ZOMATO

IMPROVING THE FOOD ORDERING EXPERIENCE

ABOUT

Zomato, founded by Deepinder Goyal and Pankaj Chaddah in 2008, is a leading Indian multinational in the restaurant aggregation and food delivery sector. Operating in over 1,000 Indian cities and towns, Zomato offers restaurant information, menus, user reviews, and food delivery services.

Mission & vision

Zomato's mission is to ensure "Better food for more people," focusing on improving food quality, affordability, accessibility, and variety. This mission aligns with their vision of driving assortment, boosting affordability, enhancing accessibility for customers, and improving the quality of food.

Market Share & Competitors

Zomato's market share in India is 54%, and its biggest competitor Swiggy's market share is 45%.

Customers

- Place orders for food delivery
- Restaurant Discovery
- Reviews and Ratings
- Book tables at restaurants

Delivery Partners

- Flexible Earnings
- Insurance and Safety

Restaurants

- High-Quality Supplies
- Efficient Delivery
- Marketing Tools

- Zomato reported a net profit of ₹175 crore for Q4 FY24
- Revenue from operations increased by 73% Y-O-Y to ₹3,562 crore in Q4 FY24

USER PERSONA

Profile

- **Name**: Rohit Sharma
- **Age**: 29
- **Occupation**: Software Engineer
- **Location**: Bengaluru, India
- **Income**: ₹10,00,000 per annum
- **Tech Savviness**: High

Rohit is a busy professional who works long hours in the tech industry. He often finds it challenging to cook meals due to his hectic schedule and prefers ordering food online for its convenience. Being a foodie, he enjoys exploring different cuisines and relies heavily on food delivery apps like Zomato for his daily meals and weekend indulgences.

Goals

- **Convenience**: To quickly order food with minimal effort
- **Variety**: To discover and try new restaurants and cuisines
- **Quality**: To receive high-quality food that meets his expectations.
- **Timeliness**: To get his food delivered on time, especially during lunch breaks and dinner

Behavior

- **Ordering Frequency**: Orders food 3-4 times a week, mostly dinner on weekdays and lunch on weekends
- **Preferred Cuisine**: Indian, Chinese, Italian
- **Decision Making**: Influenced by user reviews, ratings, and available discounts

Pain points

- **Inconsistent Delivery Time**: Experiences delays in food delivery during peak hours, leading to frustration
- **App Navigation**: Finds it sometimes cumbersome to navigate through the app due to cluttered interface and too many options
- **Customer Support**: Faces challenges in getting prompt responses from customer support when issues arise with his orders

IMPORVEMENTS

1. **Enhanced Delivery Tracking**: Improve real-time tracking and provide accurate delivery time estimates

2. **Recommendation system:** Deliver more precise and personalized suggestions by analyzing user behavior, past orders, and ratings

3. **User Interface Optimization**: Simplify app navigation by decluttering and providing personalized recommendations

4. **Proactive Customer Support**: Offer faster and more efficient customer support through chatbots or dedicated support lines

5. **Personalized Offers**: Use data analytics to offer personalized discounts and promotions based on ordering history and preferences.

PRIORITISATION

S.No.	Recommendations	Value	Effort	Ranking
1	Enhanced Delivery Tracking	High	Medium	2
2	Recommendation system	High	Low	1
3	User Interface Optimization	Medium	Medium	3
4	Proactive Customer Support	Medium	High	4
5	Personalized Offers	Low	Medium	5

SOLUTION

1. Recommendation System

Data Analysis: Utilize machine learning algorithms to analyze user behavior, past orders, and ratings to understand individual preferences and patterns

Personalized Recommendations: Develop a recommendation engine that provides personalized suggestions based on the analysis. This could include suggesting new restaurants, popular dishes, or customized meal combos that match user preferences

User Interface Integration: Display personalized recommendations prominently on the homepage and in the search results, marked with a personalized badge or icon

Feedback Loop: Allow users to provide feedback on recommendations to continuously improve the accuracy of the system. This can be done through a simple thumbs-up/thumbs-down feature or a more detailed rating system

Dynamic Updates: Ensure the recommendation system is dynamic and updates in real-time as new data is collected from user interactions

SOLUTION

2. Enhanced Delivery Tracking

Advanced GPS Integration: Utilize advanced GPS technology to track delivery partners in real-time, providing users with precise and up-to-date location information.

Accurate Time Estimates: Implement algorithms that calculate delivery time estimates based on real-time traffic data, order preparation time, and distance to the delivery location.

Interactive Map Interface: Offer an interactive map interface within the app where users can see the live location of their delivery partner, estimated time of arrival, and any delays or changes in the route.

Push Notifications: Send push notifications to users at key stages of the delivery process (e.g., order confirmed, food is being prepared, delivery partner is on the way, delivery is arriving soon).

Customer Support Integration: Include a direct link to customer support within the tracking interface, allowing users to quickly resolve any issues or concerns with their delivery.

KEY METRICS

1. RECOMMENDATION SYSTEM

NORTH STAR METRIC

- Percentage of orders placed based on personalized recommendations

L1 METRIC

- Percentage of clicks on the recommended items

L2 METRIC

- Proportion of recommended items that match the user's preferences

2. ENHANCED DELIVERY TRACKING

NORTH STAR METRIC

- Percentage of orders delivered within the estimated time frame

L1 METRIC

- Average deviation between the estimated delivery time and the actual delivery time

L2 METRIC

- Percentage of users who actively use the real-time tracking feature during their order delivery

THANK YOU

by Karthik Reddy