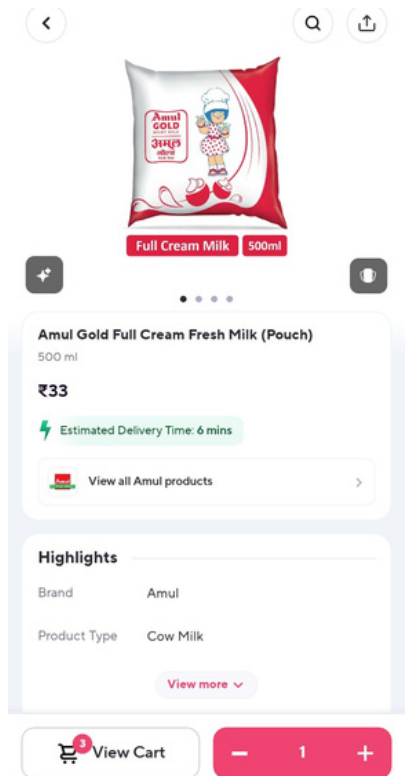
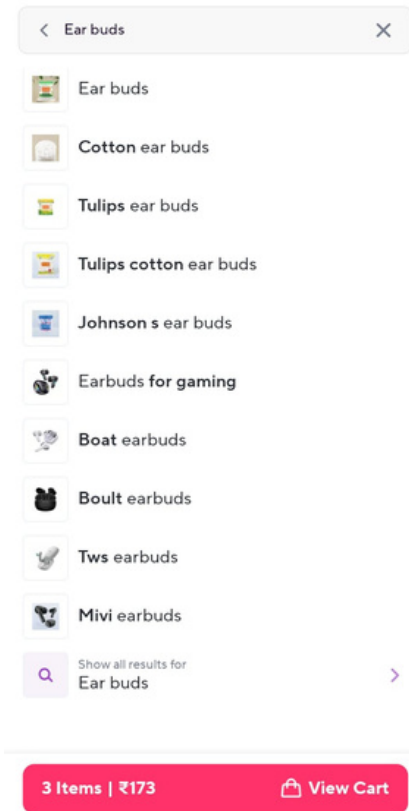
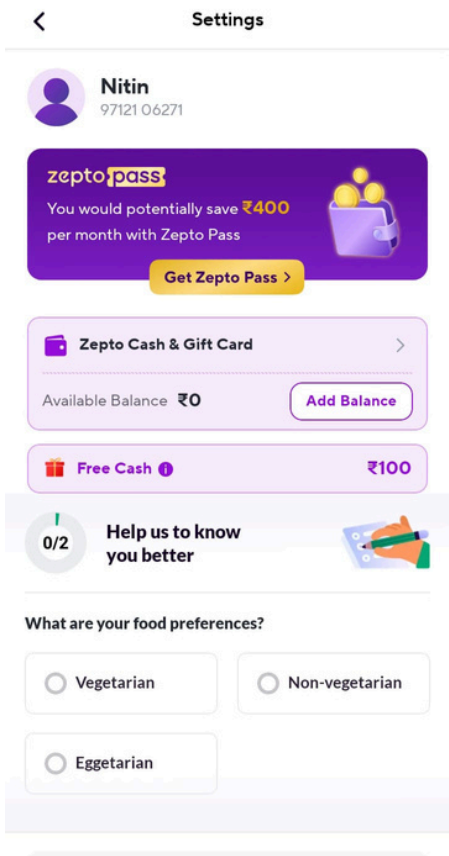
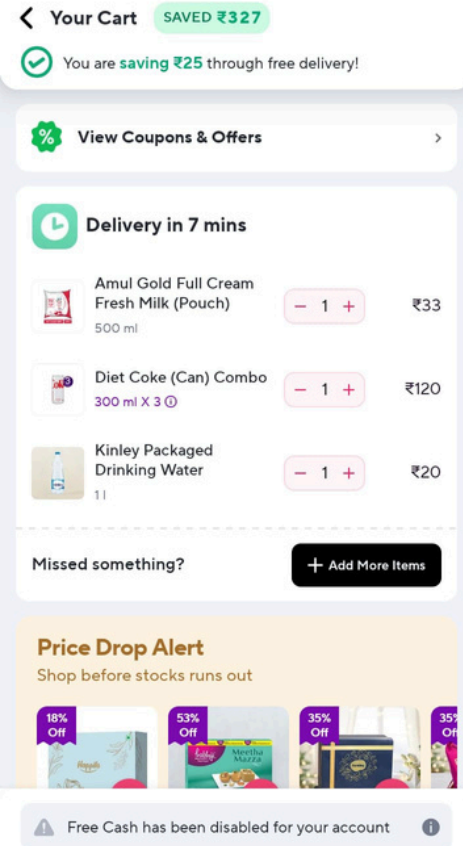
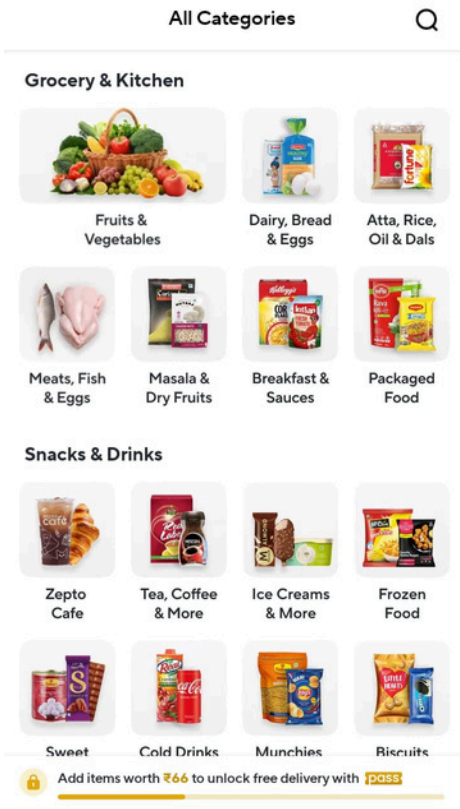
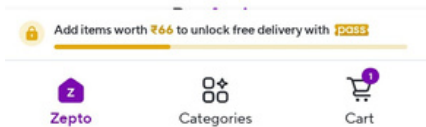
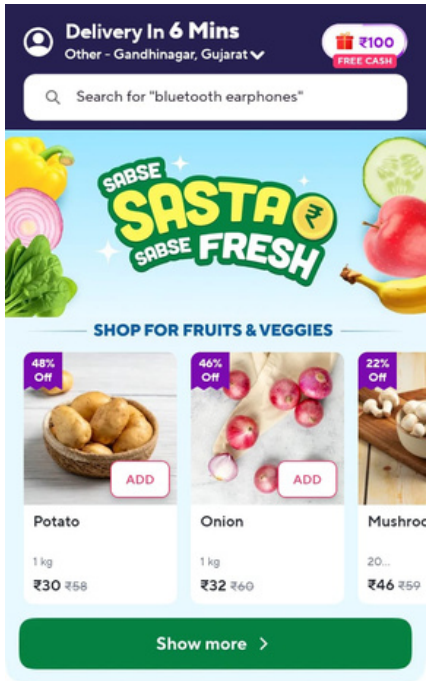


