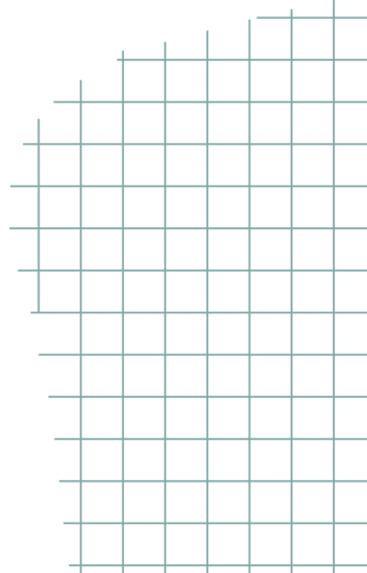


# **IDEATION METHODS:**

**For Apps Reviewed in POV Statements**

**By Melanie Topchik**





# Uber Eats

## Methodology

I started by brainstorming to get all the ideas I could think of down on paper. Listing the obvious solutions first helped me clear my thoughts and make room for more creative ones. I then used mind mapping to connect and organize those ideas into categories, which made it easier to spot patterns and combine concepts. Seeing everything laid out visually helped me find the most realistic and feasible solutions.

For the second POV, I brainstormed again to generate practical solutions and then used the Worst Idea technique to shake up my thinking. The Worst Idea exercise helped me recognize which brainstorming ideas were truly essential, showing me what customers would most need to feel confident in delivery reliability.

## Best Ideas

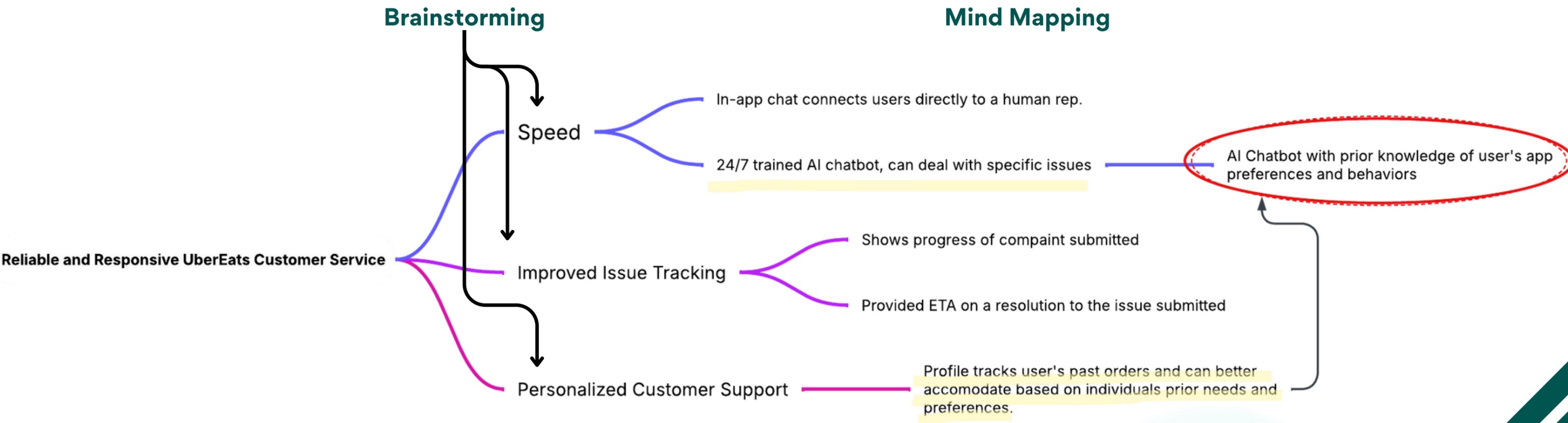
**POV Statement #1:** Implement a 24/7 AI chat system for customer service that uses information from past orders and user preferences to provide a personalized support experience.

**POV Statement #2:** A real-time GPS tracking system with predictive delivery times that adjust for traffic or restaurant delays, paired with automatic notifications at each stage of the delivery.

# Uber Eats: POV Statement #1

Users who order through Uber Eats **need** responsive and reliable customer service **because** when issues like missing items, incorrect orders, or delayed deliveries occur, slow or unhelpful support leaves them frustrated and less likely to continue using the platform.

## Ideation Methods



# Uber Eats: POV Statement #2

Users who rely on Uber Eats **need** consistent incentives or credits for issues like late deliveries or missing items **because** inadequate compensation leaves them frustrated and less likely to reorder.

