

# Improving the Food Ordering Experience of **zomato** Users

Created by AAKARSH GERA

### Description

Founded by Deepinder Goyal and Pankaj Chaddah in 2008, Zomato is a search, discovery, and online food delivery service for Indian restaurants.

Zomato is based on the **QAAA** model, i.e. it promises and offers its customers and partners Quality, Accessibility, Affordability and Range.

The platform provides online ordering, restaurant discovery, and food tracking.

Users can discover new restaurants, read reviews, view menus, and place orders for food delivery or takeout. The app offers a range of features to enhance the dining experience, making it a comprehensive platform for food lovers.

### Stats

**80 M**

Monthly Active Users

**8 M**

Downloads

**55%**

Market Share in India

**1.25 M**

Daily Orders

**3200+**

Cities

**24**

Countries

### Competitors

 Uber Eats

 Swiggy

 Magicpin

 Delivery Hero

 Doordash

 Ifood

### Business Model

#### Freemium (Free + Subscription)

Offers a 3-month membership at a cost of **Rs 249** and an annual pro membership at a cost of **Rs 900** in India.



### Users of Zomato

- ⌚ Food Enthusiasts
- ⌚ Restaurant-goers
- ⌚ Food Delivery Customers
- ⌚ Travelers
- ⌚ Professionals and Busy Individuals
- ⌚ Food Influencers and Bloggers

### Key Features

- ✓ Restaurant Discovery
- ✓ Reviews and Ratings
- ✓ Online Food Ordering and Delivery
- ✓ Table Reservations
- ✓ Collections and Recommendations
- ✓ Online Menu and Pricing Information
- ✓ Social Features

### Additional Revenue

- ₹ Zomato Advertisements
- ₹ Zomato Subscriptions
- ₹ Consultancy and Data Monetisation
- ₹ Food Delivery Services
- ₹ Live Events - Zomaland
- ₹ Zomato Kitchens



## Anuj Khandalikar

26 year old Male

Product Manager in Bengaluru

## Concerns

**Lack of Healthy Food Options:** Anuj's primary concern is finding nutritious and balanced meals. He struggles to find restaurants on Zomato that consistently offer healthy food choices.

**Limited Transparency:** Anuj desires clear information about the ingredients used in the meals he orders. The lack of transparent ingredient lists on some restaurant menus could lead to uncertainty about the nutritional value of the food he consumes.

**Time Constraints:** Anuj has a busy schedule, which makes it challenging for him to cook at home. While he enjoys the convenience of Zomato's food delivery service, he may encounter delays or disruptions in delivery that could impact his ability to have timely meals during busy weekdays.



## Goals

**Access to Healthy Food Choices:** easy access to restaurants that offer a variety of healthy and balanced meal options.

**Transparent Nutritional Information:** He would prefer restaurants that provide detailed nutritional information and ingredient lists for their menu items

**Reliable and Timely Service:** His goal is to have reliable and timely deliveries, ensuring he receives his meals promptly at his office or home without disruptions.

**Diverse and Varied Options:** While health-conscious, still wants a variety of food choices. His goal is to find a diverse range of healthy meals from different cuisines, so he doesn't get bored with repetitive options.

**User-Friendly App Experience:** An intuitive and user-friendly app experience that allows him to quickly browse through healthy food options, filter based on his preferences, and place orders seamlessly.

## PROBLEM IDENTIFICATION

The problem we set out to solve is to **improve the food ordering experience on Zomato** to increase the revenue by focusing on average order value or frequency of ordering.

This has the following anchors:

📍 Food ordering experience

📍 Average order value

📍 Frequency of ordering



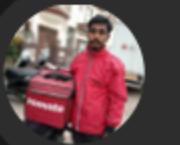
Thus to influence any of these metrics we have to make sure either our users order more frequently or pay more for every order.

$$\text{Revenue} = \text{Order Frequency} \times \text{Order Value} \times \# \text{ of Orders}$$

