

## Case Study Analysis: Zomato's User Engagement Strategy

### Company Background:

- Zomato is an Indian restaurant aggregator and food delivery company, operating in over 1,000 Indian cities and towns. It went public in 2021 and is valued at over US\$8 billion.

### Problem Statement:

Zomato targets busy professionals and wants to increase monthly orders per user. The platform must provide a seamless user experience along with better meal options in order to appeal to health-conscious people. Mind maps can be used to visualize the platform's current status, pinpoint pain areas, and break down issues into manageable chunks in order to fix this.

As a Product Manager, you're tasked to solve this problem via the below approach:

### Approach for Product Manager:

1. Investigate current app usage patterns and user feedback to identify pain points related to daily food ordering.
2. Conduct market research and competitor analysis to understand user needs and potential gaps in the market for daily food delivery services.

By addressing these points, a product manager can propose tailored solutions to increase daily orders and enhance user engagement on Zomato's platform, aligning with the company's goal of boosting the monthly average number of orders per user.

1. Understand current problems within the app regarding recurring/frequent use cases

### Issues Identified:

- Lack of tailored incentives for daily use cases.
- Potential gaps in the existing loyalty program's ability to promote daily orders.
- Limited understanding of user needs and market dynamics for daily food ordering.

2. Research the market to understand user needs and potential gaps

### 2. Market Research:

- Understanding user needs and identifying potential gaps in the market related to daily food ordering and delivery.
- Analyzing competitors' strategies for recurring/frequent use cases.

### 2. Need for Solution:

Why do you think this problem statement needs to be solved?

### Zomato's Business Growth and Profitability

- Increase monthly average order per user for business growth and profitability.
- Post-IPO objectives include meeting shareholder expectations and enhancing valuation.
- User loyalty and retention are crucial, as demonstrated by Zomato Gold's loyalty program.
- Maintaining competitive edge in food delivery industry by catering to daily meal needs for professionals.
- Solving these issues contributes to strategic objectives, financial performance, and user satisfaction.

- This problem statement needs to be solved because there is a growing demand for healthier meal options and convenient meal solutions among consumers. By addressing this need, the food delivery platform can differentiate itself in the market, attract a broader user base, and foster long-term customer loyalty.

### 3. Approach to Findings:

3. Describe the approach you took to get to the findings of the problem statement?

#### Addressing Problem Statement in Zomato

- Utilized user interviews, surveys, app analytics, competitor analysis, and collaboration with Zomato teams.
- Gathered data on user preferences, pain points, and expectations.
- Identified patterns in user behavior and friction in frequent order placement.
- Consulted Zomato's internal teams for insights into user feedback and challenges.
- Proposed solutions align with real user insights and market trends.

How did you ensure that you have taken a well- rounded approach to the problem

#### Comprehensive Approach to Zomato's Problem-Solving

- Utilized a mix of qualitative and quantitative research methods.
- Collaborated with internal teams at Zomato to gather insights from user feedback and app performance.
- Conducted market research and competitor analysis to understand external factors influencing user behavior.
- Created detailed user personas based on collected data.
- Leveraged existing feedback mechanisms within the app to capture real-time user sentiments and concerns.
- Considered industry trends and incorporated insights from market research to align Zomato's strategy with broader industry expectations.
- Balanced user needs and business goals, prioritizing features that enhance user experience and contribute to company success.
- Built in iterative cycles in the product development process for continuous refinement based on user feedback and market dynamics.

- To approach the findings of the problem statement,

I have taken a comprehensive and well-rounded approach. This involved analyzing user feedback, market trends, and competitor offerings. I also considered the platform's current strengths and weaknesses, as well as the evolving needs and preferences of its target audience. By taking this multifaceted approach, I aimed to gain a holistic understanding of the problem and its potential solutions.

### 4. Findings and Insights:

#### Food Delivery Services Target Audience

- Busy professionals are primary target audience due to limited cooking time and daily ordering preferences.

- Challenges include delivery delays, reliability issues, and limited menu variety.
- Competitors excel in quick delivery but lack personalized recommendations.
- Zomato can capitalize on these challenges by introducing personalized features.
- Internal customer feedback shows recurring issues with order modifications and payment processing.
- Market trends suggest healthier meal options.
- Proposed solutions include subscription plans and AI-driven personalized recommendations.

- The findings from the research indicate a strong demand for healthier meal options, a positive response to subscription-based meal plans, and a need for a more seamless and intuitive user experience. Insights also revealed specific pain points in the current user journey, such as limited healthy meal choices and a lack of personalized recommendations.

