

blinkit

PRODUCT TEARDOWN

WRITING A REVIEW

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MARKET OVERVIEW

BUSINESS MODEL

USER PERSONA

USER JOURNEY

KEY LEARNINGS & TAKEAWAY

KEY METRICS

About Blinkit

- Founded: December 2013
- Founders: Albinder Dhindsa
- Saurabh Kumar
- Headquarters: Gurgaon, Haryana
- Cities served: 30+
- No. of employees: 6715
- Parent Company: Zomato

Blinkit is an e-commerce and grocery platform that pioneered the instant delivery model in India. It offers a wide range of products, including groceries, vegetables, electronics, and emergency supplies.

COMPETITORS

The logo for bigbasket, featuring a green square with a white 'b' and the word 'bigbasket' in white lowercase letters.The logo for Swiggy Instamart, featuring an orange square with the Swiggy logo and the word 'instamart' in white lowercase letters.The logo for Zepto, featuring a purple square with the word 'zepto' in white lowercase letters.

As per Playstore

- 50M + Downloads
- 6M + Last Month Downloads
- 22M + Active Users
- 2M Reviews
- 4.4 Star Average Rating



- Market Share: 30%
- Annual Revenue: 1250 crores (2022), 2616 crores (2023), 4000 crores (2024)
- 411 DARK STORES IN 2023 TO 791 IN 2024
- GOV increased by 122% year-over-year

MISSION & VISION

Blinkit's mission is to provide "instant commerce indistinguishable from magic". Their vision is to make grocery delivery fast, easy, and dependable, and to become a key part of customers' daily routines.

India's quick commerce market grew from \$100M in 2020 to \$6B in 2024.

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BUSINESS MODEL

- Blinkit is a market place where with the help of hyper local logistics systems a person can order any grocery item and that item can be delivered within 10-15 min.
- They have partner stores which are located within every 2 kms radius.
- These stores are so densely located that they can deliver 90% of the orders within 15min.
- Their instore planning and tech is now so good that they pack most orders under 2.5 mins.

TARGET USERS

- Working Professionals
- Family and Homemakers
- Last-Minute Shoppers
- Small Business Owners

KEY ACTORS

- Customers
- Delivery Partners
- Warehouse and Store Managers
- Blinkit Platforms

REVENUE MODEL

- Blinkit follows Surge Pricing Model, which means they demand high surge fee during peak demand hours.
- They charge a commission for every order, which ranges from 8% to 15% when the orders are below 700 and 12% to 15% when above 1000.
- They also charge a delivery fee when the order is below an amount of INR 250.
- They also have some revenue from the advertisements of brands.

PRODUCT SEGMENTS

Groceries

Beauty &
healthcare

Electronics

Kids &
Toys

Gifting

Zomato acquired Blinkit in 2022 for \$568M.

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KEY METRICS

- Rohan Das
- 22 years old
- New Delhi
- 2nd year undergrad student in Electrical Engineering



Goals:

- To save time on grocery shopping and avoid visiting crowded stores.
- To maintain a well-stocked kitchen for quick meals despite a busy schedule.

Challenges:

- Forgetting to buy essentials until the last minute.
- Difficulty in finding specific items like organic or gluten-free products quickly.

Pain Points:

- Unavailability of desired items during late-night hours.
- Feels going out to buy groceries, involves time and efforts.
- Unavailability of online transactions and cash everytime.

- Smruti S Dash
- 32 years old
- Mumbai
- Homemaker who lives in a joint family



Goals:

- To ensure a steady supply of fresh produce and groceries for family meals.
- To manage household needs efficiently while juggling responsibilities like helping kids with schoolwork.

Challenges:

- Finding fresh fruits and vegetables online.
- Managing grocery delivery timings to match family routines.

Pain Points:

- No offline stores nearby and she doesn't know driving.
- Unclear pricing or unavailability of offers in local stores.
- Occasional mismatches in the quality of fresh items.
- Doesn't have time to plan grocery shopping.

Blinkit introduced sustainable packaging options in 2023.

