



Milestone 4: Product Requirements Document (PRD)

Zepto SmartPlan

A personalized, one-tap weekly scheduled delivery feature with pre-filled carts, optimized time slots, and trust-building nudges to boost Zepto's scheduled order adoption.

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](#), [Milestone 3](#)



Problem Definition

Zepto's young urban users (ages 24–32), who shop 1–3 times a week, heavily rely on instant delivery and rarely use the Scheduled Delivery option.

- **What is the problem?** Low visibility, slot friction, and freshness concerns result in just 6% adoption of Scheduled Delivery.
- **Who faces it?** Young working professionals in Tier-1 cities who want low-effort, reliable shopping.
- **Business value:** Unlocking behavioral shift will reduce delivery costs by 18%, increase AOV by ₹45, and smoothen operations.
- **Why now?** Competitors like Blinkit and BigBasket achieve 15–20% scheduled order share. Delaying improvements risks losing cost advantage and market share.



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

- *Not redesigning Instant Delivery flow*
- *No desktop/web parity for this phase*
- *Loyalty program changes are excluded*
- *Inventory forecasting overhaul is out of scope*
- *No expansion beyond Mumbai & Bangalore during MVP*

Validation of the Problem

- **User Research:**
 - 80% unaware of scheduled delivery
 - 90% willing to try with visible savings/reminders
 - 25% abandoned scheduled flow due to friction
- **Competitor Signals:**
 - BigBasket's "Supersaver" model is gaining adoption
 - Zepto's pilot (₹50 off) showed uplift in user interest

Understanding the Target Audience

- **Segment:**
 - Age 24–32, urban professionals, 1–3 grocery orders/week
- **Personas:**
 - *Priya Mehta* (Spontaneous shopper) – forgets to plan, values reminders
 - *Rahul Sharma* (Routine optimizer) – wants auto-filled weekly cart
- **Behavioral Traits:**
 - Orders post-7PM, prefers quick checkout
 - High repeat behavior, low awareness, high intent

Solution

Overview

Zepto SmartPlan auto-generates a scheduled cart based on purchase history, shows a homepage card with incentives, and lets users confirm with one tap.