## 5. Impact:

### Zomato's Solution Impact Analysis

- Quantification of solution's impact using key performance indicators (KPIs).
  - KPIs include monthly average orders per user, user retention rate, conversion rate for subscription plans, customer satisfaction scores, order modification requests, AI-driven recommendation click-through rate, time spent on app, financial impact, subscription revenue contribution, user experience metrics, and average delivery time.
  - Higher average indicates increased user engagement and frequency.
  - Higher retention rate indicates solution effectiveness.
  - Significant contribution from subscription plans indicates revenue drive.
  - Regular analysis allows adjustments and optimizations to enhance product impact.
- The solution to this problem statement can impact the food delivery platform and its users in several ways. It can lead to an increase in user engagement, retention, and satisfaction. Additionally, by offering healthier meal options and a more user-friendly experience, the platform can attract health-conscious users and potentially expand its user base, leading to increased revenue and market differentiation.

## 2. User Persona:

Name: Sarah

- Age: 32

- Occupation: Marketing Manager

- Lifestyle: Busy professional with long working hours

- Needs: Convenient and healthy food options due to lack of time for cooking

- Preferences: Values time-saving solutions, seeks variety in daily meals

- Behavior: Relies on food delivery services for most meals, particularly on weekdays

## 3. Pain Points:

- Lack of Healthy Daily Options: Users like Sarah struggle to find healthy and convenient meal options for daily consumption.
- Limited Variety: Users feel restricted by the lack of diverse daily meal choices available through food delivery platforms.
- Time Constraints: Professionals find it challenging to cook daily due to busy schedules, leading to a reliance on external food sources.

By addressing these pain points, Zomato can tailor its offerings to meet the needs of busy professionals, thereby increasing the frequency of orders and enhancing user engagement.

#### a. Pain Points:

1. Lack of Healthy Daily Options
2. Limited Variety
3. Time Constraints

#### b. Identifying Pain Points:

Pain points can be identified through:

- User feedback and reviews
- Surveys and interviews with target users
- Analyzing user behavior and patterns on the platform
- Researching industry trends and competitor offerings

#### 4. Competitor Analysis:

Competitors:

1. Swiggy
2. Uber Eats
3. Foodpanda

Features or Products:

- Swiggy: Offers a wide range of cuisine options with a focus on quick delivery.
- Uber Eats: Emphasizes partnerships with local restaurants and provides a seamless ordering experience.
- Foodpanda: Known for its user-friendly app and diverse restaurant partnerships.

Pricing:

- Swiggy: Utilizes dynamic pricing and occasional discounts to attract and retain customers.
- Uber Eats: Implements competitive pricing and occasional promotions to drive orders.
- Foodpanda: Offers various discounts and loyalty programs to encourage repeat orders.

Marketing Strategies:

- Swiggy: Actively engages on social media, runs targeted ad campaigns, and collaborates with influencers.
- Uber Eats: Focuses on partnerships with popular brands and utilizes targeted online advertising.
- Foodpanda: Utilizes social media advertising and partnerships with local events to increase brand visibility.

Customer Service:

- Swiggy: Known for its responsive customer service and loyalty programs.
- Uber Eats: Offers 24/7 customer support and prioritizes customer satisfaction.
- Foodpanda: Provides efficient customer service and runs loyalty programs for regular customers.

Industry Presence:

- Swiggy: Holds a significant market share and has strong industry partnerships.
- Uber Eats: Known for its extensive reach and influential presence in the food delivery industry.
- Foodpanda: Maintains a solid market share and has established key partnerships with restaurants.

#### Research and Development:

- Swiggy: Constantly introduces new features and enhances its technology for a better user experience.
- Uber Eats: Focuses on innovation, introducing new delivery methods and technology-driven solutions.
- Foodpanda: Invests in technological advancements and consistently introduces new products and services.

#### Competitive Advantage:

- Swiggy: Strong focus on quick delivery and a wide range of restaurant options.
- Uber Eats: Emphasizes partnerships with local favorites and a seamless ordering process.
- Foodpanda: Known for its user-friendly app and diverse restaurant partnerships, with a focus on customer loyalty programs.

#### a. Identifying Competitors:

##### Competitors:

Swiggy

Uber Eats

Foodpanda

##### b. Competitor Offerings:

##### Products or Services:

Swiggy: Offers a wide range of cuisine options with a focus on quick delivery and a user-friendly app interface.

