



UNIZO

PRODUCT TEARDOWN

5 min read

by **Rashmi Shukla**

 [@oyerashmi](https://twitter.com/oyerashmi)

Overview

- **Define Objective**
- **Survey Results**
- **Search and discovery experience - Teardown**

Objective

Increase number of deliveries / hour

Hence, I will focus mostly on the conversion flow of the app.

Note:

I have defined this objective to narrow down the scope of my case study.

Inspired from my research on improving unit economics in this business model

Survey

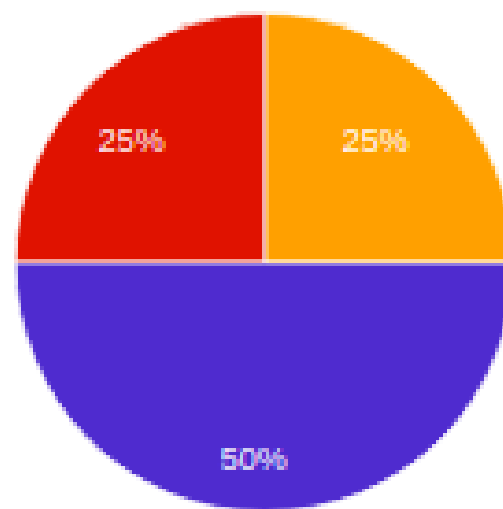
I wanted to get clarity on my thoughts and hence conducted a survey.

Collected **20** responses

Users background: Techies (Bachelors) in Bangalore

1.

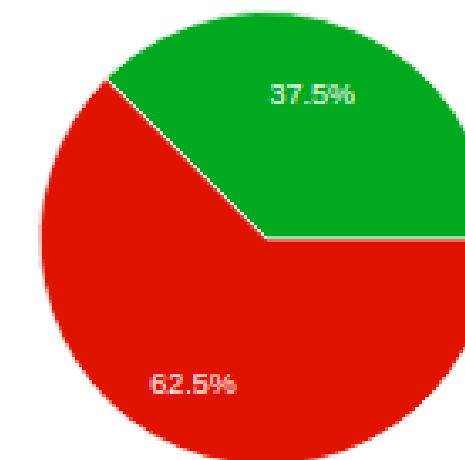
How often do you use Dunzo?



- At least once a week - Depend on them heavily
- Once a month - Use it only when it is the only option
- Do not use it at all - Have used it in the past
- Dont know what is Dunzo - Never used

2.

Which service do you use the most?



- Package pickup and drop
- Groceries, vegetables from listed stores
- Medicines
- Order things from any store in the city

User Persona

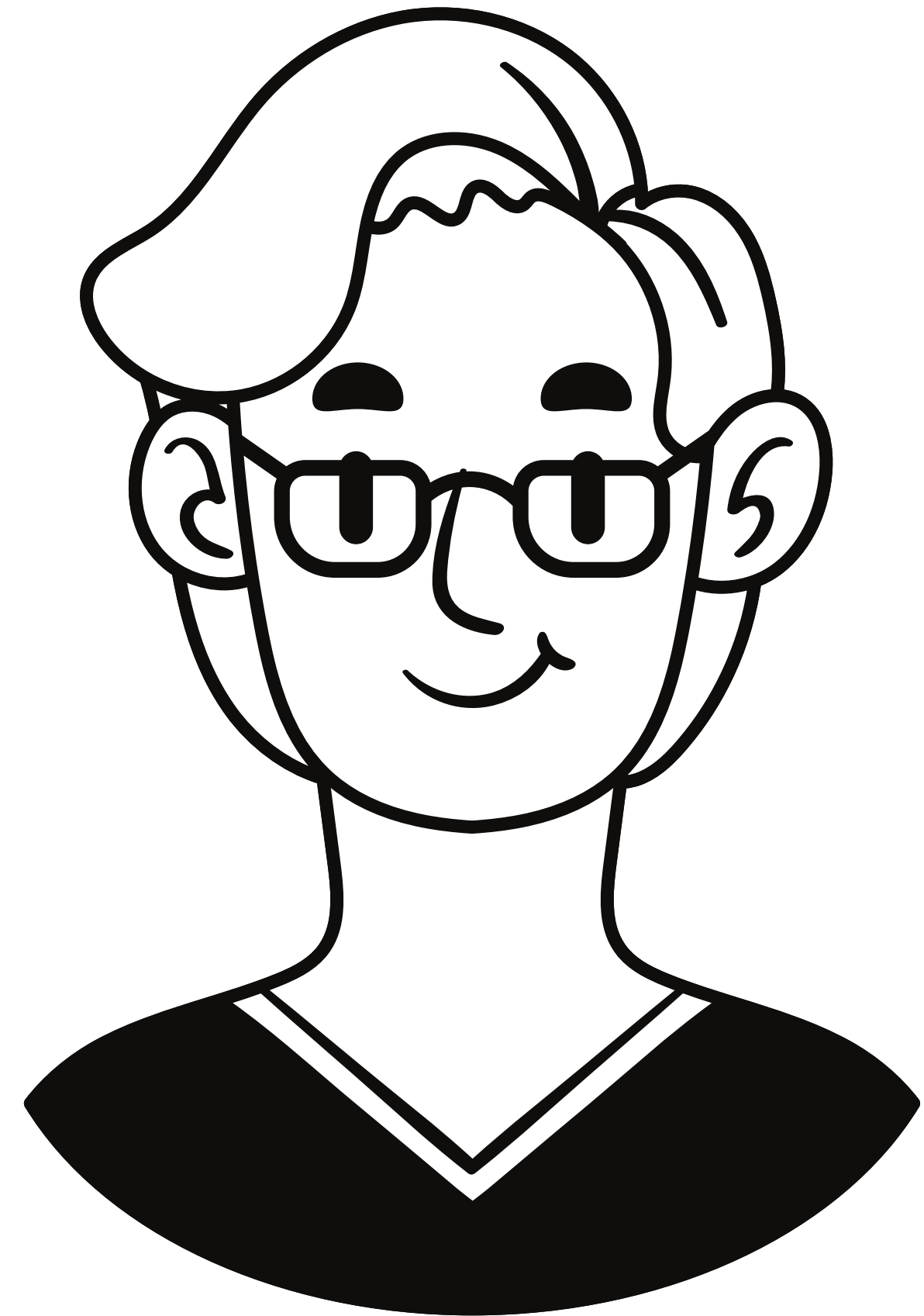
Inferring from responses to question 1:

- **50%** of users **depend heavily** on Dunzo for their daily needs
 - Making their UX smoother and faster will directly improve **conversion**
- **25%** of users **order once in a month**
 - Giving them a wonderful UX will make them **return frequently**

Depending on the responses collected above -

I am focusing on UX of the user persona as someone:

