

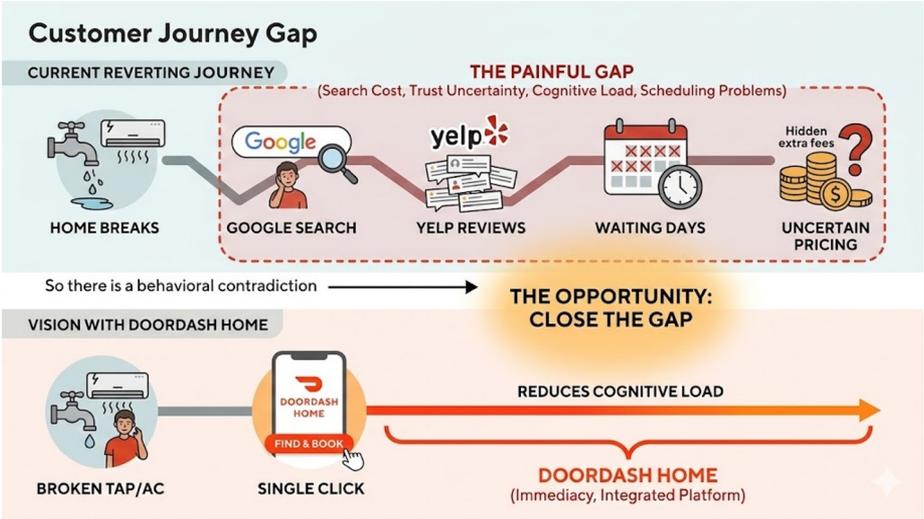
PRESENTED BY
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INTRODUCING DOORDASH HOME

Marketing Strategy Final Project

The "On-Demand" Gap in Home Services

- ✓ **The Status Quo:** Time-constrained urban consumers expect instant solutions for food and groceries, yet home services remain highly fragmented and manual.
- ✓ **Choice Overload:** Users face high cognitive load—searching Google, checking Yelp reviews, manually comparing prices, and enduring long wait times with quality uncertainty.
- ✓ **The DoorDash Solution:** We bridge this behavioral contradiction by embedding home services into a platform consumers already trust, drastically reducing search costs and scheduling friction.



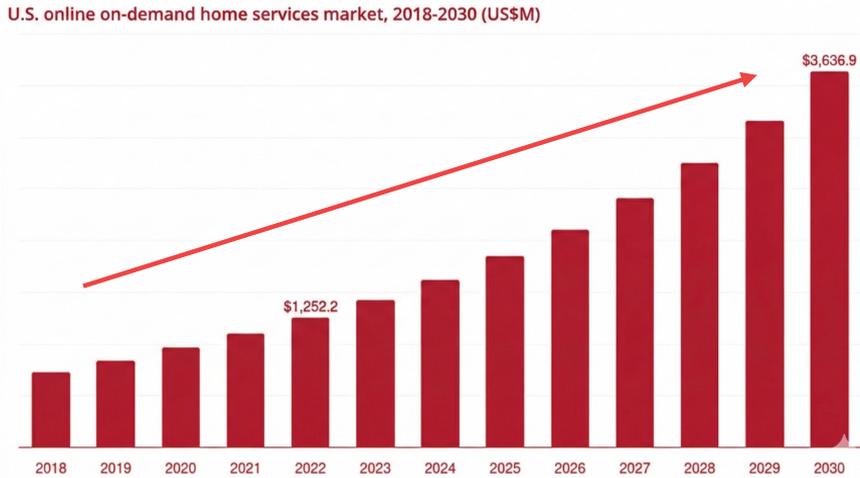
Analysis of Market Situation

\$3.7B+

U.S. Market by 2030

14.3%

Projected CAGR



Source: Grand View Research

U.S. Market Advantage

- Remain attractive due to:
 - Widespread smartphone usage
 - High disposable income and strong digital adoption
 - Mature gig labor supply

The DoorDash Opportunity

- Highly fragmented industry with no dominant integrated ecosystem
- Leverages DoorDash's existing high-frequency traffic and nationwide logistics for vertical expansion

Positioning

1. Market Problem

Current platforms = marketplace search model

Users must:

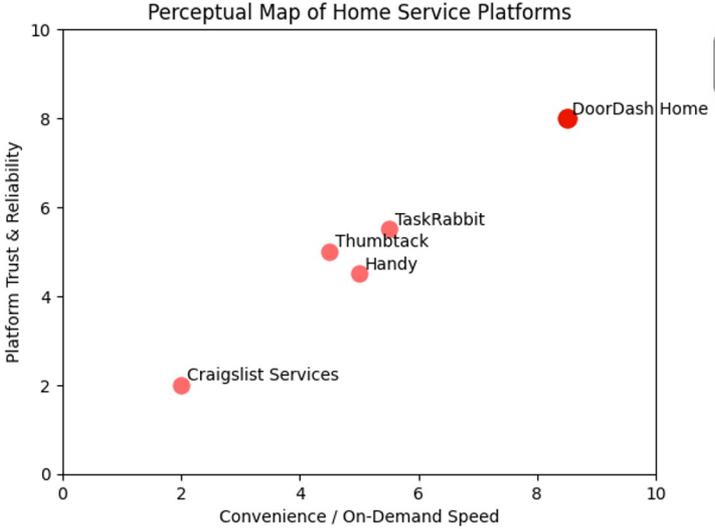
- 1. Browse providers
- 2. Compare profiles
- 3. Message for availability

