



# OLO PRODUCT DEVELOPMENT

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## **PREPARED FOR**

Olo Stakeholders



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# Our Roles

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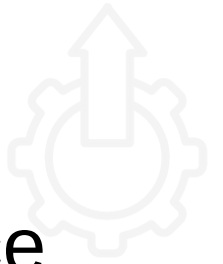


**PREETI LADWA**  
Product Manager

# Project Opportunity

*"To increase the number of Olo accounts created utilizing Olo's Borderless Checkout Experience."*

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- Increase Olo's Visibility
- Ideate a potential restaurant marketplace
- Increase Account Creation and User Retention
- Enhance Olo's borderless features
- Research existing user pain points and needs.





# User & Business Value

Olo is an online ordering and delivery service for restaurants, and according to its goal statement, they want to "make digital ordering accessible, simple, and profitable for restaurants of all sizes".

## MISSION



"Olo's mission is to transform the way people order food, making it more convenient and efficient for both restaurants and customers alike."

## VISION

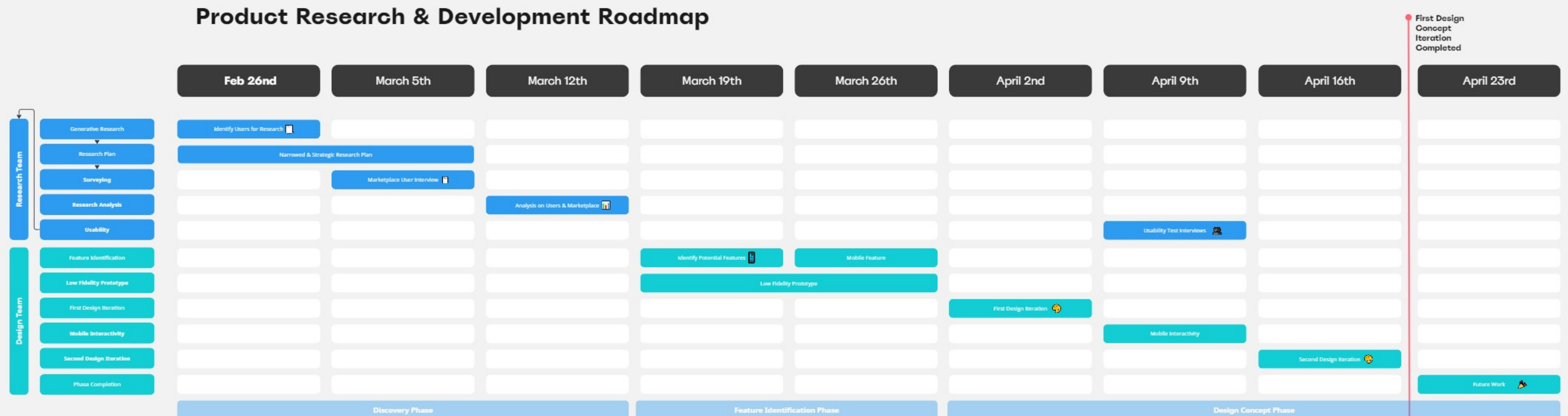


Olo's Vision is

1. Increase Olo's visibility among customers and other businesses:
2. Explore new features for existing products like Olo Borderless to increase customer adaptation
3. Explore the impact and feasibility of a new restaurant marketplace by Olo

# Product Roadmap

Our product roadmap communicates our product vision, strategy, and priorities by providing a framework for tracking progress and making decisions. To reach the end goal for our mobile tool, we developed a three phase plan: Discovery Phase, Feature Identification Phase, and Design Concept Phase.





# Generative Study

*Primary Objective: To investigate the impact of food delivery platforms on consumer behavior and identify key factors that influence satisfaction and frustration with these platforms among consumers.*

*Secondary Objective: To discover any potential incentives and rewards that would encourage users to register for Olo Borderless.*

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## **PARTICIPANT GOAL**

Collect 18 participants (3 each)



## **RECRUITMENT METHOD**

Social media and personal networks



## **TARGET AUDIENCE**

- Current Olo Borderless customers
- Customers of Olo businesses (non-account holders)
- Customers who order from marketplace.



