



PRODXCELERATE'24

RACE TO REINVENT QUICK COMMERCE

IIT JODHPUR



BGCC

BITS Goa Consulting Club

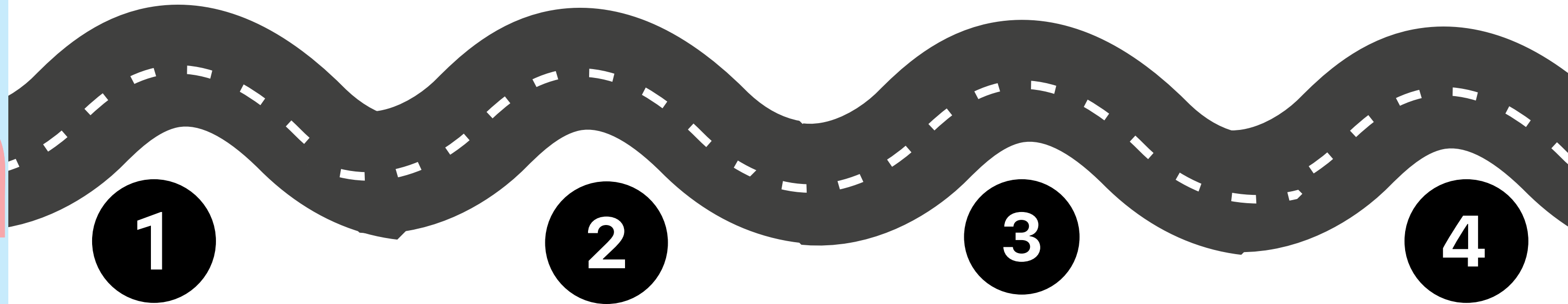
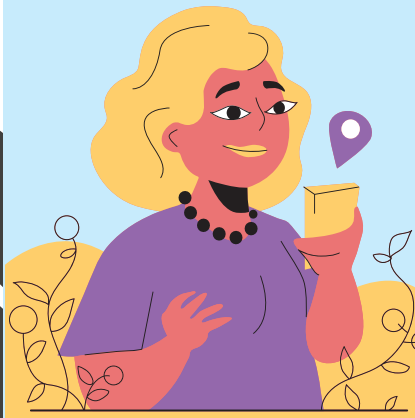
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PROBLEM



"Single-Outlet Ordering Only"

- Can't order from multiple food outlets in a single order

Impact

- Limits customer convenience and flexibility
- Decreases order frequency and average order size
- Reduces appeal compared to competitors
- Affects overall customer satisfaction and platform loyalty

"Fixed Delivery Address Post-Order"

- Post-order, no change in delivery address

Impact

- Users may enter the wrong address or have changing circumstances
- Can lead to order cancellations
- Causes frustration among users
- Results in potential loss of revenue

"Only COD or Instant Payment"

- No pay-later option (only COD or instant transaction)

Impact

- Limits payment flexibility for users
- Competitors offering pay-later options have an advantage
- Reduces appeal for high-ticket items
- Affects customers with low liquidity, leading to fewer transactions

"Lack of Product Guidance"

- No guiding feature about the products needed by the customer

Impact

- Customers may struggle to decide on necessary products
- Can lead to smaller basket sizes and reduced sales
- Increases decision-making time and potential frustration
- Decreases overall customer satisfaction and shopping experience

HYPOTHESIS FORMULATION

Hypothesis -1

- Consumers will engage more if they can combine orders from multiple food outlets, increasing the average order value
- **Metric:** Growth in multi-outlet orders.
- **Check Metric:** Average order value before and after implementation.

Hypothesis -2

- Providing a post-order address change feature will reduce order cancellations and improve user experience.
- **Metric:** Decrease in order cancellations due to incorrect addresses.
- **Check Metric:** Number of address changes post-order and their impact on successful deliveries.

Hypothesis -3

- Introducing a "pay-later" option will significantly improve order completion rates, especially for high-value orders.
- **Metric:** Percentage of orders using the pay-later feature.
- **Check Metric:** The overall order completion rate has increased.

Hypothesis -4

- An AI guide feature for products will increase the likelihood of customers discovering and purchasing relevant items, leading to higher conversion rates.
- **Metric:** Growth in conversion rates for recommended products.
- **Check Metric:** Engagement rate with guiding recommendations.

MVP



Core Features

- Order from multiple restaurants in one order.
- Unified payment and delivery.

