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.

Anoop Chander Naik

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
PROS	**PROS**	**PROS**
• Added a feature to order from the different restaurants at once • More personalized orders	• Single payment across all restaurant • Multiple restaurant ordering enabled	• Shortened user journey while ordering from multiple restaurants
CONS	**CONS**	**CONS**
• For long-distance commute delivery time and delivery prices will increase	• Limited number of restaurants in nearby restaurant section	• New users who are not aware of the new feature might close the popped up window

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

Pain Points
- Tends to forget ordering meals for lunch due to busy schedule.
- Cannot order items from different restraunts 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: 60k/ 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 restraunts 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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USER JOURNEY

	Need	Pre- Ordering	Ordering	Ordering	Consuming	Advocacy
Experience	• Working in office, lunch time approaches • Wants to de-stress and have a great meal. • Feeling hungry! Let me order food online.	• Lots of apps to choose from, I open **Zomato** App. • Again lots of options to choose from, I don't know what I want to eat. I check the recommendations. • I have decided to eat Biryani and Vanilla ice cream	• Go through the restraunts under biryani section in cuisines and select a restaurant. • I choose what to eat and add my dish#1 to cart • I see a offer prompt and i apply offer to get 60% off WOOHOO!!	• Now I go back and explore my second dish which turns out to be from a different restaurant • I explore and add dish#2 (ice cream) to my cart... • **AAAGH the previous items in the cart are removed automatically** • I am frustrated that i need to repeat the proccess	• I order separately from both restaurants and food recieved is delicious. • I recieve ice cream before biryani :'(• As I enjoy my meal my second order arrives. • I am not able to eat my meal peacefully.	• I feel satisfied that my timmy is full ! • I share my "not so good" experiece on social media and tell it to my friends • Next time I'll remember this experience and not order from different places at once.
Expectations	• I am busy in work right now. I need a good meal and a hassle free experience.	• I need recommendations because too many options can be overwhelming.	• I need an easy to use interface and smooth proccess	• **Method to order from different restaurants**	• Need deliveries to be on the same time	

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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.

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.

