

-filter put u have grub hub premium

Colin fetterman

(0:02) ATGD 440, it's my capstone. (0:05) Colin Fetterman, are you okay with being recorded?

(0:07) No. (0:08) Yes.

(0:10) Say, well, are you okay with being recorded? (0:12) Yes. (0:12) I'm okay with being recorded. (0:14) Thank you.

(0:15) It's going to be transcribed with this. (0:17) I just have no worries. (0:18) The interview of your life.

(0:19) You just scrap this. (0:20) How often do you order food online in a typical month? (0:24) It's a new month. (0:26) Probably five to ten times.

(0:32) What apps do you currently use to order food? (0:35) Creates, DoorDash, GrubHub.

(0:36) And is it like mostly delivery, pickup, or both? (0:39) Mostly delivery. (0:43) Why do you pick those apps specifically? (0:45) Do you look for the restaurant? (0:47) Do you look for...

(0:47) Why do you use them? (0:50) Usually discounts are like the cheapest codes are what I go with.

(0:54) Yeah, promotions. (0:56) Walk me through the last time you ordered food online. (0:58)

Like, why did you pick what app? (0:59) Why'd you go this way? (1:02) Went through GrubHub because they messed up my order and they (1:05) had like, they gave me like \$10 for the credit.

(1:08) But, yeah, it was sad. (1:10) Did you want a Chick-fil-A? (1:12) No, GrubHub. (1:13)

Chick-fil-A is only through DoorDash.

(1:15) Okay. (1:15) So, if it was the last... (1:18) No, no, no. (1:19) Continue with your time.

(1:20) Continue with your time. (1:21) GrubHub, just because of the discount. (1:24) And it was cheapest on there instead of the other ones.

(1:26) Hmm. (1:28) What frustrates you about food delivery or restaurant apps? (1:34) When

they... (1:35) Like, I can post a delivery and they either don't send a driver (1:39) for like an hour and it gets pushed back an extra half hour. (1:42) Like, the delivery is not on time because they

have trouble (1:45) finding a driver.

(1:46) Got it. (1:47) Do you ever feel like you're missing better deals on other (1:50) apps?

(1:51) No, just because I have like the ecosystem of them. (1:55) But like, if there was one that was like better loyalty or (1:58) something, I probably would be a brand loyal, but just because

(2:02) I'm a college student and they kind of all offer different (2:04) deals, so I'm kind of diverse.

(2:05) How do you currently check for those deals? (2:08) If I know I'm ordering food, I just...

(2:10) I'll like put in the order on like two or three apps and see (2:14) there or if they only open promo where it says like office (2:17) food, then I'll go with that. (2:18) How long does it take you

to order food? (2:21) Right up from you starting to look through the apps to (2:24) then you pressing the order, not the delivery times. (2:28) I would say like 10 to 15 minutes.

(2:32) So does Uber Eats, DoorDash or Grubhub fall short anywhere? (2:35) You said

deliveries? (2:37) Grubhub, a hundred percent. (2:38) Like, if I had to rank them one, two, three, I would probably (2:41) say... I'd probably say DoorDash or Uber Eats are like (2:46)

entertainment for one, but DoorDash... (2:49) Just because of the quality of food they give you

or like (2:52) the deals or whatever? (2:53) Quality of food is fine, but there's not a lot of deals.

(2:57) The only time I get a deal is a \$5 credit anytime they're (3:00) late, even like a minute late and they're always late.

(3:06) Deal secret. (3:07) How important are deals when deciding where to order from? (3:11) Very important somewhat, but not important. (3:13) I'd say very important just because I'm a college student.

(3:16) Yeah. (3:17) If there's someone that has a bet, if there's a chicken place (3:18) that offers like a meal for \$10 versus Chick-fil-A, which is (3:21) \$20, take it down there. (3:23) Buy one, get one free too, also is nice.

(3:25) Yeah. (3:25) Have you ever chosen a restaurant specifically because (3:27) of a deal? (3:27) I feel like you answered that with yes. (3:29) How much time are you willing to spend looking for the best (3:32) deal? (3:32) You said around 15.

