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blinkit

New user Onboarding

Product Teardown (1/6): Learn in Public Challenge

Blinkit (previously Grofers) is an Indian instant delivery service that provides customers with groceries and essentials within minutes. Albinder Dhindsa and Saurabh Kumar founded the company in 2013 in India's Gurgaon. Blinkit has over one hundred micro-warehouses in India and delivers to over ten million customers. In 2022, Zomato acquired Blinkit for US $568M.

The Blinkit app enables users to place orders for a variety of groceries and essentials. The company promises to deliver orders in less than 10 minutes.

Competitors

Stats

- 3.5M+ MAUs
- Founded in 2013
- 7000+ Employees
- 4,50,000 orders everyday
- Operates in 30 cities
- $330 M Revenue

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Khushi Singh, 29

Occupation - Software Engineer

Location - Banglore, India

Goals & Needs

Khushi is a busy professional who is always on the go. She wants to be able to get her groceries and essentials delivered quickly and easily, so she can save time and focus on her work.

Pain Points

She hates having to go to the grocery store. She finds it time-consuming and inconvenient, especially when she's short on time. She also doesn't like having to carry heavy bags of groceries home

Goals & Needs

As a college student who is always on the go, he wants to deliver his groceries and essentials quickly and easily, so he can save time and focus on his studies and co-curricular activities.

Pain Points

He is not able to find his liked items in the college's grocery shop and many a times things remain out of stock in the shop.

Akarsh Roy, 20

Occupation - College Student
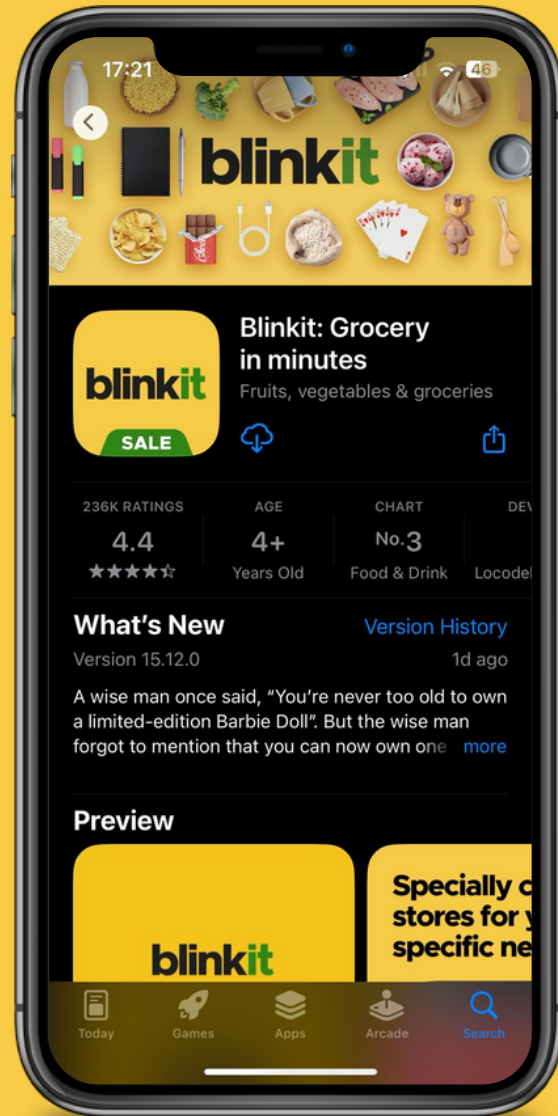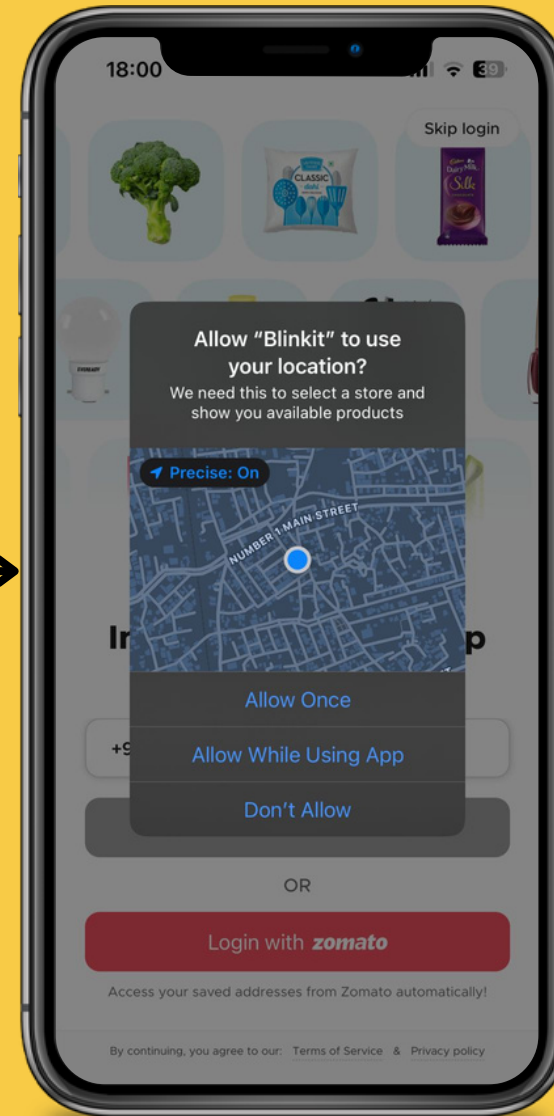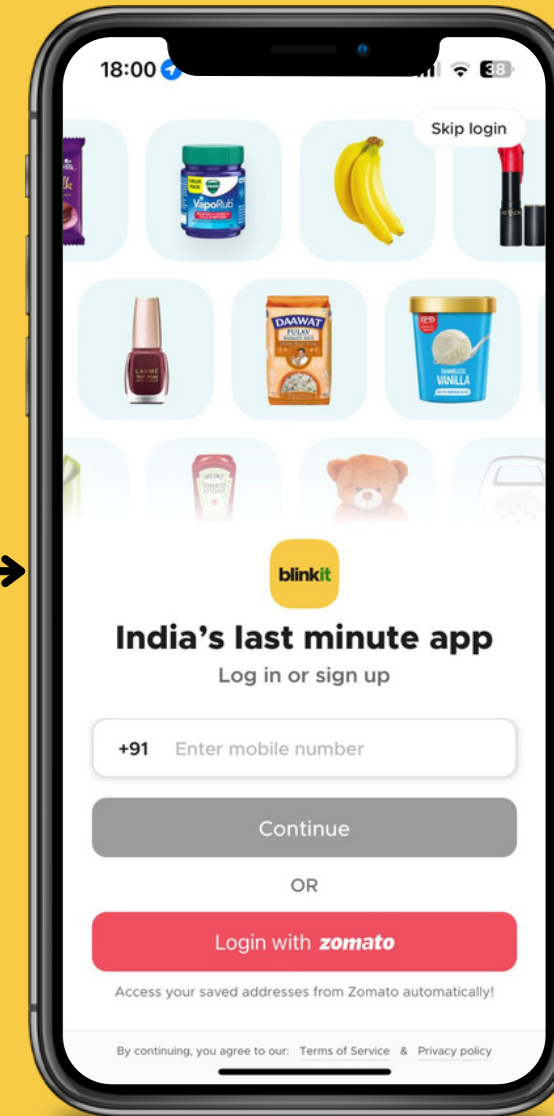
Location - Pune, India