## **PROCEDURE**

- This study consisted of a prerequisite screener portion, a demographic survey, and two interview sections.

# Research Results

After receiving 14 responses, the team collaborated via Miro Board to synthesize our findings. Key Insights from our survey portion helped develop our personas while our interview portions contributed to our tool and feature ideation.



The majority of those who are only purchasing from a restaurant use an online app to place their order



Many people were not aware if a restaurant was using Olo, the Olo branding might not be as present on mobile as it is online



The most important part of everyone's experience was an easy-to-understand user interface that allows them to use the app swiftly, and complete their order quickly



Many users also appreciated a point system that rewarded their use of the app down the line.



## Spencer

Age: 24

Occupation: Retail Sales Associate

Location: New York, NY

"I love ordering food online when it allows me to have delicious meals away from home. I just wish the process was faster."

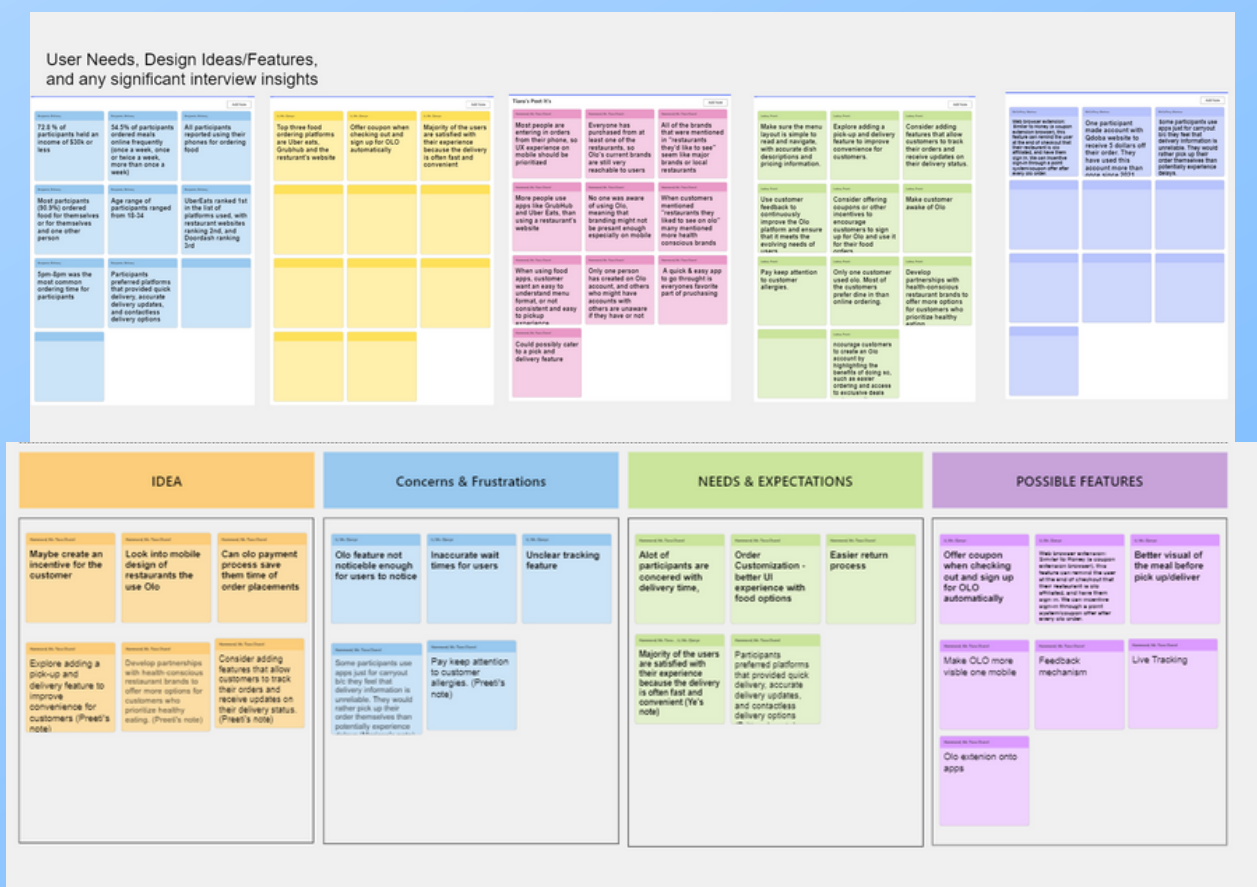
Spencer, as a retail sales associate, often orders food delivery online because he has a busy schedule and often doesn't have time to cook food for his lunch breaks. He enjoys trying new restaurants and values the convenience and flexibility of ordering food. Spencer often uses his mobile device to order food. His work breaks are short so it's important for him to have his order ready on time.

