

Team PRODASPIRE

PRODUCT CASE STUDY

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Zomato



PROBLEM STATEMENT

Zomato aims to boost monthly orders per user, emphasizing daily use cases. Mainly targeted towards professionals who don't have time to cook.

Limited Time

Working professionals often have limited time in their hands for meal decisions, making searching, deciding and billing a tedious and time consuming process.

Capturing Attention

As a target audience with limited time, capturing attention amid other daily priorities and marketing messages is a constant challenge.

Reliability and Consistency

Ensuring reliable and consistent service, especially during peak hours, is crucial to build trust among working professionals. One of the major reasons for customer dissatisfaction is delayed deliveries.

CHALLENGES

Privacy Concerns

Personalized recommendations require user data, and as a privacy conscious userbase they prefer transparency in the usage of their data and the freedom to opt out of it.

Profit Margins

Heavy reliance on discounts and promotions may impact profit margins, so balancing incentives with financial sustainability is crucial.

Balancing Act

Striking the right balance between encouraging orders and maintaining a positive user image is critical. Too many promotions may seem desperate/reduce perceived product value.

User Fatigue

Overuse of promotions and discounts might lead to user fatigue, where customers become accustomed to deals and are less motivated to order without them.

CHALLENGES

USER PERSONA



Name: Krigi Gupwar

Age: 28

Location: Guwahati

Occupation:

IT Professional

He is an IT professional who likes to order food online as he doesn't have enough time to cook food.

Needs

- Hassle-free ordering and seamless integration with his daily routine.
- Wants good quality food.

Pain points

- Can't order food from different outlets.
- Doesn't have time to follow up with customer care for wrong or bad quality food delivered.



Name: Priyal Mahajan

Age: 36

Location: Bangalore

Occupation:

APM & Housewife

She is an APM and housewife. She often finds herself juggling between work meetings and household responsibilities.

Needs

- Prioritize healthy and balanced meals.
- Wants good quality and quantity of food.
- Budget friendly.

Pain points

- Delays in delivery. Sometimes cold food.
- Improper food imagery or inappropriate representation of menu items.

MARKET RESEARCH

Zomato operates a technology platform that provides customers with a convenient, on-demand solution to search and discover restaurants, order food, and have it delivered reliably and quickly.

Market Trends in the Food Delivery Industry:

As per Secondary Market Research, The sentence above describes some of the key trends and drivers in the online food delivery industry, such as:

- Digitalization of food ordering and payment methods.
- Diversity and specialization of food options and providers.
- Subscription and loyalty programs for value-added services.
- Rising demand for diverse cuisines, reflecting a shift from traditional options.
- Health and sustainability concerns among consumers.
- Cloud kitchens and virtual brands for online-only operations.

