Product Dissection
For Zomato

Never have a bad meal!

By Kavinkumar Elango Jan 20, 2025

Company Overview:

- **Category:** Online food delivery and restaurant listing platform.
- **Target Audience:** Urban consumers, food enthusiasts, and restaurants.
- **Core Offering:** A platform that connects users with restaurants for dining takeout, and delivery services.

★ Zomato was founded by **Deepinder Goyal** and **Pankaj Chaddah** as **FoodieBay** in **2008**, This restaurant listing and recommendation portal which began in **Gurgaon** became the first food tech company to go public in India. The company changed its name to Zomato by 2010.

★ Following the success of food delivery services like Swiggy, Zomato further expanded its offerings to include **instant food delivery**. Zomato is operating primarily in **India and UAE**, But it holds experience in doing business in several countries including the USA.

★ With a user base of **63M** and over **250,000 Restaurants** Zomato has become a top-performing company in its category. Reported **₹12,114 crore** annual revenue(FY24). Zomato's Average Order Value(AOV) is **₹400-500.**

Product Dissection and Real-World Problems Solved by Zomato:

Zomato, a leading food delivery and restaurant listing platform, has effectively addressed real-world challenges by revolutionizing the way people interact with dining and food services. Zomato empowers users to explore multi cuisine options, connect with restaurants, and enjoy seamless food delivery experiences. By providing a platform where users can discover restaurants, browse menus, read reviews, and order food online, Zomato solves the problem of finding quality dining options in a modern world. It bridges the gap between consumers and restaurants, offering solutions tailored to individual tastes and preferences.

Zomato's innovative features, such as detailed restaurant profiles, user-generated reviews, and real-time delivery tracking, have redefined how users make dining decisions. By addressing the challenge of uncertainty in dining experiences, Zomato provides reliable reviews and ratings that guide users to the best choices. Its search filters, which allow users to sort by cuisine, price, location, and more, simplify the process of finding the perfect meal or dining spot. Furthermore, Zomato's personalized recommendations and enormous collections address the challenge of decision fatigue, enabling users to discover new dishes effortlessly.

In addition to enhancing individual dining experiences, Zomato has also addressed broader societal challenges. By introducing features like contactless delivery and hygienic packaging, especially during the COVID-19 pandemic, Zomato ensured safe and reliable food delivery services, addressing health and safety concerns. Its initiatives, such as Zomato Gold and Zomato Pro, provide value-added benefits to users, creating a loyal and engaged customer base while supporting partner restaurants.

In conclusion, Zomato's product design has successfully solved real-world problems by creating a platform that caters to diverse dining needs and promotes discovery. Through its comprehensive features, Zomato addresses the need for convenience, quality assurance, and personalized service, shaping the way people experience food and dining while offering practical solutions to the evolving challenges of modern lifestyles.

Case Study: Real-World Problems and zomato's Innovative Solutions

Zomato, a leading food delivery and restaurant discovery platform, has transformed the way people experience dining by addressing critical real-world challenges through its innovative features. By identifying the evolving needs of users and harnessing technology, Zomato has positioned itself as a solution-oriented platform that simplifies food exploration, enhances convenience, and bridges the gap between consumers and restaurants.

Problem 1: Time, Travel, and Traffic

Real-World Problem: In today's fast-paced world, people often find it inconvenient to spend valuable time navigating through traffic or traveling long distances just to get food. This creates a significant barrier for those who seek convenience in their dining experiences.

Zomato's Solution: Zomato's home delivery service addresses this issue by enabling users to order food from their favorite restaurants and have it delivered to their doorstep. This saves time and eliminates the need to deal with traffic, allowing customers to enjoy their meals in the comfort of their preferred location.

Problem 2: Lack of Reach for Restaurants

Real-World Problem: With the rapid growth of the food industry and the constant emergence of new restaurants, many businesses struggle to reach their target audience in a cost-effective and timely manner. Limited visibility often prevents these establishments from achieving their goal.

