



ZOMATO

now

Too tempted by the notification, connections? 🤔

I'll bring over the dose of Thursday Teardowns! Enjoy up to 100% off on your efforts for your favorite product feature teardown because I have curated it up for you. All I need in return is your honest and valuable feedback to get going. No terms and conditions applied! 🙌



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zomato

A Teardown on Zomato's Notification Feature

By

Prasoon Kumar Parihar

4-5 minutes read

**Vinit Vaibhav**

Male, 25

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Gen Z | Single | Data Scientist |
Technology comfort | Tier 1 city

Needs and Goals

Hassle-free ordering of healthy, hygienic, and safe food regularly. Also wants to maintain a routine on a busy day when it comes to daily activities, including eating.

Pain points

Spend too much time deciding what to eat. Additionally, thinks it is not worth spending on delivery fee and taxes on small orders just in case he wants to have a light snack.

Delivery

- ❑ Order food from favorite restaurants
- ❑ Give plenty of choices to users – starters, main course, desserts, juices, shakes, etc.
- ❑ Restaurant suggestions based on food choices, time, ratings and price

Dining

- ❑ Book tables and make reservations
- ❑ Decide and plan where to go based on menu, distance, ambience, reviews, and availability
- ❑ Give out reviews with images for others

“ I live with my friends in Bangalore, and often, I get bored by the food my cook prepares. I need to give my craving taste buds the food according to the mood. Food delivery apps like Zomato make it easy for me to have food as and when required without stepping out in rain or superhot conditions. ”

“ As an individual who loves to dine out at least twice a week, I need a one-stop solution for all the possible dining restaurants. It becomes quite a cumbersome task for someone like me as I am spoilt for choices. Zomato's dining feature helps me easily choose the best place to visit after a busy day at office or a leisure weekend. ”



**User Behavior**

Factors like items favored (Biryani/Dosa, etc.), time when user orders, are considered to send the notifications to user. Each user gets notifications at a different time.

Mealtime

Users often get notifications just prior to their lunch, snacks, and breakfast timings. Zomato hits the iron when it is hot to increase the conversion rate via notifications.

Pre-order Push Notification

Special Occasions

Catering to Indian families, Zomato urges them to celebrate occasions like Mother's Day without stepping into the kitchen. It cleverly sends notifications asking users to leave it on them.

Unchecked carts

Notifications are sent when an order is left mid-way after being added to the cart just in case the user gets himself involved in some other task and leaves the phone as is.

STAGES	PRE-ORDER PUSH NOTIFICATION	EXPLORE & ORDER	IN-APP NOTIFICATIONS	POST-ORDER NOTIFICATION
USER GOAL	<ul style="list-style-type: none"> ➤ Check notifications ➤ Decide on the Call-To-Action 	<ul style="list-style-type: none"> ➤ Explore menu if notification has hit the sweet spot ➤ Explore lucrative offers 	<ul style="list-style-type: none"> ➤ To know if coupons are valid ➤ To acknowledge payment success (or failure), etc. 	<ul style="list-style-type: none"> ➤ To know the ETA clearly ➤ To confirm if order is delivered
USER ACTION	<ul style="list-style-type: none"> ➤ Collapse the notification or explore the notification 	<ul style="list-style-type: none"> ➤ Open app ➤ Search for food/drinks 	<ul style="list-style-type: none"> ➤ Open "My order" section to track order payments and live status 	<ul style="list-style-type: none"> ➤ Check notifications ➤ Reach out to support for discrepancies in order
USER EXPERIENCE	😊	😐	😊	😊
PAIN POINTS	<ul style="list-style-type: none"> ➤ Some people feel spammed and annoyed 	<ul style="list-style-type: none"> ➤ The dilemma of choice ➤ High tax/delivery/surge fee 	<ul style="list-style-type: none"> ➤ Never shows existing coupons while ordering 	<ul style="list-style-type: none"> ➤ Frequent delays in updating the status – Notifications not updated in case of delays
IDEAS	<ul style="list-style-type: none"> ➤ Use metrics like open rate for customizing further on whom not to send 	<ul style="list-style-type: none"> ➤ Can send notifications when the surge fee is low to see if orders increase because of that 	<ul style="list-style-type: none"> ➤ Should include pop-up notifications for showing coupons before payment gate 	<ul style="list-style-type: none"> ➤ Improve the notification feature in case of delays



NOTIFICATION TIMING



The X-Factor

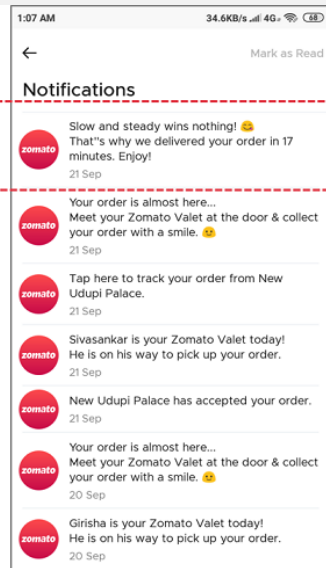
Ordering is just a click away when notifications kick in. It is amazing how Zomato curates its notification just before the usual mealtime. Making users smile is a great plus plus.

Possible hypothesis for having this:

- Users often feel the need to order when they are hungry and **may not remember the 30-40 minutes delivery time**. The prior-to-meal notification might **act as a good reminder** for users to follow the Call-To-Action (order food)
- **Users sometimes need validation, a little push**. It might come in handy to use the witty marketers to send in quirky push notifications for the users to tip-off. It might pay off to play on **human psychology, and human routine**



ORDER UPDATES NOTIFICATIONS



Possible hypothesis for having this:

- Users at times get anxious and impatient when it comes to tracking orders. **To minimize customer touchpoint**, live updates via notifications might **help customers anticipate ETAs and delays (if any)**
- Tracking the order all the time is not possible. **Some users might want to know certain milestones** – order prepared, order picked up, etc. **Users might want to be prepared** for a call or to receive orders beforehand when the delivery guy is near the location

The X-Factor

It is an excellent way to let the users know they are not ghosted. It is not just the boss who wants to know the milestones in between. Users too demand transparency.



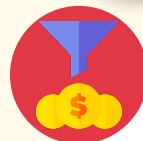
CLICK-THROUGH RATE

This metric measures the effectiveness of the campaign. The goal is to maximize the number of app visits via the notifications. **High CTR shows the message has reached the audience.**



ENGAGEMENT

Tracking engagement on notification allows us to see who our active users are and to identify the peak hour of engagement. Engagement can be subdivided into **Direct & Indirect push opens.**



CONVERSION RATE

This is the last metric to be seen to **gauge the success of the campaign.** The final goal of sending the notification is to lure the user into make the purchase.