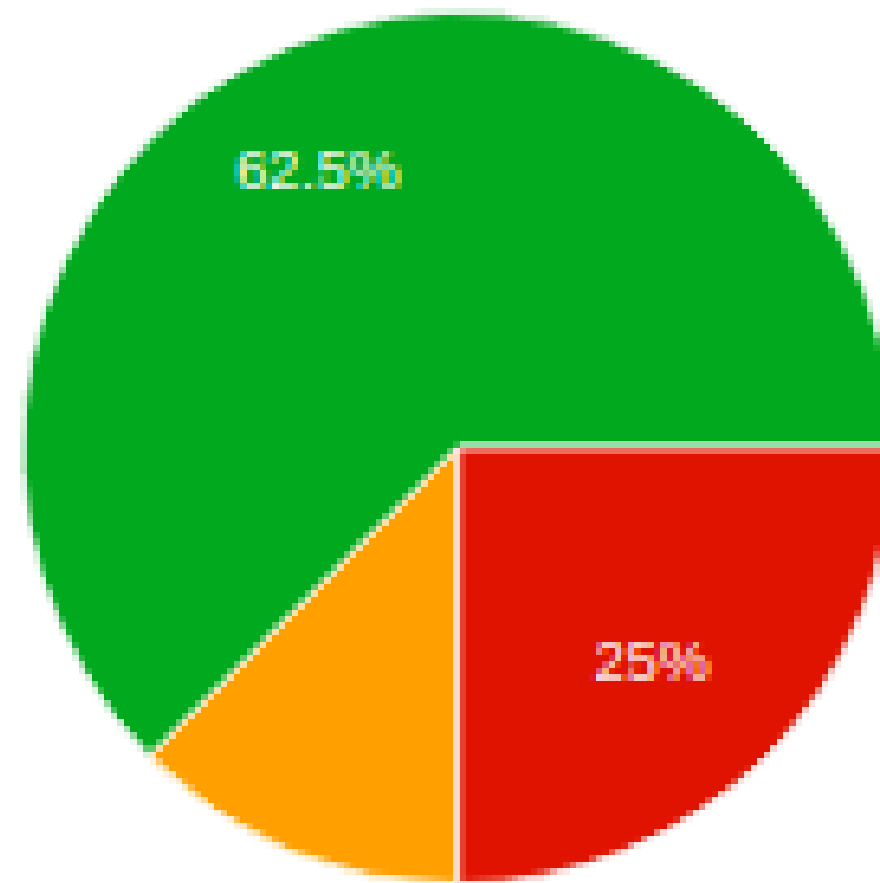
- who needs to order **grocery** and **fnv** online
- who prefers to order from known stores nearby - more **trust**



Survey - Delight points

3.

Which step is the most delightful in your journey while ordering from dunzo?

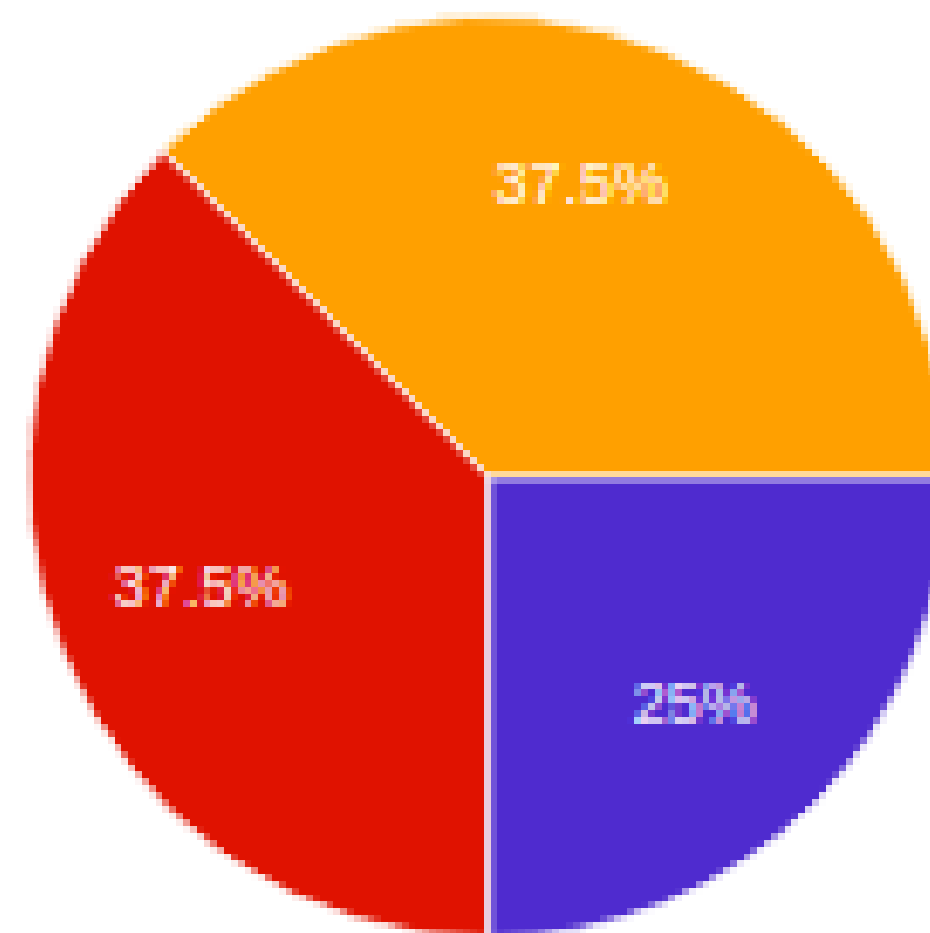


- Searching for items / services
- Adding items to cart
- Placing order (Add address and checkout)
- Tracking order

Survey - Pain points

4.

Which step is the most painful in your journey while ordering from dunzo?



- Searching for items/services
- Adding items to cart
- Placing order (Add address and checkout)
- Tracking order

Survey - Inference



Users **love the UX** once the order is placed



Users are **okay** with the UX of adding items to cart and checkout



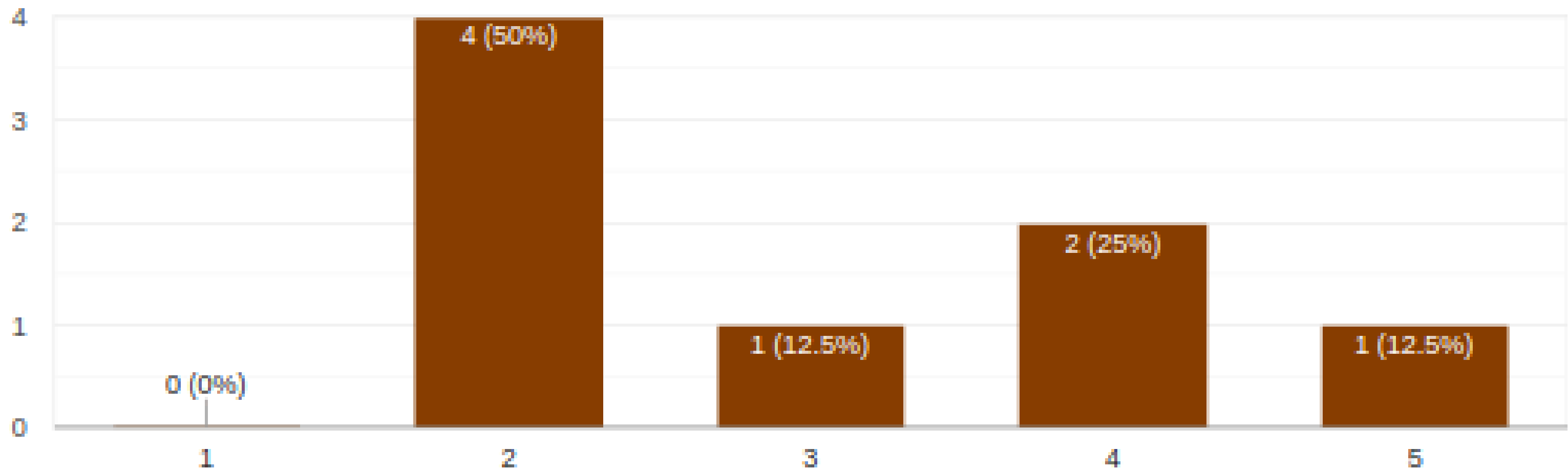
Users **find it difficult** to search the items