### GOALS

- To find convenient and affordable food options
- To go through the ordering process in a timely manner

### FRUSTRATIONS

- Sometimes it takes too long to order and receive deliveries
- When his orders are not ready by his lunch break



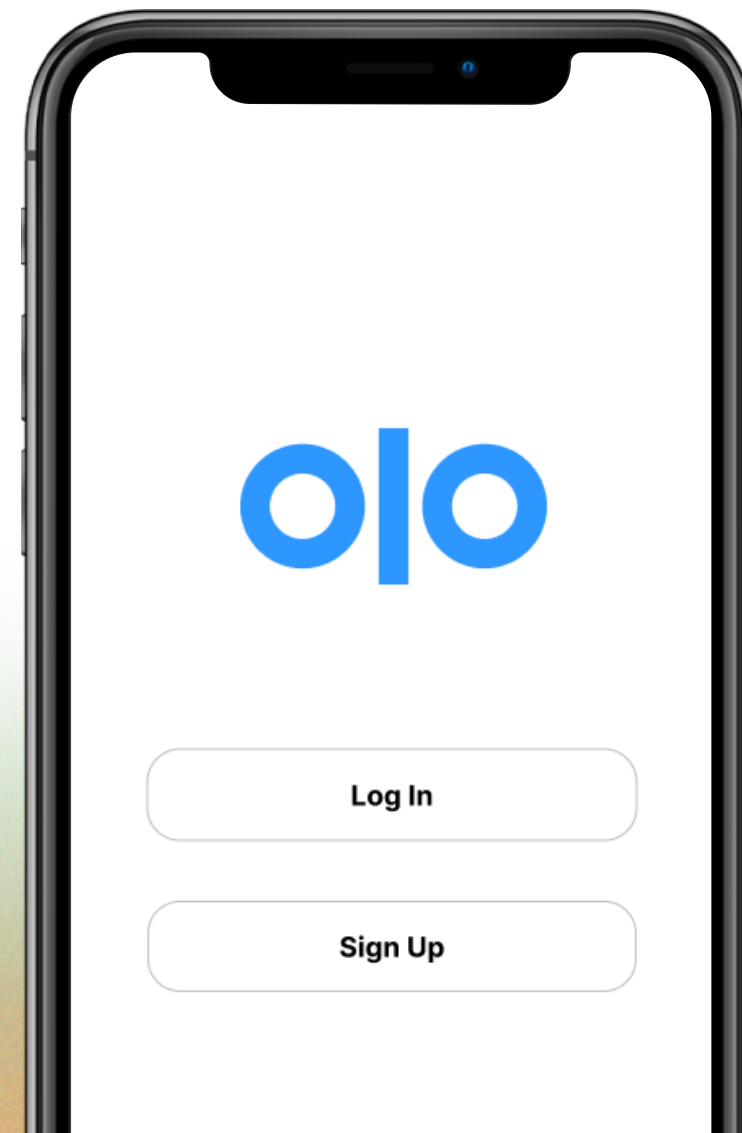


# Product Idea

The creation of a mobile application that serves as a hub for Olo affiliated restaurants.