MARKET OVERVIEW

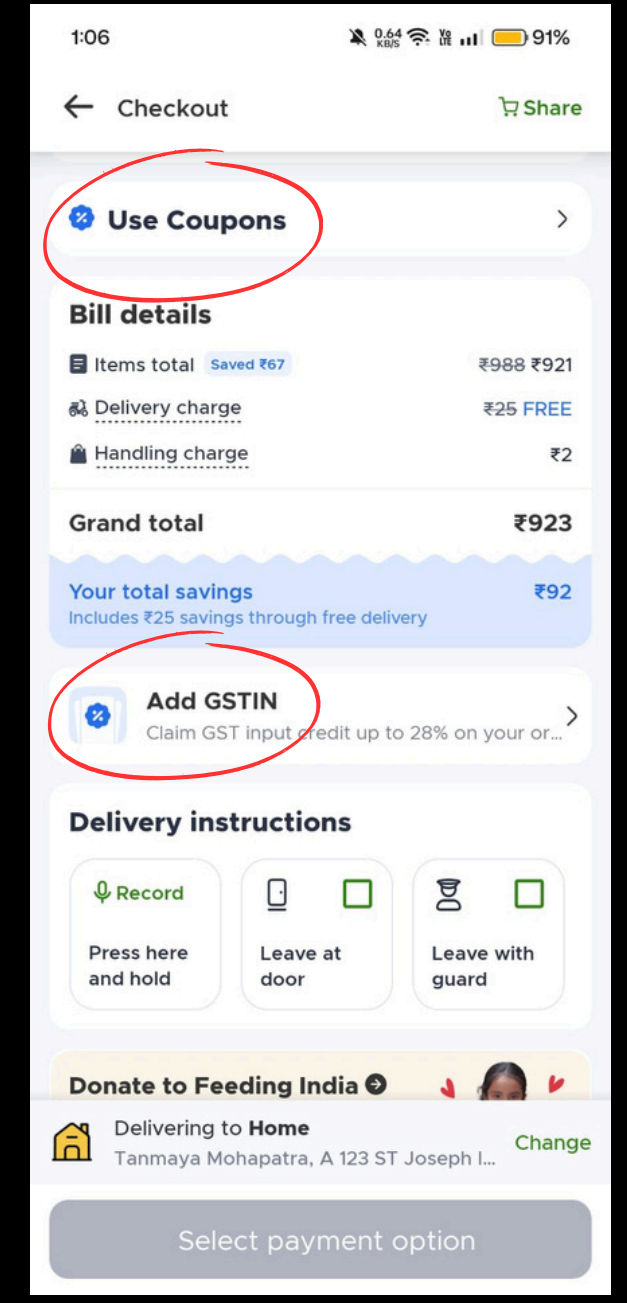
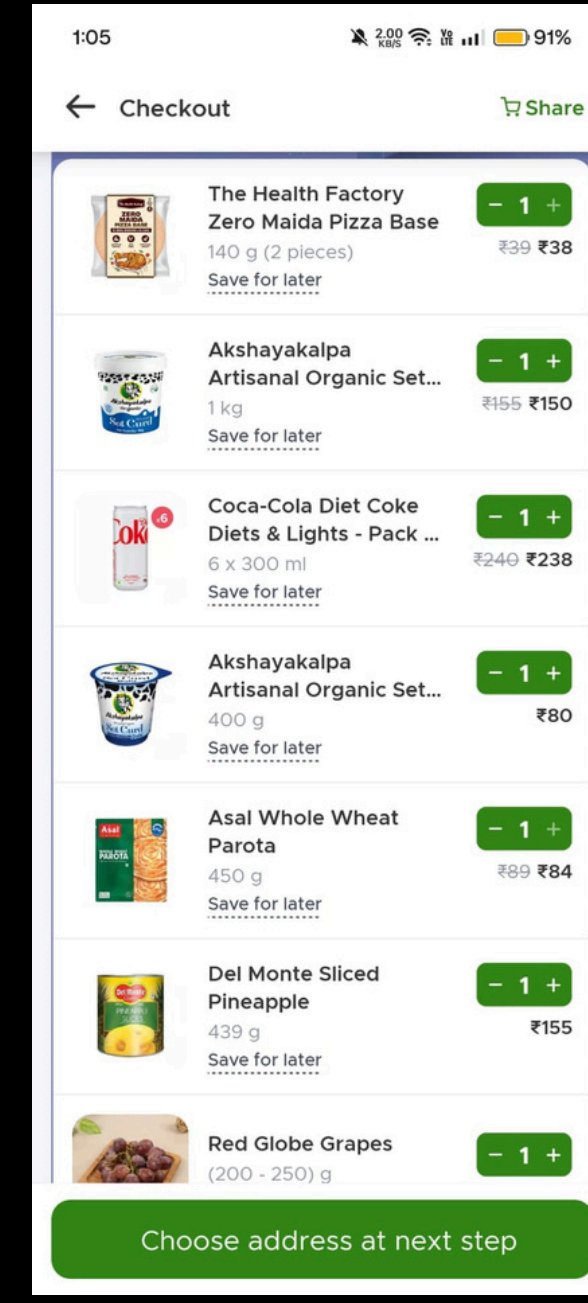
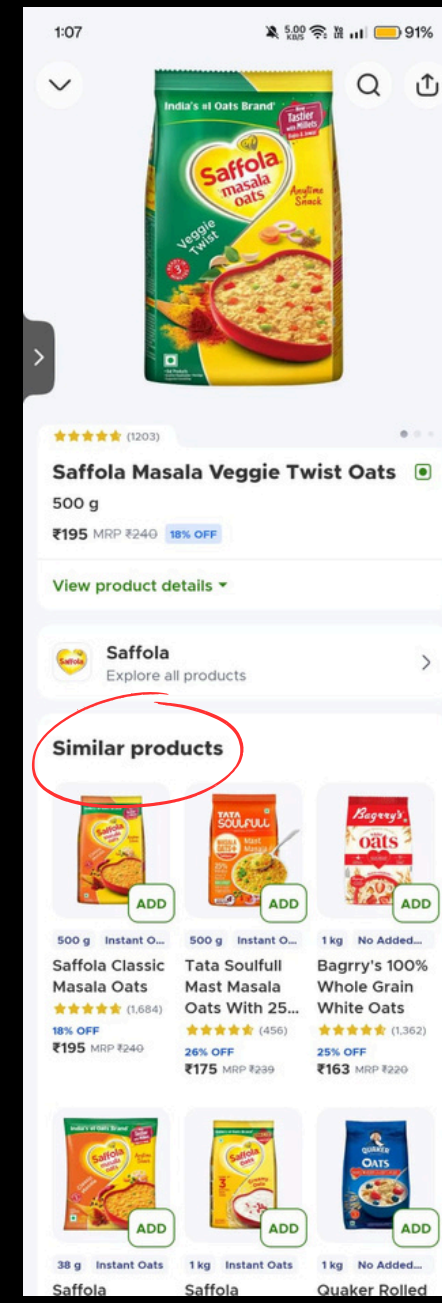
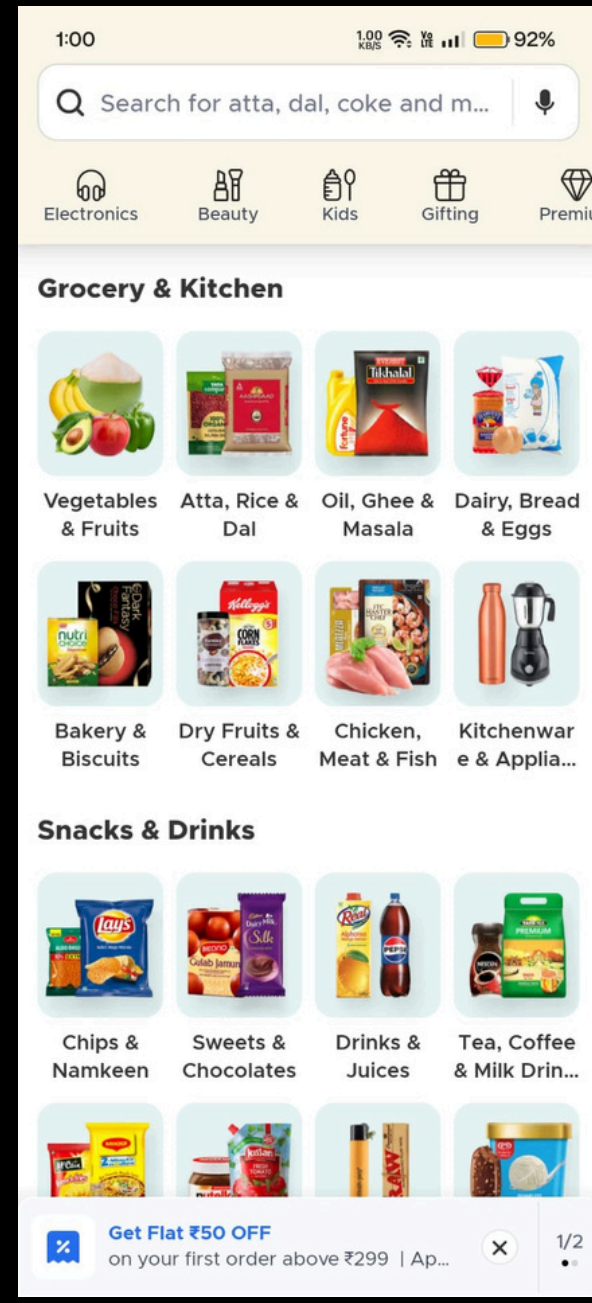
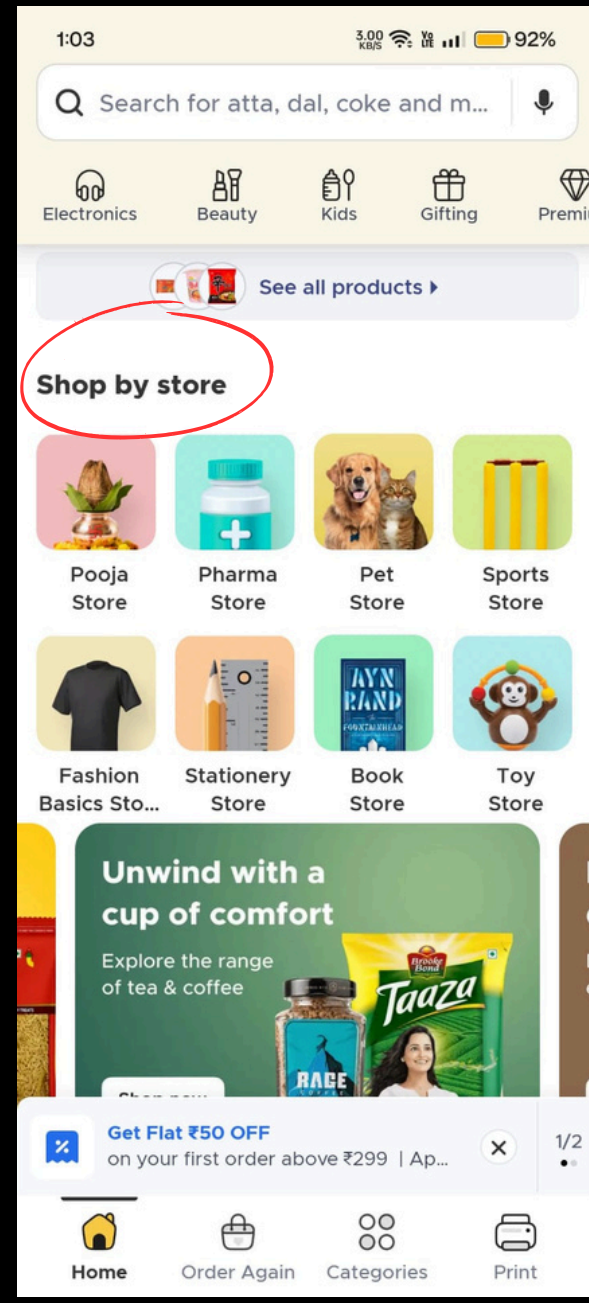
