

blinkit Product Teardown



App Notification



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User Personas

User Journey Mapping

Key Learnings

Recommendations

Metrics

Overview

Business Model

Mission: instant commerce indistinguishable from magic

Operates in Hyperlocal supermarket delivery business model (unorganized neighborhood shopping landscape)

- Vast network of strategically located dark stores (small warehouses)
- Allowing it to dispatch orders almost immediately after they are placed.

Revenue Streams:

- **Selling a service** (Delivery Fee & Platform Fee) = # of Orders * Avg. Fee/Order
- **Commission from Merchants** = # of Merchants * # of Product Sold * Avg. commission/Product Sold
- **In-App Advertising and Promotions** = # of Brands subscribing for Ad services * Avg. no of Actions by user * Cost per Action
- **Selling Private Label Brand Products** = # of Brands * Avg. no products sold/Brand * Avg Profit/Product

Cost Structures:

- Inventory Storage Cost = # of Dark store * # of SKU/Dark store * Avg count of product/SKU * Cost of storage/Product
- Delivery Fleet = # of Orders * Delivery cost/Order
- Marketing Cost = Acquisition + Engagement over live time
- Technology Platform Development & Maintenance
- Payment Processing commission

Key Actors & Partners:

- Customer (Metro city)
- Delivery Agents/Logistic Provider
- Technology Providers
- Merchants/Brands
- Investors (PE & VC Firms & HNIs)
- Regulatory Agencies

Key Numbers (2024)

Founded On: 2013

Founders: Saurabh Kumar & Albinder Dhindsa

M&A: Acquired by **Zomato**

App Downloads:

Orders: 65.3 Mn

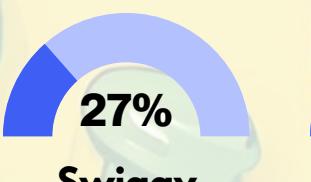
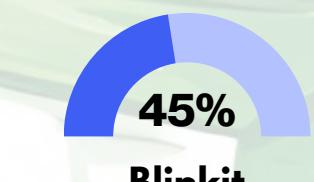
Monthly Transacting Customers: 6.4 Mn

Monthly Active Riders: 89K

No of Stores: 526

Revenue (Market Share): 2300 Cr

Competitor Share



Value Proposition

~10 minutes delivery - Solves last minute need
Variety of daily use products - solves discovery cost

Convenience (flexible payment options) - solves payment anxiety

Competitive pricing - easy on the wallet



User Personas

Persona 1

**ROHAN MEHRA**

MARKETING MANAGER

AGE 32

GENDER MAN

LOCATION MUMBAI

LIFESTYLE

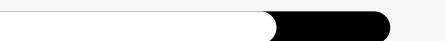
Is single. His job demands long hours, leaving him with little time for traditional shopping. He prefers online platforms that offer convenience, speed, and a hassle-free experience.

PERSONALITY

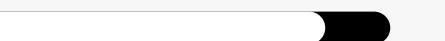
Communication



Problem-Solving



Public Speaking

**GOALS**

- Orders in small quantity to avoid waste, hence orders multiple times
- Orders daily/weekly items during break time (lunch/post office hours)
- Looks for promotional offers, and reminders to restock essentials

PAIN POINTS

- Hates too many notifications hence turned off promotional notification
- Forget to order daily/frequently used ordered items
- Frustrated with longer delivery time at surge traffic
- Wants relevant deals communication at lower frequency

Persona 2

**MEERA SHARMA**

HOME-MAKER

AGE 28

GENDER WOMAN

LOCATION BANGALORE

LIFESTYLE

Mother of two young children and manages the household while her husband works full-time. She juggles childcare, household chores, and grocery shopping, all while trying to find the best deals to stay within the family budget.

PERSONALITY

Communication



Organising



Money Managing

**GOALS**

- Weekly grocery shopping mainly baby product and household items.
- Seeks particular brand for quality over convenience
- Seeks good deal/discount/free product trial with large purchases

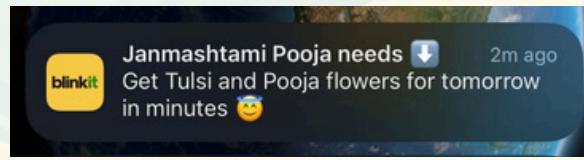
PAIN POINTS

- Feels frustrated with too many irrelevant notifications all day
- Forget to order a few items and would like to be reminded of
- Frustrated with lack of availability of particular brand product
- Fails to get payment notifications sometimes



Stage

Clicks Notification



“Sees notification on phone screen”
“Clicks on notifications to find more”

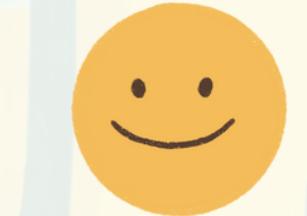
“I am not sure if this notification is any good or not but lets check it out”

Thoughts

“Rates Past Order”
“Checks pending cart”
“Check deals”
“Searches for products”

“Thanks for saving my last order detail”
“Ohh I can see some items are not available, why it happens with me!”

