

# Agenda

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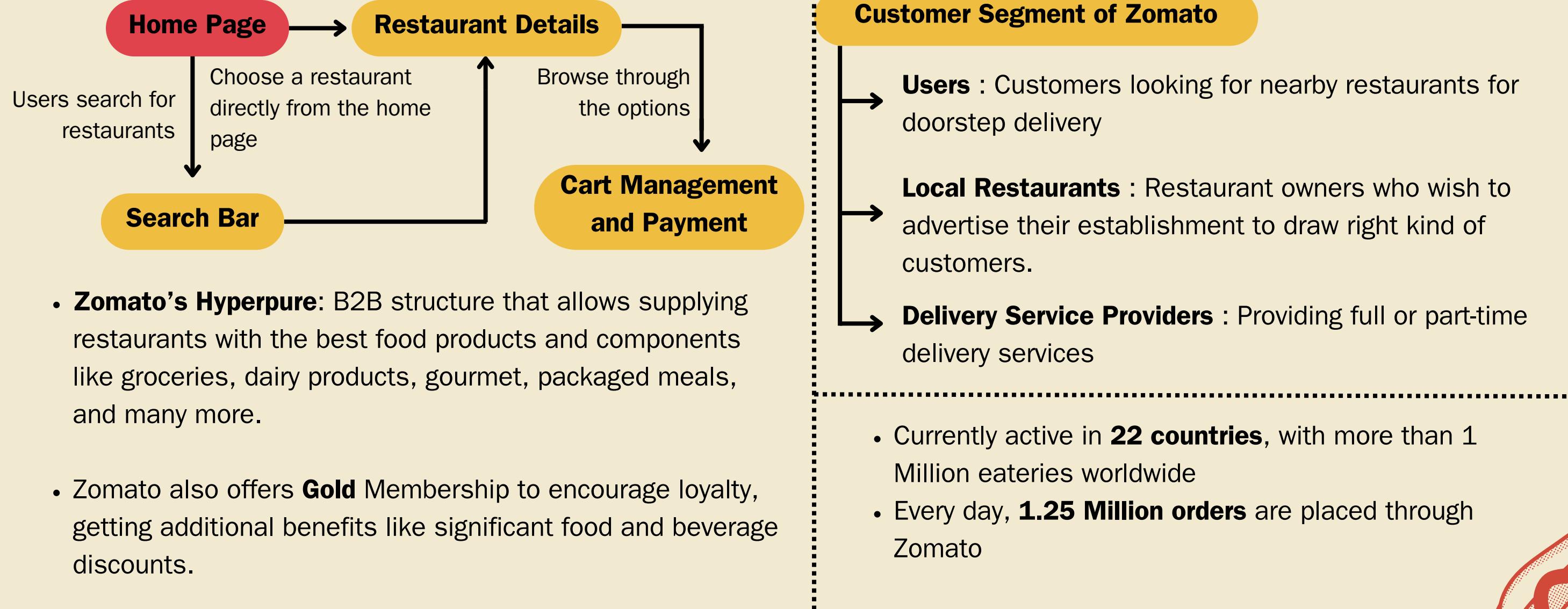
# Understanding Zomato

Zomato is an **Indian restaurant aggregator** and food delivery company.

Founded in 2008, partnered with restaurants in more than 1,000 Indian cities and towns, as of 2022-23.

After going public in July 2021, Zomato faced a constant push for increasing their profitability and one of the key ways to achieve that is by increasing the number of times users order using the platform.

**We have to understand current problems within the app regarding recurring/ frequent use cases and Research the market to understand user needs and potential gaps.**



# Understanding Zomato

## Understanding the Market

- The industry structure is believed to remain a **duopoly of Zomato and Swiggy** with limited disruptions from the likes of Amazon and others
- India's online food delivery market (pre-pandemic) stood at USD 4.2 Bn, with an estimated 45-55 Mn online food delivery users representing ~9% of the total 700 Mn internet subscribers.
- Rapid growth and urbanization with increasing nuclear families and a busy lifestyle are all factors contributing to the growth of this sector.

## SWOT Analysis

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> <li>Market Dominance in India, with Zomato and its rival Swiggy as the two absolute market leaders.</li> <li>Acquired Uber Eats, Blinkit and other minority stakes in startups like Grofers, Shiprocket, etc.</li> <li>Simple and user-friendly interface</li> <li>Dynamic marketing strategies</li> <li>International presence in countries like Australia, Netherlands, USA and some Southeast Asian countries.</li> </ul>	<ul style="list-style-type: none"> <li>Food Delivery Market is in general, viewed as loss making ventures with little margins. These are likely to discourage future investments in the sector.</li> <li>Zomato's attempt into the alcohol delivery segment failed in 2020.</li> </ul>	<ul style="list-style-type: none"> <li>Growth opportunity in rural and semi-urban areas.</li> <li>Increasing smartphone penetration.</li> </ul>	<ul style="list-style-type: none"> <li>Competition in the market among other players, including Dunzo, Food Panda, and Swiggy.</li> <li>Potential Decline in profit margin due to many marketing initiatives.</li> <li>No customer loyalty in the market</li> <li>With an increase in fuel prices has pushed up Zomato's delivery cost per order.</li> <li>There is a potential risk of a security breach.</li> </ul>

## PESTEL Analysis (Indian Landscape)

**Political**

- Nationwide Lockdown encouraged street food sellers and eateries to switch to the online model.
- Many policy reforms were introduced by the Government helping small-medium enterprises expand into new markets with more ease and effectiveness.
- The Digital India Movement favored online businesses.

**Economic**

- India's Private Consumption Expenditure was reported at 513.699 USD bn in Jun 2023. This records an increase from the previous number of 510.142 USD bn for March 2023.
- The online food delivery market in India is anticipated to grow to INR 3,059.25 Billion by 2028, with a CAGR of 30.52% from 23-28.
- According to Forbes, India's retail inflation, measured by CPI has increased to 5.55% in November 2023 from 4.87% in October 2023.

**Legal**

- According to the Food Safety and Standards Act of 2006, all food business operators like Zomato, Swiggy must be either registered or licensed.

**Social**

- Indian Families are living busy lives with one or two income sources, younger ones choose to eat out or online ordering.
- With a median age of 28.7 years and an urban population of 34.9%, India is a country with a sizable market for online delivery services.

**Technological**

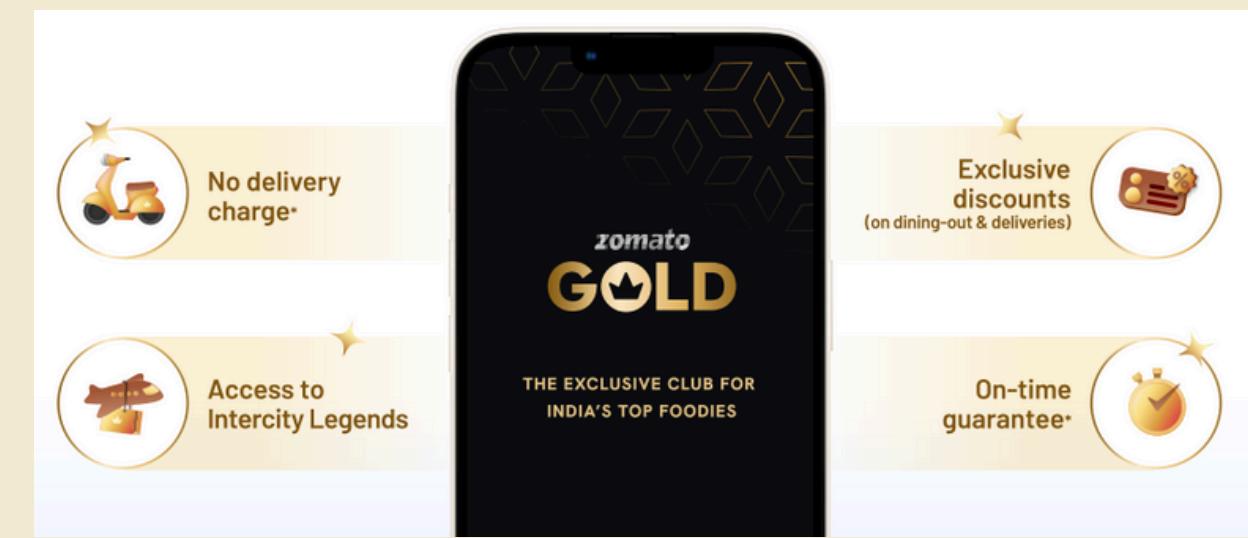
- With over 650 Million smartphone users, India has the second-largest internet population.
- Increasing digital literacy across both urban and rural areas
- The "Digital India movement" encouraged more users to switch to the use of online services.