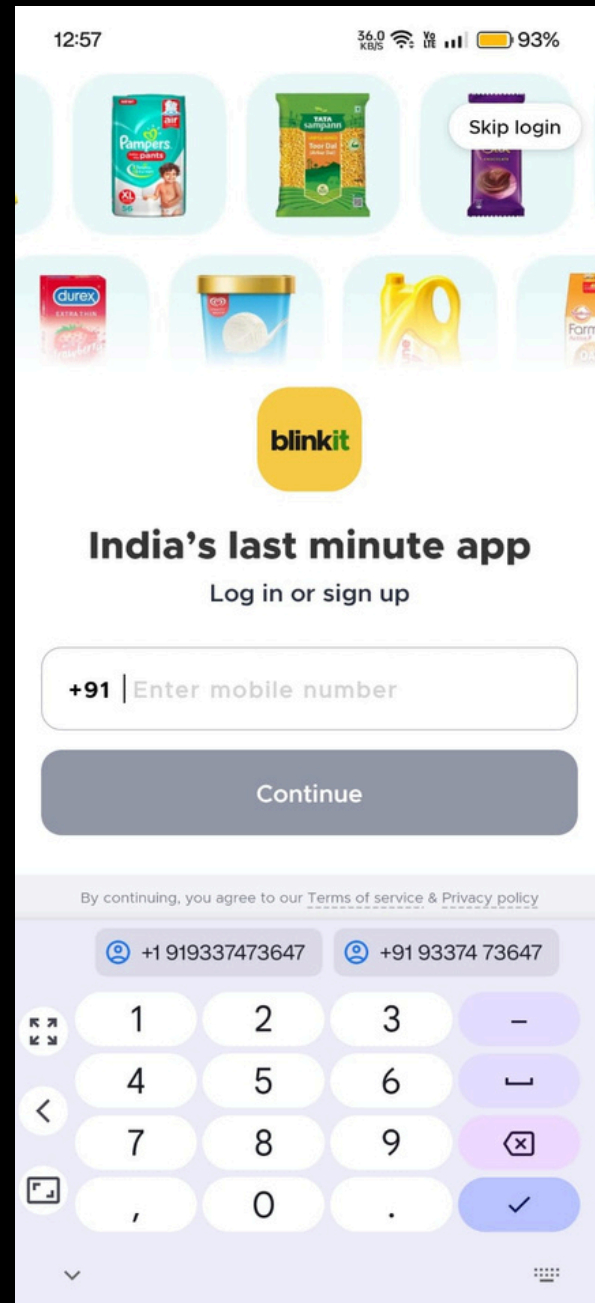
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The "Shop by Store" feature is a strategic addition for building partnerships with brands and catering to niche customer preferences.