Emotions



Home Page

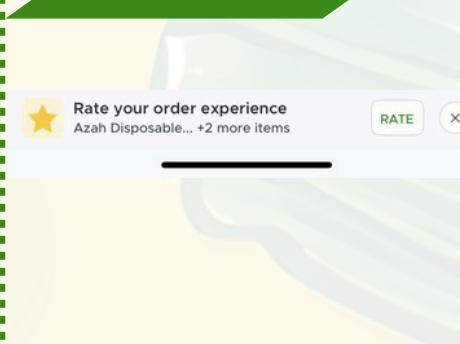
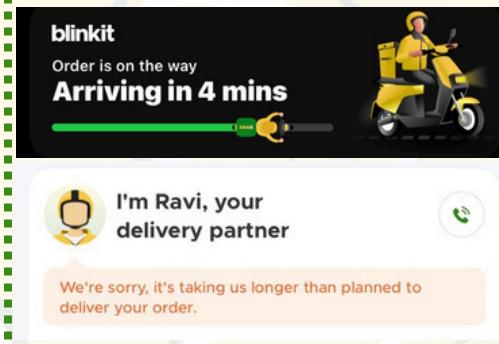
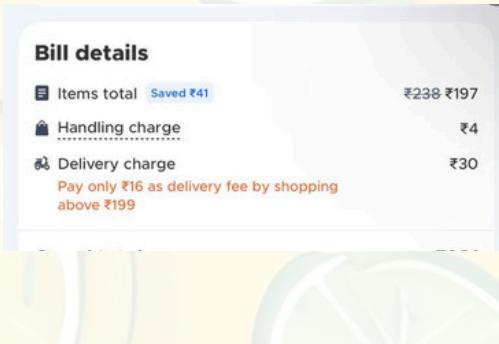
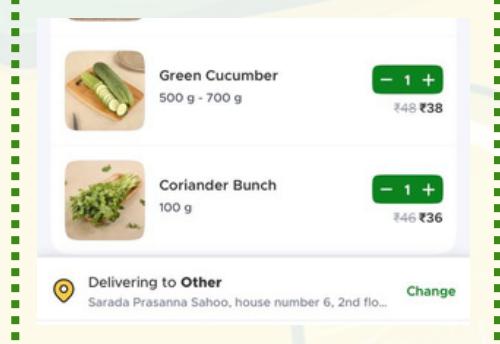
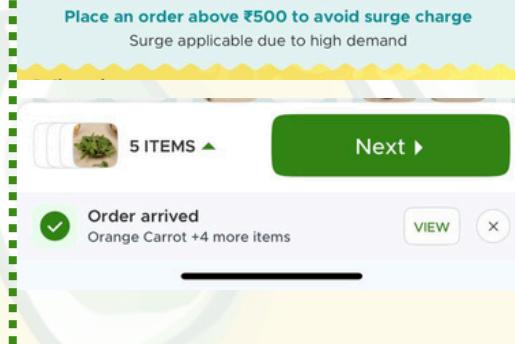
Discovers Products/deals

Adds item to Cart

Complete check-out & payment

Waits to collect order

Collects & give feedback



“Checks offers & product details”
“Clicks on Notify button for unavailable items”

“Oh nice I can see many good deals”
“Hope they soon add people rating for the items”
“Lets order later for the missing ones”

“Adds items”
“Adds quantity”
“checks different packaging/deal option”

“Why don’t they have a easy comparison kind of option so that i can get right item faster”

“Checks Recommended items”
“Checks payment conditions to optimize order”

“Thanks for pricing transparency, now I can add something and get a better deal”
“Why do I have to switch app”

“Checks status updates”
“Adds missing item basis suggestion”
“Provides information for delivery partner”

“Why does it taking longer time for my delivery to reach than earlier promised”
“Hope they have all my items”

“Checks order”
“Contacts delivery agent/help section”

“Leaves feedback of experience”
“Why is my package unsealed”
“Why should I give rating if I don’t get see it on app”

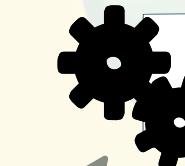


Key Learnings



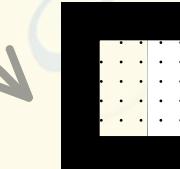
UI/UX

- Consistency:** Maintains a consistent visual identity aligned with the app's branding.
- Clarity:** Presents messages concisely, avoiding information overload.
- Actionability:** Crafts notifications to drive immediate user engagement with clear CTAs.
- Personalization:** Tailors notifications based on user behavior, preferences, and location.
- User-Centric Design:** Focuses on delivering value and enhancing the user experience.