(3:33) Yeah, I'd say like there's definitely been times where I (3:36) spend more time on it, but like by like the 10 or 15 minute (3:40) range, I'm thinking like, hey, even if I order it, I'm still (3:42) going to be hungry for the rest of the meal. (3:48) Now, imagine an app that shows all food deals from nearby (3:51) restaurants across Uber Eats, Stordash, Grubhub, and brand (3:53) apps. When you select a deal, it redirects you to the required (3:58) app to complete the order.

(4:00) Would you use this app? (4:01) Yeah. (4:02) Why? (4:03) Why? (4:04) Because it simplifies everything I was already doing. (4:08) What would make this app valuable to you?

(4:11) Like what would your design for that app would be? (4:16) Ideally, it's free because I'm already paying for the (4:19) subscriptions on the other apps to get said deals.

(4:23) So then you want to also have a way to, in that app, make (4:29) sure you put down that you do have these like, yeah, like if (4:33) it does, okay. (4:35) No, no, I meant, no, I'm writing it down because it's so (4:39) good that I need to filter. (4:44) You have Grubhub Premium and stuff like that.

(4:47) So those deals will already be factored in when weighing the (4:50) other costs of other things. (4:51) I feel like a bunch of these apps have like starter deals (4:54) or like if you haven't got an order, you get 50% off. (4:57) And especially when I'm scrolling through social media (4:59) and I see those ads, I see like, oh, wait, 50% off meal.

(5:02) That's great. (5:02) But it's like, ah, you can't use it. (5:04) I feel like whenever you do look for coupons or stuff online, (5:07) they're always bombarded with like that first order stuff.

(5:10) And it's kind of hard to decipher through those. (5:13) But like, if like, let's say my accounts were already linked (5:16) to this app somehow and it can say like, oh, you have these (5:19) like 40% off grocery from Uber Eats and then a 20% off chicken (5:25) or fast food from DoorDash, you're going to be able to filter (5:27) through and say, oh, this is for fast food. (5:30) This is for grocery specifically.

(5:31) This is for. (5:32) Would you rather, would you prefer cheapest overall meal, (5:35) best percentage discount, free items, loyalty rewards? (5:40) Like when, if you had to order them from most important (5:42) to least. (5:44) If you run the cheapest overall meal, best percentage discount, (5:48) free items, loyalty reward, or loyalty rewards? (5:53) I would probably say best percent discount, then cheapest, (6:00) then loyalties on bottom just because I don't know how often (6:03) I order it.

(6:04) I feel like if I'm, like if I'm walking into McDonald's and (6:07) I use the McDonald's app, for example, then I feel like I'm (6:11) more attuned to them versus when I get Uber Eats, McDonald's, (6:14) I'm not getting the loyalty on the same app. (6:17) So I feel like loyalty, especially for delivery apps. (6:19) This app would put into effect like McDonald's.

(6:22) So like if everything was the same price, they would redirect (6:26) you to McDonald's app. (6:27) So you do get those loyalty points. (6:29) That was one of the ideas.

(6:32) How would you feel about being redirected to another app to (6:35) complete the said order? (6:38) I don't think it'd be that big of an issue. (6:40) I think some people would have an issue with it. (6:42) But for me personally, like what I was saying, it's like a (6:45) 15-minute order time and that's obviously condensing it down.

(6:48) Like that's just sunk cost at that point. (6:51) Like I would have spent the exact same amount of time doing (6:53) the same task. (6:54) So the redirection really wouldn't.

Under what conditions (6:58) would you feel like it went like smoothly? (7:00) Just went right to like if you click McDonald's, it went right (7:02) to Uber Eats, McDonald's? (7:04) I think that's the smoothest way it could go, but assuming (7:07) it's like in my current world, like it's a free app. (7:11) Oh, it is. (7:12) If it is, there probably has to be ads somewhere in there.

(7:15) So like whether you're like scrolling through and there's (7:17) an ad or like as you're being redirected, there's a 15-second (7:21) ad. I feel like that would help set up. (7:25) It wouldn't bug the person ever, but I mean, you're still (7:29) saving time.

(7:30) So for me that wouldn't affect it, but I can see how it would (7:32) affect others. (7:34) What would you want to see on the homepage? (7:37) Like new nearby deals, trending deals, personalized (7:41) recommendations, time-limited deals, like Monday, like Wednesday (7:44) is like free fry Wednesday or whatever. (7:47) What would you like to see like once you first open the app? (7:50) I feel like I wouldn't really.