- **Category-Based Organization:** Assists users in navigating specific product groups, such as dairy, snacks, or fresh produce.

The items added to the cart are displayed with detailed information, including quantity, price, and any applicable discounts.

The payment page ensures a secure transaction process, displaying the final order summary, discounts, and delivery charges for transparency.

Fresh produce and dairy are the top categories in quick commerce.

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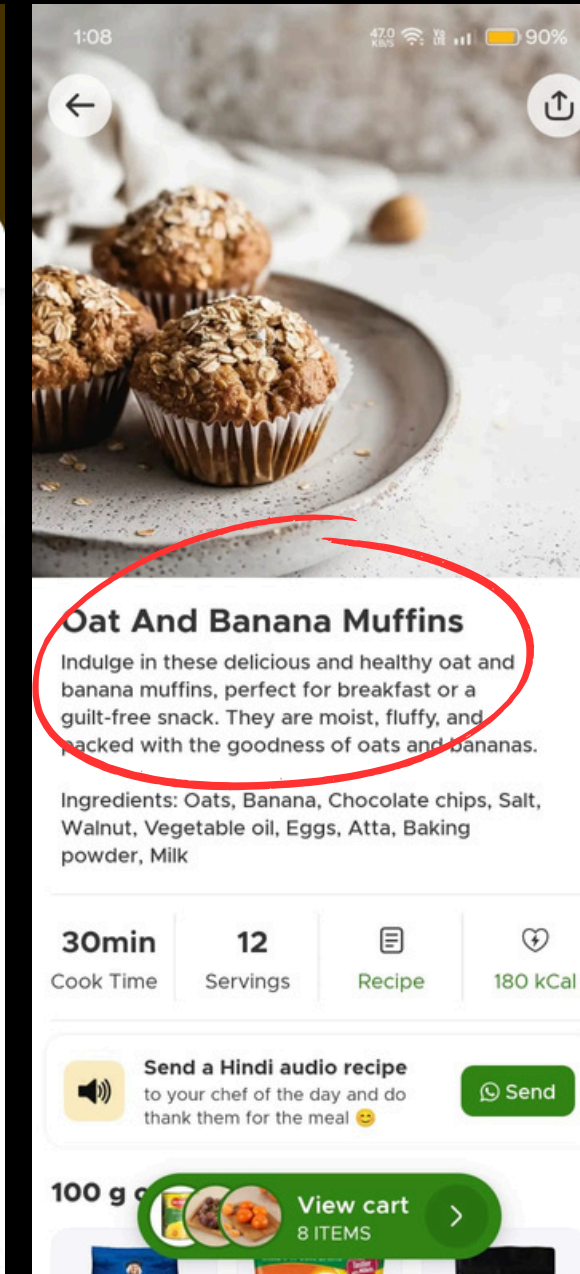
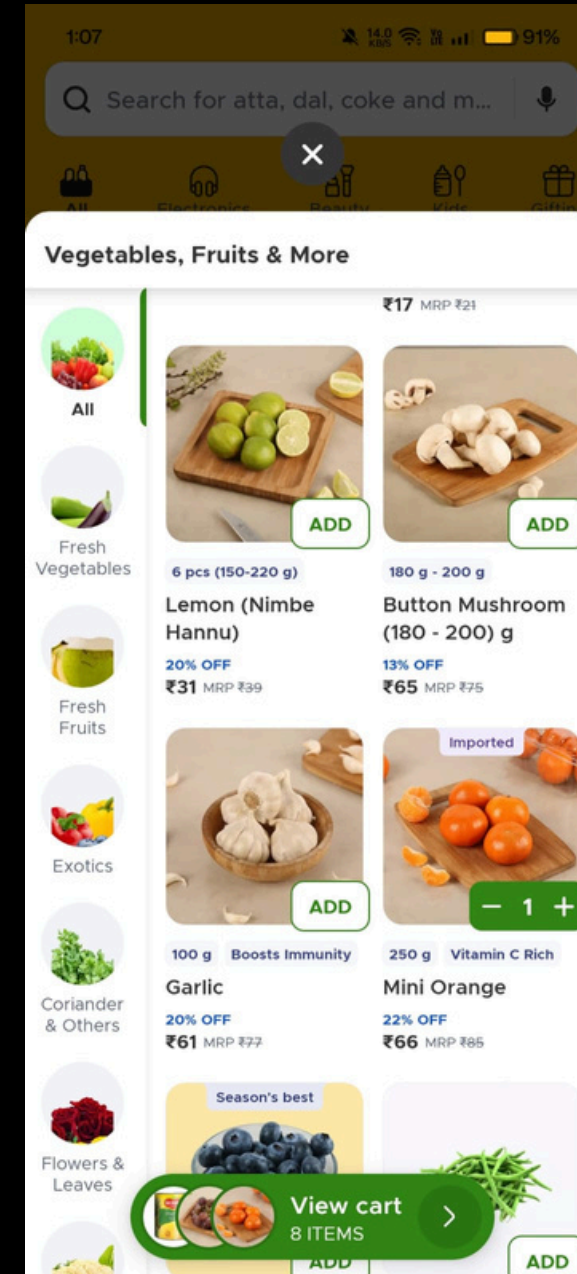
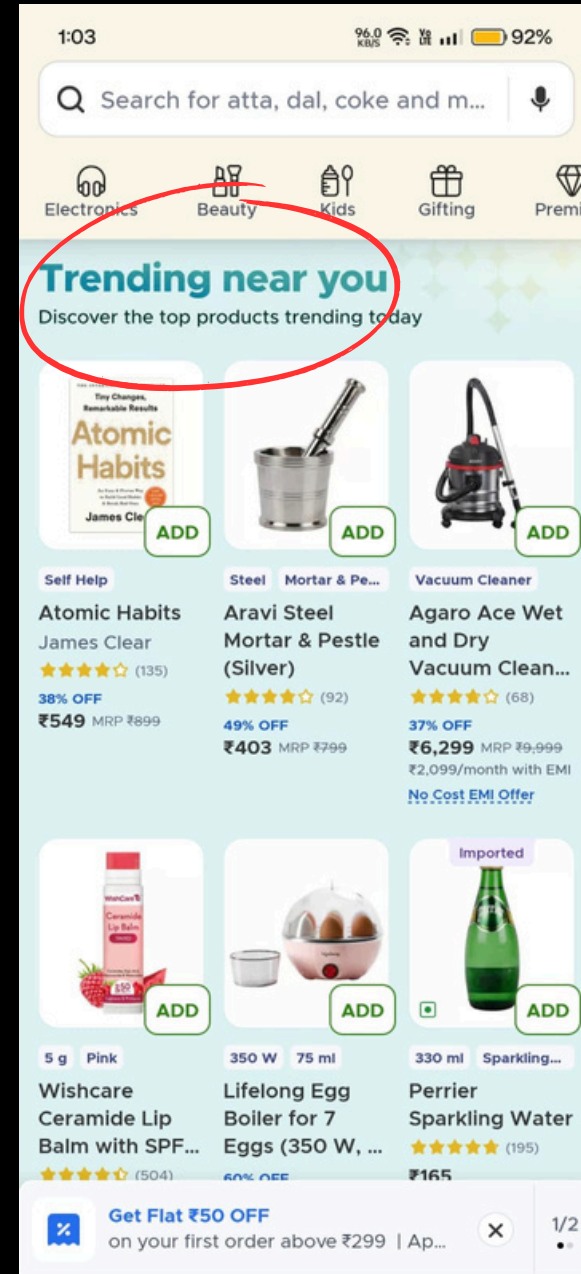
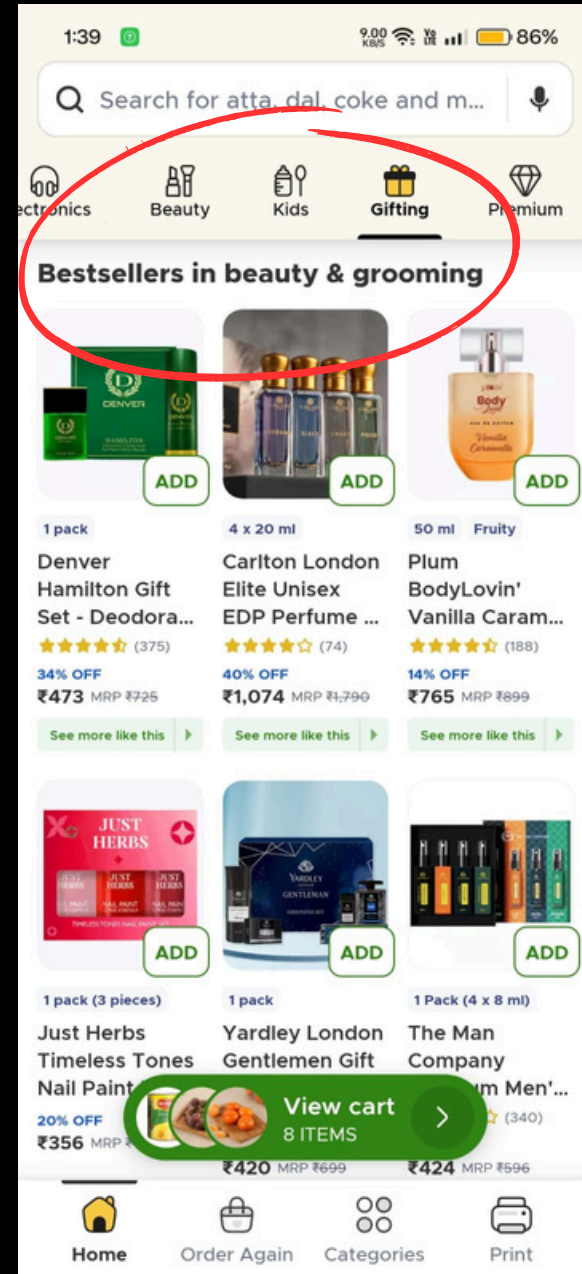
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STRENGTHS