**Environmental**

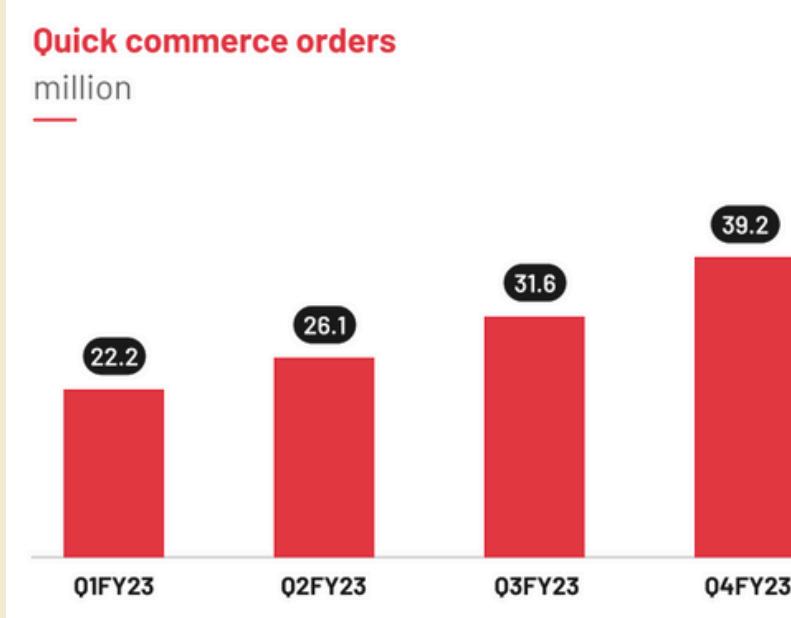
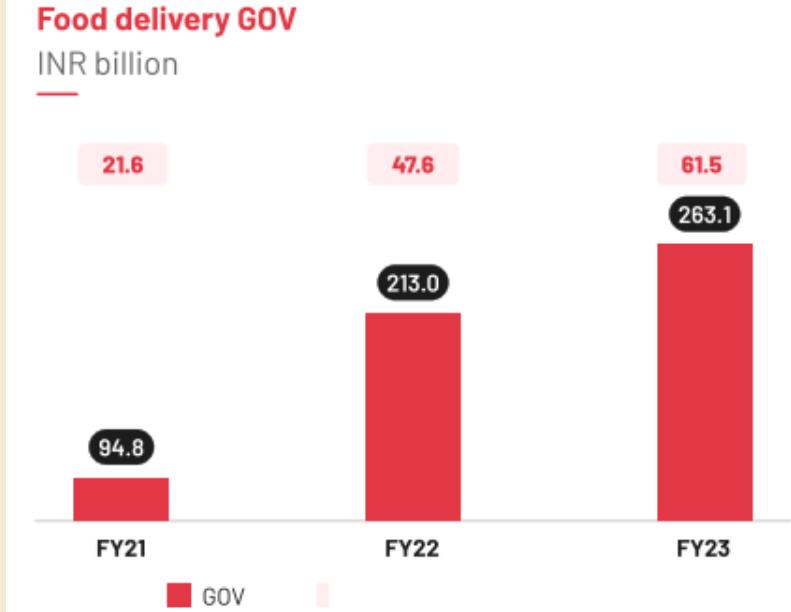
- Companies are aiming to minimize their carbon footprints to match the country's initiatives by switching to greener alternatives.

As per the Annual Report 22-23, Key metrics are as follows:

- The company's gross order value (GOV) is INR 263.1 billion, up **24% year-over-year** (YoY). It had 647.0 million orders, up 21% YoY.
- Zomato's average monthly transacting customers were 17.0 million, up 16% YoY. It had **326,000 average monthly active delivery partners**, up 14% YoY.
- The company's average monthly active food delivery restaurant partners were 210,000, up 17% YoY. It also had **1.8 million Zomato Gold active members** as of March 2023.



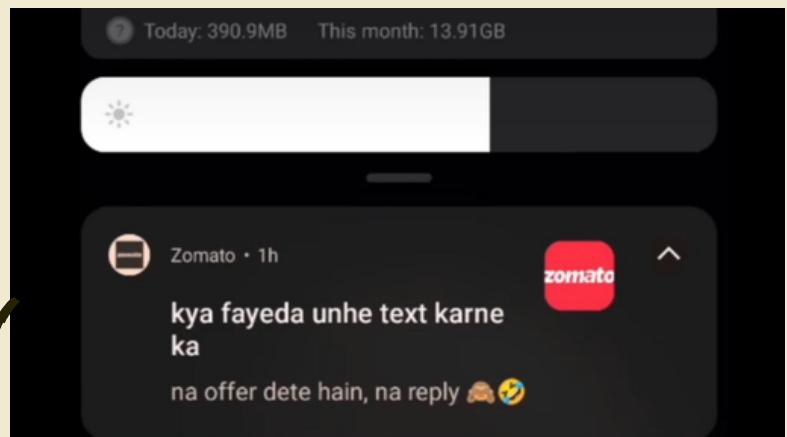
Zomato Gold



Order volumes grew by 77% from 22.2 M to 39.2M, primarily driven by customer addition

# Diving into the Marketing Strategies

- Zomato's Digital Marketing Strategy is highly innovative and adaptable. The humor and sarcasm in their message appeal to young people.
- They develop their own cashback leagues, like Zomato Premier League, they have mastered the use of commercials and YouTube marketing making sure that their advertisements are attractive, eye-catching, mouth-watering and alluring that the consumer can't help but clicking on them



