



PM School Live Challenge#193

Improving online ordering experience of **Bigbasket**





An Overview

BigBasket is a leading online grocery delivery service, founded in 2011. It offers a wide range of products including groceries, household essentials, and personal care items. BigBasket operates in multiple cities across India, providing convenient home delivery, often within a few hours. The company also offers subscription services for regular deliveries of essential items.

Source: Website Performance (similarweb.com)

Value Proposition

- **Convenient and Time-Saving**

Groceries and other items are delivered at the doorstep of the customer, with the flexibility where the user can choose delivery slots which fit their schedule thus saving the time and efforts to go to the physical stores.

- **Wide range of Quality products**

BigBasket provides a wide variety of products, ensuring high quality and fresh items through rigorous quality checks.

- **Competitive pricing and Offers**

BigBasket offers an affordable pricing along with regular discounts and exclusive deals. Their membership programs provide additional savings to its loyal customers.

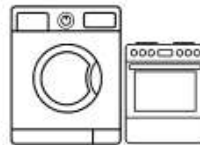
Top Product Offerings



Snacks



Grocery



Electronic appliances



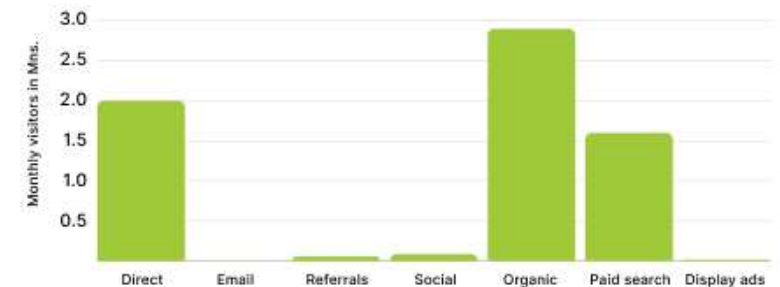
Cosmetics

Key Competitors



Marketing Channels

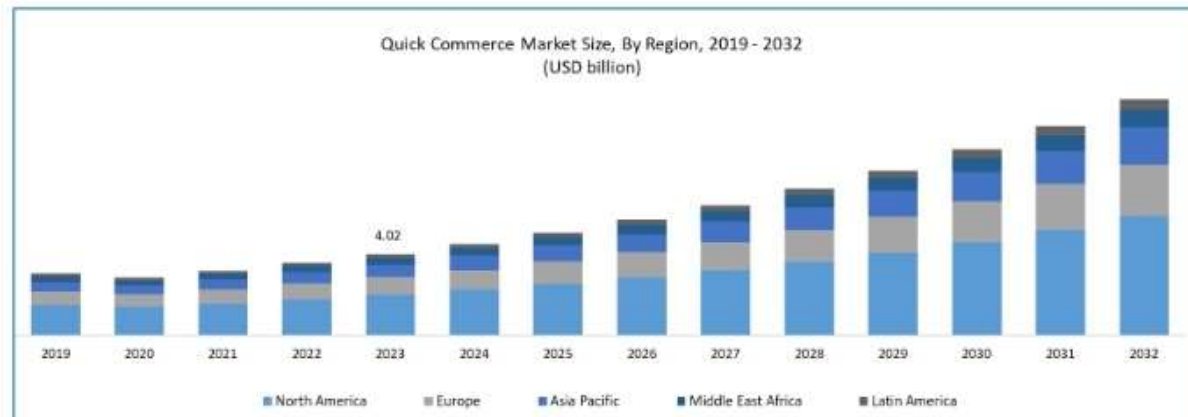
The marketing channels include by direct visit on website, through emails, by referrals, social media handles, organic searches, paid searches and through display ads.



Key Competitors



Major players include Swiggy Instamart, Dunzo Daily, Blinkit, and Zepto, among others.



Evaluation of Q-Commerce market in 2023

4.02 Billion

Evaluation of Q-Commerce market in 2024

4.52 Billion

CAGR
12.6%

The global quick commerce market was valued at USD 4.02 billion in 2023 and is expected to grow at a CAGR of 12.6% during the forecast period. The market's expansion is fueled by the increased need for swift delivery of essential items like household necessities.

Number of Q-commerce service users in India in 2024

20 Million

Number of Q-commerce service users in India in 2028

56.4 Million

As of 2024, the number of Indian users of Q-commerce market is estimated to be approximately 20 million. This user base is anticipated to expand significantly, reaching around 56.4 million users by 2028. The current user penetration rate stands at 1.8%, with projections indicating it will rise to 3.8% by 2028.

