

Improving User Adoption of Pluckk



Satyansh

About PLUCKK

Pluckk is an Indian company that produces fresh fruits and vegetables from farms. They focus on quality and hygiene, with ozone-washed and certified non-GMO produce. They operate in Mumbai, Bengaluru and Delhi currently. USP:

- Farm-fresh produce: Sourced directly from over 1000 partner farms.
- Quality assured: Ozone-washed for hygiene and freshness, with traceability back to the farm.

SWOT Analysis

Pluckk has expanded beyond groceries. They have also introduced new things like DIY food kits and unique recipes by top chefs in India.



Their biggest threats are already established rivals which have a big loyal base, and they can steal customers if they decide to work in the same niche.

Pluckk does have better UI-UX, which has troubled them to get a loyal base. Their prices are also overpriced, which has decreased their retention.

With their unique ideas, Pluckk has given their customers more options to decide, not only with groceries but also with other products.

Key Numbers

Demographics



Most users: 25-34 years

App Install



100K+ install

Competition



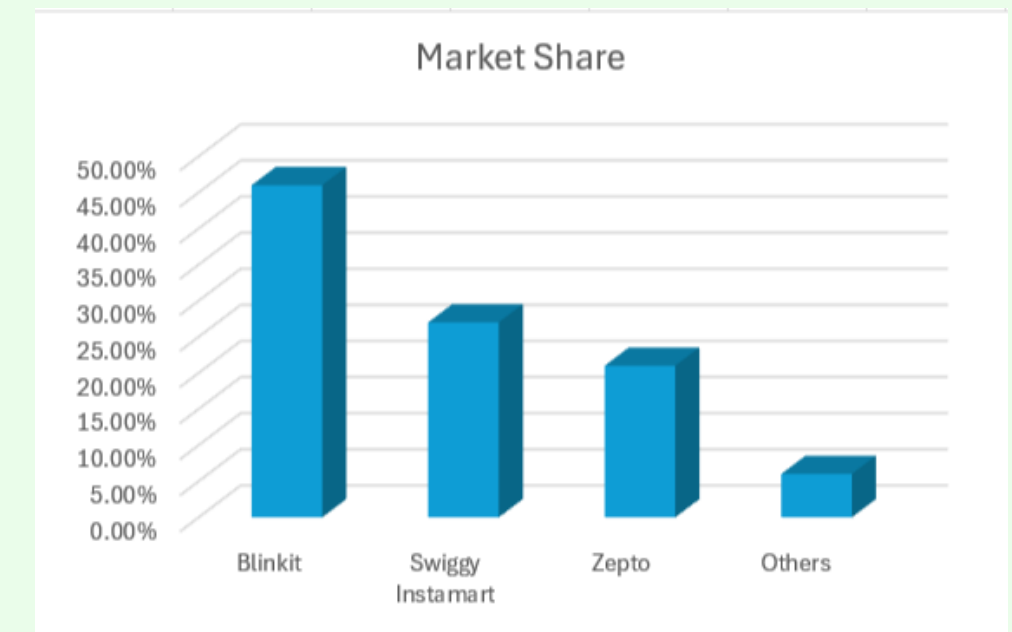
Focus on an "instant commerce indistinguishable from magic"



Faster Delivery and also provides medicines



Not focuses only on groceries but wide range

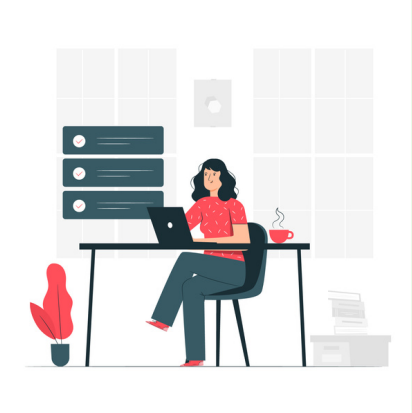


Blinkit leads followed by Swiggy and Zepto

User Persona



Sandeep | Software Developer
Sandeep lives in Bangalore and due to his busy schedule, he likes to order his groceries online. Pluckk's DIY has given him a luxury to not cook.



Sobha Joshi | Marketing Head
Sobha lives in Mumbai and trusts online app for her groceries. She values user experience for any app.

Pain Points

- App has too many bugs. Keeps on closing after opening
- Not able to locate the location of the users.

Solution

- A/B testing can be done
- Use version control to catch the bug and remove it


Pain Points

- Poor service in delivery.
- No timely refund.

Solution


- Have a dedicated team to look into the delivery services and refund system.
- Train the customer care team.