➔ **Result: slow, uncertain process**

2. DoorDash Advantage

- 1. Existing platform infrastructure
- 2. Real-time demand-supply matching
- 3. Millions of active users
- 4. Saved payment system
- 5. Established rating & review system

➔ **Extend existing system to home services**



Competitive Landscape

TaskRabbit / Handy
↓
Active provider selection by users & service quality varies

DoorDash Home
↓
More standardized service & reduces uncertainty

Speed

- Instant booking
- Same-day service

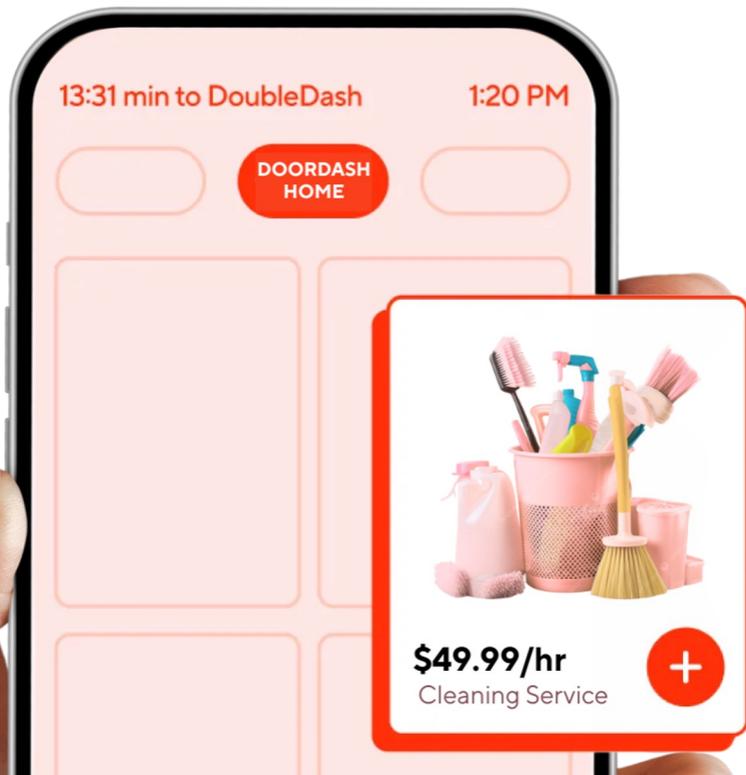
Transparency

- Clear pricing
- Reliability metrics
- Repeated hire

Trust

- Background checks
- Secure payments
- Platform support

Product: DoorDash Home Services



Flexibility

- Book 1 to 4 hours based on your specific needs.
- Basic, Deep, and Move-out Cleaning
- Kitchen, Bathrooms, and Surfaces
- Organizing and moving furniture

Seamless User Experience

- The structure people already know from DoorDash.
- Real-time arrival tracking
- In-app messaging for instructions
- One-click job confirmation

Pricing

Value-Based Convenience Pricing

- Price reflects speed, convenience, and reliability
- Avoids both low-price trust concerns and premium luxury positioning

Core Pricing Structure

- Base service fee by task and duration
- Platform fee (10-15%)
- DoubleDash add-on option with convenience orders

Membership and Recurring Services

- DashPass integration → reduced service fees
- Priority booking for members
- Recurring service plans → lower base service price

Distribution

Direct Platform Distribution

- Services integrated into DoorDash app
- New “Home” tab for service categories
- Instant or scheduled booking

Selective Provider Network

- Licensed, background-checked professionals
- Task-specific certifications (cleaning, plumbing, moving)

Trust & Reliability Infrastructure

- Transparent performance metrics
- DashNow option for urgent services

Home



Try DoorDash Home & Get \$25 Back

Book plumbing, cleaning,
or lawn care today.

Claim Offer



YOUR DOOR TO
MORE HELP
LESS HASSLE

 **DOORDASH** Ads

Strategic Risks

Brand Dilution Risk

DoorDash is strongly associated with food and groceries, while home services are slower and more complex. If consumers associate DoorDash with poor job quality or safety incidents, it may damage the core brand.

Liability and Legal Risk

Because DoorDash Home workers enter customers' private homes, any incidents like property damage or theft creates higher legal and financial exposure than food delivery, potentially triggering insurance claims, lawsuits, and major reputational harm.

Segmentation

ATTRIBUTE	DoorDash high-user	Convenience Seekers	Family Households	The Independent Seniors
Demographic	Urban, 25–40, high income, renters	Young renters, lower-middle income	Suburban families, middle income	Age 50+, living alone, fixed or retirement income
Life Situation	Long work hours, no time	Busy but budget conscious	Kids + household management burden	Independent but limited mobility
Service Need	Quick fixes (cleaning, handyman, grooming)	Occasional small tasks	Recurring cleaning and repairs	Minor home repairs, medication pickup, basic household help
Time Sensitivity	Very high	Moderate	High	Moderate
Price Sensitivity	Low–moderate	High	Moderate	Moderate-High
Attitude toward Service	Efficiency-driven	Convenience-driven	Responsibility-driven	Safety-driven; trust and human interaction matter
Booking Behavior	Instant booking preferred	Compare prices first	Scheduled + Recurring	Prefer simple interface; assisted booking
Platform Expectation	Speed + Reliability	Low price + Availability	Trust + Safety	Safety + Low Price