## Stakeholders in this problem



User



Delivery partner



Restaurant

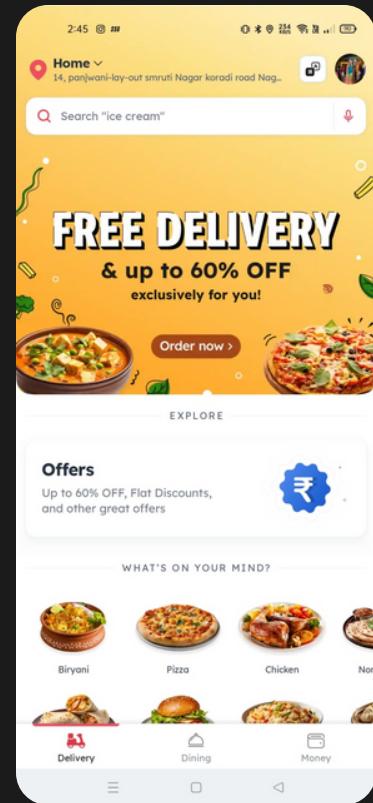
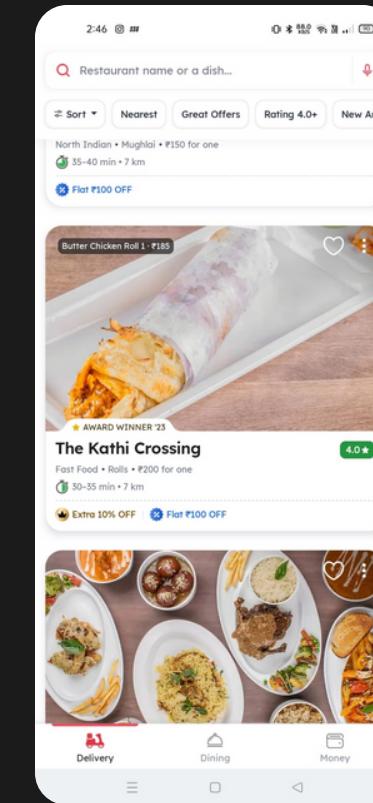
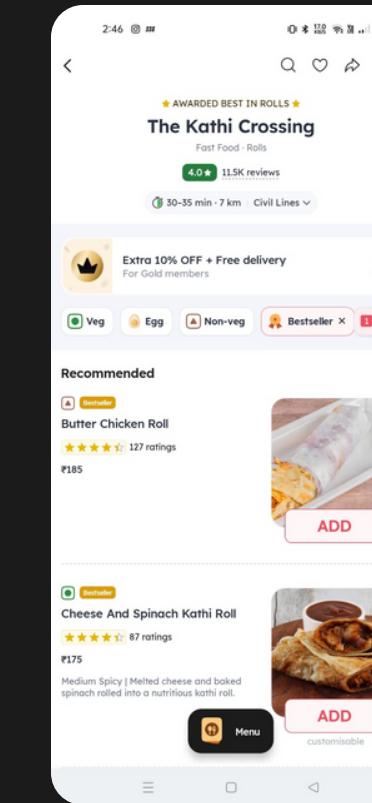
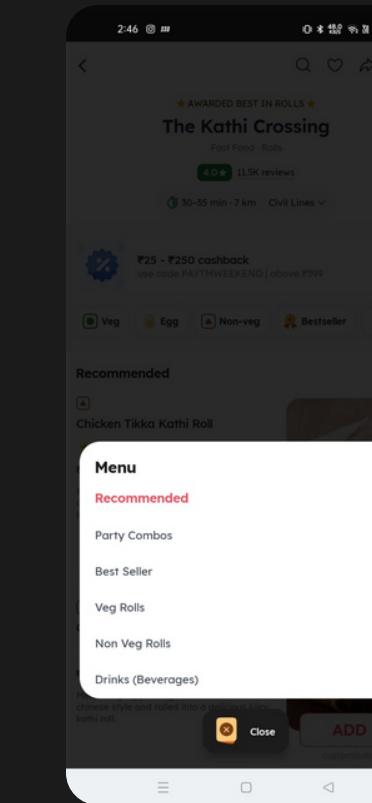
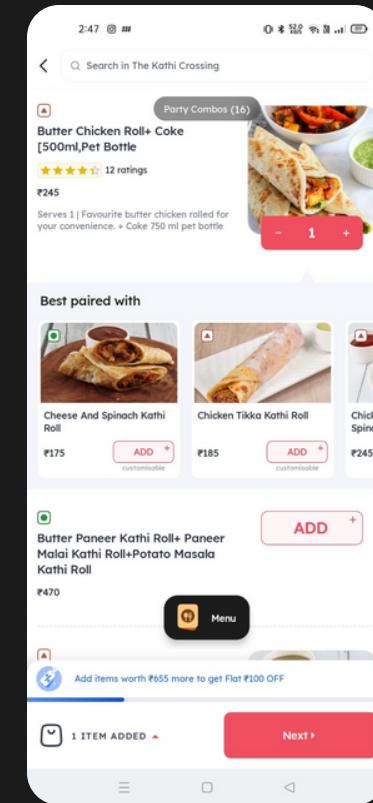


