



A Just Eat product transformation

**beyond**

2017 was a **BIG** year for Just Eat

# 1 of

the largest AWS  
customer in Europe

# 2000+

orders taken on peak times per min

# 100+

events recorded per second

# 400+

people in the Product and  
Tech department

# Global

e.g. UK, Ireland, Canada, Australia, France,  
Spain, Italy, Denmark, Switzerland, NZ

# 20m+

active users globally



Takeaways  
£7.6bn

**JUST EAT**

Uber  
**Eats**

**GRUBHUB**

**caviar**

**EAT24**

seamless



Meal Kits <sup>1</sup>  
\$5bn

**Blue Apron**

FRESHLY

**Plated.**

SUN BASKET

PURPLE | CARROT



Grocery  
Del.  
£11.1bn

**freshdirect**

**BOXED**

amazonfresh



Recipes  
-

FOOD52

epicurious

TASTY

innit

basically



Reservations  
-

OpenTable

RESY



Lunch Sub.  
-

MEALPAL



Rest. POS  
£224M

SHOPKEEP

ojo

Square



Digi. Health  
£2bn

weightwatchers

Lifesum

myfitnesspal

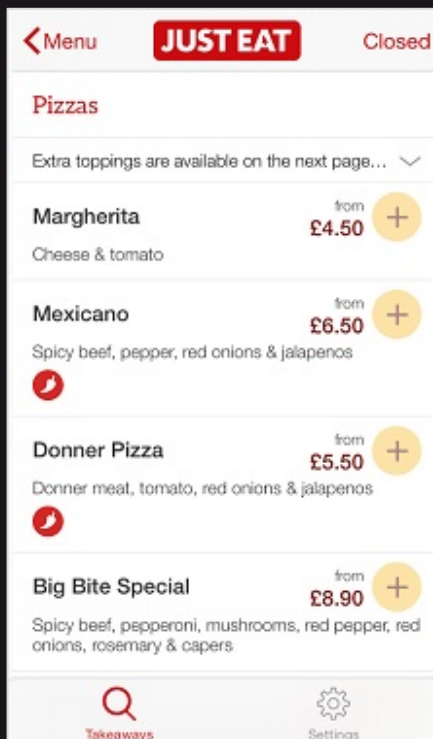
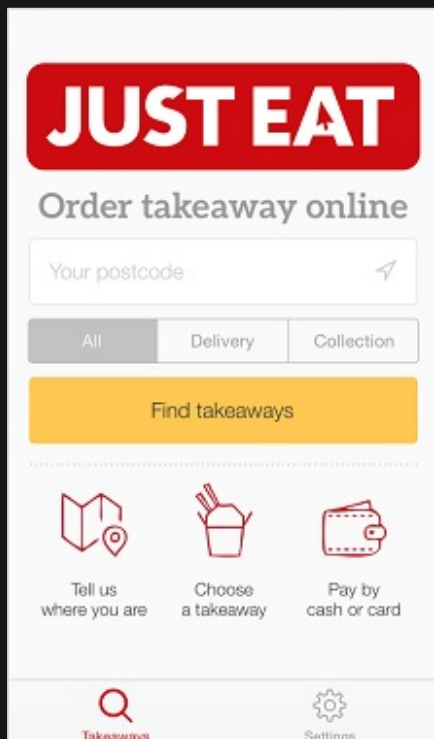


