

Guhawati's Street food on Zomato



Product case study



Submitted By - Team pm





Introduction

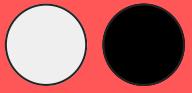


Guwahati's street food is a vibrant part of its culture, yet it remains confined to physical stalls, limiting its reach. Our solution aims to integrate these vendors into Zomato's platform, addressing challenges like onboarding, operations, and quality assurance. By preserving authenticity and affordability, we aim to enhance vendor livelihoods, broaden customer access, and showcase Guwahati's culinary heritage on a national stage.





PROBLEM STATEMENT



Guwahati's vibrant and diverse street food culture remains confined to physical stalls, limiting its accessibility to a broader audience. Key challenges include onboarding street vendors with limited digital literacy, managing operational complexities for small vendors, ensuring hygiene and quality to build customer trust, and preserving the authentic street food experience during delivery. The goal is to design a sustainable and scalable solution that integrates Guwahati's street food into Zomato, enhancing vendor livelihoods and showcasing the city's culinary heritage on a national platform.



PAIN POINTS

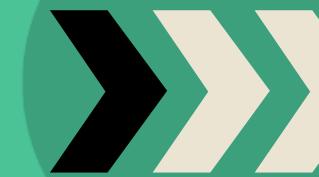
- Limited Online Presence
- Hygiene & Quality Concerns
- Accessibility Barriers
- Discovery Challenges
- Experience Loss



Challenges and Mitigation



Limited Online Presence



Provide multilingual and hands-on onboarding assistance for vendors to help them adapt to digital platforms effectively.

Hygiene & Quality Concerns



Showcase hygiene certification badges on vendor profiles and marketing materials to maintain food quality during delivery.

Accessibility Barriers



Introduce dedicated delivery hotspots near food hubs to ensure faster and more reliable delivery, especially during peak hours.

Discovery Challenges



Use AI-driven recommendations and improved search filters to help customers find relevant food options easily.

Competitor Analysis



Competitor	Strengths	Weaknesses	Opportunities	Threats
Swiggy	<ul style="list-style-type: none"> Strong presence in TIER 2 & 3 Cities Rapid delivery model - BOLT 	<ul style="list-style-type: none"> Limited focus on curated street food categories Inconsistent hygiene and quality assurance for street food 	<ul style="list-style-type: none"> Expand curated street food sections Collaborate for exclusive offerings 	<ul style="list-style-type: none"> Rapid adoption of curated sections and hygiene standards
Local Platforms	<ul style="list-style-type: none"> Hyperlocal focus with regional specialties. Established trust with small vendors. 	<ul style="list-style-type: none"> Limited scalability and logistics infrastructure. Lower brand recognition. 	<ul style="list-style-type: none"> Partner with street vendors for exclusive hyperlocal offerings. 	<ul style="list-style-type: none"> Risk of losing vendors to larger platforms like Zomato and Swiggy.
Street Vendors	<ul style="list-style-type: none"> Immediate food preparation and on-site experience. 	<ul style="list-style-type: none"> Restricted customer base to physical reach. No delivery service. 	<ul style="list-style-type: none"> Expand reach through digital platforms . Offer on-site pick-up through Zomato. 	<ul style="list-style-type: none"> Customer reluctance to shift from on-site to online.
Zomato	<ul style="list-style-type: none"> Strong brand recognition and customer base. Advanced AI-driven logistics. 	<ul style="list-style-type: none"> Need for targeted campaigns to establish trust with street vendors. 	<ul style="list-style-type: none"> Launch exclusive Guwahati street food sections. Leverage storytelling to engage customers. 	<ul style="list-style-type: none"> Aggressive moves by competitors like Swiggy or local platforms to dominate the segment.

