Case Study: Implementing a New Feature in Zomato APP

1.1 Business & Market Understanding:

In this case study, we will focus on Zomato, a hyperlocal business that offers food delivery and helps users discovery restaurants. Zomato is a global company with a significant user base and operates in multiple countries. The company makes money through advertising, online food ordering, and subscription services.

Zomato operates in a highly competitive environment, facing numerous competitors in the food delivery and restaurant discovery space. Its success hinges upon delivering a superior user experience, offering a diverse selection of restaurant choices, and fostering strong relationships with its restaurant partners. Zomato's aggressive acquisition strategy and innovative features have contributed to its dominance in the Indian market, accounting for 55% of the country's food delivery sector.

1.2 Business Requirements Document (BRD):

Zomato plans to enhance its user experience and drive business growth by introducing a pre-ordering feature. This feature will allow users to browse menus, customize their orders, and schedule them in advance. The integration of payment methods will ensure secure transactions, while real-time tracking and push notifications will keep users informed about their orders' status. Overall, this feature aims to provide a seamless and convenient experience for users, further strengthening Zomato's position in the food delivery industry.

1.3 Product Requirements Document (PRD):

The pre-order feature in Zomato's app can enhance the business by driving incremental revenue, improving customer loyalty, and differentiating Zomato from competitors. From a productivity perspective, pre-ordering can optimize restaurant operations, reduce peak time pressure, and provide valuable data insights for informed decision-making.

1.4 User Journey & Workflow:

The user journey for the loyalty program on Zomato would be as follows:

1. User opens the Zomato app and selects a restaurant to order from.

2. User places an order through the app and earns points for the order.

3. User can view their points balance and available rewards in the app.

4. User can redeem their points for discounts or other rewards on future orders.

The workflow for the loyalty program on Zomato would be as follows:

1. Zomato integrates the loyalty program into the app.

2. Users can easily earn and redeem points through the app.

3. Zomato tracks user points and rewards and updates them in real-time.

4. Zomato offers exclusive rewards and discounts to loyalty program members to encourage repeat business.