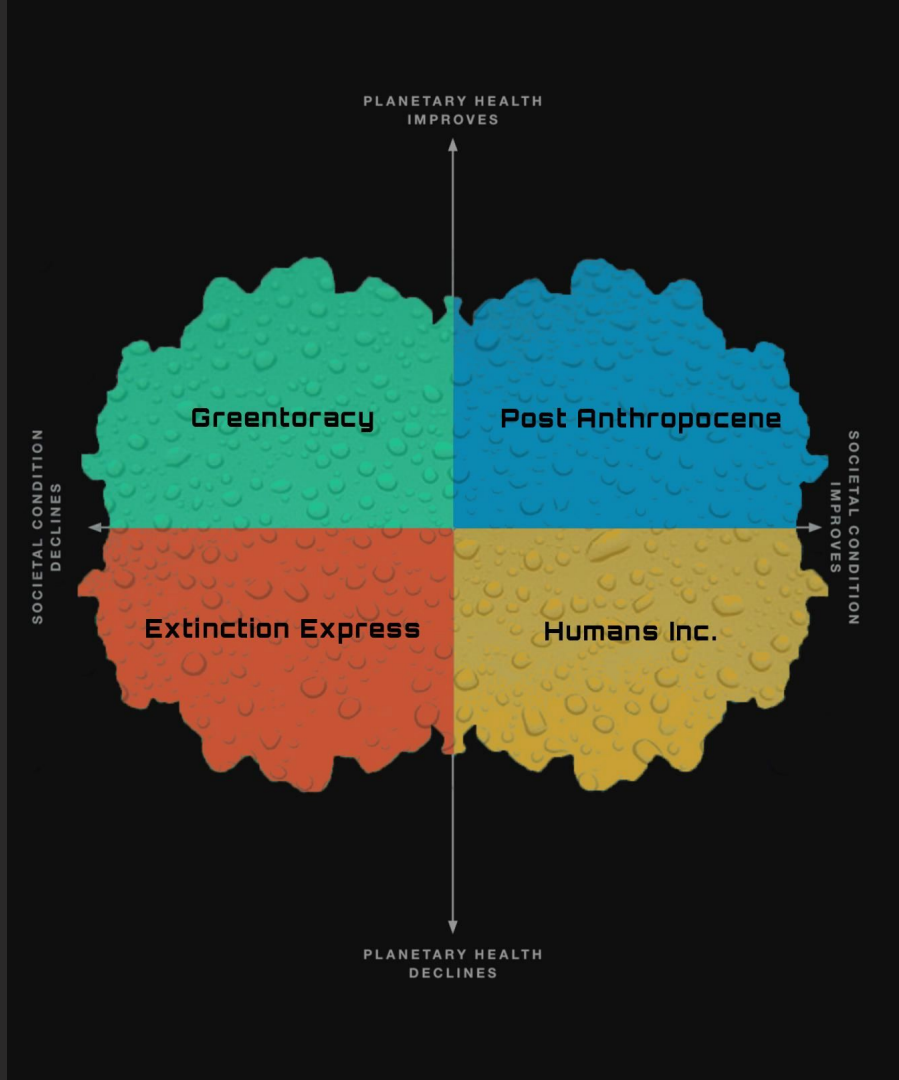
EAGO EXPRESS

ENVISIONING A FUTURE FOOD DELIVERY PROCESS

01 SPECULATIVE DESIGN

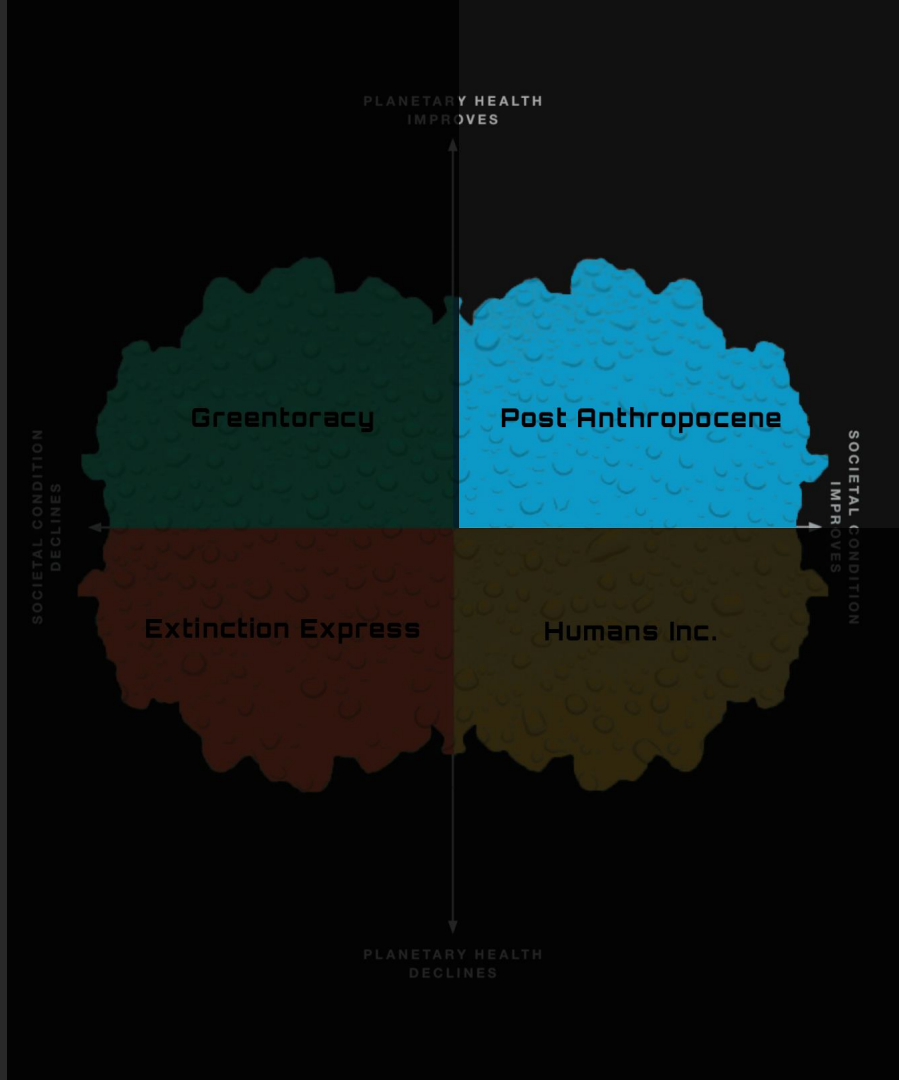
What will happen...

After 30 years



2050

Both people and the planet are on the path to a regenerative world. Society consumes resources at the rate at which they can be replenished, populations are diverse, and societal structures are balanced.



FUTURE CITY STRUCTURE

FIVE KEY ELEMENTS

Social

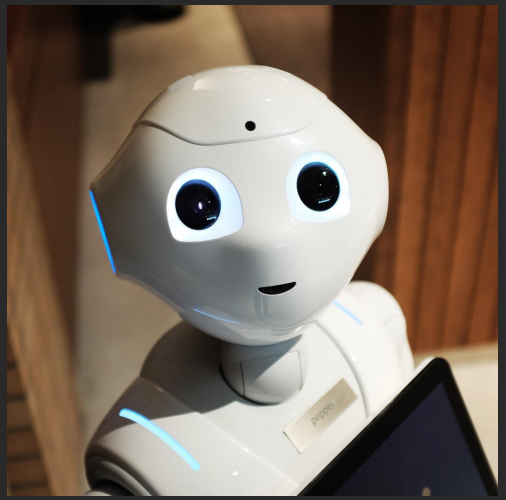
Automation and AI technology would empower the smart city with fewer human mistakes.

Regulatory

On door delivery evolves to a daily phenomenon. City infrastructure are built to optimize the delivery system.

Technological

The IoT technology would ensure the food condition upon pickup.



Environmental

There would be an increasing appearance of ghost restaurants. (Online restaurants without physical stores)

Economic variable

AI technology reduces the laboring cost. More robot employment for certain job with repetitive mechanism.