USER PERSONA



Name: Aryan

Age: 20

Occupation: College Student

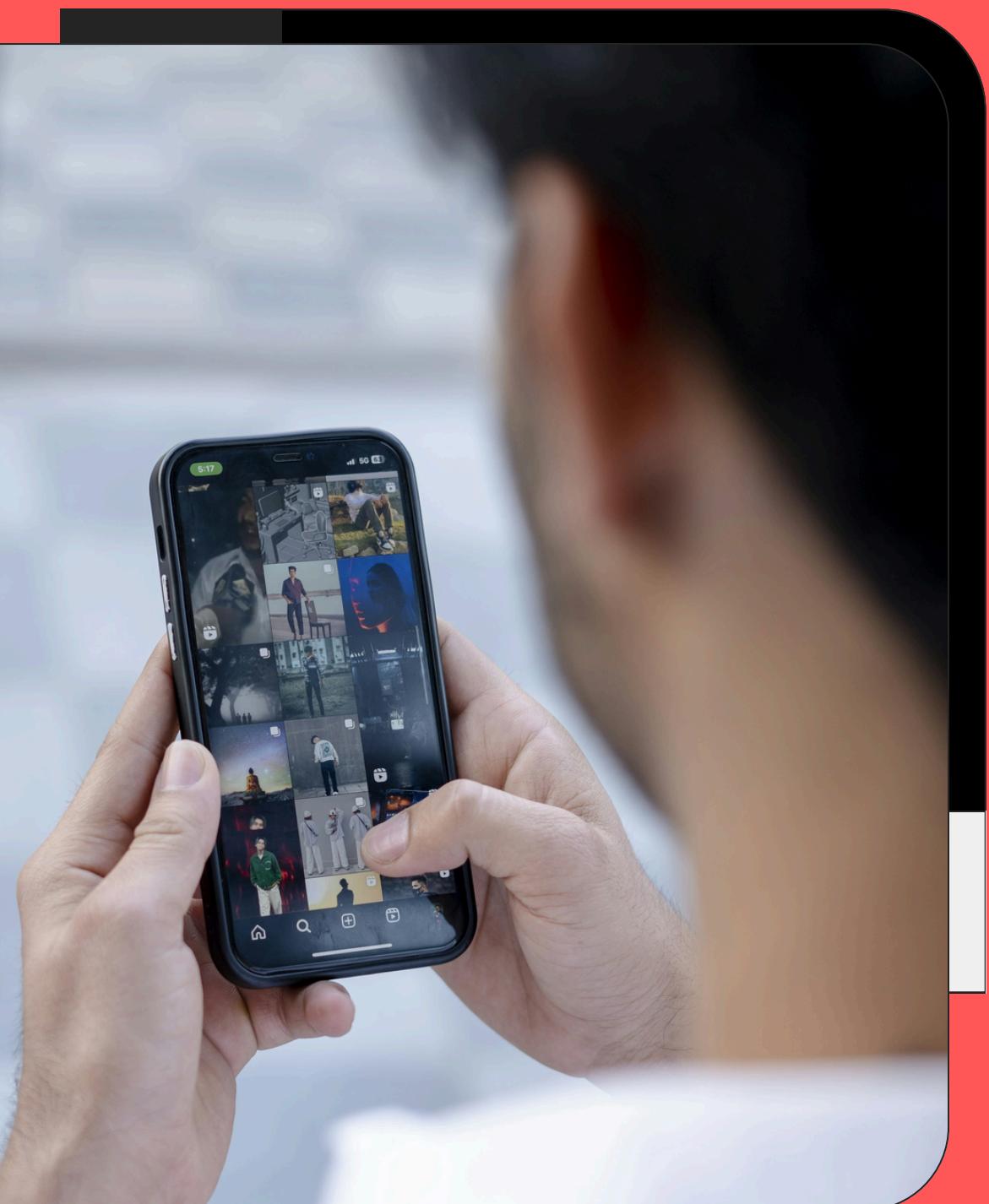
Background: Aryan is a college student living in a hostel. While he typically eats in the hostel mess, today he's craving something different but affordable. His tight budget as a student often makes him cautious about spending. Aryan enjoys street food for its flavors but is concerned about hygiene. Since he usually orders with friends, he looks for group discounts to make larger orders more economical.

Goals and Needs:

- Aryan wants to find affordable, hygienic street food options to satisfy his craving.
- He is looking for a service that offers budget-friendly prices and discounts on group orders.
- He values a platform that provides transparent hygiene ratings and quick delivery.

Pain Points:

- Aryan struggles to find a balance between affordability and quality when ordering food.
- He often finds it difficult to locate street food options with hygiene ratings on food delivery apps.
- Limited discounts for group orders make it hard for him to stick to his budget while ordering with friends.