User Data

**Sparsh Naik**

★★★★★ 30/01/2024

Worst delivery experience, I ordered gift basket for someone and on the day of delivery they cancelled it. That too without any notification. I had to ask about my order and was informed that it got canceled. They offered me reorder which I did and again same thing happened. If they can't deliver certain things to particular pin code why don't they inform the customer about it. And imagine it was supposed to be a gift for someone which got delayed and then never delivered

**sriram s**

★★★★★ 27/05/2023

Woeful service. Products are extremely overpriced, quality is OK. Orders get cancelled at the last minute. The customer service team takes complaints for granted. Nobody cares. I don't think the business is a serious one and the leadership teams wants it to succeed. A lot of changes needed internally to streamline things if it's to thrive in the long run.

Ankit Kumar

★★★★★ 08/10/2023

I started using this app recently. I don't need to worry about quality anymore. Thanks to Pluckk. The occasional offers make the experience even better. Very good app for purchasing fresh veggies and fruits. I really feel like they are providing farm to home service

Roadmap to improve the User Adoption

App Discovery
and Download

Develop targeted marketing campaigns across relevant platforms

Onboarding

- Integrate a user-friendly search function with filters
- Showcase curated recipe suggestions based on user preferences or seasonal offerings

Browsing

Allow users to save preferred items for easy reordering

Ordering and
Checkout

Introduce transparent delivery fee structure with estimated delivery windows

Post-Purchase

- Implement a loyalty program with rewards for repeat purchases and referrals.
- Include recipe inspiration and storage tips for purchased items.

App Discovery and Download

1. Targeted Marketing Campaigns:

Platforms:

Focus on platforms frequented by Pluckk's target audience (health-conscious, urban dwellers). This could include:

- Social media (Facebook, Instagram) with targeted ads based on demographics, interests (healthy eating, cooking), and location.
- Food and wellness blogs/websites through influencer marketing partnerships.
- Local parenting groups and healthy recipe communities.



2. Compelling App Store Description:

Headline:

- Clearly state the app's function: "Pluckk: Fresh Fruits & Vegetables Delivered"
- Add a benefit-driven element: "Farm-to-Fork Freshness, Delivered."

Description:

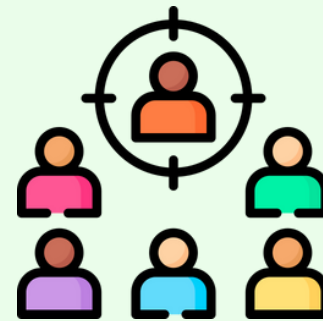
- Explain Pluckk's core offering: "Get safe, high-quality fruits & veggies sourced directly from farms."
- Highlight key features



GTM Strategy

Target Audience

- Health-conscious urban dwellers.
- Individuals and families interested in fresh, safe produce.
- Users who value customization and dietary-specific options.
- People who appreciate convenience and online ordering through trusted platforms.



Marketing Channels

- Social Media Marketing:
 - Targeted ads on Facebook and Instagram based on demographics, interests (healthy eating, cooking), and location.
 - Collaborate with food and wellness influencers for product reviews and recipe content.
 - Partner with local parenting groups and healthy recipe communities (if Pluckk caters to families).
- Content Marketing:
 - Develop blog posts and articles on healthy eating, seasonal produce guides, and recipe inspiration featuring Pluckk ingredients.
 - Partner with food bloggers and recipe creators for sponsored content showcasing Pluckk.



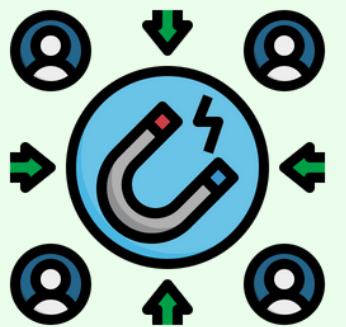
Marketing Channels

- Public Relations & Influencer Marketing:
 - Secure media coverage in health and wellness publications.
 - Partner with relevant micro-influencers for app reviews and social media promotion.
- Partnerships:
 - Leverage existing partnerships with delivery platforms (Blinkit, Swiggy) for cross-promotion and co-branded marketing campaigns.
 - Explore collaborations with local farmers' markets or healthy grocery stores for in-store promotions or bundled offerings.



User Acquisition Strategy:

- Paid Advertising:
 - Utilize targeted social media ads and search engine marketing (SEM) campaigns to reach the desired audience.
 - Offer app download incentives (discounts, free delivery) for a limited time.
- Referrals:
 - Could you implement a referral program where existing users can earn rewards (discounts, loyalty points) for referring new users?
- App Store Visibility:
 - Continuously monitor app store rankings and optimize keywords for better organic discovery.



