Product Concept Note – Milestone 3: Ideation, Prioritization & Wireframes

Make scheduled delivery feel as effortless and trustworthy as Zepto's 10-minute service through smart slot-nudges, editable plans and a freshness guarantee.

Team: Akshay Hedau (Associate PM)
Status: In Review
Launching on: 20 September 2025 – Bangalore & Mumbai
Resources: Milestone-1 Market & KPI deck, Milestone-2 User-research report, wireframes

Problem Definition

Zepto's young urban customers (age 24–32), who order groceries 1–3 times per week, largely ignore the Scheduled Delivery option. Why?

- **80% of target users are unaware of the feature**
- **71% prefer instant delivery to avoid slot selection stress**
- **35% mistrust scheduled deliveries due to item freshness or stockouts**

Yet, when shown the benefits:

- **90% of unaware users express willingness to try it, especially with visible savings and reliability.**

This results in low adoption (~6%), leaving massive room for behavioral conversion and operational improvement.

Goals

Metric	Baseline	Target	Why It Matters
Scheduled Order Share	6%	20%	Core adoption metric
Avg. Delivery Cost	–	-18%	Direct operational margin improvement
Avg. Basket Value (AOV)	–	+₹45	Drives GMV and improves route profitability
Freshness SLA	92%	≥97%	Builds trust in Scheduled Delivery

Non-Goals

To stay focused, we are excluding areas that either fall outside the SmartPlan use case or require structural changes beyond this MVP. Specifically, we will NOT touch:

1. **Instant delivery UX, pricing, or fulfillment** — since SmartPlan is designed to convert habitual instant users, not replace that flow

2. **Web platform or desktop parity** — our segment shops primarily on mobile

3. **Loyalty program redesign (Zepto Pass)** — deeper reward rework is out of scope

4. **Deep inventory forecasting changes** — will reuse current replenishment logic

5. **New cities or fleet expansion** — this MVP is focused on urban tier-1 zones

Validation of the problem

Milestone 2 user research (30+ surveys, 5 interviews):

- *80% of users never noticed the Scheduled Delivery option*
- *90% said they'd try it with benefits like reminders or ₹ savings*
- *25% had abandoned the flow due to slot friction or out-of-stock items*

We validated:

- *Users don't reject scheduling — they simply don't notice or trust it*
- *Clear savings + trust nudges can activate behavior.*

Understanding the target audience

Layer	Details
Target Segment:	- Age 24–32, working professionals in Tier-1 cities - Order groceries 1–3x per week - Currently favor instant delivery, but are cost- and routine-conscious
Behavior Patterns:	63% shop after 7PM 48% buy bulk (wheat, dal, fruits)

	● 71% opt for instant delivery due to fewer decisions needed
Key JTBDs:	● "Help me stock up reliably without thinking too much." ● "Show me savings or benefits to plan in advance."

Personas with Snapshot Journey & Pain Points:

Priya Mehta – The Time-Starved Urban Shopper

- **Profile**: Age 27 | Bangalore | Lives with flatmate | Orders 2–3x/week
- **Journey**: Orders groceries around 8PM during workdays, mostly instant. Often forgets to buy milk and fruits. Not aware of scheduled delivery. Prefers ordering quickly between meetings.
- **Pain Points**: Last-minute stress, stockouts during peak hours, no planning buffer.
- **Unmet Needs:** A reminder system with preset basket and time-efficient checkout.
- **Triggers**: Would switch if reminded or incentivized to plan; values savings and reliability.

Rahul Sharma – The Routine Optimizer

- **Profile:** Age 30 | Mumbai | Lives with spouse | Orders weekly, same items
- **Journey:** Orders staples every Sunday afternoon. Repeats 6–7 same SKUs each week. Gets annoyed at redoing the same process. Knows about scheduling but finds it inefficient to use.
- **Pain Points:** Repetitive effort, lacks auto-fill options, fears freshness issues.
- **Unmet Needs:** A recurring cart that remembers preferences and offers flexibility in delivery.
- **Triggers:** Wants a system that "just handles" weekly deliveries with minimal input.

Proposed Solution – "Zepto SmartPlan"

Overview: Zepto SmartPlan offers a one-tap scheduled order experience by learning from a user's past behavior. Users are prompted with a homepage card suggesting a SmartPlan with pre-filled items and optimized delivery slots. This helps habitualize weekly scheduling and reduces order friction.

Prioritization Rationale: We evaluated 3 solutions using the **RICE** framework:

Solution	Reach	Impact	Confidence	Effort	Score
SmartPlan Builder	High	High	High	Med	72
Slot Nudge Banner	Med	Low	Med	Low	36
Free Delivery Threshold	High	Med	Low	Med	48

SmartPlan scored highest due to high behavioral impact and strong user signal.