Proposed Solution

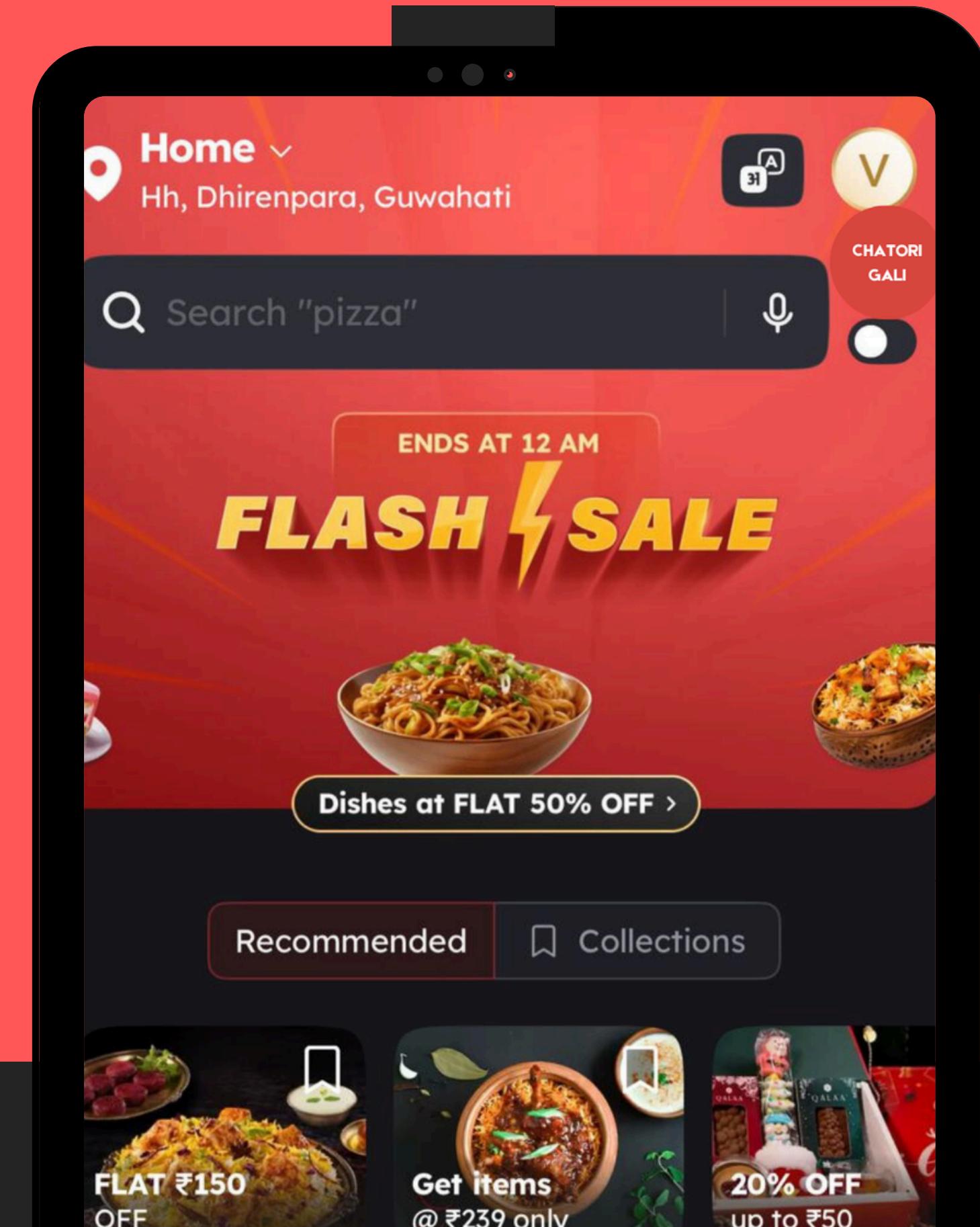


A dedicated street food section on Zomato will spotlight Guwahati's iconic dishes like puchkas, momos, and Assamese delicacies, preserving their cultural charm with enhanced packaging and storytelling. Vendors will enjoy seamless onboarding with multilingual support, starter kits, and hygiene training, ensuring quality through certifications and eco-friendly packaging. Zomato's delivery network will guarantee timely and fresh food delivery, while curated menus, vendor profiles, and cultural narratives will engage customers and celebrate the city's vibrant culinary heritage.

