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DealDash AI

Methods used:

1. Competitor Analysis
2. Online Review Analysis
3. Scenario based design
4. Literature review (platform fragmentation and price sensitivity analysis)

Competitor Analysis

1. Uber Eats
  - a. Strengths
    - i. Large restaurant network
    - ii. Personalized promotions
    - iii. Clean UI
  - b. Weaknesses
    - i. Deals limited to Uber only restaurants
    - ii. Does not compare with competitors
    - iii. Time consuming browsing
    - iv. Hidden fees at checkout
  - c. User Review Trends
    - i. "Takes too long to find good deals"
    - ii. "Why can't I compare prices across apps?"
2. DoorDash
  - a. Strengths
    - i. DashPass discounts
    - ii. Strong suburban coverage
  - b. Weaknesses
    - i. Subscription bias (better deals locked behind DashPass)
    - ii. No cross platform transparency
    - iii. High service fees
3. Honey
  - a. Why is it relevant?
    - i. Automatically finds deals across websites
    - ii. Aggregates savings in one place
  - b. Gap identified
    - i. Honey does not work for food apps.

Meta Analysis process

1. Identified top 3 platforms by user base
2. Collected review complaints (themes: time, switching apps, hidden fees)
3. Categorized pain points:
  - a. Platform fragmentation
  - b. Deal discovery friction
  - c. Cognitive overload
  - d. Time waste

4. Compared to retail aggregation tools (like Honey)

How this meta analysis refined the idea:

1. Initial Idea:
  - a. "An AI scraper that finds restaurant deals."
2. Refined Idea:
  - a. **DealDash AI becomes a decision-support layer**
  - b. NOT a delivery service.
  - c. NOT a checkout platform.
3. Instead:
  - a. AI-powered deal discovery engine
  - b. Cross-platform transparency
  - c. Smart redirect to required app
4. It clarified:
  - a. We are solving a *comparison + friction problem*
  - b. NOT a logistics problem

## Stakeholder Analysis

### Primary Stakeholders

1. College Students
  - a. Intent: Save money and time
  - b. Goal: Find best nearby deal fast
  - c. Constraints:
    - i. Budget
    - ii. Time between classes
    - iii. Late night ordering habits
2. Young professionals
  - a. Intent: Convenience and value
  - b. Goal: Efficient decision making
  - c. Constraints:
    - i. Budget
    - ii. Time (busy schedule)
    - iii. Delivery radius

### Secondary Stakeholders

1. Restaurants
  - a. Intent: Increase order volume
  - b. Goal: Maximize promotion visibility
  - c. Constraints:
    - i. Platform exclusivity contracts
    - ii. Commission fees
    - iii. Marketing budget

2. Delivery Platforms (UberEats, DoorDash, etc.)
  - a. Intent: Maintain user retention
  - b. Goal: Keep customers in ecosystem
  - c. Constraint:
    - i. Competitive tension with aggregation model

#### Stakeholder Interaction Model

- User searches in DealDash AI
- AI aggregates promotions
- User selects deal
- Redirect to required platform
- Restaurant fulfills order
- Platform processes payment
- Important: DealDash does not own transactions.

#### Scenarios/Use Cases

- 1.) Scenario 1:
  - a.) Jake leaves his 3:30 PM IST lecture. He has 25 minutes before his next class. He opens DealDash AI., then searches: "Burgers near me." AI shows: McDonald's – Free Big Mac (Uber Eats only), Wendy's – Free Nuggets (DoorDash only), and Local Grill – 20% off pickup. He taps Wendy's, and then DealDash redirects to DoorDash. Order placed in under 2 minutes.
- 2.) Scenario 2:
  - a.) Group project at 11 PM and everyone wants something different. Instead of checking 3 apps they use DealDash AI filters open now, under \$15, and no delivery fee
  - b.) Decisions made instantly.
- 3.) Scenario 3:
  - a.) A Broke College student is studying and doesn't want to leave his room as he is tired from studying all day. He wants to save as much money as possible, and an easy meal. He sorts DealDash AI by percent discount, free item value, and final cost after fees. He finds it and places the order in UberEats
  - b.) Transparency reduces cognitive overload and simplifies choices.

#### Workload in the upcoming weeks:

1. This week:
  - a. Finish initial interview questions
  - b. Interview 2-3 people
  - c. Start wireframe
2. Next week:

- a. Finish wireframe
- 3. After wireframe
  - a. Compare wireframe to interview questions
  - b. Create a figma (basic) based on wireframe
  - c. Do a walk through interview with the figma
  - d. Refine the figma with suggestions and give it more detail
  - e. Code the AI scraper and put it on an example site.

### Interview Questions

-Will be the other pdf submitted with this