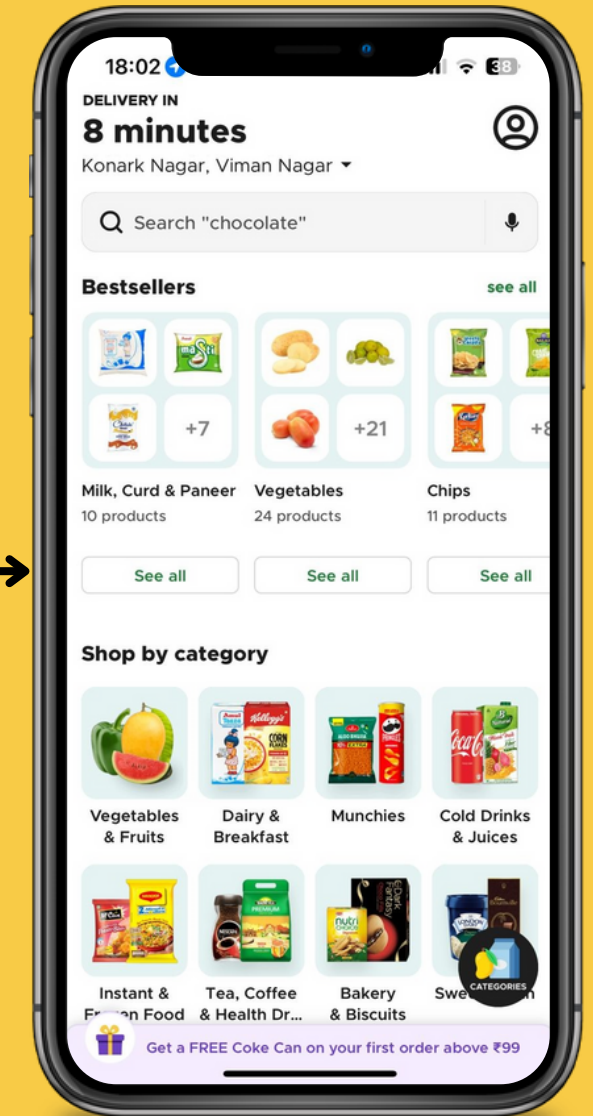nextleap

Downloading the app from App Store/ Play Store.