*Creating this product would lean into participants' preference for mobile ordering platforms, thus making them more likely to use it in a real world setting.*

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# Main Product Features

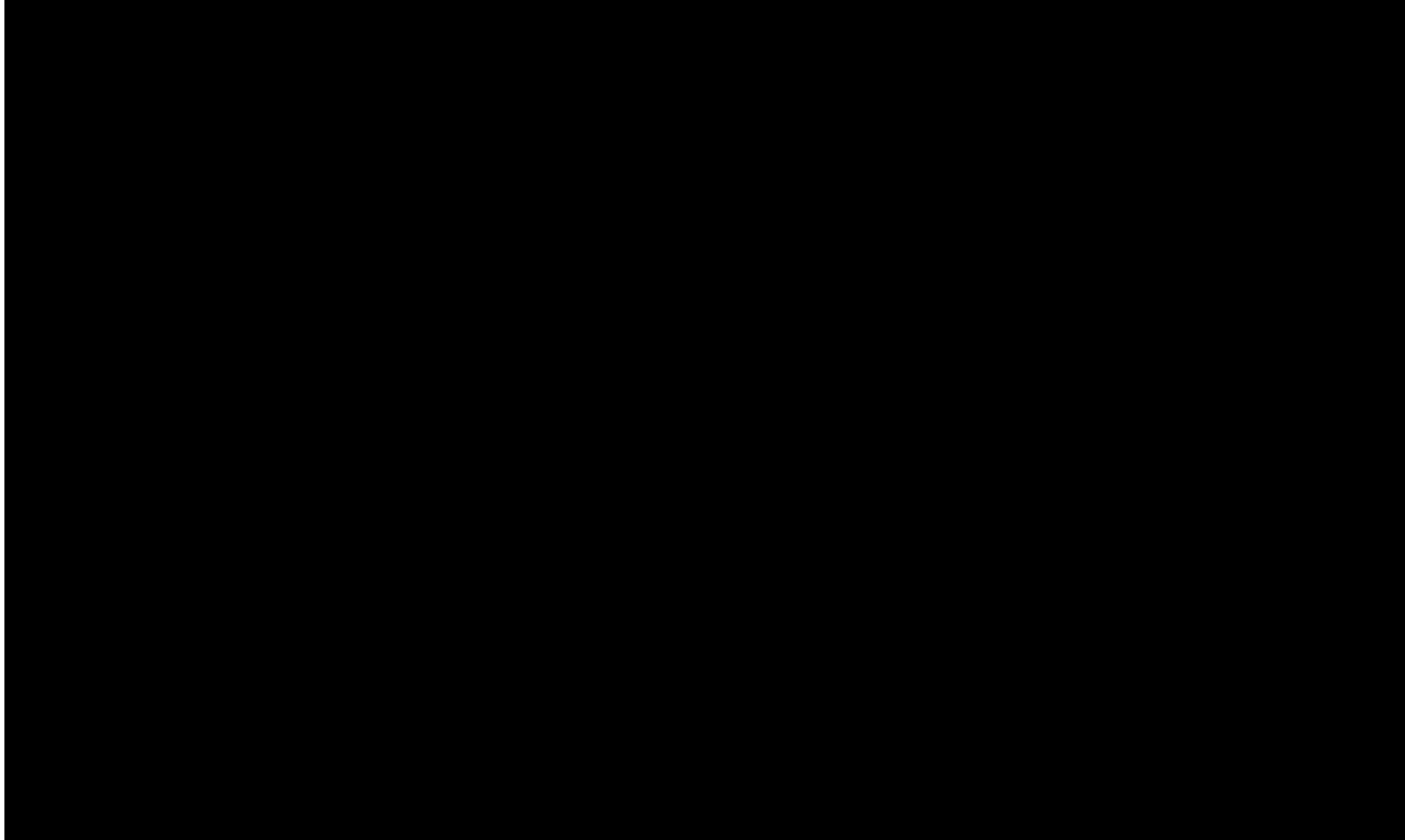
## Olo Borderless Login

- Incorporated into our design to maintain consistency with the company's current login process
- Provides a seamless transition to mobile, especially for current Olo account holders

## Olo Coupon

- Included to address the company's current interest in creating a rewards program
- Provides an ideal incentive for using the app by offering deals specific to Olo account holders

# Prototype Walkthrough



*Created from the perspective of a current Olo account holder.*

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# Usability Study

*Primary Objective: Assess whether users can successfully and efficiently complete the designated tasks.*

*Secondary Objective: Evaluate the efficiency and effectiveness of the app for potential users.*



## **PARTICIPANT GOAL**

Collect 6 participants (1 each)



## **RECRUITMENT METHOD**

Social media and personal networks



## **TARGET AUDIENCE**

- Customers of competitor apps or marketplace apps
- Between 18-35 years old

# Research Results

After receiving 6 responses, the team collaborated via Miro Board to synthesize our findings.



