



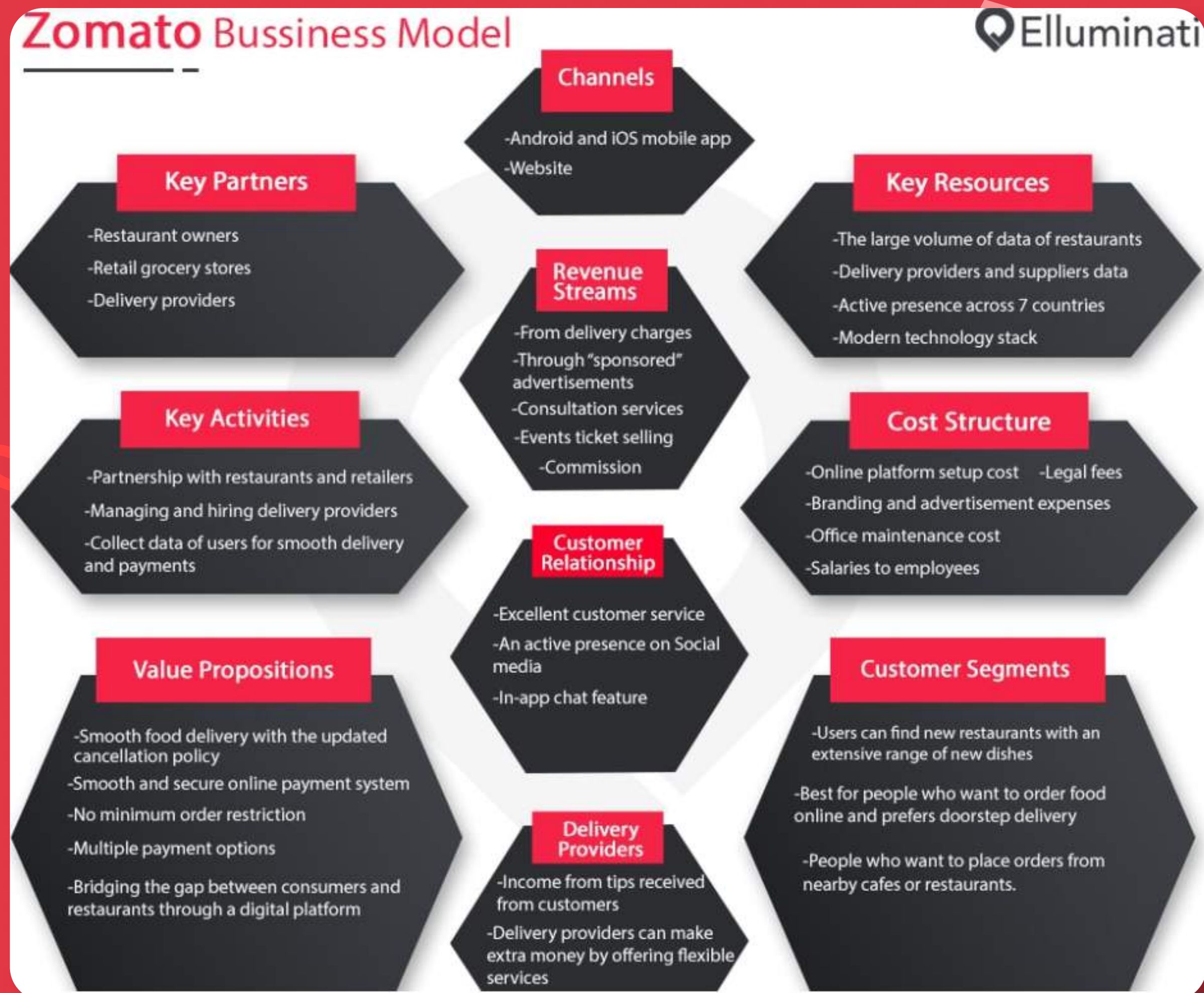
**Product Teardown: “Ordering a Product”  
Learn In Public Challenge 3  
By Amaan Kamil**



# Overview

Zomato is an Indian restaurant aggregator and food delivery platform founded in 2008.

It provides information about menus, and user-reviews of restaurants as well as food delivery options from partner restaurants in select cities.