- **Personalized Recommendations:** Utilizes both user-based and item-based collaborative filtering, ensuring users receive suggestions tailored to their previous purchases and browsing behavior.
- **Category Segmentation and Trends:** Displays results across multiple dimensions, such as: Previously Ordered Items, Category-Based Organization and Trending in Local Areas.

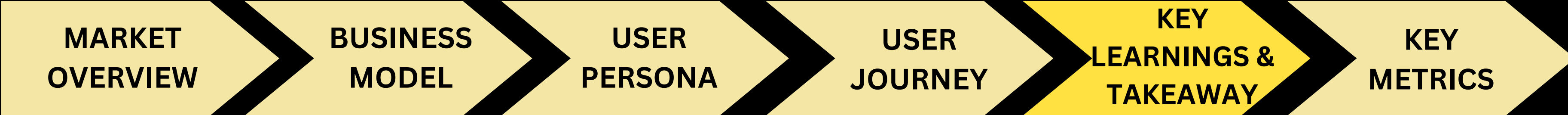
WEAKNESSES

- **Overwhelming Categorization:** The app features too many categories with deep scrolling required to explore them all.
- **Redundant Recommendations:** At times, the app may overemphasize less relevant items in multiple sections reducing the perceived usefulness of recommendations and cluttering the interface.

The **Best Sellers feature** in Blinkit highlights the most popular and frequently purchased items, helping users quickly find trusted and high-demand products.

The **Recipe Feature** in Blinkit is a thoughtful addition that enhances the shopping experience by helping users discover and prepare dishes using the ingredients available on the platform.

65% of Blinkit's orders come from returning customers.



KEY LEARNINGS AND TAKEAWAYS

UX PRINCIPLES

- **Keep It Simple:** Minimize cognitive load during onboarding and navigation.
- **Clear Communication:** Provide real-time updates on order status and ensure transparency about pricing.
- **Personalization:** Use past purchase data to offer tailored recommendations and streamline browsing.