Opportunity

Opportunity

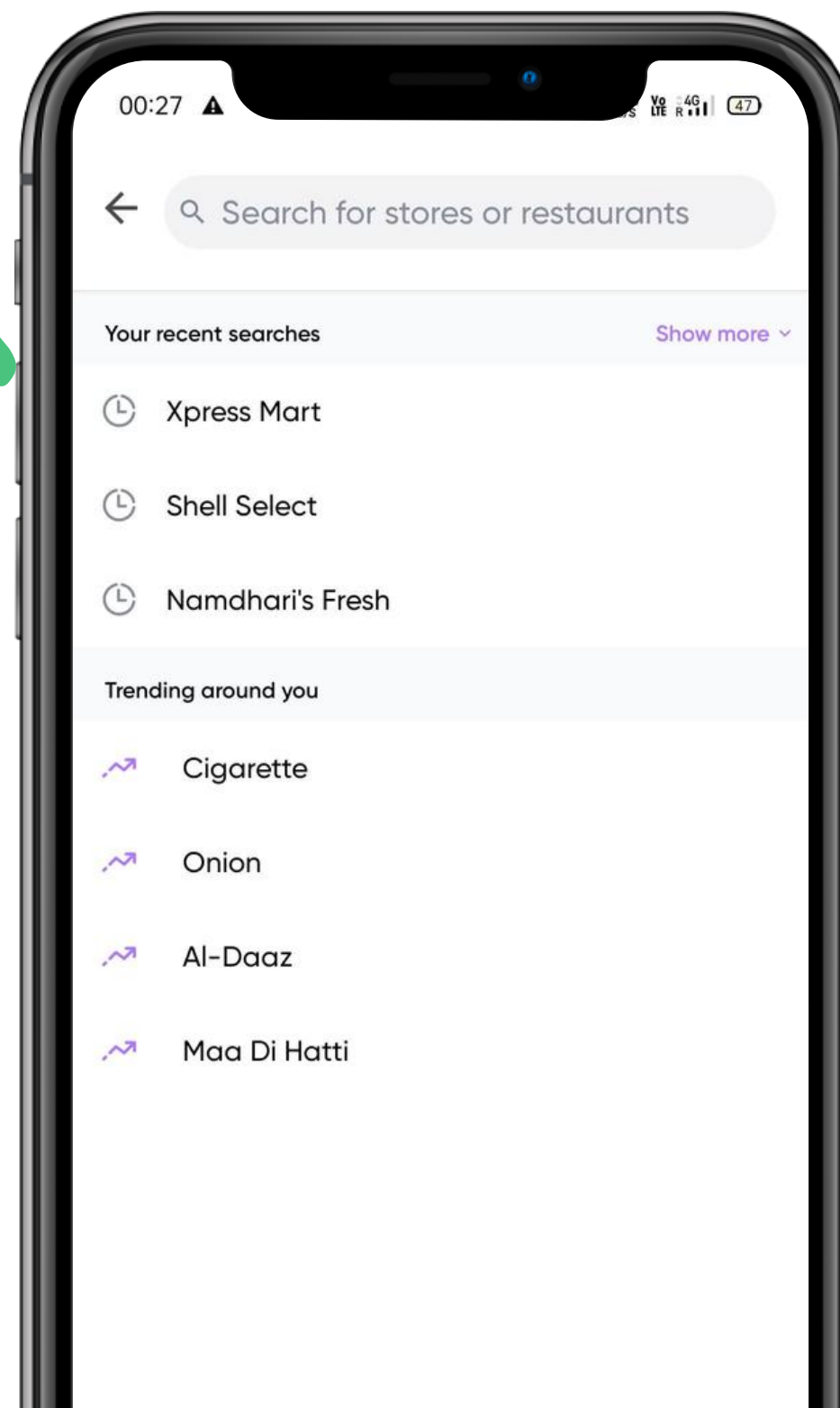
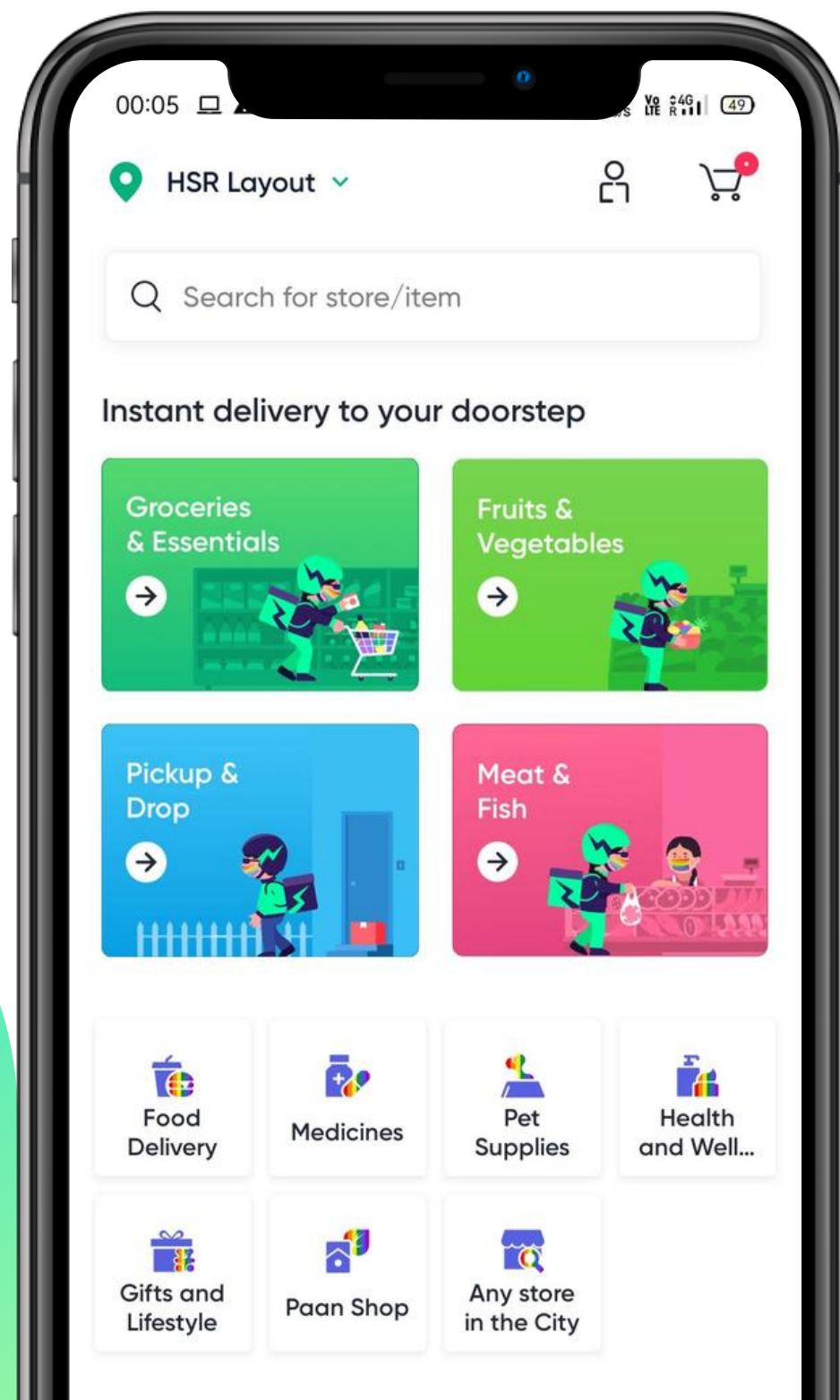
Survey - Search experience