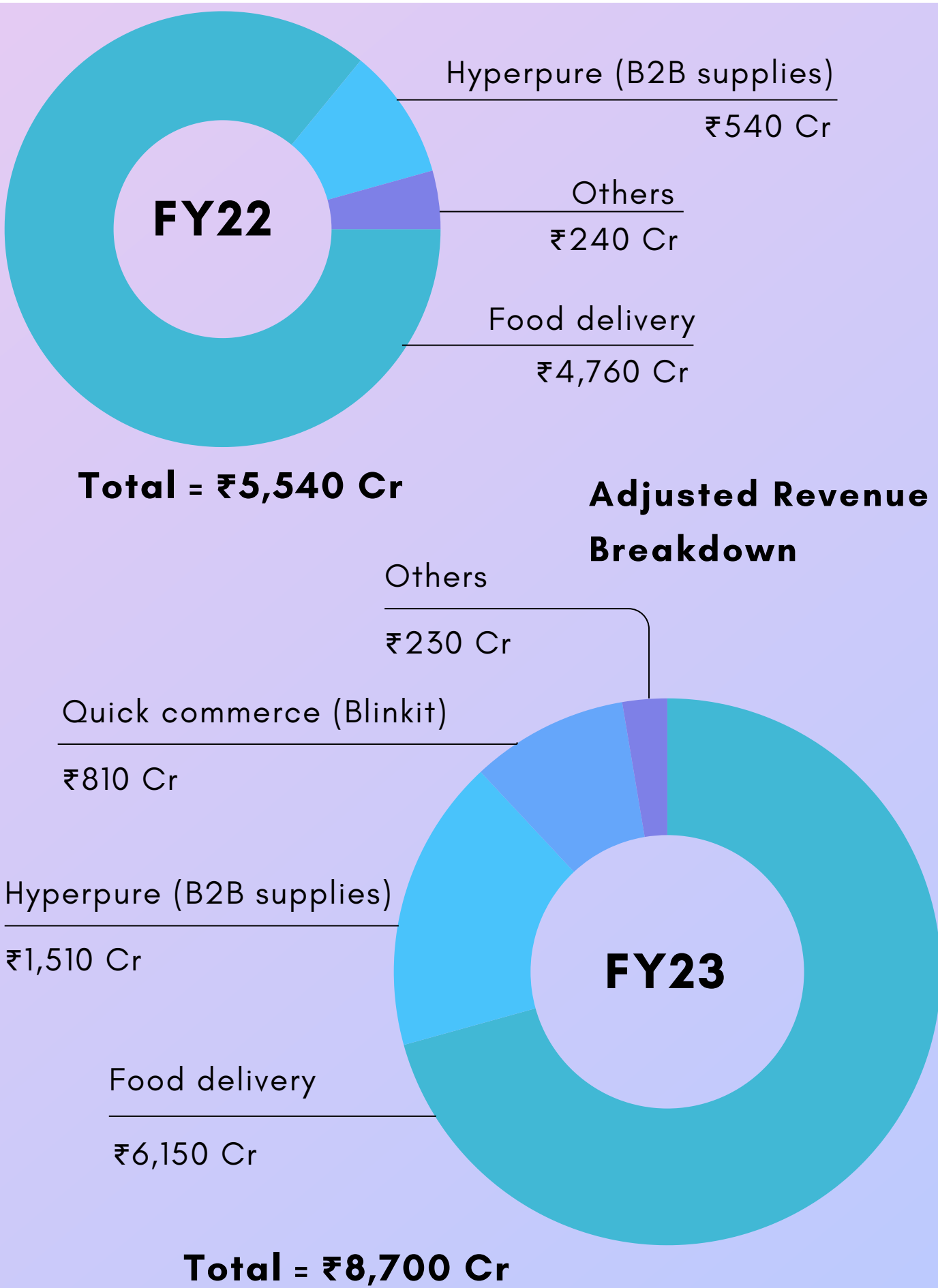
Zomato piloted two new initiatives in FY23 within their food delivery business:

- (i) Intercity Legends and
- (ii) Zomato Everyday.

METRICS BREAKDOWN

Some key metrics from last financial year (2023):

Metric	Value in FY23	Growth since FY22
Gross Operating value	₹263.1 billion	24%
Number of Orders	647 million	21%
Average monthly transacting customers	17 milllion	16%
Zomato Gold active members (Mar23)	1.8 million	Launched in Jan23



COMPETITOR ANALYSIS

zomato



Market share

53%

46%

Growth

24%

26%

Products/Services

Restaurant discovery,
Food delivery,
Zomato Gold

A range of services
including food and grocery
delivery.

Marketing strategies

Personalized and segmented
based on user-friendly
preferences.

Focuses on conversions
without being pushy.

Customer satisfaction



Strengths

Strategic acquisition of Uber
Eats India and Blinkit, and
having diverse restaurant
network.

Addresses daily use cases
such as **Swiggy Daily**, and
Robust delivery network.

Weaknesses

Extemporaneous discounts on dine
out services and not having
strategy for daily use case.

Lack of innovation and
variety of daily meal plans.

The Indian food delivery services market is a duopoly market, with Zomato and its rival Swiggy as the two absolute market leaders.

PROPOSED SOLUTIONS

1. Streak Bite Blitz

Order food online every day and get more discounts! You will start with 1.5% off on your first order, and then get an additional 1.5% off on each order made on the next day. This means you can get up to 30% off in 20 days. If you miss a day, your discount will reset to 1.5%. If you reach 30% off, you will be eligible to claim a lucky-draw . And the streak will get reset from Day 1.

Swift order

2.