02 DELIVERY STORY

DEMOGRAPHICS

- Age: 29
- Gender: Male
- Ethnicity: Chinese
- Occupation: Machine Learning Engineer
- Income: 300k / year

HABITS

- Busy with work
- Prefers flexible time for eating
- Cares about health and food quality
- Stays up late
- Less time to cook his own food and brings to the workplace

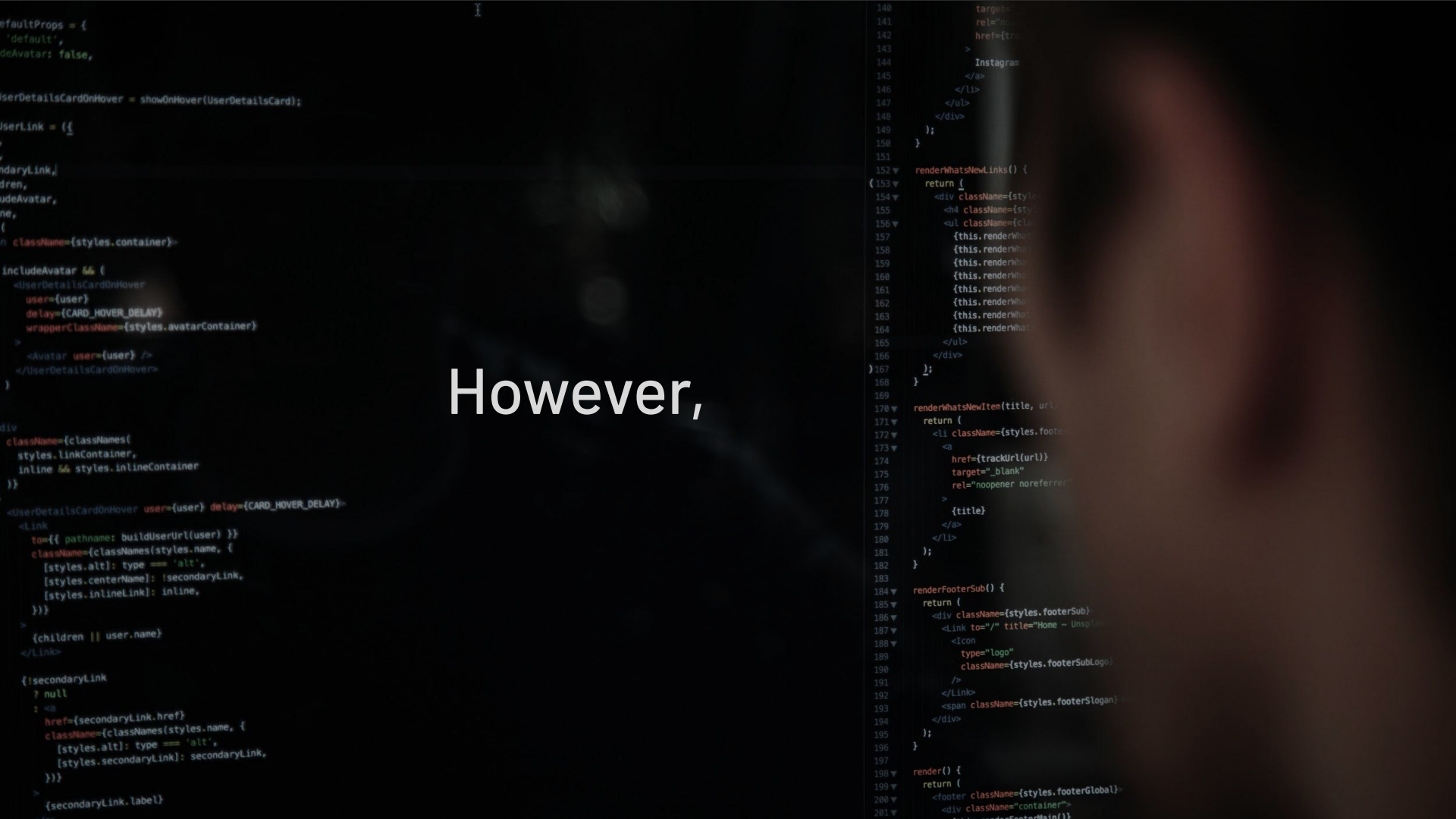
DAVID

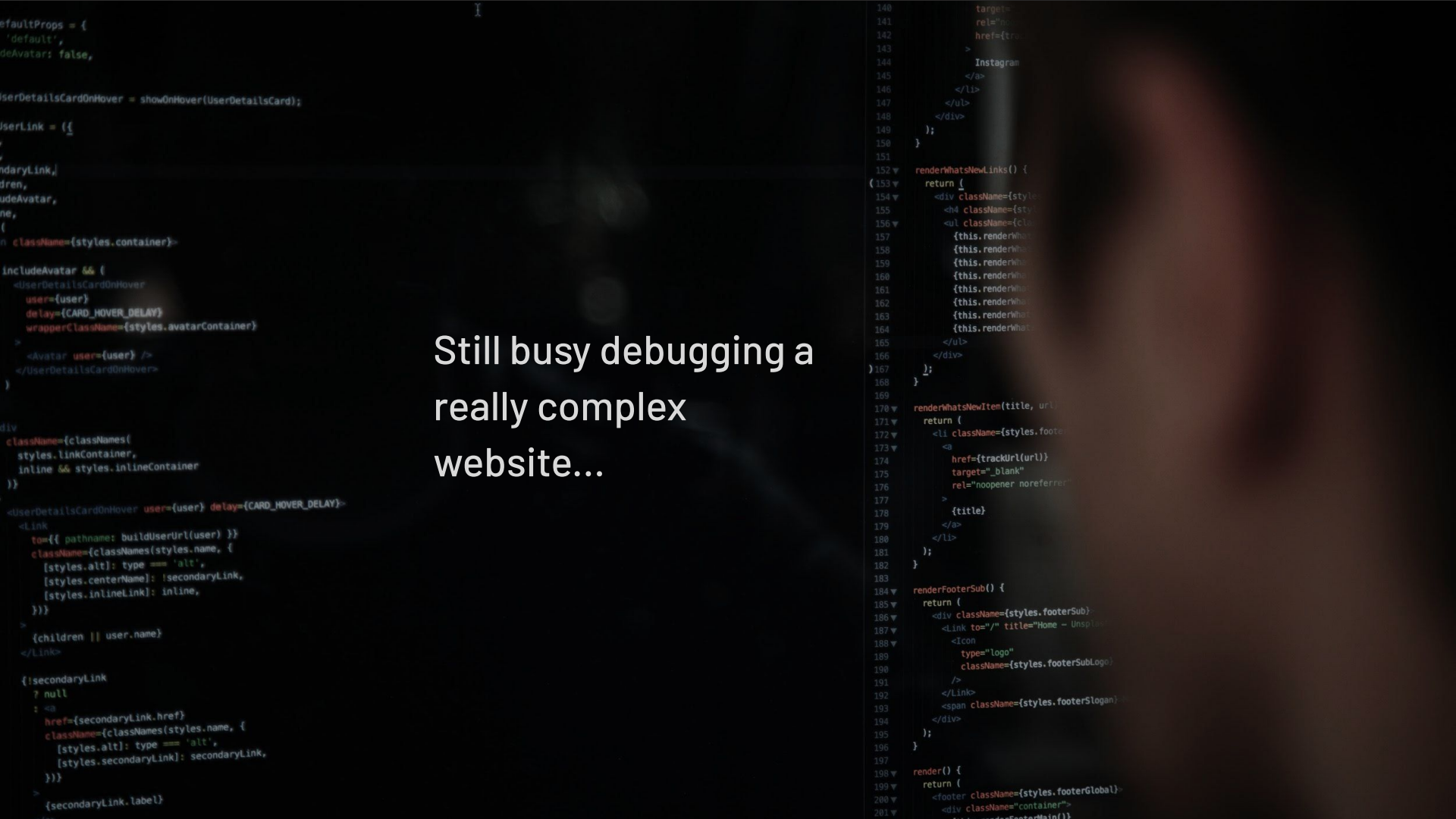
PROBLEMS

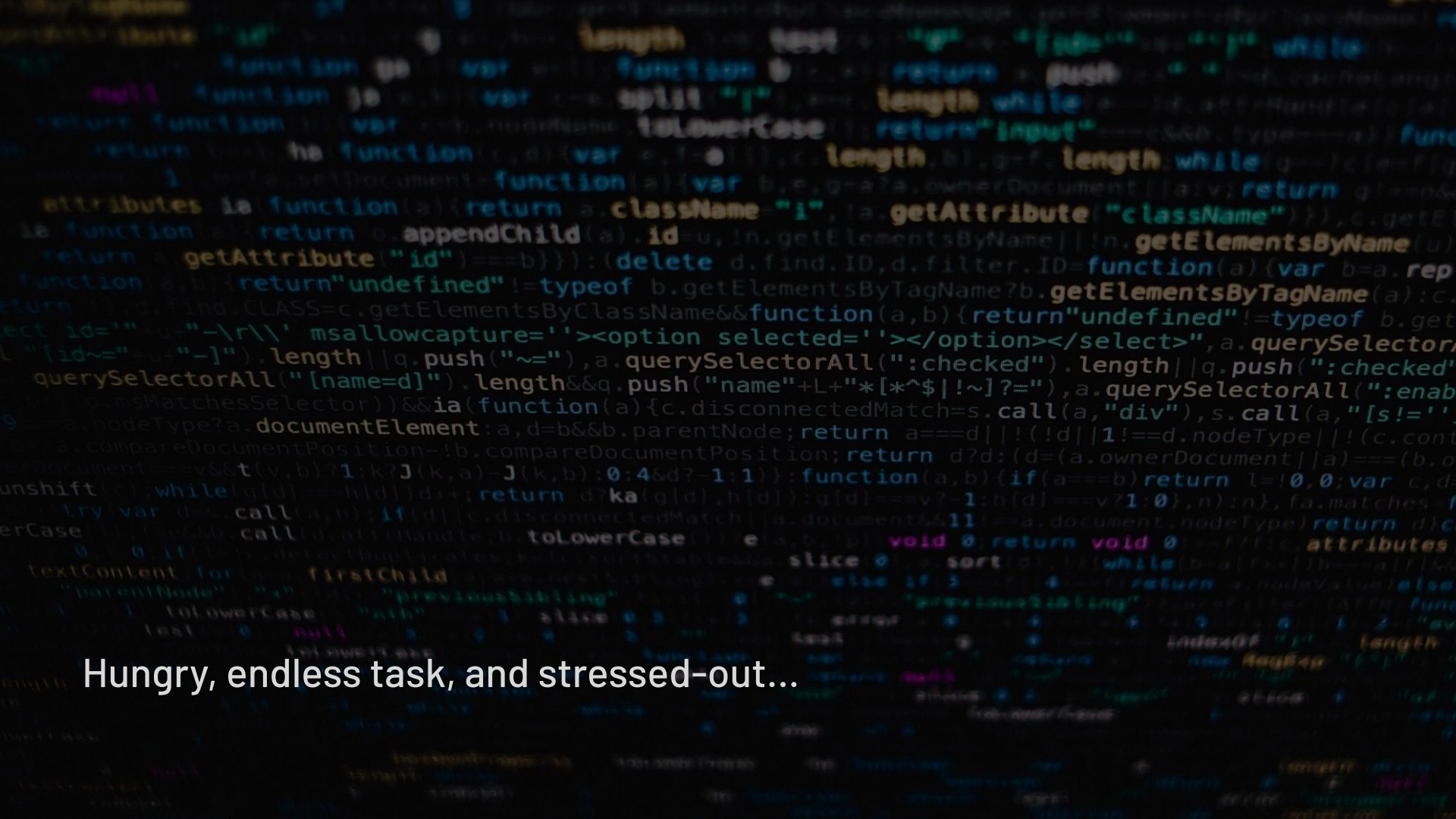
!