## Stats

**21.4M**  
Visits  
last month

**2.11%**  
Down from  
last month

**50.92%**  
Bounce  
rate

**00:02:20**  
Avg. visit  
duration

**3.27**  
Pages per  
visit

**zomato**



# User Personas



## Ria Sharma

28  
Product Manager  
Married  
Bangalore

## Personality

Foodie  
Techie  
Extrovert

## Brands

Starbucks  
Pizza Hut  
Apple

## Bio

Ria Sharma is a Product Manager in Bangalore. She lives with her husband who is a Software Engineer. They spend most of their time in the office. Ria sometimes feels tired after work and does not want to cook. But she has to cook because her husband doesn't know cooking. They don't want to dine out too because they are tired.

## Goals

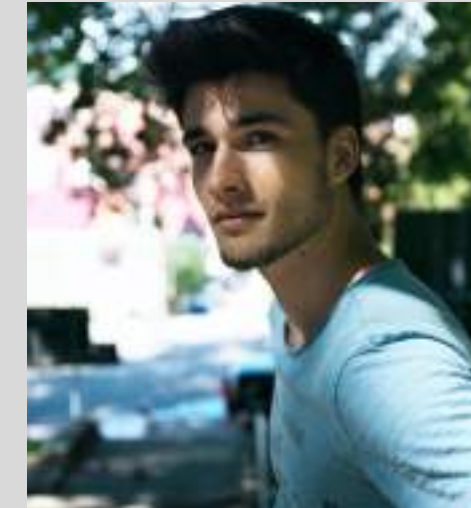
Want to get food anytime, anywhere.  
Can use any payment method.  
Can track food easily.  
Wants fresh food.

## Frustrations

Not clear veg/non-veg marks.  
Different prices on app vs restaurant.  
Delivery person not picking the call

## Motivations

Special offers.  
Fast deliveries.



## Akshit Bansal

22  
MBA Student  
Single  
Mumbai

## Personality

Introvert  
Analytical  
Active

## Brands

Android  
Chai Point  
McDonalds

## Bio

Akshit Bansal is currently studying MBA in Mumbai. He spends his day either in college or in hostel. He is an introvert and does not like to go out. Also, he is new in the city and does not know much about it. He likes fast food but faces many difficulties like price, place, variety, etc.

## Goals

Can get food at his hostel door.  
Time-saving.  
Clear price.  
Less quantity.

## Frustrations

Late delivery.  
Time-consuming process.  
Difficulty in locating past orders.

## Motivations

Special offers.  
Convenience.