How easy it is for you to search for what you want on Dunzo?



Search and discovery experience - 1

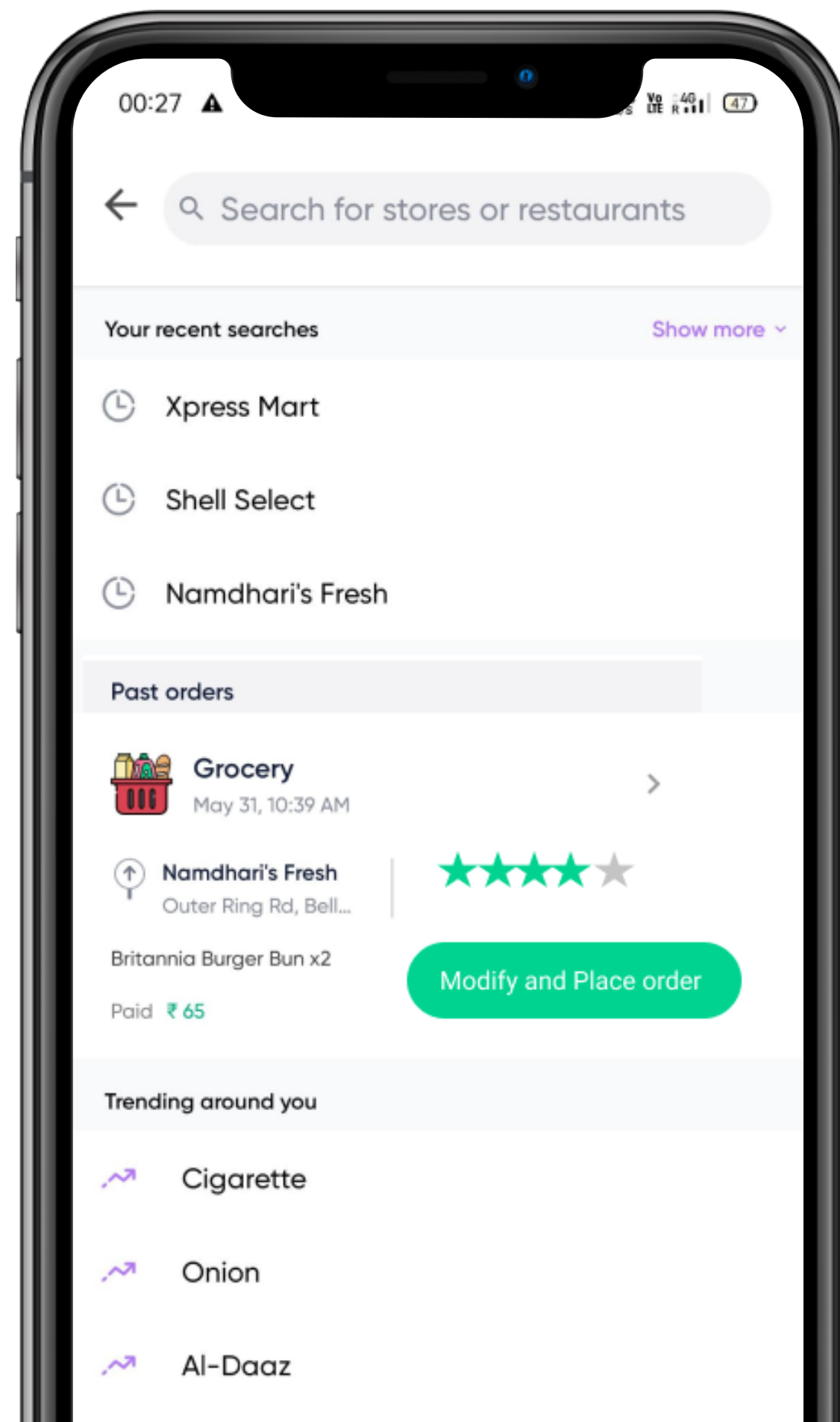
- I want to order grocery and vegetables from Dunzo
- I click on search bar to search



- Your recent searches - looks helpful but a lot of empty space.
- For frequent buyers, they may want to see past grocery orders to order based on their experience
- Also, for frequent buyers, there may be many repeat orders - hence finding past order and repeating orders from them.