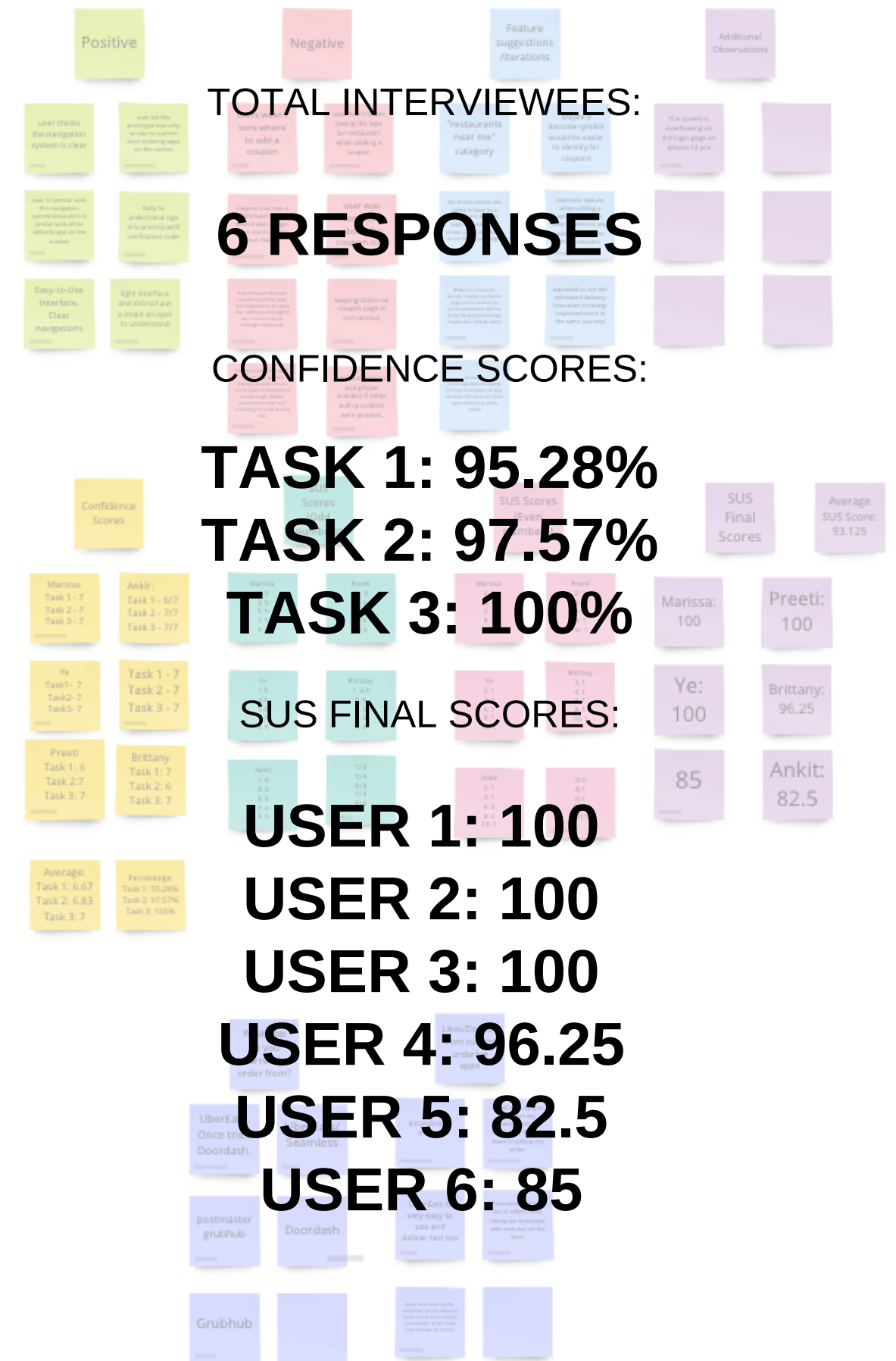
- Intuitive navigation system
- A design that aligned with user expectations
- A clear sign-in process
- A visually appealing and user-friendly interface