Catering  
£1.3bn

ZeroCater

**beyond**

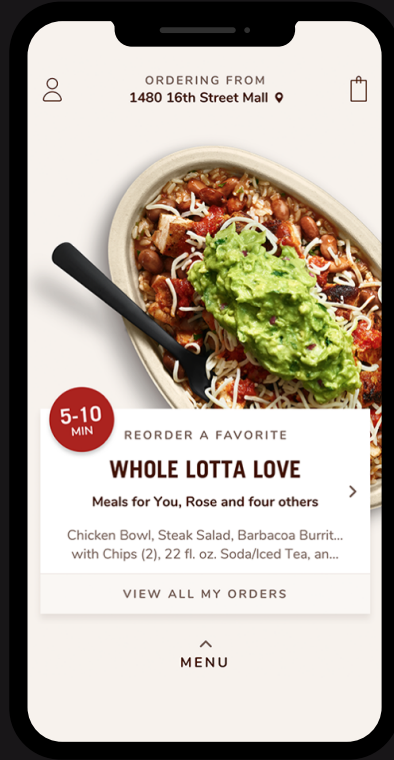
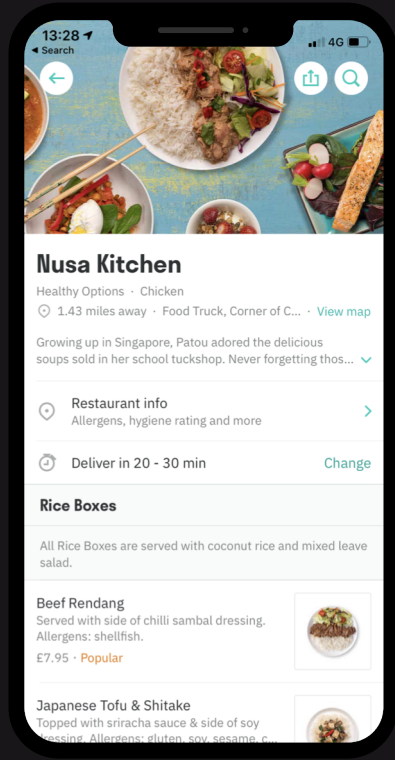
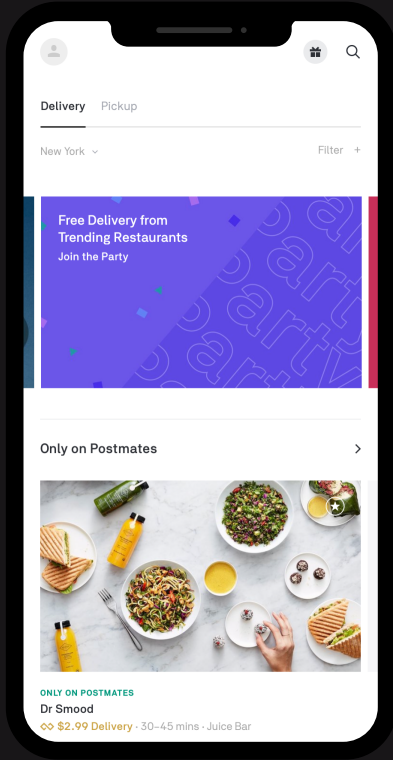
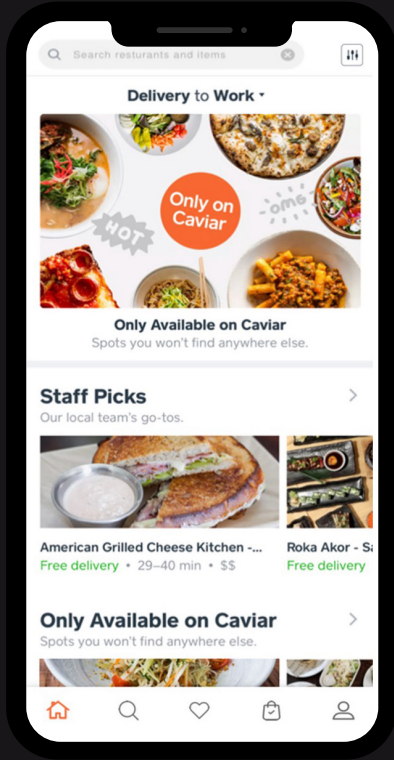
2016