Zomato's Solution: By listing their business on Zomato, restaurants gain access to a vast number of potential customers. The platform provides a simple yet powerful way for restaurants to establish an online presence, increasing their visibility and helping them connect directly with diners, regardless of the restaurant's size or popularity.

Problem 3: Overwhelmed by Restaurant Discovery

Real-World Problem: As food trends continue to evolve, people are increasingly inspired by food influencers and seek out diverse cuisines and dining experiences. However, the vast number of restaurants offering a variety of cuisines can overwhelm customers, making it difficult to decide where to eat.

Zomato's Solution: Zomato's interface categorizes restaurants and food offerings by cuisine, meal type, and more, simplifying the discovery process. Users can browse lists and compare ratings, prices, and reviews for specific food categories, helping them narrow down their choices quickly and confidently without sifting through an unmanageable number of options.

Problem 4: High Marketing Costs for Restaurants

Real-World Problem: In a highly competitive food market, restaurants, especially newer ones, face significant challenges in marketing themselves effectively. Traditional advertising methods can be expensive, making it difficult for businesses to allocate sufficient budgets for promotion.
Zomato's Solution: Zomato promotes restaurants by offering attractive discounts and deals to users, creating visibility for these establishments without requiring higher marketing expenses. By showcasing these deals on the platform, Zomato ensures restaurants can reach a larger audience, allowing them to grow their customer base cost-effectively.

Problem 5: Overwhelming Food Choices

Real-World Problem: The abundance of restaurants and food options can make it challenging for users to decide what to eat.
Zomato's Solution: Zomato's advanced recommendation system personalizes suggestions based on user preferences, search history, and dining habits. Coupled with its interactive notification system, which highlights deals and popular options, the platform helps users make quick and informed choices. This reduces the effort needed to decide while ensuring the options presented are relevant and appealing to each user.

Problem 6: Concerns About Taste and Hygiene

Real-World Problem: In an era where health and hygiene are paramount, customers prioritize cleanliness alongside taste when choosing food options. However, without experience, it can be challenging for users to trust a restaurant's standards.
Zomato's Solution: Zomato's robust review and rating system empowers users to share their experiences, providing valuable insights into food quality, hygiene, and overall service. These reviews act as a guiding tool for other users, enabling them to make informed decisions about where to dine or order from. For restaurants, positive reviews serve as organic marketing, enhancing their credibility and attracting new customers without additional advertising costs.

Conclusion:

Zomato's evolution from restaurant listing company to leading food delivery industry reflects its passion towards food and innovation. Leveraging digital tools for implementing innovation makes it more consistent and stable in the most competitive market. They have addressed problems with their innovative minds, restaurant links and excellent customer support very well. Zomato sets itself apart with deep commitment to its delivery partners ensures mutual growth and sustainability.

Top Features of Zomato:

1. **User profile:**
   One can create their user profile in zomato with details like name, user_id, mobile_no, email_id, DOB, gender, address. This helps zomato to provide personalized recommendations and dedicated offers.
2. **Restaurant:**
   Restaurants are like hearts for their business. Restaurants list their restaurant_id, name, address, cuisine Type, contact Number in addition they also hold user reviews on their page.
3. **Delivery Partner:**
   Delivery partners are the field workers of zomato and they are the people who directly interact with users, restaurants and orders directly.
4. **Menu:**
   For each restaurant they have menus and this offers a variety of foods and prices offered by specific restaurants.
5. **Order:**
   Orders are what creates interactions between users and restaurants that can handle information like user_id, restaurant_id, dishes, delivery agent details.
6. **Order Items:**
   Items ordered by users listed in the menu of each restaurant. This may include details about their respective order_id, quantity and such information.
7. **Reviews:**
   Reviews are major players several times, They impact a lot for choosing betweens restaurants. They hold details like user_id, restaurant_id, review_id, ratings.