MESSED-UP EATING SCHEDULE AT WORK PLACE

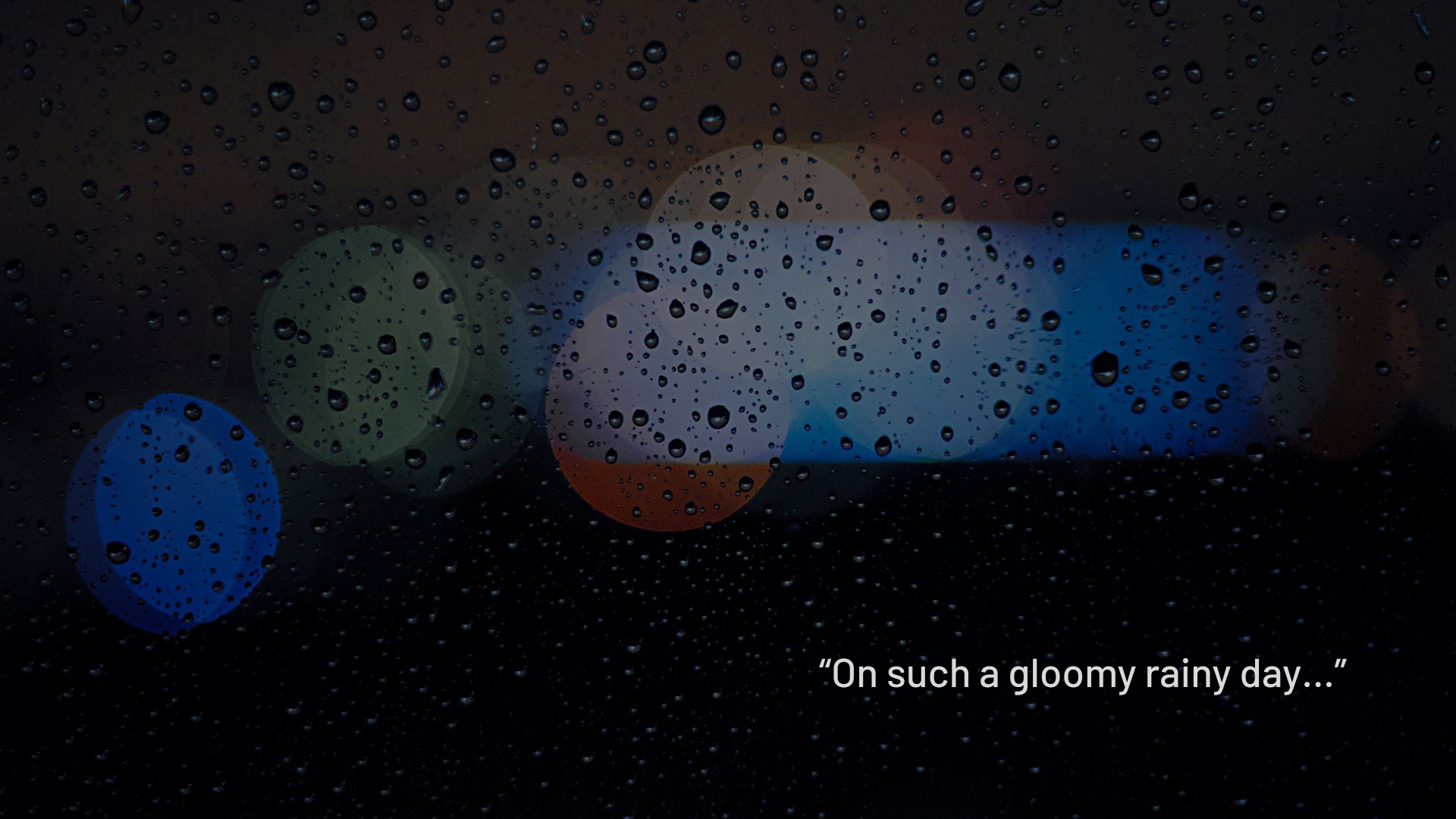
It was already midnight...


However,


Still busy debugging a really complex website...


Hungry, endless task, and stressed-out...

“Is there a straightforward way to get some hot food?”


“On such a gloomy rainy day...”

How might we make the
door to door food delivery service
straightforward and effortless
with precise food quality preservation
for future busy workers?

