

Increasing Text Reviews for the Food Delivery Vertical

Team: **Rating and Review**

Collaborator: **Venkatesh Pallapu**

Status: **In Development**



Problem Definition

- **What is the problem?**

Zomato users do not see value in writing reviews for their orders. They feel it's not worth their time. As a result, there is a shortage of high-quality reviews for users seeking guidance and a lack of comprehensive feedback for restaurants.

- **Who is facing the problem?**

The customers majorly facing this problem are those who order food from Zomato more frequently than the average user, which is typically more than 3 orders per month.

- **What is the business value that will be unlocked by solving the problem?**

1. **Potential Revenue Increase** - Revenue depends on conversion of orders and one of the very big factors for conversion is rating and reviews of the restaurants.
2. **Cost Reduction** - Users will be more informed about their choices, potentially leading to fewer returns or complaints.
3. **Restaurant Feedback** - Zomato can provide comprehensive feedback to restaurants, helping them improve their offerings and services.

- **How will the target users benefit if the problem is solved?**

1. Users can make informed choices and be more assured before ordering.
2. Users can explore from a wider range of restaurants due to better trust from other users.
3. Users will value the platform more which will increase trust and satisfaction.

- **Why is it urgent to solve this problem now?**

Zomato has recently become profitable and would be planning to expand its platform to more users and restaurants. If current users continue ordering without reviewing, new users may find it more challenging to find value from the platform. This will ensure the platform remains valuable for both users and restaurants.

Goals

- Our goal is to **Increase % of Orders with Text Reviews** to achieve that we will need to Increase:
 - A. **Reviewers** - Indicates the breadth of the user base engaging with the platform
 - B. **Orders Reviewed per Reviewer** - Reflects the level of engagement and satisfaction among users.

[KPI TREE](#)

Non-Goals

As a part of Ratings and Reviews team we will not be focusing on other metrics in the KPI tree

Validation of the problem

A survey was conducted which was responded by 48 people and out of them 4 participated in 1:1 interviews as well. 80% were Millennials and GenZ; 72% were from Tier 1 cities.

How many times do they order food in a month?



- 72% users order more than 3 Orders/Month = Avg Order/User/Month

Do they write text reviews after ordering?



- More than 50% users have NEVER written a review.
- As a part of Zomato's recent [ratings screen revamp](#) – Only 1.5% have text reviews.
- 67% users try to rate the delivery guys as much as possible.

83% of the people who don't review said they are NOT MOTIVATED to write a review.

We can clearly see that even after ordering often users are not writing reviews and are not motivated as they don't see any clear value from doing so. **Problem Validated!**

Understanding the target audience

Who?

We will be targeting **Users with High Frequency of orders** (equal and greater than 3 Orders/Month).

Why?

Higher Impact Through Volume

With more orders, even if they review a lesser percentage of orders, their overall impact is higher due to the sheer volume of reviews they can potentially contribute.

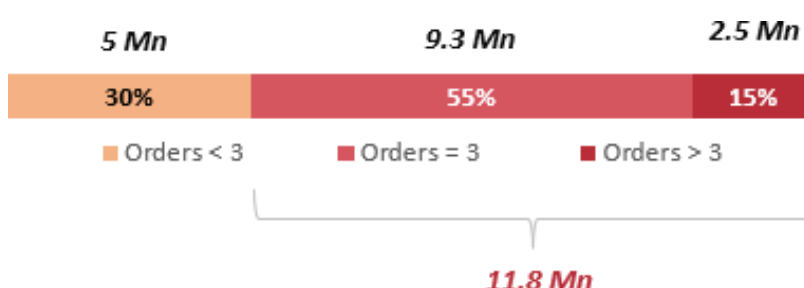
Deeper Understanding of the Platform

Regular orders expose them to varied experiences, enriching their insights. They understand the platform deeply and have loyalty towards Zomato already

