zomato

solving food ordering dilemmas on zomato

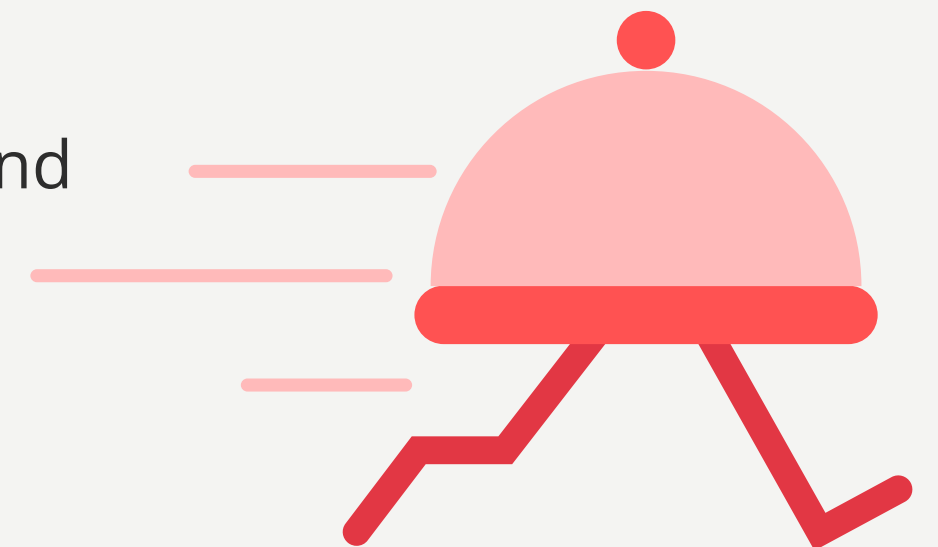*- Ratna Rathaur*

product

zomato

100M+
Downloads

- Founded with the aim of becoming the best restaurant search and discovery platform in 2008
- Evolved into a prominent online food delivery service, intercity legends, dine-out table reservation, and Zomato Gold Membership

Target Audience
Tech-savvy individuals of tier 1 and tier 2 cities between the ages of 18 and 35

- **Food Enthusiasts & Diners:** providing them with valuable restaurant information, user reviews, and ratings to aid their dining decisions

- **Food Delivery Customers:** targeted towards busy professionals, students, and individuals seeking convenience in ordering food to their homes or offices

problem: difficulty in finding what to order

Why?

- Limited time due to busy work schedules and daily activities
- Overwhelmed by the vast variety of restaurants and dishes
- Uncertain cravings or preferences lead to decision difficulties

Validation

Wait, is it really a problem?

Let's see what our users had to say:

"I find it hard to make up my mind on what to order."

"Deciding on a meal for delivery can be confusing."

"I feel uncertain about which dish to order."

How the Problem was validated?

15 users interviewed on online-delivery

Survey of 50 people who order food online

10 users interviewed who use Zomato

why solve it now?

Users
Zomato users struggle with decision-making due to the overwhelming number of options available.

Intent:
- Select and place an order or decide on a dining option
- Share their experience with others

Potential business value

↑ Order Frequency
↑ Customer Satisfaction = ↑ **Revenue**
↑ Retention Rate

Why now?

55 %
Zomato's market share in the food serving business

80 %
Monthly Active Users out of app installs

40 %
Users order two times a week

50 %
Users can't decide what to eat

possible solutions

Top Suggestions Based on Previous Orders

- Analyzing users' order history to identify preferred restaurants and dishes

- Displaying top suggestions on the app's homepage for easy reordering

Top Suggestions of the Day

- Showcasing top recommendations based on daily popular orders.

- Assisting users in discovering trending cuisines and popular dishes.
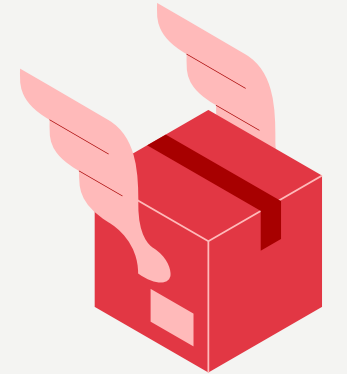
Pre-selected dishes for each time of the day

- Tailored dish suggestions for breakfast, lunch, and dinner.

- Streamlines user choices and caters to dietary preferences (veg/non-veg).

solution prioritization

	Top Suggestions Based on Previous Orders	Top Suggestions of the Day	Pre-selected dishes for each time of the day
User Engagement	5	4	4
Order Frequency	4	5	3
User Satisfaction	3	4	1
Retention	4	5	2
Developer Efforts	-5	-4	-4
Total	**11**	**14**	**6**

solution prioritization

Top Suggestions of the Day is the winner with a score of 14.

Some plus points of Top Suggestions of the Day:

- Introduces users to popular and trending dishes for a new experience.
- Encourages exploration of diverse cuisines and flavors.
- Adds excitement and discovery to the ordering process.

Why not other solutions?

Top Suggestions Based on Previous Orders: This might limit variety for users who enjoy exploring new dishes and can lead to a lack of variety in their food choices over time.
Pre-selected dishes for each time of the day : It may not cater to individual preferences, dietary restrictions, or regional culinary preferences

possible pitfalls with their solutions

Pitfall	Solution
Overlooking Less Popular Options: Daily suggestions may prioritize popular dishes, neglecting lesser-known or niche menu items that could still be appealing to some users.	**Diverse Menu Exploration:** Include a section for "Lesser-Known Gems" or "Hidden Treasures" in the daily suggestions, highlighting unique and less popular options to encourage exploration.
Repetitive Recommendations: If the daily suggestions remain unchanged for an extended period, users may feel bored or annoyed with seeing the same options repeatedly.	**Regularly Updated Suggestions:** Ensure that the daily suggestions are refreshed regularly to prevent monotony and keep users engaged with fresh and exciting recommendations.
Limited Relevance: The daily suggestions may not consider the user's current context or location, resulting in recommendations that are not suitable for their specific situation.	**Context-Aware Recommendations:** Integrate location-based data and current trends to provide users with suggestions that are relevant to their location and time of day.
Algorithm Errors: If the system powering the daily suggestions has inaccuracies or biases, users might receive irrelevant or unappealing recommendations, impacting their overall experience.	**Bias Detection and Correction:** Continuously monitor the algorithm's performance to identify and rectify any biases or inaccuracies in the daily suggestions.

thank you