

Zomato Text Reviews

Increasing the number of text ratings and reviews for the food delivery vertical

Team: Ratings and Reviews

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Status: Brainstorming

Problem Definition

Users who order food through food delivery vertical do not give ratings and reviews for their orders as they do not find in value in doing so.

This problem mainly affects new users from tier1/tier2 cities who order 5+ times a month. As they are new to the platform and order frequently, they don't know which restaurants deliver food as per their personal preferences

By increasing the detailed text reviews on the platform, it increases trust of the platform with the user, which leads to higher user retention and higher average order value.

By solving this problem, the target user will know which food delivery places will deliver food as per their requirements and will make the entire process of ordering food very personalized for the user.

As the disposable income of the country grows every year, especially in tier1 and tier2 cities, people look for more personalised entertainment experiences, which includes food as well. Solving this issue will not only gain a lot of potential users, but it will also increase the credibility of the platform.

Goals

Functional

- Average number of orders reviewed per reviewer - A higher average would indicate that more users are writing text reviews per order
- Bounce rate % - A decrease would indicate that more non-users find the process exploring new food ordering places on Zomato extremely reliable.
- Number of orders per user- An increase would indicate that users are trusting the food reviews written by other users and therefore ordering food more often

Non- Functional

- CTRs- A higher number of CTRs till the end of the review process would indicate that our proposed solution is working effectively
- Page load time- Faster page load times will encourage users to finish the entire review process and not drop out midway

Non-Goals

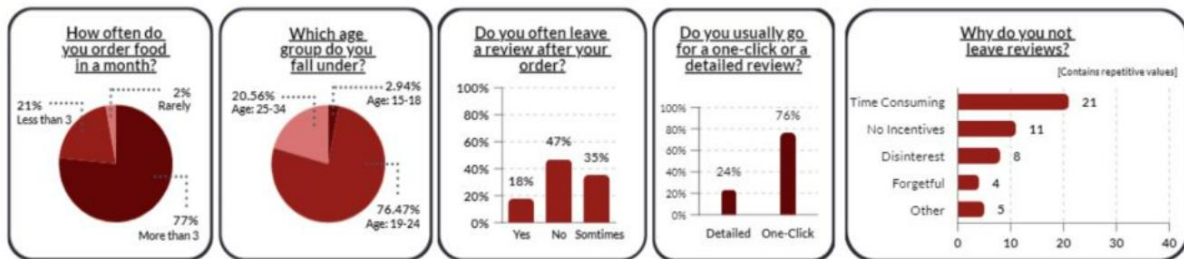
- Overhauling the entire Zomato app interface
- Increase User Retention and Loyalty

Validation of the problem

A survey was conducted of 34 users of Zomato and other similar food delivery type platforms. 3 interviews of taken of varied demographics to identify problems users face based on their experiences when it comes to reviewing their food delivery.

• **Insights**

Most users don't find value in writing reviews as they require lot of effort and they take up too much time without providing any reasonable incentives or quicker method to do the same.



User Surveys

• **Insights from competitive landscape**

1. BookMyShow- Simplified Reviewing process which takes no more than 2 minutes to complete. Shows Prompts based on the ratings you give to help you give appropriate reviews and speed up the entire process
2. Myntra- Incentive based system wherein you get credits for writing reviews and feedback. Credits can be redeemed for discounts and offers on the website

Understanding the target audience

Our target audience should be users from tier ½ cities who **order frequently (more than 5 orders/month)** on Zomato platform. According to FY24 report out of 18.4M MAU, around **5.89M users** fit this profile.

Pain Points

1. Lack of Motivation:

- **No immediate reward:** Users may not see the direct benefit of their reviews and ratings.
- **Time-consuming:** Writing a detailed review can be time-consuming, especially after a meal.

2. Difficulty in Expressing Thoughts:

- **Limited rating options:** A simple star system may not adequately capture nuanced experiences.
- **Lack of customization:** Users may want to add more specific details or tags to their reviews.

3. Concerns about Authenticity:

- **Fake reviews:** Users may worry that their honest reviews are being overshadowed by fake or biased ones.

- **Lack of trust in the platform:** If Zomato doesn't take steps to verify reviews, users may lose faith in the platform.

4. Technical Issues:

- **Glitches or bugs:** The review process itself may be buggy or difficult to navigate.
- **Slow loading times:** Users may become frustrated if the app takes too long to load or submit reviews.

