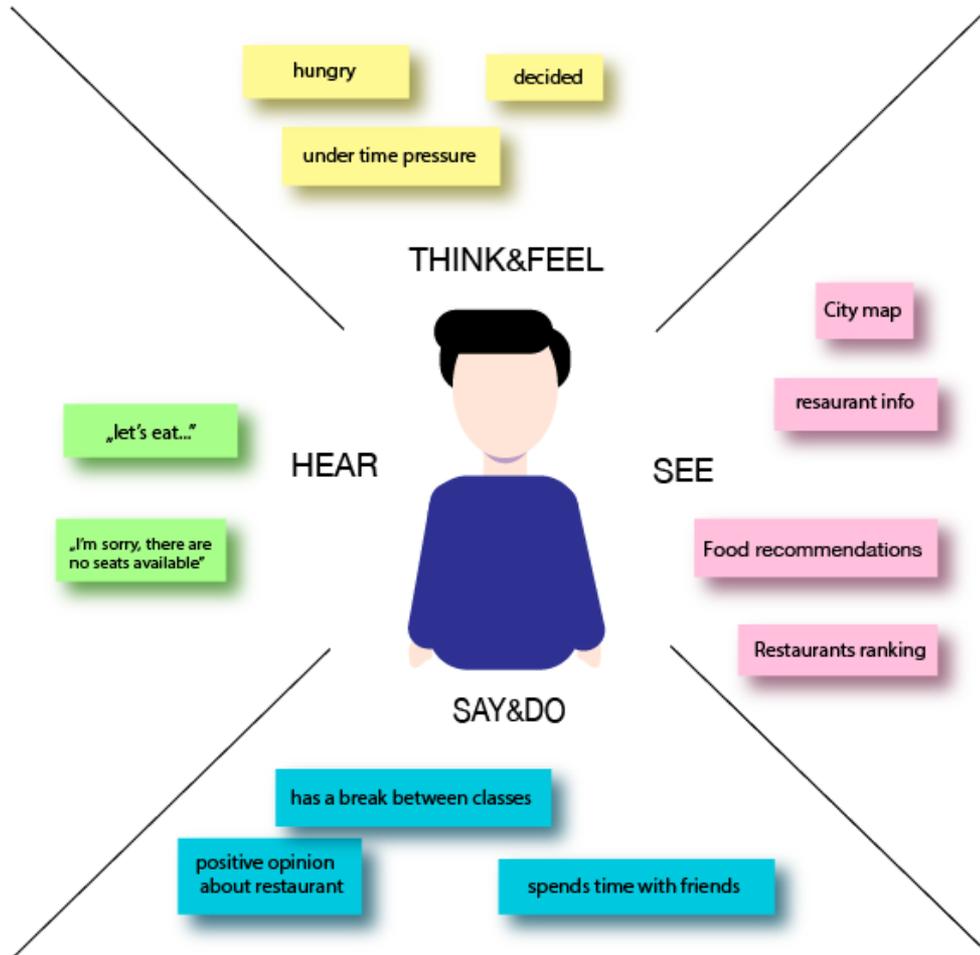


UBER
EATS

UberEATS was on a mission to make eating well effortless for everyone, everywhere. Their service connects customers to Uber-speed delivery from restaurants in over 80 cities around the world.



Empathy



- People needs more options when choosing how to eat.
- Restaurants needs to reach more customers and build their businesses.



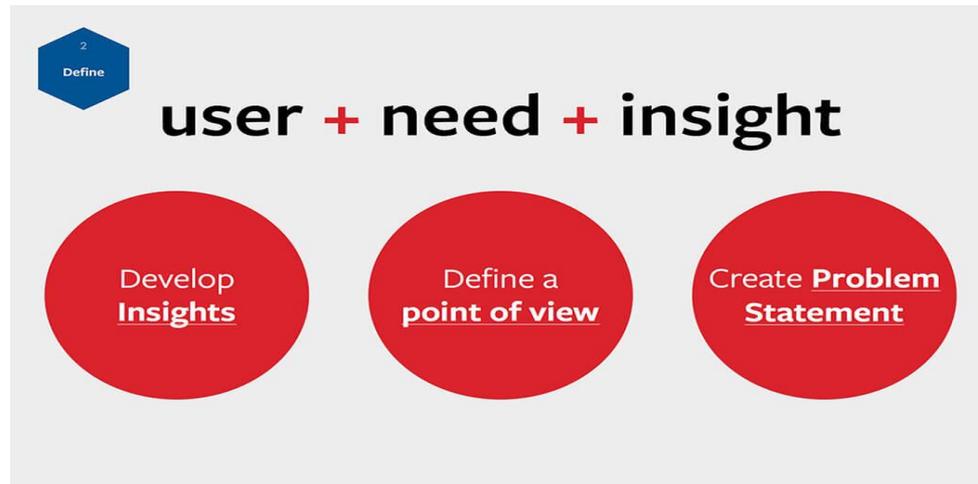
Empathy

- Designers on the UberEATS team love food culture, logistical challenges, and the demands of a fast-growth startup.
- They took pride in their ability to move quickly, build empathy with our customers, and make complex services run smoothly.
- Their designs reach many different types of people with very different needs, but the same approach guides mission to make eating well effortless at any time, for anyone.

