

Zepto Scheduled Delivery Adoption Case Study

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Target Segment Overview

Segment Chosen:

- Age: 18–30
- Occupation: Students & Working Professionals
- Gender: Male & Female
- Geography: Tier-1 & Tier-2 Cities (e.g. Kolkata, Pune)
- Sizing Estimate : 28–32% of India's population (approx. 400–450 million people). Surveys and platform data indicate this segment accounts for at least 60–70% of online grocery app users, particularly for instant delivery modes.

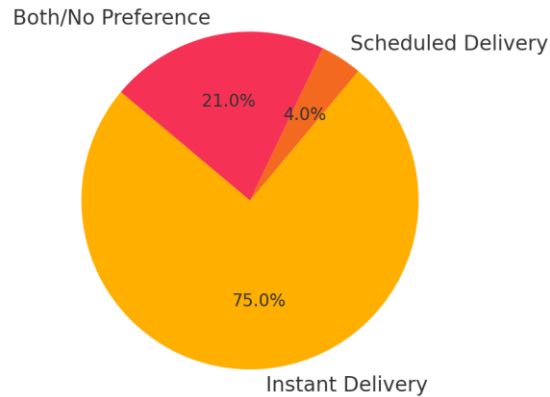
Why This Segment?

- We selected the 18–30 age group specifically students and young professionals because they are the primary adopters of instant delivery services. [Source](#)
 - They live highly dynamic, time-constrained lives due to college or early career commitments.
 - Their behavior is driven by impulse shopping and instant gratification, with a **mindset of “We already have so much to plan, why plan groceries too?”**
 - **Yet, they aspire for better planning, time-saving, and financial efficiency making them a ripe audience for a more evolved scheduled delivery experience.**
 - Understanding their unique pain points helps us uncover how to position scheduled delivery as equally convenient, more reliable, and aligned with their evolving priorities.
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Key Insights from User Research

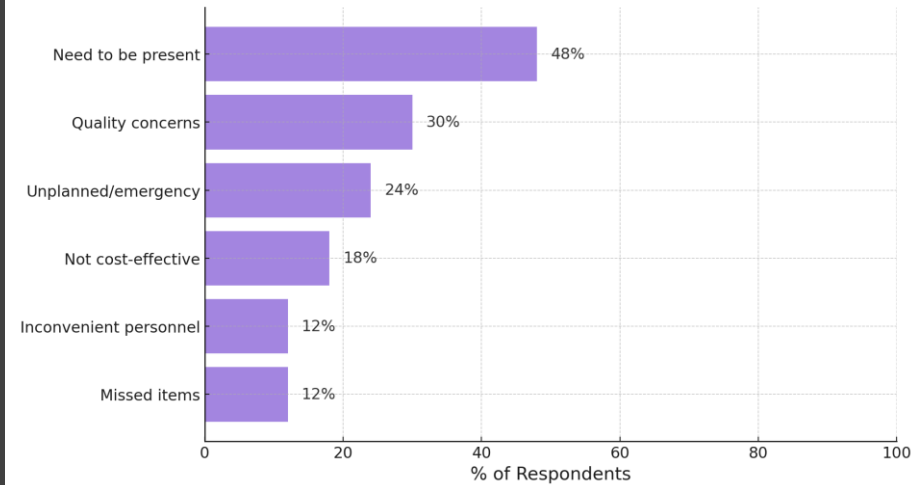
[Link to survey](#)

Preferred Mode of Grocery Delivery

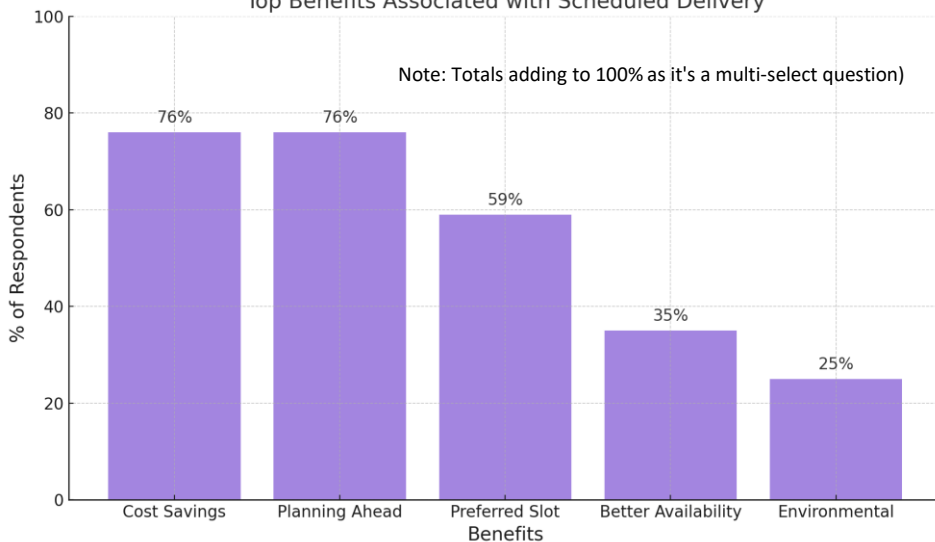


Younger users prioritize speed and flexibility, making Instant Delivery their default choice.

Top Drawbacks Associated with Scheduled Delivery



Top Benefits Associated with Scheduled Delivery



Most users value scheduled delivery for **cost savings** and the **convenience of planning ahead**, with over 75% selecting these benefits.

Pain Point

Example Responses

Inflexible time slots

"We have to be present at the scheduled time", "Unavailability due to external factors"

Freshness concerns

"Not applicable for fresh products", "Quality might be compromised"

Complexity of planning

"Why plan groceries? We have other things to plan"

Cost/value perception

"Not cost-effective", "Inconvenience as per delivery personnel"

Problem Framing Canvas



Who are the customers facing the problem?

Time-constrained urban youth, including college students and early-career professionals, who often rely on instant delivery for speed and convenience.

Business Insight: High-intent users who may benefit from planned deliveries are not fully converted.

What is the true problem?

Many young users (18–30) aren't choosing scheduled delivery despite its availability, due to lack of awareness, the need for fixed planning, and distrust in fulfillment reliability. Instant gratification and impulse-driven behavior dominate.

Why should we solve this problem now?

Scheduled delivery usage is low despite rising digital grocery adoption

Youth segment is critical for long-term retention

Creates an edge over competitors with an optimized cost model

Builds behavioral shift from reactive to planned grocery habits

What is the value generated by solving this problem?

For the target customers:

Better time and financial management

Reduced last-minute stress

Improved reliability and predictability

For the business:

Increased route efficiency and delivery success

Higher feature adoption = greater retention

Brand positioning as reliable and economical

Instant delivery captures demand, Scheduled delivery mode sustains it.

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Thank You!