Zomato as an Aggregator



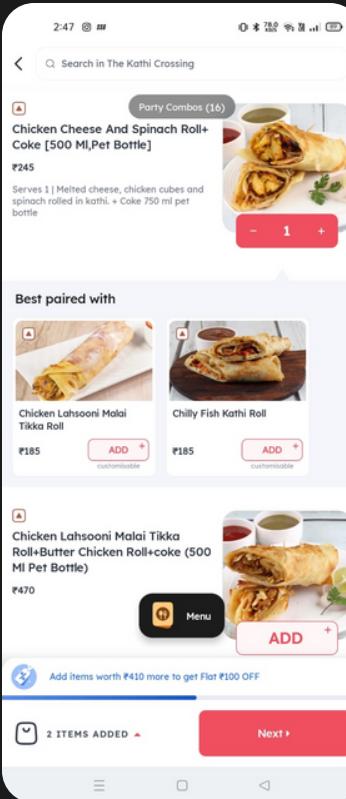
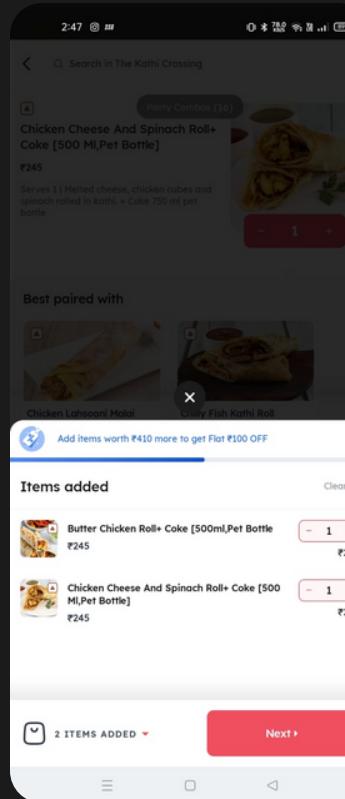
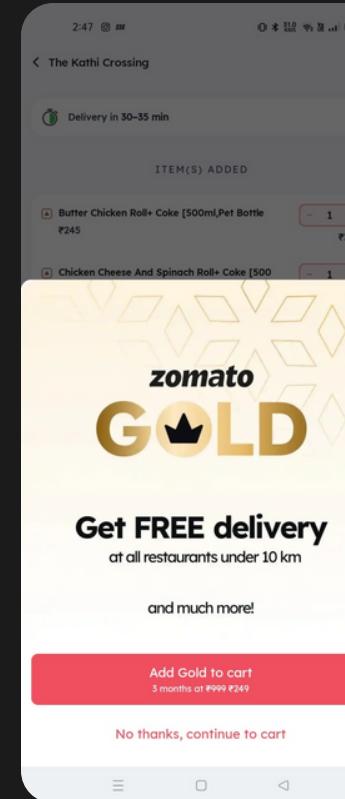
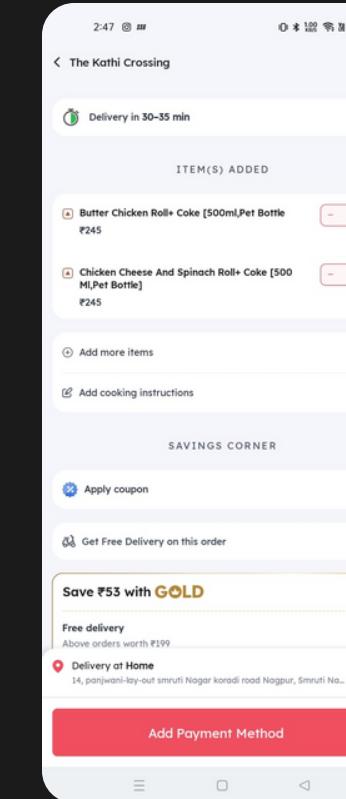
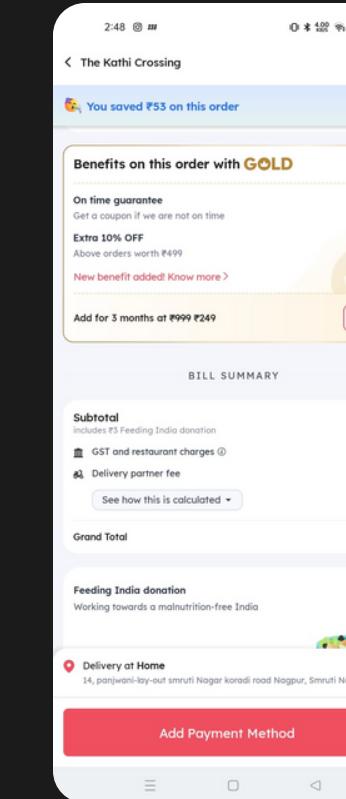
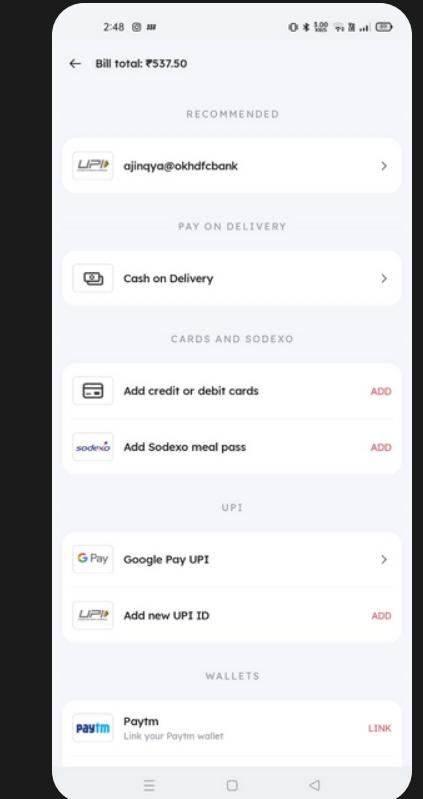
# USER JOURNEY MAP