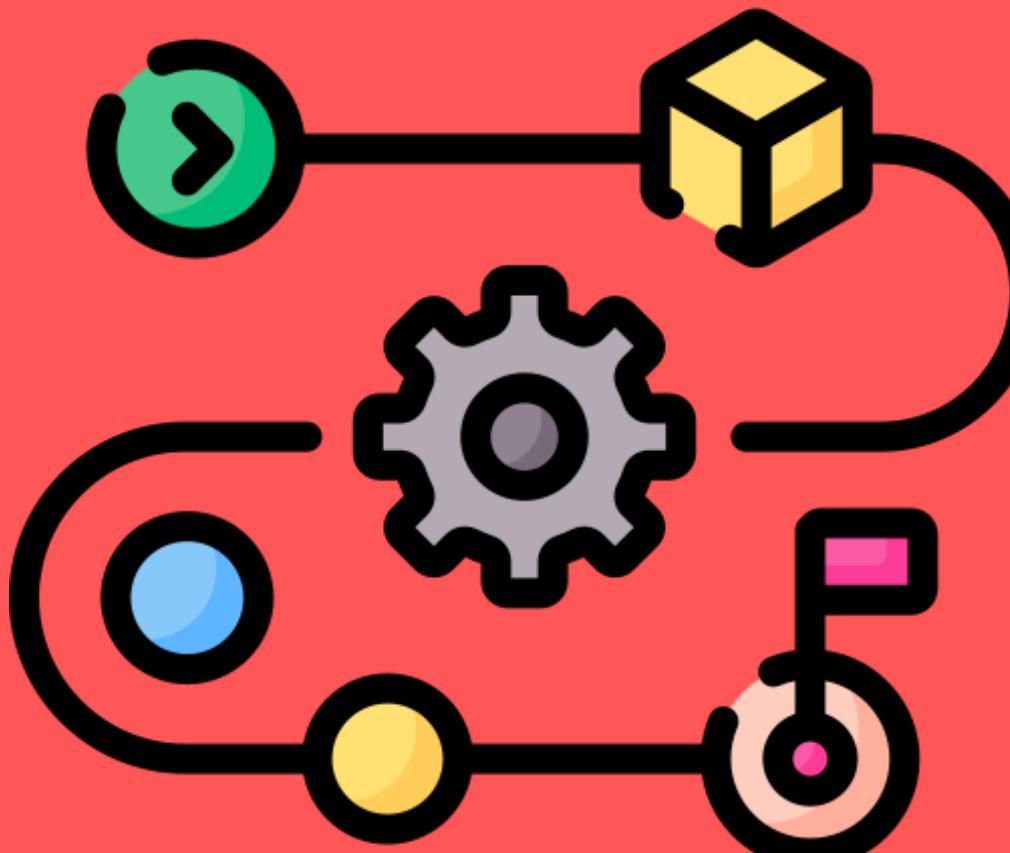


Product Overview

Savor the authentic taste of Guwahati's vibrant street food culture—now just a tap away with Zomato! Explore local favorites and support street vendors from the comfort of your home.