# Zepto Application



## **Group Members**

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### **Time :**

Zepto is designed to save time for users by delivering groceries and essentials within 10-20 minutes. This ultra-fast delivery approach caters to the modern consumer's need for quick service, making it especially appealing to those with busy schedules or last-minute needs.

### **Money :**

Zepto offers competitive pricing and frequent discounts on products. Offer one-month or three-month passes with benefits like free delivery and exclusive discounts. We can referral our friends for mutual benefits. Run seasonal or festival-specific sales with steep discounts.

### **Physical Effort :**

The app minimizes the physical effort of shopping by providing doorstep delivery. Users no longer need to visit crowded stores, carry heavy bags, or spend time navigating aisles. This is especially beneficial for elderly individuals, people with disabilities, or those in urban areas.

### **Brain Cycle:**

Zepto simplifies decision-making with a user-friendly interface, curated recommendations, and quick search functionality. The app reduces the cognitive load of meal planning or grocery shopping by offering pre-made lists, filtering options, and detailed product descriptions.

### **Social Deviance:**

Zepto aligns with modern urban lifestyles, but it could encourage certain deviations from traditional shopping habits. For instance, reliance on instant delivery services might lead to reduced visits to local markets, impacting social interactions and community dynamics. Moreover, the emphasis on convenience might encourage impulsive purchases or over-consumption.

### **Non-Routine:**

Zepto thrives on meeting non-routine needs, such as last-minute grocery runs, unexpected guest visits, or forgotten essentials.

- Last-Minute Needs: Delivers forgotten items like recipe ingredients or snacks quickly.

- Unexpected Guests: Provides essentials for unplanned gatherings, such as beverages or ready meals.

## **Conclusion :**

Zepto provides a seamless user experience with an intuitive interface, personalized recommendations, and robust search options. It ensures fast delivery within 10–20 minutes, real-time tracking, and smooth transactions with multiple payment methods. Features like easy reordering, timely notifications, 24/7 support, and localized content enhance convenience, making Zepto reliable and user-friendly on all devices.