Size

As per [Zomato Annual Reports 2023](#) - MAU = 17 Mn

Monthly Orders ~54 Mn = ~ 3 Order/User (More than 50% users are ordering 3 orders/month) Assuming ~55%



Assumptions

User's Average Order/Month

< 3 order = 30% users

> 3 orders = 15% users

Key Personas



Ayushi - 25 - Mumbai - Data Analyst

She orders food almost twice every weekend as her cook does not come on Sundays



Rajesh - 34 - Bangalore - Senior Manager

He orders food online everyday as he has not found a good cook in the new city

“Even after ordering often, they do not see any value in writing reviews; 57% of the users in the survey said they might consider reviewing if they see any value in it”

Pain Points	Needs
<ul style="list-style-type: none">• No motivation to spend time writing reviews.• Forgets to write a review after eating meal.• Concerned that their reviews might negatively impact restaurants	<ul style="list-style-type: none">• Engaging process to write reviews• Motivation from the app to write reviews• Seeks to discover genuine reviews to explore hidden gems.

Solution

We hypothesised on how to provide value to users to write reviews and selected the solution that shows them the effort and value that goes behind preparation of their food deliveries.

[See Appendix to view the solution selection](#)

What?

Chef Stories - The proposed solution is to showcase the chefs and their stories behind the restaurant brand to create a sense of connection and empathy towards the restaurant and their efforts.

Why?

- **User Research** - 67% users try to rate the delivery guys as the app showcases empathy toward them and they directly talk to them whereas restaurants don't
- **Previous Experiments** - Zomato is experimenting showcasing the home chefs and their stories in Zomato Everyday.
- **Market Trends** - Over the few years we have seen rise of personal branding, people relating and trusting to the faces behind the brands more than the brands.



Impact

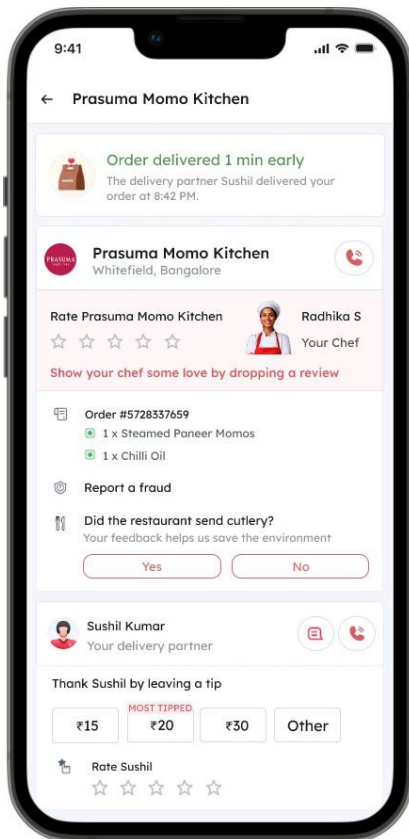
We aim to increase the orders having a text review from **1.5% to 3% per month**