## Ideation Methods

### Brainstorming

Real-time GPS tracking with accurate, live updates

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Notifications for each delivery stage, including traffic updates

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Promised discounts or credits for late delivery

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Predictive delivery times that adjust to factors like whether or traffic

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Reliability badges for consistent restaurants/stores.

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ETA confidence bar that shows how reliable the estimate is

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### Worst Idea

- Deliveries ONLY on foot
- Guess your order's location
- App updates after delivery
- ETA = "sometime today"
- Late orders get a motivational quote, no apology, discount or refund
- Random ETA spinner- you spin the time your food arrives
- Shake phone to update tracking



# DoorDash

## Methodology

Similar to my methodology for Uber Eats, I started by brainstorming ideas to improve transparent pricing on DoorDash. This helped a lot in moving beyond my original clutter. I then used the SCAMPER technique to dig deeper, generating ideas like combining delivery and service fees and substituting hidden charges with upfront rates. Using these two techniques together gave me a strong set of solutions.

For the second DoorDash POV, I used brainstorming to generate different ways to make delivery times more reliable and transparent. I then used mind mapping to connect and organize these ideas into clear categories. Seeing how many of my ideas focused on communication and accountability helped me combine them into one strong concept.

## Best Ideas

**POV Statement #1:** Provide a clear total cost upfront with an itemized breakdown of all fees on the checkout screen, using simple wording and visual cues so users can easily see where their money is going.

**POV Statement #2:** Add notifications at each delivery stage and offer automatic credits or discounts for late orders, ensuring users stay informed and feel valued even when delays happen.

# DoorDash: POV Statement #1

Users who rely on DoorDash **need** transparent pricing and a clear breakdown of service fees **because** hidden costs or inconsistent charges make them hesitant to use the platform regularly, even when they enjoy the convenience of food delivery.

## Ideation Methods

### Brainstorming

Item fee  
breakdown at  
checkout

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Flat-rate  
delivery options

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Fee calculator  
while adding  
items to cart

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Discounts or  
rewards that  
reduce service  
fees

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Subscription  
plans that  
bundle delivery  
fees

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No hidden fees  
badge on  
restaurants/stores

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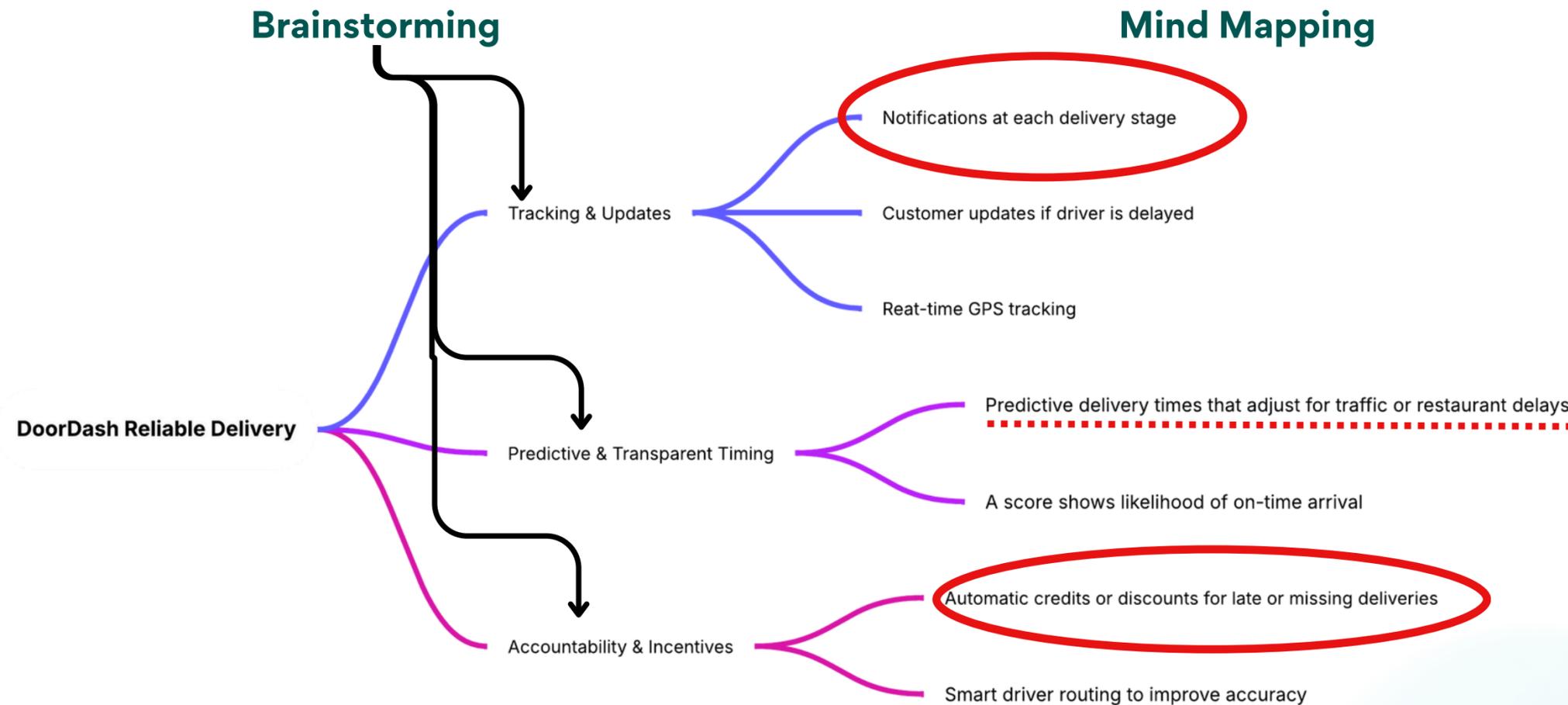
### SCAMPER

