

INTRODUCTION

CASE ANALYSIS OF ROUND-01 P.S
BY THE TEAM

COLD MONKS

UNDERSTANDING THE PROBLEM

Before start declaring any solution we should make some assumptions based on the P.S on which we will further proceed in direction of the solution

ASSUMPTIONS

Also all the assumptions are briefly made here which are explained in detail in the latter part of the presentation

No glitches in the app which is resulting in any sort of discomfort for the user.

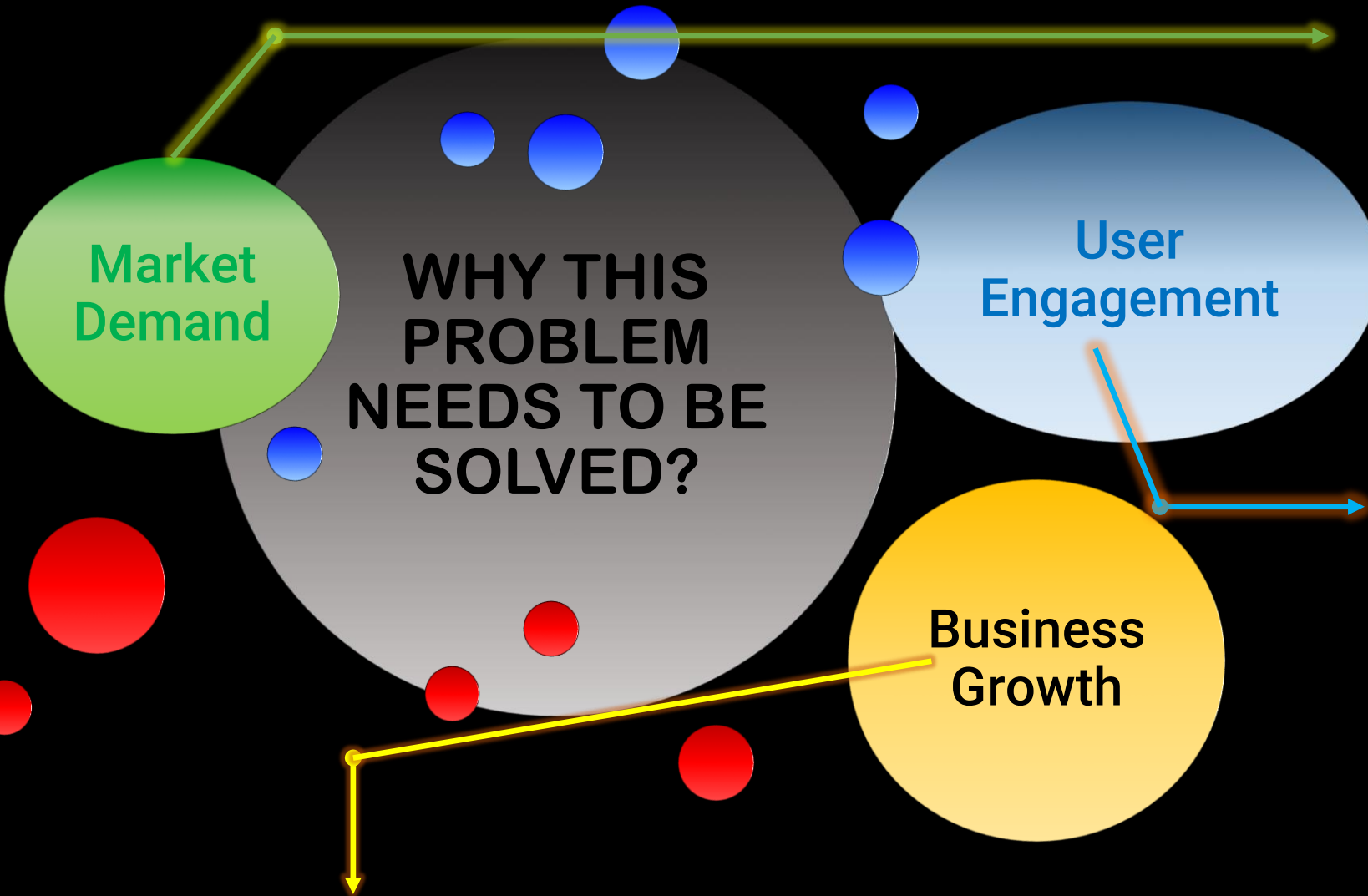
TECHNICAL

USER BASED

As nothing is mentioned in the problem so I'm assuming that orders aren't reduced but the problem is to increase them

Target audience will be all the professionals(22-45 y.o in general)who can't cook due to any reasons.