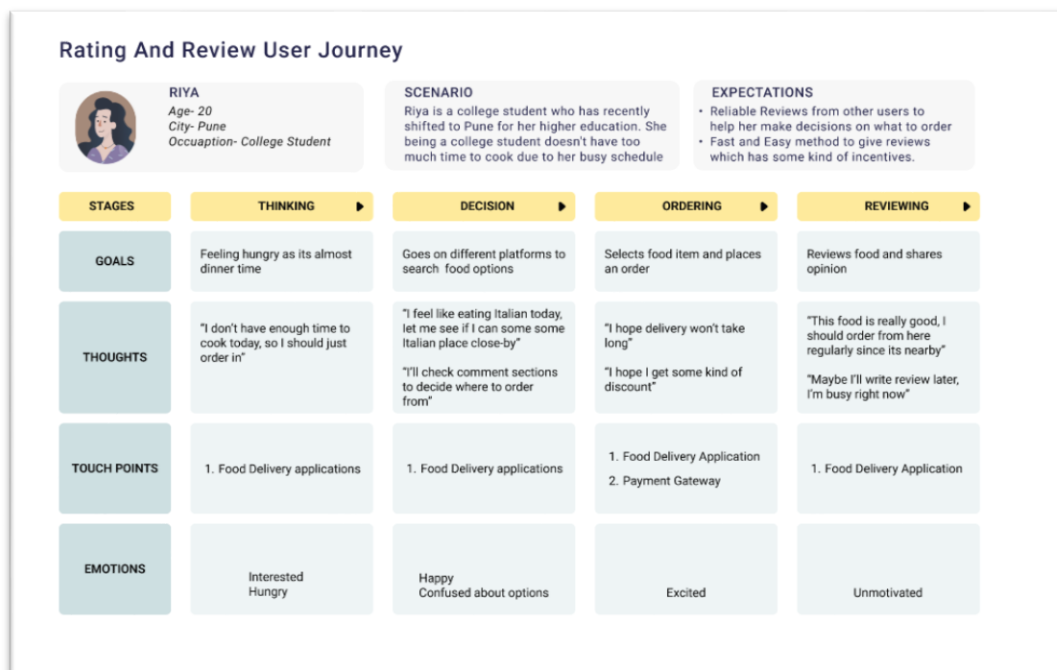
5. Privacy Concerns:

- **Risk of harassment:** Negative reviews could lead to harassment or retaliation from the restaurant or other users.

Jobs-to-be-done:

1. As a **regular diner**, I want to write a review quickly after dining, so that I can share my experience while it's fresh in my mind.
2. As a **food critic**, I want to provide detailed feedback on my dining experiences, so that I can influence others with my insights.
3. As a **new user**, I want to understand the benefits of writing reviews, so that I feel encouraged to contribute my first review.

User Journey



Solutions

Solution-1

AI-Driven Personalized Challenges: Utilize AI to analyse user behaviour, preferences, and previous reviews to generate personalized review challenges. For instance, if a user frequently dines at Italian restaurants, challenge them to review 5 different pasta dishes over a month for a special reward.

Solution-2

Voice-to-Text Reviews: Incorporate voice recognition to let users dictate reviews. This lowers the barrier for review submission, making it more accessible and convenient, especially for detailed reviews.

