

# DOORDASH FOOD DELIVERY

A/B Testing Tipping Feature - Dasher Stories

Aabha Huddar, Matthew Christy, Vandana Srinivasan,  
Kudzai Mushongahande

Drexel University: College of Computing and Informatics  
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Dr. Jina Huh-Yoo



# Overview

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## Background

- DoorDash has 29% of the US Consumer's business.
- Dashers are paid for deliveries, but a 2019 New York Times article reported that consumers only tip about fifteen percent of the time.
- The tipping model of the Indian Delivery Giant Zomato allows drivers to state "what they were saving for" on the app, and we decided to implement this model for our study.



# Hypothesis

We predict that...

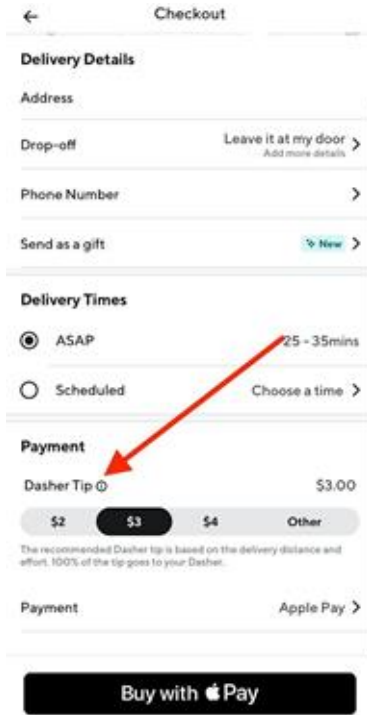
**If** users are shown their Dasher's personal story

**users will** have an empathetic viewpoint of Dashers' hardships during the COVID-19 pandemic

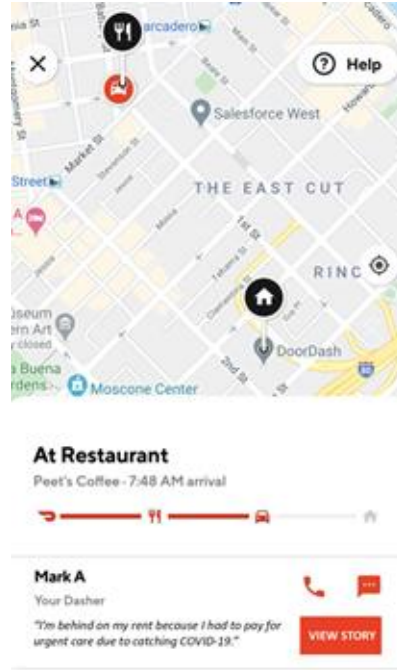
**which will** increase the likelihood of tipping and the tip amount.



# Methods



Current tipping interface  
Test Cell A



Proposed changes  
Test Cell B

*We predict that providing a way for users to view personal stories for Door Dashers' will increase the likelihood of tipping and the tip amount because users will have an empathetic viewpoint of Dashers' hardships during the COVID-19 pandemic. We will know this is true when we see an increase in tips and dollar amounts.*



# Data Analysis

## Categorical values

- If the user viewed a Dasher's Story or not (Test Cell B)
- Tips left for Dasher (Test Cell A & B)

**Proportion Test** - To analyze the proportion of users who tipped after reading the story in Test Cell B to the number of users who tipped in Test Cell A

## Continuous Numerical Value

- Tipping Amounts (Test Cell A & B)

**t-test** - with a .05 alpha to compare the tip amounts of users tipped in Test Cell B to the amounts of users tipped in Test Cell A



# Discussion

## Interpreting Results

How do we ensure this feature does not become another dark pattern

## Potential Pitfalls

What does empathy look like across cultures

How will we determine success?

## Design Implications

Should this feature be permanent? Or periodical?

## Further exploration





# Conclusion

Explore the relationship between tipping behavior and emotional incentives