A **Quick Order feature** in the app, displaying meal 'cards' with precalculated bills from recommendations and user's own saved options. Users can swiftly tap a card, make any optional changes, and proceed to payment, minimizing the order process to just a few taps.

Additionally, implementing a one-tap reorder option for the last order placed would streamline the process even further. Orders made by this feature will also get prioritize in order delivery. This feature is especially helpful when customers are busy/in a hurry.

3. **Personalized recommendations**

Personalized recommendations based on user's preferences, past orders, dietary specifications, and the time of the day. Additionally, recommendations are based on locality and season/weather conditions. This will initiate interest in users and keep things fresh.





Customized service subscription 4.

Under a subscription, users will be offered **personalized scheduled orders** according to their daily or weekly schedule. The orders can be manually/auto-scheduled and can range from a regular daily routine to a specialized diet plan.

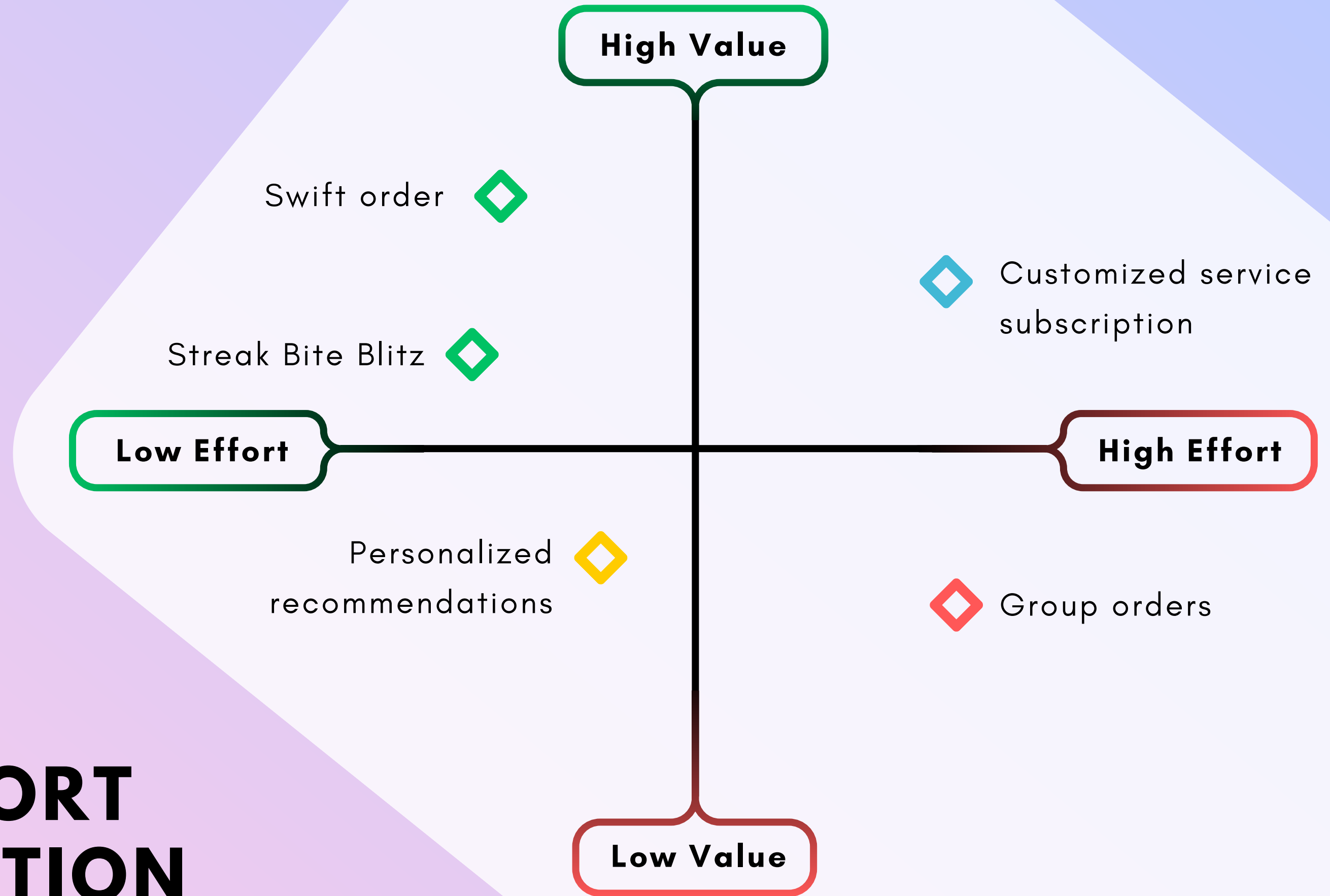
5. **Group ordering**

Option to add **multiple orders together** and allow ordering from multiple outlets in a single order/group order. Option to send invitation links to colleagues so they can collaborate in group orders.