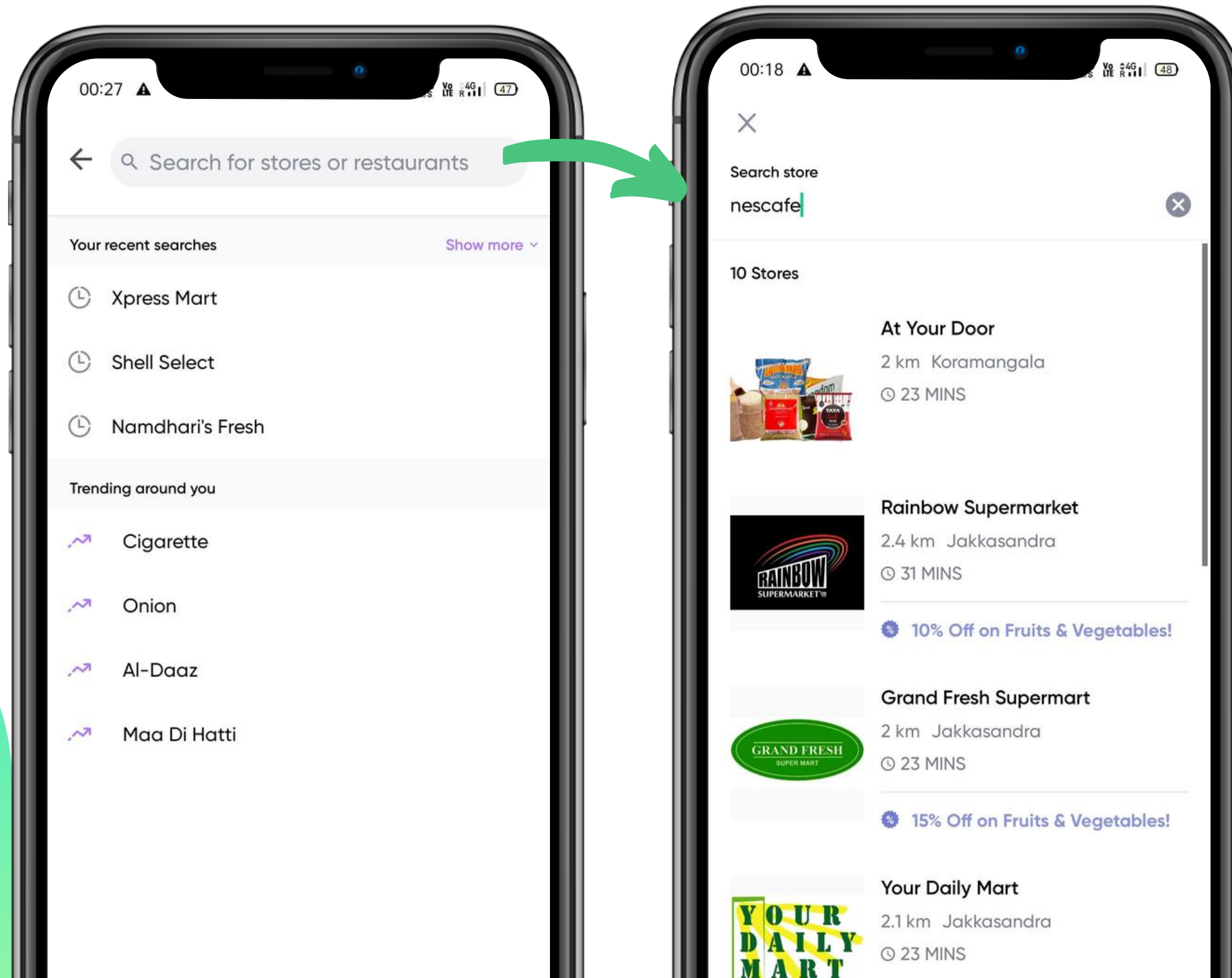


- Showing past orders
 - which were ordered from user's location
 - rated 3+
- Showing user rating to adhere their trust and feedback with the search result

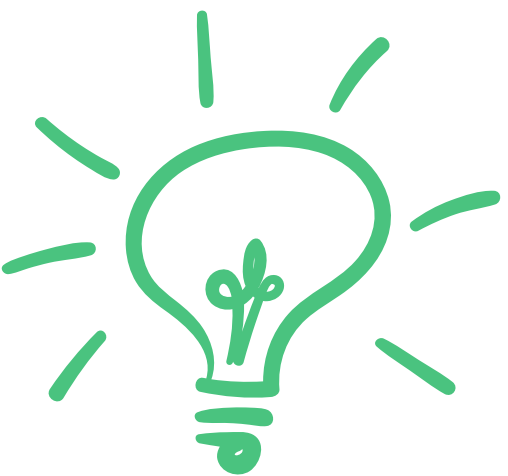


Search and discovery experience - 2

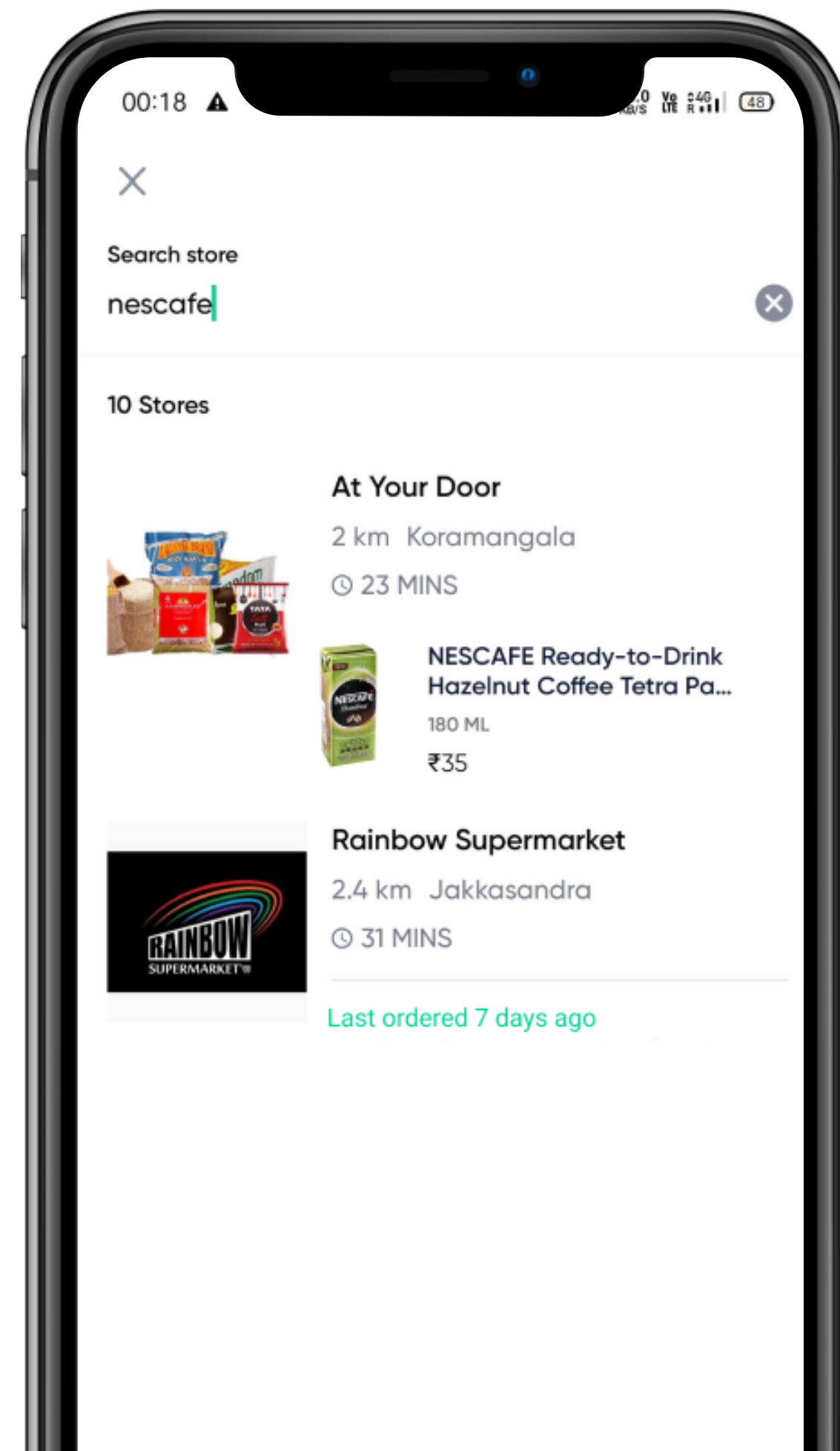
- I want to order nescafe and search on the search bar



- I can see so many stores to choose from BUT I **don't know** what variant of **nescafe** do they have
 - Nescafe 200gm coffee
 - Nescafe chocolate????
- It is **only after I click on store**, that I will discover the item. If the item is not what I need I will have to **start over again**
- **All the stores look new to me** even if I may have ordered from one of them before