Pranjali

Dhanbad, Jharkhand, India

Profile

A housewife who has a small baby and so cannot leave her house often to visit the market for buying daily need items such as grocery.

Frustration

1. Ensuring the quality and freshness of perishable items like fruits, vegetables, and dairy products is a major concern for her.
2. Unreliable delivery schedules and issues with product availability is really frustrating for her.
3. Navigation through online q-commerce platforms is really hard for her due to poorly designed interfaces and issues with search functionality.

Goals

1. She needs a platform which delivers items quickly so that there is no issue for time slots.
2. She's searching for a platform where products are easily discoverable so that she can use the time wasted in searching for products.



Abheet

Kota, Rajasthan, India

Profile

Abheet is a first year college student who has recently passed his entrance test and took admission in a college.

Frustration

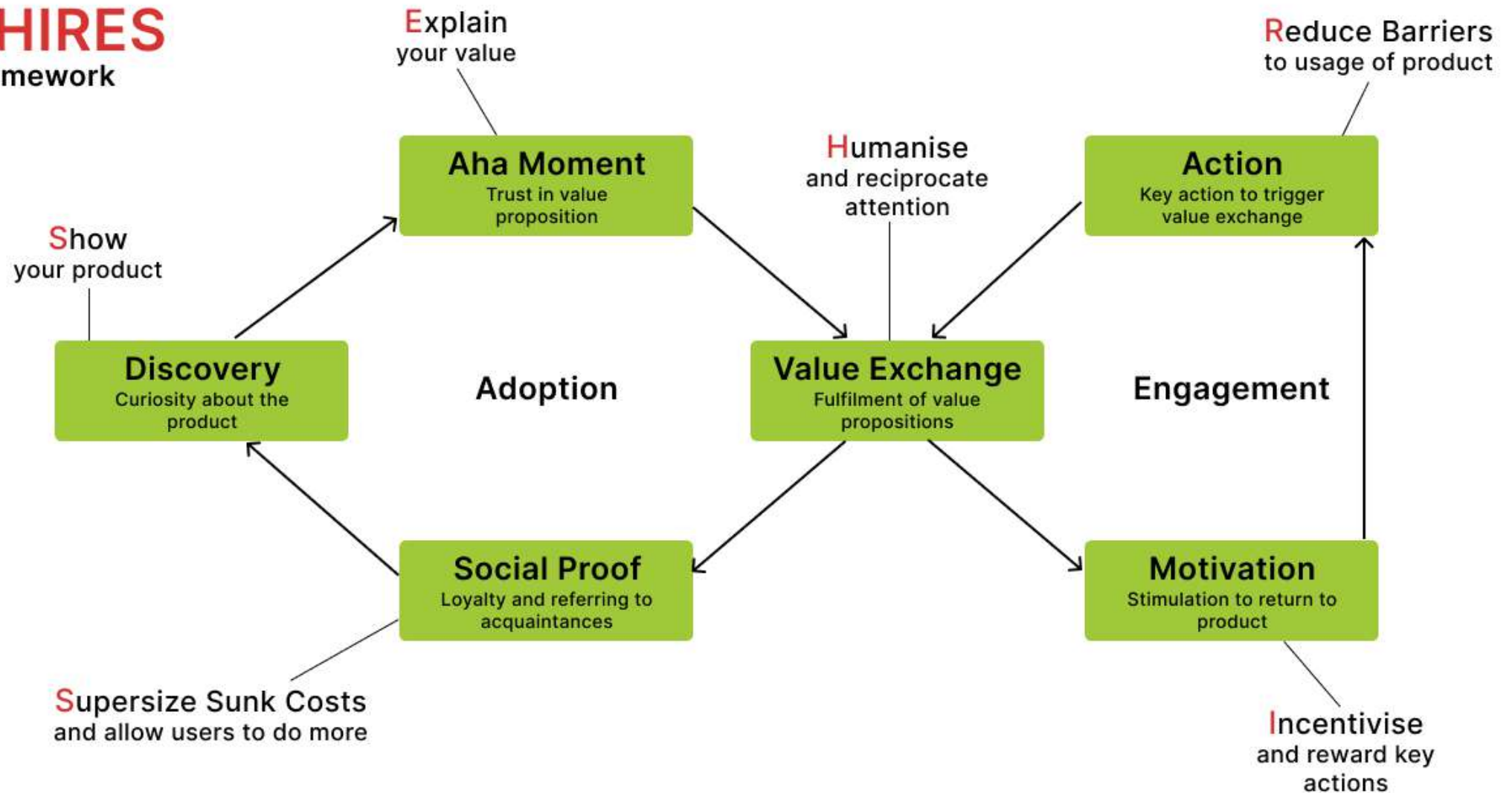
1. Due to availability of limited budget given by his parents, online shopping appears quite expensive to Abheet.
2. Combos or big deals are not easily discoverable on these online platforms which is frustrating for Abheet.