GROWTH PRINCIPLES

- **Retention is Key:** A large part of sustainable growth lies in retaining existing customers, as acquiring a new customer is significantly more expensive than keeping a current one.
- **Referrals Drive Growth:** Word-of-mouth and referrals are cost-effective ways to acquire new users while leveraging the goodwill of existing customers.
- **Localized Strategies:** Tailoring offerings and marketing efforts to the preferences of specific regions is vital in a diverse market

PRODUCT ITERATIONS AND IMPROVEMENT

Seamless Checkout:

- Introduce a “Smart Cart” that suggests complementary items or informs about missing staples.
- Simplify promo code application with one-tap discounts.

Search and Discovery Enhancements:

- Implement advanced search with filters (e.g., dietary preferences, availability).
- Highlight top-rated or frequently purchased items for ease of browsing.

Delivery Optimization:

- Provide real-time driver tracking and accurate ETAs.
- Allow users to specify alternate delivery times or drop-off points.

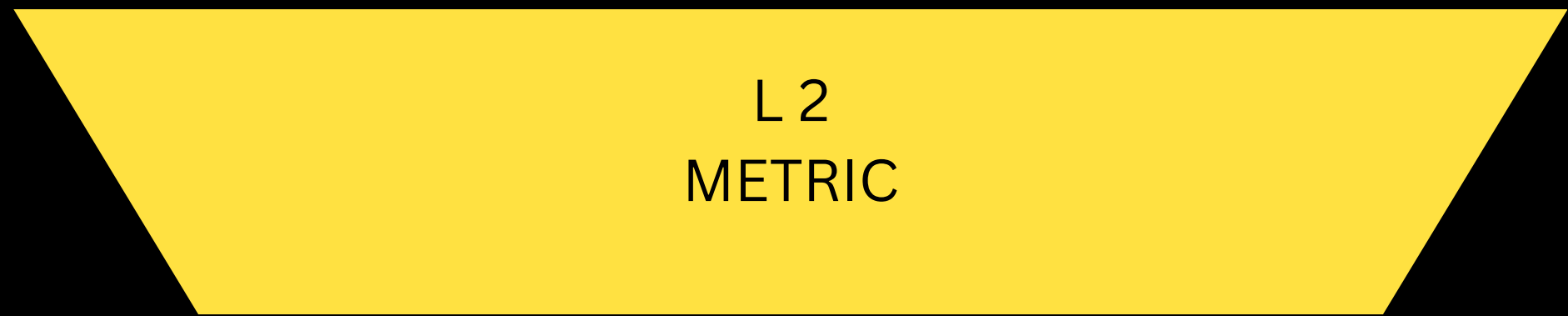
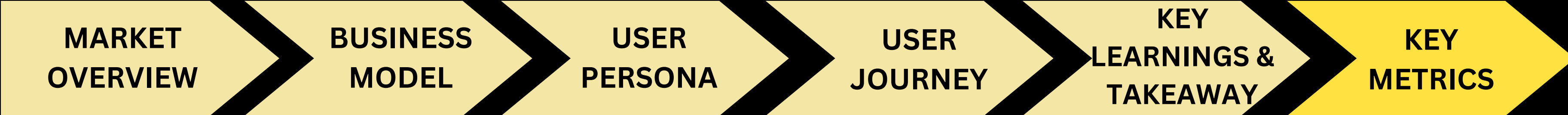
Customer Support Upgrades:

- Enable in-app live chat or 24/7 chatbot support for faster issue resolution.
- Include an FAQ section addressing common delivery or payment concerns.

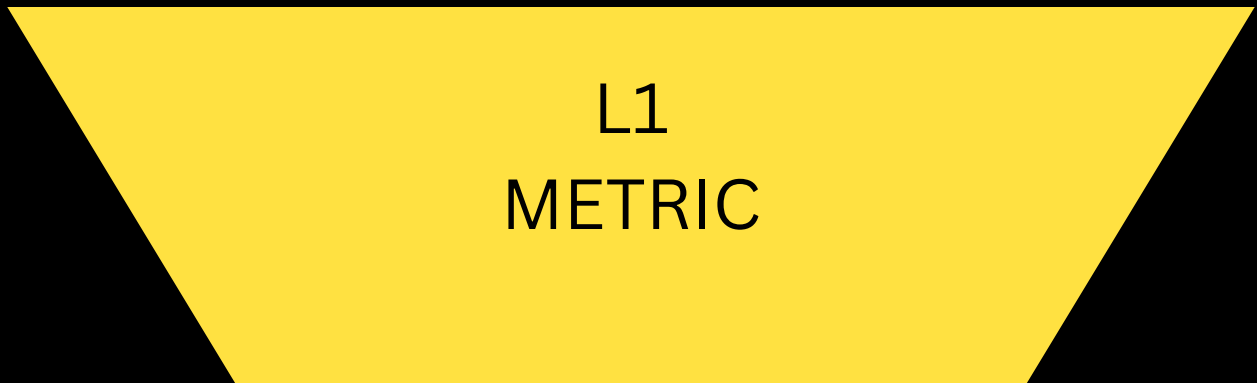
Post-Purchase Engagement:

- Send personalized recommendations based on previous orders.
- Create a “Quick Reorder” feature for frequently bought items.