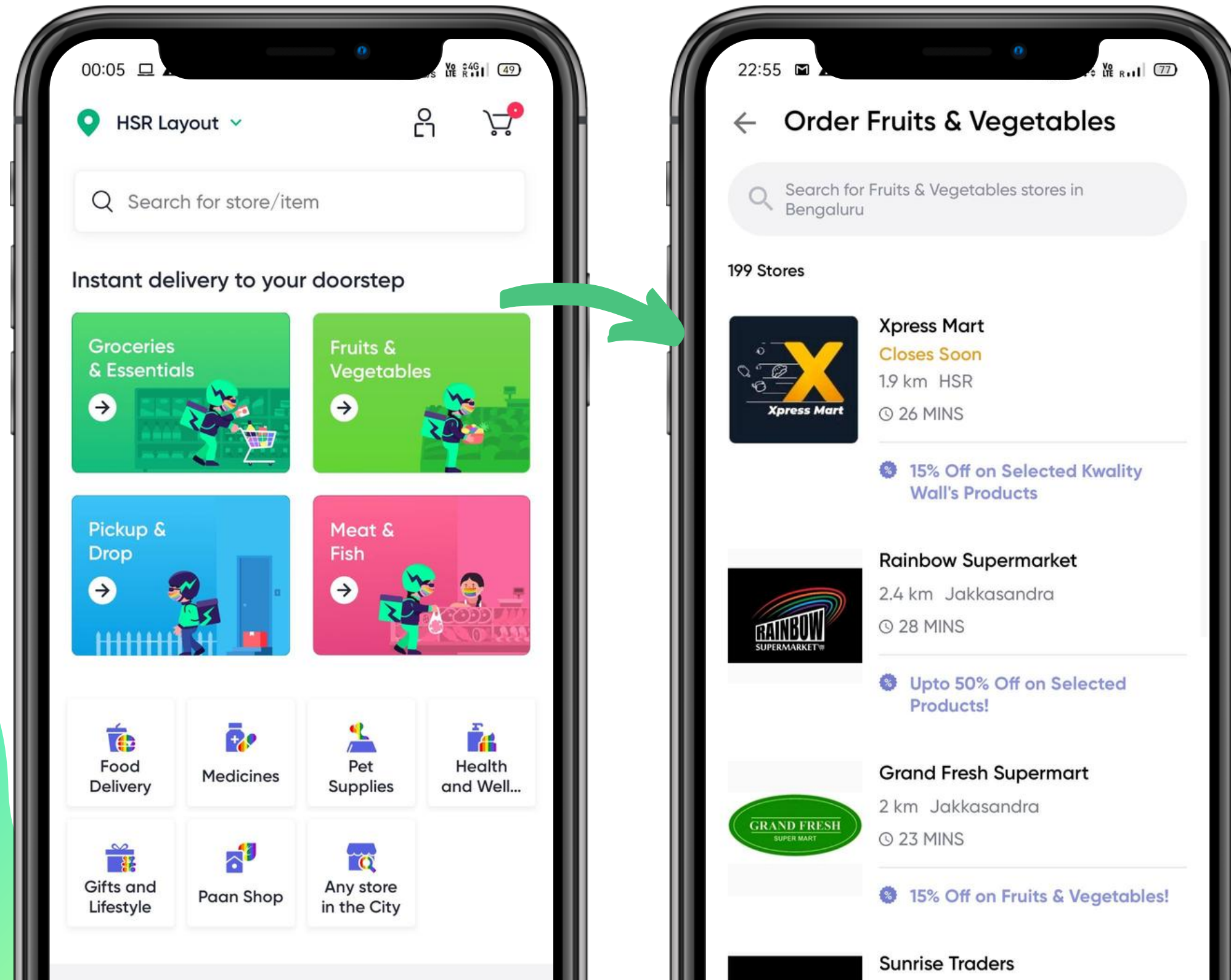


- Show the **item which matched to user query** due to which the store was shown as a search result:
 - I have **not provided** the option **to add the item** form here as - if user adds another item from another store - then he **may face error**
- Show the past history order info for any store if available
 - This will help the user in **faster decision making**



Search and discovery experience - 3

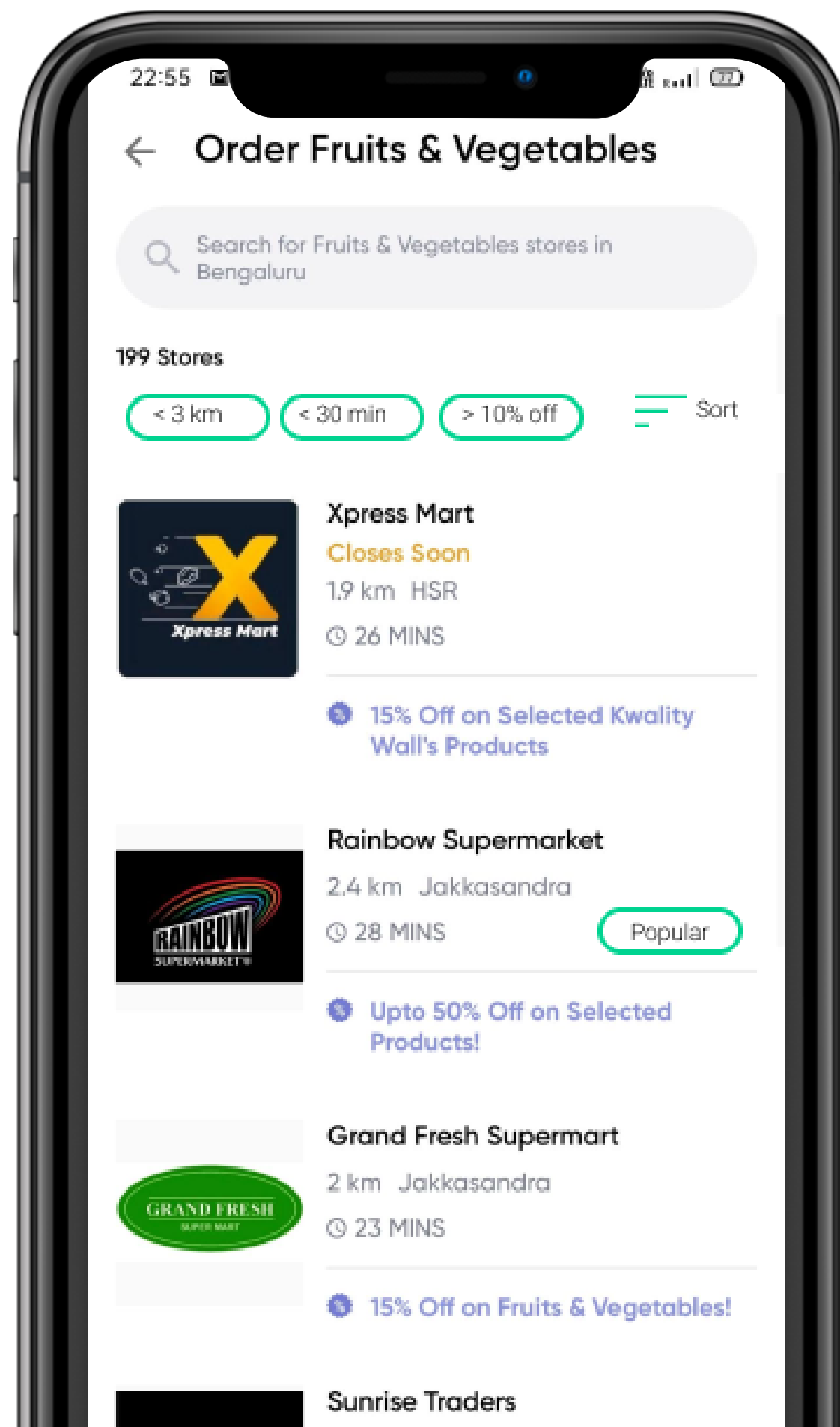
- I want to order groceries but I am **not sure of which to order from**