## Food Ordering Journey

 Stage	Awareness	Discovery	Consideration	Consideration	Consideration	Decision
 Goals	To order food	To be able to find good and quick food options	To be able to find good and quick food options	To find good food	To be able to find good and quick food options	To add food to cart
 Steps						
 Touchpoints	Anuj opens the app	Anuj chooses how to discover	Find restaurants	Find Menu options	Find pricing options	Add item to cart
 Emotions						
 Pain points	NA	Paradox of choice	With endless options, confused	How to choose the best option?	How to choose the best option?	How do I know if the food is healthy?

# USER JOURNEY MAP

## Food Ordering Journey

Stage	Decision	Decision	Decision	Decision	Decision	Retention
Goals	Add item to cart	Review items in the cart	Proceed to payment	Customize or add instructions	Reduce food cost by using coupons	Pay for food
Steps						
Touchpoints	Add item to cart	Review items	Review Items	Adds any instructions	Checks for coupons	Proceeds to pay and orders food
Emotions						
Pain points	How to know if the food is healthy?	NA	NA	NA	Minimum offers and discounts	When will the order arrive?

## PRIORITIZATION

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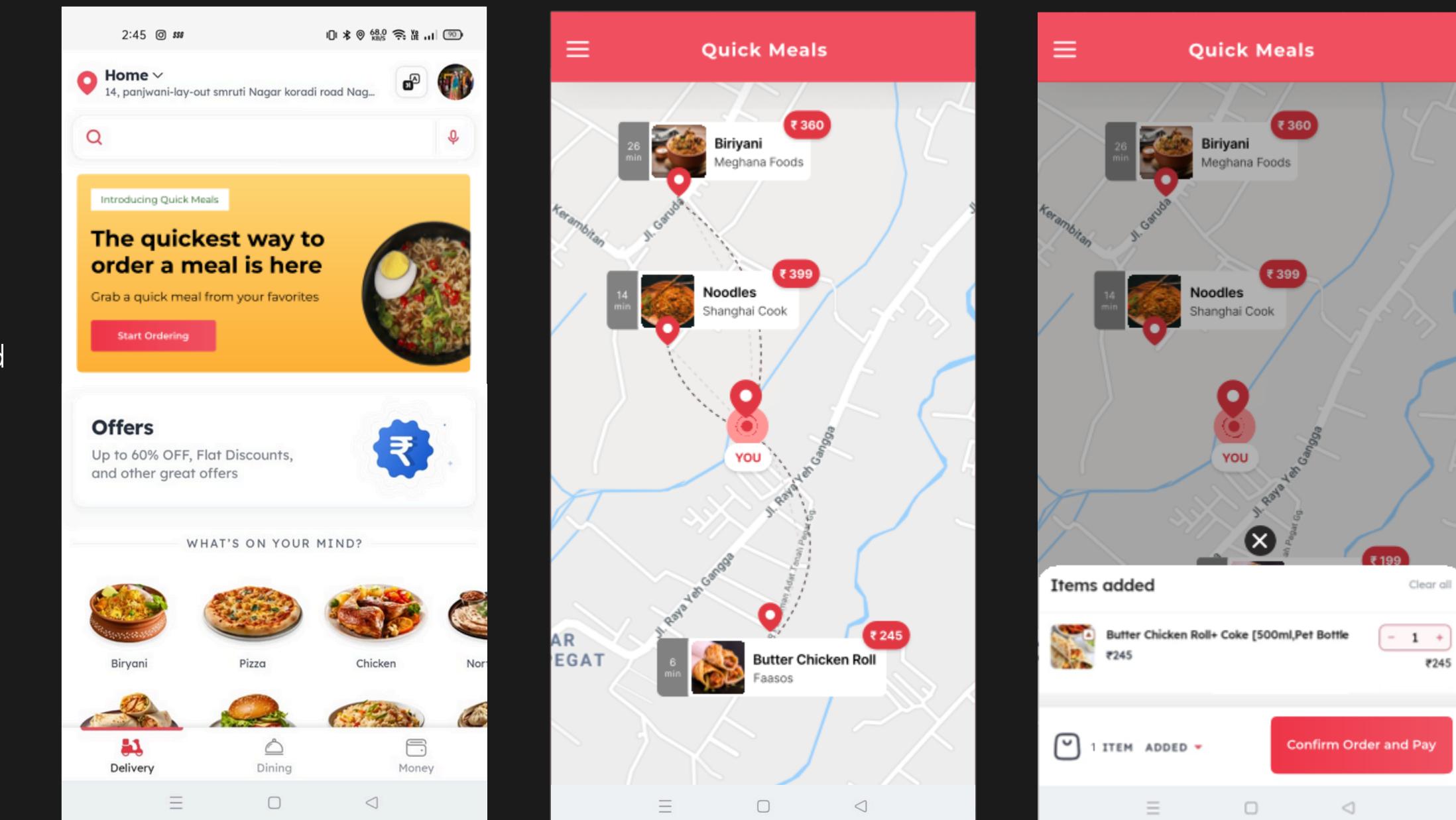
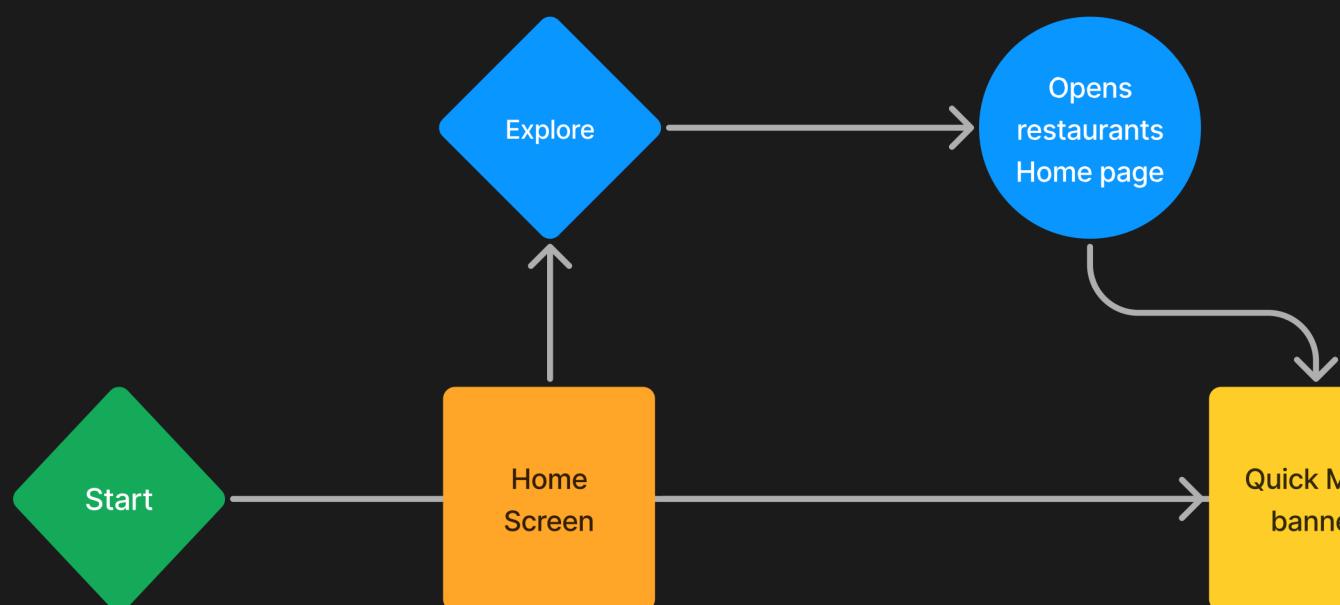
Problem	Reach	Impact	Score
Anuj has no direct way to compare the final price point of any orders	9	9	<b>91</b>
There is no tested way of improving the conversion of dropped users through the cart journey.	6	5	<b>30</b>
No USP to guarantee that Anuj feels incentivized to order from Zomato whenever the order exceeds a certain threshold.	6	9	<b>63</b>
Anuj's Loyalty to a restaurant is unrewarded, and not incentivised.	5	7	<b>35</b>