Schema Description:

Schema description for zomato includes all major business activities and purposes. These entities include User Profile, Restaurant, Menu, Order, Delivery Partner, Reviews. Each entity includes their own properties.

User Entity:

Users order food from restaurants.

- ➢ **user_id**(Primary Key) - A unique identifier for each user.
- ➢ name - Name of each customer.
- ➢ email - Users Email Id for communication purpose.
- ➢ phone_number - Users mobile number for contacting them.
- ➢ address - Address for delivery, One can add more than one address.

Restaurant Entity:

Restaurants offer food to the users.

- ➢ **restaurant_id** (Primary Key) - A unique identifier for each restaurant.
- ➢ name - Restaurant name.
- ➢ address - Restaurant's Address
- ➢ cuisine_type - Cuisine type(s) offered by a restaurant.
- ➢ rating - Rating provided to the restaurant by the user.
- ➢ contact_number - Contact number of restaurant.

Delivery partner Entity:

Person who picks up the order from the restaurant and delivers to the customer's location.

- ➢ **partner_id** (Primary Key) - A unique identifier for each delivery agent.
- ➢ name - Name of the delivery agent.
- ➢ phone_number - Mobile number of delivery agent to get communicate him/her
- ➢ current_location - Location of the delivery agent which helps zomato to assign agent nearby restaurant and to show customers where their order is(live tracking)
- ➢ status - Status of the delivery agent helps zomato by knowing whether the agent is ready to pick up a new order or assigned with another order or went offline and not able to get the order assignment.

Menu Entity:

The Menu holds dishes offered by the restaurant and their respective price.

> - **menu_id** (Primary Key) - A unique identifier for each menu.
> - restaurant_id (Foreign Key) - Restaurant which holds a specific menu.
> - dish_name - Name of the dish.
> - dish_description - Description of the dish.
> - price - Price of the dish.
> - availability_status - Dish's availability status for ordering.

Order Entity:

Orders are made by users, Restaurants prepare and delivery partners deliver the orders.

> - **order_id** (Primary Key) - A unique identifier for each order.
> - user_id (Foreign Key) - User who ordered.
> - restaurant_id (Foreign Key) - Restaurant which gets the order.
> - order_date - Date when the order is made.
> - status - This holds status of the orders (eg. Delivered, Preparing, On the way and so on.)
> - total_amount - Total amount of the specific order.
> - partner_id (Foreign Key) - Delivery Partner who delivers the order.

Order Items Entity:

These are items and quantities ordered by users.

> - **item_id** (Primary Key): A unique identifier for each order item id.
> - order_id (Foreign Key): Order id which this order item belongs to.
> - menu_id (Foreign Key) - menu id where the dish name got fetched.
> - quantity - Number of quantity ordered by user.
> - price - Total price of the item.

Review Entity:

Reviews are the customer's opinion about the restaurant and foods.

> - **review_id** (Primary Key) - A unique identifier for each review.
> - user_id (Foreign Key) - User who is providing the rating.
> - restaurant_id (Foreign Key) - Restaurant which is getting a rating.
> - rating - Rating(stars or number) provided by the user.
> - review_text - Apart from rating review text holds more detailed text reviews what customers actually need the restaurant to improve.

Relationships are:

- User↔Orders - Each user can make multiple orders.
- Restaurant↔Menu - Each restaurant can have multiple dishes on their menu.
- Restaurant↔Orders - Each restaurant can prepare multiple orders.
- Order↔Order_Items - Each order can have multiple dishes.
- Menu↔Order_Items - Each dish in the menu can appear in multiple order items, but each order item corresponds to only one dish.
- Order↔Delivery_Partners - Each order is delivered by one delivery partner, But each delivery partner can deliver several orders over time.
- Restaurant↔Review - Each restaurant can have multiple reviews, but each review is associated with one restaurant.
- User↔Review - Each restaurant can have multiple reviews, but each review is associated with one restaurant.