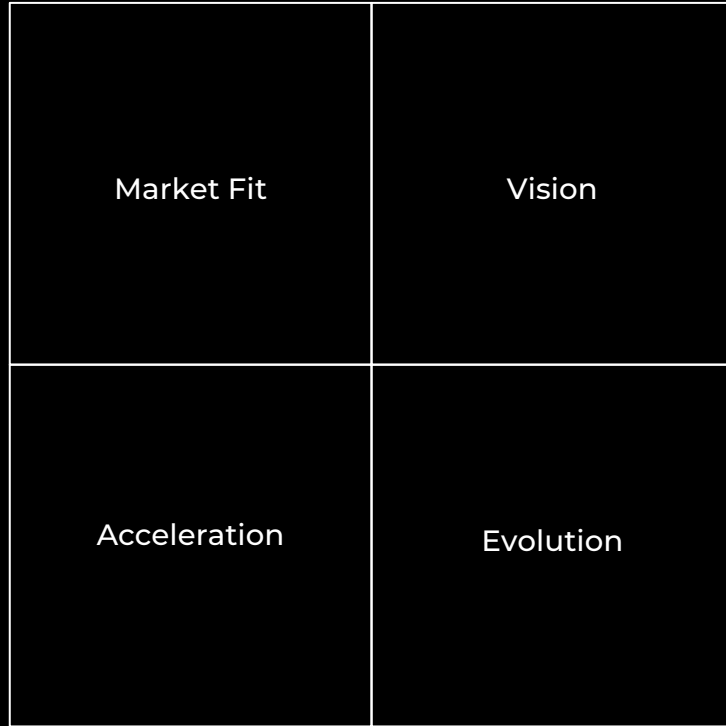


caviar



Uber Eats







## Food delivery

JUST EAT



GRUBHUB

Uber  
Eats

amazon restaurants

TASTY

caviar



Plated.