(7:54) Like Uber Eats, how they have just a million different restaurants (7:56) there. (7:57) I feel like when you open the app, you should be able to see (7:59) like, are you looking for food?

(8:01) You're looking for grocery? (8:03) Or are you looking for something else? (8:05) Because a lot of people right there, they can say, oh, I'm (8:07) only looking for fast food or like I know there's like the (8:10) breakfast categories or like other stuff in Greets apps. (8:14) So I feel like you can say it from like, I'm ready meal when (8:16) it's delivered versus groceries versus etc.

(8:20) That would already direct your mind into a way of thinking (8:23) to where like you want specifically you want and that. (8:26) Would you use the app if it was also used as a way to figure (8:29) out all the possible restaurants nearby you? (8:32) Because like, you know, how like Chick-fil-A is only available (8:34) on certain delivery apps. (8:36) So this one would you put in your location and it would give (8:40) you that delivery radius and it would just once you get under (8:44) that like the deal stuff, it would just list all the nearby (8:47) restaurants like that in Endless Browse.

(8:50) And would you use that or was that just be something that (8:54) just doesn't concern you? (8:55) I would say I commonly order chain restaurants just because (8:59) I know like the quality usually does stay the same versus (9:03) or like I don't want to say mom-and-pop shop, but like those (9:08) types of restaurants like if it's a good enough deal, I'll (9:11) take it but to be fair, they're usually a little bit more (9:14) expensive than the chain restaurants. (9:16) So it's kind of in this weird loop, but I wouldn't be opposed (9:19) to seeing other restaurants because would it help you or (9:23) organize it better like it took you how long did it take you (9:26) to figure out which app Chick-fil-A was on and stuff like (9:29) that would that save you time somewhat or like if you're (9:33) going into with no information like or not a big deal. (9:37) Like from my perspective is the time when I want to check (9:41) out newest restaurants most or when I have a gift card because (9:44) it's I'm not saying I'm saying less about gift cards or like

(9:49) any of that stuff more of like you go to this app to figure (9:53) out it's kind of like figuring out what TV shows on what streaming (9:57) service or that is that not that big of a deal because you (10:00) could just check it quickly.

(10:01) Um, I would go more for speed like quick. (10:07) It's like ordering by the word other than expressing the (10:11) because of that the only time I said I'm like looking for (10:14) something different like out there is when I have gift cards (10:17) that usually tend to be more expensive. (10:18) Anyways, so I would say more speed and like efficiency.

(10:22) I'm getting through the order could be get you get you out (10:25) of the app as quickly as possible. (10:28) Okay, and then yeah. (10:31) Okay, so homepage just the deals to get you at they clicked (10:37) for more options.

(10:37) Got it. (10:38) What filters would you want to see discount distance price (10:42) cuisine delivery time pickup only rating platform like Uber (10:48) Eats store dash Etc free item filter student discounts like (10:52) all that stuff or do you have any extra recommendations? (10:55) I would say I'm like the most necessary one that I would say (11:00) there is probably discounts the least I would say is distance (11:03) just because I think what distance is when you're ordering (11:06) at Uber Eats or especially Grubhub is where I ran into this (11:08) issue. (11:09) Like I ordered from any red company down bike and so many (11:15) blister matters.

(11:16) I think that they do their tip or South Africa. (11:19) There's so many restaurants that area. (11:21) It took them a lot lighter to find a driver from that area (11:24) and I was like in my mind.

(11:25) I'm thinking shouldn't they already have drivers inside (11:28) of work give them a higher boost to make them drive there (11:31) and then I would say distance is definitely like the more (11:35) about you don't need to write these and do you have any other (11:39) filter ideas?

(11:40) Like do you need a filter for any other reason? (11:44) I would say maybe like the types of food because if it's (11:46) in the morning, I'm obviously focused on more like access (11:49) food. If it's more late at night, I'm thinking more like cheap (11:52) greasy. So like the way that Uber Eats kind of does it like (11:56) fast food breakfast like and just put the tags on Italian (11:59) Mexican.

(12:00) Yeah, Chinese like those types of foods. (12:04) I mean like hey, I'm in the mood for that. (12:06) I'm going to click one of those tabs because I don't want (12:07) to look at Chick-fil-A or pizza when I'm based on Chinese (12:11) food.