Uber Eats: Emphasizes partnerships with local restaurants and provides a seamless ordering experience with a diverse menu selection.

Foodpanda: Provides a user-friendly app, diverse restaurant partnerships, and focuses on customer loyalty programs.

##### Pricing:

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##### Marketing Strategies:

Swiggy: Actively engages on social media, runs targeted ad campaigns, and collaborates with influencers to increase brand visibility.

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Foodpanda: Utilizes social media advertising and partnerships with local events to increase brand visibility and customer engagement.

##### Strengths and Weaknesses:

Swiggy: Strengths - Strong delivery network, quick service. Weaknesses - Limited presence in certain areas.

Uber Eats: Strengths - Seamless user experience, strong partnerships with local restaurants.

Weaknesses - Limited reach in some regions.

Foodpanda: Strengths - Diverse restaurant partnerships, user-friendly app. Weaknesses - Delivery times may vary, depending on the location.

Market Share and Competition Level:

Swiggy: Holds a significant market share and faces high competition from other major players.

Uber Eats: Known for its extensive reach and faces strong competition in the food delivery industry.

Foodpanda: Maintains a solid market share and competes with other major food delivery platforms.

Innovations and Differentiators:

Swiggy: Constantly introduces new features and enhances its technology for a better user experience, focusing on quick delivery.

Uber Eats: Focuses on innovation, introducing new delivery methods and technology-driven solutions, with a focus on local partnerships.

Foodpanda: Invests in technological advancements and consistently introduces new products and services, focusing on user-friendly experiences and loyalty programs.

Customer Feedback and Reviews:

Swiggy: Generally positive reviews for its quick delivery and wide range of restaurant options.

Uber Eats: Positive feedback for seamless ordering and diverse menu selection.

Foodpanda: Mixed reviews regarding delivery times but positive feedback on app usability and restaurant choices.

Here are the proposed solutions and the prioritization of features:

#### 5. Proposed Solutions:

- Introduce a "Healthy Choices" section: Offer a dedicated section for healthy meal options to cater to the need for nutritious daily meals.
- Expand cuisine variety: Partner with a wider range of restaurants to enhance the diversity of meal choices available to users.
- Introduce a subscription-based meal plan: Offer a subscription service for daily meals, providing users with convenient and cost-effective options for regular orders.

#### 6. Prioritizing of Features:

1. Healthy Choices section: Given the increasing demand for healthy options, this feature can attract health-conscious users and differentiate the platform.
2. Expanded cuisine variety: Enhancing the variety of meal choices can cater to diverse user preferences and attract a wider customer base.
3. Subscription-based meal plan: Providing a subscription service can increase user engagement and establish a loyal customer base, but it can be considered as a secondary priority.

#### . Why is it Important?

It is important to propose solutions and prioritize features because it helps in addressing the identified pain points and staying ahead of competitors. By offering solutions that cater to customer needs and preferences, the business can enhance its value proposition, attract and retain customers, and ultimately drive growth and success in the market. Prioritizing features ensures that resources are allocated effectively, focusing on the most impactful improvements for the platform. This approach can lead to better customer satisfaction, increased user engagement, and a stronger competitive position within the industry.

## 7. Success Metrics (or KPIs)

Success Metrics (or KPIs):

Customer retention rate  
Order frequency  
Customer satisfaction scores  
Conversion rate

## 8. Additional Points

### a. User Journey

Certainly! Considering the problem statement for the food delivery platform, the user journey can be outlined as follows:

User Journey:

1. Discovery and Browsing:
  - User discovers the food delivery platform through online ads, social media, or word of mouth.
  - The user visits the platform's website or app to explore meal options and services.
2. Meal Selection:
  - Upon arrival, the user is greeted with a diverse range of meal options from various partner restaurants.
  - The user navigates through the available cuisines, exploring both regular and healthy meal choices.
3. Decision Making:
  - The user considers meal options based on personal preferences and dietary requirements.
  - The introduction of a "Healthy Choices" section catches the user's attention, promoting the selection of nutritious meal options.
4. Order Placement:
  - After finalizing the meal selection, the user proceeds to place the order through a seamless and user-friendly interface.
  - The option for a subscription-based meal plan is highlighted, encouraging the user to consider a recurring order for added convenience.
5. Delivery and Feedback:
  - The user eagerly awaits the timely delivery of the selected meal.
  - Upon receiving the order, the user provides feedback on the overall experience, meal quality, and delivery service.

