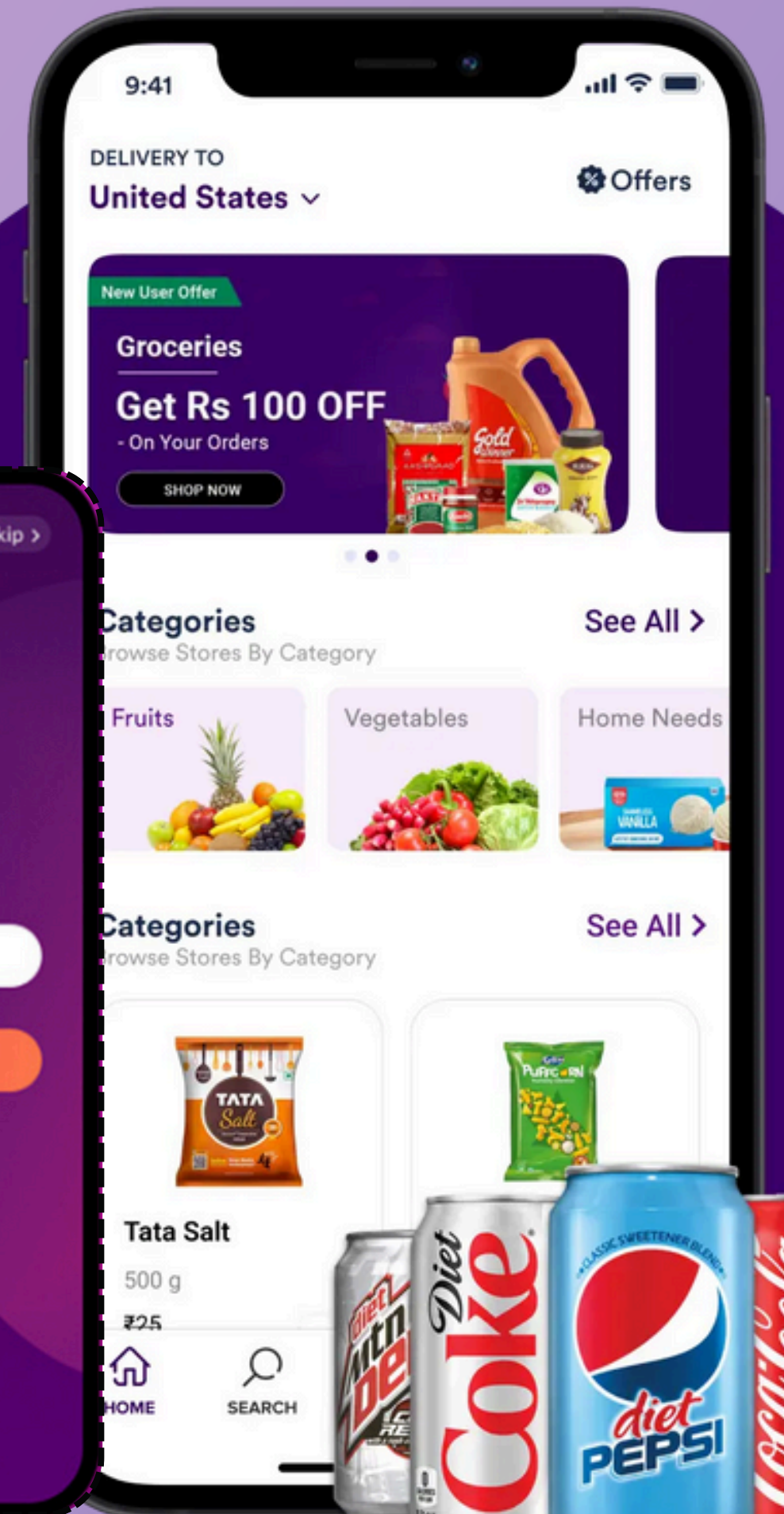
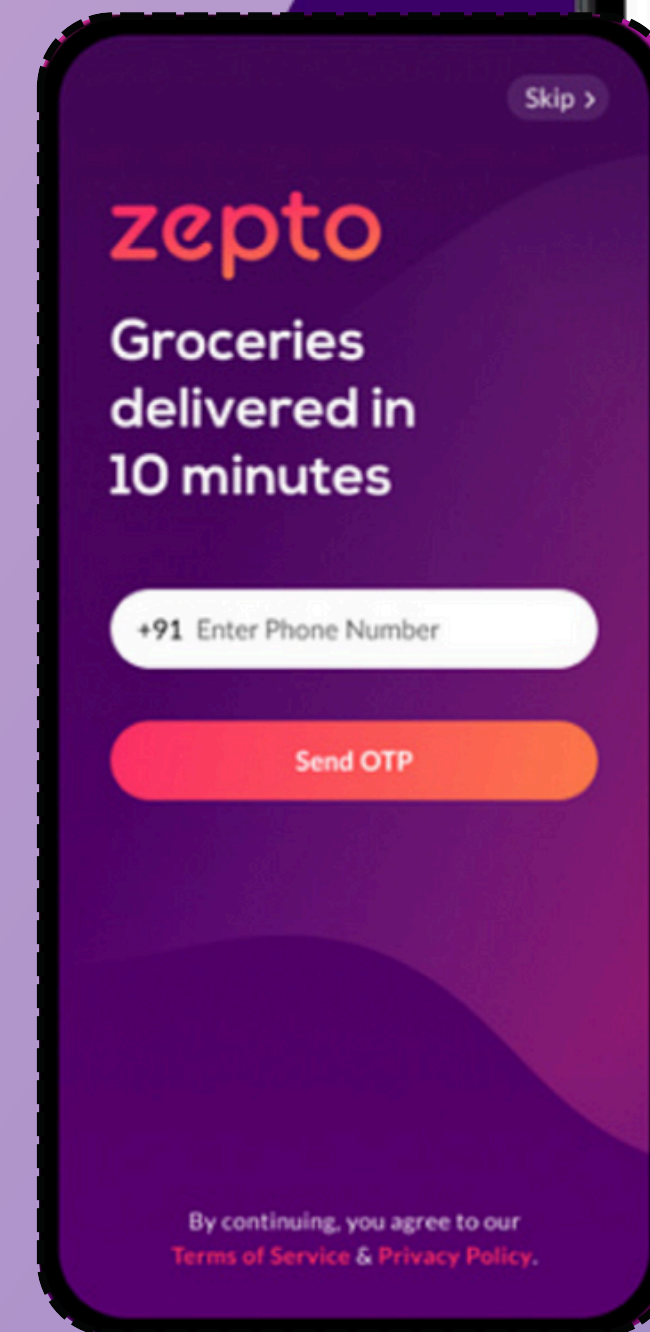