OUR STATEMENT

03 MEET EAGO

DELIVERY DRONE

DELIVER TO YOUR WINDOW ON TIME

LOGO

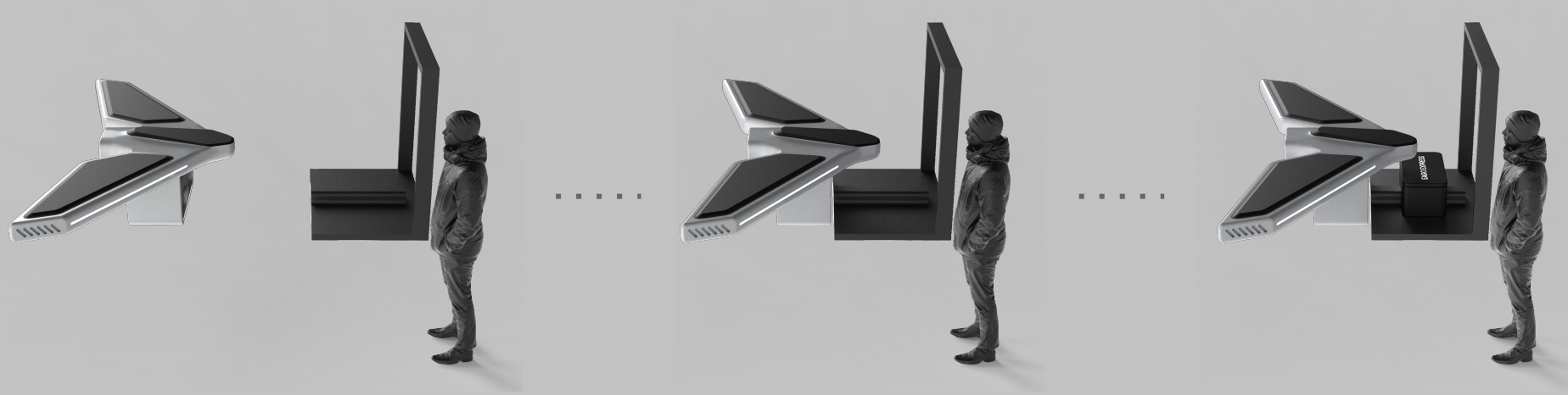
Back Light

Support Solar Power

Side Lights

Bottom Light Align the Drone with the Window

A smooth pick-up process

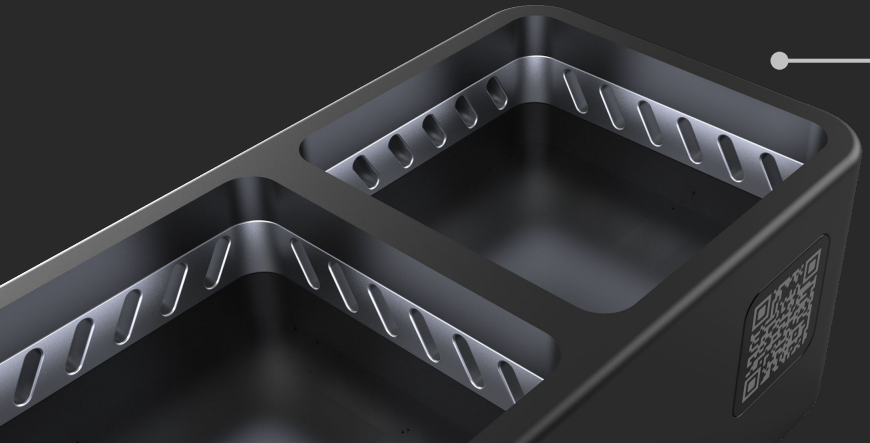


Transaction with Built-in Track

DELIVERY BOX

ENSURE THE FOOD CONDITION

Hot and Cold Storage Separation



Self - Cleaning System

DELIVERY APP

DELIVER WITH A TAP OF THE FINGER

Onboarding 1

EAGO EXPRESS

Email / Mobile

Password

Keep me logged in

Login

Create an account | Forget Password

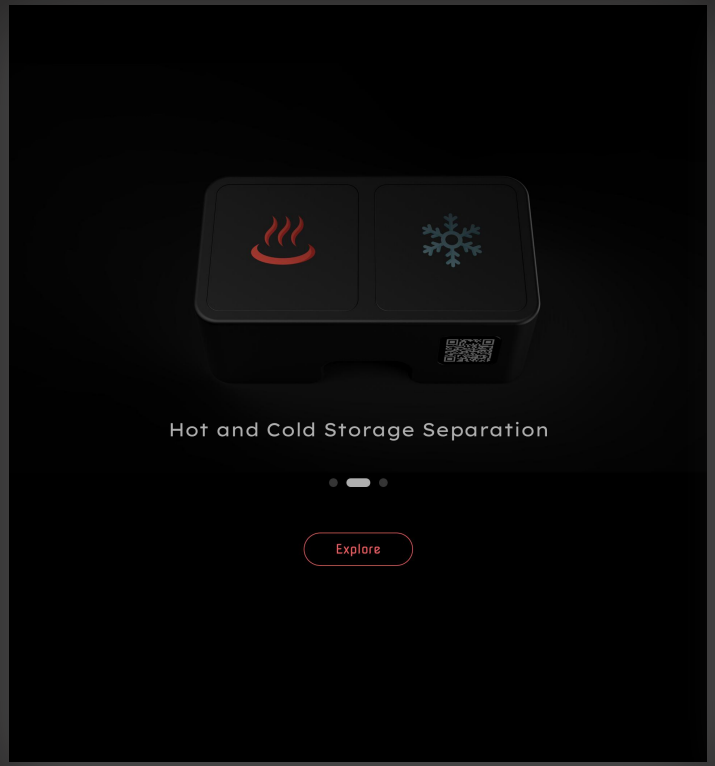
By signing in, you agree to our Terms of Service and Privacy Policy