By mapping out this user journey, the platform can identify potential pain points and opportunities for improvement at each stage, ensuring a smooth and satisfying experience for its users.

Taking into account the problem statement for the food delivery platform, here's a Go-To-Market (GTM) strategy aligned with the proposed solutions and prioritized features:

GTM Strategy:

1. Target Audience Identification:

- Identify the target audience, including busy professionals, health-conscious individuals, and families seeking convenient meal solutions.

2. Value Proposition:

- Emphasize the platform's commitment to offering diverse and healthy meal options, convenience, and a seamless ordering experience.
- Highlight the expanded cuisine variety and the introduction of a "Healthy Choices" section to cater to different dietary preferences.

3. Marketing and Promotion:

- Launch a promotional campaign highlighting the new features and solutions.
- Utilize social media, targeted online ads, and partnerships with health and wellness influencers to promote the platform's healthy meal options.

4. Sales Strategy:

- Offer incentives for first-time users to try the new "Healthy Choices" section, such as discounts or free delivery on their initial healthy meal order.
- Promote the benefits of the subscription-based meal plan, emphasizing cost savings and convenience for regular users.

5. Partnerships and Alliances:

- Forge partnerships with health-focused restaurants and nutritionists to endorse the platform's commitment to healthy eating.
- Collaborate with fitness centers or wellness organizations to offer exclusive deals for their members, promoting the platform as a convenient solution for nutritious meals.

6. User Engagement and Feedback:

- Encourage user engagement through surveys, feedback forms, and social media interactions to understand user preferences and gather insights for further improvements.

By implementing this GTM strategy, the food delivery platform can effectively introduce and promote its new features and solutions, attract the target audience, and differentiate itself in the market.

### c. Wireframing

Considering the problem statement for the food delivery platform, here's how wireframing can be approached to address the identified needs and proposed solutions:

#### Wireframing:

1. Homepage Redesign:

- The wireframe should reflect a refreshed homepage design showcasing the new "Healthy Choices" section prominently, alongside the expanded cuisine variety.
- Clear navigation elements should guide users to explore meal options and the subscription-based meal plan.

2. Meal Selection Interface:

- Wireframe the meal selection interface to highlight the diverse meal options, with a specific focus on the "Healthy Choices" section.
- Ensure intuitive filtering options for dietary preferences, allergens, and calorie-conscious selections.

3. Subscription-Based Meal Plan Section:

- Design a dedicated section within the wireframe to promote the benefits of the subscription-based meal plan.



- Clearly outline the cost savings, customizable options, and the convenience of recurring healthy meal deliveries.

4. Seamless Order Placement:

- Develop a wireframe for the order placement process, ensuring a user-friendly and streamlined experience.
- Highlight the option to add healthy sides, beverages, or snacks to complement the selected meals.

5. Feedback and User Engagement:

- Incorporate wireframes for feedback prompts and user engagement features throughout the platform.
- Design elements that encourage users to provide feedback on the new healthy meal options and the overall ordering experience.

By creating wireframes that align with the proposed solutions and prioritized features, the food delivery platform can visualize and refine the user interface to ensure a cohesive and engaging experience for its users.

Continuing from the wireframing approach, here are additional considerations for wireframing the food delivery platform:

6. Mobile Responsiveness:

- Ensure that the wireframes account for mobile responsiveness, as a significant portion of users may access the platform via mobile devices.
- Design a seamless and intuitive mobile experience for browsing, meal selection, and order placement.

7. Visual Hierarchy and Call-to-Action (CTA):

- Establish a clear visual hierarchy within the wireframes to guide users towards the new features and solutions.
- Implement prominent and compelling CTAs for the "Healthy Choices" section and the subscription-based meal plan to encourage user interaction.

8. Personalized Recommendations:

- Incorporate wireframes for personalized recommendation sections based on user preferences and past orders, promoting relevant healthy meal options and subscription plans.

9. Interactive Elements:

- Introduce interactive elements within the wireframes, such as meal customization tools, nutritional information pop-ups, and visual indicators for healthy meal options.

10. Testing and Iteration:

- Plan for wireframe testing with potential users to gather feedback and insights on the proposed interface and features.
- Prepare for iterative improvements based on user testing results, ensuring that the wireframes evolve to meet user needs and expectations.

By addressing these additional aspects in the wireframing process, the food delivery platform can lay the foundation for an engaging, user-centric, and visually appealing interface that effectively integrates the proposed solutions and aligns with the platform's goals.