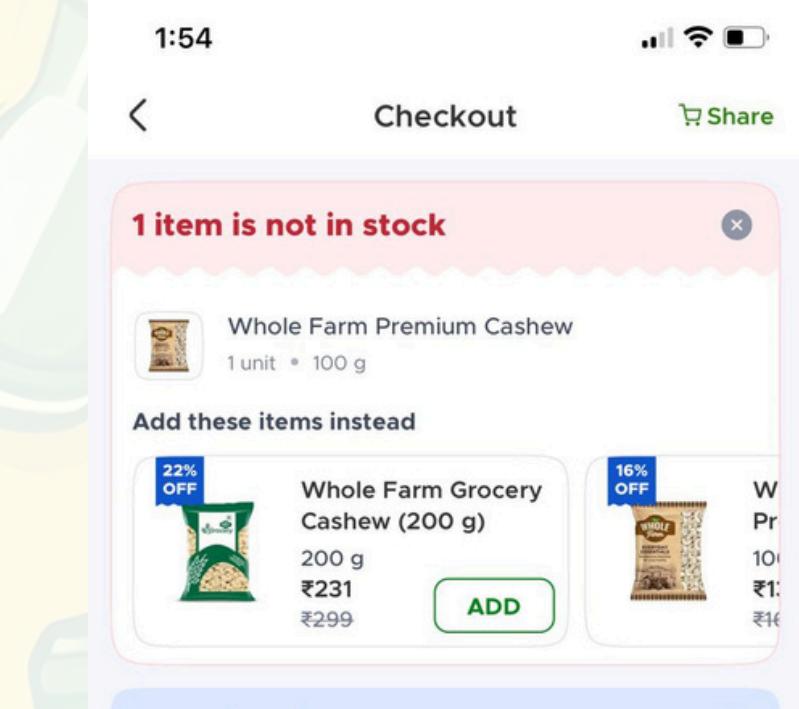
TECH

- Advanced Targeting:** Uses machine learning to create highly targeted notifications.
- Real-Time Data Processing:** Processes data in real-time for timely messaging.
- Scalability:** Handles large volumes of users simultaneously.
- Analytics Integration:** Monitors notification performance and optimizes strategies.



DESIGN

- Minimalistic:** Uses a simple, clean design for easy readability and action.
- Strong CTAs:** Includes compelling CTAs to encourage user interaction.
- Strategic Timing:** Sends notifications at optimal times to maximize engagement.





Recommendations

RECOMMENDATIONS

CURRENT STATE

IMPROVE PERSONALIZATION:

- Limited user data leveraged

INTRODUCE INTERACTIVE NOTIFICATIONS:

- primarily informative
- providing users with updates or prompts to take action by opening the app

NOTIFICATION PREFERENCE CONTROL

- Standardized set of notifications, with limited ability to customize the type or frequency of notifications

RECOMMENDATIONS

- Implement **AI-driven personalization** that considers a broader range of factors.
- If a user typically orders snacks in the afternoon, Blinkit could send a notification at 2 PM with a discount on their favorite snacks.

- Introduce **interactive notifications** allowing users to perform actions directly from the notification itself.
- Users could reorder a past purchase, apply a discount code, rate their last delivery without opening the app.