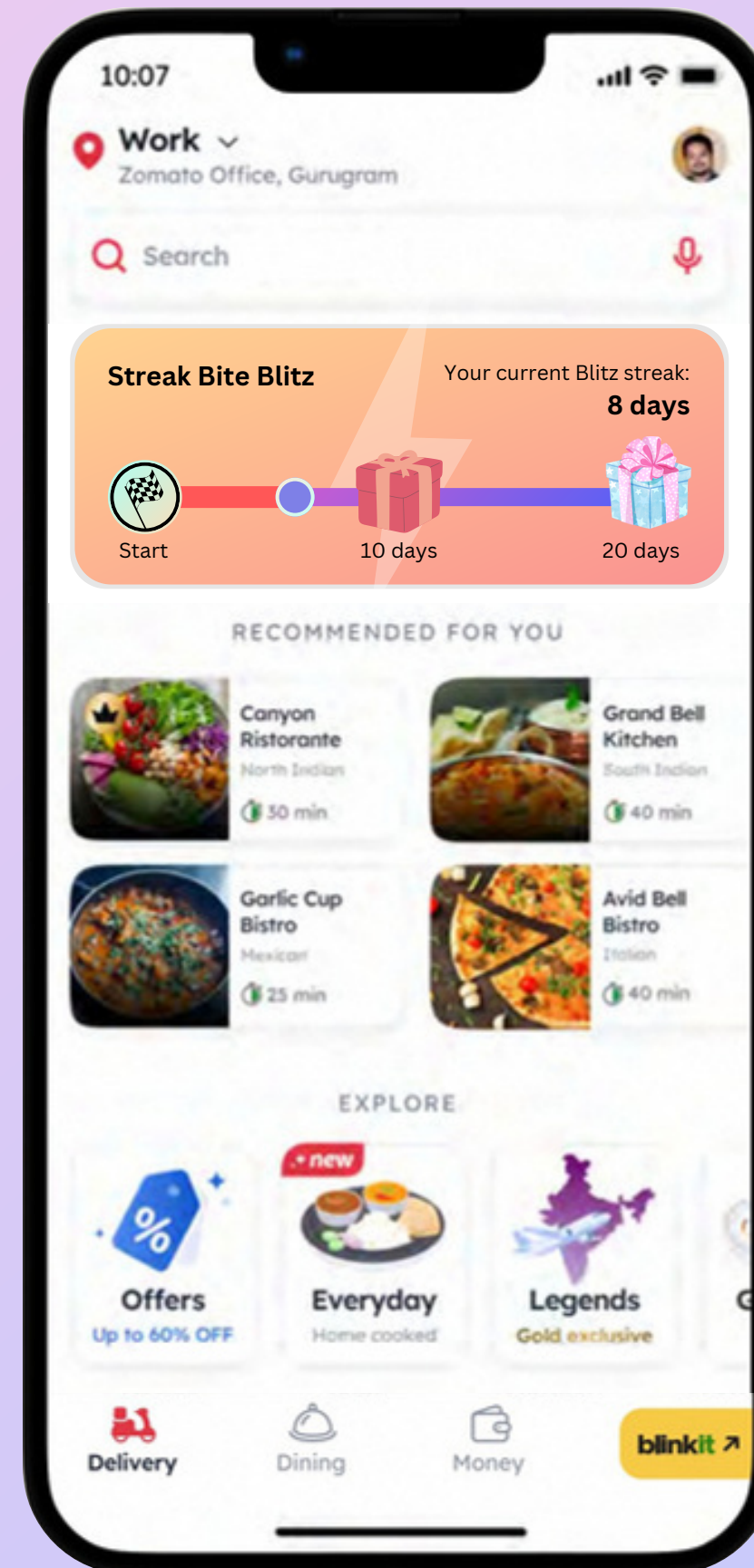
