

AI-powered Menu Marketing: A Case of DoorDash



Source: Unsplash (2023)

Background

Visual aids have always been a powerful tool in driving sales, with approximately 38% of customers agreeing that menu photos significantly influence their choice of restaurant (DoorDash, 2025). Attractive and high-quality images not only grab attention but also help customers visualize the dishes, making them more likely to choose a restaurant that showcases its offerings visually.

In April 2025, food delivery giant DoorDash introduced a suite of AI-powered tools aimed at helping merchants optimize their online menus and boost sales by up to 44% (Hospitality Technology, 2025). These tools, available through DoorDash's Business Manager App, include an AI-powered camera that uses real-time computer vision to guide businesses in finding the best angles, lighting, and cropping for their product photos (DoorDash, 2025). The technology also enhances backgrounds, such as replacing a foam container with a ceramic plate, to create more polished and professional images (ZDNET, 2025). These features allow businesses to produce visually appealing photos without altering the actual appearance of the food (TechInformed, 2025).

Another new feature is the item description generator, which helps businesses create enticing menu descriptions for their dishes with one click using AI (Hospitality Technology, 2025). Leveraging the power of AI, this innovative tool generates compelling menu descriptions in seconds based on inputs like item names and photos (TechInformed, 2025). Merchants who have adopted the feature report a noticeable increase in sales for specific items, attributing this success to the more engaging descriptions (DoorDash, 2025). Additionally, DoorDash has incorporated AI moderation to offer instant photo approval, empowering restaurants to update their menus in minutes (ZDNET, 2025). Together, these tools significantly reduce the time restaurant managers spend on routine tasks, allowing them to focus more on delivering exceptional service.

Challenges

While these advancements are designed to enhance sales and streamline operations, they raise concerns about authenticity. AI-driven photo enhancements, such as smart lighting and

background adjustments, along with AI-generated descriptions, may not always reflect the true quality of the products. By masking imperfections, these tools could elevate customer expectations to unrealistic levels. If the actual product quality falls short of what is portrayed, it risks customer dissatisfaction and could harm the reputation of both the restaurant and the platform.

Discussion Questions

1. What are the potential benefits and challenges of incorporating AI-powered menu marketing tools?
2. How can restaurants or DoorDash better manage customer expectation while utilizing AI tools that enhance the visual and descriptive appeal of their menu items?
3. How might the introduction of AI tools like those offered by DoorDash change the landscape of the food delivery and restaurant industry in the coming years?
4. What are the long-term implications of widespread AI adoption in the food delivery industry?

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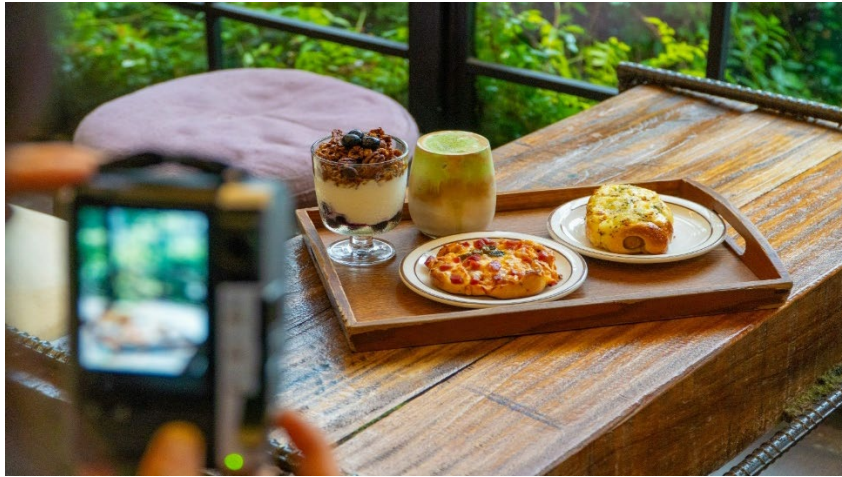
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Keywords

- Food and Beverage
- Artificial Intelligence (AI)
- Visual Marketing
- Instant Photo Approval
- Food Delivery Platforms
- Customer expectation

AI 驱动的菜单营销：DoorDash 案例



Source: Unsplash (2023)

背景

视觉辅助工具一直是推动销售的强大工具，大约有 38% 的顾客认为菜单照片显著影响了他们对餐厅的选择（DoorDash,2025）。引人注目且高质量的图像不仅能吸引注意力，还能帮助顾客想象菜肴的样子，使他们更有可能选择那些以视觉方式展示其产品的餐厅。

