

We have focused on improving the Zomato mobile app by introducing a new feature for the users which allows them to order through multiple restaurants at the same time.



BY ANKUR KUMAR

PRODUCT  
CRITIQUE



USER PERSONAS  
AND  
PAIN POINTS



PRODUCT IMPROVEMENT



METRICS

## ABOUT THE PRODUCT

Zomato was launched in 2010. Their technology platform connects customers, restaurant partners, and delivery partners, serving their multiple needs.

## BUSINESS OBJECTIVE

To allow ordering from multiple restaurants at once and cater to the needs of the customer.

## USER TYPE

Customers - search and discover restaurants, read and write customer-generated reviews order food delivery, book a table and make payments while dining out at restaurants.

Restaurant partners - with industry-specific marketing tools which enable them to engage and acquire customers to grow their business

## PRODUCT CRITIQUE

INNOVATION	UTILITY	EASE OF USE
<p><b>PROS</b></p> <ul style="list-style-type: none"><li>Added a feature to order from the different restaurants at once</li><li>More personalized orders</li></ul> <p><b>CONS</b></p> <ul style="list-style-type: none"><li>For long-distance commute delivery time and delivery prices will increase</li></ul>	<p><b>PROS</b></p> <ul style="list-style-type: none"><li>Single payment across all restaurant</li><li>Multiple restaurant ordering enabled</li></ul> <p><b>CONS</b></p> <ul style="list-style-type: none"><li>Limited number of restaurants in nearby restaurant section</li></ul>	<p><b>PROS</b></p> <ul style="list-style-type: none"><li>Shortened user journey while ordering from multiple restaurants</li></ul> <p><b>CONS</b></p> <ul style="list-style-type: none"><li>New users who are not aware of the new feature might close the popped up window</li></ul>

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- Caters to a large international market
- Has an upgraded technology and skilled employees
- International understanding of business
- Financial Leverage

W

- High delivery charges.
- Cannot order from multiple restaurants at once
- Refund Policy issue
- No Customization or personalized meals for each individual
- Subscription model

O

- Expansion at a global stage
- Collaboration with home-made food/ cafeteria or tiffin services.
- Delivery Service.

T

- Competition increasing in the market.



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METRICS

# USER PERSONAS

Amit Kumar



AGE 40

INCOME GROUP 80k/ mo

STATUS Married

OCCUPATION Manager, Infosys

LOCATION Mumbai, India

TECH LITERATE Average

**“**I am a working professional who orders food online on a daily basis. I prefer online food delivery to save time and get food at my doorstep without hassle.

**Bio**

Amit is a manager at an MNC, who works a 9 to 5 job but may work overtime. He loves to explore cuisines and frequently orders online due to his busy schedule. He usually orders his lunch online and avoids using the office cafeteria to avoid crowd and for better hygiene.

**Core needs**

- Needs hygienic and good quality meals.
- Needs food almost every weekday at a specific time.
- Ability to order from multiple restaurants at same time.

**Pain Points**

- Tends to forget ordering meals for lunch due to busy schedule.
- Cannot order items from different restaurants around him in the same order(cart).
- Finds the app a little confusing at times due to lack on dedicated cart page.

**Tags**

Tier-1 High income Self + Family iOS



Bhoomika Reddy



AGE 22

INCOME GROUP 20k/ mo

STATUS Single

OCCUPATION Intern, Uber

LOCATION Delhi, India

TECH LITERATE High

**“**I am living in Delhi for my internship on a rental basis. I love to try different foods on a budget and usually eat outside on weekends.

**Bio**

Bhoomika is a student living in a different city. She relies on the PG service for food. She is always on a tight budget, explore similar apps to get best offers and prefers pocket friendly meals. She is allergic to gluten and is very health conscious.