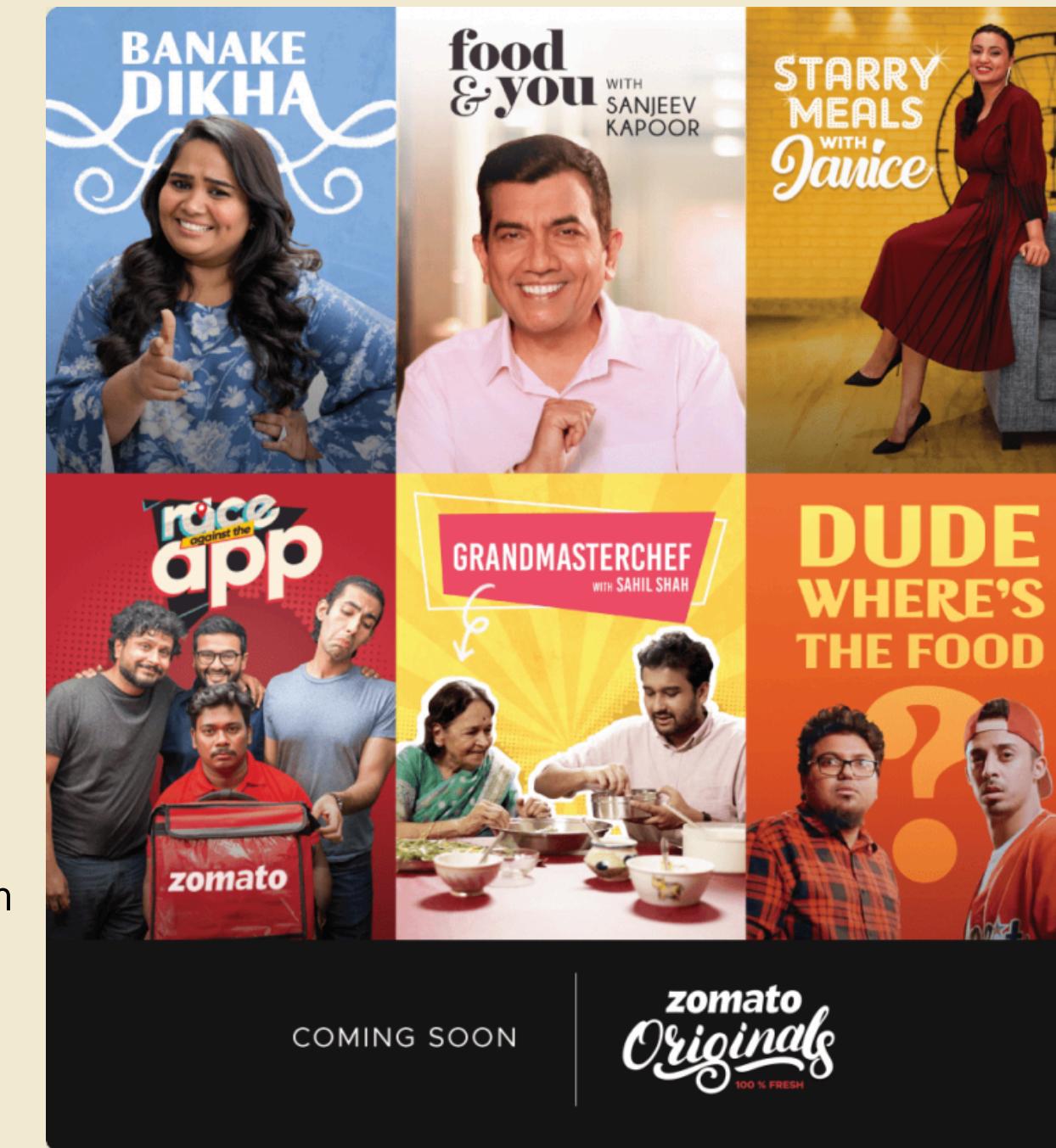
Quirky and funny notifications.



Funny and creative emails.



Highly active on social media and trending memes



To keep the people entertained, they even have a streaming service focused on food-related content called **Zomato Originals**.

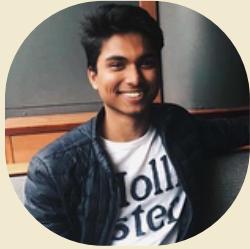


Short, Snappy, and Unskippable video commercials on YouTube



# Designing User Persona

The target demographic for Zomato is mostly young people in the age group of 18-25.



PROFESSION

ROHIT



RIYA



SUSHMA

---

AGE

20

27

48

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INCOME RANGE

Financially dependent on parents

Stable Income

Housemaker

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ABOUT

- Lives in Hostel
- Frequently orders food online
- Rely heavily on discounts and offers

- Lives with parents
- Health-conscious and mindful of what she eats

- Loving wife and mother of 2 kids
- Looking for healthy and affordable food options that fit his busy lifestyle and his family's needs.

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FRUSTRATIONS

- Scrolling through endless menus and options
- Late Delivery

- Finding time to cook is often difficult due to workload
- Food quality and untimely delivery

- The app can be difficult to use sometimes.
- He is worried about the quality of the food and whether it is safe for his family to eat.

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NEEDS AND PREFERENCES

- Budget constraints
- Affordable price
- Save time while deciding and ordering

- Healthy and delicious food options fitting her busy schedule
- Timely delivery and good quality of food

- To save time and effort by ordering food delivery instead of cooking at home.
- To make sure that his family is eating healthy