Opening the app after downloading, the cover looks good.

It is asking for location access.

Sign up page looks quite simple with options of logging in with zomato account and simple phone otp login.

The startup page after login seems nice with location mentioned and also giving a estimated time of delivery, also categorising products in a organised manner.
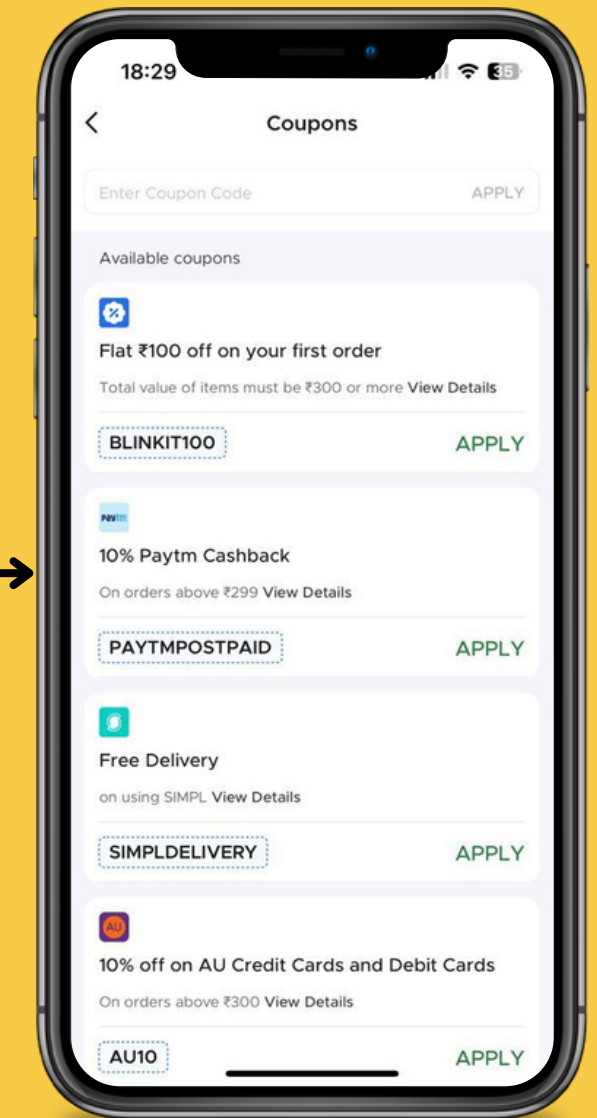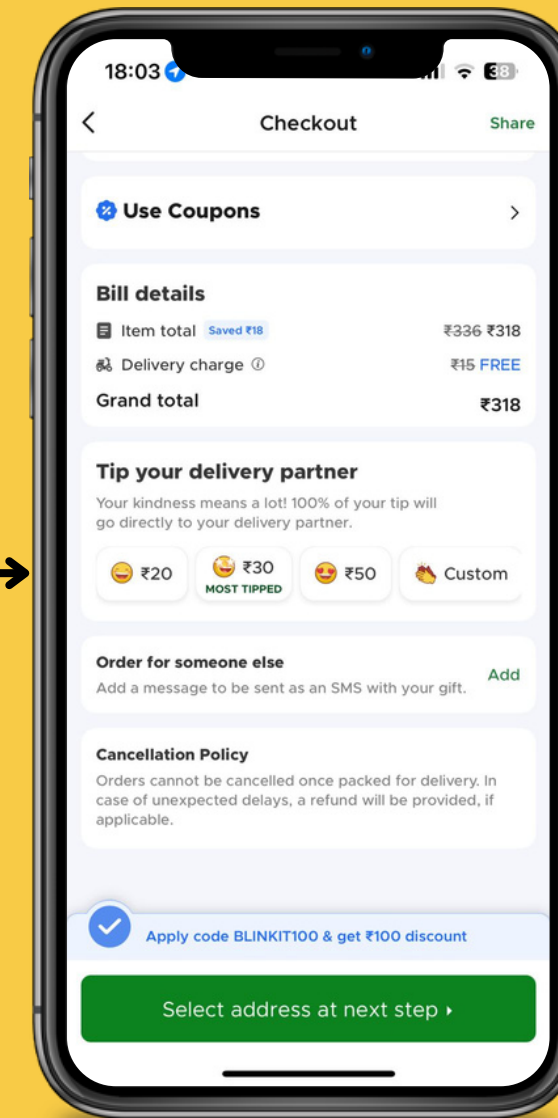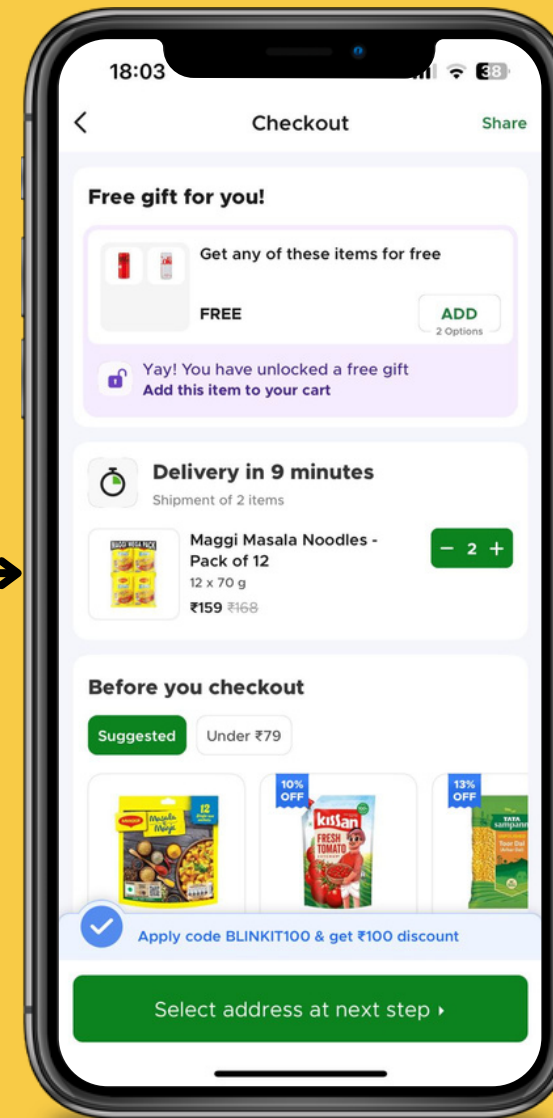
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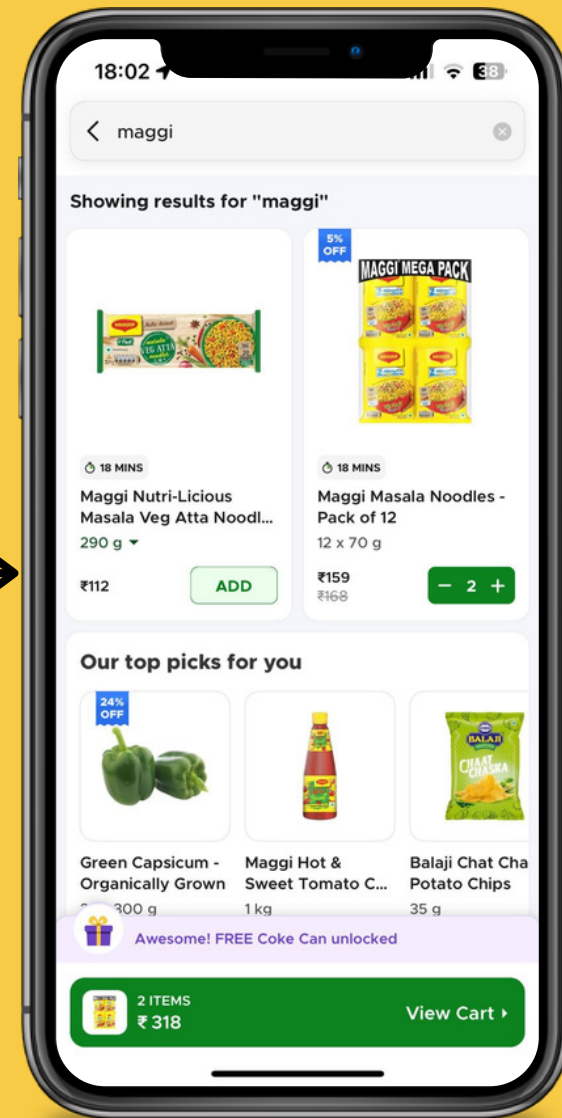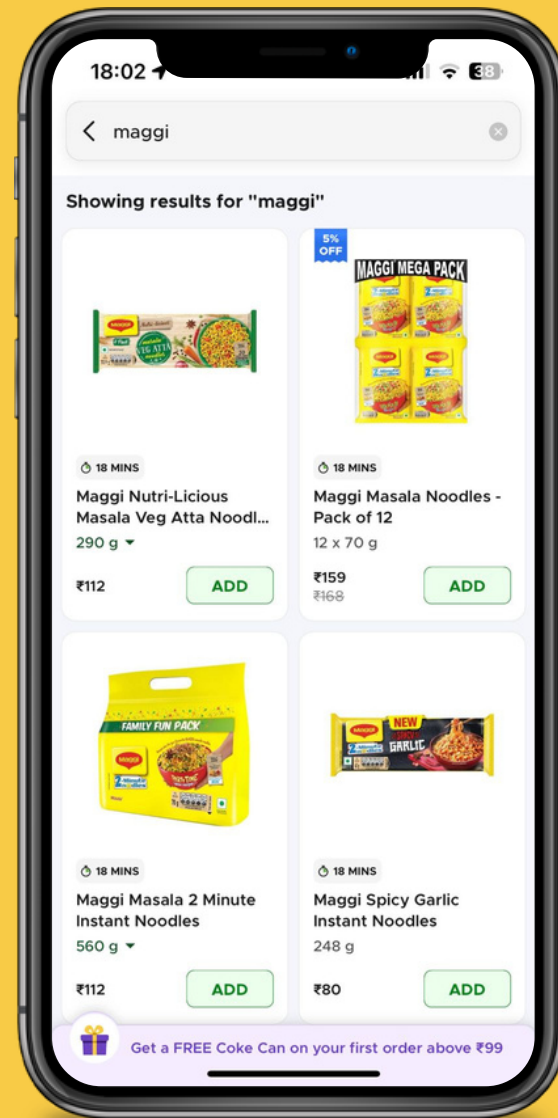
Using the search and browsing through the desired items.