Goals

1. He needs a platform where combos and deals which are available in the market are easily discoverable on the platform rather than buying individual items which considerably increases the cost.
2. A quick delivery would be excellent as he has a busy schedule with classes lasting from morning to evening.



Using the **SHIRES** Framework



We use this **SHIRES** framework because it addresses every step of the Adoption-Engagement cycle
Also, we are going forward with **Big Basket Super Saver** for this case study

Feature 1

Grocer Guru

Feature Description

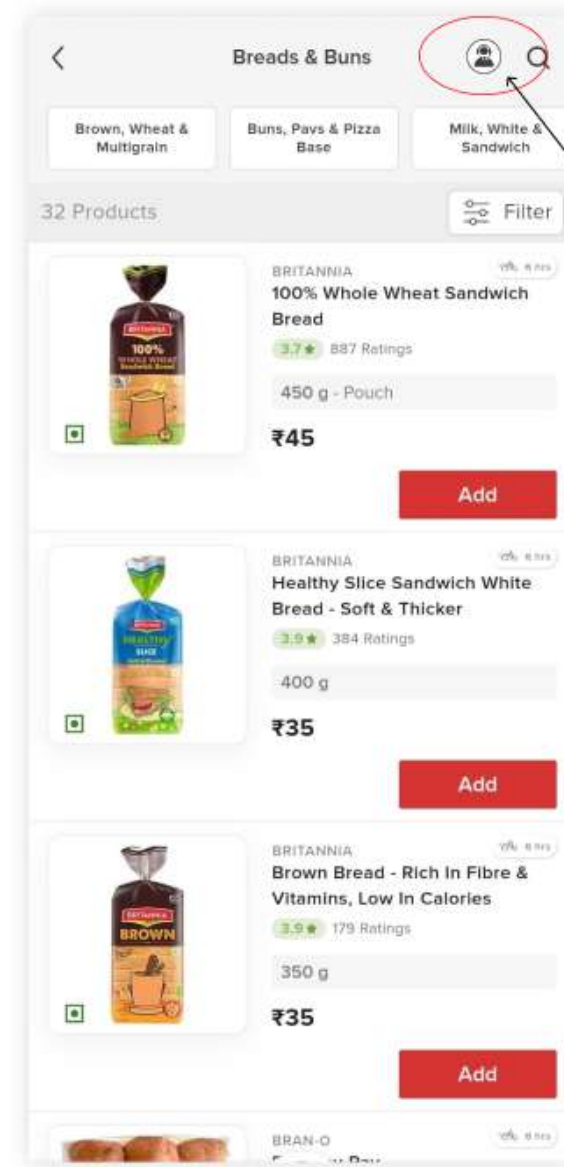
The "Grocer Guru" offers customers personalised assistance from knowledgeable experts to enhance their online shopping experience. The feature provides recommendations to users tailored to their needs thus helping users, especially new users to make informed decisions without any hesitation.

Advantages

This feature helps users make informed and confident decisions over purchasing products as they are guided by knowledgeable experts which can suggest on products from all categories. For example, a new comer may not know much about beauty and cosmetic products and may hesitate in making a purchase, or, newly become parents may require an expert advice on baby products for baby care. Resolving these pain points of users can considerably increase the user engagement as well as trust on the platform. Users may forget the discounts offered on the products but they won't forget an exceptionally personalised user journey aided by this "Grocer Guru" feature and thus increase the 'Brand loyalty' factor in the existing userbase as well as help in onboarding new users.


Pitfall

As the number of users grows, the volume of requests for expert consultations can become overwhelming. Managing a high volume of inquiries can strain resources, leading to longer wait times and potentially decreased quality of advice.



Select an option
of your choice

✕



Confused? Let our experts help you!

Please choose the category you need suggestions on


Select an option

▼

Cancel

Proceed

✕



Confused? Let our experts help you!