Chef Stories

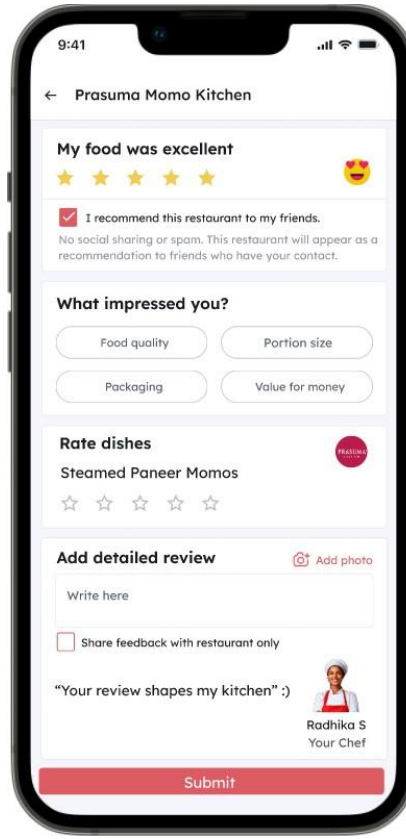
Key Features

- **Showcasing Chef Stories** – Restaurant page will have a section to view the stories of its chef and packaging staff. It will showcase the staff's name, picture, role, and few unique details about them.
- **Option to add review from Chef Stories** – Entry point to be added to write reviews for previous orders which will lead the users to the review page of restaurants
- **Personalised message by Chef on the Review page** – Showcasing empathy via showing messages and notes that helps the user understand the value restaurants get from their review
- **Option to send the review to only the restaurant** – Giving users the flexibility to only share feedback to the restaurants

Wireframes

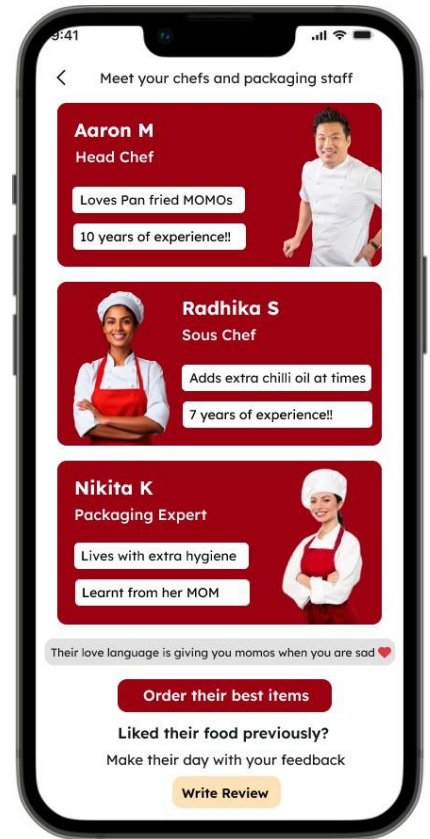


Review Landing Page



Rating and Review Page

[Figma Link](#)



Meet your Chef's Page

Key Metrics

North Star	<ul style="list-style-type: none"> No of Text Reviews written
Awareness	<ul style="list-style-type: none"> CTR for the Meet your Chef's Page No of users viewing the review page for restaurants with Chef data added
Adoption	<ul style="list-style-type: none"> No of New users converted to reviewers Increase in % of order reviewed per reviewer No of reviews written from the Meet your Chef's Page
Customer Satisfaction	<ul style="list-style-type: none"> NPS Score

Tech Health Metrics

- Time taken to load the review page
- Addition time taken to load the chef's picture
- Time taken to load the Meet your Chef's page.

Pre-requisite

- Percentage of Restaurants with Chef's data added

Launch Readiness

Key Milestones (Estimated)

Phases	W1	W2	W3	W4	W5	W6	W7	W8	W9	W10
Design										
Data Collection										
Development										
QA										
Dogfooding										


Dependent Stakeholders

1. Restaurants Product Team – Chef's information is added on the restaurant page which might affect conversion of orders from restaurants as well
2. Restaurants – Staff Data needs to be collected from restaurants
3. Support Team
4. Marketing Team

Go to Market Strategy

Pre-Launch


- **Restaurant Target Strategy** - Restaurants that have the highest number of orders by the Targeted Segment in each city should be targeted first to add the data of their Chefs
- **Background and Quality Checks** - Setup teams to check the data sent by the restaurant is accurate and picture quality adheres a certain standard
- **Marketing and Advertisements** - Instagram ads of popular restaurants showcasing their hard work with a creative way of asking reviews

Add detailed review  Add photo

Write here

☐ Share feedback with restaurant only

“Kesa laga Hotdog?” :)


Vijay Bhaiya
Your Chef

Post Launch

- **Metrics Tracking** – Track the metrics to understand if it is helping achieve the goal and plan the scalability accordingly
- **Market Sentiment** – Understand the response and feedback of the users regarding this change
- **Agility** – Based on the funnel analysis and market sentiment brainstorm further

