

## UberEats Starter Worksheet – Teacher Sheet

**Q1. How does either the ‘Walkabout Program’ or ‘order shadowing’ help UberEats to understand the customer’s needs and the problems in the market?**

**Prompt for discussion / what to look for:**

Look for parts where UberEats describes going into the field:

- ➔ visiting different cities, observing real users, seeing how restaurant kitchens or delivery works in practice.
- ➔ Ask: what do you learn by watching someone do something in real life that you wouldn’t see in an office?

### **Sample Solutions / potential student answers**

The **Walkabout Program** sends designers each quarter to various cities to immerse themselves in that city’s food culture, infrastructure, eating habits; they interview restaurant workers, delivery partners, consumers.

**Order shadowing** means following delivery partners on deliveries, observing restaurants during busy times, or watching consumers order in their home.

This helps UberEats see how people actually use their service in real life contexts, revealing friction points they might not anticipate for customers that might stop them ordering again or using UberEats frequently.

**Q2. Iteration involves testing, refining, testing again, refining again over and over until a business is happy with a process/product. In the ‘We Iterate Quickly’ section, outline how rapid field testing or A/B testing helps UberEats to iterate on ideas.**

**Prompt:** Find examples of field or A/B testing. What kinds of experiments do they run? What outcomes or “metrics” do they measure or use?

**A/B testing:** when there are clear success metrics (e.g. how easy is an order to rate, or how someone picks a dish), UberEats sometimes release two versions simultaneously and see, by data, which performs better (this is what A/B testing is to show students).

**Q3. List three examples given in the article about how UberEats have innovated.**

**Prompt:** Look in the “We Innovate Constantly” section and elsewhere: what new features, products, or processes are mentioned?

1. The **Walkabout Program**: designers go into different global cities quarterly to immerse themselves in local food culture, observe infrastructure & delivery challenges, and learn how people work & eat in different environments.

## UberEats Starter Worksheet – Teacher Sheet

2. *Order shadowing* and other real-world observation methods: following delivery partners, visiting restaurants during busy hours, seeing how users interact with the app in their homes to uncover friction points that wouldn't show up in the lab or office.
3. Rapid field testing & A/B testing: using mockups & prototypes in real settings (restaurants, delivery vehicles, homes), and releasing multiple versions of features to see which performs better on metrics like ease of ordering, user engagement etc.
4. Operational experiments & early-stage feature trials (e.g. "Most Popular Items" category in UberEats menus) launched in one city first before being rolled out globally.
5. New product/service innovation: examples such as giving driver-partners flexibility to do both rides & deliveries; creating a *restaurant sales dashboard* so chefs can monitor dish-level demand; introducing "Under 30 Minutes" menus for fast delivery.

### Q4. How does this process benefit the customer?

**Prompt:** Think about what customers want: reliability, convenience, speed, usability, fewer frustrations, better experience. Which parts of UberEats' design methods respond to those?

#### Sample Solutions / potential student answers

Because UberEats designers immerse themselves (Walkabouts, order shadowing), they discover real user pain points and fix them for example smoothing "restaurant pickup" by adding navigation for drivers, improving order tracking, etc.

Rapid iteration and real-world testing mean the product works better in actual use (less bugs, less friction) so customers have a more reliable, smoother ordering/delivery experience.

A/B testing helps produce features or designs that customers prefer (e.g. easier to choose dishes, clearer menus) so they can continuously improve the app/service.

### Q5. How does it benefit the business?

**Prompt:** Think in terms of UberEats: what advantages come from doing this kind of design thinking / iteration / feedback loops / innovation? Consider costs, growth, market fit, reputation, scaling.

#### Sample Solutions / potential student answers

Data-driven decisions (A/B tests) reduce risk: business can choose versions that perform better.

Helps in entering new cities: immersion helps them adapt to different cultural/logistical contexts, so less friction when scaling globally.

It helps reduce wasted effort: by testing prototypes in the field, they avoid building full-scale features that don't work well (link to feasibility studies in the chapter)