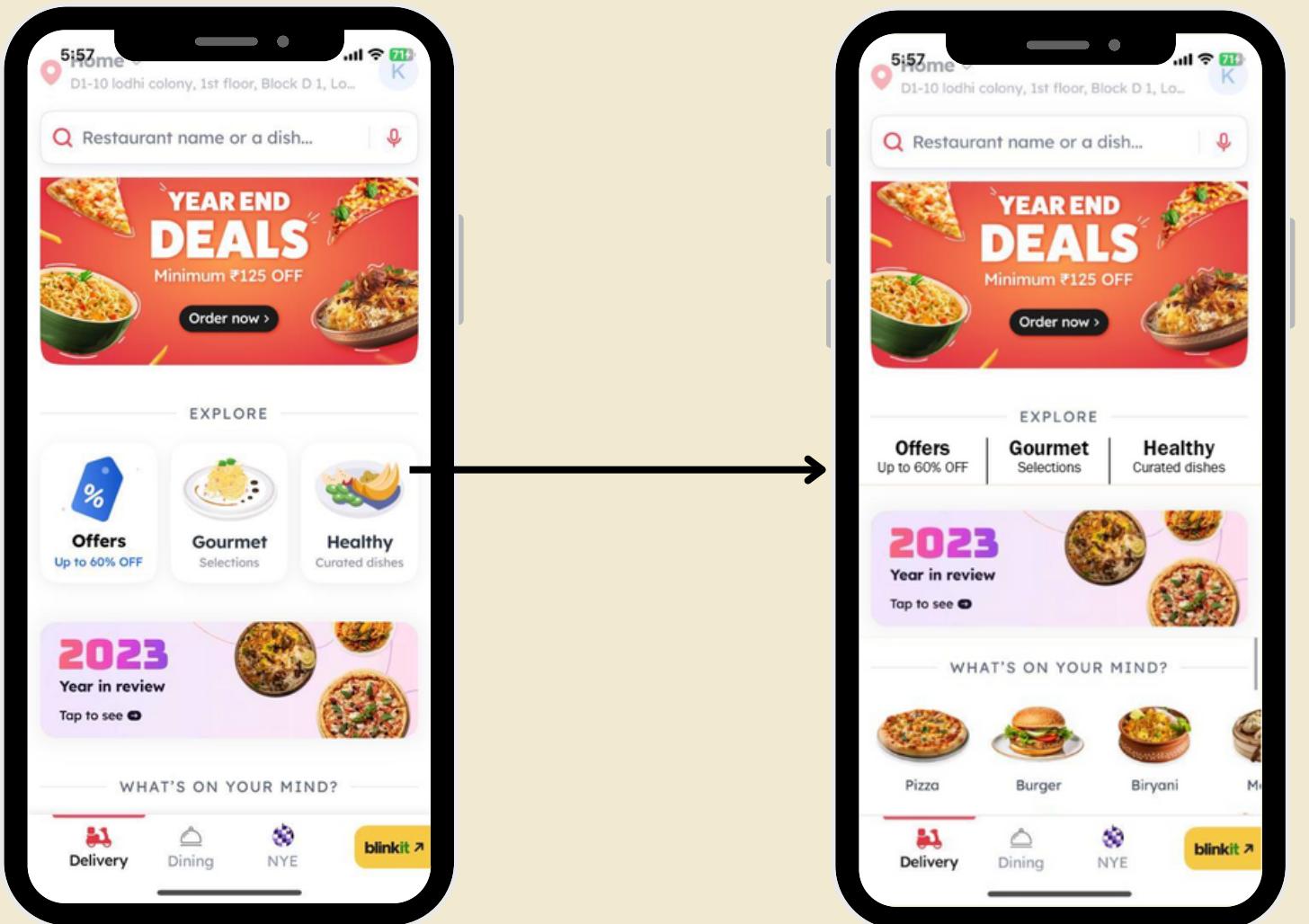
# Mapping the Costumer Journey

Customer Journey Map	Awareness	Consideration	Decision	Action	Retention
<b>Activities</b>	<ul style="list-style-type: none"> <li>Browsing through internet</li> <li>Watched advertisements</li> <li>Social Media Memes.</li> </ul>	<ul style="list-style-type: none"> <li>Downloads the application</li> <li>Browsing through the application</li> <li>explores nearby restaurants</li> </ul>	<ul style="list-style-type: none"> <li>Decides to order</li> </ul>	<ul style="list-style-type: none"> <li>Checked prices and ratings</li> <li>Places an order for the first time</li> </ul>	<ul style="list-style-type: none"> <li>Order Received</li> <li>Orders again or moves to another platform (less probability, after order placement)</li> </ul>
<b>Emotions</b>	<p>Hungry, looking for food options nearby</p> <p><b>Neutral</b></p>	<p>Excited and Confused due to endless food options and restaurants</p> <p><b>Slightly Delighted</b></p>	<p>Happy and confident</p> <p><b>Delighted</b></p>	<p>Waits for the order; frustrated if delivery gets late</p> <p><b>Little Frustrated</b></p>	<p>The feeling of satisfaction or disappointment</p> <p><b>Delighted (In general)</b></p>
	<p>DELIGHTED</p> <p>FRUSTRATED</p>				
<b>Opportunities and solutions</b>	Compelling ads or notifications that capture user attention. Also, enticing food ads that prompt people to order.	Improve the UI while maintaining high-quality food images.	Personalized food and restaurant recommendations based on past choices	Reducing delivery time; training delivery partners.	Providing superior deals and exclusive features at affordable prices.

# Streamlining the ordering process for users

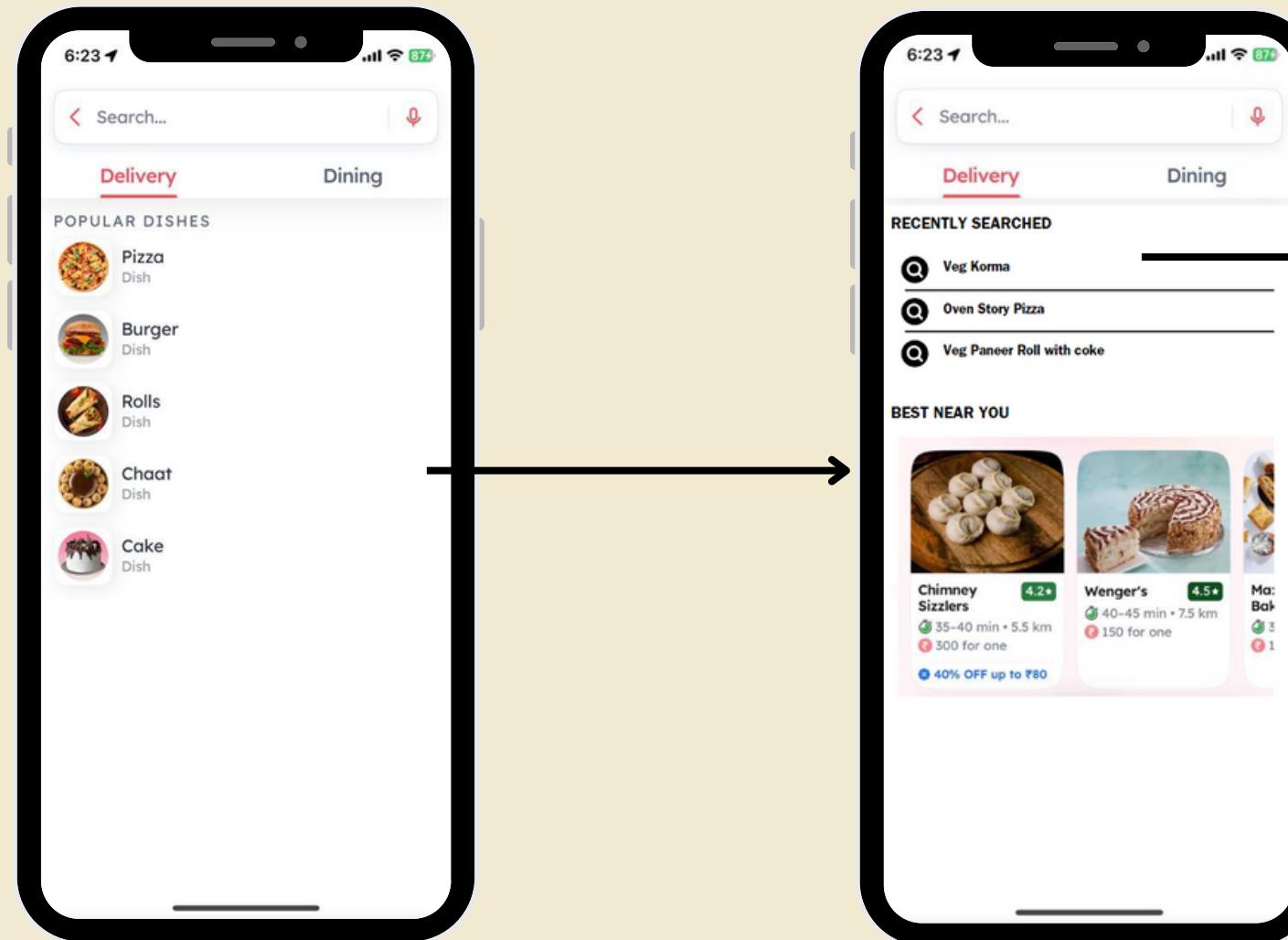
## Simplifying the home screen interface

- When ordering food after a busy day, restaurants and food items are not displayed immediately to the user
- While offers, gourmet, and healthy dish options can be important for some users, they are still less important for many
- Consider changing the display of these buttons to simple text with a smaller font size and basic design.
- The size could be further reduced to display more information for our users.



## Improving the Search Process

- The Search Section looks very empty, and the list of popular dishes is not useful either
- Users typically use the search bar when they already have a clear idea of what they want to eat but are unsure where to order from
- Including recently searched items for user convenience and providing a mid-size tab for nearby restaurants or food outlets based on the entered location would be beneficial
- Remove the popular dishes list for the reasons mentioned above