# INCREASE ADOPTION OF SCHEDULED DELIVERIES ON



MILESTONE 2



# UNDERSTANDING OUR TARGET CUSTOMER


## Target Segment Profile for Scheduled Delivery Adoption

### **Age (Inferred via life stage/profession)**

**Core Range: 22–35 years**

- Majority respondents are young working professionals (9–5 or WFH)
- Likely to value convenience, time-saving, and structure




 **Implication:** These users juggle work-life demands and would welcome a feature that removes grocery chores from their mental load.

### **Location**

**Tier 1 & 2 Cities**

- Urban India (Delhi, Mumbai, Bangalore, Pune, etc.)
- Areas with high app penetration but also local offline options




 **Implication:** Highlight slot availability + assured delivery vs. local market uncertainty.

### **Household Type**

**Mostly Shared Flats / Living with Parents**

- Students and early-career professionals
- Depend on food delivery but may not plan ahead




 **Implication:** Segment needs nudging + benefits communication to start scheduling (e.g., slot-based discounts).

### **Frequency**

**Moderate to High**

- Many respondents order once a week or 2–3 times/week




 **Implication:** They're prime candidates for scheduled weekly baskets (milk, fruits, staples, etc.)



## TARGET SEGMENT OVERVIEW

### TIME-PRESSED YOUNG PROFESSIONALS

- Aged 24–32, mostly working professionals in Tier-1 cities.
- Ordering groceries 1–3 times a week.