FRESHLY

seamless

BOXED

beyond

## Best-in-category inspiration



amazon

NETFLIX

Etsy

CLASSPASS

ASOS

Booking.com



depop

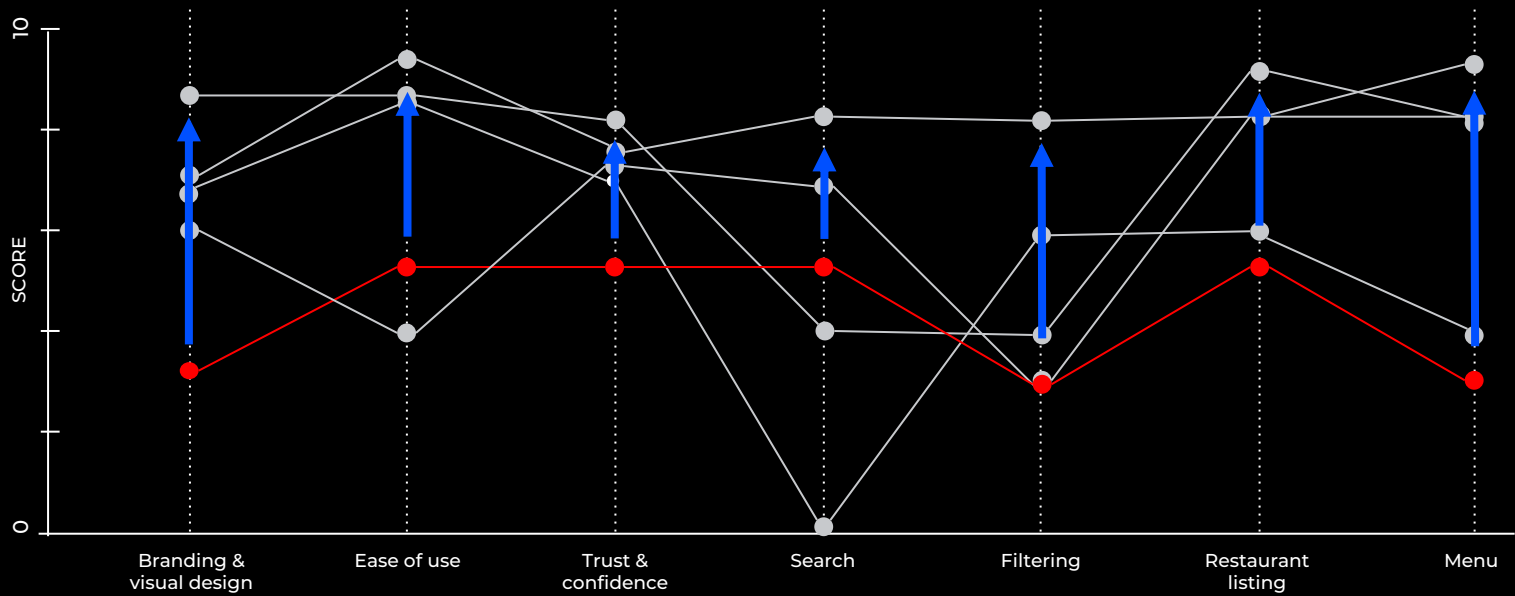


# slack



skype

→ Citymapper

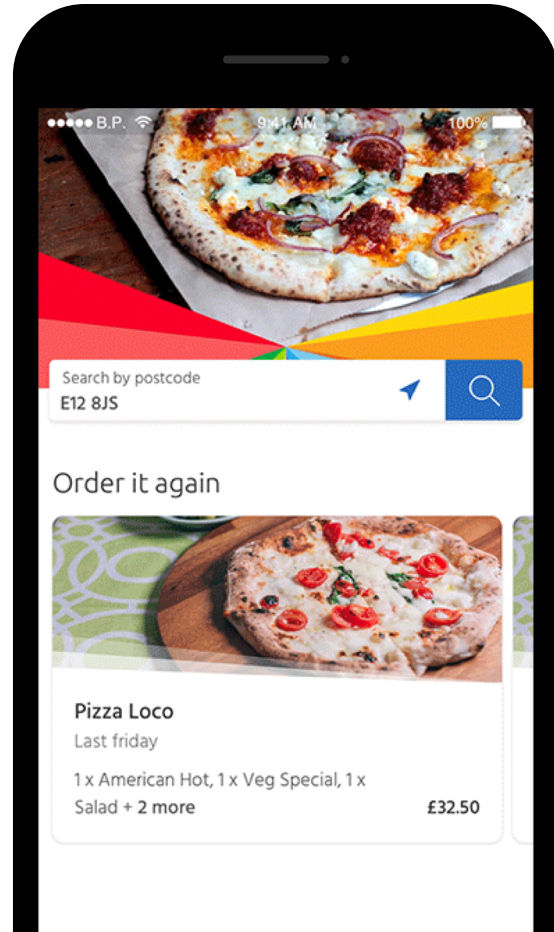


\*Illustrative