TARGET AUDIENCE



- Consider the affordability of food delivery services for professionals.
- Frequent users contribute more to Zomato's overall revenue making them loyal customers.
- Increasing demand for food among busy professionals who don't have time to cook

- Improved User Experience by solving the pain points of customers making the overall bond stronger
- By offering features that simplify and incentivize daily ordering, Zomato can encourage users to integrate the platform into their daily routines, driving long-term engagement.

- To increase the number of orders per user per month business shall be well known among the professionals
- Providing unique solutions and features tailored to daily ordering sets Zomato apart from other food delivery platforms

Approach for findings of Problem statement

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graph TD; A[Approach for findings of Problem statement] --> B[User Feedback Analysis]; A --> C[Internal Data Analysis]; A --> D[Market Research]; A --> E[Competitor Analysis];
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User Feedback Analysis

- Analyze user feedback to identify pain points and areas of improvement within the app.
- Implementing the user pain points in the app with upcoming updates.

Internal Data Analysis

- Reviewing user order histories, browsing behaviors, and preferences for recurring orders.
- Utilize data analytics to identify patterns in user behavior and preferences.

Market Research

- Conduct market research to understand user needs, preferences, and potential gaps in the current offerings.
- Conducting surveys and focus groups with targeted user demographics.

Competitor Analysis

- Evaluate competitors' strategies and identify successful practices that could be implemented.
- Examining features and user behavior on similar platforms to identify potential gaps/opportunities.

Ensuring a well rounded approach

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graph LR; A[Ensuring a well rounded approach] --- B[Diverse stakeholder Perspectives]; A --- C[Cross-functional Collaboration]; A --- D[User Centred Design]; A --- E[Prototyping and Iterative Testing]; B --- F[INTERNAL]; F --- G[Gather input from various stakeholders, including users, internal teams, and external experts. Different perspectives provide a more holistic understanding of the problem.]; C --- H[EXTERNAL]; H --- I[Involve cross-functional teams from different departments such as product development, marketing, customer support, and data analytics]; D --- J[USER SIDE]; J --- K[Prioritize user feedback and involve users in the design and testing process. Understand their pain points, preferences, and expectations to create solutions that truly address their needs]; E --- L[ALL OVER]; L --- M[Develop prototypes or minimum viable products (MVPs) to test and iterate on solutions. This iterative approach allows for continuous improvement based on real-world feedback.];
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Diverse
stakeholder
Perspectives

INTERNAL

Gather input from various stakeholders, including users, internal teams, and external experts. Different perspectives provide a more holistic understanding of the problem.

Cross-functional
Collaboration

EXTERNAL

Involve cross-functional teams from different departments such as product development, marketing, customer support, and data analytics

User Centred
Design

USER SIDE

Prioritize user feedback and involve users in the design and testing process. Understand their pain points, preferences, and expectations to create solutions that truly address their needs

Prototyping and
Iterative Testing

ALL OVER

Develop prototypes or minimum viable products (MVPs) to test and iterate on solutions. This iterative approach allows for continuous improvement based on real-world feedback.

•User Pain Points

Identified common user complaints such as delayed deliveries, limited restaurant choices, and complex user interfaces.

•Market Trends

Discovered emerging trends like healthy food preferences, personalized recommendations, and time-sensitive promotions.

•Competitor Practices

Found that successful platforms offer subscription models, loyalty programs, and seamless user interfaces.

•Data Analysis

Analyzed user data to understand peak order times, popular cuisines, and average order values.

•Desired Features

Personalized meal suggestions for daily needs, subscription-based plans with discounted ordering, quick checkout options for recurring orders, and integrations with office management platforms.

•Potential for Growth

High user interest in convenient and affordable daily food ordering solutions, indicating significant potential for increased order frequency.