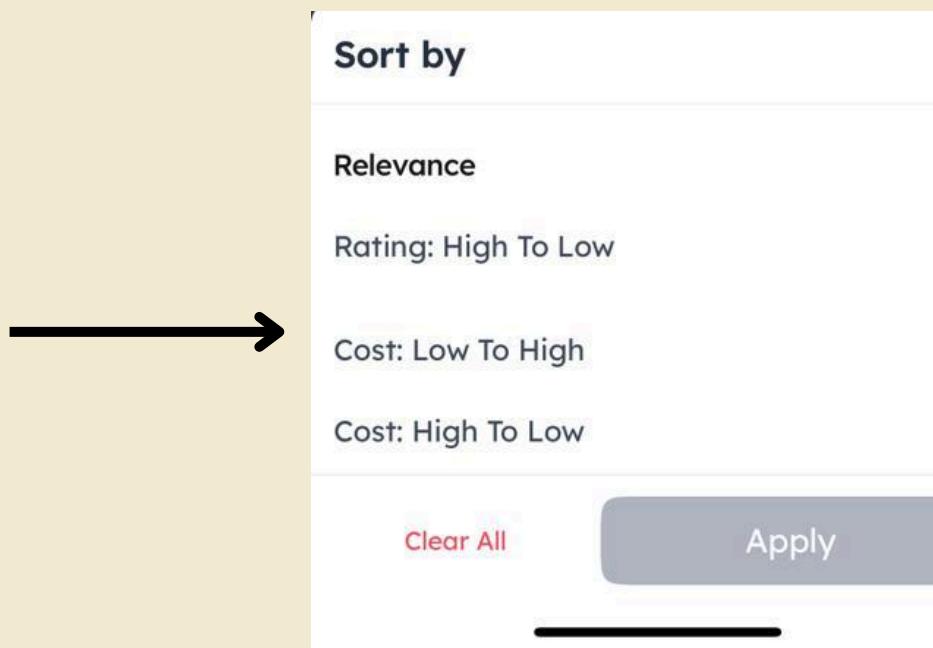
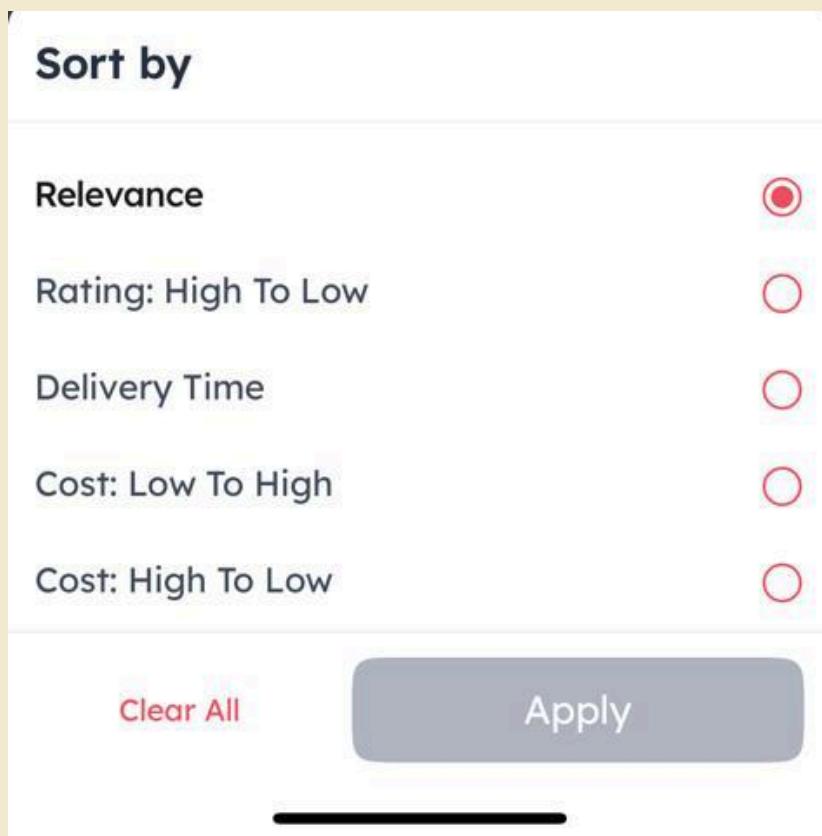


To view earlier search queries, simply scroll down to access the search history.

# Streamlining the ordering process for users

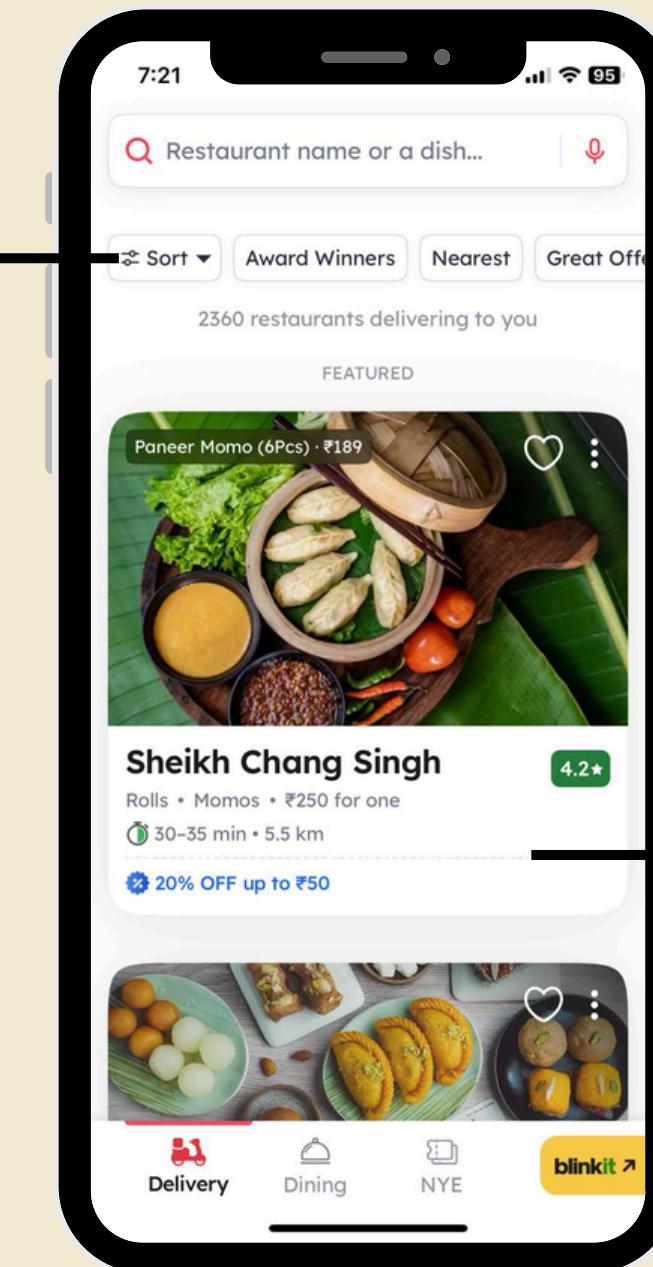
## Sorting listing of food items

- Sort the food listing in increasing order of delivery time, with the nearest (with less delivery time) on the top and the farthest (with maximum delivery time) on the bottom
- We, as humans, look for the patterns in everything, and we don't find any, we get confused
- Users can still filter the list on the basis of ratings and price in either ascending or descending order



Delivery Time option is removed

Remove  
Delivery Time  
filter from Sort  
button

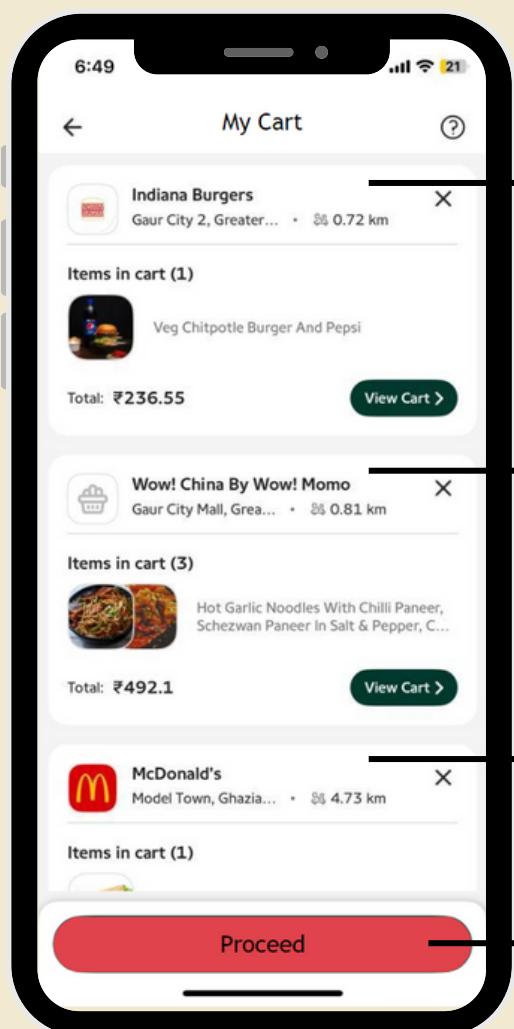


Sort the listings  
in increasing time  
of delivery for  
faster ordering  
process for users