Appendix

Competitive Analysis

	Food Delivery			E-commerce		Discovery
	zomato	SWIGGY	DOORDASH	amazon	NYKAA	Google
Common Features such as Star Rating and Adding Pictures are not added to this list						
Before Ordering						
Count of buyers who rated	●	●	●	●	●	●
Top hierarchy rating and Items rating	●	●	●	●	●	●
Read Reviews	●	●	●	●	●	●
Individual Item Reviews	●	●	●	●	●	●
Reviews consolidated using AI	●	●	●	●	●	●
Listen the details and Reviews	●	●	●	●	●	●
Best rated tag and filtering	●	●	●	●	●	●
Reviews categorized	●	●	●	●	●	●
User demographics/preferences	●	●	●	●	●	●
Most helpful and most critical on top	●	●	●	●	●	●
After Delivery						
Notification nudge	●	●	●	●	●	●
Rate on the homepage post itself	●	●	●	●	●	NA
Adding reviews based on tags	●	●	●	●	●	●
Option to recommend to your contacts	●	●	●	●	●	●
Quiz based reviews	●	●	●	●	●	●
Rate from order history page in 1 click	●	●	●	●	●	NA
After Reviewing						
Reward points	●	●	●	●	●	●
Increasing reviewer rankings	●	●	●	●	●	●
Early access to new features	●	●	●	●	●	●
Directing to rate other bought products	●	●	●	●	●	●
Positive messaging to encourage reviews	●	●	●	●	●	●

User Survey

A [Survey](#) was shared with 48 people and 1:1 interview was conducted with 4 people.

Who are they?

- 80% are Millennials and GenZ
- 72% are from Tier 1 Cities
- 40% Female; 60% Male

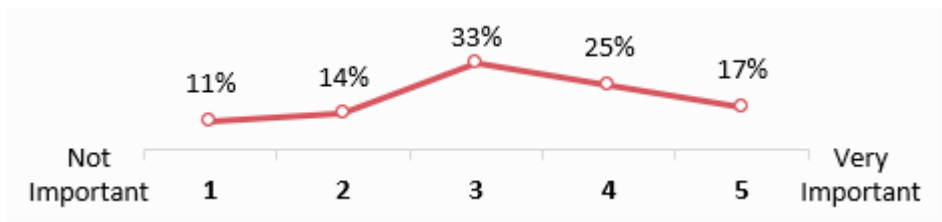
Where do they order from?

- 38% people prefer ordering from Zomato

- 31% people have Zomato Gold

What does the Target Segment feel about text reviews while ordering?

- 55% Say star ratings are enough
- 50% Say they read reviews sometimes/always



What does the Target Segment feel about writing text reviews after ordering?

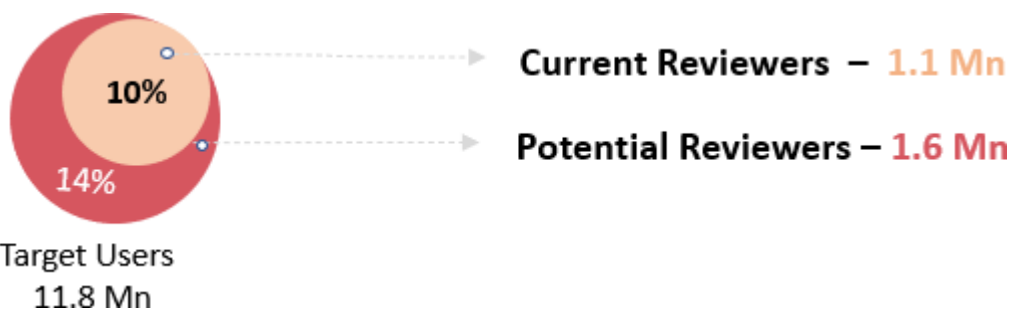
- 53% Never writes a review and 47% Sometimes write a review
- Both categories try to rate the delivery guys
- 57% people say they might consider writing a review if they find value
- 26% people review/write reviews on other platforms