Using the add option to put the desired items into the cart, then clicking view cart.

Reaching the checkout page after clicking view cart option.

Yey, A free gift has been provided for first order.

Upon scrolling use coupon option is there to get additional benifits also a total sum up is given after adding delivery charges.

There are so many coupons that you can apply based on your order value, it's good.

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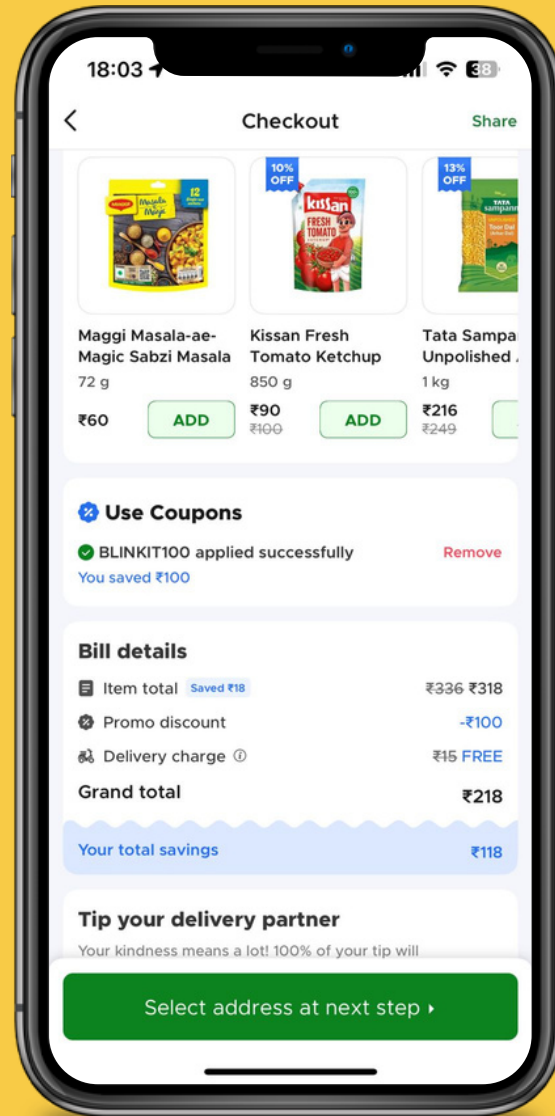