ER Diagram:

To visually represent relationships, we create an ER (Entity-Relationship) diagram. ER diagrams are useful for illustrating the connections between variables in Zomato's schema. By constructing an ER diagram for Zomato, you can gain comprehensive insights into its structure and relationships.
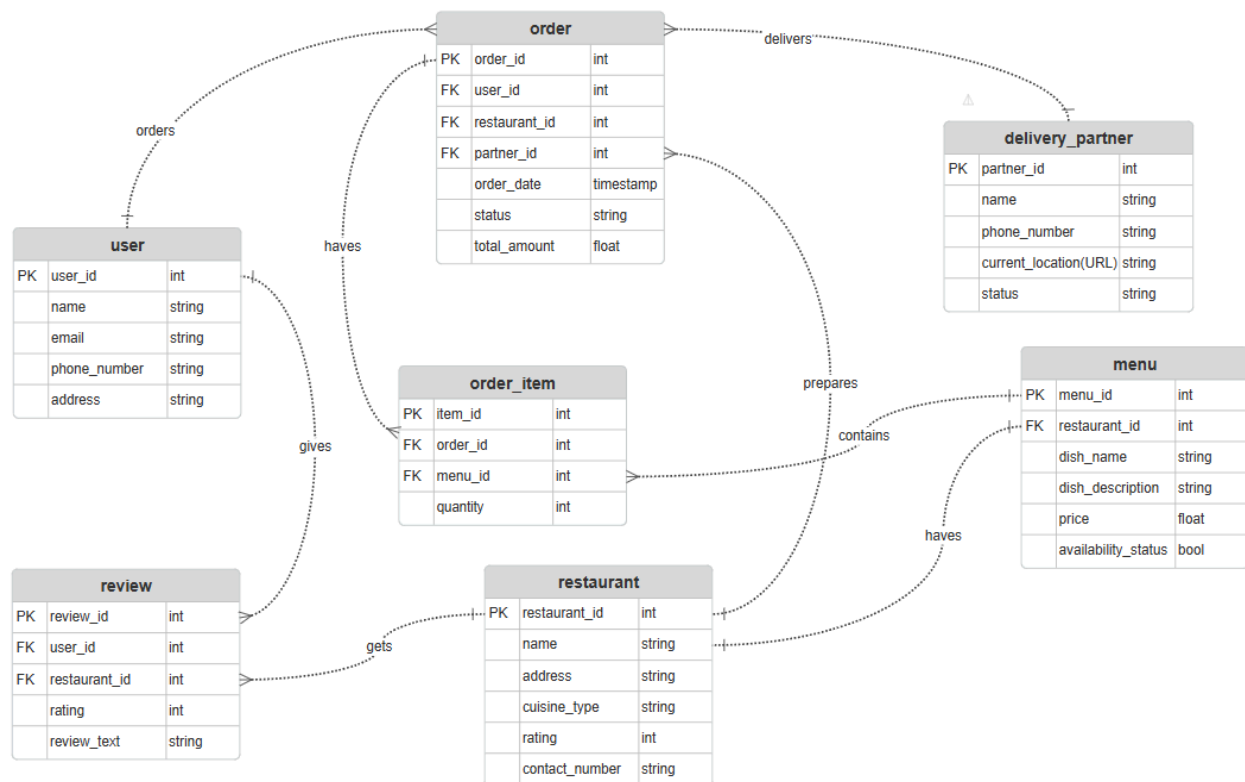
Conclusion:

In this article, we presented a detailed product dissection of Zomato, covering its trends over time, strategies for achieving stability, critical schemas, and concluded with a visually aided ER diagram. I hope this case study provided valuable insights into Zomato's operations and offered a deeper understanding of its business model.

As we conclude, let us pledge to minimize food waste and ensure every meal is a delightful experience. Together, we can create a more sustainable and enjoyable food ecosystem.