Onboarding 2

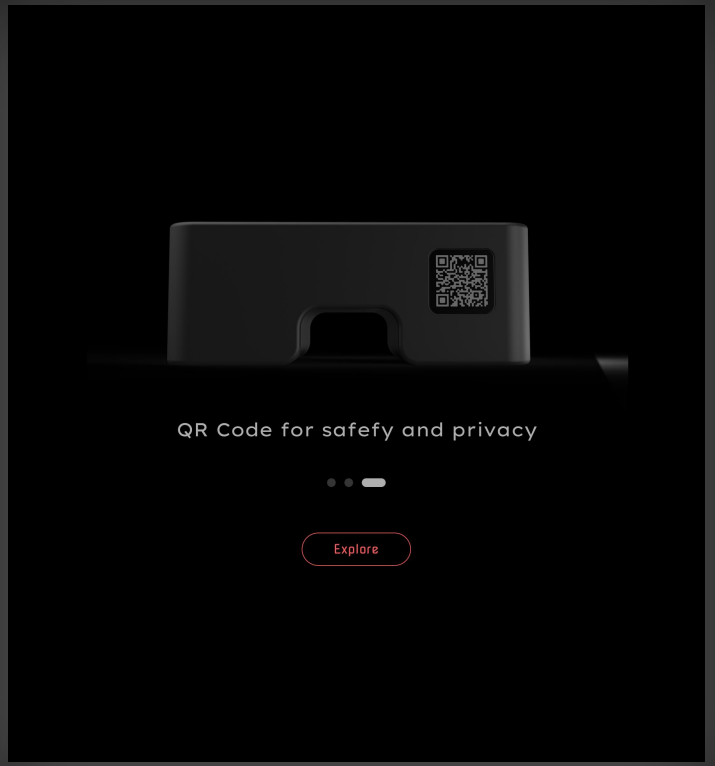
Deliver to your window on time

Explore

Onboarding 3

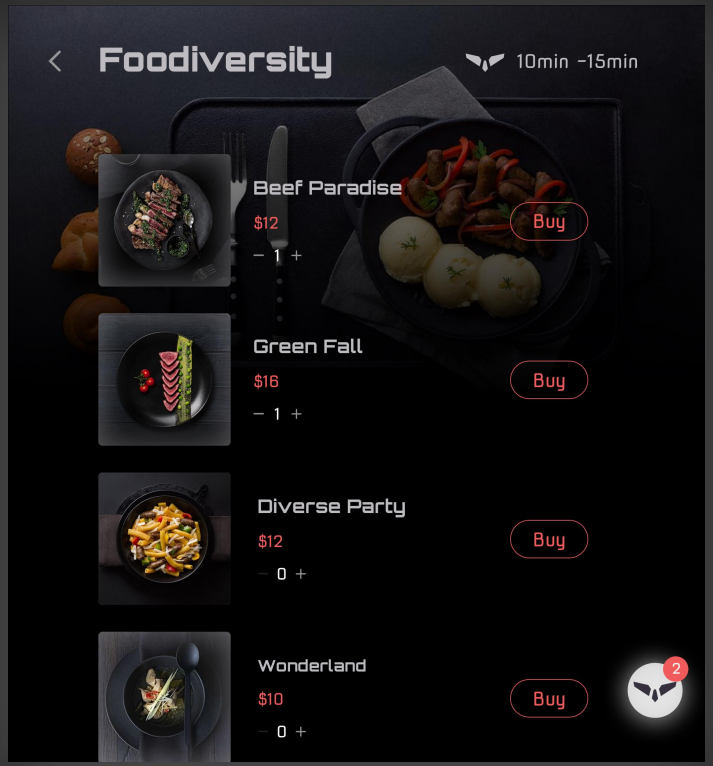


Onboarding 4

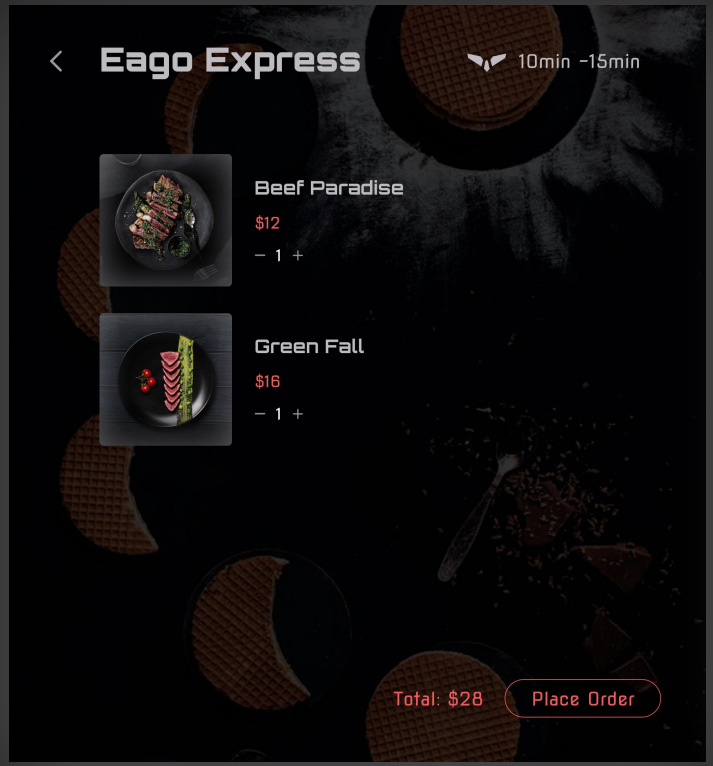


Home

Restaurant Detail

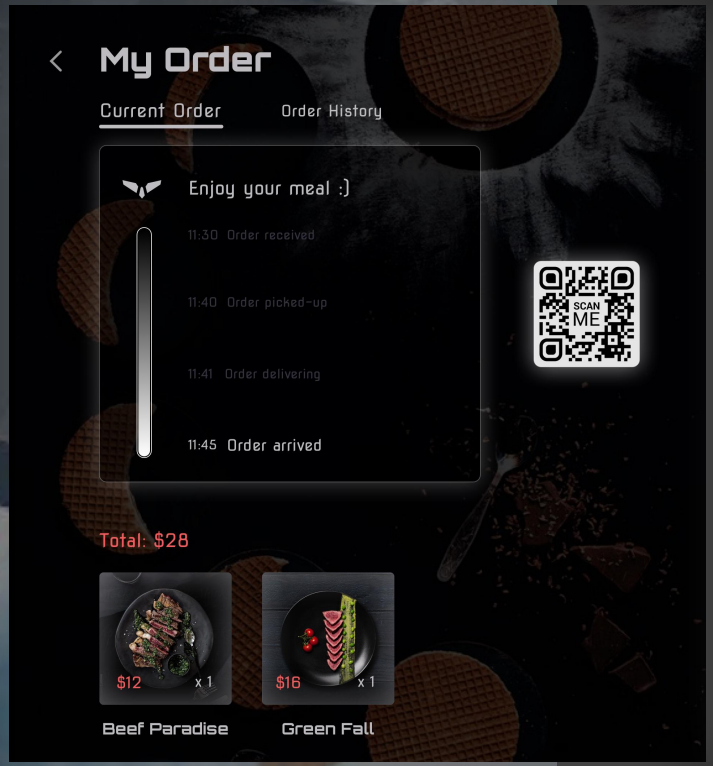


Eago Express

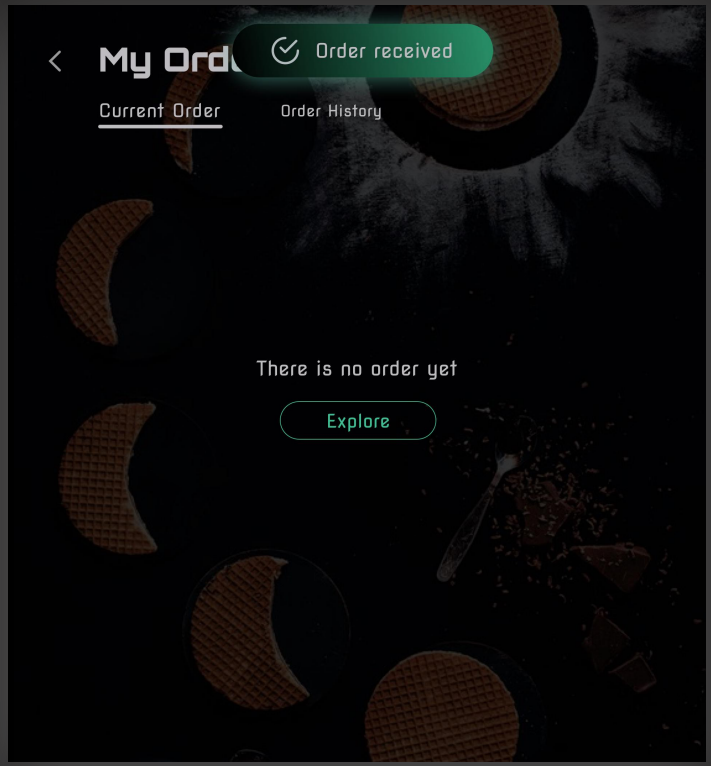


My Order-Delivering

My Order-Arrived

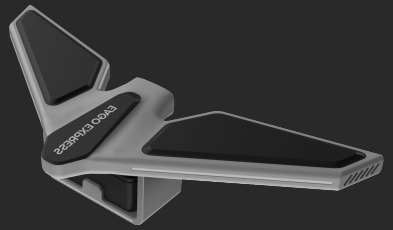


My Order-Received



“Enjoy my hot
food on time!”

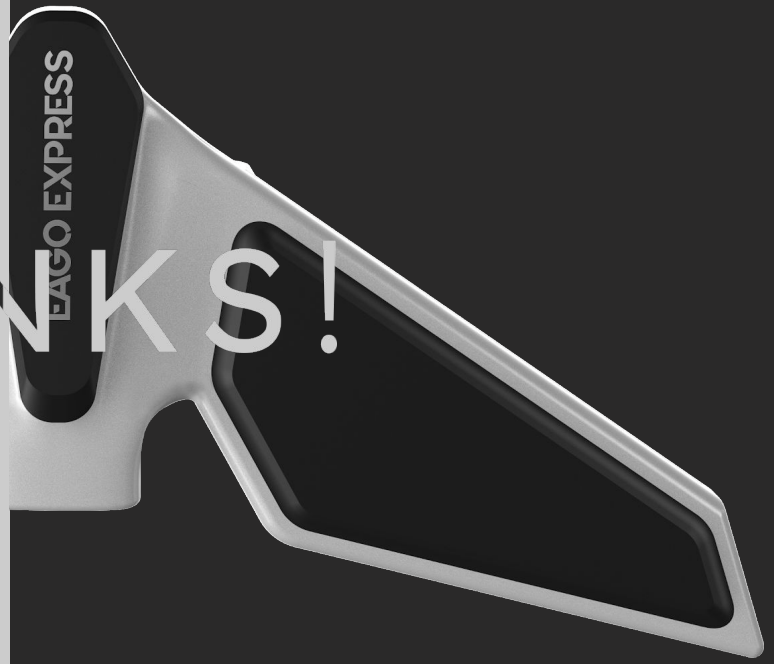
“Get powered up
for working.”



NO MORE PROBLEMS

~~MESSED UP EATING SCHEDULE AT WORK PLACE~~

THANKS!