Success Metrics

- Multi-outlet order percentage.
- Increase in average order size.

Check Metric

- User satisfaction with the feature.

Core Features:

- Modify delivery address post-order within a time frame.
- Real-time tracking for delivery partners.

Success Metrics:

- Reduced order cancellations.
- More successful deliveries.

Check Metric:

- User satisfaction after changes.

Core Features

- Integrate buy-now-pay-later (BNPL) into payment options.
- Set credit limits for eligible users.

Success Metrics

- Percentage using pay-later.
- Higher order completion rates.

Check Metric

- Customer retention post-feature usage.

Core Features:

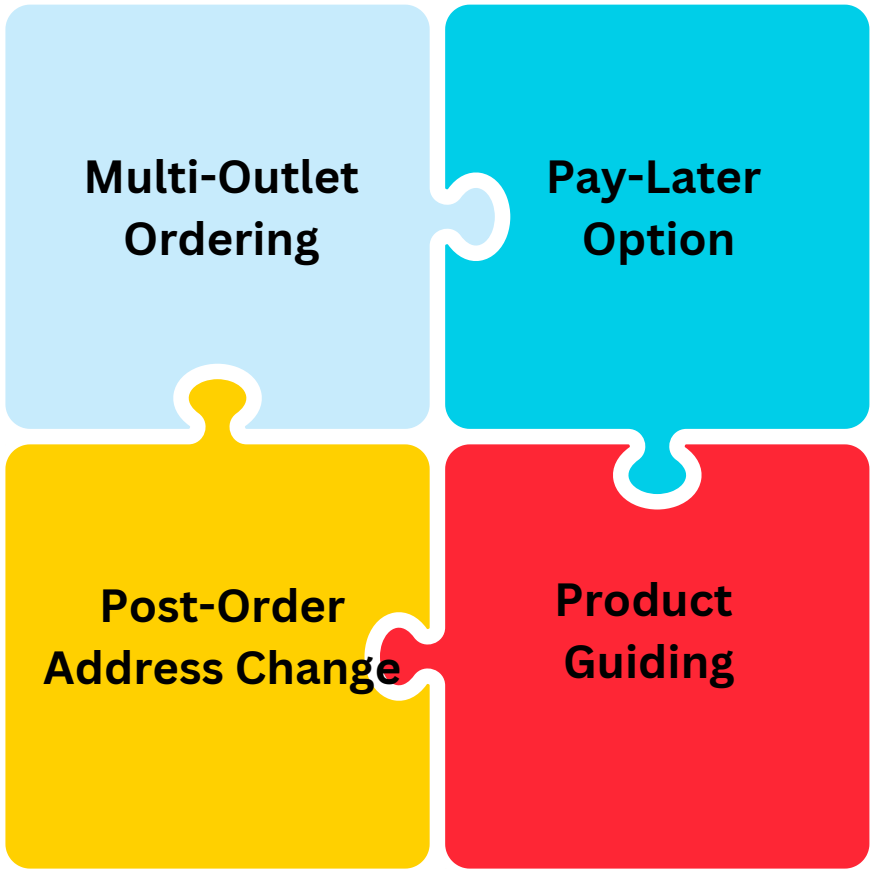
- Smart recommendations based on user behavior.
- Pop-up suggestions or "What's Needed" section.

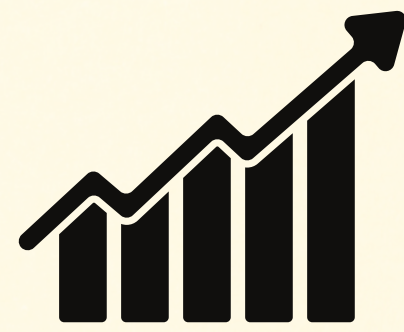
Success Metrics:

- Number of products added via recommendations.
- Increased conversion rates.

Check Metric:

- User engagement with the tool.