Competitive Edge: Unlike **BigBasket's static subscription model**, SmartPlan offers:

- Dynamic personalization based on purchase patterns
- Embedded slot intelligence for ops optimization
- Flexible edit/reschedule options to build trust

User Flow, Wireframes & Mockups

➤ **Task Flow Diagram**

User opens Zepto App
↓
Sees **"SmartPlan for You – ₹50 Off"** card on homepage
↓
Taps on card → Navigates to prefilled SmartPlan cart
↓
Reviews/edit items → Confirms slot
↓
SmartPlan locked → Reminder sent T-24h before
↓
Groceries delivered → Post-order summary: ₹ saved, freshness score

➤ **User Flow (UI Shape + Reasoning)**

Step	What User Sees	Why It Matters
Homepage Card	"SmartPlan for You – ₹50 Off (Confirm Now)"	Entry point; creates visibility for prebuilt scheduled plan
SmartPlan Cart	Prefilled with recurring items + slot info	Reduces planning time; triggers habit-based ordering

| Slot Dropdown	Preselected time window (e.g., *Sun 8–10AM*)	Balances delivery efficiency and trust
Edit/Add Items	Add/remove SKUs using checkboxes	Keeps users in control; aligns with real-life weekly needs
CTA Button	*"Confirm & Save ₹50"*	Encourages action by surfacing immediate value
Reminder Push (T-24h)	"Tomorrow: SmartPlan is arriving 8–10AM – Edit?"	Strengthens trust; reinforces that scheduling is flexible
Post Delivery	Summary: "₹50 saved · 6 items delivered fresh"	Builds long-term value memory & loyalty

➤ Wireframe Diagram Summary
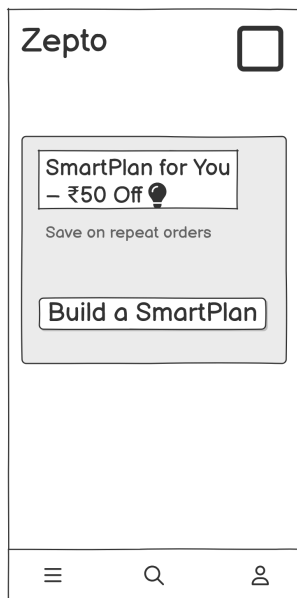
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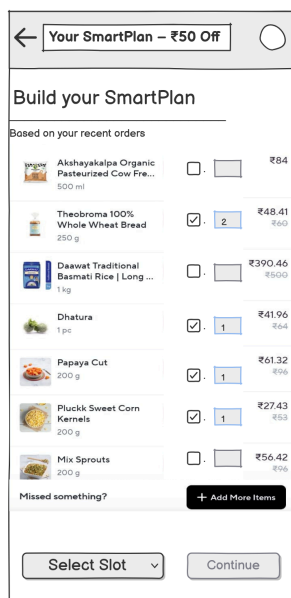
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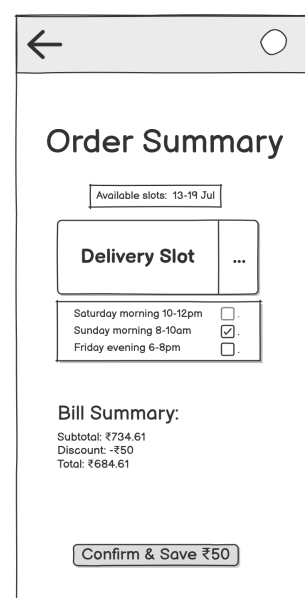
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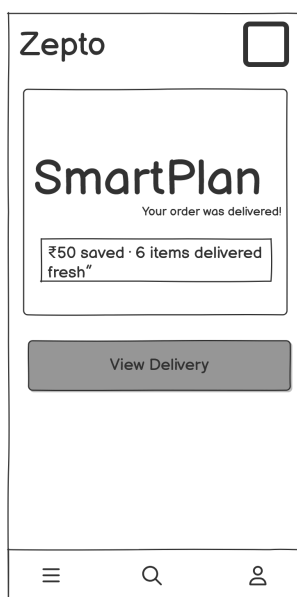
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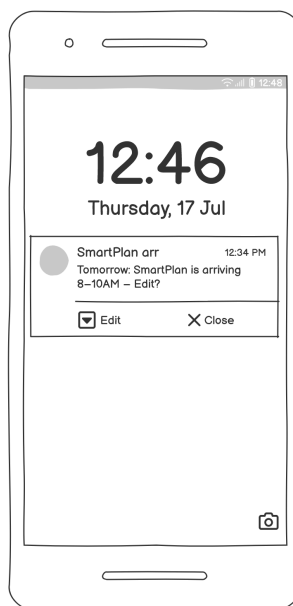
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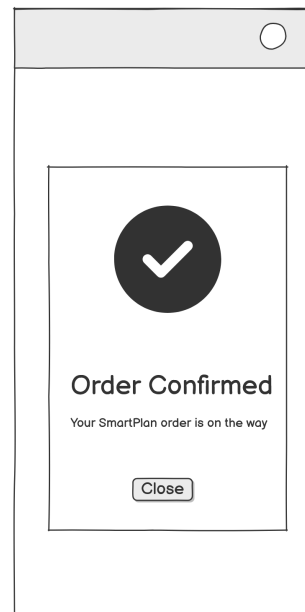
4.