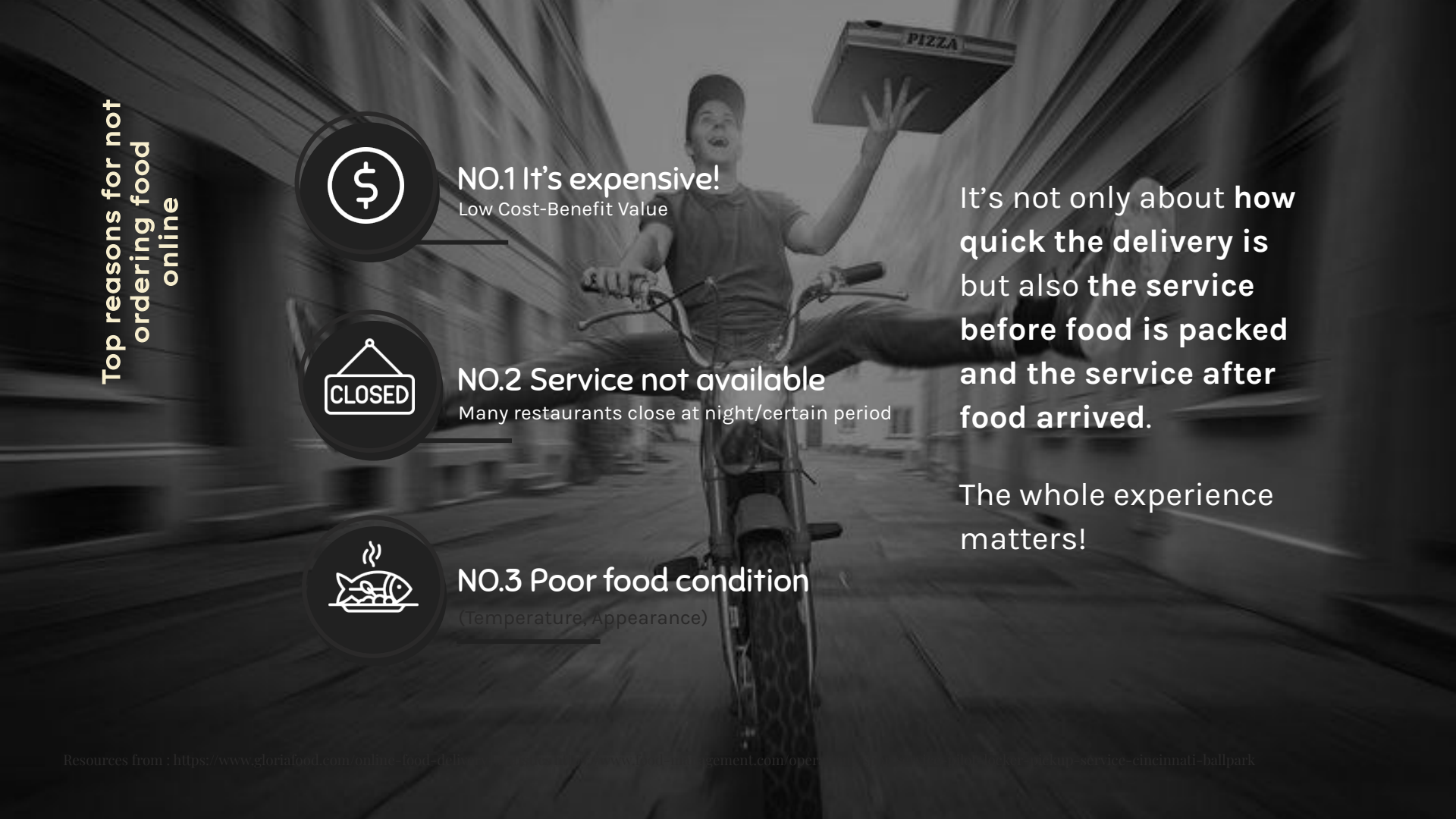


Presented by Rita & Vicky | 05-05-2020

APPENDIX

PROBLEM RESEARCHES

Top reasons for not ordering food online



NO.1 It's expensive!

Low Cost-Benefit Value

NO.2 Service not available

Many restaurants close at night/certain period

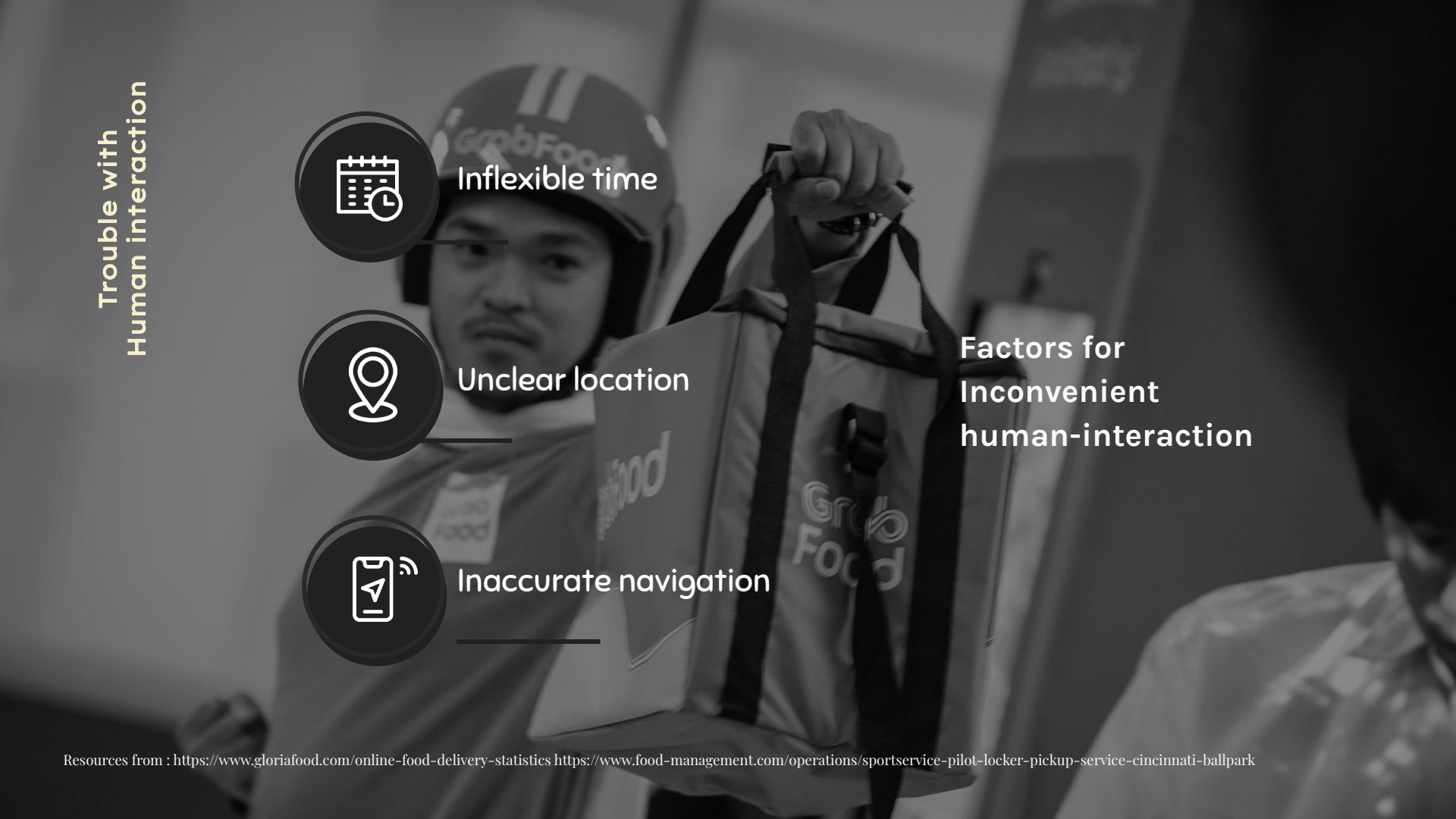
NO.3 Poor food condition

(Temperature, Appearance)

It's not only about **how quick the delivery is** but also **the service before food is packed and the service after food arrived.**

The whole experience matters!

Resources from : https://www.gloriafood.com/online-food-deliv[illegible] www.food-management.com/oper[illegible] [illegible]-locker-trickup-service-cincinnati-ballpark



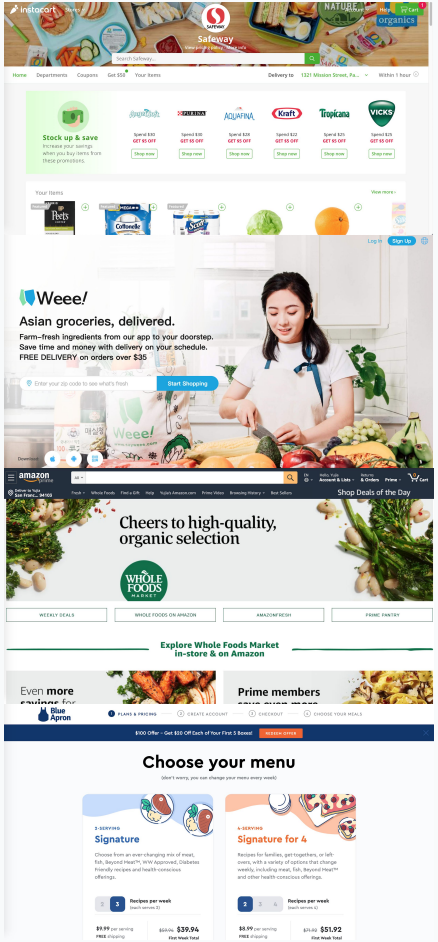
Resources from : https://www.gloriafood.com/online-food-delivery-statistics https://www.food-management.com/operations/sportservice-pilot-locker-pickup-service-cincinnati-ballpark

Busy millennials usually find it to be rigid and inconvenient to have high-quality food without any trouble when using food delivery services.