# Product Improvements

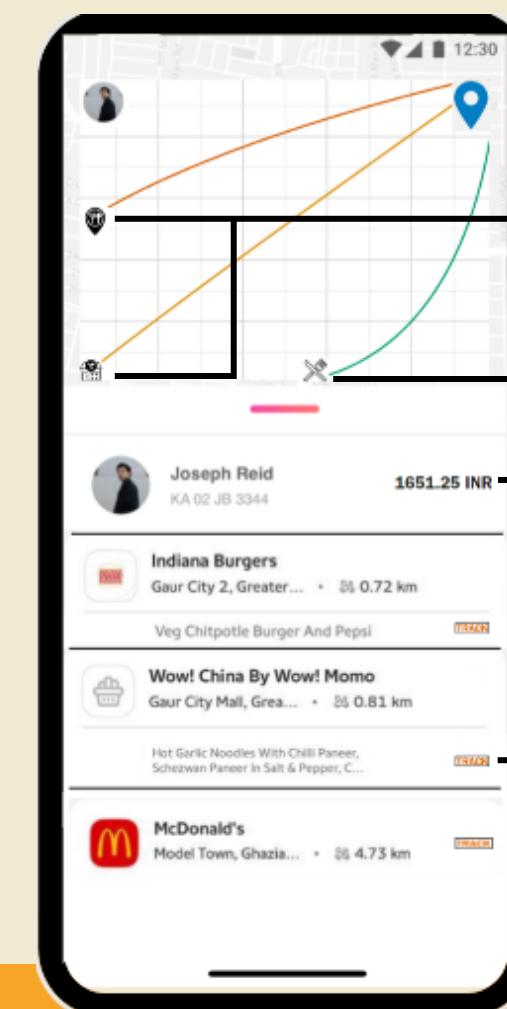
## Multi-Restaurant Order Feature

- Allow users to add items from multiple restaurants to a single cart.
- Users can track the status of each restaurant's order within a single interface.
- Assign orders to the nearest delivery personnel from each respective restaurant.



Multiple food items from multiple restaurants through a single order

Can proceed for order confirmation by choosing delivery address, payment method, etc.



Multiple restaurant tracking feature and estimated time to reach to destination for each will also be displayed. (Icon for different restaurants is shown)

Total Order Value

Track the restaurant and the estimated delivery time in a more detailed manner individually

### Need

- When users place separate orders from different restaurants, they may perceive that making additional orders would incur extra delivery charges. This perception might discourage them from ordering from multiple restaurants or limit them to ordering only from the initial restaurant.
- However, enabling users to order food from various restaurants within a single order would enhance the overall user experience and contribute to higher order frequency for Zomato

### Expected Outcome

- Enhanced user experience
- Reduced effort and time spent on placing separate orders

### Cost of Implementation

- Moderately complex, requiring integration with restaurant management systems, delivery network and order tracking infrastructure

# Product Improvements

## Scheduled Order Feature

- Enable users to pre-schedule their orders for 4 days maximum from the day of scheduling
- Customize your order details (items, payment, delivery, instructions)
- Value to be paid at the time of scheduling
- Users can edit and even cancel their order, 2 hours prior to the time scheduled

### Expected Outcome

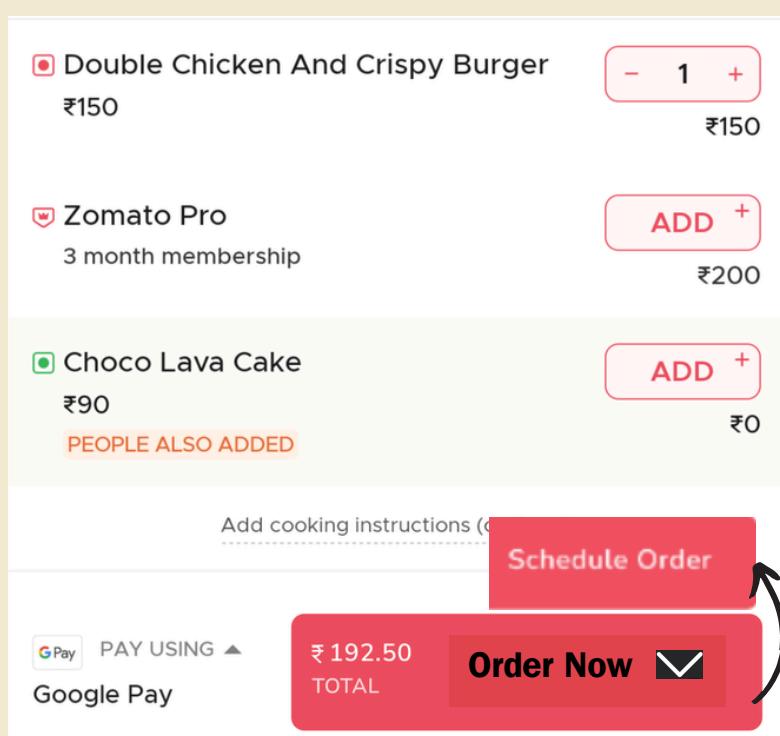
- Enhanced user experience
- Mitigate cart abandonment by enabling users to secure orders in advance.

### Need

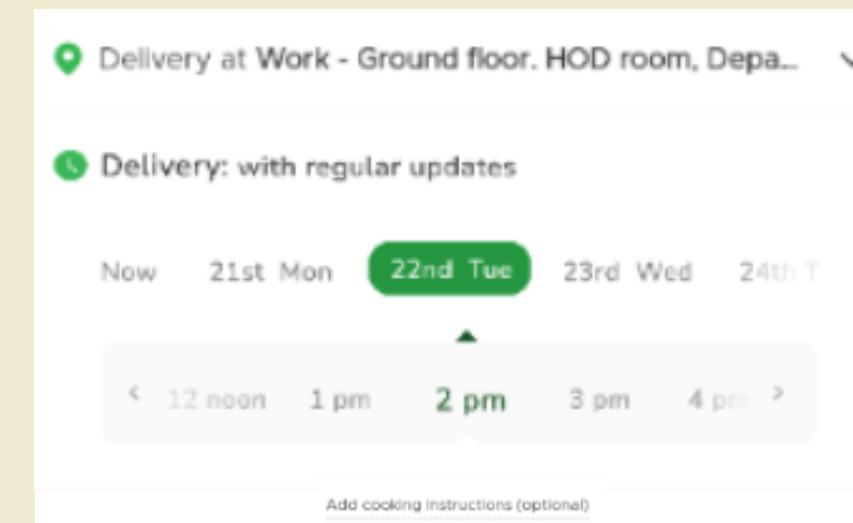
- Users often plan meals ahead but lack a convenient way to pre-order