**Core needs**

- Pocket friendly meals
- Needs allergy information for the food she orders,
- Needs healthy food options from various restaurants

**Pain Points**

- Doesn't get small cart value meals
- Needs to call the restaurant everytime to check for ingredients before ordering due to her food allergy.
- Cannot find healthy food options on the app (healthy section of app is limited)

**Tags**

Tier-1 Average income Self Android

Radhika Kapoor



AGE 28

INCOME GROUP 40k/ mo

STATUS Single

OCCUPATION Analyst, Zomato

LOCATION Chandigarh, India

TECH LITERATE High

**“**I am a working professional who loves to throw parties and eat with friends. I also love to snack while watching movies late night;

**Bio**

Radhika is an analyst who lives with her family in Chandigarh. She is outgoing and loves to party with her college/work friends and hence orders in bulk. She usually orders on occasions and orders from different restaurants. She orders food for a group of 4-6 atleast once a week.

**Core needs**

- Needs 24x7 delivery and delivery at odd timings.
- Needs a simple user flow for bulk orders.
- Ability to order from multiple restaurants at same time.

**Pain Points**

- Not able to get deliveries late night.
- Cannot order items from different restaurants around in the same order(cart).
- Group-order is always a hassle from cuisine selection to multiple payouts.

**Tags**

Tier-2 Average income Family Non android/IOS

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METRICS

# USER JOURNEY



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PRODUCT IMPROVEMENT



METRICS

## **NEW FEATURE :** **FOOD POLYGAMY**

A single user can order from multiple restaurants in a single order.

Zomato is a food delivery aggregator that has multiple delivery executives available to deliver food in multiple cities. Currently, a user can order food through the app from any restaurant that is serviceable through Zomato for that user.

Introducing Food Polygamy i.e. ordering from multiple restaurants at once makes it more personalized.

A user can only order from multiple restaurants only if they are within 2km of each other eg. within the same complex, block, or nearby location.

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**PRODUCT IMPROVEMENT**



**AAS-PAAS**

When the user adds an item (dish) to the cart, a tab appears where the user can see all the "aas-paas" (nearby) restaurants within a certain range from where he/she can order