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

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.
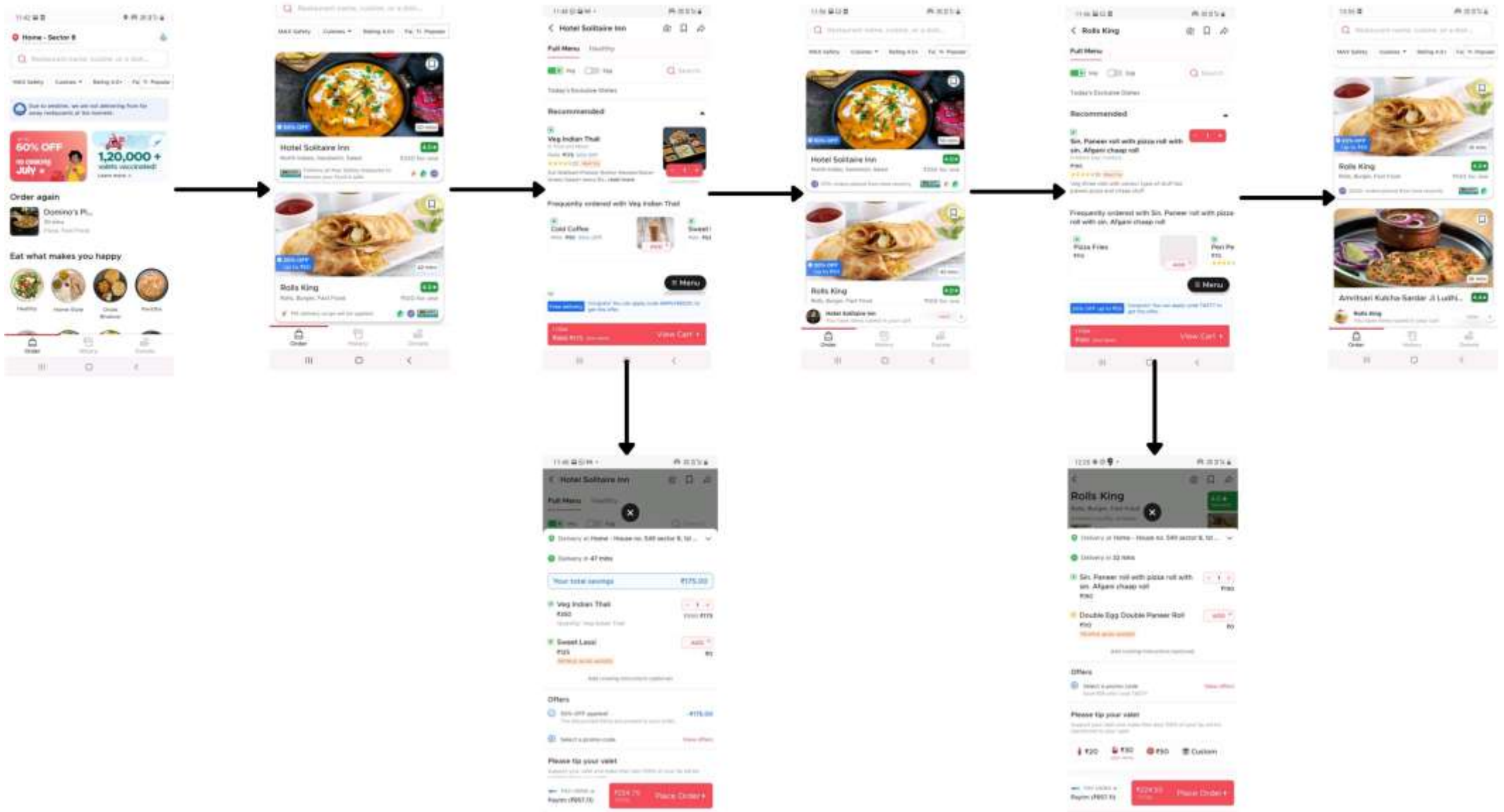
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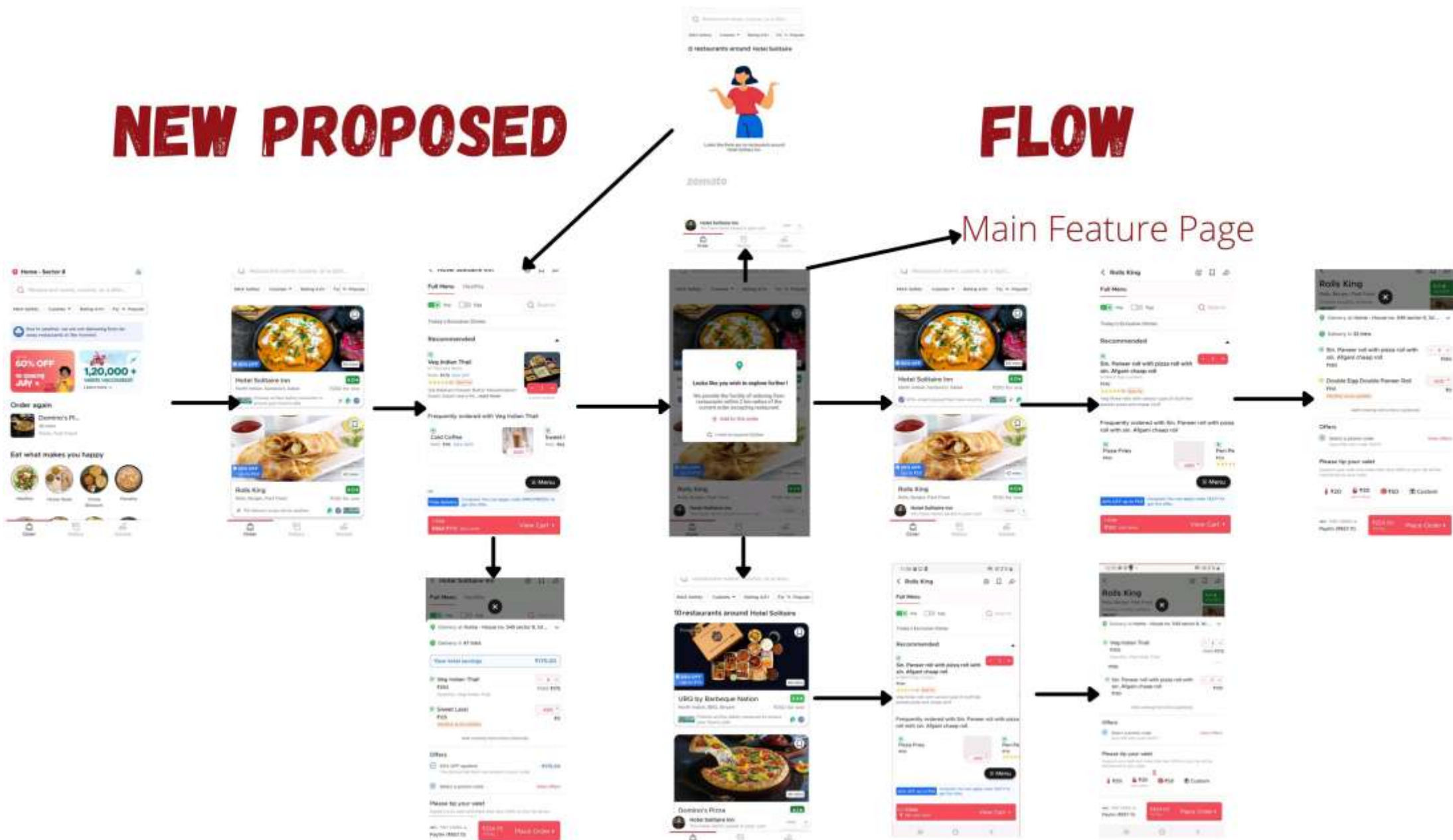
EXISTING FLOW

NEW PROPOSED FLOW

Main Feature Page

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%	
YAY-NAY	3	2	3	1	3	1	0.9
AAS – PAAS	1	3	2	1	2	2	0.7
ALL MENU LIST	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

___

Total number of users who added item to cart

ACTIVATION

Number of orders placed using the new feature

___

Total number of orders

RETENTION

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

ENGANGEMENT

Time spent on feature per day per user

GENERAL METRICS

Monthly Revenue Increase per Source

Average Cart value per user

New user Signups

NPS score

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