eazydiner

The only app you ever need to eat out.

Internship Product Assignment
Submitted by
Abhinash Daulaguphu
IIT(BHU)
abhinash.daulaguphu.phy17@itbhu.ac.in

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About EazyDiner

EazyDiner is a restaurant reservation platform which has all the answers for the most enjoyable, authentic and friction-free table booking experience.

Premium Product

EazyDiner PRIME, the premium membership programme, promises exclusive access to premium dining events and restaurants with **minimum hassle** but also by providing **maximum discounts** and **rewards**.

Goal

To provide a **go to market strategy** for EazyDiner with additional add ons in the platform to ensure **maximum conversions** and a **positive customer experience**.

Competitor Apps

Vision of Prime membership

To provide premium dining experience with **minimum hassle** but also by providing **maximum discounts** and **rewards**.

Challenge

- To minimise **Customers' hassle** by ensure a **positive customer experience**.
- To increase **Customer acquisition** with incentives.

What members say about PRIME?

Target Goals (Measurable Metrics)

- Reduce **number of complaint** tickets raised by customers
- Increase **Customers lifetime value**
- **Number of bookings** in a month
- **Net Promoter Score**: Increase the willingness of customers to recommend EazyDiner Prime to others

★★★☆☆ 11/22/19

Nice Experience got a discount as per my booking. I thought of enrolling for their Annual Prime Membership but refrained as one has to permit eazydiner to auto debit the card after expiry of Membership which means if you do not wish to continue your Membership you cannot as the app will auto debit your card for renewal of Membership. So best I have thought is to avail offers when I want to

★★★★★ 1/28/20

amazing application I get a confirmed table and good discount. Im very much satisfied with my decision for taking the prime membership I get great deals at exclusive restaurants. 😊😊 Also I get chance to visit exclusive events across the city. Looking forward for the foodie awards..

★★☆☆☆ 4/2/21

Bad experience, I took prime membership and booked a table at Marathahalli Big Barbeque, assuming 25%discount, but hot people simply said we haven't received reservation and they charged normally, no discounts

User Persona
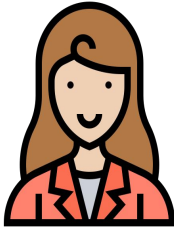
Diksha, 28 YO PR Executive
An Unsatisfied Prime Member

Pain Points
- Not satisfied with the discount offered
- Booked reservation using the app but restaurant denied confirmation of the reservation, hence provided with no exclusive PRIME discounts and rewards
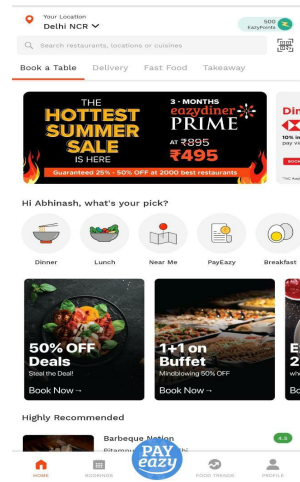
Raj, 27 YO Music and Food Lover
A Satisfied Prime Member

Pain Points
- Can not find exclusive events and restaurants which align which his passion

Suraj, 25 YO Regular Employee
A Satisfied Non-Prime Member

Pain Points
- Satisfied with the discounts offered but refrained from joining PRIME as no option to sign-up without auto-renewal

User Journey

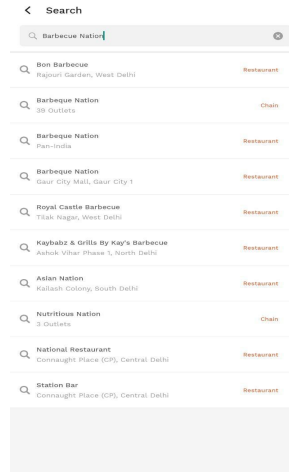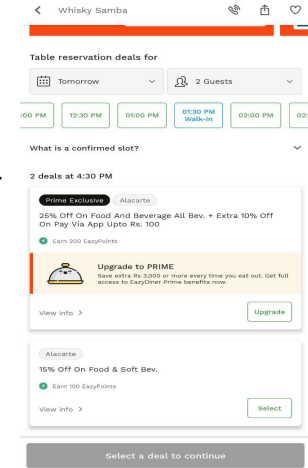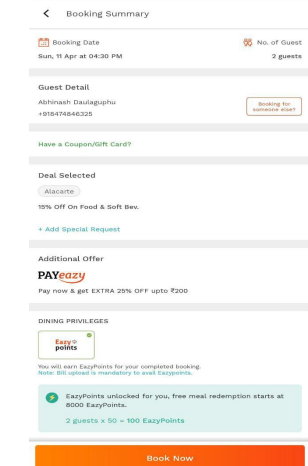**Step 1: Open the App**

Step 2: Join Prime

Step 3: Search for the restaurant

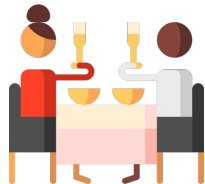**Step 4: Select Time and Offer**

Step 5: Book Reservation

Step 6: Show Prime Deal at the restaurant

Dine like a Star

Purposed Add-ons:
Social Sphere

Create a separate tab for Prime with landing page to join Prime membership. Implementing Social Sphere add on which helps in finding exclusive events and restaurants based on the customers' interests. For example, if the member wants to go to a restaurant with live music, the social sphere will recommend restaurants with live music. Also a tab to remind members who joined with no auto-renewal option to renew the membership

User Value Proposition:

- Prime Users can easily find restaurants with prime tab present in the header tabs
- Users can easily discover restaurants and events of their interests
- Users can try Prime Membership without activating any auto-renewal bills
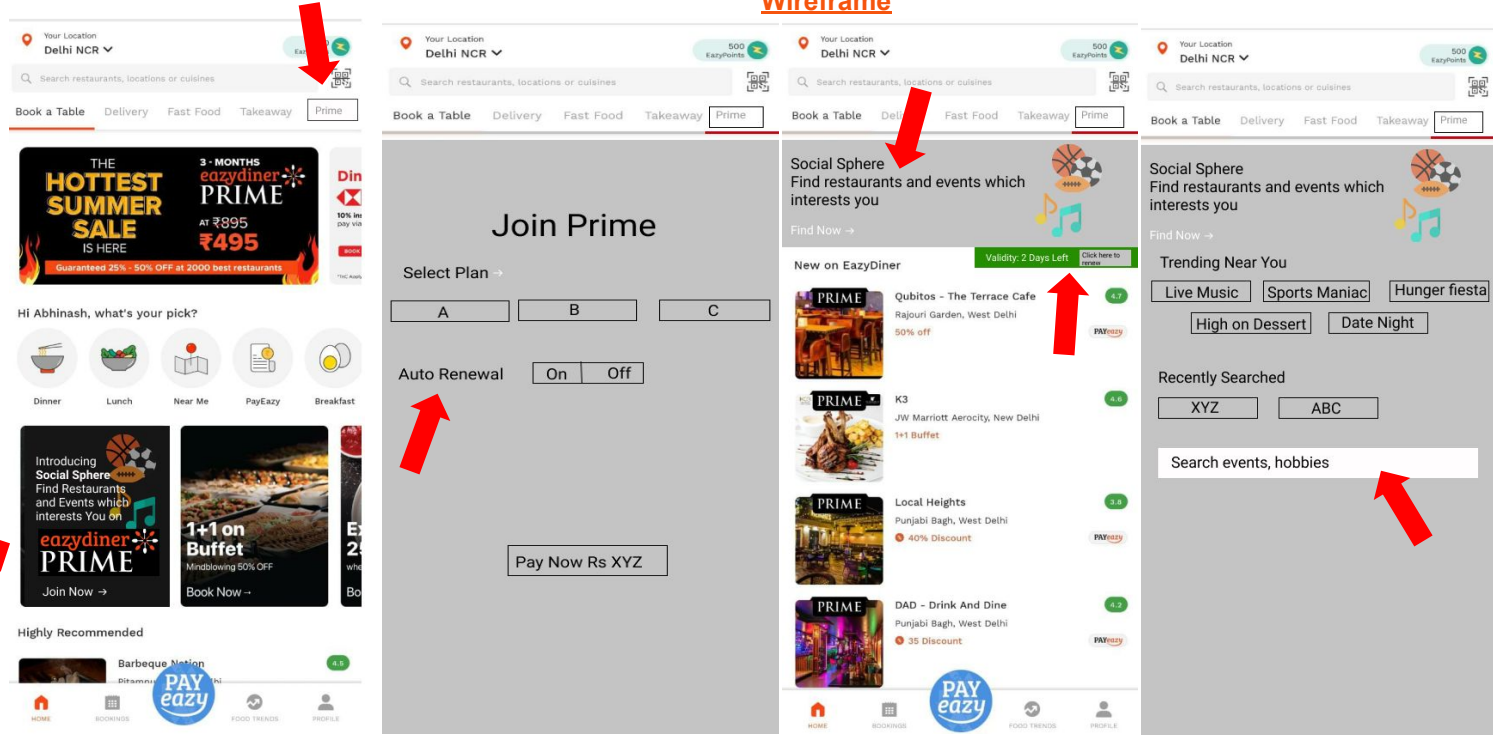
EazyDiner's Value Proposition:

- Positive User Experience
- Increased lifetime value of members

Key Metrics:

- **Number of bookings in a month**
- **Number of complaint tickets**
- **Total Revenue per user (Lifetime Value of a user)**
- **Number of Renewals**

Wireframe

Create an additional segment of user ratings called Discount Delight in the Rating and Review Summary which describes the percentage of customers who are very satisfied with the Prime Deal discount offered at the restaurant. Also to incorporate a referral link add-on with incentives of 200 EazyPoints for the referrer if the referred person dines at the same restaurant.

Wireframe

EazyDiner's Value Proposition:
- Positive User Experience
- Increased Customer Acquisition and Retention

User Value Proposition:
- Users can filter out the restaurants with best discount delight to get maximum discounts
- Earn EazyPoints by referring their friends and colleagues

Key Metrics:
- **Net Promoter Score (number of referral link shared and got accepted)**
- **Average rating of the restaurants (Discount Delight ratings)**

Qubitos - The Terrace Cafe

Read All

User Rating & Reviews Summary

4.6 ★★★★★
7 reviews

1938 Rank amongst restaurants in Delhi NCR

Ambience	5.0
Food	4.5
Music	4.5
Pricing	4.7
Service	4.5

Recommended Dishes

Paan Ice Cream (1)   Jal Jeera Water (1)

Discount Delight
92% people are happy with the discount offered

Refer your friends and earn extra 200 EazyPoints when they dine here
Share Referral Link

Critic Rating   ☀ 4.6

Phantom
Secret Restaurant Reviewer

Qubitos - The Terrace Cafe
Rajouri Garden, West Delhi

How satisfied are you with the Prime Memberships's discount at the restaurant?

☆ ☆ ☆ ☆ ☆

NEXT