Price is updated by applying coupon and now it costs less, that's good, Now i have to select the exact address for delivery .
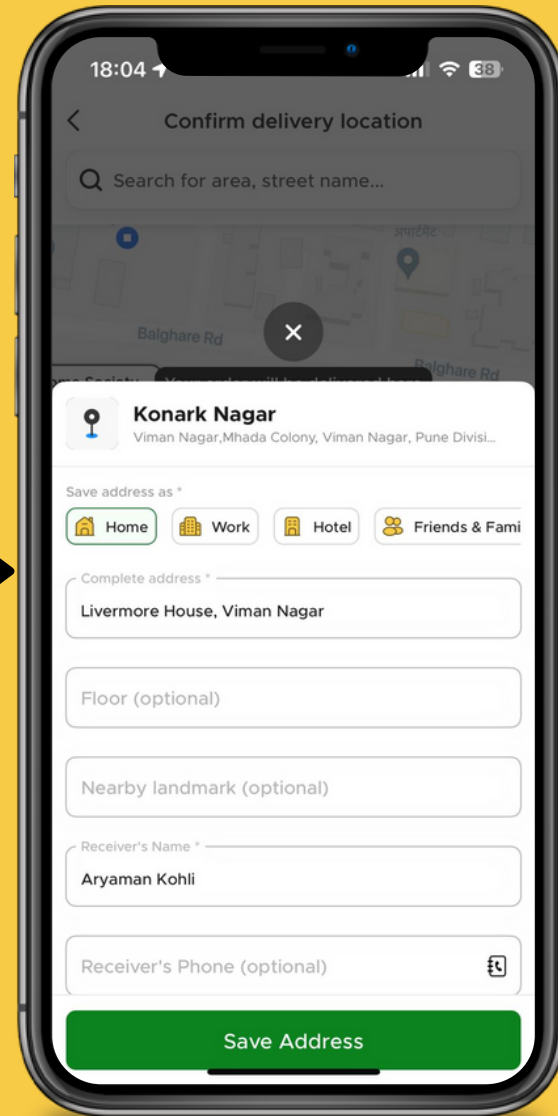
Its asking for location again but this time. Options are there to catogrise the address in Home, work etc. It's good that i can save this address for future deliveries.
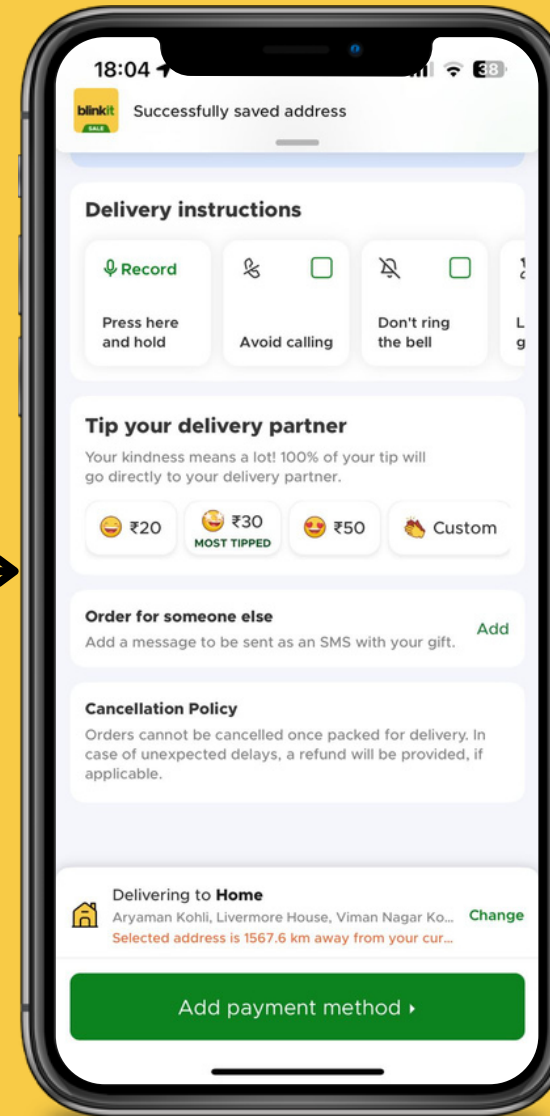
I can also give delivery instructions and even add a tip for the delivery person, thats a good initiative. Then need to select payment option.
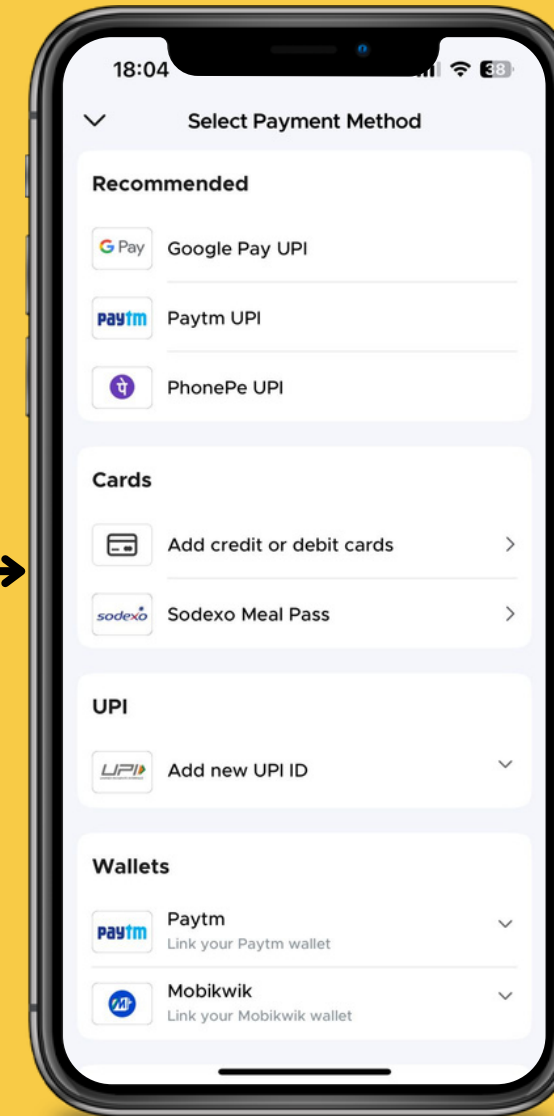
Wow! there are so many options available and even COD is there.

