

Adding Same-Day Delivery Option for Medicines at Checkout

So we need to roll out a new feature on the checkout page that lets customers choose **same-day delivery** for medicines. The main goal here is to increase the **average transaction value** per customer. Basically, if someone knows they can get their order the same day, they'll probably buy more, which means more revenue for us.

Here's how I think this can work:

When the user reaches the checkout page, there should be an option (maybe a checkbox or toggle?) for same-day delivery. We should display this prominently, but only for eligible orders. By "eligible," I mean orders where the medicines are in stock at a nearby warehouse and it's logistically possible to get them delivered within a few hours. So the system needs to check for these conditions in real-time during checkout.

For orders that qualify for same-day delivery, we'll need to show the additional cost right next to the option. We should experiment with pricing to find a sweet spot, but maybe start with something like ₹50–₹100 extra for same-day delivery. That way, customers see the value, but it also adds to the cart value.

If the user selects same-day delivery, the **estimated delivery time** should dynamically update based on the location and stock. For instance, if someone orders at 2 PM and the medicines can arrive by 8 PM, show that time on the page. This time window should be as accurate as possible, so we might need to sync up with the logistics team to figure out what's possible.

Backend-wise, we'll need to integrate with the logistics system to pull in real-time stock levels and delivery capabilities. We also need to account for cut-off times for same-day delivery. For example, if the order is placed after 5 PM, we might need to block the same-day delivery option and let the user know it's no longer available for today.

Additionally, this feature should be **available only in certain cities** for now (probably the metros where we have the most capacity for faster deliveries). Over time, we can roll this out to more regions. The system should be smart enough to enable or disable the option based on the user's delivery address.

We should also think about how to encourage users to choose same-day delivery. Maybe we can run a limited-time promo where they get the option for free if their order crosses a certain amount, like ₹1000. This way, customers are incentivized to add more items to their cart to qualify.

I'm not too worried about the UX/UI details, but I imagine a pretty simple interface that doesn't clutter the checkout page. Something like a checkbox with the delivery charge and time estimates shown when clicked should be enough.

In terms of tracking, we need to look at two key metrics: how many people opt for same-day delivery and how much the average order value increases for those who do. If the results are good, we can iterate on the pricing and availability. Maybe we could even look into offering **super-fast 2-hour delivery** for higher fees in the future, but that's something we'll consider later.

For now, the big thing is getting the logistics integration right, making sure customers are informed of the additional charge and time window, and testing it in a few key cities to see how it impacts sales.