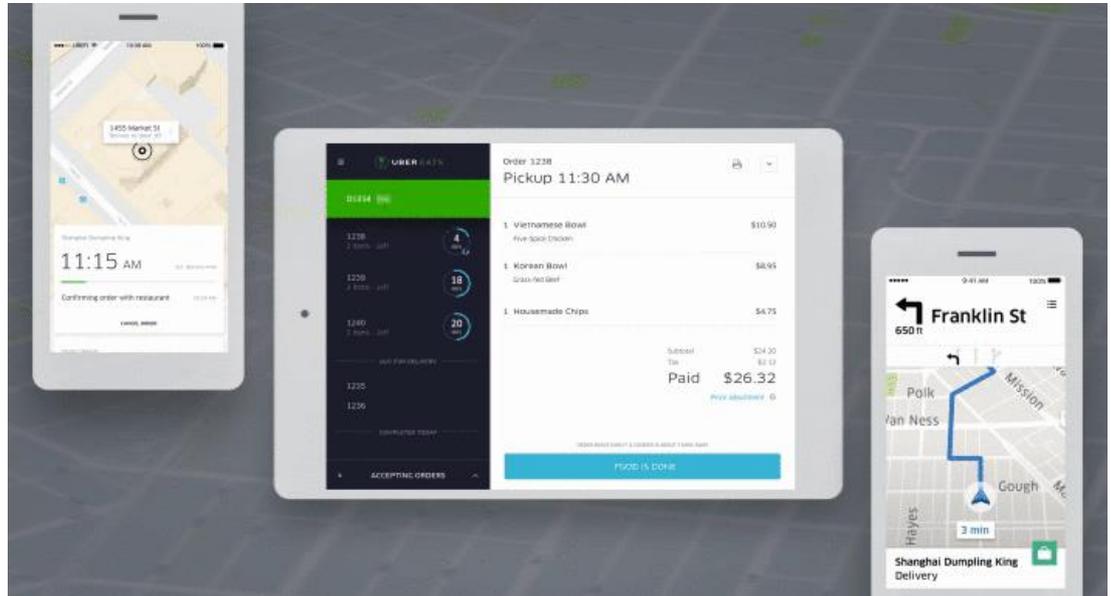


Define

Their designs reach many different types of people with very different needs. They need more options to have food. But due to travel, long distance, queues etc., they were not going to the restaurants for food.



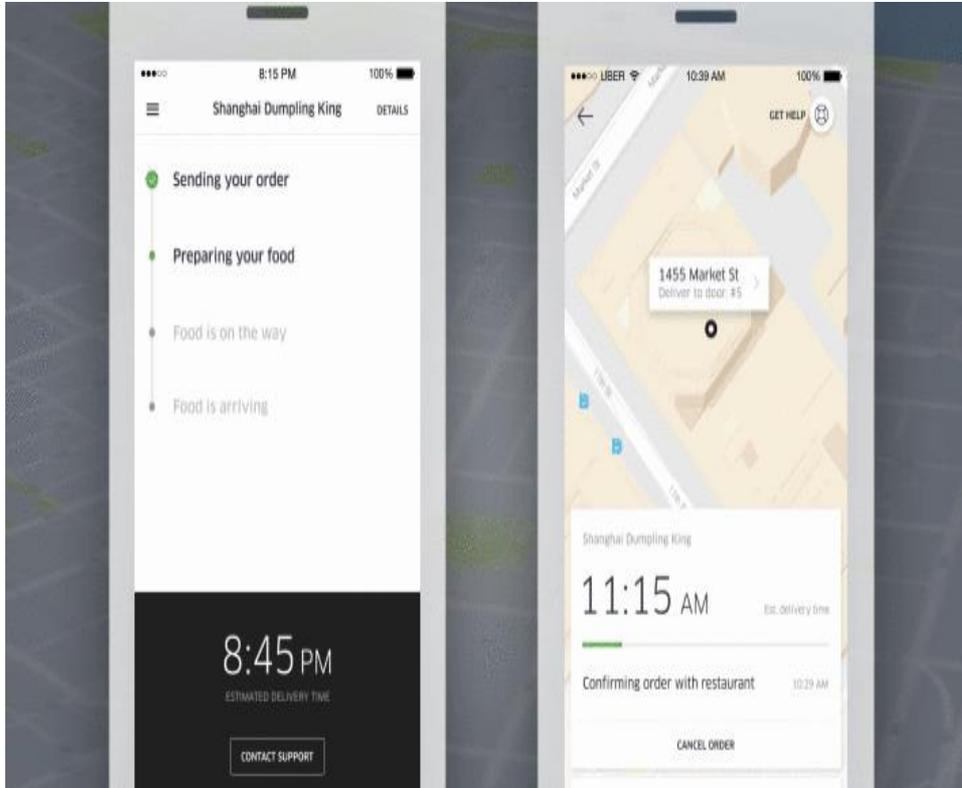
Ideate



✓ They decided to give people more options when choosing how to eat. They help restaurants reach more customers and build their businesses. They gave delivery partners another way to earn good money, with or without a car.



Prototype



Operations team experiments test concepts and designs in a single city to quickly gauge their opportunity. The first versions of features like the “Most Popular Items” category in our UberEATS menus started as an operations team experiment in Toronto before later iterations were released to all users in all cities.



Test

- ❖ Immersion, iteration, and innovation power the UberEATS design team on their mission to make eating effortless. Their approach allows us to solve complex logistical challenges with brand new technology that complements people's deep connection to food.
- ❖ The results have been gratifying. In just a short time, they have expanded to over 80 cities worldwide. They have provided restaurants with new ways to reach customers and build their businesses.



Thank you