

Zepto

Group Members

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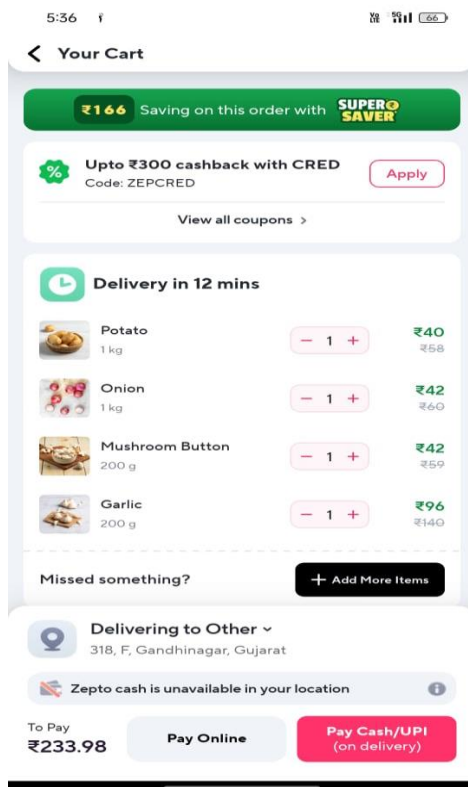
Overview

- Zepto makes shopping online easy and quick. You can easily find products, buy them with just a few clicks, and have them shipped directly to you. The interface is simple to use. You can also track your orders and get updates on your purchases. Overall, Zepto offers a smooth and easier shopping experience.

1) Time

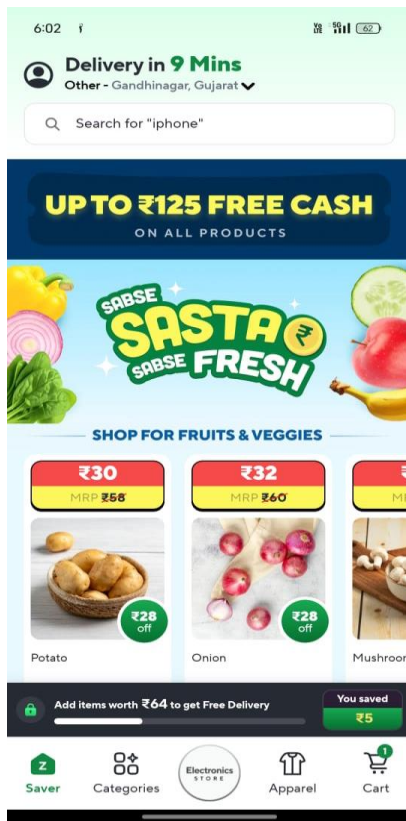


- Rating : 4 / 5
- Zepto allows users to save multiple delivery addresses (home, office etc) for future orders.
- Users don't need to repeatedly enter their address details for every order.
- Sometime app takes load to process orders.

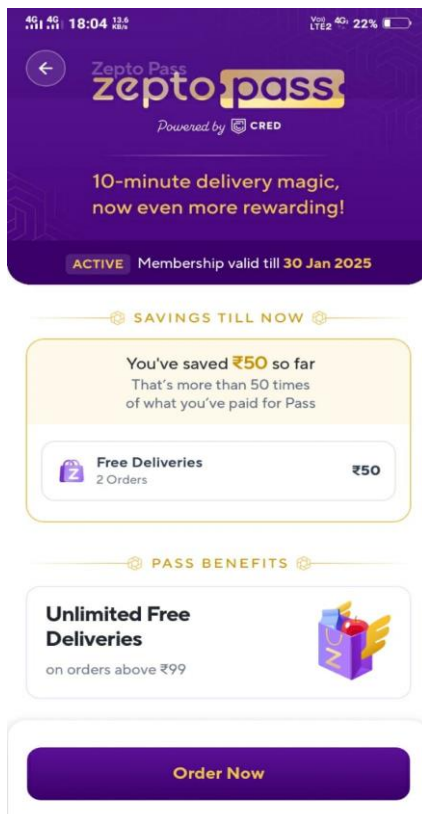


- Zepto's add to cart feature allows user to quickly select multiple items and combine them in one cart.
- The cart provides single place to review all items.