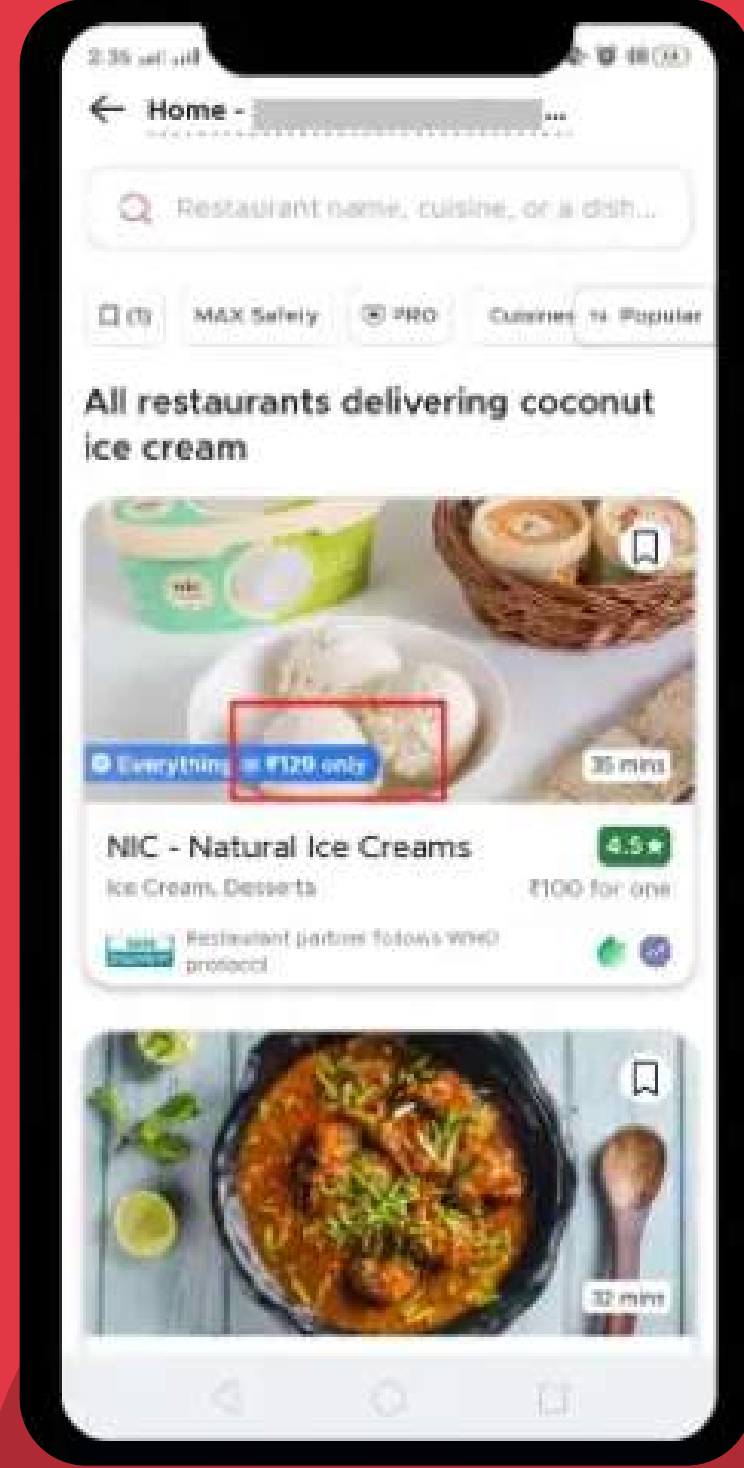
# User Journey - 1/2

Step 1



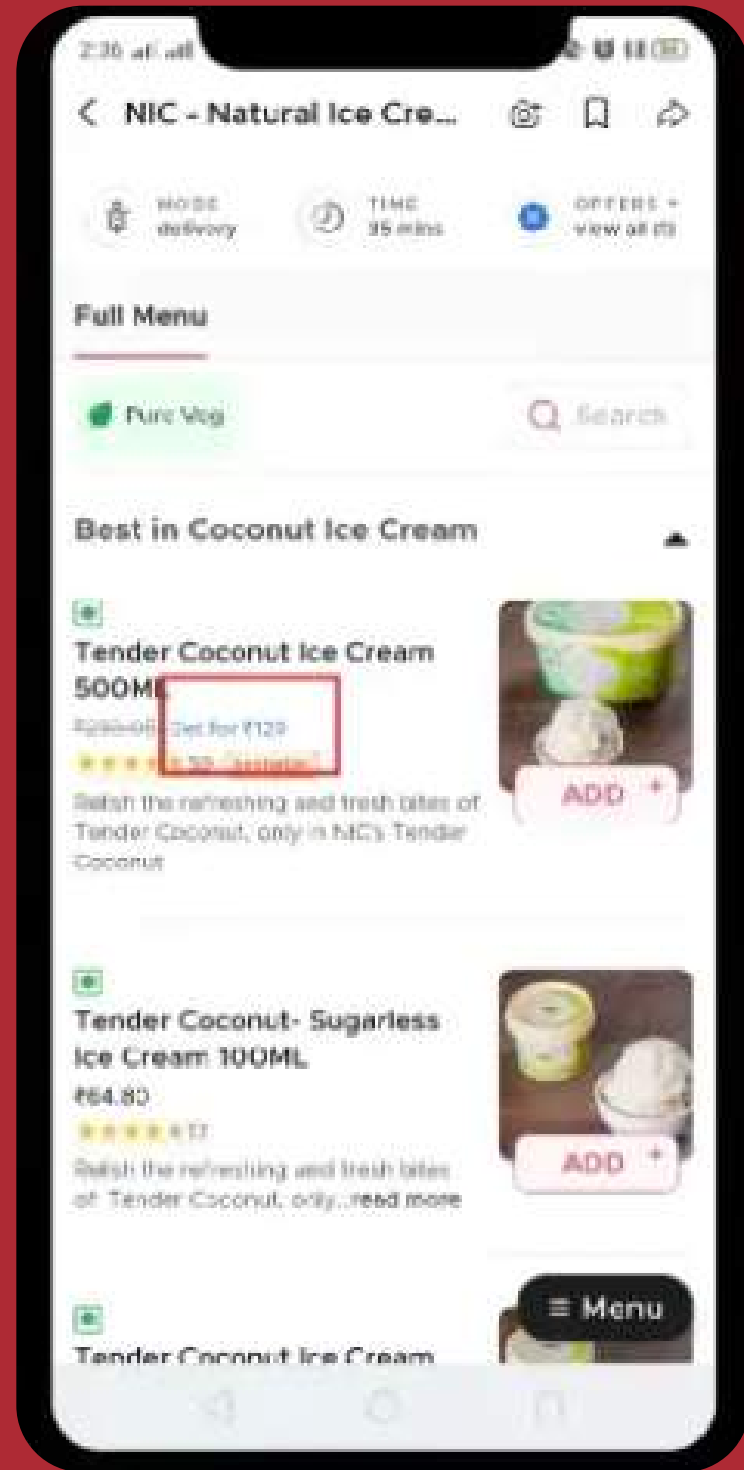
Open the zomato app  
"Excited"