Impact Estimate

Segment Size – 11.8 Mn Users

Assumptions

- 10% of the target users currently are reviewers
- 4% users will convert into reviewers after this experiment



No. of Text Reviews = No. of Reviewers * Avg Order/User * % of order reviewed per reviewer

Assumptions

- Average Order/Month/User for this segment = 6
- % of order reviewed per reviewer = 10%



Increasing reviewers by 4% will increase the no of text reviews by 41% per month

Selection of Solution

To solve the problem we need to ensure users see value in writing reviews. We brainstormed 3 ways that can fill this gap for the users:

1. Foodie Tribes

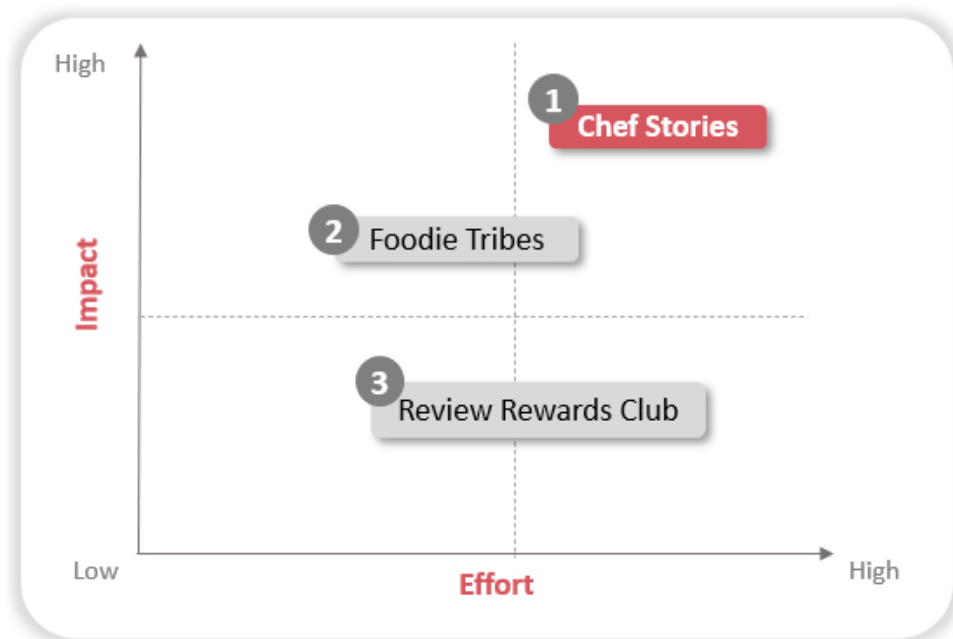
- Introducing "Foodie Tribes," a feature where users can create and join communities based on their culinary preferences and social circles. By connecting with friends and like-minded individuals, users can share reviews, recommendations, and dining experiences, fostering a sense of belonging and trust within the community. This encourages more text reviews as users feel empowered and motivated to contribute to their curated culinary communities.

2. Chef Stories

- "Chef Stories" shines a spotlight on the talented individuals behind the scenes of restaurants, showcasing their stories, inspirations, and expertise. By humanizing the dining experience and highlighting the dedication of chefs and the packaging staff, users can develop a deeper connection and empathy towards the restaurants they visit. This fosters appreciation for the effort and passion that goes into each dish, encouraging more meaningful interactions and reviews from users.

3. Review Rewards Club

- Introducing "Review Rewards Club" a system designed to incentivize users to write more reviews by offering rewards based on their contributions. Whether it's points, discounts, or exclusive perks, users are motivated to share their feedback and experiences, knowing that their input is valued and rewarded. This not only increases the quantity of text reviews but also enhances the overall engagement and satisfaction of users within the platform.



Based on the Impact – Effort analysis and our user research we plan to go ahead with the [Chef Stories Solution](#).