➤ Key Features – User Value

Feature	Benefit to User
Pre-Filled Weekly Cart	No more list-making or mental effort
Smart Slot Suggestion	Optimized slot = savings
Edit Before Lock-in	Flexible for busy users
Freshness + Stock Guarantee Badge	Confidence in perishable items
Weekly Habit Summary	Reinforces behavior with reward

➤ Key Logic / Backend Changes

Logic Component	Details
Cart Auto-fill Algorithm	Uses previous 3 orders to auto-fill high-frequency SKUs
Slot Ranker	Prioritizes slots by low ops load, route clustering, and freshness SLA
Reminder Engine	Push notification 12–24 hr before delivery, tuned to avoid spam
Discount Flag Logic	₹50 off applied if cart ≥ ₹400 and SmartPlan slot used

➤ Schema / Data Additions

- `smartplan_eligibility` flag in user_profile table

- `recent_order_skus` cache in Redis (per user)

- `slot_ranker_weight_score` in slot_config table

- Event tracking: `smartplan_click`, `smartplan_edit`, `smartplan_order_placed`

Resulting Behavior – Why It Works

- **Behavioral science**: Combines *defaults*, *loss aversion* (₹50 off), and *habit formation*.

- **Ops win**: 2-hour slot batching = 18–22% lower last-mile cost

- **Growth lever**: Users are more likely to reorder via SmartPlan after first success.

Launch Readiness

➡ **Key Milestones**

Milestone	Owner	Date
Finalize SmartPlan logic & triggers	Product + Data	21 July 25
SmartPlan UI ready in staging	Design + Frontend	26 July
Slot optimization config in backend	Ops + Backend Eng	5 Aug
Zepto homepage card live (test only)	Growth	13 Aug
SmartPlan pilot A/B goes live	PM + Analytics	20 Aug
Mid-pilot KPI check-in	Product + Growth	26 Aug
Rollout plan for Mumbai, Bangalore	PM + City Ops	18 Sept

➡ **Launch Checklist (Stakeholder View)**

Area	Question	Answer / Owner
Support	"How do we handle SmartPlan-specific refund requests?"	Auto-credit workflow via Zendesk macros – CX Lead
Ops	"Do riders need visibility into SmartPlan deliveries?"	SmartPlan badge added to existing rider UI – Ops Trainer
Inventory	"Will auto-filled weekly orders affect stock buffers?"	Demand smoothed via rolling 7-day SKU forecasts – Inventory
Legal	"Is the SmartPlan freshness guarantee legally valid?"	Language reviewed and approved – Legal Team
Finance	"Can we manage SmartPlan	₹50/user/week; monitored

	discounts within the current promo cap?"	monthly – Finance Team
Analytics	"Where will SmartPlan performance be tracked?"	Mixpanel dashboards segmented by plan cohort – Data Eng

➡ Experiment Plan

- **Population:** SmartPlan-eligible users in Bangalore (active weekly shoppers aged 24–32) with high past-order similarity scores
- **Control vs Test:** 50% control (see current homepage); 50% test (see SmartPlan card)
- **Duration:** 3 weeks (estimated 300k+ orders)
- **North-Star Metric:** +12 pp increase in scheduled-order share among test group
- **Supporting Metrics:**
  - Freshness SLA ≥ 97%
  - Reduction in avg. support tickets/order (target –20%)
  - Avg. basket value uplift ≥ ₹30/order

- **Guardrails:**
  - Delivery costs/order must not exceed control group
  - Return/refund rate ≤ 2.5%

Decision: Gradual rollout to Mumbai and Pune if SmartPlan outperforms on north-star and hits 2/3 guardrails.

Open Questions & Decisions Taken

↪ Documented Questions & Status

Question	Decision / Status
What is the max ₹ discount per user?	₹50/week cap, reviewed quarterly
Will SmartPlan apply to Zepto Pass users?	Yes, but shown differently (no delivery fee)
What happens if item is out of stock?	Substitution fallback logic via ops team
Should user be allowed to create custom plans?	Not in Phase 1; consider after v2 uptake
Should we send reminders via email	Not for MVP; push only, email optional

too?	

⇢ Descope Summary

- Multi-week SmartPlan setup (e.g., 2 weeks at once)
- Inventory-level slot blocking for high-risk perishables
- Points/rewards stacking or loyalty bonus
- Custom time slots beyond existing scheduled delivery logic

⇢ Trade-offs Made

- **Pre-filled SmartPlan vs fully customizable plan**: Chose pre-filled to reduce effort and drive habit; customization adds cognitive load.
- **Single CTA flow vs multiple setup screens:** Prioritized a single-tap confirmation to improve completion rate.
- **Push notifications only vs email/SMS**: Focused on push to avoid fatigue and keep channel costs low.