**YAY-NAY**

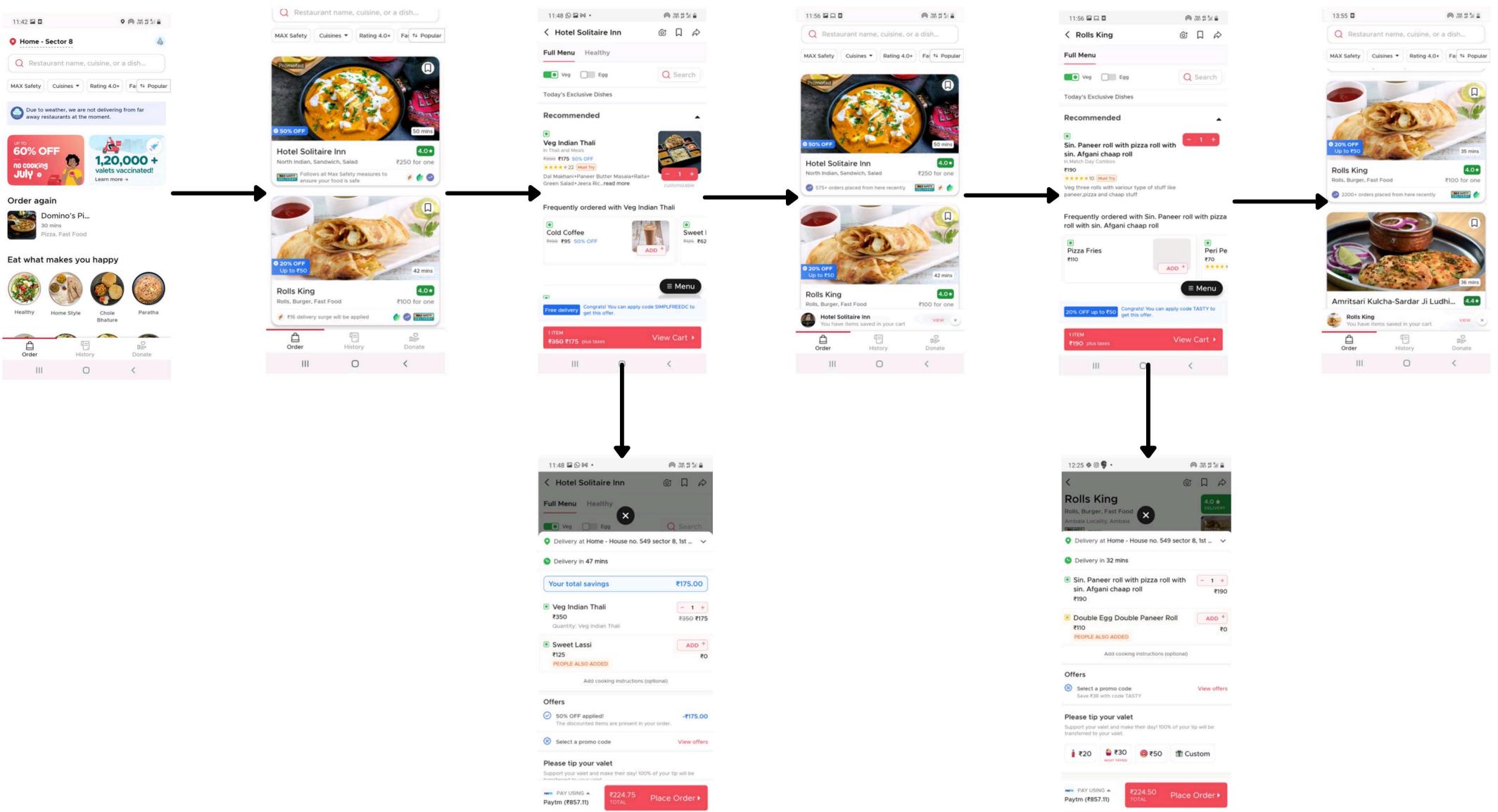
It suggests adding the next item (dish) from the same restaurant or a different restaurant.  
If the User selects the Yay option on the pop-up window, the user will land on the restaurant page (which contains nearby restaurants listed) with an added cart item.

**ALL MENU LIST**

It is a feature that shows a restaurant followed by a restaurant menu once the end of the first restaurant menus, next restaurant, and menu list will be there.