Please choose the category you need suggestions on

Select an option

▼

Fruits

Apple

Banana

Blueberry

✓ Grapes

Pineapple

Vegetables


Auberigine

← CHAT WITH GROCER GURU

You're chatting with Rakesh


Hi! Need some assistance to buy a gift for my daughter

Jun 24, 8:00 PM



Sure! May I know how old is the child....

Jun 24, 8:00 PM



Chat freely with
the expert

Feature 2

Personalised Categories

Feature Description

Introducing the 'Personalised Categories' on the Home Page. Generally users quit the platform or there's a decrease in user retention as they are unable to discover the categories and products of their choice due to significant friction on the application. The personalised categories solves this issues and makes the categories and products more easily discoverable to the users, easy reach (thumb region) for the user. Since it is personalised, the algorithm learns from user searches and previously bought items and show the recommended categories to the user based on previous history and makes them the personalised categories, thus helping users in better product discovery.

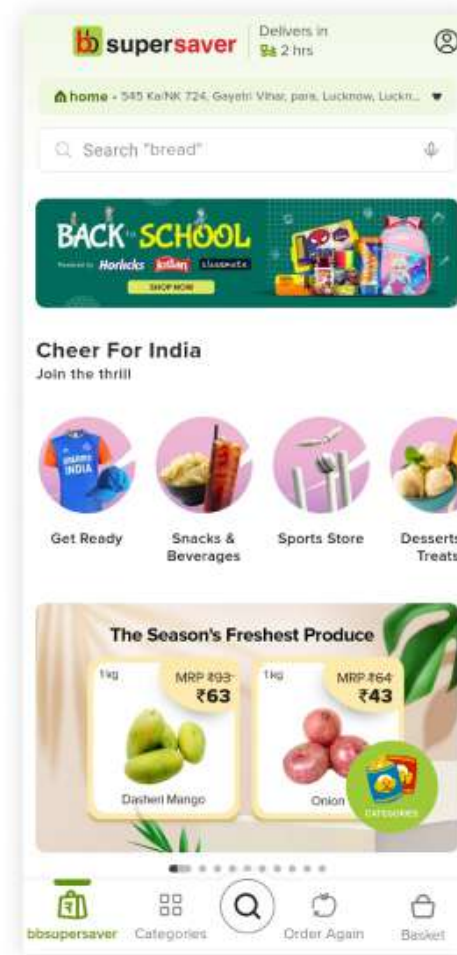
Advantages

This feature solves the major issue of users of the inability to get the preferred products which lead to a decrease in retention, since this solves the issues, there will be an increase in the user engagement as now the products and categories are much easily discoverable.

Pitfall

Users may tend to shop from the personalised categories only. This can lead to a narrow shopping experience and reduce the likelihood of discovering new items.