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The Good

Ratings & Reviews   See All

4.4 out of 5   ★★★★★ / ★★★★ / ★★★ / ★★ / ★

237,534 Ratings

Awesome services By blinkit   30 Sep
★★★★★   aditins559

Today my order around 10:30 PM was delivered surprisingly in 3 mins 😳 I have been ordering on Blinkit since a couple of months now and I must say the experience has been super awesome and I have moved completely to blinkit from instamart . Deliveries are always made on the allocated 10mins time and even before that . Products delivered are always in a very neat packaging and all the deliveries has been top in quality and expiries were far off . I was initially reluctant to order on blinkit because of all the negative reviews I read on LinkedIn . However, after making an initial order of a small amount, my confidence gained. And, gradually I moved over from instamart to Blinkit because of better pricing and a single slot delivery of the entire order and the before 10 mins bonus I am based in Bangalore . So, my review is based on the order delivery in Bangalore .

- **Fast delivery:** Blinkit delivers groceries in 10 minutes or less. This appeals to many users, especially those who are short on time or need to stock up quickly.
- **Wide selection:** Blinkit sells groceries, snacks, drinks, personal care products, and more. This makes it a convenient one-stop shop for most household needs.

Fastest delivery ever!   edited 11 Jan
★★★★★   Arunimagautam

Ordered for the very first time from Chandigarh tricity area and I have to gladly say that the order was delivered in under 20 minutes!! The best thing is I also get to have fresh milk, paneer and butter delivered anytime of the day especially in the times when one dreads going into a crowded shop and even more importantly if I am occupied and have to get the groceries delivered without having to bother to go myself out! The prime thing is the instant delivery, which the other online aggregators-either automatically allowing you a delivery slot-can push a delivery time either a day away or within a stipulated time which runs in 4 hour slots, that sometimes can simply mean having to wait out for almost half a day. The packaging is also a brilliant plus, since it comes in a properly sealed bag that can be left at the reception also if someone is unavailable during the package delivery! And the fresh consumables arrives in a cold chain which keeps the temperature optimum for consumption! Kudos to team Blinkit (Grofers). You definitely have made one permanent customer here today!

- **Easy-to-use app:** Blinkit is simple to use. Browse the product selection, add items to your cart, and track your order.

The Poor

- Customer Support needs improvement as per the user experiences
- Product quality needs to be improved
- Although they promise 10 min delivery, but that provision is mostly for the prominent cities and time difference between them and others is significant
- Delivery fees can be reduced a bit.
- Delayed replacement and return of orders and surge in prices during peak order times

> **Bad customer service experience | No acknowledgement for the feedback or suggestions**   25 Aug
> ★☆☆☆☆   maxt mal
>
> Today I order couple of vegetables from Blinkit. They gave me an incorrect order. While I was on chat with one of the customer support person, he was really behaving badly and not even accepted my feedback or concern. I gave him a suggestion to be pushed ahead, that if I a customer faces such issue, then the feedback mechanism should be really good. I suggested him that if you giving customers an option of refund or replacement, then they should clearly mention in that option itself that how much time will take it get the refund or replacement. Instead of that it reflected that information post selecting the option. Not only he didn't acknowledged my feedback or suggestions, he was unnecessarily arguing and disrespecting as well. He right away said no app does that , making me feel that it was my mistake that I placed an order here. As a customer it's my right to share feedback and atleast expect acknowledgment against it. Very bad experience I had today. I would request if anyone can atleast acknowledge it and make sure at least if a customer is disappointed by