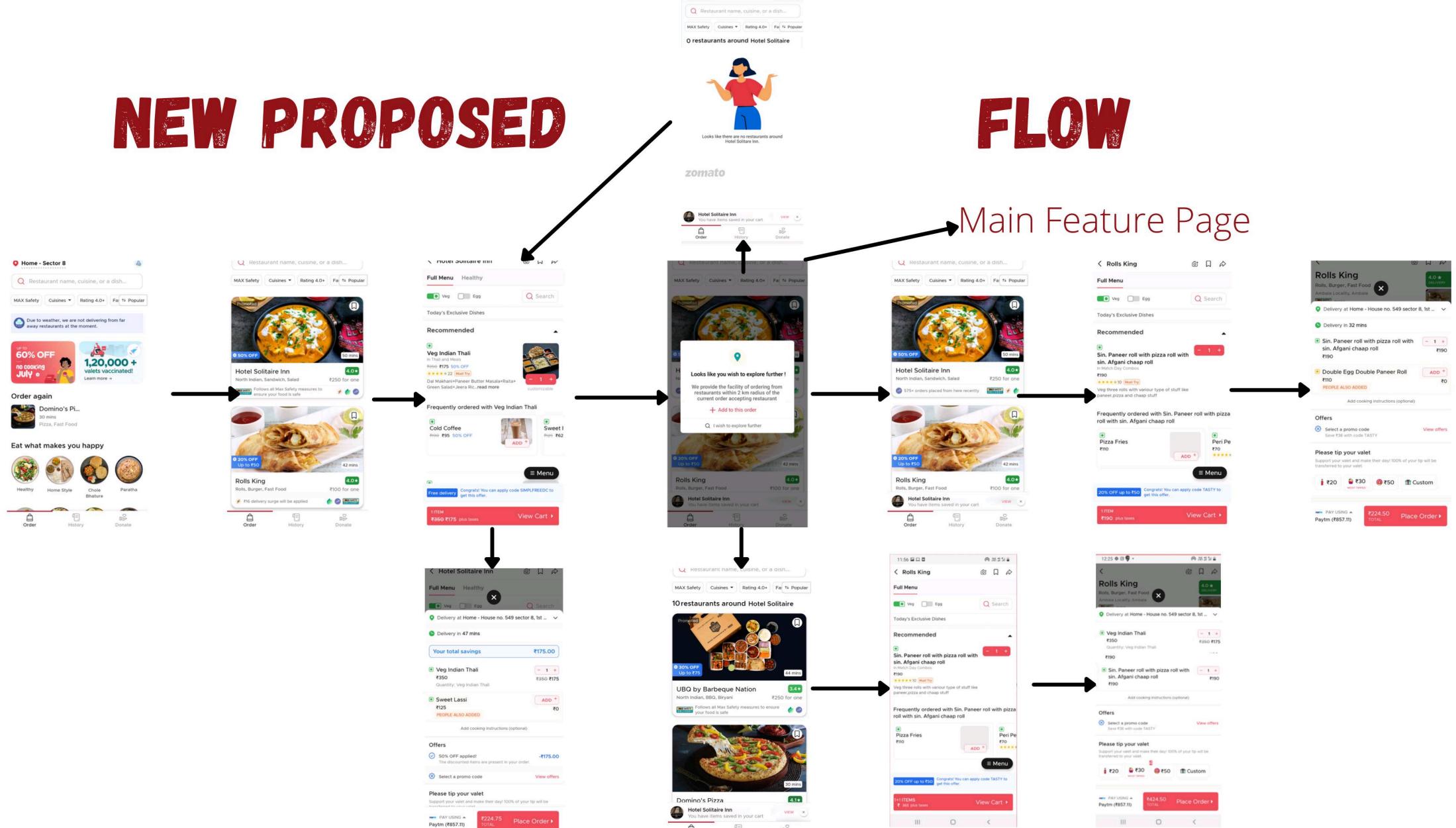
**METRICS**

# EXISTING FLOW



# NEW PROPOSED

# FLOW



## DATA AND ITS ANALYSIS

- Zomato can provide a highly personalized home feed to the user leveraging ML and AI as follows:
- Top suggestions of the day based on the most common order on the app.
- Top suggestions for the user based on analysis of previous orders.
- Customized Packages/Orders for users consisting of different food items based on analysis of previous orders.
- Suggested ‘Add-ons’ based on dishes ordered using ML and data analysis.

## PRIORITISATION FRAMEWORK:

FEATURES	IMPACT			COST			OVERALL WEIGHT
	Reach 30%	Feature Value 50%	Ease of Use 20%	Operational Cost 50%	Development Time 30%	External Risk 20%	
<b>YAY-NAY</b>	3	2	3	1	3	1	0.9
<b>AAS - PAAS</b>	1	3	2	1	2	2	0.7
<b>ALL MENU LIST</b>	2	1	1	1	1	3	-0.1

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# METRICS DASHBOARD

## ACQUISITION

Users who clicked on search nearby restaurant button after adding item to cart

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Total number of users who added item to cart

## ACTIVATION

Number of orders placed using the new feature

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Total number of orders

## RETENTION

How often the user comes back to the app and order food

## ENGAGEMENT

Time spent on feature per day per user

## GENERAL METRICS

Monthly Revenue Increase per Source

New user Signups

Average Cart value per user

NPS score

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