Solution-3

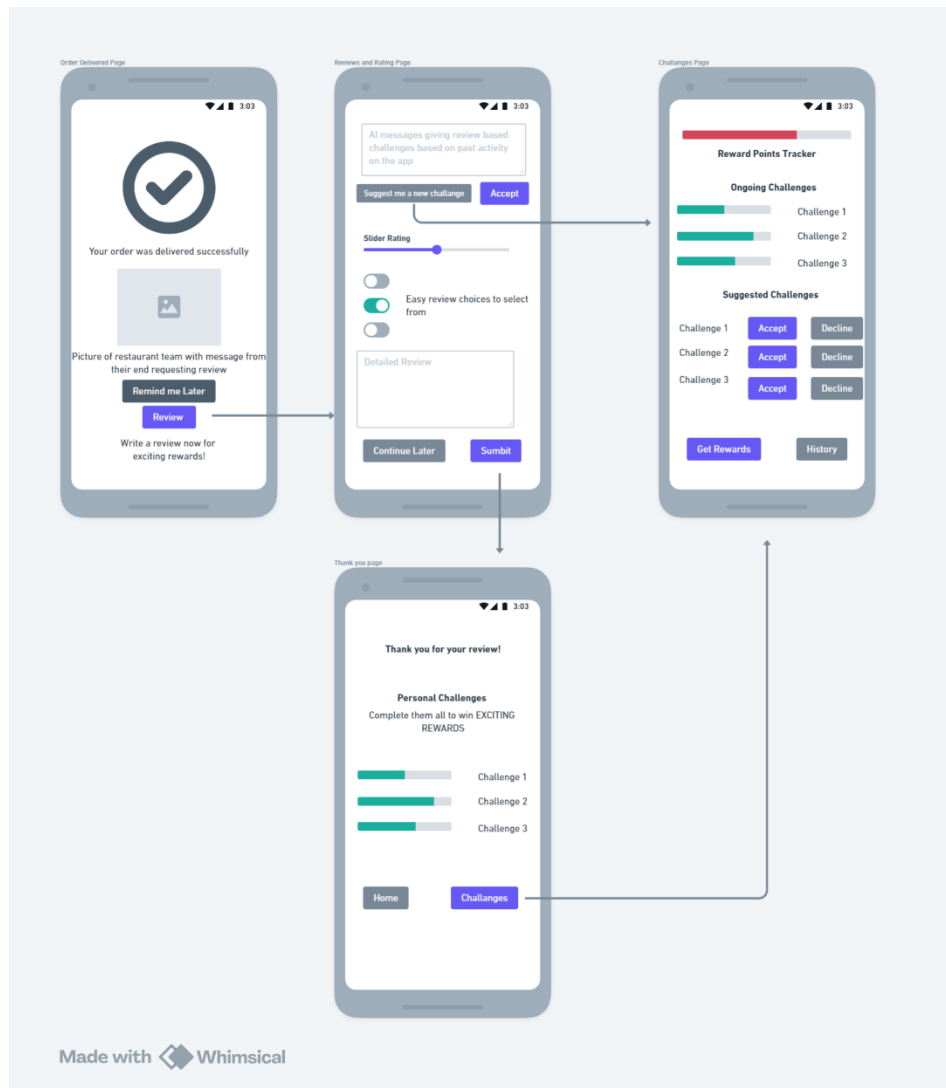
Social Engagement Features: Create a community tab within the Zomato app where users can follow each other, participate in review challenges together, and can share and discuss their opinions on different food items and restaurants

Rice Analysis

| $\frac{\text{Reach} \times \text{Impact} \times \text{Confidence}}{\text{Effort}} = \text{RICE SCORE}$ | | | | | |
|--|-------|--------|------------|--------|-------|
| Feature | Reach | Impact | Confidence | Effort | Total |
| AI Driven Personalized challenges | 2 | 2 | 3 | 2 | 6 |
| Voice-to-text reviews | 3 | 1 | 1.5 | 1 | 4.5 |
| Social Engagement Features | 3 | 2 | 2 | 3 | 4 |

Based on the RICE analysis, we should move forward with **the AI- driven personalised challenges** feature

Wireframes



Key Metrics

L0- North Star Metric

1. Number of Reviews written/ user

L1- Primary Metrics

1. Number of Challenges completed/user
2. Avg number of rewards received/ user

L2- Supporting Metrics

1. Avg Number of active challenges/users

Launch Readiness

Phase 1: Design and Development (4-6 weeks)

- **Prototype development:** Create low-fidelity prototypes to test the concept and gather feedback.
- **UI/UX design:** Design the user interface and user experience to ensure a seamless and intuitive interaction.
- **Technical development:** Build the necessary backend infrastructure and frontend components.
- **Testing and debugging:** Conduct thorough testing to identify and fix any issues.

Phase 2: Internal Testing and Feedback (2-3 weeks)

- **Alpha testing:** Test the feature internally with a small group of employees to identify major bugs and usability issues.
- **Beta testing:** Release the feature to a larger group of users (Users who order food regularly) for more extensive testing and feedback.
- **Gather feedback:** Collect feedback from testers and analyse it to make necessary improvements.

Phase 3: Launch and Monitoring (1-2 weeks)

- **Marketing and promotion:** Create a marketing plan to promote the new feature and generate awareness.
- **Launch:** Roll out the feature to all users on the Zomato platform in phases.
- **Monitor performance:** Track usage metrics, user feedback, and key performance indicators (KPIs).
- **Iterate and improve:** Continuously monitor and analyse data to identify areas for improvement and make necessary adjustments.

Decisions Taken and Risk Mitigation

De-scoped Areas

- 1.) **User Acquisition-** At this stage of the product development, we are focused on getting the current users to write reviews rather than getting new users to write reviews

Potential Trade- Offs

- 1.) **Quantity over Quality:** Initial “review challenges” will roll as fast as possible so that the ai algorithm can learn user preferences better in a shorter amount of time
- 2.) **Potential for Overreliance:** Over-reliance on personalized challenges could lead to a decline in organic user engagement and exploration.