Helping people who  
love Just Eat to  
discover great food

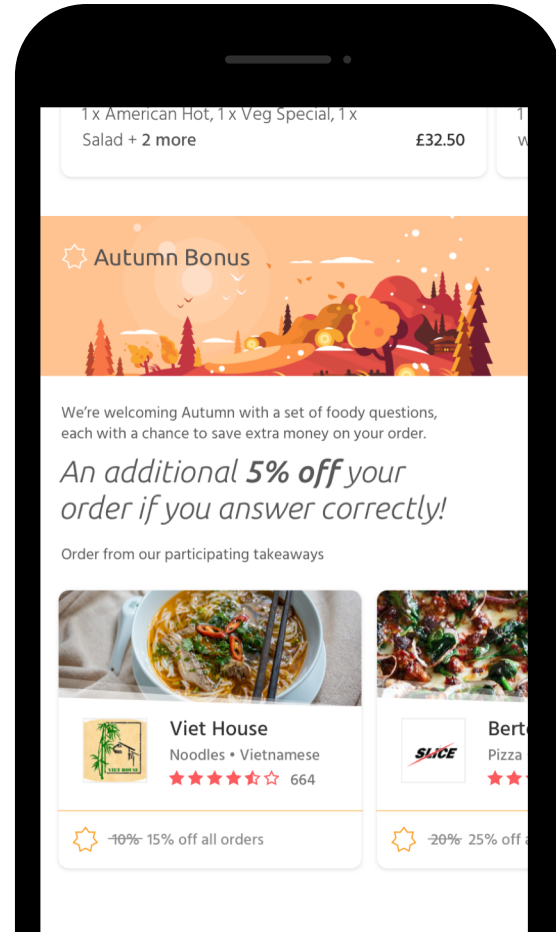
beyond

June 2017



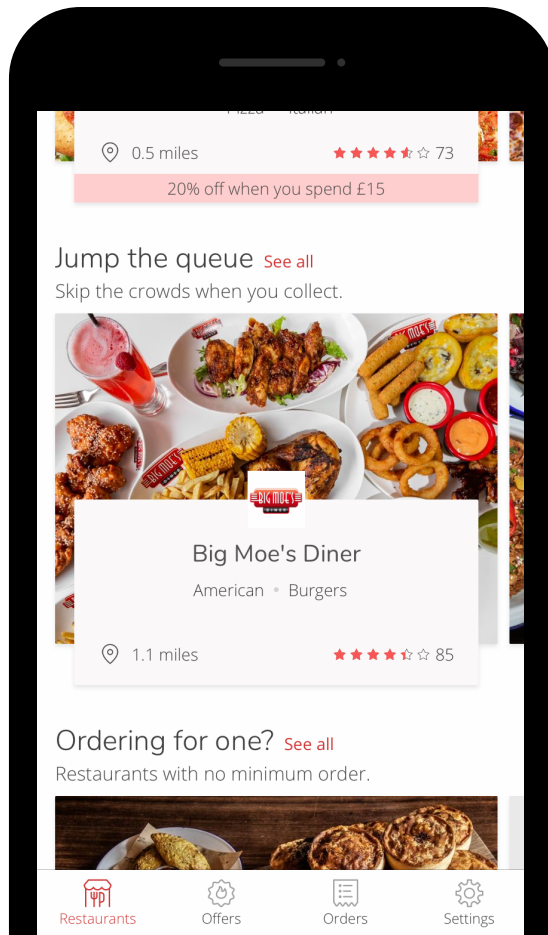
Making offers easier  
to discover, more  
personal and more  
interesting for users

