

# **Dunder Mifflin IT Company**

## **Starship Food Delivery System**



# **Team Charter**

**Anita Hu - Creative Consultant**  
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# **AGENDA**

- 1. System Description**
- 2. Problem Statement : How might we?**
- 3. Brainstormed and Final Solutions**
- 4. Business Value Derived**

# 1. System Description



# ***STARSHIP***

Starship Food Delivery system is a mobile application that enables users to order food & groceries from local restaurants and have it delivered directly to their doorstep by autonomous delivery robots.



Starship partnered dining markets.

## **2. Problem Statement: How Might We?**



As a customer, I need...

- Doorstep Delivery
- Fast Delivery
- Hot Food



But the problem is...

- Inaccurate Delivery Locations
- Slow Delivery
- Food Freshness Compromised

## HOW MIGHT WE?

How might we make Starship robots' food deliveries faster so that customers receive their order fresh and in a timely manner?



### **3. Brainstormed and Final Solutions**





More delivery locations

Common pickup hubs



Personalized delivery status updates

Redesign entire 'Insulation System'



Advanced booking  
Immediate Feedback



Robot Siren Sound



Provide Refunds

## 4. Business Value Derived





## Increase Customer Satisfaction

**100%** increase in daily orders from 3 to 6 to boost overall revenue.



**Reduce Operating Costs**



## Boost Order Volume

Achieve a **20%** increase in customer satisfaction based on pre/post project surveys.

**10%** decrease in average delivery times saving 3-4 minutes per delivery.

A fleet of white Starship autonomous delivery robots is parked in a line on a brick-paved path. Each robot has a black sensor array on top and the word "STARSHIP" printed on its front. In the background, there are green trees and a large, multi-story building. Several orange traffic cones are placed around the robots. The text "Thank You!" is overlaid in the center of the image.

# Thank You!