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DWARKADAS J. SANGHVI COLLEGE OF ENGINEERING**  
(Autonomous College Affiliated to the University of Mumbai)  
NAAC ACCREDITED with "A" GRADE (CGPA : 3.18)  
**DEPARTMENT OF INFORMATION TECHNOLOGY**

**COURSE CODE:****DATE: 20/8/24****COURSE NAME: Design thinking laboratory****CLASS:IT 1-1**

**LAB EXPERIMENT NO. 1**

**AIM / OBJECTIVE:**

**To conduct market and industry research and analyses case studies demonstrating the application of design thinking**

**DESCRIPTION:****Zomato's Design Thinking Evolution Over the Years**

Zomato's journey from a restaurant discovery platform to a global food delivery giant reflects its adaptation to the challenges of scaling, technological advances, and changing customer expectations. This section provides a detailed analysis of Zomato's design thinking evolution and the problems it faced before applying these principles.

**Early Years and Initial Challenges (2008 - Early 2010s)****Problems Faced:**

1. **Limited Digital Presence in Food Discovery:** In its early stages, Zomato operated as a restaurant discovery platform, with limited functionality for user interaction and engagement. Challenges included creating a comprehensive and user-friendly database of restaurants and earning the trust of users in an online platform.
2. **Building User Trust and Engagement:** Zomato had to overcome the challenge of convincing users to rely on its platform for restaurant reviews and recommendations. There was also a need to encourage user-generated content to build a rich database of reviews and ratings.

**Design Thinking Approach:**

- **User-Centric Database Development:** Zomato focused on gathering extensive data about restaurants, including menus, prices, and reviews. The goal was to create a one-stop solution for users seeking dining options.
- **Iterative User Feedback Integration:** The platform was continuously updated based on user feedback, with a strong emphasis on improving the user interface and making it easier for users to discover new restaurants and share their experiences.

**Growth and Scaling Challenges (Mid-2010s)****Problems Faced:**



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1. **Transition to Food Delivery:** As Zomato expanded into food delivery, it faced the complex challenge of integrating delivery logistics with its existing restaurant discovery platform. This transition required new features, such as real-time order tracking and secure payment gateways.
2. **Intensified Competition:** With the entry of other food delivery services, Zomato had to differentiate itself by offering superior user experiences, more reliable delivery services, and expanded restaurant options.

### Design Thinking Approach:

- **Comprehensive Platform Integration:** Zomato integrated food delivery services into its platform, providing a seamless experience from restaurant discovery to order placement and delivery. This involved redesigning the app to include new functionalities like order tracking and streamlined payments.
- **Enhanced User Experience:** By focusing on user pain points, such as delivery time uncertainty and payment issues, Zomato introduced real-time tracking and multiple payment options, enhancing user trust and satisfaction.

### Technology and Innovation (Late 2010s - 2020s)

#### Problems Faced:

1. **Adoption of Advanced Technologies:** With advancements in AI and machine learning, Zomato faced the challenge of integrating these technologies to improve personalization, user recommendations, and operational efficiency.
2. **Rising User Expectations:** As users became more accustomed to personalized and efficient digital services, Zomato had to continually innovate to meet and exceed these growing expectations.

### Design Thinking Approach:

- **Personalized User Experiences:** Zomato leveraged AI to offer personalized restaurant and dish recommendations based on user preferences and order history, enhancing user engagement and satisfaction.
- **Operational Efficiency:** Implementing AI and machine learning to optimize delivery routes and times, which improved delivery efficiency and reduced operational costs.

### Ecosystem Expansion and Modern Challenges (2020s and Beyond)

#### Problems Faced:

1. **Diversifying the Service Ecosystem:** As Zomato expanded its ecosystem to include services like Zomato Gold, Hyperpure (B2B supplies), and Zomato Pro, it encountered challenges in maintaining a cohesive user experience across these diverse offerings.



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2. **Sustainability and Ethical Considerations:** Increasing awareness of environmental issues and ethical business practices pushed Zomato to reconsider its delivery operations, packaging, and overall business model to align with sustainability goals.

### **Design Thinking Approach:**

- **Unified Ecosystem Design:** Zomato focused on creating a seamless user experience across its various services, ensuring that users could easily navigate between dining, delivery, and subscription services within the same platform.
- **Sustainability Initiatives:** Zomato implemented sustainable practices, such as eco-friendly packaging options and initiatives to reduce food waste, reflecting a commitment to environmental responsibility.

### **CONCLUSION:**

Over the years, Zomato's design thinking approach has evolved from solving basic usability issues and scaling challenges to managing a complex ecosystem and integrating advanced technologies. The company has consistently applied a customer-centric approach, using data-driven insights and innovation to address challenges and enhance user experiences. Each phase of Zomato's growth presented unique challenges, and its design thinking strategies adapted effectively to meet these challenges, driving its success in the competitive food delivery industry.

### **REFERENCES:**

#### **Website References:**

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