 They rarely plan ahead, are unaware of scheduled delivery, but 90% are open to trying it — especially if they're nudged with lower fees, slot reminders, and better reliability.



## STRATEGIC RATIONALE



- **High potential for habit formation:** Repeat orders = opportunity to shift behavior
- Segment is **large, active**, and **easily reachable** via in-app nudges
- **Currently underserved:** They aren't rejecting Scheduled Delivery — they just don't know about it



# 💡 SIZING ESTIMATE (GUESSTIMATE)

## 🎯 TARGET SEGMENT RECAP:

Young working professionals (24–32 years) in Tier-1 cities who order groceries 1–3 times/week, unaware of Scheduled Delivery, but open to trying it if incentivized.

## 📥 INPUTS

Zepto Monthly Active Users (MAU): **45M**

Target Segment Share (from survey):

◆ ~32% of MAUs fit:

- Age: **24–32**
- Location: **Tier-1**
- Frequency: **1–3x/week**
- Awareness: **Low**, but intent: **High**

Adoption Potential for Scheduled Delivery: **20%**

(based on your survey: **80%** unaware × **90%** said Yes/Maybe → 72%; conservatively using 20%)

Avg. Orders/User/Month: **5**

## 📊 CALCULATIONS

1. Target Users

→  $45M \times 32\% = \mathbf{14.4M}$  potential users

2. Estimated Adopters of Scheduled Delivery

→  $14.4M \times 20\% = \mathbf{2.88M}$  users

3. Estimated Monthly Scheduled Orders

→  $2.88M \text{ users} \times 5 \text{ orders} = \mathbf{14.4M}$  Scheduled Orders/  
**Month**

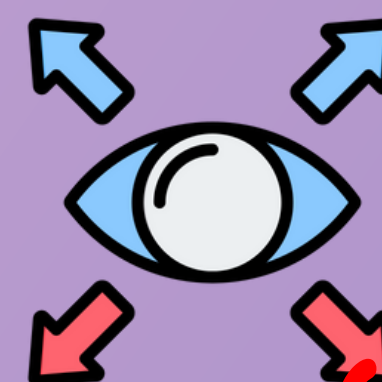


## ★ BUSINESS IMPACT

At ₹10 savings/order

→  $₹10 \times 14.4M = ₹144M/\text{month} = ₹14.4 \text{ Cr/month}$

→ **Annually = ₹172.8 Cr/year**



## BUSINESS ANGLE



If just **20%** of young, high-frequency **Tier-1** users schedule all **5 monthly orders**, Zepto could unlock **14M+ monthly orders via scheduling** — saving **₹170Cr+ annually**, easing **peak loads**, and setting the foundation for **recurring orders & subscriptions**.