Launch Strategy

Pre-Launch



◦ Pre-Registration Campaign:

- Platforms: Utilize social media platforms (Facebook, Instagram) and location-based services to target potential users in the upcoming launch city.
- Call to Action: Encourage users to pre-register by providing their email address or phone number. This allows Pluckk to:
 - Build an email list for targeted marketing campaigns before and after launch.
 - Send notifications about the official launch date and exclusive offers.
 - Gauge initial interest and potential user base in the new city.

◦ Engagement Strategies:

- Contests & Giveaways: We can host a pre-launch contest on social media where users can:
 - Share their healthy recipe ideas to win a Pluckk gift basket or free delivery vouchers (redeemable upon launch).
 - Tag friends interested in fresh produce delivery in the comments section.
- Polls & Q&A Sessions:
 - Conduct polls asking users about their preferred delivery options or favorite types of produce.
 - Host a live Q&A session with Pluckk representatives to answer user questions about the app and its upcoming launch in the city.



- Collaborations: Partner with local food bloggers or healthy living influencers in the city to generate pre-launch buzz.
 - Offer them early access to the app and encourage them to share their experience and excitement with their audience.

Launch Strategy

App Launch

◦ Influencer Partnerships:

- Identify Relevant Influencers:
 - Partner with micro-influencers or food bloggers who align with Pluckk's target audience and brand image (healthy eating, local focus).
 - Identify the influencers who have a strong presence in the city of launch.



◦ Campaign Collaboration:

- Work with influencers to create engaging content showcasing Pluckk:
 - Recipe creations using Pluckk ingredients with easy-to-follow instructions.
 - Personal reviews and testimonials about the quality and convenience of Pluckk produce.



◦ Launch Day Promotion:

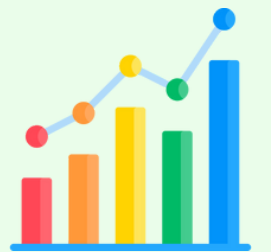
- Offer influencers exclusive discount codes or promotional offers to share with their audience, incentivizing app downloads and first-time purchases.
- Utilize influencer stories and live streams to create real-time buzz around the launch.



Post Launch

◦ Monitor & Analyze:

- User Feedback:
 - Implement in-app surveys and feedback forms to gather user opinions on features, navigation, and overall experience.
 - Encourage user reviews on app stores to understand pain points and identify areas for improvement.
 - Utilize social media listening tools to monitor brand sentiment and address user concerns promptly.



◦ App Analytics:

- Track key metrics like user engagement (time spent in the app, frequency of sessions), purchase behavior (cart abandonment rates, average order value), and feature usage.
- Analyze user behavior data to identify patterns and understand which features resonate most with users.
- A/B tests different UI layouts, marketing messages, and promotional offers to optimize for engagement.



◦ Continuous Feature Updates & Content Refresh:

- Introduce new features: Regularly add new features based on user feedback and market trends.
- Explore features like personalized recipe recommendations based on user preferences and purchased items.
- Implement a "Pantry" section where users can create grocery lists and manage subscriptions for frequently purchased items.



Metrics & Tracking for Pluckk App User Adoption

Tracking key metrics allows Pluckk to understand the effectiveness of its user acquisition efforts and identify areas for improvement.

- App Downloads: Measures the total number of times users download the Pluckk app. This is a basic indicator of brand awareness and initial user interest.

- User Acquisition Cost (UAC): Tracks the cost of acquiring each new user through different marketing channels. Analyzing UAC helps Pluckk optimize its budget allocation across various channels to maximize return on investment (ROI).

- App Store Ratings: User reviews and ratings on the app store provide valuable insights into user sentiment and the overall app experience. Monitoring these can help identify pain points and areas for improvement.

- User Engagement: This dives more profoundly than just downloads. Metrics like time spent in the app and number of sessions indicate how users are interacting with the app. High engagement suggests that users find value in Pluckk's offerings and are likely to convert into paying customers.

- Conversion Rates: Track the percentage of users who take specific actions within the app. Here are two crucial conversion rates:
 - Download to First Purchase: This measures the effectiveness of converting app downloads into paying customers. A low conversion rate might indicate issues with the checkout process or a lack of clarity regarding the value proposition.
 - Repeat Purchase Rate: This shows the percentage of users who make repeat purchases from Pluckk. This metric is crucial for long-term success and customer loyalty.

Thank
You