### Cost of Implementation

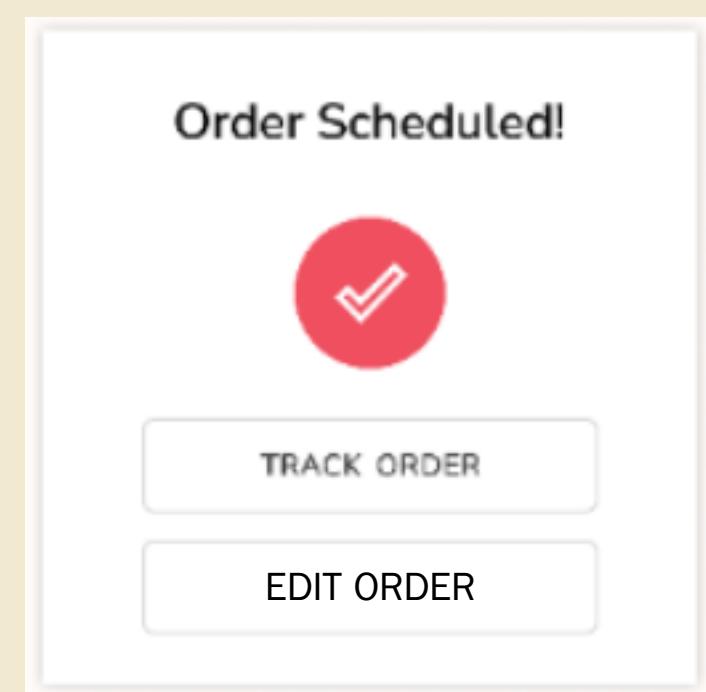
- Little Complex to implement, requiring calendar integration, order management system adjustments and more



**User can choose to either order now or schedule it, for 4 days max from the day of scheduling**



**Select date and time and other details like cooking instructions, etc.**



**Can edit and cancel your order prior 2 hours of the scheduled time**

# Product Improvements

## Pre-Saved Orders

- Allow users to reorder preferred meal combinations by creating and naming customized order templates
- Include saved items, quantities, preferred restaurants, and delivery instructions
- One-click reordering of pre-saved meals with optimal customization

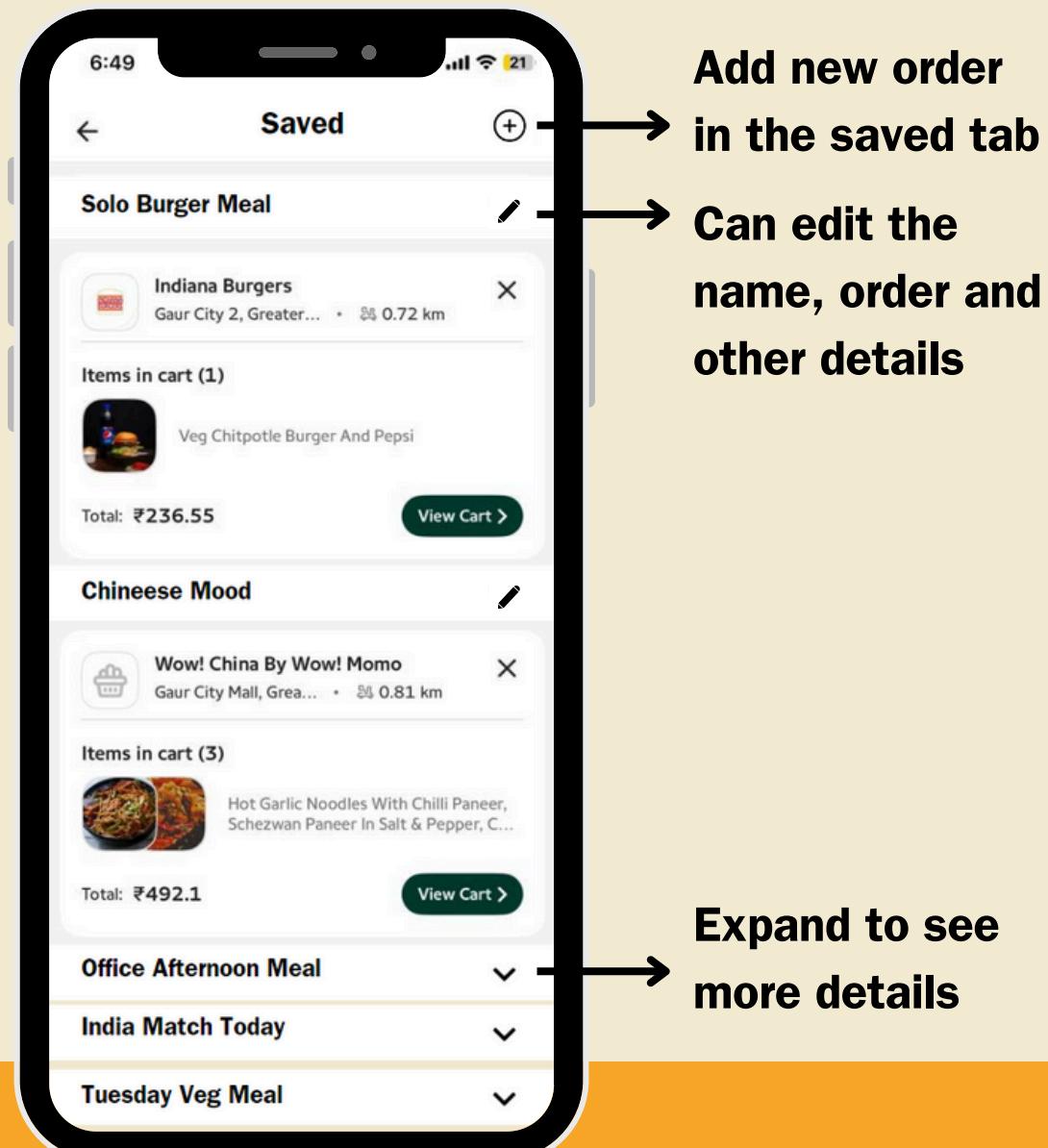
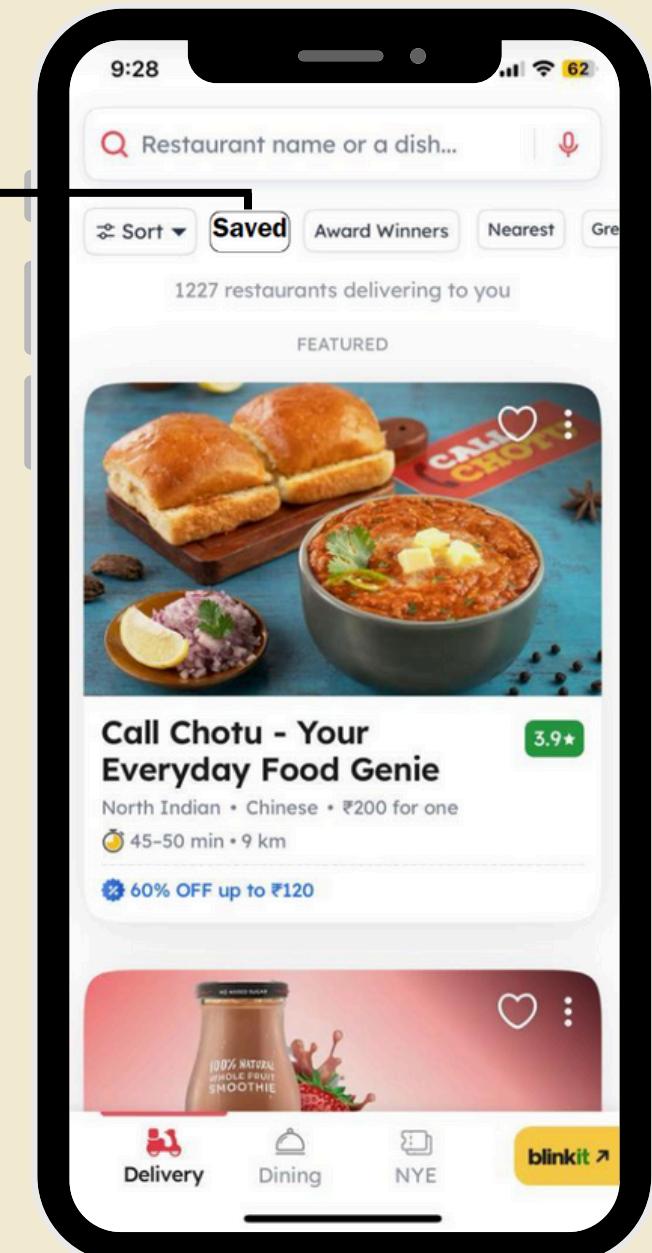
### Need