Got it. (12:12) Would you want the app to calculate the total price including (12:16) fees which would take more time because you have to add (12:18) the order stuff in or would you want it to show which platform (12:23) is the cheapest? (12:24) Do you want to see it alert what you when your favorite restaurant (12:27) has a deal? (12:29) Use AI to recommend based on your past orders or combination (12:33) of obviously probably some sort but just one at a time. (12:37) I feel like combination is definitely the key to the best (12:40) success of the app, but I would say calculating the price (12:44) would probably be a very big thing to do because like with (12:47) like discounts are only like you could say something's 50% (12:50) off you're like, oh boy, but if it's \$200 like oh shit, it's (12:53) only a hundred bucks versus if you're doing something that (12:56) says 20% off but so even if it would take you more time in (13:02) the app because you have to click all that stuff you still (13:04) think it would be best if it sent me to let's say there's (13:09) a 30% off code on doordash and I was getting Chick-fil-A if (13:13) I click through that link would it just would all my stuff (13:16) already be added to the cart in doordash or no?

(13:21) I can definitely look into that but I'm going to go with let's (13:25) go with yes, if it's yes, obviously, I'm guessing that's a (13:29) no-brainer because you're putting it once what would happen (13:31) if I said no.

(13:33) If you said no that would be there's like the 30% discount (13:36) in doordash, right?

(13:37) Yeah, and then I'd be thinking okay, what's my meal here? (13:41) I have to go into the app and then when I by the time I put (13:44) on all my food if it is more than I was willing to spend (13:47) anyways that I'm like, maybe I have to redirect back to (13:50) the app to find something else and then I feel like it's (13:53) like, oh I wasted that time already on one thing.

(13:56) So I feel like calculating the price would definitely be (13:59) better but if I'm already adding all the stuff in my cart (14:02) in said app and it doesn't transfer that it's like I'm doing (14:05) the whole thing twice. (14:07) Yeah, that's where it gets a little.

(14:08) No, I agree. (14:09) It's more about just they're all third parties competing (14:12) with each other. (14:12) So putting them all in one place where they have to (14:15) competitivize.

(14:16) I don't know if that's they allowed that type things, you (14:20) know, you know, it would be a good idea if I had to say (14:22) this is you could use AI or to see like the top three most (14:27) common meals from Chick-fil-a, right and let's say a sandwich (14:31) with fries and a coke costs 1387 and you have a 30% discount (14:36) say oh this normal combo costs this much because then you (14:41) would already have all the data there like the common things (14:43) like McDonald's a 20-piece McNugget and a drink and fries (14:47) if that's \$15 and there's 30% off like most people can do (14:51) the math and say 12, but I feel like people be more in tune (14:55) to so take like five options and like display them if I can't (15:00) do anything else and show that and I have it option like (15:03) where you could use it as a word bank of sorts where you (15:05) can add like hey two combo meals with 30% equals that they (15:10) give you a lot harder to engineer something where it has (15:14) all the options. (15:15) Yeah, but if you were able to put like well just about the (15:17) database size, but yeah, I think you're able to do like (15:20) the top three or something that would be a lot more beneficial (15:24) to something like me. (15:25) Would it be good? (15:26) So it's like a word bank so you can click how many times (15:28) you want like if you had fries there large fries, you can (15:31) click like five times for five different fries and then the (15:33) 30% supplied type thinking or 30% times that that standard (15:40) cost and 30% of that would give you instead of \$6 and say (15:44) \$5, which one would you rather? (15:48) The way that I see this app functioning is sort of like (15:52) a baseline calculator with an extra button that just sends (15:56) you straight to the app.

(15:57) Okay. (15:57) So if it says like oh wait DoorDash whatever is having (16:01) these great deals. (16:02) I can say up.

(16:03) Let me take a look at this. (16:04) Oh with this big Mac thing and it kind of comes out to this, (16:07) you know, I will order that I'll go to DoorDash and then (16:09) that uses it to where I'm only doing one order in the app. (16:13) I already know like I have my mind made up.