Product Roadmap



Research & Planning

- Market Insights
- Area Segmentation
- Vendor Pain point

Vendor onboarding

- 100+ Onboarded
- FSSAI Certificates
- Zero-commission

Product development

- Special Street section
- Vendor Tracking

Marketing & Partnerships

- Influencer Campaigns
- Cultural Partnerships
- Discounts

- Expansion
- Feedback
- Engagement strategy

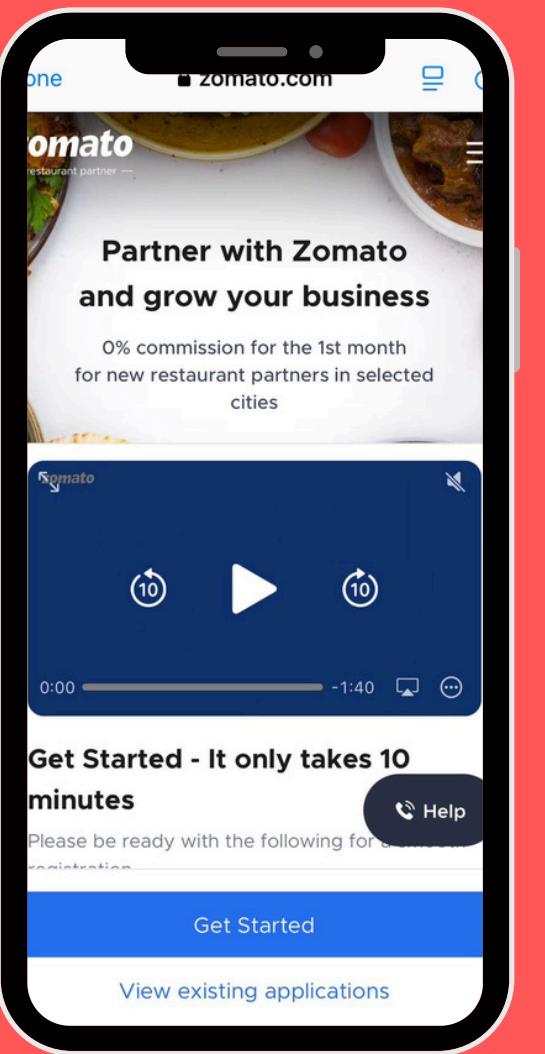
Scale & Iterate



Vendor Onboarding



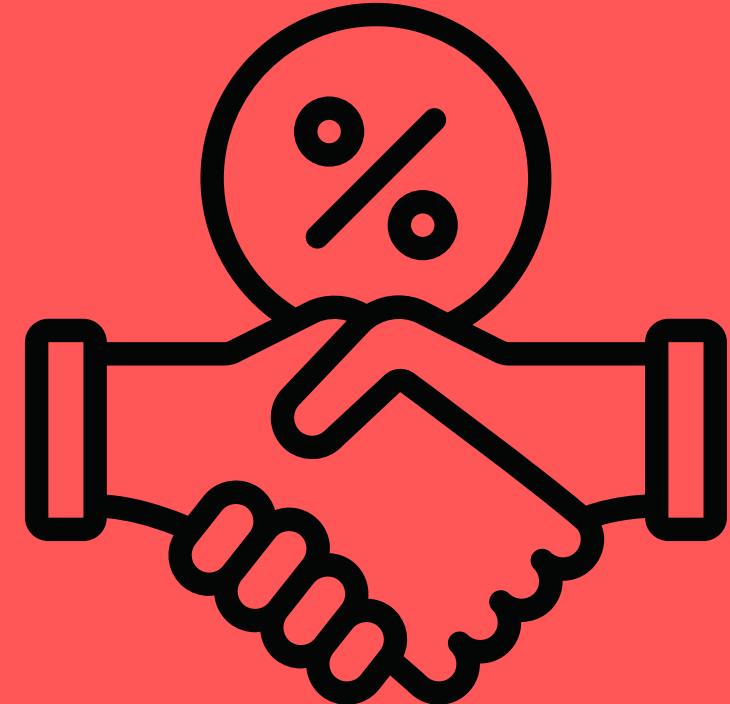
Zomato executives assisting with the onboarding process in popular street food hubs



Vendor Onboarding through Zomato



Certification and starter kits



Zero-Commission Policy for initial months

User Interface

The image shows a wireframe of a food delivery app's user interface. At the top is a search bar with a location pin icon and a three-line menu icon. Below the search bar are several filter buttons: 'MAX Safety' (with a shield icon), 'PRO' (with a crown icon), 'Cuisines' (with a dropdown arrow), 'Rating' (with a star icon), and 'Popular' (with an upward arrow icon). To the right of these is a toggle switch labeled 'chatori Gali' with a left-pointing arrow. Below the search bar are two promotional banners: one for 'UP TO 60% OFF' with a woman cooking, and another for 'biiig discounts' with a bowl of food. A large rectangular callout box covers the top half of the screen, pointing to the promotional banners.

Snack Categories Section
Why: Snacks have diverse categories (e.g., chips, dips, finger foods, desserts). A dedicated section helps users browse easily.
How: Introduce a visual carousel or grid showcasing snack categories with icons or images.

Eat what makes you happy

A large image of a Coca-Cola bottle next to a plate of nachos. A callout box points to this image from the bottom of the main wireframe area.

Why: Snacks are an impulsive buy, so appealing visuals play a key role.
How: Display large, high-quality images of snacks with labels like "Crispy," "Spicy," or "Cheesy."

396 restaurants around you

A wireframe card for a restaurant listing. It shows a dish (chicken skewers with vegetables), the text 'Eat Healthy Healthy food', a green '4.3 ★' rating box, a green '300 for one' box, a green circular icon with a leaf, and a green 'MAX SAFETY DELIVERY' button. A callout box points to this card from the bottom of the main wireframe area.