- Ordering the same items every time is a time-consuming task for users

### Expected Outcome

- Increased Ordering Frequency
- Boosted user engagement and enhanced experience

**Saved icon for pre-saved orders**



### Cost of Implementation

- Moderately easy, requiring user interface design for creating and managing templates

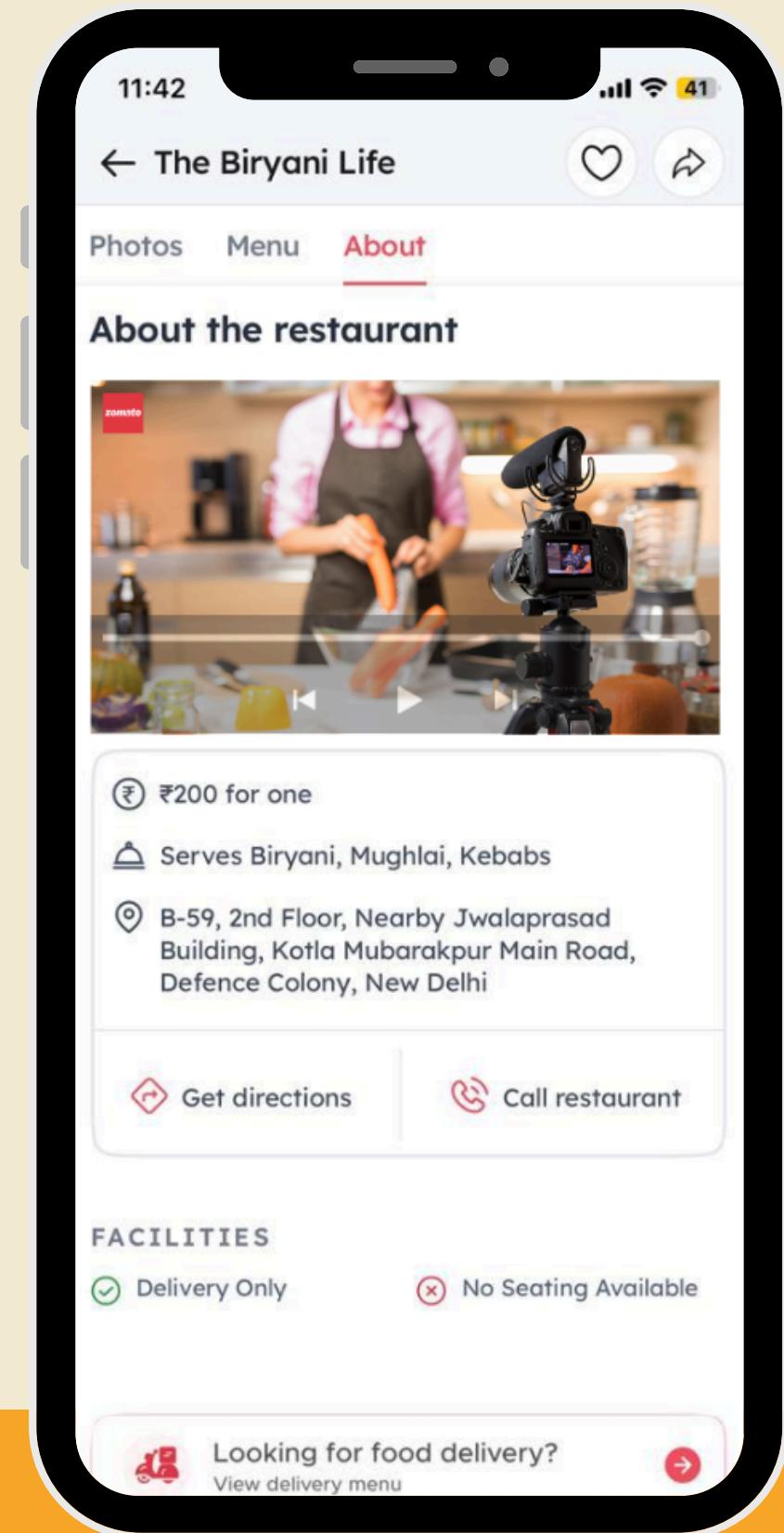
# Product Improvements

## Video Display feature for restaurants

- Restaurants, with the help of Zomato, can record short videos of 3-5 minutes showcasing their kitchens, food preparation process, and hygiene practices
- Users can view them directly from the restaurant's About section
- Preferential placement in search results and browsing categories, enhancing their visibility
- Video must be updated on an annual basis to maintain the associated benefits

### Need

- Overcoming Indian consumer's perception of hygiene concerns in restaurant food is required
- Switching from "Ghar ka Khaana" to "Ghar Bethe Khaana" by building trust and assurance for users



### Expected Outcome

- Transparency into food preparation fosters trust and encourages consumers to order more frequently
- Enhanced brand reputation

### Cost of Implementation

- Content creation guidelines and quality control measures
- Video hosting and integration with an application is required

# Product Improvements

## Catering to non-English audience

- Integrate support for regional languages spoken in the target market.
- Displaying the interface, notifications, and all other details in the user's preferred language.

### Need

- Users who don't understand English struggle to understand the app's interface, leading to confusion and frustration

### Expected Outcome

- Improved user experience
- Increased customer base and market share

### Cost of Implementation

- Integrating multiple languages, redesigning the interface

## Prioritization Table

Features	Priority	Cost to company	User experience
Multi-Restaurant Order Feature	High	Medium	High
Scheduled Order Feature	High	Medium	High
Pre-Saved Orders	High	Medium	High
Video Display feature for restaurants	Medium	High	High
Catering to non-English audience	Medium	Medium	Medium
Sorting listing of food items	High	Low	High
Simplifying the home screen interface	High	Low	Medium
Improving the Search Process	High	Low-Medium	High

# Success Metrics and GTM Strategy



## Success Metrics

Analyzing and comparing the following metrics over time is crucial to assess the effectiveness of the implemented solution and identify areas of improvement

- **Monthly Active Users (MAU):** No. of users actively using the app in a month, signifying overall engagement
- **Order Frequency:** Avg no. of orders per user per month
- **Session Duration and number of sessions:** How long and how often user interact with the app daily
- **Average Order Value (AOV):** Avg amount spent per order
- **Customer Acquisition Cost** and **Return on Investment**, and more



## Go-To-Market Strategy

- Implement the prioritized recommendations on a limited scale with **small focus groups**.
- Analyze the results and **refine** the recommendations
- Once positive results are confirmed, implement the optimized recommendations on a **full-scale** across the platform.
- Following thorough user research, implement the solutions at a final level and market them to users through a blog, dedicated YouTube video, or any commercial.
- Gather **feedback** from users regularly and make modifications accordingly.

# Thank You !!

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