(16:15) Well, yeah, fully one order in the app. (16:18) I meant like would it ever make more sense if I said say (16:22) it was just a bunch of things where you can click the checkbox (16:26) and then add stuff and every time you click the checkbox (16:28) it added it to the total so that you could gauge your price. (16:32) Are you just trying to gauge it just off that one thing? (16:34) Like you're just trying to compare that big my combo deal (16:37) with the coupon or do you want to see two combo meals with (16:40) that coupon type? (16:41) That's what I mean.

(16:42) Yeah, and like five different things. (16:43) I would say a mixture of those because in all reality, (16:46) like if someone just wants to get one single cheeseburger, (16:50) they can figure out the math of it right there and then (16:53) the taxes, fees, etc. (16:54) Because if someone has a subscription versus not having (16:57) a subscription, those are obviously be two way different (16:59) prices.

(17:00) Yeah, but if you wanted to you could do your full order and (17:03) figure everything out. (17:04) No, I'm saying with the top three just so you gauge how (17:07) much estimate. (17:08) Okay.

(17:09) Really? (17:09) That's a good thing. (17:11) Show which platform is cheapest. (17:12) I feel like you said yes alert you when your favorite restaurant (17:16) has a deal.

(17:17) I'm not a big notification guy. (17:19) So I probably wouldn't have notifications off.

(17:22) I understand that's useful and if I just flutters, it's just (17:26) too much clutter.

(17:27) Yeah, I can see how it would be like I would implement the (17:30) feature but for me, I wouldn't use it. (17:33) Got it. (17:34) Then use AI to recommend based off your passwords within the (17:37) app.

No notifications. (17:40) Like there was a section for recommended specifically for (17:44) you.

(17:45) Hey, or do you rather just say no to that just because if (17:51) I'm as I said, I'm using this as more of like a calculator (17:54) Yeah, rather than like an order placer uber eats and then they (17:58) already say like, oh you were at Chick-fil-a three times in (18:01) the past month.

(18:02) And so other apps already do that and better got it. (18:06) No, that's already taken care of but I would use AI and other (18:09) scenarios to like to calculate the price or to figure out what (18:13) it would be in like what's the common orders? (18:15) What stuff like that? (18:17)

Would you trust an app that aggregates deals from other apps? (18:23) Why run out? (18:24)

I'm guessing you say yes. (18:26) Yeah, if it's getting the deals from other apps.

(18:28) Yeah, I would dress up. (18:29) Would ads bother you if they were if the app was free you said (18:32) no previously. (18:33) I would say no, but there's a point late.

(18:36) But yeah, it was a 30-second unskippable ad before I get over (18:40) to DoorDash that would piss me off. (18:41) But if it's like the banner ads up top or like stuff that when (18:46) I'm scrolling through the screen, there's like one sitting in (18:50) there. (18:50) That's fine.

(18:51) But right moving on would you create an account for personalization (19:00) or prefer guest browsing? (19:03) For personalization or guest browsing. (19:06) I wouldn't need if I have all my information in DoorDash and (19:09) other apps. (19:10) I wouldn't feel the need to put it on another one.

(19:14) Like I think it goes the opposite. (19:15) What's because benefits of the personalization of this app. (19:19) You could put that you have Grubhub Premium.

(19:23) Okay, based off of your idea. (19:25) That's what I'm going with right now. (19:26) I feel like that would be pretty beneficial.

(19:29) Well, like okay. (19:30) Here's here's the way I see it. (19:32) Like if let's say Grubhub versus Grubhub Premium if you have (19:36) regular Grubhub, it's a \$5 delivery fee plus like \$1.49 of (19:41) random service tax.

(19:42) That's like \$6.50 versus the Grubhub Premium immediately just (19:46) cuts that out.

(19:46) I'd rather just a checkbox that says do you have the premium (19:49) subscription?

(19:50) So part of the filter tab. (19:52) Yeah, okay.

(19:53) Or like in the end the end of the day like I select McDonald's (19:57) and it's saying like you can go from Uber Eats. (19:59) You can go from DoorDash. (20:00) You can go from whatever and then there's like a checkbox (20:02) above that says do you have this subscription or in like a (20:06) settings tab like do you have these ones prior.

(20:08) But remember it will never save because it's guest browsing. (20:12) Oh, you're right.

(20:13) That's what I'm that's what that's the difference.

