Case Study: Zomato - Hyperlocal Business

1. Business & Market Understanding:

Zomato, a leading hyperlocal business, operates primarily in the food delivery and restaurant discovery space. With a vast network of restaurants and users, Zomato has become a household name for food enthusiasts. Understanding the market dynamics is crucial for Zomato to stay competitive and innovative. This involves analyzing consumer behavior, market trends, competitor strategies, and technological advancements.

Key Market Insights:

Increasing demand for convenience and quick food delivery services.

Rising competition from other food delivery platforms like Swiggy and Uber Eats.

Growing interest in healthy and sustainable food options.

Integration of technology for enhancing user experience and operational efficiency.

2. Business Requirements Document (BRD):

The following are the key business requirements for the proposed feature:

Feature Name: "Health & Dietary Preferences"

Objective: To cater to the growing demand for healthy and dietary-specific food options.

Target Audience: Health-conscious users, individuals with dietary restrictions (e.g., vegetarian, vegan, gluten-free), and those with specific health goals.

Key Features:

Profile Customization: Allow users to set up their health and dietary preferences in their profiles.

Filter Options: Integrate filters for dietary preferences (e.g., vegetarian, vegan, gluten-free) and health attributes (e.g., low calorie, high protein) in the search and recommendation system.

Personalized Recommendations: Utilize machine learning algorithms to provide personalized food recommendations based on users' health and dietary preferences.

Success Metrics: Increase in user engagement, higher customer satisfaction scores, and growth in orders for healthy food options.

3. Product Requirements Document (PRD):

A. Business Enhancement:

The implementation of the "Health & Dietary Preferences" feature aligns with Zomato's business goal of providing a personalized and user-centric experience.

It enhances customer satisfaction by offering relevant food options tailored to their health needs, thereby increasing user retention and loyalty.

By catering to a broader audience, including health-conscious individuals and those with dietary restrictions, Zomato can expand its customer base and market reach.

B. Productivity Improvement:

The feature streamlines the food discovery process by presenting users with curated options that match their health and dietary preferences.

By leveraging technology to automate the recommendation system, Zomato can reduce the time and effort required for users to find suitable food choices.

Improved productivity is also reflected in the operations of partner restaurants, as they receive orders that are more aligned with customers' preferences, reducing instances of order modifications or cancellations.

4. User Journey & Workflow:
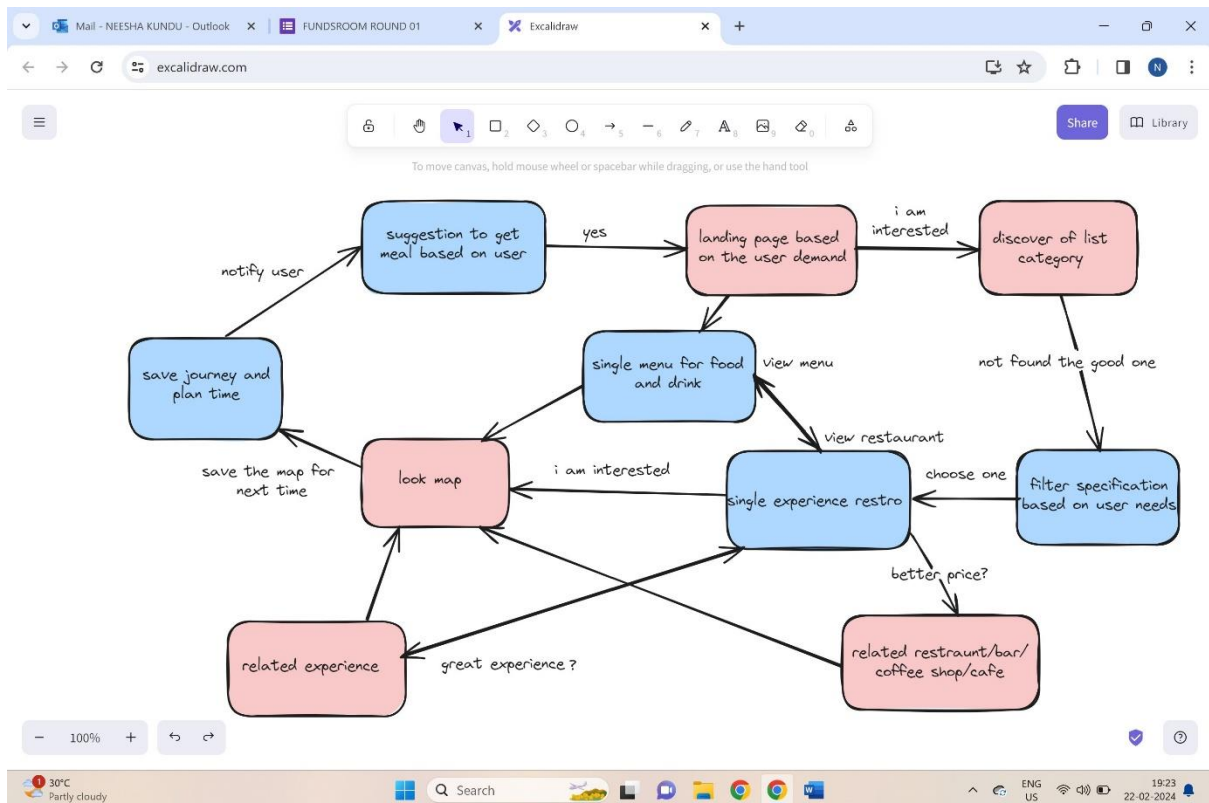
Conclusion:

The proposed "Health & Dietary Preferences" feature presents an opportunity for Zomato to differentiate itself in the hyperlocal business space by catering to the evolving needs of consumers. By prioritizing user personalization and leveraging technology, Zomato can enhance both its business outcomes and user experience.