Problem Statement

LIGHT SPOT

Current Product Delivery Platform



- Grocery shopping delivery often has a storage place.

Current Product Food Lockers

The benefits for both customers and de business owners:

Automated Grocery&Food Locker ENGY (ENGY AGL)
Engineering & production technology Varshavskoe shosse, 125 J, building 6 Engy > Products > Automated Grocery&Food Locker ENGY Automated
http://www.en-gy.info/products/grocery-and-food-locker/

Amazon Locker:

'What is Amazon Locker?': Everything you need to know about ...
Amazon Lockers are like "self-service kiosks" where you can go to pick up items you've purchased on Amazon. They're located in more than 900
BI https://www.businessinsider.com/what-is-amazon-locker

Customized Locker:

Automated Refrigerator Food Vending Lockers Different Size D...
The WINNSEN 24 Hours Vending Lockers platform provides a simple and cost-effective path to realize 24/7 self-service shopping. 24 Hours Vending
https://www.winnsen.com/sale-6781807-automated-refrigerator-food-ve...

Beta Test for "Food Pod" & Monthly Subscription Fee:

Kadabra raises $1M, deploys next-gen, tech-enabled food 'pod...
Kadabra, the Portland startup formerly known as Veebie that briefly tested its concept for a tech-enabled, self-serve food "pod" in downtown Portland
https://mainestartupsinsider.com/kadabra-raises-1m-deploys-beta/

Specific Use Case for Sport Place:

Sportservice to pilot locker pickup service at Cincinnati ballpark
It's an old problem in sports venues. A fan leaves his seat to get some food and drink at a concession stand and ends up missing a good chunk of the
FM https://www.food-management.com/operations/sportservice-pilot-loc...

Technology:

Flow-Thru Locker Solution from Apex Makes Order Pick-Up as ...
Game-Changing Technology Gives Order Pick-Up Customers a Fast, No-Wait Experience CHICAGO, IL - May 20, 2018 - Apex Order Pick-Up
https://www.apexsupplychain.com/flow-thru-locker-solution-from-ap...

Foodservice - Apex Supply Chain Technologies
Busy customers want takeaway that's quick and easy. Now they can skip the register with Apex Order Pick-Up Solutions. They help takeaway
https://www.apexsupplychain.com/markets/foodservice/

Automat - Pizza Hut - For a “seamless and innovative carryout experience that eliminates the lines, the wait and the conversation."

- No heating or cooling capabilities
- High cost
- Functionality is too much or unnecessary

USER RESEARCH

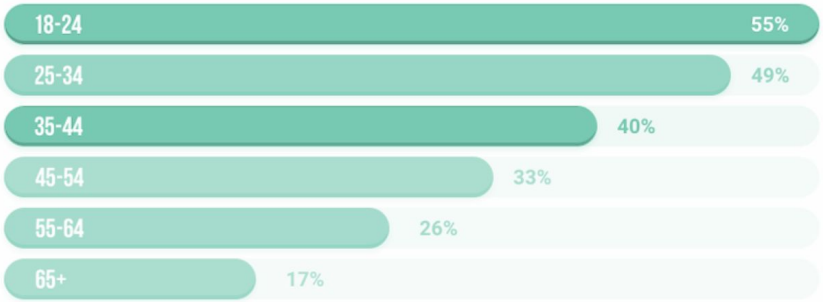
Secondary Research - Food Delivery Industry

Since 2014

digital ordering and delivery has grown 300% faster than dine-in traffic since 2014

Secondary Research - User Demographic

US Internet Users Who Used a Food Delivery Service to Deliver a Restaurant Meal, by Age, Feb 2018



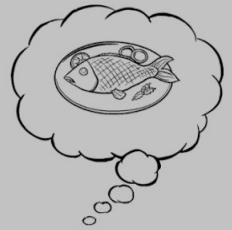
57% of millennials

(amounting to 73 million people in the US alone) say that they have restaurant food delivered so they can watch movies and TV shows at home

Journey Map

		Consider	Order	Wait	Pick-up	Eat
Doing		stay-up-late at workplace	only fast food chains are open	keep working	receive a phone call from the app and wait outside	open the package get the utensils eat the food
Thinking		time is late	choices are limited	when will my food arrive?	where is the delivery guy?	food tastes bad.
Feeling		starving and tired	unhealthy	so hungry, out of focus	frustrated	disappointed
Painpoints		most companies do not offer dinner	most restaurants close early	the estimated time is not accurate	bad commication via phone about the location	food is not in the correct temperature, the container/package is bad
Opportunities		We design a brand new food experience at one's workplace.				

It's time for lunch! However, David is still busy debugging for a really complex website...

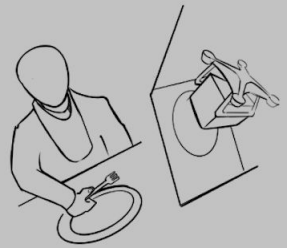


Hungry, timeless, and stressed-out... "Is there a straightforward way to get hot food?" David thinks.

His co-worker recommends him EAGO EXPRESS. Curiously, David orders his lunch, and notices the delivery time is just 15 mins.

Receiving the order, EAGO EXPRESS picks up fried fish from the restaurant and keeps it in the special storage to maintain the right temperature.

When the food arrives, David receives a QR Code to open the storage of EAGO EXPRESS for safety and privacy.



David enjoys his fried fish in correct temperature on time. He feels great about the safe and straightforward experience.

FUTURE TREND

2050 Scenario

1
NO POVERTY
Poverty is at an all-time low.

2
ZERO HUNGER
Advances in GMO, organic, and precision agriculture feed the world.

3
GOOD HEALTH AND WELL-BEING
Predictive and precision medicine is affordable and inclusive. The global life expectancy is 79 years.

4
QUALITY EDUCATION
Education levels are increasing globally. 91% of adult's complete secondary education and 30% pursue tertiary. Life-long learning accounts are commonplace.

5
GENDER EQUALITY
Economic development and education have decreased fertility rates globally. 55% of governments report equal gender representation.

6
CLEAN WATER SANITATION
Watershed restoration has improved annual flows and water security.

7
AFFORDABLE AND CLEAN ENERGY
Renewable energy is affordable, small-scale and decentralised. Smart technology shifts control from the utility to the consumer.

8
DECENT WORK AND ECONOMIC GROWTH
A living wage is achievable in most countries. Employment is easy to sustain and levels are high.

9
INDUSTRY, INNOVATION AND INFRASTRUCTURE
Artificial intelligence is pervasive across municipal systems which are smart and flexible. Natural capital, green tech, and resilience are highly subsidised.

10
REDUCED INEQUALITY
The wealth gap is low. The most growth in GDP is seen in the middle class, which now holds the largest share. High foreign direct investment (FDI) in the Global South is focused on natural capital.

11
SUSTAINABLE CITIES AND COMMUNITIES
Urban spaces are inclusive with affordable housing and accessible green space. Green infrastructure is prioritised over grey with a focus on resilience.

12
RESPONSIBLE CONSUMPTION AND PRODUCTION
Economies are circular and value based. Natural capital is integrated into financing.

13
CLIMATE ACTION
Collaborative decarbonisation efforts have been made globally across sectors. Global mean temperature rise has remained below the 1.5oC target and the sea level has risen less than expected.

14
LIFE BELOW WATER
Marine protected areas more than doubled since 2019. 95% of the Great Pacific Garbage Patch has been cleared.

15
LIFE ON LAND
Global forest cover has increased 30% since 2019. Key carbon stores (rainforests, soils, grasslands, wetlands, etc.) are intensively restored.

16
PEACE, JUSTICE AND STRONG INSTITUTIONS
80% of governments are democratically elected. Civil liberties, such as freedom of press, religion, and expression, are at an all-time high. Data collection is high, but anonymised, open, shared, and inclusive with high accountability.

17
PARTNERSHIPS FOR THE GOAL
Global relationships are stable and international institutions successfully facilitate global protocols.

Story Framing

WORLD DEFINITION

Where and when does your story take place?