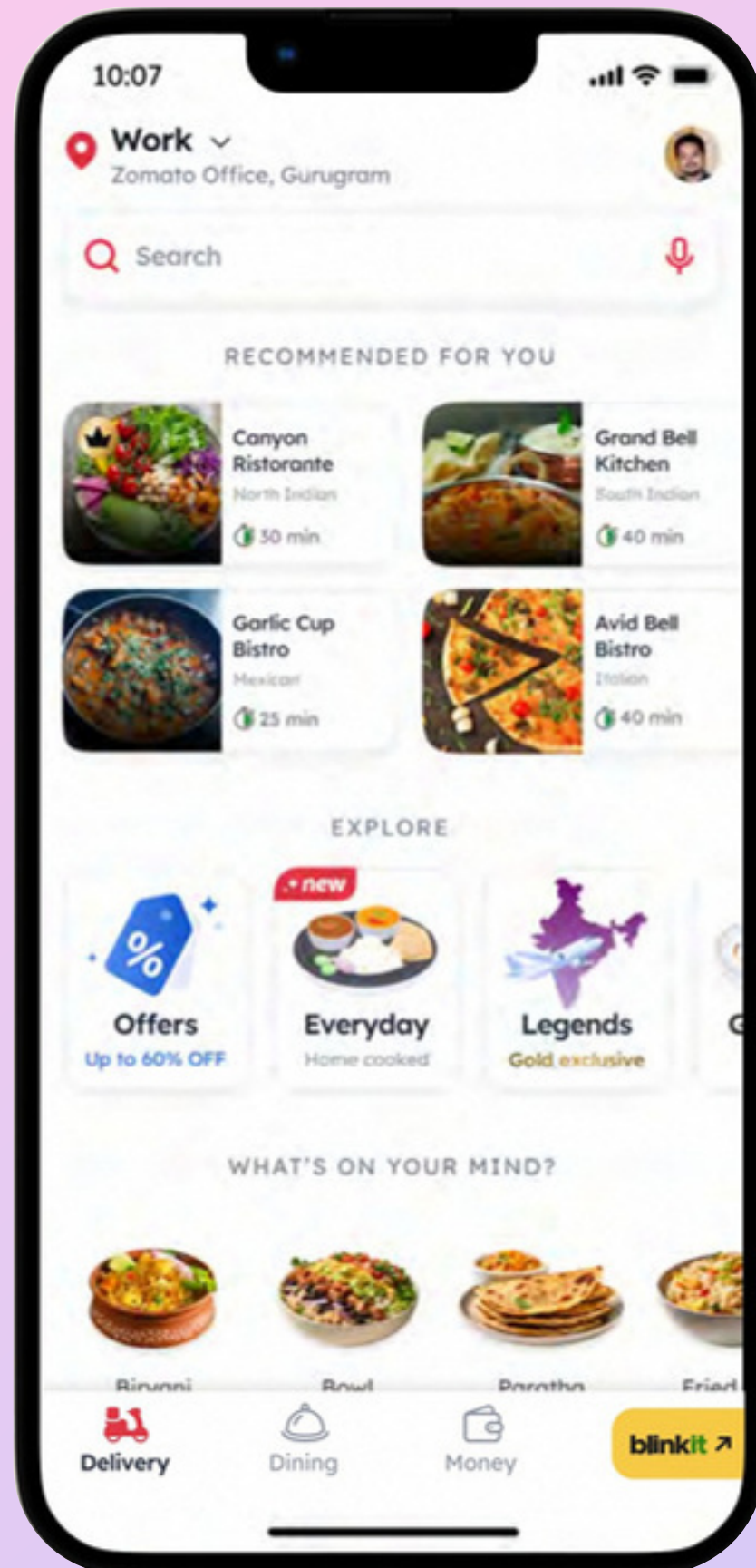
PROPOSED SOLUTIONS