(20:16) Then yeah, I guess the personalization would work because (20:19) but you also want it as a filter option if there's if it's (20:23) guest only you say filters added on. (20:25) Yeah, because if okay, like if you have DoorDash, let's say (20:30) I don't have DoorDash and I'm only using Uber Eats and Grubhub (20:34) don't ever show me Chick-fil-A. (20:36) So I know you can only get it through DoorDash.

(20:38) Oh, so you're saying use it as an exclude option too. (20:40) Yeah. (20:41) Okay, because I want to see like okay, Chick-fil-A will never (20:45) be worth it without the DoorDash subscription.

(20:48) And so in my perspective like would I rather spend \$25 on (20:51) Chick-fil-A versus 15 on Uber Eats for 98k chicken? (20:57) Probably not. (20:57) I probably always take that other option because I don't have (21:00) DoorDash Premium. (21:00) But if I do have DoorDash Premium and Uber Eats, that's where (21:04) the toss-up comes up because Chick-fil-A comes way cheaper (21:07) and I know the quality that it stands behind.

(21:09) So I'd rather that over 98. (21:11) Got it. (21:12) Couple more questions.

(21:13) Would you make this app feel smarter than just... (21:17) What would make this app feel smarter than just searching (21:20) manually? (21:21) I think you said the icons to select the type of food. (21:26) Yeah, because when I get into the Uber Eats app, part of me (21:32) wants to explore what my options are, but the other half (21:35) of me like there's a part of my mind that already knows (21:37) what I kind of want, what I'm craving and I feel like you (21:40) can very easily, like if you open the app and it says fast (21:44) food, grocery, convenience, like snacks or candy or whatever, (21:49) then I already know from those three options like, okay, (21:52) I'm not going grocery shopping at 9 o'clock at night. (21:54) Would convenience really be that helpful? (21:55) Because the way you explain groceries and convenience, (21:59) you only really do it when there's... (22:01) Is there specific convenience like grocery deals or is it (22:05) just your like what money you have saved in like a specific (22:08) Grubhub or Uber Eats account? (22:09) Like, okay, my sister, when she was in Philly, she used (22:13) Instacart a lot for her groceries.

(22:15) Did she ever compare deals or was it always just Instacart? (22:18) I'm not positive on that one, but from what I know, it's (22:21) like she would either go to the grocery store and get her (22:23) groceries and then have to lug them on the train and all (22:26) the way back versus getting them delivered straight to (22:28) her house, which a lot of it was like fresher produce. (22:31) The reason I brought the convenience stuff is like GoPuff (22:33) for example, where you aren't ordering GoPuff for all of (22:36) your groceries. (22:37) You're ordering it for candy, drinks, alcohol, like the (22:40) sheets.

(22:42) So let me expand on my question then. (22:44) If I do research and find out those don't have really (22:47) deals, do you still want those in the app or there's no (22:52) point? (22:52) I've definitely seen deals for them before. (22:55) I know GoPuff, they have like their own separately, like (22:59) the GoPuff.

(23:01) I know, for example, Uber Eats, they have codes that are (23:05) like 40% off grocery and some of them, I don't know if (23:10) GoPuff has that exactly, but there is special ones for (23:12) GoPuff on Uber Eats or like it might be at a convenience (23:16) where it says there is a discount. (23:18) Let me. (23:19) You're fine with it.

(23:20) I can do the research. (23:21) So what you would want is basically like if you searched (23:26) up Uber Eats in the search bar, it could come up, it would (23:31) give the Uber Eats display or whatever and it would say (23:34) top meals and then it could say groceries, here are the (23:37) current deals. (23:39) No, I would want it to, like when I open the app, I would (23:44) want it to have like three options to say, are you looking (23:47) for fast food, are you looking for grocery, are you looking (23:50) for like, I was kind of going with that GoPuff tangent. (23:55) And so when I select food, it'll either have in the thing (23:59) like, okay, you already have Uber Eats, DoorDash and GrubHub (24:02) Premium, here are all of your options. (24:05) And then yeah, maybe there is a top bar where it says like (24:09) this is the cheapest one you can get right now and then go (24:13) to the rest because hey, I want to know like by the top three (24:16) or top five cheapest meals I could get and then I want to (24:20) know what are my other options because if the cheapest meal, (24:23) let's say it's \$10 for like a burger or something from like (24:27) the cheapest combo is \$10, then shit, I would want to go with (24:32) something like that. (24:33) But if I can get a Five Guys burger on another discount for (24:36) \$15 and that's not in the top five, like shit, I'd take Five (24:40) Guys on that. (24:42) My one question. (24:43) Pause, I'm recording, pause. (24:45) My one question, just because it's a groceries thing, one (24:49) last time.