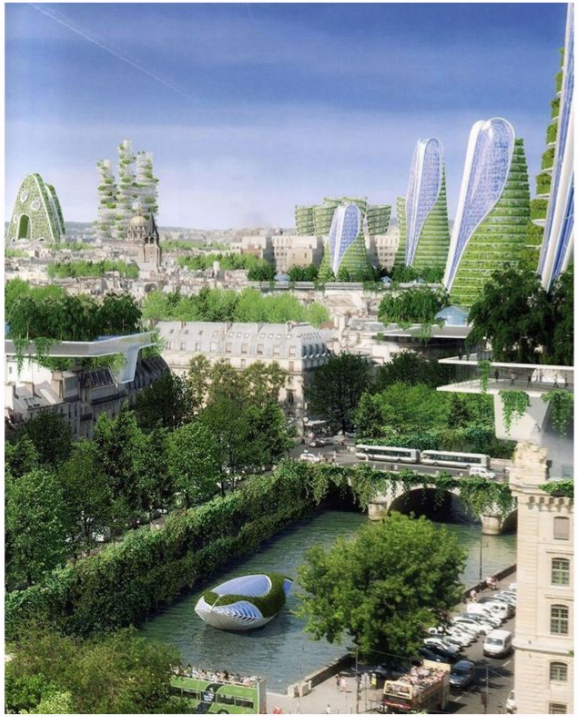
Post-anthropocene, where society consumes resources at the rate at which they can be replenished. Most populations are well-educated and wealthy.

What circumstances lead to your concept's adoption? Why does your concept gain traction and grow?

1. Affordability: Most populations are wealthy, and drone delivery is affordable for them.
2. Need: People enjoy better education, care more about health and want better convenient services.
3. Sustanability: Global ecosystem services are recognised and valued, helping to improve the quality of both planet and society.

How has society been defined by the concept?

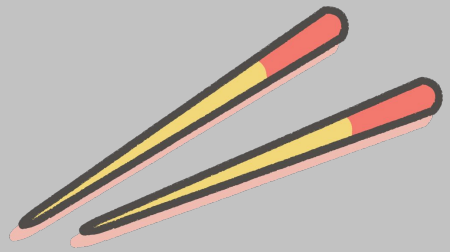
Both people and planet are on the path to a regenerative world. Society consumes resources at the rate at which they can be replenished, populations are diverse, and societal structures are balanced. Workers are paid a living wage and can pursue jobs that they enjoy and find meaning.



Are there any economic, environmental, political, or technological events that are important to the story?

1. Economic: Poverty is no longer a issue.
2.1 Political: UN promulgates the No War Decree to protect world's harmony.
2.2 Political: IUCN promulgates Sustanable Development Decree to protect the environment.
3. Technological: Thanks to the 4th Technique Revolution, advanced AI and IoT techniques are widely used and benefits the populations in their everyday life.

Key Exponential Trends



Potential Trends

Coworking Spaces Trend

The need for coworking spaces is growing rapidly worldwide. The number of global coworking spaces will grow from 14,411 in 2017 to just over 30,000 in 2022; The number of coworking members will grow from 1.74 million in 2017 to 5.1 million in 2022 at an average annual growth rate of 24.2%

https://2020.miff.com.my/media/news-and-featured-articles/117/collaborative-workspace-solutions-at-miff-office/

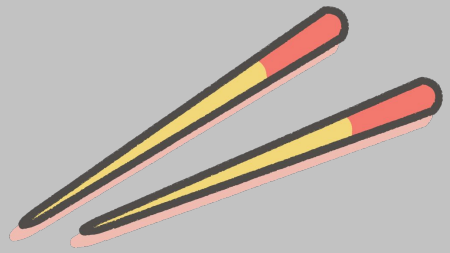
Potential Trends

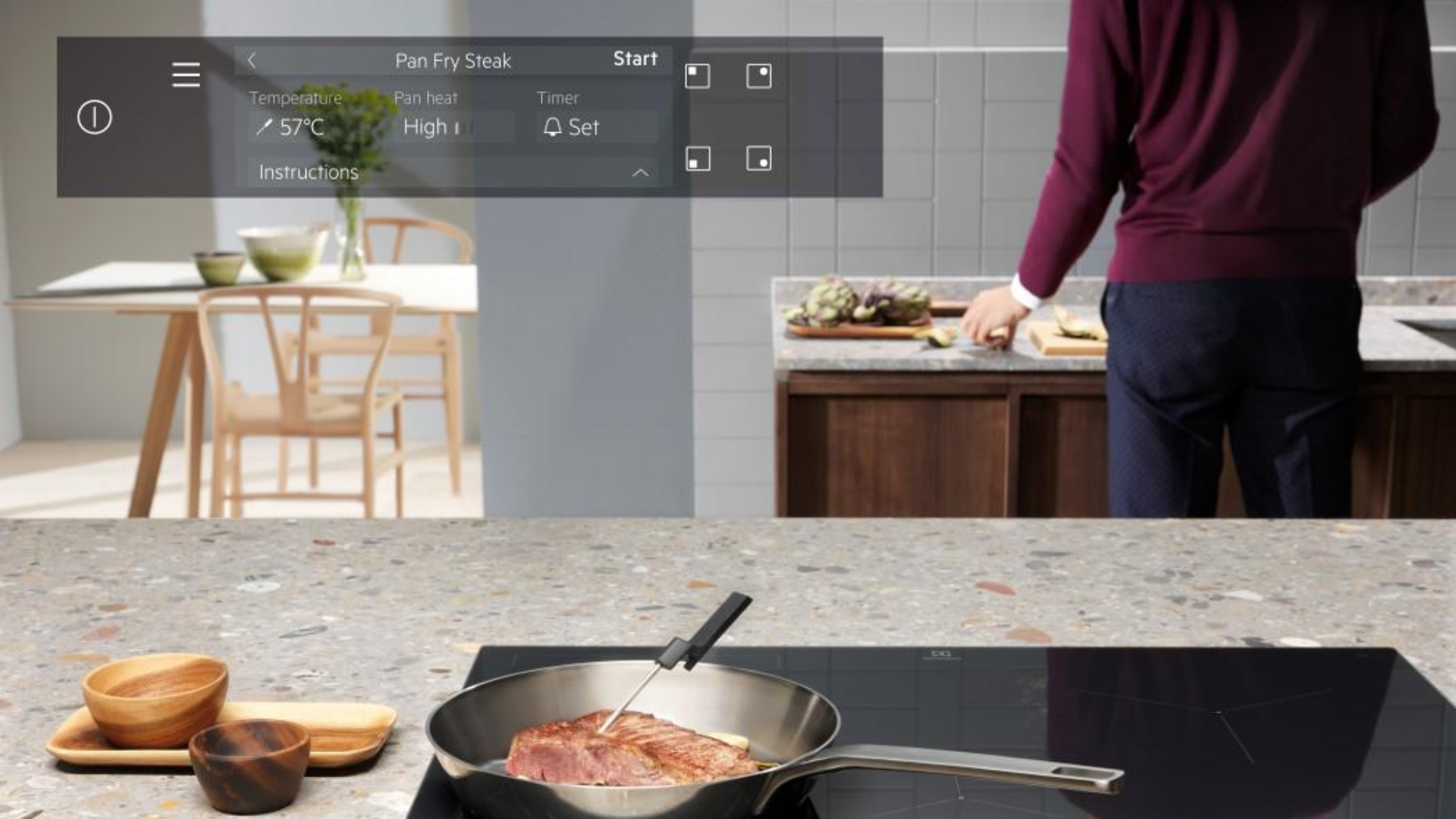
Tiny Robots for Food Delivery

San Francisco-based Starship Technologies is planning to deploy more than 1,000 robots to colleges and workplaces by the end of the year. The tiny robots can deliver your lunch for you.

https://futurism.com/food-delivery-robots-rollout

Inspirations




Pan Fry Steak
Start
Temperature
57°C
Pan heat
High
Timer
Set
Instructions

Inspiration

Electrolux's 2019 showcase in Stockholm aims at solidifying its place in every house and kitchen, with products that combine remarkable tech with remarkable usability. Their Intuit range of kitchenware aims at bridging the gap between artificial intelligence and expert cooking. This bridge allows users to rely on AI to assist in meal preparation.

https://www.yankodesign.com/2019/06/12/kitchens-and-homes-of-the-future-everything-in-store-at-electroluxs-2019-product-showcase/

Inspiration

Togo transforms a single sheet of paperboard into a hyper-efficient purse for your meal. The base element is card stock carrier that has a large circular cutout in the center to hold a drink and a smaller one offset to store a straw. On the left is what can best be described as a burger holster, and the opposite side features a v-shaped cut that acts a hook.

https://www.wired.com/2013/10/fast-food-packaging/

Feedbacks

✔️Embed the design of the UX and ID within the story

✔️One hero image including drone, UI, story all together

✔️Research from the previous slides

✔️Story: Adventure & Action & Drama