June 2017



Explored new  
product features

June 2017



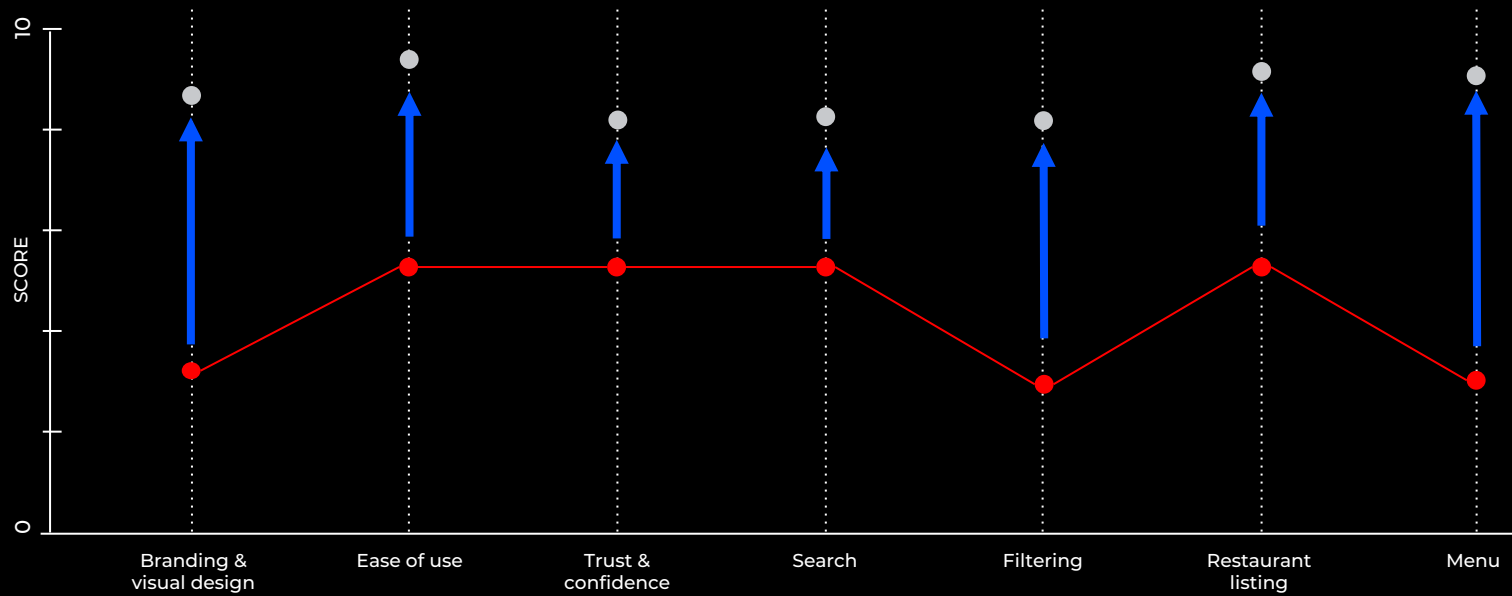


I'm concerned about coping  
with additional volume of orders

Will Just Eat take all my  
orders and customers?



It's a new business, I don't  
have proof of address yet...



\*Illustrative



beyond





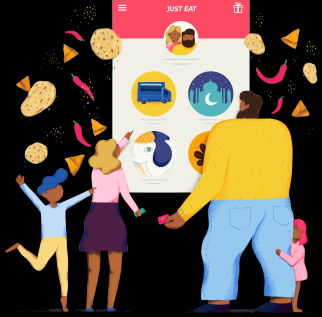
DESIGN THINKING

Jobs To  
Be Done

World Class  
Digital Experiences

Future Market  
Opportunities

OKRs



Brilliant beginnings



Catering to all occasions



Knowing me, knowing you



Getting closer to food



Courting the consumer



Hiccup-free delivery

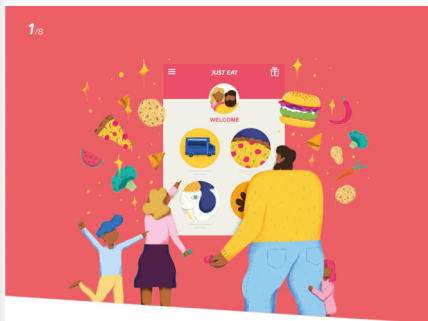


Alright on the night



Make a habit of it

1/8



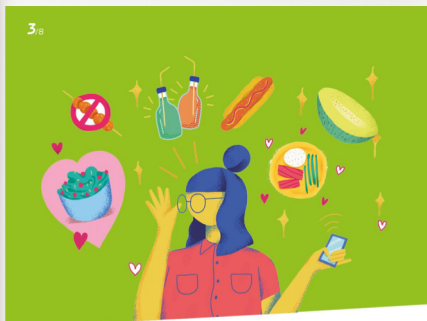
## Brilliant beginnings

You've heard this one before, but it's worth repeating. First impressions count. That's why building a seamless onboarding journey for new consumers and partners is a good place to start.