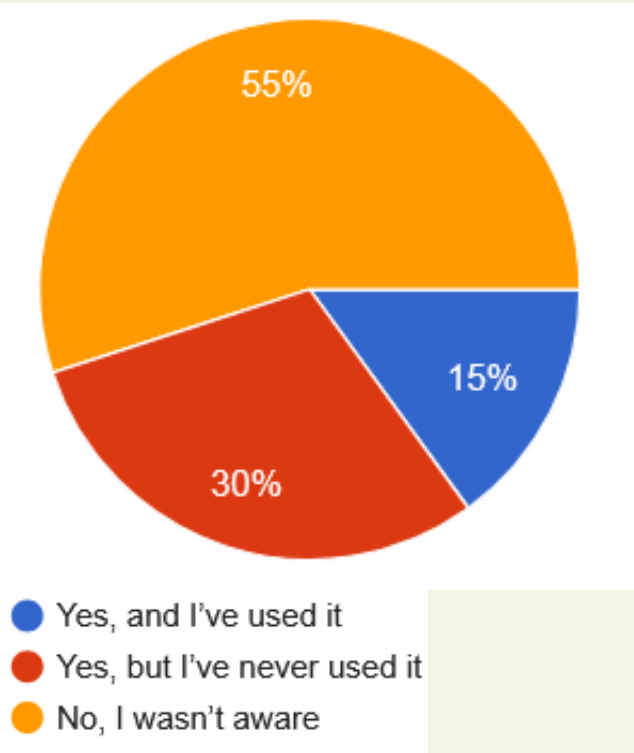
# AWARENESS HYPOTHESIS



🧠 **If** users are already aware of Scheduled Delivery,   
👉 **then** they should recall or recognize the feature unprompted,   
📌 **because** frequent app users tend to explore or notice different delivery options.

- 🔍 **SURVEY INSIGHT:**  
~80% of users were not aware of the feature.
- **Status:** ❌ Invalidated
  - **Insight:** Awareness is a major barrier, even among frequent users. It's likely buried in UI or lacks onboarding nudges.

Are you aware that Zepto offers "Scheduled Delivery" (pre-book time slots)?

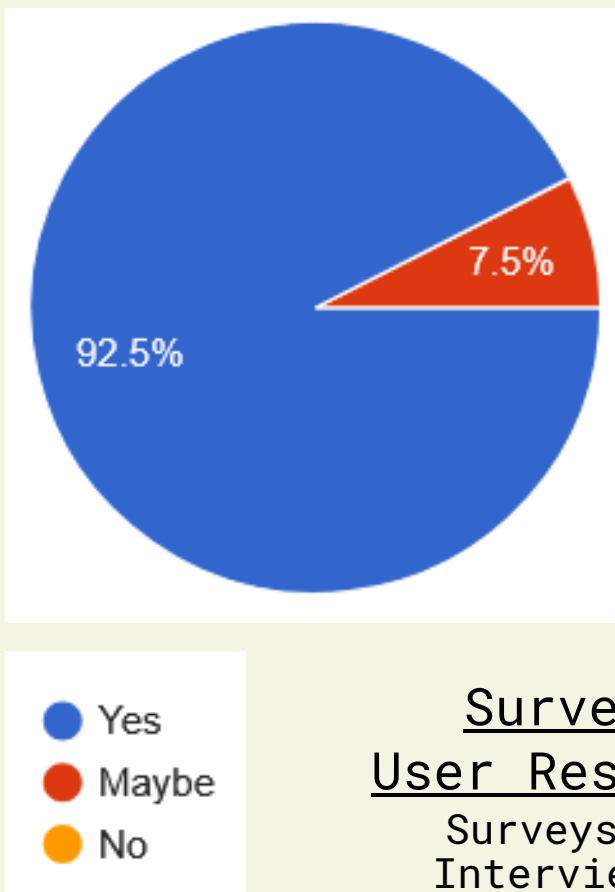


# WILLINGNESS-TO-TRY HYPOTHESIS

🧠 **If** users are made aware of Scheduled Delivery with benefits,   
👉 **then** they will express interest in trying it,   
📌 **because** they are value-driven and not ideologically opposed to scheduling.

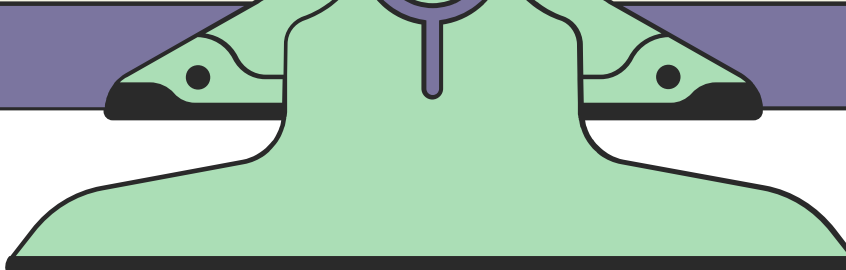
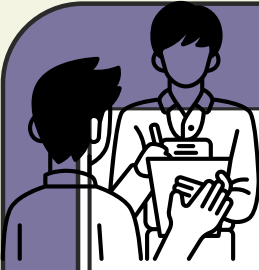
- 🔍 **SURVEY INSIGHT:**  
90% of unaware users said **"Yes" or "Maybe"** to trying, Especially when offered savings or reminders
- **Status:** ✅ Validated
  - **Insight:** This is a low-awareness, high-potential feature. Needs nudges, not reinvention.