-  Do Now
-  Do Next
-  Do Later
-  Don't Do

VALUE/EFFORT PRIORITIZATION

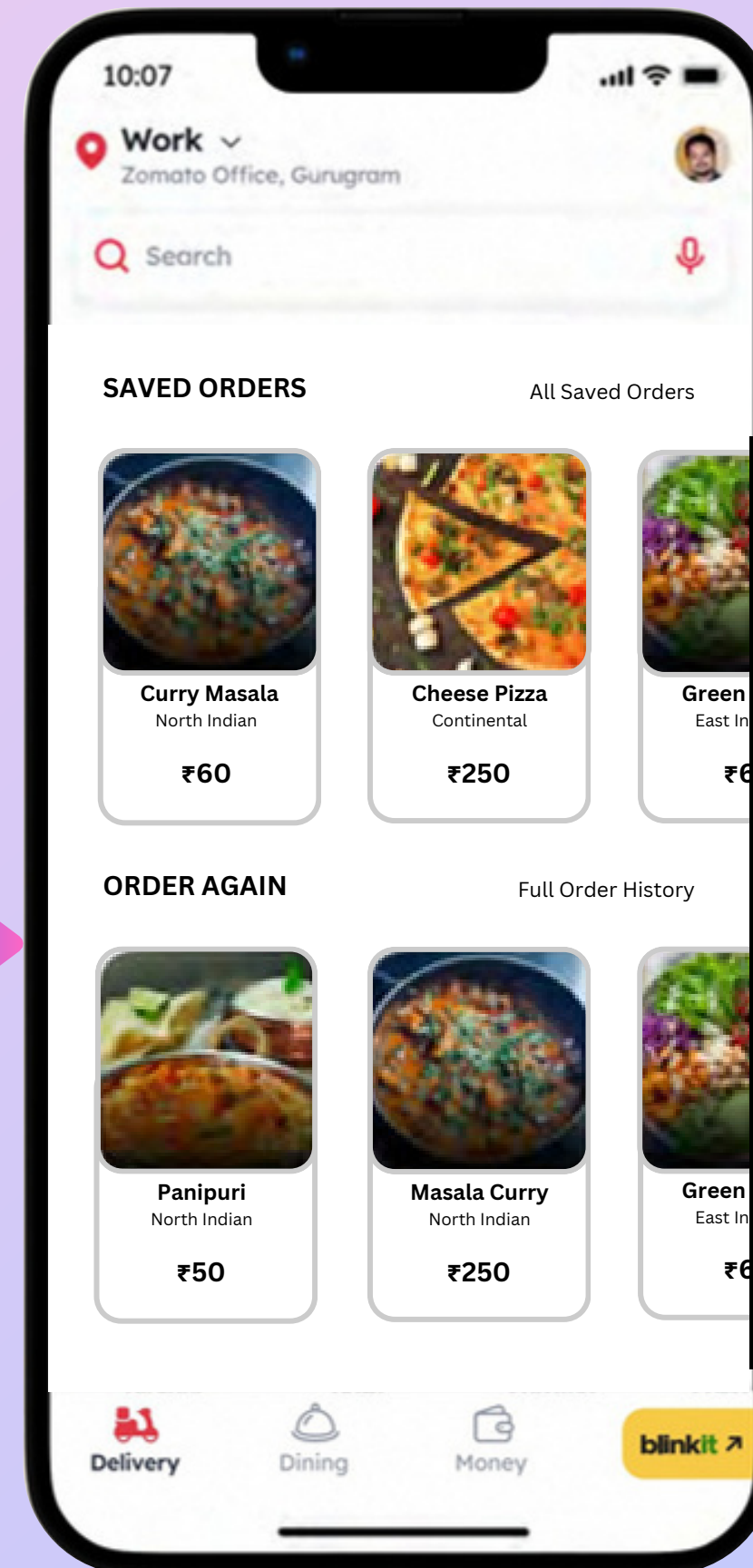
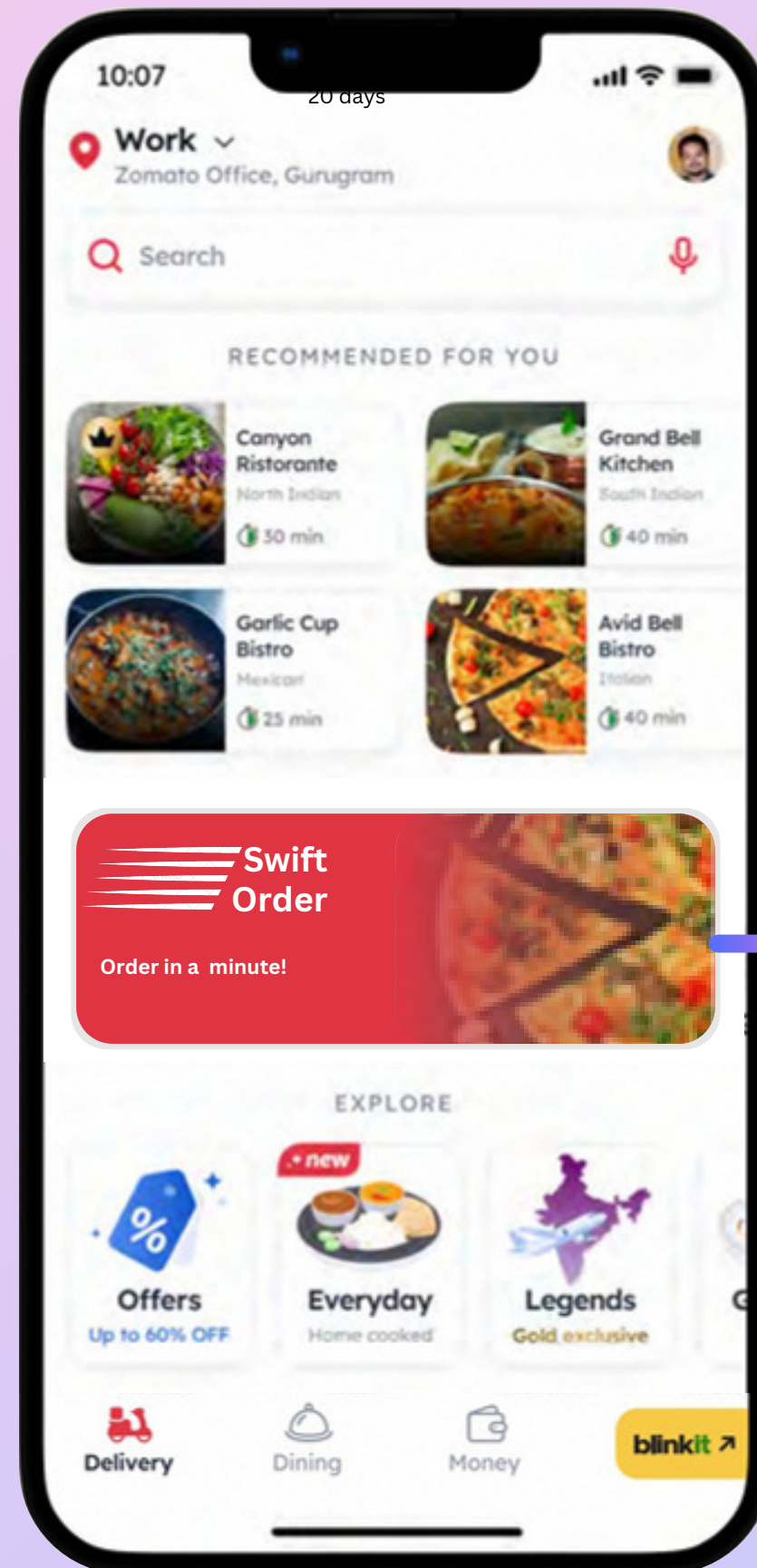
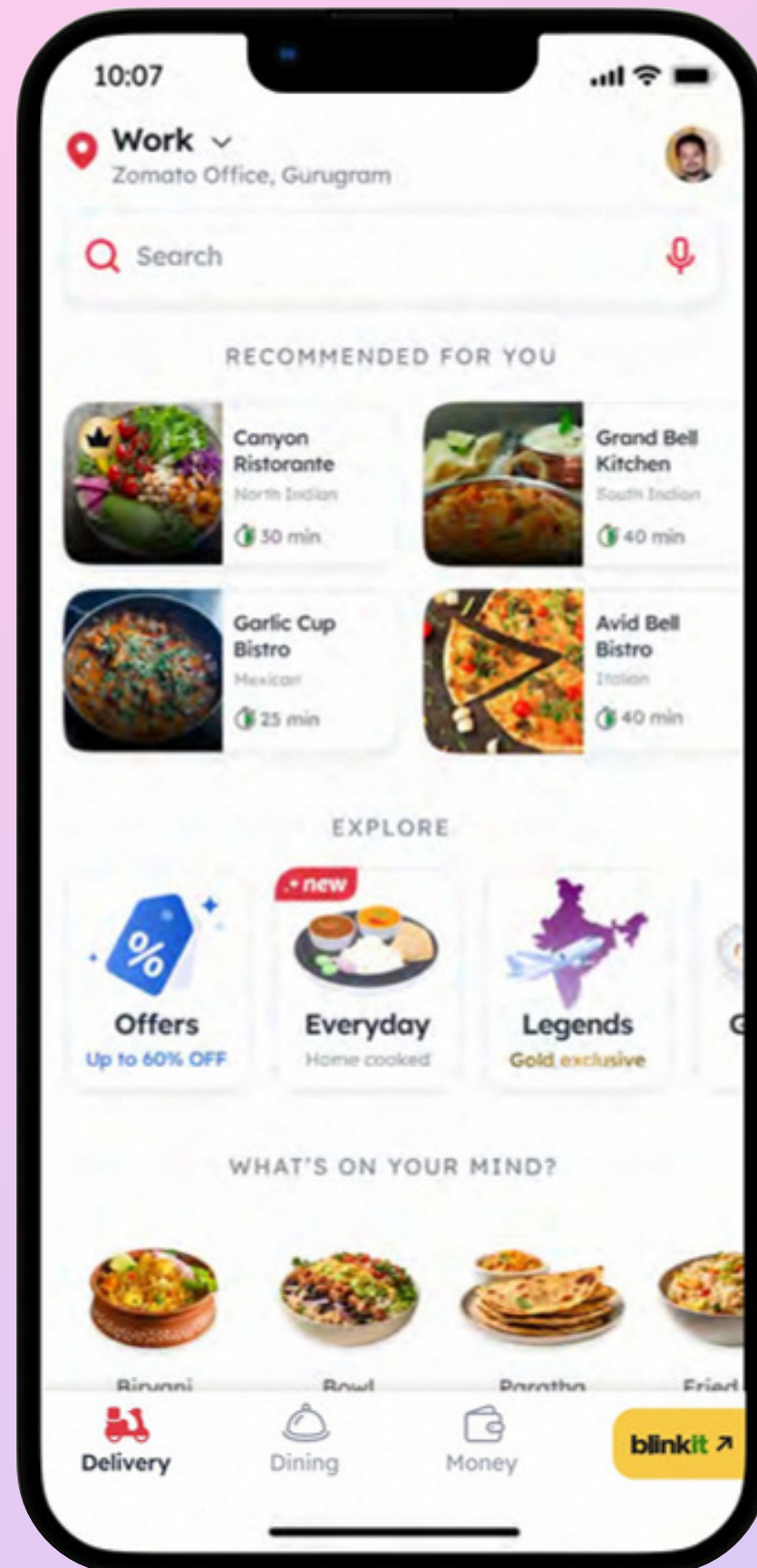


WIREFRAMES



Streak Bite Blitz banner

- With progress bar to encourage users to keep going.
- This feature will also help in building customer loyalty.
- This will also provide data insights on customer's daily behavior on food preferences(indirectly).



Swift Order Feature

- Users will engage in ordering for last minute order or order in a hurry.
- This feature will provide user retention as they can quickly order from their saved orders or previous orders.
- Allowing customers to get quick order and prioritize delivery will increase their company loyalty and their own satisfaction.

R.I.C.E PRIORITIZATION

Feature	REACH	IMPACT	CONFIDENCE	EFFORT	RICE Score
Swift Order	70	4	80%	2	112
Streak Bite Blitz	50	3	80%	3	40

SUCCESS METRICS

Swift Order Rate

(Percentage of) number of swift orders by total orders

Streak Completion Rate

Number of streaks completed/ total streak attempts in a given period.

Customer Retention Rate

(Percentage of)customers at end of set period/ customers at the start of set period)

Monthly Recurring Revenue

Product of average revenue per user by total no. of customers for that month.

Thank You