Discover our other foundations on The Kitchen.

**JUST EAT**

3/8



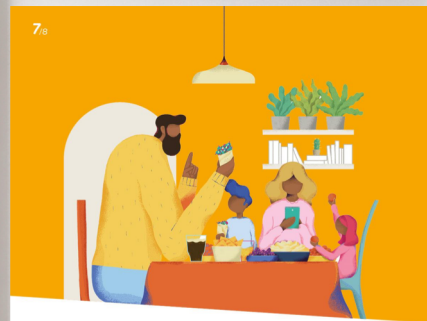
## Knowing me, knowing you

It feels good when someone makes an effort to get to know you. That's how we want our customers to feel. Think about what you're serving from their perspective, from the content on the app to the food on the table.

Discover our other foundations on The Kitchen.

**JUST EAT**

7/8



## All right on the night

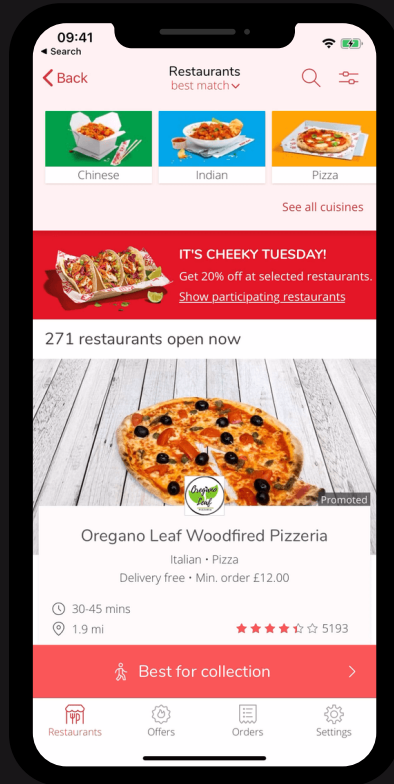
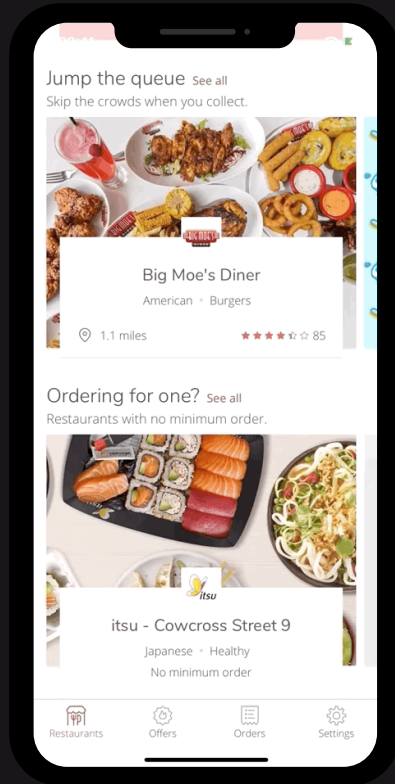
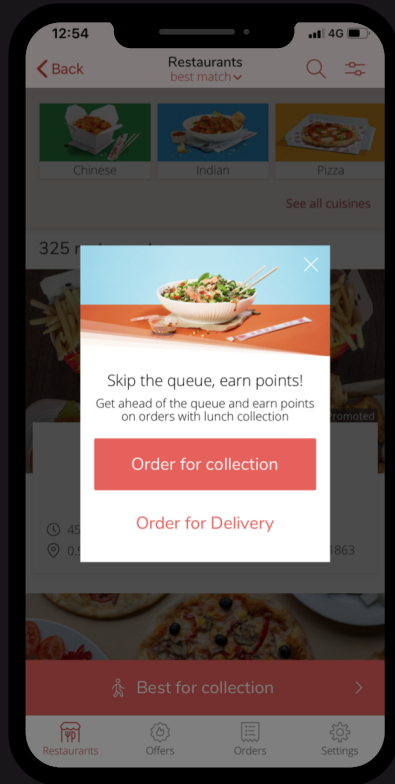
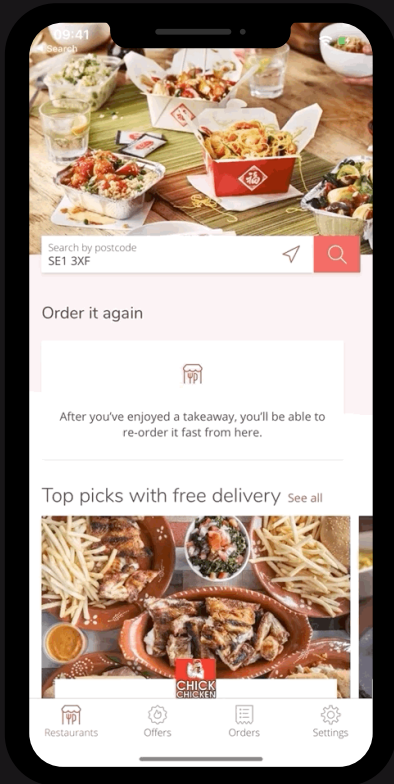
If you've ever opened your bag to find it's not what you've ordered, you already know the agony we're trying to avoid. Perfecting order placement and management and fixing issues fast and fairly on the night will make sure it's always right food, right time.