Would you be open to scheduling your deliveries if it saved you money and was reliable?




Survey link  
User Responses  
Surveys (30+)  
Interviews (5+)

# USER RESEARCH



## PRIYA MEHTA



**PROFILE**

Age: 27 | City: Bangalore  
Orders: 2–3x/week on Zepto  
Living with: Flatmate  
Planning Style: Spontaneous, no grocery planning

**BEHAVIOR**

- Uses Zepto for speed, not explored scheduling
- Orders last-minute, often during work breaks
- Doesn't know scheduled delivery exists

**PAIN POINTS**

- Faces stockouts during peak hours
- Forgets to order essentials on time
- Finds last-minute shopping stressful

**WILLING TO TRY IF...**

- There's a clear benefit (₹ savings or reminders)
- Setup is easy, no disruption to her flow

**QUOTE**

"I didn't know scheduling was on Zepto. If it saves money or helps me plan better, I'd use it."

# INCENTIVE SENSITIVITY HYPOTHESIS

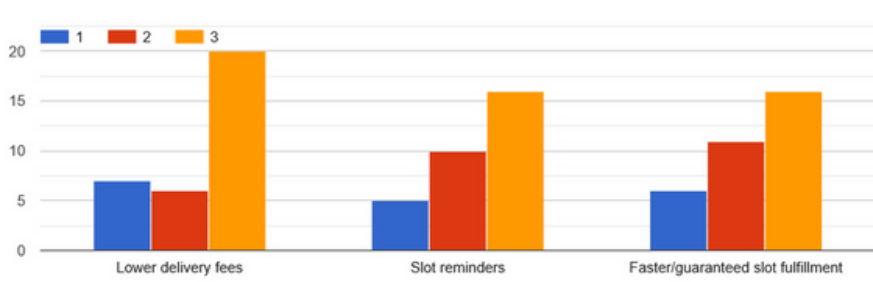
**If** users see scheduled delivery saves time/money,  
**then** they will be more likely to adopt,  
**because** tangible benefits reduce friction and justify change in behavior.

**SURVEY INSIGHT:**  
Top adoption drivers were:

- Cost savings
- Delivery reliability
- Notifications/reminders

**Status:** Validated  
**Insight:** Clear communication of why scheduled matters is missing. Strong case for feature re-marketing.

What would motivate you to choose Scheduled Delivery in the future?

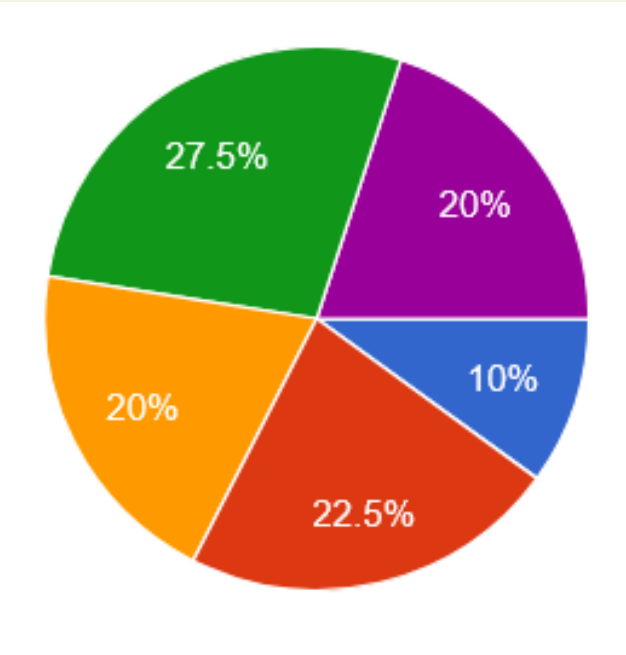


# FREQUENCY-BASED FIT HYPOTHESIS

**If** users order 1–3 times/week,  
**then** they are the ideal audience for partial scheduling,  
**because** they can automate regular purchases while still using instant delivery as fallback.