- Too many stores and their **data points** to process. There is no way to **filter or sort** them.
- Some of these **stores** may be **popular ones** but as a user I do not know them
 - May be that data point could have made my job easier



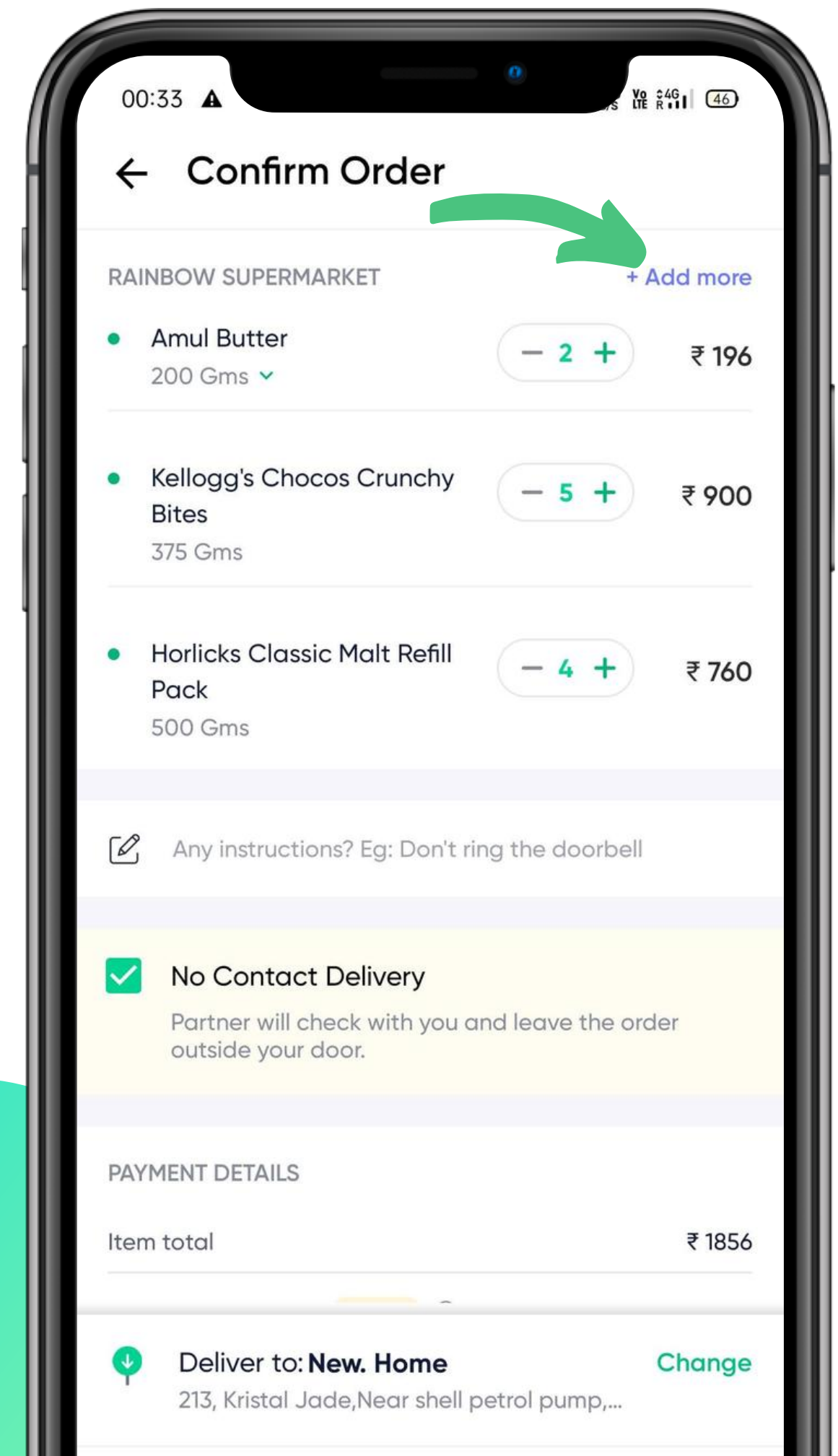
- Show the **quick filters** to filter stores in single click
 - Value of quick filters can be derived from usage data of users or can be A/B tested
 -
- Show the stores which are **popular** i.e stores from where many users order and give **good rating**
 - This will help users in **faster decision making**
 - This indirectly **incentivizes stores** to maintain order **quality and hence** better UX