We'll be focusing on the problems with the highest scores 91 and 63 according to this estimation using the RICE framework

## Introducing Zomato Quick Meals

The goal is to make it easier for Anuj to quickly see the final order value (Inclusive of taxes) of select dishes from popular restaurants at a glance in a map view.

It should essentially decrease the amount of time Anuj spends comparing items from different restaurants and take him directly to the checkout page where he can make the payment and get back to work till his food reaches him.



Entry point on the homepage with a banner that introduces the offering

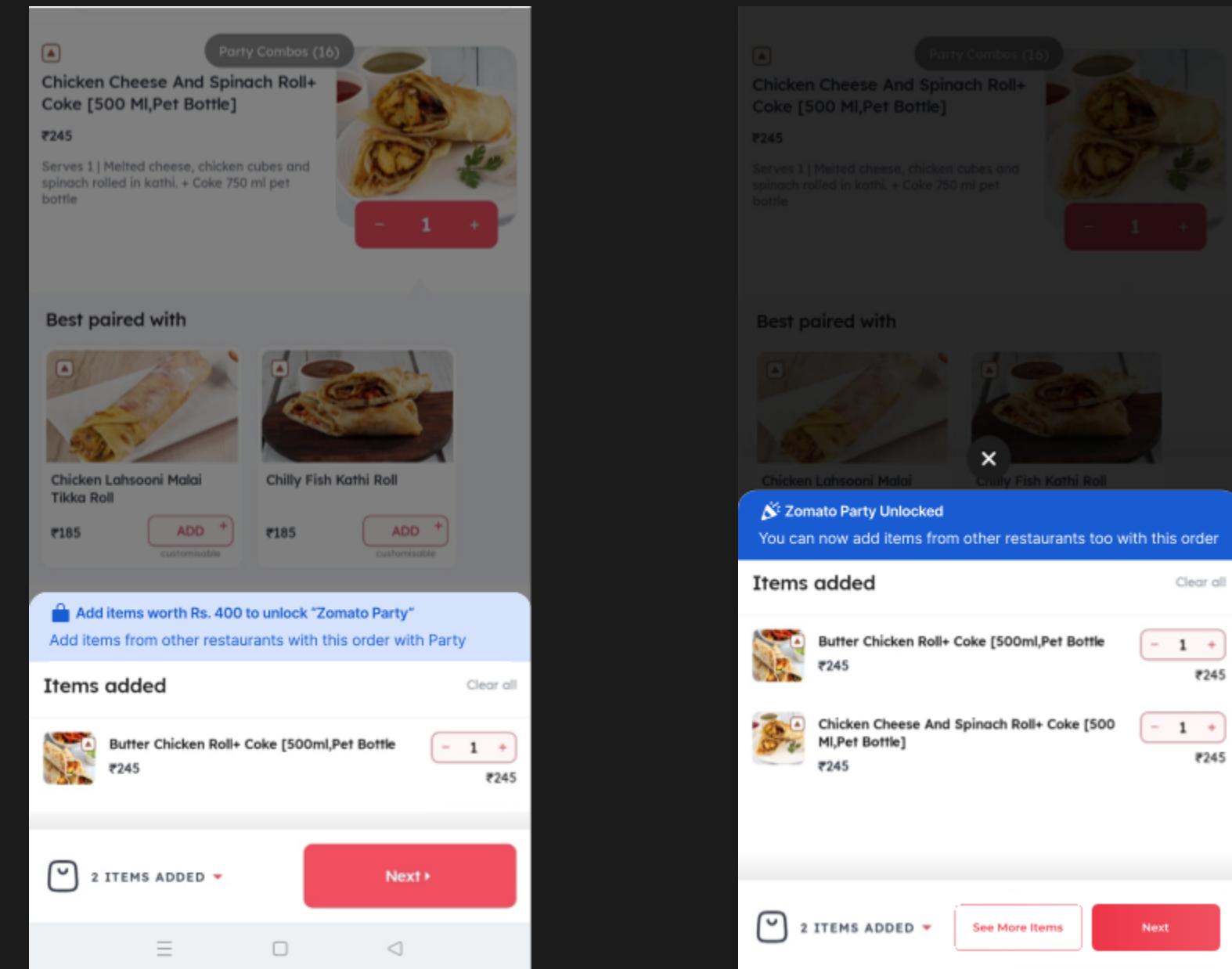
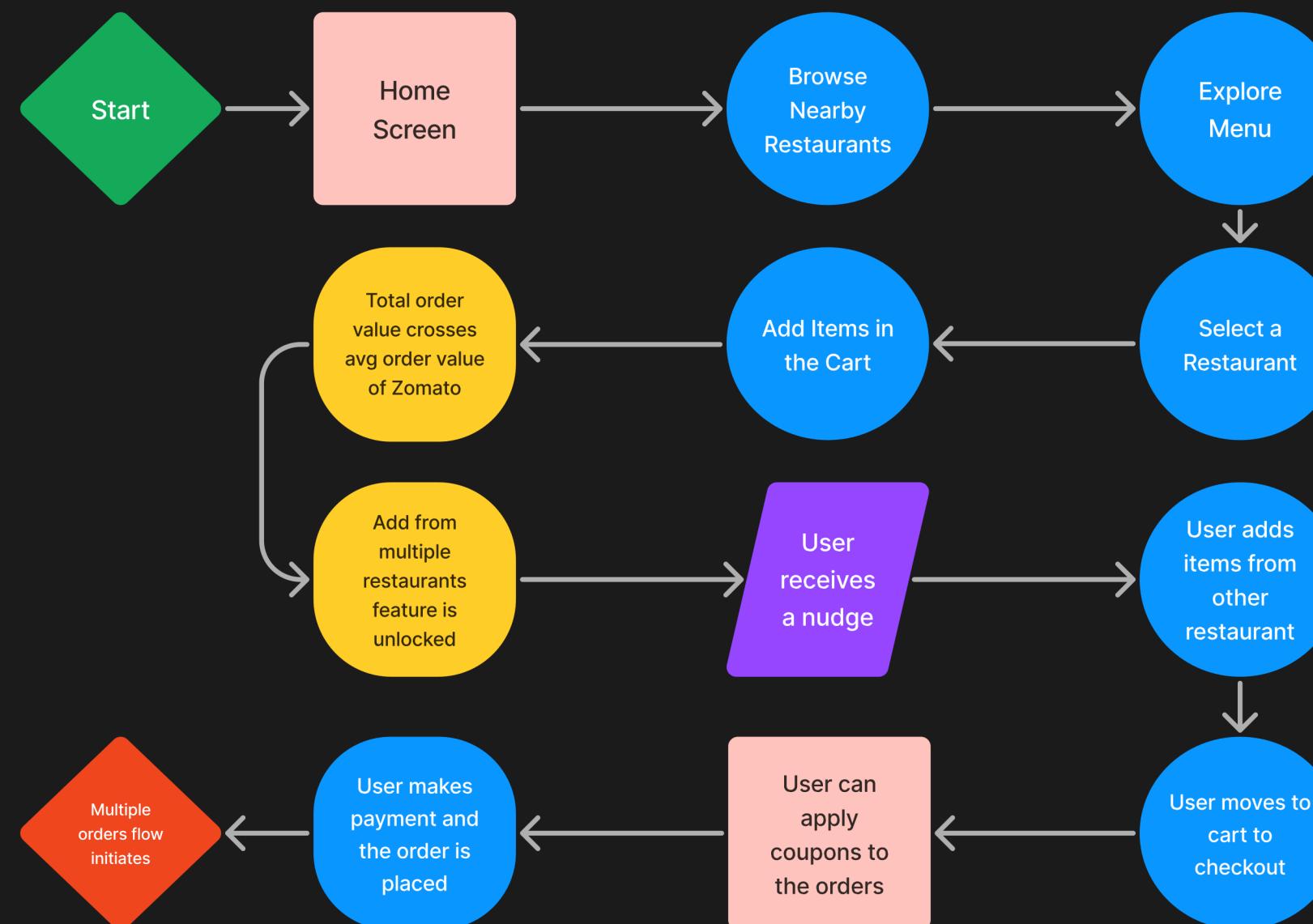
Map view with final order value & time to deliver of selected dishes along with your location