- Confusion with the coupon design
- Placement unclear swiping action
- Out-of-place order placement pop up
- Limited authentication options



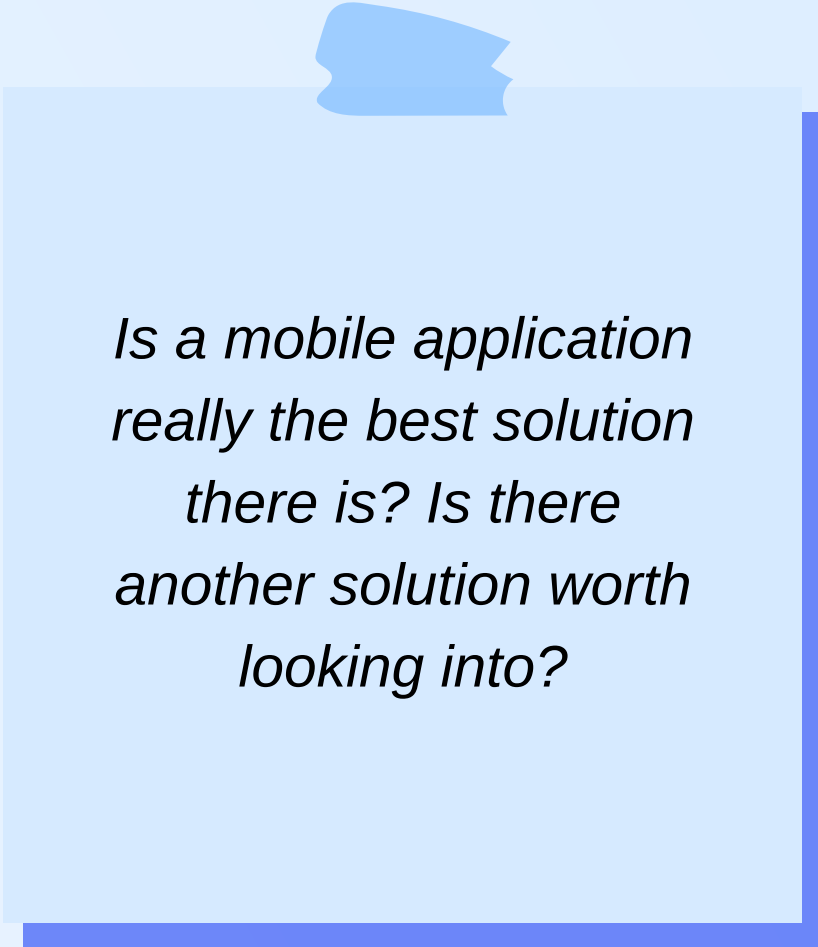
- Improve search functionality
- Add a note feature for customization
- Increase transparency and information for users
- Improve the onboarding process



# Stakeholder Feedback



*Will opposing brands feel comfortable sharing a platform together?*



*Is a mobile application really the best solution there is? Is there another solution worth looking into?*

*Understanding our stakeholders' concerns will help us better develop a product that meets their business needs, in addition to meeting the needs of the company's consumers.*



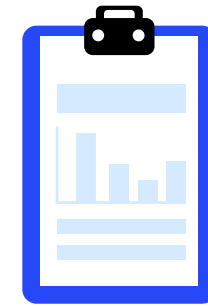
# Future Considerations

- Gain a more intimate understanding of Olo through research with "Power Users" and other account holders
- Learn more about the companies and restaurants partnered with Olo to understand their needs and concerns
- Reevaluate the benefits of creating a new product versus redesigning current product features



## FIELD STUDIES

How do actual Olo users interact with Olo?



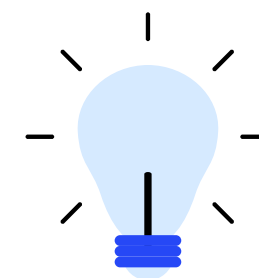
## THEMATIC ANALYSIS

What common themes arise during our discussions with Olo users?



## CONTEXTUAL INQUIRY

What do Olo's business partners and current customers view as a viable solution?



## CONCEPT TESTING

How do Olo's customers and business partners feel about potential ideas?

**Thank you  
for your time!**

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