User Flow Summary

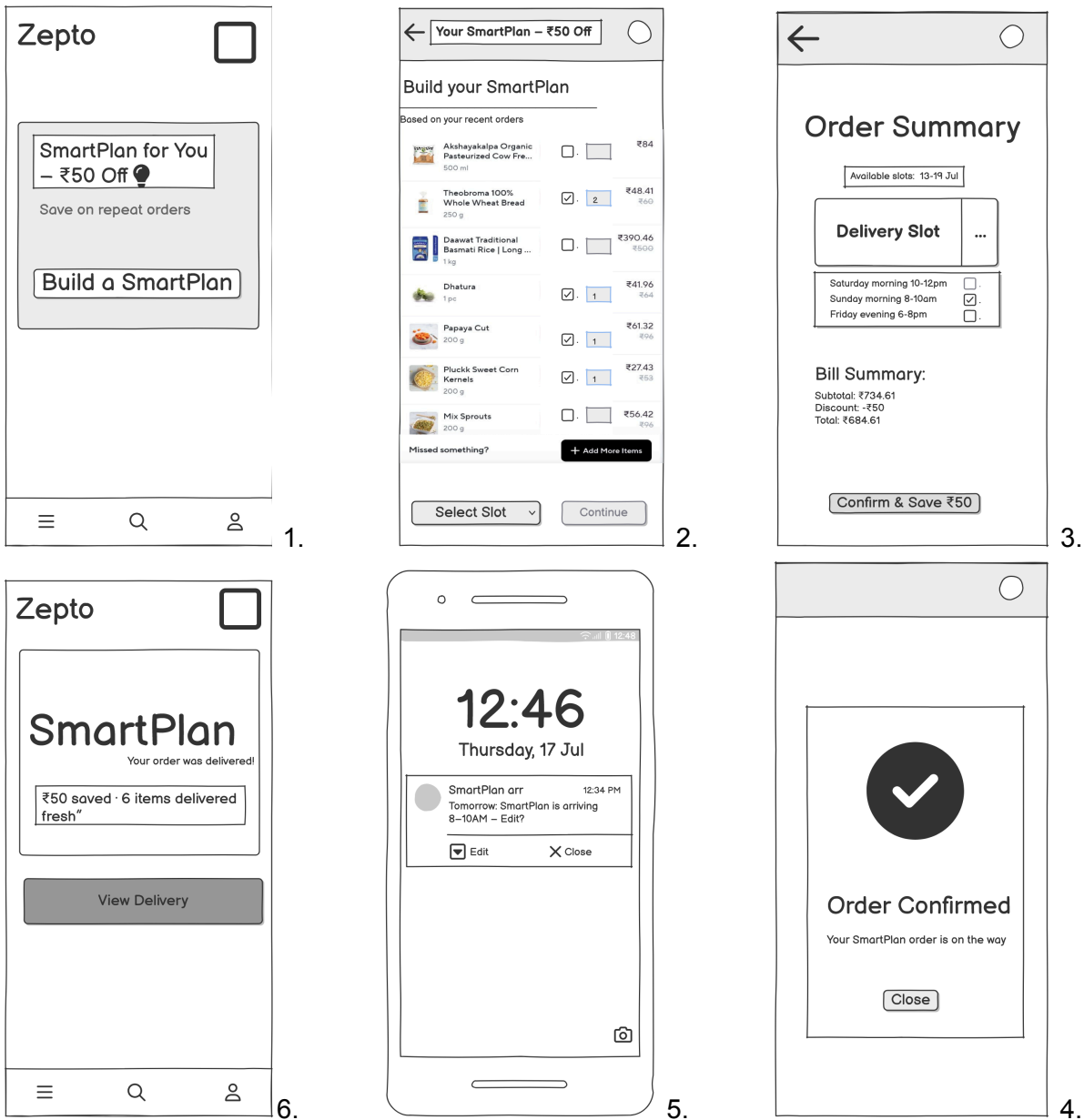
➤ Task Flow Diagram

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

➤ 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

➤ Wireframe Diagram Summary



🔧 System Design (Elaborated)



1 Frontend

Component	Details
Homepage SmartPlan Card	Personalized, context-aware banner: “SmartPlan for You – Save ₹50” (visible for eligible users).

Prefilled SmartPlan Cart	Auto-populated with frequently purchased SKUs (editable before confirmation).
Slot Selector Modal	Displays best slot suggestion upfront (e.g., <i>Sunday 8–10 AM</i>) with fallback "See more slots".
Edit/Skip Flow	One-tap edit for SKUs or slot; allows skipping SmartPlan for the week.
Confirmation CTA	Highlights instant savings and reliability badges to nudge conversion.
Post-delivery Toast	Shows “₹50 saved · 6 items delivered fresh” + quick NPS feedback option.

✅ **Goal:** Reduce cognitive load, increase awareness, make scheduling feel effortless.

2 Backend & Logic

Component	Functionality
Cart Auto-Fill (ML) 	Predicts SKUs from the user's last 3–5 orders using frequency-weighted logic. Auto-fills weekly basket with fallback if data is insufficient.
Slot Ranker API ⌚	Ranks available time slots using a scoring system based on: <ul style="list-style-type: none"> • Real-time fleet availability • Delivery route cost • Freshness SLA targets • Historical slot preference of the user
Reminder Engine 	Triggers push/SMS notifications T-24 hours before dispatch. Includes edit/reschedule links with adaptive timing logic to improve engagement.
Promo Discount Logic 💰	Validates ₹50 discount based on: <ul style="list-style-type: none"> • Cart value ≥ ₹400 • SmartPlan slot chosen • Promo cap not exceeded (₹50/user/week)
Freshness & OOS Handling 🚫	Monitors bulk item availability post-confirmation. Triggers: <ul style="list-style-type: none"> • Substitution logic • Auto-coupon if substitution unavailable • SLA breach refund logic

✅ **Goal:** Optimize operational efficiency and ensure user trust in scheduled deliveries.

Data Schema

- `slot_window_assignments`:
 - Fields: `order_id`, `window_id`, `assigned_at`, `final_slot_id`
- `orders`:
 - New Fields: `is_window`, `window_id`, `eco_saving_rupees`, `freshness_breached`

These enable event traceability, freshness breach detection, and CO₂-saving messaging post-delivery.

APIs

Endpoint	Method	Description
<code>/recommend-slot</code>	GET	Returns ranked slot options for user/cart context including discount logic.
<code>/confirm-slot</code>	POST	Locks selected slot, reserves bulk SKUs, and applies eligible promo.

Promo Controls & Monitoring

- Budget throttling:
 - ₹150/user/month
 - Promo trigger caps by city & category
- SLA dashboard tracks promo ROI and freshness performance weekly.

Data Feedback Loop

Every SmartPlan order and interaction is instrumented. Event logs feed into the **ML models** to enhance future SmartPlan generation.