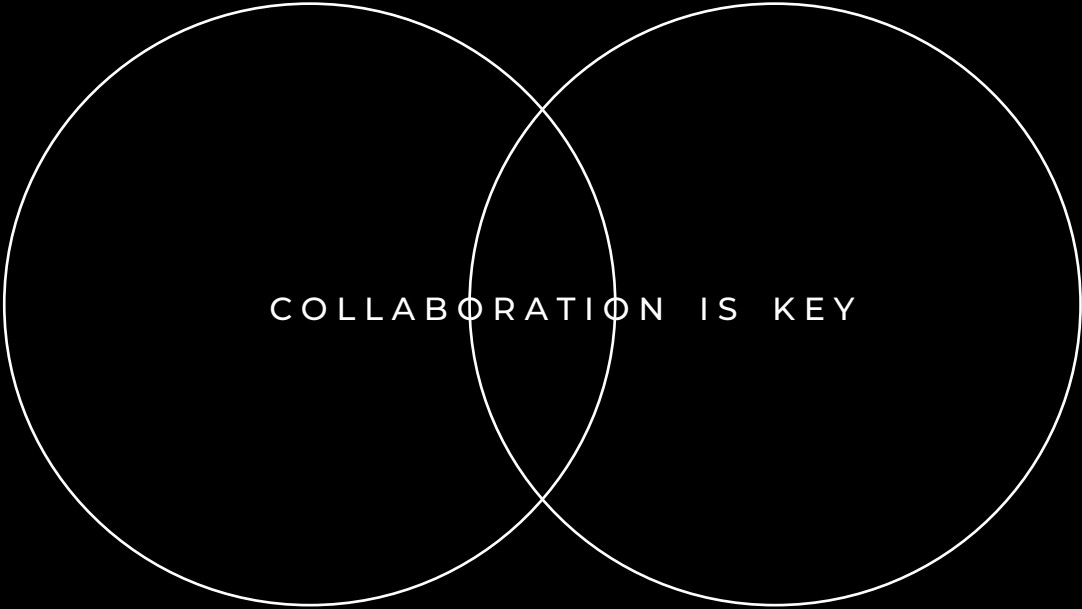
Discover our other foundations on The Kitchen.

**JUST EAT**

# The Just Eat 2018 global meet







COLLABORATION IS KEY

EDUCATION IS JUST AS IMPORTANT AS BUILD

USE A METHODOLOGY  TO LEAD THE WAY



Thanks for listening.

**beyond**