Instant checkout option to save time

## Introducing Zomato Party

If a group wants to eat Pizza and Biriyani simultaneously, 2 different orders are to be placed from different restaurants or one needs to find a restaurant that sells both which is not very likely.

To overcome this and as an attempt to get to a larger order value, we are introducing Zomato Party.



User gets informed about the party initiative, they need to have certain minimum order value to unlock this service

After crossing the minimum threshold order value, Zomato party gets unlocked and now the user can add items from multiple restaurants within the same order

## SUCCESS METRICS

### User-Centric



Efficient orders



Clicks on Pay Now CTA



$\frac{\# \text{orders placed}}{\# \text{restaurants browsed}}$



Lesser browse time



browse time



Avgverage order value



Increase in Avg order value



$\frac{\text{High value orders}}{\text{Total orders}}$



Increase in # of orders



Frequency of orders / user



Avg time taken / order



Increase in Average order Value



Number of high volume orders from multiple restaurants

Total number of high value orders



# of Concurrent Orders

Time-frame = 1 month



Implies metric magnitude

## CONCLUSION

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We started with a problem statement i.e. improve the food ordering experience on Zomato to Increase revenue by focusing on Average Order Value or Frequency of Ordering.

After diligently exploring the user journey we identified a few problems and came up with innovative solutions to the problems.

Problems Identified-

1. The user has to overcome a lot of friction to compare the final price point of any product
2. No USP to guarantee that the user feels incentivized to order from Zomato whenever the order exceeds a certain threshold.

Solutions-

1. Zomato Quick Meals
2. Zomato Party