Based on your previous searches and purchases



Personalised categories tailored to your needs

Feature 3

Combo Section

Feature Description

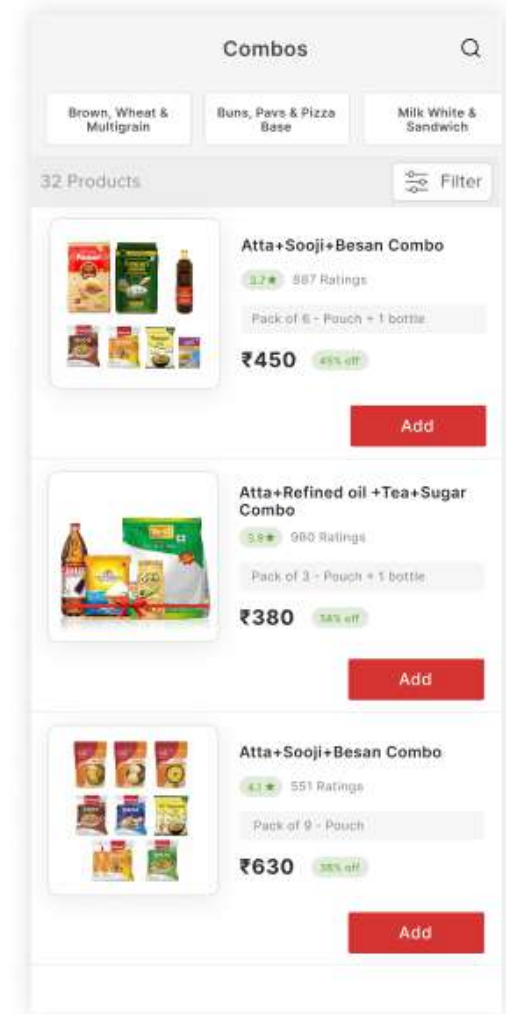
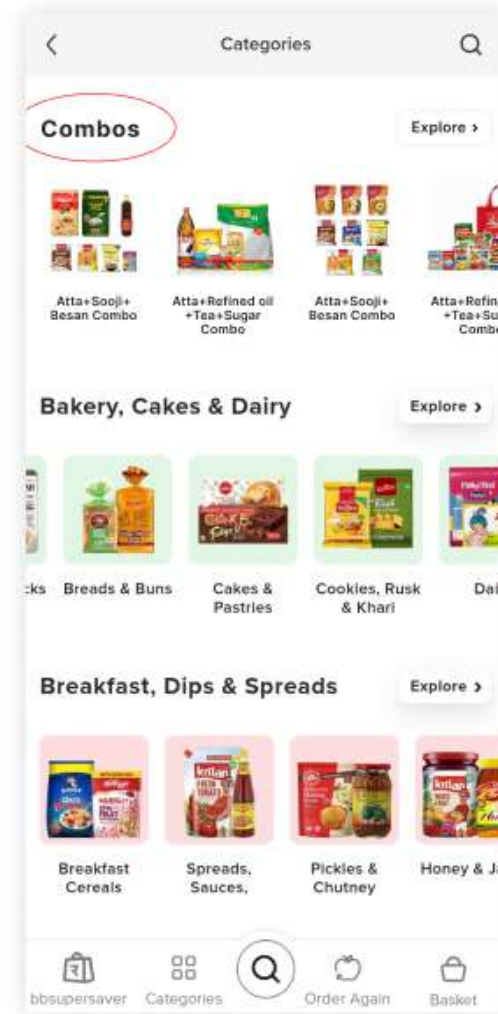
Introducing the 'Combos' section in the Categories section. This section displays the top deals of the day for the customers, a **Combo**, and the section tops the categories page in order to make it easily discoverable to the users.

Advantages

We all love deals and offers and a section like this of combos can significantly increase user retention on the app, provided it is placed at a place where it is easily discoverable to the users, which is the top of the categories page. People ordering grocery do not really care about the brand, they are much interested in seeing top deals and combos and so this section can do the work.

Pitfall

Ensuring that all components of a combo are available in the right quantities can be challenging. If one item in a combo goes out of stock, it can affect the availability of the entire combo pack.



Prioritisation using R.I.C.E. Framework

Feature	Reach (Out of 10)	Impact (Out of 3)	Confidence (Out of 100)	Effort (Out of 3)	Score
Grocer Guru	9	2.5	95	2	107
Personalised Categories	10	2	90	2.2	82
Combo Section	9	2	85	2	76

Metrics tracked by North Star Metric

$$\text{Monthly active User Retention rate} = \frac{\text{Number of users who were active in previous month and are also active in current month}}{\text{Number of users active in previous month}}$$

$$\text{User engagement rate} = \frac{\text{Total interactions with all proposed features}}{\text{Total number of users}}$$

$$\text{Revenue Growth} = \frac{\text{Current period revenue} - \text{Previous period revenue}}{\text{Previous period revenue}}$$

$$\text{Customer Satisfaction (CSAT)} = \frac{\text{Sum of all satisfaction ratings}}{\text{Total responses}}$$

Go-To-Market Strategy

Pre-Launch

Internal tasks

Educate customer support about new features, their benefits, pitfalls so that they can address user queries.

Marketing

- Tease users and potential audience about the new features through blogs, social media posts.
- Partner with relevant financial influencers to create buzz.
- Create explainer videos showcasing the advantages of using new features.
- Send targeted emails to users briefing about the new features.

Launch

Updating app and website

- Update the website FAQs according to the new features.
- Ensure seamless navigation and tackle any potential bugs or glitches before launching.
- Deploy the new features

Announcement

- Share launch updates on social media, blogs and through emails
- Create introductory videos for users coming to the platform to educate and create awareness about the new features.

Post-Launch

User Feedback and analysis

- Monitor user feedback through surveys, play store reviews and interviews.
- Work on user feedback and update the features accordingly

Post-Launch marketing

- Ensure user retention by posting about the advantages of the new features, hosting webinars, QNA sessions, etc.
- Send advertising emails to potential users to promote the new features.