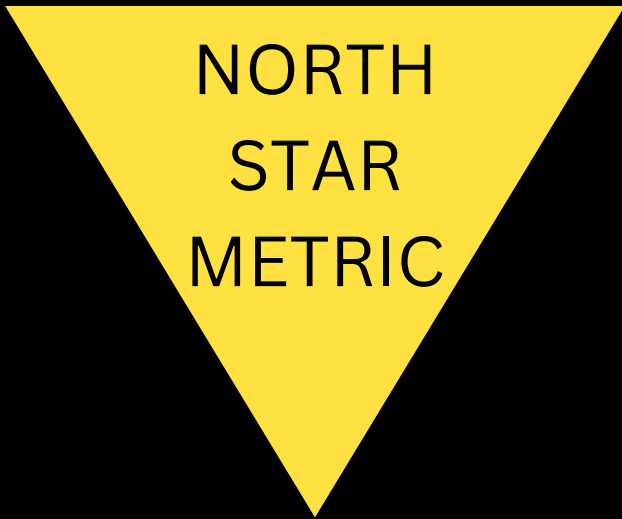
Most orders on Blinkit are placed between 6 PM and 9 PM.



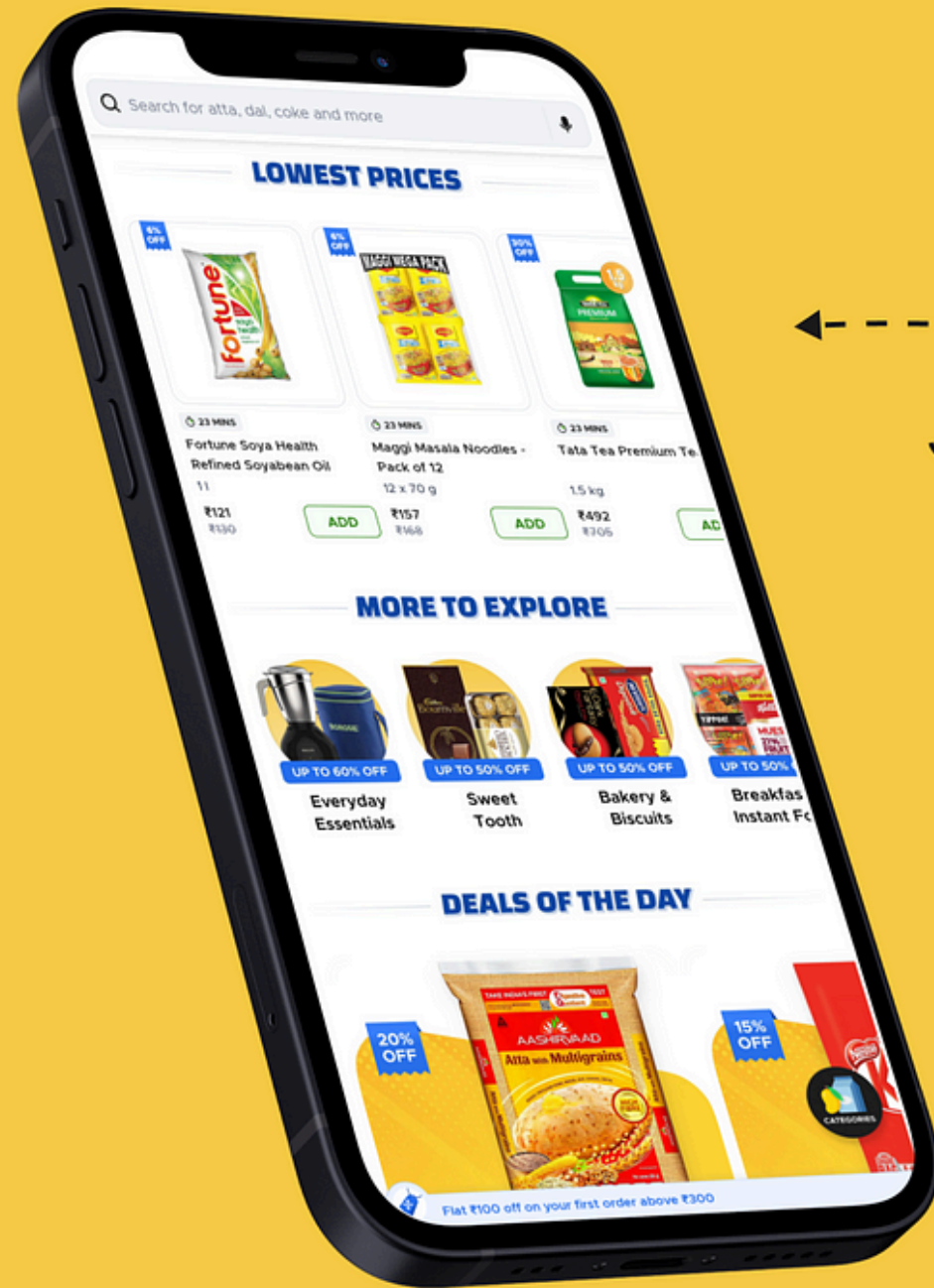
- 1. No. of users who search per day
- 2. Avg. browsing time per user per day
- 3. No. of clicks on groceries



- 1. No. of items clicked per user / Total no. of searches
- 2. No. of items added to cart / No. of items viewed



- 1. Avg. Order Value = Avg. price of item * Avg. no. of items per order



blinkit
India's Last Minute App

THANK YOU