2025 年 4 月，外卖巨头 DoorDash 推出了一套 AI 驱动的工具，旨在帮助商家优化其在线菜单，并将销售额提升高达 44%（Hospitality Technology,2025）。这些通过 DoorDash 商家管理应用程序提供的工具，包括一个 AI 驱动的摄像头，它使用实时计算机视觉技术来指导商家为产品照片找到最佳角度、光线和裁剪方式（DoorDash,2025）。该技术还能增强背景，例如将泡沫餐盒替换为陶瓷盘子，以创建更精致、更专业的图像（ZDNET,2025）。这些功能使商家能够在不改变食物实际外观的情况下，制作出视觉上吸引人的照片（TechInformed,2025）。

另一个新功能是菜品描述生成器，它利用 AI 技术，通过一键点击帮助商家为其菜肴创作诱人的菜单描述（Hospitality Technology,2025）。这款创新工具利用 AI 的力量，根据菜品名称和照片等输入信息，能在几秒钟内生成引人注目的菜单描述（TechInformed,2025）。采用此功能的商家报告称，特定菜品的销售额有明显增长，并将这一成功归功于更具吸引力的描述（DoorDash,2025）。此外，DoorDash 还引入了 AI 审核功能，提供即时照片批准，使餐厅能够在几分钟内更新菜单（ZDNET,2025）。总而言之，这些工具极大地减少了餐厅经理花费在日常任务上的时间，让他们能更专注于提供卓越的服务。

挑战

尽管这些技术进步旨在提升销售和简化运营，但它们也引发了对真实性的担忧。AI 驱动的照片增强功能（如智能光线调整和背景优化）以及 AI 生成的描述，可能并不总能反映产品的真实品质。通过掩盖瑕疵，这些工具可能将顾客的期望提升到不切实际的水平。如果实际的产品质量未能达到所展示的效果，则有可能导致顾客不满，并可能损害餐厅和平台双方的声誉。

讨论问题

1. 引入 AI 驱动的菜单营销工具有哪些潜在的益处和挑战？
2. 在利用 AI 工具增强菜单项目的视觉和描述吸引力时，餐厅或 DoorDash 应如何更好地管理顾客期望？
3. DoorDash 提供的此类 AI 工具的引入，可能会如何改变未来几年外卖和餐饮行业的格局？
4. AI 在外卖行业广泛应用的长期影响是什么？

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关键词

- 餐饮
- 人工智能 (AI)
- 视觉营销
- 即时照片审核
- 外卖平台
- 顾客期望

AI 驅動的菜單行銷：DoorDash 案例



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2025 年 4 月，外送巨頭 DoorDash 推出了一套 AI 驅動的工具，旨在幫助商家優化其線上菜單，並將銷售額提升高達 44%（Hospitality Technology, 2025）。這些透過 DoorDash 商家管理應用程式提供的工具，包括一個 AI 驅動的攝像頭，它使用即時電腦視覺技術來指導商家為產品照片找到最佳角度、光線和裁剪方式（DoorDash, 2025）。該技術還能增強背景，例如將泡沫餐盒替換為陶瓷盤子，以創建更精緻、更專業的圖像（ZDNET, 2025）。這些功能使商家能夠在不改變食物實際外觀的情況下，製作出視覺上吸引人的照片（TechInformed, 2025）。

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挑戰

儘管這些技術進步旨在提升銷售和簡化營運，但它們也引發了對真實性的擔憂。AI 驅動的照片增強功能（如智能光線調整和背景優化）以及 AI 生成的描述，可能並不總能反映產品的真實品質。透過掩蓋瑕疵，這些工具可能將顧客的期望提升到不切實際的水平。如果實際的產品品質未能達到所展示的效果，則有可能導致顧客不滿，並可能損害餐廳和平台雙方的聲譽。

討論問題

1. 引入 AI 驅動的菜單行銷工具有哪些潛在的益處和挑戰？
2. 在利用 AI 工具增強菜單項目的視覺和描述吸引力時，餐廳或 DoorDash 應如何更好地管理顧客期望？
3. DoorDash 提供的此類 AI 工具的引入，可能會如何改變未來幾年外送和餐飲行業的格局？
4. AI 在外送行業廣泛應用的長期影響是什麼？

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- 視覺行銷
- 即時照片審核
- 外送平台
- 顧客期望