Search what you want to order  
"Anxious"



Step 2

Step 3

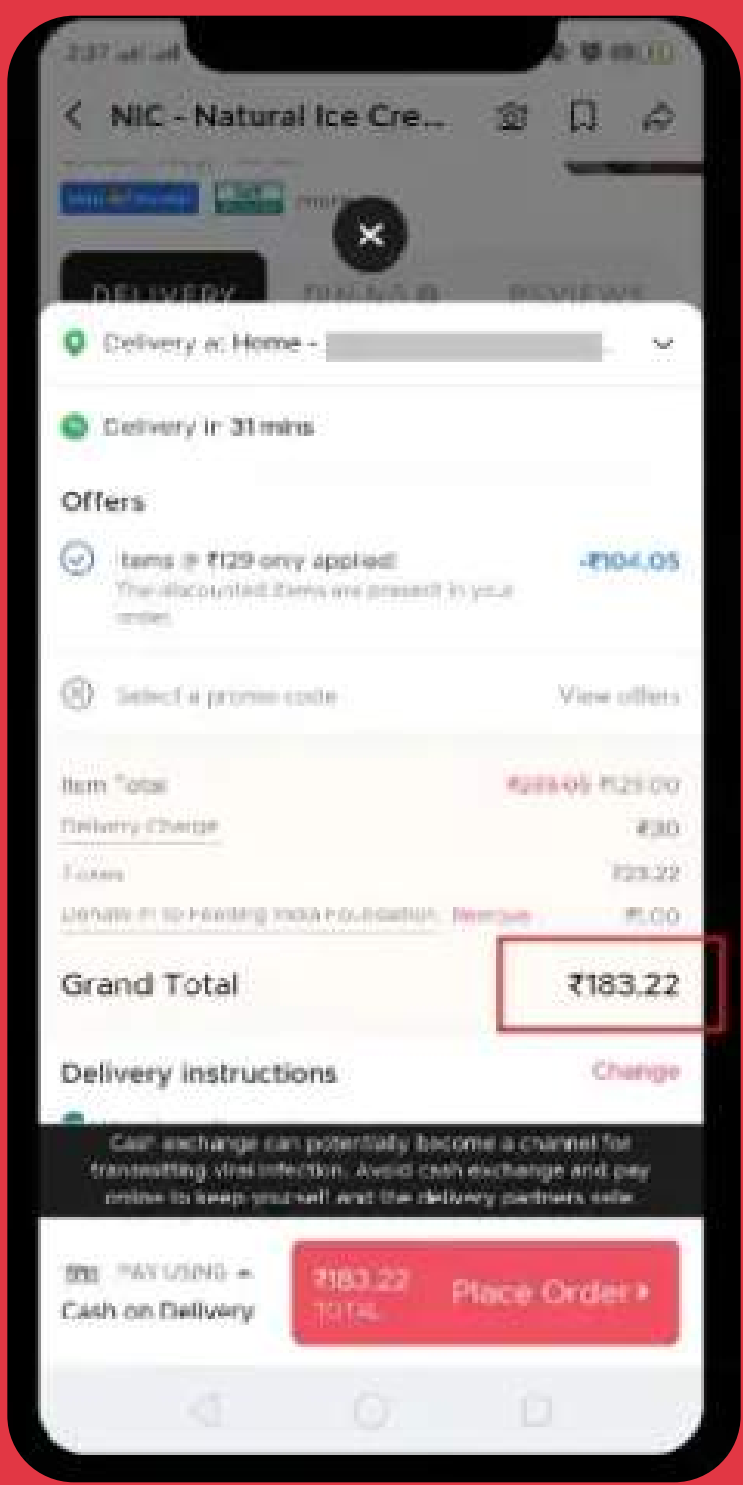


Add for checkout  
"Happy"