> **Very bad. Not recommended at all**   17 Jul
> ★☆☆☆☆   Coin master player
>
> I really don't want to do this, but I have to today, I ordered kulfis and ice cream, one of the ice cream was completely melted, and they came to take the item, I refunded, however, it was really unnecessary, and without asking me where I want the refund, they gave me a coupon, and the agent I spoke to said I agreed to it, where as I never said okay to get a refund as a coupon. Blinkit is such a messed up online store that there are times when we order something by mistake and don't want it but they

Recommendations

- Improve customer service
- Reduce the delivery fees for small orders
- Increase the delivery radius
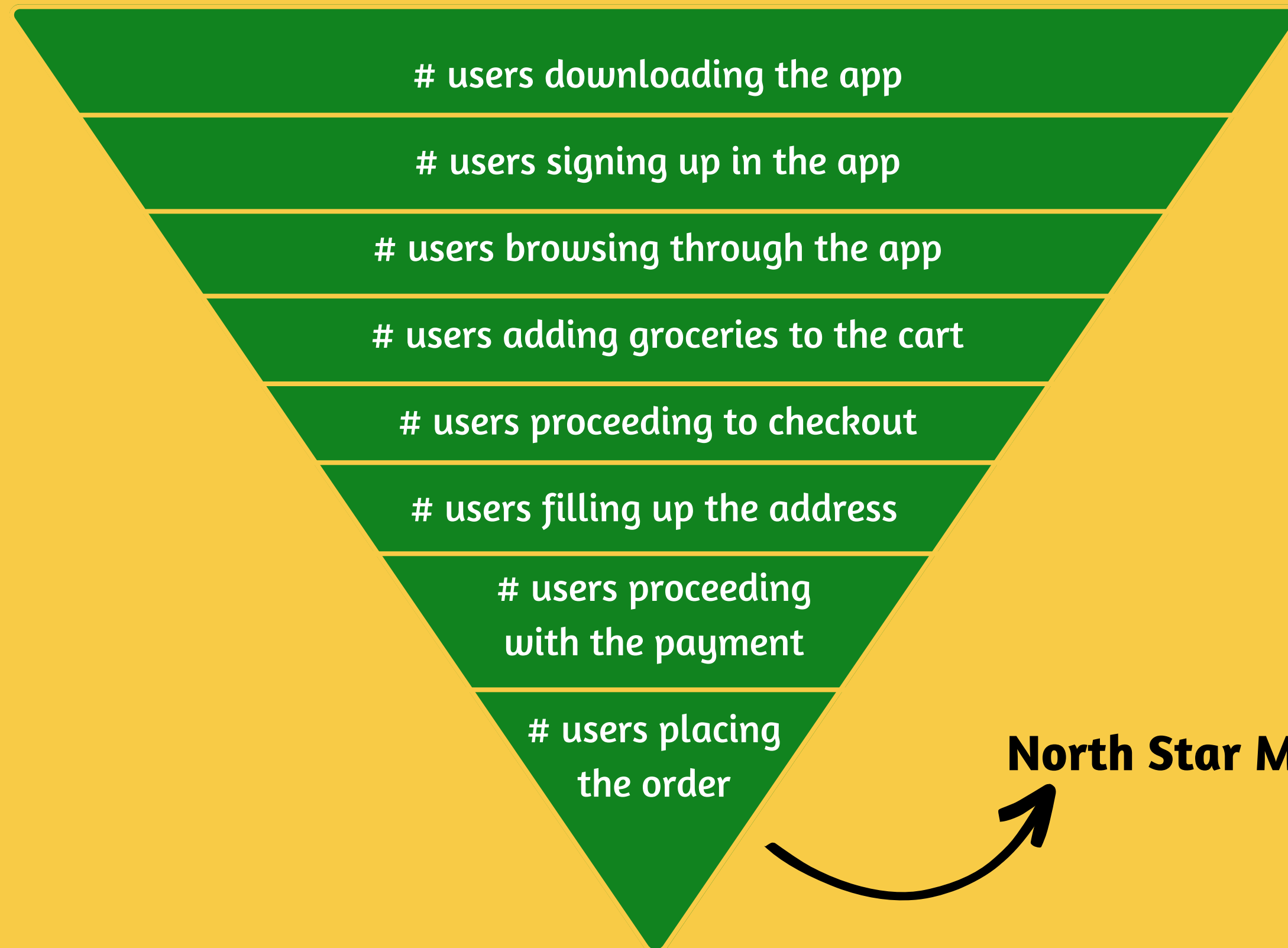- Should develop feature to order groceries from multiple stores

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users downloading the app

users signing up in the app

users browsing through the app

users adding groceries to the cart

users proceeding to checkout

users filling up the address

users proceeding
with the payment

users placing
the order

North Star Metric

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THANK YOU

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