3 Data Instrumentation

Tracked Events

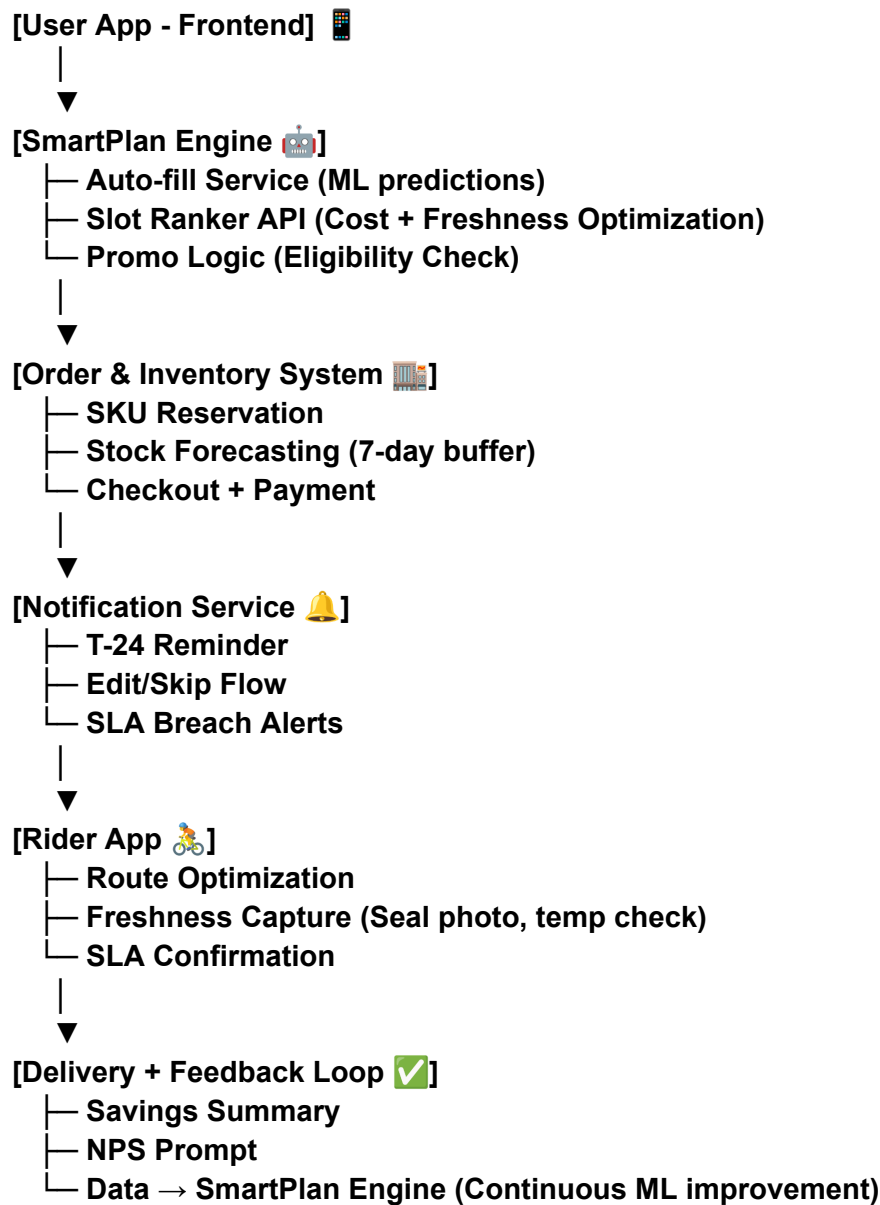
- `smartplan_viewed` – Card impression on homepage
- `smartplan_clicked` – User interaction with SmartPlan banner
- `cart_autofilled` – Prefilled cart generated
- `smartplan_edit_made` – User edits SKUs or slot
- `slot_confirmed` – Chosen slot locked in
- `order_placed_smartplan` – SmartPlan order placed
- `delivery_SLA_met` – Order delivered within promised SLA
- `freshness_refund_issued` – Refund triggered for freshness issues
- `nps_response_collected` – Post-delivery feedback record

Variables Captured

- `user_id` (SmartPlan eligibility flag)
- `recent_order_skus` (Redis cache)
- `slot_rank_score` (cost + freshness score)
- `promo_applied` (boolean)
- `basket_size` and `order_value`
- `delivery_time_actual` vs `promised_time`
- `refund_flag` (if SLA breach or OOS event triggered)

✓ **Goal:** Enable A/B testing, measure adoption uplift, and track delivery quality.

4 System Diagram



✅ **Goal:** Visualize end-to-end flow, highlight decision points and feedback loop.