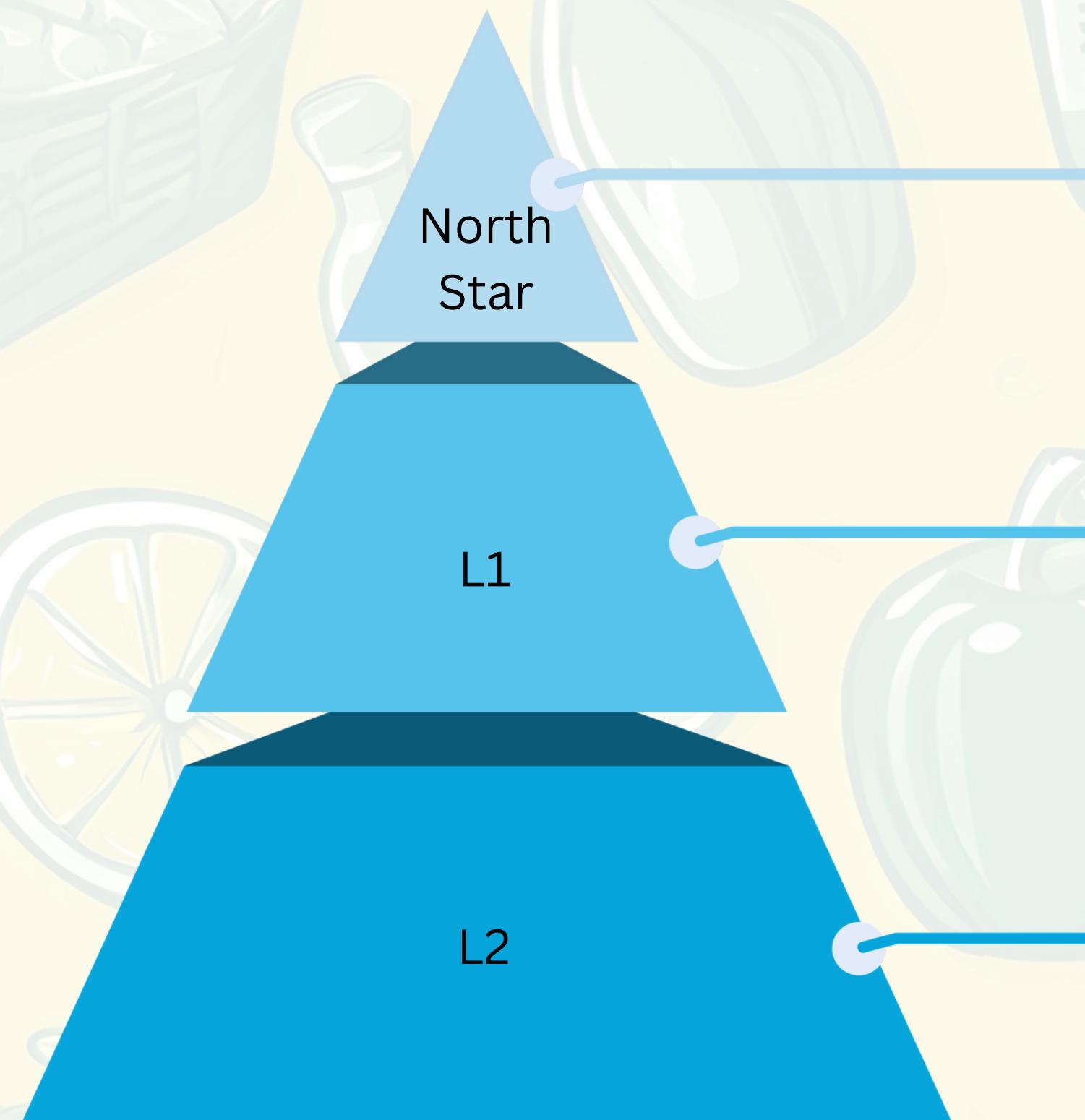
- Choice for the types of notifications (e.g., order updates, promotional offers, restock reminders) and **set own preferred frequency**.
- User chooses promotional only once a week but real-time updates on their order status.

IMPACTS

Likely to increase user engagement by making notifications **more relevant** to their immediate needs and preferences

Interactive notifications can significantly **enhance the user experience**. This would likely lead to **quicker decision-making** and **higher conversion rates**

Allowing users to control their notification settings could **reduce notification fatigue** and **increase user satisfaction**.



Active User (DAU): %age of active user who regularly engage with Blinkit's notifications

- **Click Through Rate/ notification type (CTA):** A high CTR suggests that the content, timing, and relevance of the notification are effective in capturing the user's attention and prompting them to take action
- **Conversion Rate/notification type:** No of people who completed a desired action (add one item to cart etc)
- **Retention Rate:** %age of user who continue to use the app after receiving notifications over time (e.g., 7-day, 30-day retention). High retention rates suggest that notifications are valuable in keeping users engaged
- **Engagement Time Post-Notification:** It indicates how engaging and relevant the content of the notification is, influencing how long users stay within the app
- **Session Frequency:** Average number of sessions a user has after receiving a notification within a specific time frame

Counter/Key Failure Metric: **Opt-out Rate:** %age of user who does not find notifications solving their purpose. High number will mean Blinkit may be overstepping user preferences



THANK YOU!