Snack Timings Filter
• Why: People crave snacks at specific times (e.g., tea time, late-night munchies).
• How: Add a "Snack Now" button that filters restaurants offering snacks suitable for the current time.

Snacks-Only Toggle
• Why: Allow users to filter snack items quickly, ensuring convenience for those specifically looking for light bites or sides.
• How: Add a prominently placed toggle on the home screen or in the search/filter bar.

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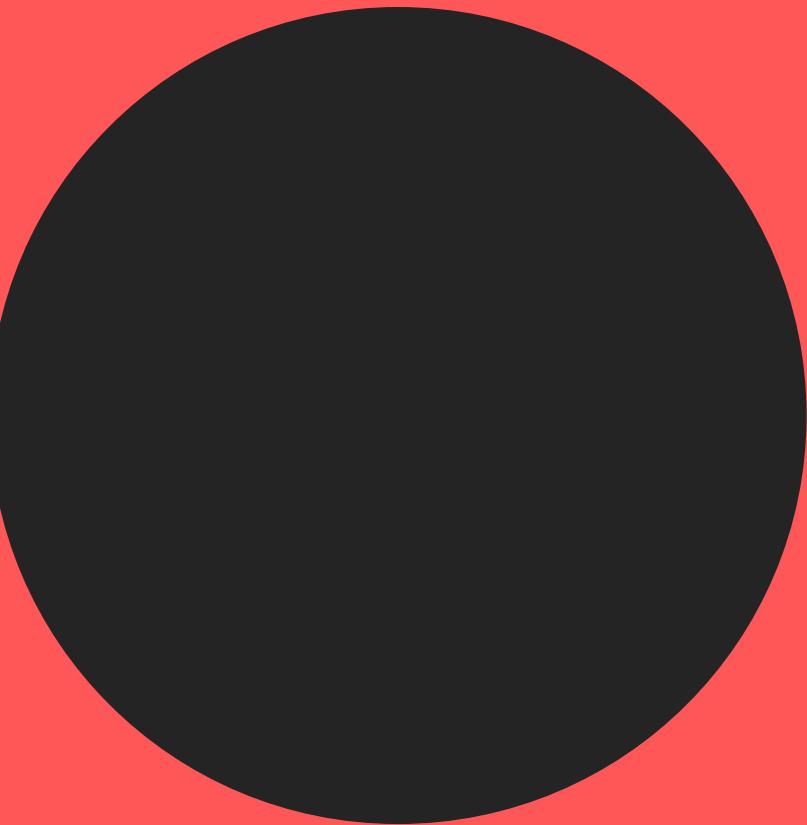
Key Metrics



Vendor Metrics	<p>Vendor Onboarding Rate: Number of street food vendors onboarded monthly.</p> <p>Vendor Revenue Growth: Increase in average monthly earnings of street food vendors through Zomato.</p> <p>Order Frequency per Vendor: Average number of orders per vendor daily/weekly.</p> <p>Vendor Satisfaction Score: Feedback collected through surveys or interviews.</p>
Customer Metrics	<p>Customer Acquisition Rate: Number of first-time customers ordering from street food vendors.</p> <p>Street Food Category Engagement: Time spent browsing the street food section on the Zomato app.</p> <p>Average Order Value (AOV): Average spend on street food orders.</p> <p>Customer Satisfaction Score (CSAT): Ratings and reviews specific to street food orders.</p>
Operational Metrics	<p>Order Fulfillment Time: Average time to complete and deliver a street food order.</p> <p>Cancellation Rate: Percentage of orders canceled by customers or vendors.</p> <p>Discount Utilization Rate: Percentage of users availing discounts or offers on street food orders.</p> <p>Click-Through Rate (CTR): Interaction rate for street food promotional banners or notifications in-app.</p>
Business Metrics	<p>Street Food Revenue Contribution: Percentage of total Zomato revenue generated by street food orders in Guwahati.</p> <p>Increase in Active Users: Growth in monthly active users (MAU) in Guwahati post-launch.</p> <p>Customer Acquisition Cost (CAC): Cost incurred to onboard new customers to the street food category.</p> <p>Return on Investment (ROI): Revenue growth relative to the marketing and operational costs of the initiative.</p>



Thank You



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