2) Money

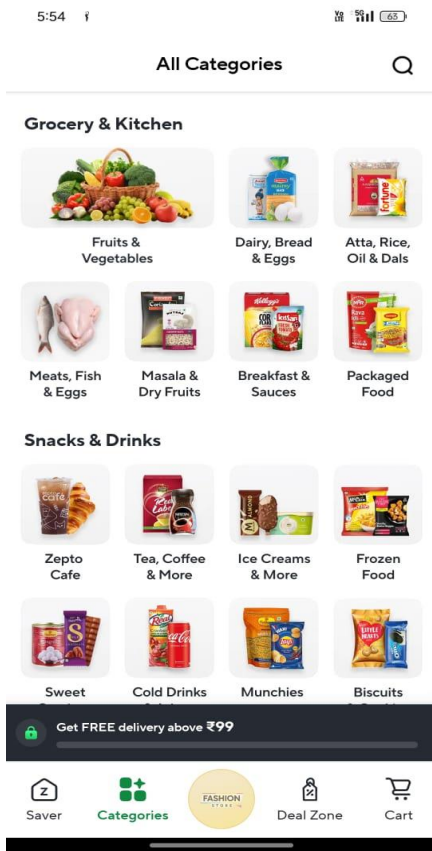


- Rating : 4 / 5
- Zepto provides discounts, offers, and free delivery above certain amount options that make grocery shopping more cost-effective for users.
- For small amount orders, delivery charges makes product more costlier.



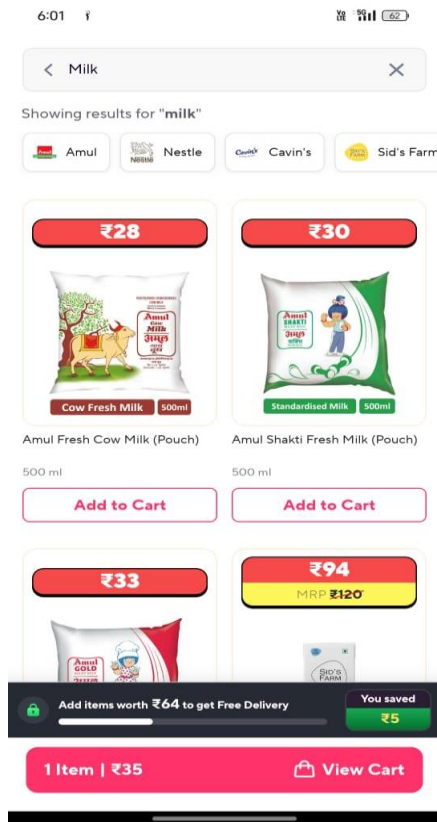
- Zepto offers monthly pass which gives free deliveries and offers to users.

3)Physical Effort



- Rating : 5 / 5
- Items are grouped into clear categories.
- This eliminates the need for users to search manually through a large inventory, reducing the effort required to find specific items.

4) Brain Cycle



- Rating : 5 / 5
- Zepto uses a simple, intuitive interface with well-categorized products, search functionality, and personalized suggestions.
- Example: A user types Milk, and the app shows available milk options with prices and discounts, reducing the effort of browsing.

5) Social Deviance

- Rating : 5 / 5
- People are used to going to the store to buy groceries. Zepto changes that by delivering food to your home fast.
- Zepto often provides discounts or limited-time offers, which encourage customers to buy more frequently and quickly.

6) Non-Routine

- Rating : 5 / 5
- Zepto makes grocery shopping part of a routine by integrating grocery deliveries into daily life. Regular use of Zepto feels as natural as traditional shopping .