

PRODUCT REQUIREMENT DOCUMENT (PRD)

Zomato Unified Platform Integration

1. Problem Statement Recap

Core Problem: 70% of Zomato's 80+ million food delivery customers remain unaware of Zomato's broader service ecosystem (Blinkit quick commerce, going-out/entertainment), while only 22% actively engage across multiple platforms. This fragmentation results in:

- **35% lower customer lifetime value** for single-platform users vs. multi-platform users
- **60% higher customer acquisition costs** due to separate acquisition strategies per vertical
- **₹2,400 crore untapped GOV opportunity** from cross-platform adoption
- **Competitive vulnerability** against focused pure-play competitors and integrated platforms like ONDC

Impact Scale: With current growth patterns showing food delivery decelerating (17% YoY) while quick commerce accelerates (134% YoY), this fragmentation prevents Zomato from maximizing its ecosystem advantage and achieving sustainable unit economics across verticals.

2. Target Audience / User Personas

Primary Personas:

Persona	Demographics	Current Behavior	Needs	Pain Points
Convenience Maximizers	25-35 years, ₹8-15L income, Metro cities, Working professionals	Heavy food delivery users (8+ orders/month), unaware of Blinkit	One-stop solution for all daily needs	Multiple apps, separate accounts, no unified benefits
Value-Conscious Families	28-42 years, ₹5-10L income, Tier 1/2 cities, Families with children	Moderate food delivery usage (4-6 orders/month), price-sensitive	Cost-effective solutions, bulk ordering	Fragmented offers, no family account benefits
Experience Seekers	22-32 years, ₹6-12L income, Urban areas, Social & tech-savvy	Food delivery + occasional entertainment, early adopters	Seamless discovery and booking across services	Limited cross-service recommendations

Secondary Personas:

- **Occasional Users:** Low-frequency users across any platform (opportunity for activation)
- **Blinkit-First Users:** Quick commerce users unaware of food delivery offerings
- **Corporate Users:** B2B customers who could benefit from integrated solutions

3. Competitive Analysis

Direct Competitors:

Competitor	Strengths	Integration Level	Market Position	Our Opportunity
Swiggy Ecosystem	Strong food delivery + Instamart integration	Medium (shared login, some cross-promotion)	46% food delivery, 23% quick commerce	Better data utilization, unified loyalty
Amazon	Prime ecosystem, cross-service benefits	High (unified account, Prime benefits)	Limited food delivery presence	Local market expertise, faster delivery
Zepto	Pure-play focus, well-funded	N/A (single vertical)	25% quick commerce share	Multi-service convenience
ONDC	Government backing, lower commissions	High (designed for integration)	3% but growing rapidly	Established customer base, brand trust

Indirect Competitors:

- **Dunzo:** Multi-category delivery (struggling with unit economics)
- **BigBasket:** Grocery focus with limited food delivery
- **BookMyShow:** Entertainment ticketing (acquisition opportunity via Paytm deal)

Key Insights:

- No competitor has successfully created a truly integrated super-app experience in India
- Amazon's Prime model shows cross-service benefits drive retention
- Pure-play competitors vulnerable to integrated offerings
- ONDC's rapid growth shows market appetite for unified platforms

4. Goals & Objectives

Primary Objectives (6-12 months):

Metric	Current State	Target	Impact
Cross-platform adoption rate	22%	40%	+₹4,800 crore potential GOV
Customer Lifetime Value	₹2,800 (single), ₹4,200 (multi)	₹3,500 average (+25%)	+₹840 crore annual revenue
Customer Acquisition Cost	₹180 blended	₹135 (-25%)	₹180 crore annual savings
Monthly cross-selling conversion	~8%	18%	2.25x improvement

Secondary Objectives:

- **Retention Improvement:** Increase 6-month retention from 65% to 80%
- **Order Frequency:** Boost average monthly orders from 4.1 to 5.8 per user
- **Market Share Defense:** Maintain 50%+ market share despite ONDC/competitor pressure
- **Operational Efficiency:** Reduce customer service costs by 15% through unified experience

Success Criteria:

- **Revenue Growth:** 30% increase in revenue per user within 12 months
- **Competitive Position:** Establish 15+ point NPS lead over Swiggy ecosystem
- **Platform Stickiness:** Achieve 90% retention rate for users engaging with 2+ services

5. Features / Requirements

Must-Have (Core Functionality):

5.1 Unified User Experience

- **Single Sign-On:** Seamless login across all Zomato platforms
- **Unified Navigation:** Integrated bottom navigation showing all services
- **Cross-Service Cart:** Add items from food delivery and Blinkit in single transaction
- **Unified Payment:** Single payment gateway with saved preferences across platforms

5.2 Intelligent Cross-Platform Discovery

- **Smart Recommendations:** AI-driven suggestions based on cross-platform behavior
- **Contextual Prompts:** "Need groceries for this recipe?" when ordering food
- **Service Bundling:** Combined offers (e.g., "Order dinner + tomorrow's breakfast groceries")
- **Availability Alerts:** Notify food delivery users about Blinkit availability in their area

5.3 Integrated Loyalty Program

- **Unified Points System:** Single loyalty currency across all platforms
- **Tier-Based Benefits:** Escalating benefits for multi-platform usage
- **Cross-Platform Rewards:** Earn points on food delivery, redeem on quick commerce
- **Milestone Incentives:** Special rewards for trying new services

Should-Have (High Priority):

5.4 Personalized Experience Engine

- **Unified Profile:** Single customer profile with preferences across services
- **Predictive Ordering:** Suggest reorders and complementary services
- **Time-Based Recommendations:** Morning coffee → evening dinner → weekend groceries
- **Location Intelligence:** Service suggestions based on user location patterns