**zomato**

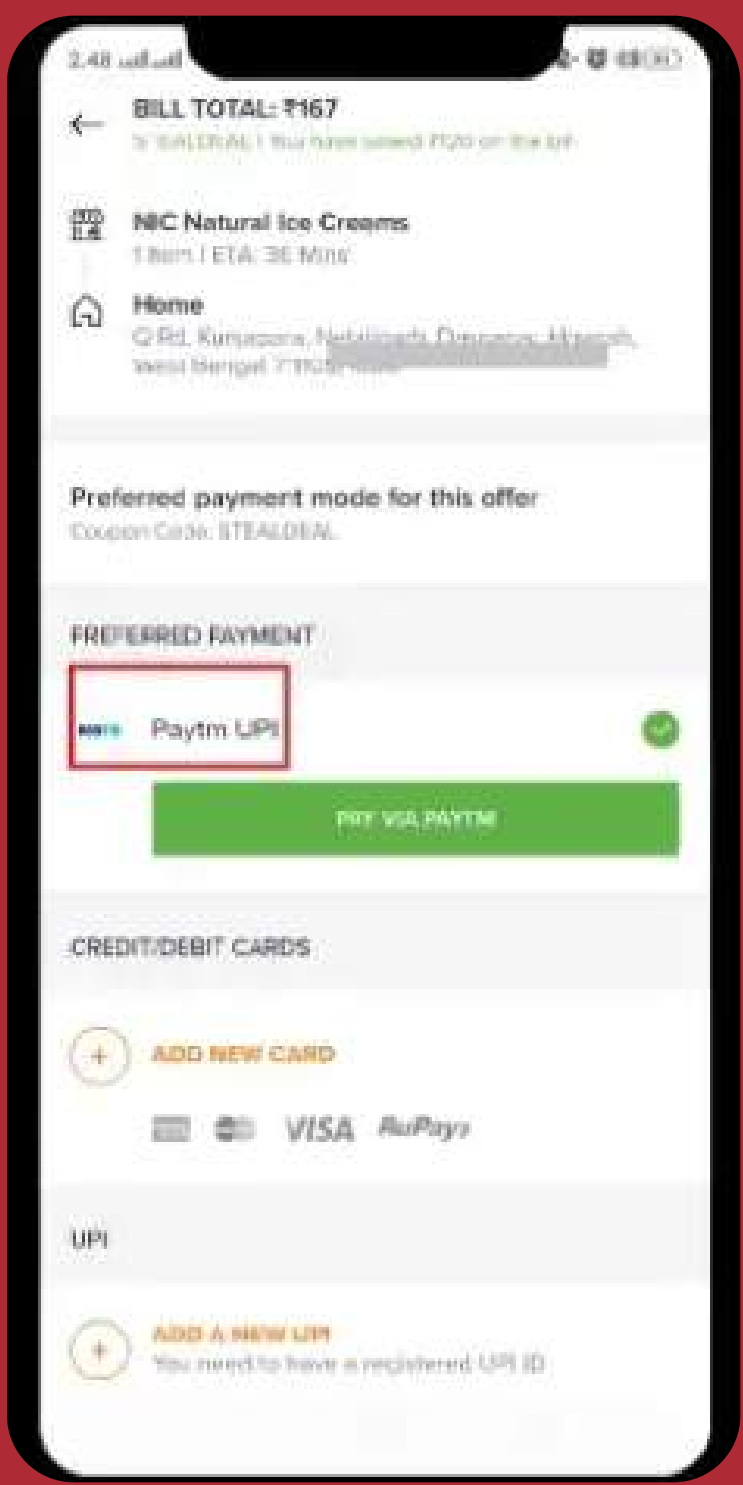
# User Journey - 1/2

## Step 4



Confirm location & Select payment method  
“Focussed”