(24:50) The only information I could display based on what Uber Eats (24:53) says, what all they say is it's an overarching deal. (24:58) So I'd only be able to show like three different apps with (25:01) those deals. (25:03) So like when you click on groceries, for example, it would (25:06) just list three things.

(25:08) Like when you do the restaurants for deals, there's so many (25:11) restaurants. (25:12) That's where I'm, do you want that at the bottom? (25:17) Like if I scroll down, it will say groceries top deals and (25:20) it could rank Grubhub and all that one to five or whatever (25:23) and it could say the best current deals for groceries. (25:26) Would that be helpful? (25:28) Maybe instead of like the three options, it would be two (25:32) options.

(25:33) There would be fast food and there would be grocery and then (25:35) when you hit grocery, it would just be like a podium level (25:39) where it says, hey, Uber Eats is offering 50% off groceries. (25:43) Grubhub is offering 30% and DoorDash doesn't have any right (25:46) now. (25:47) Obviously, it's going to fluctuate over time, but like (25:49) depending on your grocery order, if you're spending \$100 on (25:52) groceries versus you're spending \$10 on groceries, like they're (25:56) all going to be, it's a lot more variable because there's (26:00) way more added to that than just a simple combo.

(26:03) Those matter a lot more. (26:05) Yeah. (26:06) Out of curiosity, if you were ever to buy groceries, would (26:08) you ever use this app or would you just check all three real (26:10) quick? (26:12) So I feel like that comes into play just because there is (26:14) some limited options.

(26:16) Yeah. (26:16) No, I see, after talking about it more, I feel like I would (26:20) want this app to be more focused on just the fast food. (26:23) So I think... (26:24) Food in total, but yeah, yeah.

(26:25) Yeah, the grocery, like the grocery deal, I don't think would (26:28) be as enticing as I imagined it before. (26:33) So yeah, I would say probably check the other three apps. (26:39) What would make you delete this app? (26:43) If the ads are too obnoxious, if there is like no net benefit, (26:51) like if I'm looking at the app and the cost doesn't match up (26:54) to what it is on DoorDash or if there's like inconsistent (26:58) deals, like it says, like you know how I said about like the (27:01) first order is 50% off some of these apps.

(27:03) If it's saying like, oh, you're going to get this meal for (27:06) \$10 and I click in the app, it's like, ah, you can't use (27:07) the coupon anymore. (27:08) Then if that was like my first time using the app, I would (27:12) be like, okay, this is a useless app and delete it right (27:13) away. Versus if I had it like work one or two times, then (27:18) I feel like I could be more brand loyal to it.

(27:20) If this app didn't exist, what would you continue doing (27:25) instead? If it didn't exist? (27:28) Yeah, you continue to spend. (27:30) Yeah, I continue just doing my regular thing of checking (27:35) the apps. It's annoying.

(27:37) It takes more time, but in the end run, I know when it's (27:41) late at night and my focus is food and I know that I can (27:44) get it delivered in a reasonable time. (27:45) I'm going to be ordering on it. (27:47) I don't think I ever click in those apps when I'm not (27:50) looking to order food.

(27:55) So, yeah, this is just like another step in the path to (27:59) do it. (28:00) But if it simplifies the entire process from 15 minutes (28:02) down to 5 or 10 minutes, like, hey, that works. (28:06) If it's an app that functions properly, it's fluid, like (28:10) doesn't seem too complicated and it does shorten the (28:15) overall process.

(28:17) I'm very inclined to use it. (28:19) But otherwise, like, hey, I'm going to keep doing my (28:21) regular life until... Sorry, I need to call Joe. (28:29) Last question, then we're done.

(28:30) If this app saved you \$3 per order, how often would you (28:34) use it? \$3 per order?

(28:38) I mean, I would say my average order is anywhere from (28:41) like \$15 to \$20. (28:43) That's about 20%. (28:44) I'd say, yeah, I'd use it.

(28:47) Thank you so much. (28:48) Just a reminder, you have been recorded.