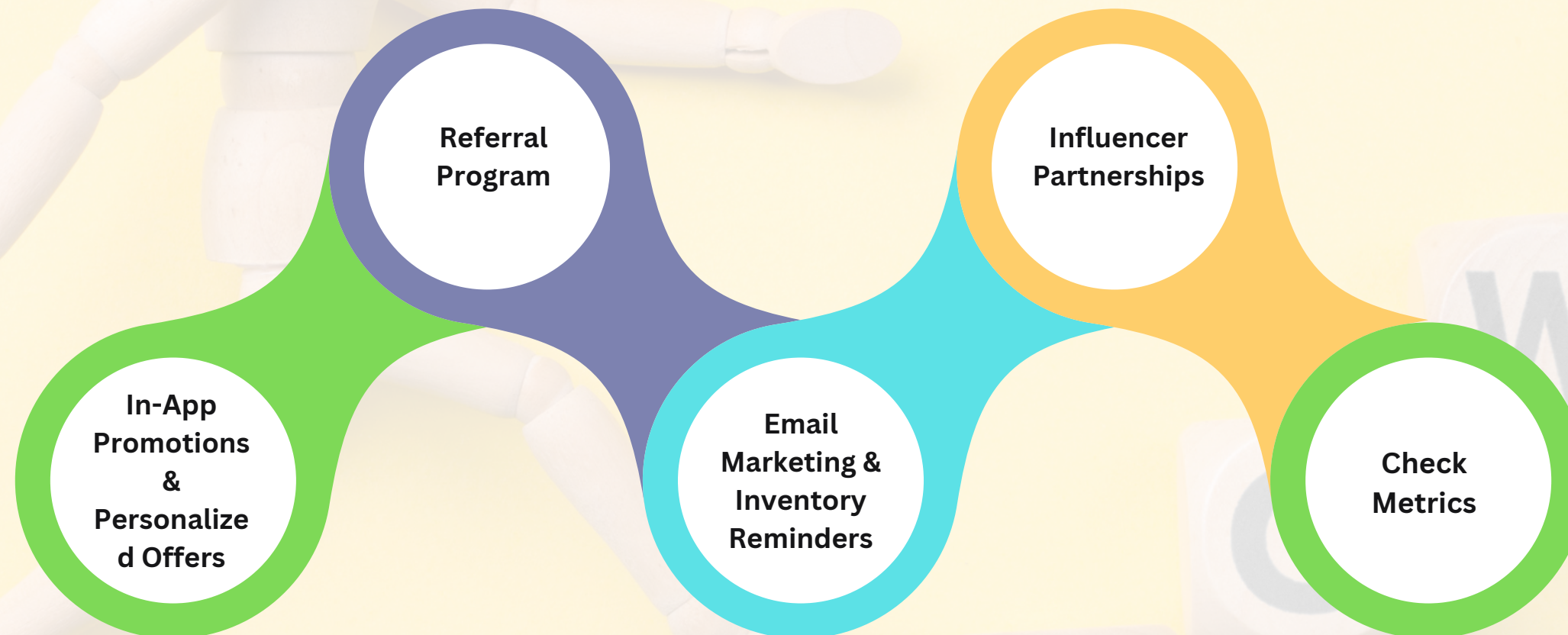


GROWTH CHANNELS



- Utilize the user base to attract new users, especially for pay-later and rationing features.
- **Metrics:** New users, conversion rates, LTV of referrals.

- Partner with influencers to promote features like multi-outlet ordering.
- **Metrics:** Engagement, feature usage, new user acquisition.



- Target users with tailored offers for high-demand features like multi-outlet ordering and pay-later options.
- **Metrics:** Conversion rates, average order value, customer feedback.

- Notify users about inventory and encourage frequent reorders.
- **Metrics:** Open rates, CTR, conversion to purchases.

- Measure customer feedback, referral LTV, and conversion from reminders.



PLG FRAMEWORKS

Freemium Model (Acquisition)

- Offer limited free trials of key features (e.g., multi-outlet ordering, pay-later)
- Incentivize referrals

Key Metrics:

- Conversion rates from free users to paid

Growth Loops (Engagement)

- Use guiding features and inventory reminders to create feedback loops to drive more purchases.
- Smart recommendations to boost engagement

Key Metrics:

- Increase in multi-item orders, and interaction with reminders.

Land and Expand (Expansion)

- Focus onboarding on one core feature (e.g., multi-outlet ordering), then upsell additional ones like pay-later.
- Use data to suggest features based on behavior.

Key Metrics:

- Cross-utilization of features, and feature adoption over time.

Onboarding & In-Product Education (Engagement & Retention)

- Offer limited free trials of key features (e.g., multi-outlet ordering, pay-later).
- Incentivize referrals with discounts or rewards.

Key Metrics:

- Conversion rates from free users to paid, referral growth.