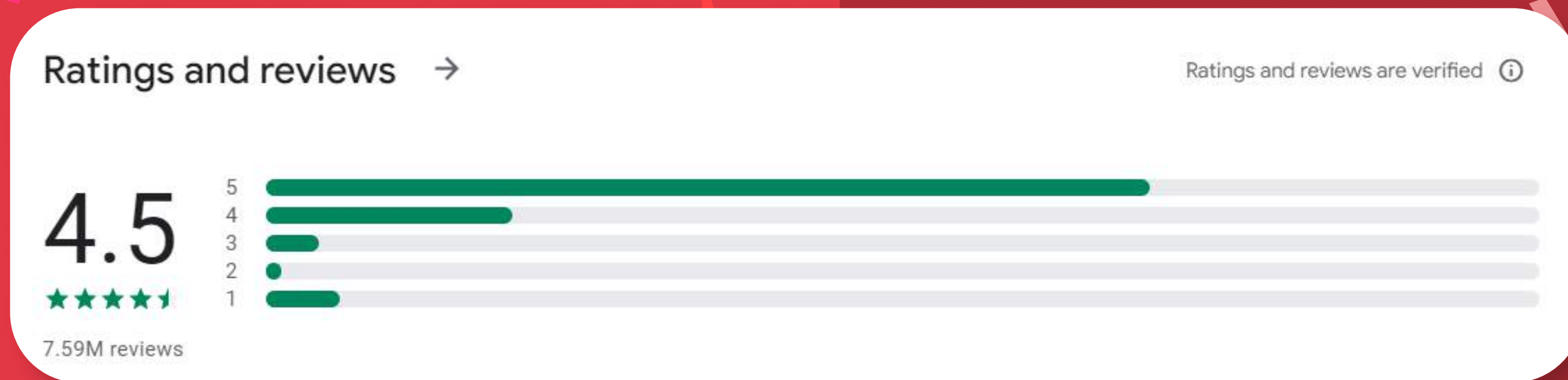
## Step 5



Make Payment  
“Excited & Anxious”



# User Experience



## The Good

**K** Kinjal S.D. ⋮

★★★★★ December 28, 2022

I have been using Zomato for the longest time that I can remember. Absolutely love the app. However, I feel that they could help in better discounts and offers for yearly membership to make ordering at a budget easier. Also, food options at certain places cannot be accessed, do see if you guys can penetrate those restaurants and areas and get the food delivered. Happy 😊 me!

1,046 people found this review helpful

## The Bad

**P** Prasad Ajmire ⋮

★☆☆☆☆ February 5, 2023

I recently tried Zomato's live tracking feature and I must say, I was disappointed. The tracking was not accurate and I often found myself waiting for updates that never came. The response time was slow and I found the whole experience to be frustrating. I hope that Zomato takes a look at this feature and improves it to provide a better experience for users in the future.

92 people found this review helpful

# Recommendation

- Live tracking of order needs to be improved. Users found it to be inaccurate & slow.
- A lot of users complained about the post-order customer service. Better customer service should lead to increase in repeat users.
- Users also complaint about a lot of hidden charges. The transparency on the checkout page needs to be improved.

## Competition



Just Eat

Just Eat is a provider of a digital marketplace for takeaway food delivery.

×



Swiggy

Swiggy is a company which offers an on-demand food delivery platform designed to provide food from neighborhood restaurants to the customers.

×



Bookatable UK

Bookatable (formerly Livebookings and previously Profitable.net) is a global online reservation and marketing service for restaurants, making it easy for restaurants to fill tables, manage reservations and market to their customer database.

×



Uber Eats

Uber Eats is a food delivery platform operated by Uber.

**zomato**

# Metrics

**North Star metric: No. of orders daily**

## **L1 metrics**

- Avg. Order Value
- Weekly Active Users
- No. of new users per month

## **L2 metric**

- Bounce rate

**Thank You for your time :)  
Please provide your feedback.**