Bonus - 1

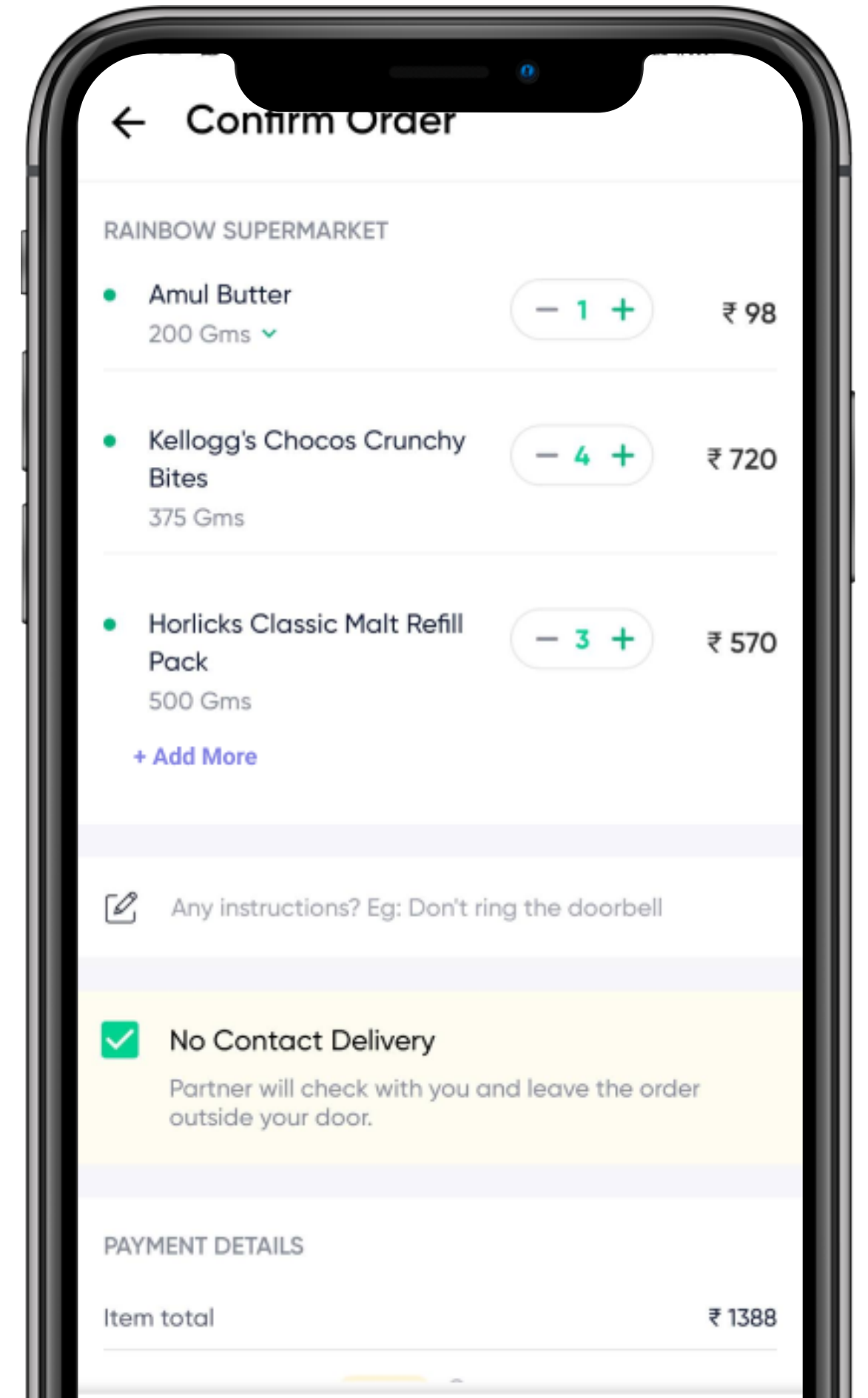
Following critique points are outside the scope that I had initially defined, however, sharing them - because why not? (Also, I just couldn't resist)

- In the Checkout page, **+Add more** CTA is placed at the top.
 - Feature wise - this CTA is **helpful** in adding items in case a user forgets to add
 - However, information **architecture** wise, it looks a misfit there - we usually add items at the last of the list.





- Moved the CTA to the bottom of the list to make it **more intuitive** to the user to add
 - This is consistent with the **real - life** experience of adding the list

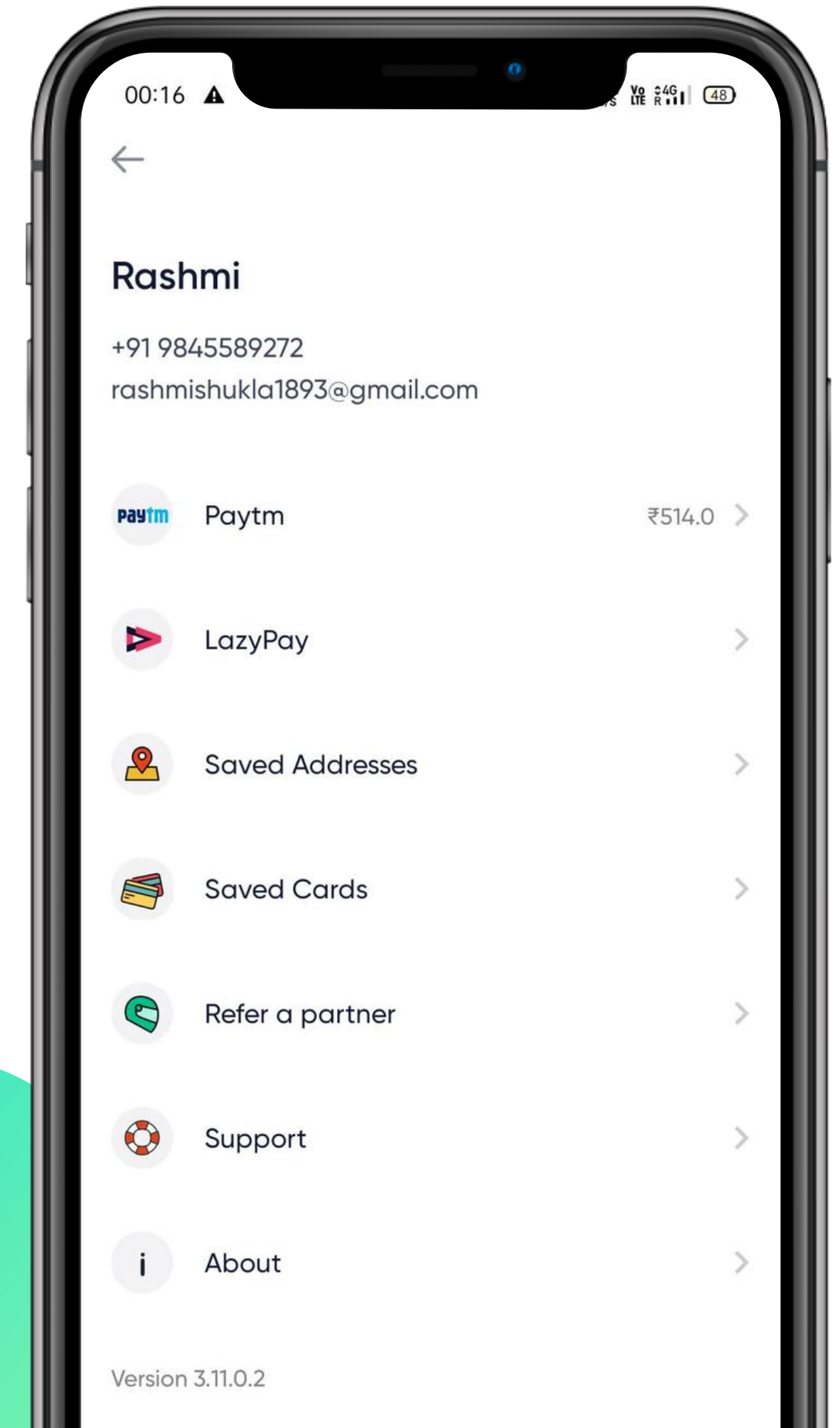



Bonus - 2

My Account

While this page lists down almost all the support touchpoints. I felt **two** things were missing:

- My orders - As per **behavior and pattern** set by **existing** ecommerce apps - users may tend to find their **orders** info in the My Account section.
 - Not finding the **orders** option here can be frustrating to a user. *(Even though Dunzo has give a much clearer option in the footer of homepage itself)*
 -
- How to **Logout** - As a business, this is one of the most discouraged activity. Apps tend to make this as less discoverable as possible
 - However, it can be bit of a pain for a genuine use case - example I have changed my number and want to login from new number.





Note of Thanks

It is far easy to sit down and critique an app.

As a PM, I understand and acknowledge the hardwork of all the hustlers behind the scene

What seems trivial may be a well thought and data driven decision from the team.

But Hola!

How can I miss the opportunity to thank the creators of Dunzo

- I could celebrate my flatmate's birthday because of them

- I could send that pav bhaji which I made for my boy

.....

Thanks :)