5.5 Social & Sharing Features

- **Family Accounts:** Shared benefits and group ordering capabilities
- **Social Recommendations:** Share experiences across food and entertainment
- **Group Orders:** Coordinate orders across different services for events

Could-Have (Nice-to-Have):

5.6 Advanced Integration Features

- **Voice Ordering:** Unified voice commands across platforms
- **AR/Visual Search:** Enhanced product discovery across services
- **Subscription Bundles:** Combined subscriptions for regular users
- **Corporate Integration:** B2B solutions combining Hyperpure and food delivery

Won't-Have (Future Consideration):

- **Financial Services:** Payments, lending (regulatory complexity)
- **Ride-Hailing:** Transportation services (outside core competency)
- **Real Estate/Classifieds:** Non-food related verticals

6. Success Metrics / KPIs

Leading Indicators (Weekly/Monthly Tracking):

Metric Category	Key Metrics	Current Baseline	Target
Adoption	Cross-platform activation rate, Service discovery rate	8% monthly, 22% overall	18% monthly, 40% overall

Metric Category	Key Metrics	Current Baseline	Target
Engagement	Multi-platform DAU/MAU, Cross-service session frequency	15% DAU overlap	30% DAU overlap
Conversion	Cross-sell conversion rate, Unified cart completion	12% cross-sell, 78% cart completion	25% cross-sell, 85% completion

Lagging Indicators (Monthly/Quarterly Tracking):

Business Impact	Key Metrics	Current State	12-Month Target
Revenue	ARPU growth, Cross-platform GOV contribution	₹2,800 ARPU	₹3,500 ARPU (+25%)
Profitability	Customer acquisition cost, Lifetime value	₹180 CAC, ₹2,800-4,200 LTV	₹135 CAC, ₹3,800 avg LTV
Retention	6-month retention, Churn reduction	65% retention	80% retention

Product Health Metrics:

- **Technical Performance:** App loading time, crash rates, API response times
- **User Satisfaction:** NPS score, App store ratings, Customer support tickets
- **Operational Efficiency:** Cross-platform order fulfillment accuracy, Support resolution time

7. Prioritization and Plan

Phase 1: Foundation (Months 1-3)

Objective: Establish basic cross-platform infrastructure

Priority Features (MoSCoW Method):

- **MUST:** Single sign-on, unified navigation, basic cross-service discovery
- **SHOULD:** Integrated loyalty program, cross-platform recommendations
- **COULD:** Social features, advanced personalization
- **WON'T:** Voice ordering, AR features

Success Gates:

- 25% cross-platform adoption among new users
- <500ms cross-service navigation time
- 90%+ unified login success rate

Phase 2: Intelligence (Months 4-6)

Objective: Implement AI-driven personalization and recommendations

Priority Features:

- **MUST:** Personalized experience engine, predictive recommendations
- **SHOULD:** Contextual cross-selling, time-based suggestions
- **COULD:** Advanced bundling, family accounts
- **WON'T:** Corporate features, subscription bundles

Success Gates:

- 15% cross-sell conversion rate
- 35% overall cross-platform adoption
- 20% improvement in customer satisfaction scores

Phase 3: Optimization (Months 7-12)

Objective: Scale and optimize for maximum business impact

Priority Features:

- **MUST:** Advanced loyalty tiers, subscription offerings
- **SHOULD:** Corporate integration, enhanced social features
- **COULD:** Voice ordering, AR product discovery
- **WON'T:** Financial services, non-food verticals

Success Gates:

- 40% cross-platform adoption target achieved
- 25% reduction in customer acquisition costs
- 30% increase in average revenue per user

Development Approach:

- **Agile Sprints:** 2-week sprints with regular stakeholder reviews
- **A/B Testing:** All features tested with control groups before full rollout
- **Phased Rollout:** City-by-city launch starting with Delhi/Mumbai metros

8. Constraints / Assumptions

Technical Constraints:

- **Legacy Systems:** Existing food delivery and Blinkit platforms may require significant backend integration
- **Performance Requirements:** Unified app must maintain <3 second load times across all services
- **Data Synchronization:** Real-time inventory and availability updates across platforms
- **Scalability:** Infrastructure must support 80M+ users across multiple services simultaneously

Business Constraints:

- **Budget:** ₹150-200 crore development budget over 12 months
- **Resource Allocation:** 40-person engineering team, 15-person product team
- **Timeline:** Must launch Phase 1 within 6 months to stay competitive
- **Regulatory:** Compliance with data privacy, food safety, and commerce regulations

Market Assumptions:

- **User Behavior:** Customers will adopt integrated experience if friction is reduced
- **Competitive Response:** Competitors will respond with similar integration efforts within 12 months
- **Economic Environment:** No major economic downturn affecting discretionary spending
- **Technology Adoption:** Continued smartphone penetration growth in Tier 2/3 cities

Key Dependencies:

- **Dark Store Expansion:** Blinkit coverage must expand to match food delivery areas
- **Restaurant Partner Buy-In:** Food partners must support cross-platform promotional campaigns
- **Customer Service:** Unified support system for multi-platform issues
- **Data Privacy:** Customer consent for cross-platform data usage and personalization

Risk Mitigation:

- **Technical Risks:** Parallel development of integrated and standalone versions
- **Market Risks:** Gradual rollout with ability to pause/reverse changes
- **Competitive Risks:** Focus on sustainable differentiation rather than feature copying
- **User Adoption Risks:** Extensive user testing and feedback incorporation throughout development