**SURVEY INSIGHT:**  
Majority of “interested” respondents were from the 1–3x/week cohort.  
**Status:** Validated  
**Insight:** Focus on this group — they have repeat behavior but flexibility to shift 1–2 orders to scheduling.

How often do you order from Zepto or similar apps?



- Daily
- 2-3 times a week
- Once a week
- Rarely
- Never

Survey link  
User Responses  
Surveys (30+)  
Interviews (5+)

# USER RESEARCH

## RAHUL SHARMA

**PROFILE**

- Age: 30 | City: Mumbai
- Orders: 1–3 times/week (Zepto & Blinkit)
- Living with: Wife
- Shopping Pattern: Regular resupplies every few days

**BEHAVIOR**

- Tech-savvy, values time & efficiency
- Prefers ordering essentials mid-week and weekends
- Open to optimizing routine tasks if there’s a clear win
- Hasn’t scheduled yet but sees potential in it

**PAIN POINTS**

- Repeats same orders often – wishes for auto options
- Gets annoyed by surge pricing & delivery delays
- Doesn’t want to think about groceries every few days

**WILLING TO TRY IF...**

- Scheduled delivery offers cost savings
- Can automate repeat orders or get reliable slot guarantees
- Scheduling feels like a productivity boost, not extra work

**QUOTE**

“If it saves me money and effort, I’m all in. I just want my regular stuff to show up without thinking every time.”



# PROBLEM FRAMING

## WHAT IS THE TRUE PROBLEM?

**High-frequency users** on Zepto are **unaware** of the Scheduled Delivery feature and thus miss out on its potential benefits — resulting in missed adoption, repeated effort, and operational inefficiencies.

“When I shop for groceries 2–3x/week, I want to do it quickly and reliably, so that I don’t have to worry about stockouts or planning in the middle of a busy day.”



## WHO ARE THE CUSTOMERS FACING THE PROBLEM?

**Young, working professionals** in **metro cities** (like Bangalore, Mumbai)  
Who order groceries **1–3 times/week**  
And value **speed, convenience**, and **routine optimization**

## WHAT IS THE VALUE GENERATED BY SOLVING THIS PROBLEM?

### For Users (Target Segment)

1. Saves them **time & stress**
2. Enables **smoother** grocery flow (less last-minute shopping)
3. Opportunity to **automate** part of their weekly routine
4. Makes them feel **smart** and **in control**

### For Business (Zepto)

1. Reduces **peak-hour load** on instant delivery infrastructure
2. Lowers cost per order by **smoothing demand spikes**
3. Unlocks a new **monetizable experience** (bundles, subscriptions)
4. Improves **retention** by building user habit around Zepto, not competitors

## HOW DO WE KNOW IT IS A REAL PROBLEM?

Survey data (30+ responses) shows:

1. **80%** of users were **unaware** of the Scheduled Delivery feature
2. **90%** of them are **willing to try** it if it’s more visible or beneficial
3. Those who tried it gave poor satisfaction ratings, citing **UX/friction**
4. The most open users are already ordering 1–3x/week — perfect fit for partial scheduling

## WHY SHOULD WE SOLVE THIS PROBLEM NOW?

1. **90%** of unaware users are willing to try Scheduled Delivery — demand exists, it’s just hidden
2. **Target users** (1–3x/week shoppers) are already active and habit-driven — **easy to convert**
3. Helps Zepto reduce **peak load, cut delivery costs**, and **smooth operations**
4. Competitors are evolving fast — Zepto risks losing **high-value users** without **differentiation**



It’s a rare case of low awareness + high intent + large value.

**THE TIMING IS PERFECT.**