- **Substitute:** Replace hidden fees with a clear flat delivery fee
- **Modify:** Wording of charges to make them easier to understand
- **Put to another use:** Use the checkout screen to show where each fee goes
- **Eliminate:** Remove extra or confusing charges that surprise users
- **Rearrange:** Show total cost first, then break down the details

# DoorDash: POV Statement #2

Users who order meals through DoorDash **need** reliable delivery times **because** delays or missing updates cause frustration and reduce trust in the service.

## Ideation Methods





# Postmates

## Methodology

For the first Postmates POV, I began with the SCAMPER technique to rethink and adjust the current pricing model by substituting, modifying, and eliminating elements that caused confusion. This helped generate several potential improvements for clearer, more consistent pricing. I then used the Worst Idea technique to push my thinking further, creating exaggerated and unrealistic examples that clarified what users value most in fairness and simplicity.

For the second Postmates POV, I used brainstorming to generate ideas for making the app easier to navigate and more visually clear. After gathering these ideas, I applied rapid sketching to quickly visualize different layout options and see which designs felt most natural. This helped me narrow down which features would actually improve accessibility and flow for users.

## Best Ideas

**POV Statement #1:** Provide a clear flat-rate delivery fee with simple, upfront pricing so users always know exactly what they're paying before checkout.

**POV Statement #2:** Simplify the home screen with clear categories and larger icons, making the interface easier to navigate and more inviting for all users.

# Postmates: POV Statement #1

Users who shop with Postmates **need** reasonable pricing **because** high delivery fees and marked-up items make it hard to use the service regularly and discourage repeat orders.

## Ideation Methods

### SCAMPER

**Substitute:** Replace fluctuating service fees with a steady, flat rate

**Modify:** Adjust pricing visuals to highlight savings or discounts more clearly

**Put to another use:** Use the checkout screen to show how fees support drivers and restaurants

**Eliminate:** Remove unnecessary charges or small added costs that raise the total unexpectedly

**Rearrange:** Present discounts or rewards before checkout to motivate purchases

### Worst Idea

- Charge extra for using the app at all
- Add a mystery “fun fee” to every order
- Make prices change every minute like the stock market
- Have users bid against each other for faster delivery
- Let drivers set their own random delivery fees
- Hide the total cost until after checkout
- Charge customers to see their receipt

# Postmates: POV Statement #2

Users who rely on Postmates **need** an accessible app interface **because** small buttons, excessive pop-ups, or poor accommodations for disabilities make ordering frustrating or impossible.

## Ideation Methods

### Brainstorming

**Add a faster, more predictive search bar**

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**Include a voice search option for accessibility**

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**Simplify the layout with less options on one screen**

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**Add more shortcuts based off previous app usage**

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**Make text and icons larger for easier navigation**

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**No hidden fees badge on restaurants/stores**

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### Rapid Sketching