5 Edge/Error Handling

Scenario	Fallback/Resolution
Banner not shown	If cart < ₹400 or all slots are full → user sees standard checkout.
OOS SKUs after confirm	Auto-substitute, apply coupon, alert user before delivery.
Slot unavailable post-confirm	Suggest closest alternative slot, maintain discount.

SLA breach	Auto-refund + support ticket triggered, NPS feedback flagged.
Promo overspend	City/user-level cap enforced, banner greys out.
Server downtime	Fallback to normal instant delivery flow, notify user via push.

✓ **Goal:** Maintain reliability and trust under failure conditions.

6 Product Marketing

Channel	Strategy
In-App Banners	Always-on card on homepage for eligible users.
Push Notifications	Reminder and “Saved ₹50” nudges for habit reinforcement.
Email / WhatsApp (Phase 2)	Non-intrusive periodic tips on how to use SmartPlan effectively.
Post-delivery messaging	Reinforce benefit: “This week you saved ₹50 and avoided 2 peak-hour trips!”
Referral Hooks (Future)	Rewards for sharing SmartPlan with friends.

✓ **Goal:** Build awareness, drive adoption, reinforce perceived value.

Launch Readiness

➤ Key Milestones

Task	Owner	Date
SmartPlan logic & triggers freeze	Product/Data	July 21
UI ready on staging	Design/FE	July 26
Slot config finalized	Backend/Ops	Aug 5
Pilot A/B in Bangalore/Mumbai	Growth	Aug 20
Rollout plan finalization	PM/City Ops	Sept 18

➤ Checklist – Stakeholder View

Area	Question	Answer
Support	How to manage refunds?	Auto-credit workflow via Zendesk
Ops	Do riders need visibility?	SmartPlan badge in rider app
Inventory	Will this impact stock?	Rolling 7-day forecast will handle buffer
Legal	Freshness Guarantee compliant?	Reviewed by Legal
Finance	How is discount monitored?	₹50/user/week, reviewed monthly

➤ Experiment Plan

- **Population:** 24–32yo high-frequency users (Bangalore)
- **Test vs Control:** 50% see SmartPlan; 50% don't
- **Duration:** 3 weeks (~300K orders)
- **Success Metric:**
 - +12pp in scheduled share
 - Freshness SLA $\geq 97\%$
 - Ticket reduction -20%
 - AOV uplift $\geq ₹30$






Future Iterations

- **Multi-Week SmartPlan Setup:** Lets users schedule groceries for 2–4 weeks ahead to reduce repetitive planning.
- **Smart Pantry Suggestions:** AI recommends items likely to run low, ensuring timely replenishment.
- **Loyalty Integration (Zepto Pass):** Offers extra rewards or free delivery for scheduled orders to boost retention.
- **Society Drop-Box Delivery:** Enables bulk, fixed-time deliveries to residential complexes for cost efficiency.
- **Advanced Personalization:** Tailors slots and items dynamically based on habits, weather, and events.
- **Web & Cross-Device Parity:** Allows SmartPlan setup and edits on desktop or shared family devices.
- **Gamified Savings Dashboard:** Shows time and money saved weekly to reinforce recurring SmartPlan usage.


⚠ Risks & Mitigations

<i>Risk</i>	<i>Mitigation</i>
<i>OOS in SmartPlan cart</i>	<i>Substitution fallback, alert & coupon</i>
<i>Discount abuse</i>	<i>₹50/week cap/user</i>
<i>Delivery SLA missed</i>	<i>SLA refund auto-trigger</i>
<i>User confusion</i>	<i>Figma tested flows & nudges</i>
<i>Promo overspend</i>	<i>Budget monitored by Finance + dashboards</i>

? Open Questions & Decisions Taken

- Will SmartPlan apply to Zepto Pass users? →  Yes, different messaging
- Reminder via email? →  Push only for MVP
- Can users create SmartPlans from scratch? →  Phase 2
- Multi-week setup & points system → Scoped out for v1

Appendix

- **Competitive Landscape:** BigBasket, Blinkit, Amazon Fresh, Dunzo Daily – feature benchmarks and adoption trends.
- **User Research:** Survey responses, interview quotes, and persona journey maps from [Milestone 2](#).
-  **Zepto – Scheduled Delivery Adoption Survey (Responses)** ([Google Sheet link](#)).
- **KPI Model:** Uplift projections, cost savings, and sensitivity analysis from [Milestone 1](#).
- **Solution Mindmaps & Wireflows:** Concept sketches, user flows, and wireframes from [Milestone 3](#).
- **All Alternatives Considered:** Pantry Auto-Plan, Bulk Lock, Society Drop-box, Web parity, Loyalty tie-ins, etc.