



The Fastest Food in the City — How Deliveroo speed up iteration and drive great design with Marvel Enterprise

Background

Deliveroo has transformed the way we think about eating out - by bringing restaurants to our doorstep. Their mission to become the world's best delivery service is well underway; with their product becoming a place for discovery of new cuisines, supporting restaurant growth and providing flexible and secure work for riders. With these three big counterparts, they need tools that help them scale, their way.

“Through design we can visualise what an experience might look like and put that in front of the right people. Even if that just means agreeing internally what that would look like. We try to make this iteration cycle as fast as possible so that we can get from idea to launch as quickly as possible. Marvel helps with exactly that.”

Challenges

- Harbours entrepreneurial and energetic spirit throughout the team
- Finding tools which allow teams to move autonomously
- Accelerating feedback loops and time taken to share work

Solutions

- Rapid prototyping tool which allows teams to share and convey ideas fast
- Realistic prototypes suitable to share with users during research
- Optimised workflow for designers using the Sketch plugin

■ 2+

Years as Marvel customer

Deliveroo have been prototyping and scaling at pace with Marvel since Nov 2015.

■ 20

Designers

Their team of 20 use Marvel to share designs, prototypes and iterate fast.

■ 15

Research & Content Users

Marvel isn't restricted to designers at Deliveroo, it fits with their collaborative culture.

“The ability to get an idea from Sketch and approach it as a team, means we evaluate and polish it together, quickly. Marvel supports this process and puts our ideas into a format where people can really experience how something will look and feel.”



Simon Rohrbach

Director of Content, Research and Design