

Product Teardown: Zepto

Objective:

Conduct a detailed teardown of Zepto, covering the new user experience, core flow, UI/UX, growth strategies, and propose a valuable feature.

Onboarding Experience

Strengths:

- Seamless onboarding using phone number and OTP.
- Auto-location detection speeds up city & locality selection.

2. Core Product Flow (Ordering Journey)

Flow:

1. User lands on the home screen with a location-based store.
2. Browse categories or search specific items.
3. Add items to cart → Review cart → Confirm address → Make payment.
4. Order status tracked in real-time with live updates.

Strengths:

- Clear categorization and intuitive cart handling.
- Multiple payment options with smooth UPI integration.
- Delivery tracking experience is real-time and reliable.

Pain Points:

- No option to schedule deliveries for later.
- Minimum order threshold varies silently by location without clarity.

UI/UX Review

Pros:

- Clean interface with modern iconography.
- Very fast load time and fluid interactions.
- Color-coded categories and product thumbnails are visually effective.

Cons:

- Search suggestions and filters could be more intelligent.
- Some repetitive banners clutter the screen for power users.

4. Growth & Retention Features

What Works:

- Gamified rewards (e.g., Zepto pass, cashback coupons).
- Real-time delivery updates build habit and trust.
- Push notifications are well timed and often useful.

Gaps:

- Limited referral program visibility.
- No loyalty program for frequent users.
- Lack of personalized recommendations based on past orders.

5. Feature Suggestion: "Smart Reorder Assistant"

Problem:

Repeat users have no quick way to reorder common items (e.g., milk, bread, eggs).

Proposed Feature:

Introduce a "Smart Reorder Assistant" that:

- Learn user patterns (e.g., groceries every Monday).
- Prompts pre-filled carts weekly with items the user frequently buys.
- Offers a 1-tap reorder option with smart delivery slot suggestions.

Benefits:

- Increases weekly retention and order frequency.
- Adds convenience for loyal users.
- Encourages habit formation → reduces decision fatigue.

Conclusion:

Zepto is an impressive, fast-growing player in the quick commerce space. With a few improvements in onboarding, personalization, and reordering, it can significantly boost both user experience and retention metrics.