IMPACT OF THE SOLUTION

INCREASED AVERAGE ORDER VALUE

- Personalized meal suggestions and subscriptions can encourage larger orders.
- Convenient and personalized solutions can foster strong user relationships.

ENHANCED UX

- Improvements in delivery times, expanded restaurant choices, and a streamlined app interface will positively impact user satisfaction.
- Addressing pain points directly leads to higher user satisfaction and engagement.

BUSINESS GROWTH

- Higher order frequency contributes directly to increased revenue, showcasing a positive impact on Zomato's bottom line.

COMPETITIVE ADVANTAGE

- Implementing successful features from competitors will help Zomato stay competitive and potentially attract new users.

CURRENT DRAWBACKS IN ZOMATO'S MOBILE APP

Based on user feedback

NO PERSONALISED FEEDBACK Many users reported that Zomato app doesn't provide any personal feedback on their orders also all the replies are auto generated , they have no way to contact any personal assistant from Zomato side which is quite frustrating for the users.

NO TRANSPARENCY Users claim the fluctuating prices of dishes in a restaurant without knowing how they are manipulated either by Zomato or by restaurant ,there's no transparency about how prices are increased/decreased.

NO REVIEW SYSTEM According to some professionals using the application have reported a major issue in the app which is all the reviews are auto generated which is quite misleading for the users.

FLAW IN DELIVERY SYSTEM While delivering the food the app doesn't allow the customer to contact(call) the delivery person which can be very inconvenient in case of tracking down a flimsy address and only way to contact the delivery person is only by texting which will eventually take hours to deliver in some cases.

MISSING ITEM PROBLEMS Due to bogus review system customers have no way to claim if there's a food item missing in their order , they paid for the whole order and if there's something missing they have no way to complain due to automated review system of Zomato which will eventually lead to decree in the current user base.

SOLUTION TO SOME COMMON PROBLEMS

BASED ON PERSONAL
RECOMMENDATION

REAL TIME PERSONAL SUPPORT

Providing users a personal support for anything missing or any other problem will eventually solve both the problems of missing items in any order and personal feedback if they've any.

TRANSPARENCY IN ORDERS Its more convenient to increase the UX of the current user base of the company rather than gaining new customers. Having a transparency between the clients and company which will lead to improve the company client bonding in long term.

AI RECOMMENDATIONS Sometimes its very confusing for the professionals to order the food after a tiring day introducing a personal AI bot for recommendation of food based on user past orders would be very convenient and will definitely give a upper hand in the market among other competitors and it'd be stupendous if the same bot can handle all the personal reviews of customer .This feature will increase time efficiency ,less confusion for customer and attract new user base resulting in more revenue.

RESTAURANT CHAIN If its under control and restaurants also cooperate Zomato can introduce a system of monthly paid program apart from Zomato Gold in which professionals can choose their daily food on a price 10-15% less than usual from (lets say 5-6) restaurants on a daily basis and food will be delivered on their doorstep/office.

REDUCTION IN DELIVERY CHARGES Zomato should introduce a program where they should not charge a delivery fees if there's a restaurant under 1.5km of the customer of the customer , and also providing the customer with contact number of delivery person too which will make it quite easier to deliver to the person.

SHORT SUMMARY FOR THE SLIDES

- In conclusion, understanding and addressing the current problems within the app, researching user needs, and implementing data-driven solutions will contribute significantly to achieving Zomato's goal of increasing the monthly average number of orders per user. The quantifiable impact on user engagement, satisfaction, and business growth makes this initiative strategically valuable for Zomato.
- In conclusion, understanding and addressing the current problems within the app, researching user needs, and implementing data-driven solutions will contribute significantly to achieving Zomato's goal of increasing the monthly average number of orders per user. The quantifiable impact on user engagement, satisfaction, and business growth makes this initiative strategically valuable for Zomato.
- Observing user needs and fulfilling them in the updates over time will eventually lead to success in increasing the number of orders per user and will also help in gaining new user base over the course of time.
- Continuing with the work the following these strategies Zomato will surely gain new userbase as well as maintaining the quality of the product with current audience too.

*THANK YOU

THIS IS THE LAST SLIDE OF THE PRESENTATION