

# Bolt Stores | Recommendations

## Context

Since its inception, Bolt Stores has rapidly scaled to meet the demand for instant convenience, serving diverse markets from busy professionals to value conscious customers. This report outlines the customer needs & proposes recommendations to improve end buyer experience, bridging the gap between user intent and conversion. By refining our search & discovery, and by prioritising key initiatives, we will aim to solve core friction points like Item Out of Stock and null searches. We'll also look at other initiatives that can help drive our business goals.

## Customers & Personas

1. Urban convenience seekers who value speed and variety. Personas include:
  - Young professionals (21–33) who want groceries, snacks, or household items delivered fast after work.
  - Families & Parents (34 - 45) with children who need groceries, baby care, medicines or pet supplies on short notice.

They value convenience, a seamless UI, and are less price-sensitive

They expect Bolt to offer a wide selection at competitive prices, with transparent fees.

They want reliable service: accurate availability, easy search/filtering, real-time tracking, & prompt customer support. They will churn if an order goes wrong thrice in a row

2. Value conscious user in emerging markets (South Africa). Personas include:
  - 20-40 years old students, young professionals or young parents

Compares prices across apps and physical markets

Find a 2 € delivery fee prohibitive on a 10 € basket.

Need lower delivery costs (even if slower), transparent pricing, robust refund guarantees.

**Note:** As a marketplace, other customers / stakeholders of Bolt stores include the courier partner and stores; we'll focus these recommendations on improving the end buyer experience

## Customer Needs & Pain Points

### Must Have

1. **Search:** Customers should be able to find the exact product they are looking for.
2. **Wide selection & stock availability:** Across multiple categories (groceries, pharma, electronics)

3. Customers should be able to find all the **important information related to a product** (Eg Charger: lightning / type-C / type-A, wattage)
4. Customer should be able to **find the best deals/price** on a product or category
5. **Transparent product prices, fees**, address & delivery time, before paying for an order
6. Order multiple items at once
7. Get orders delivered instantly
8. **Seamless refund experience** in case an item can't be delivered / is out of stock. Prior notifications in case an item is OOS, and not while unpacking the order
9. **Trust & quality**, esp for perishable goods (fresh food, flowers) and health products, quality assurance is vital. No wrong or expired items, or packaging/spillage issues

#### Should Have

1. Track their delivery, and view past orders
2. Browse items for inspiration when they don't have anything specific in mind
3. Category specific features: Eg for Fashion - flexible return/exchange, search filters (material, color, type, size, fit, pattern, sleeve length), virtual try outs
4. Reorder frequently bought items quickly
5. User-friendly experience: easy navigation, search, and checkout experience
6. Option to order on multiple platforms, example desktop

#### Could Have

1. Option to share a product's link with someone
2. Wishlisting an item or a store for later reference
3. Find multiple items for a use case: Eg for making lasagna - list & add all ingredients
4. User Ratings on products, especially groceries or non-branded items like cables
5. Option to remove items from basket (review in a bottomsheet) without opening the basket page

## Improving Search & Discovery

### Keyword matching vs semantic inference

Search quality could benefit from improved product metadata/attributes. Looks like search results are relying on keyword matches rather than understanding intent, and matching product attributes or categories.

## Examples

1. Searching *Contact lens* gives 0 results, even when they're available in a pharmacy store.

**Läätsemaailm**

[More info >](#)

★ 4.9 (39)      ₪ 0,00 € 2,10 € min      ⏳ 15-30 min

 0,00 € delivery with Bolt Plus on orders over 12,00 €

Some information was translated using AI ⓘ

All categories

**Most popular**

		All >
	27,99 €	Soflens Daily Disposable (30 pcs.)
	41,99 €	Acuvue Oasys 1-day With Hydraluxe (30 pc..)
	41,99 €	Dailies Total

← Contact lens

All Restaurants Stores

⬇ Sort ⚠ Offers ⚠ Rating ⚠ ⚠

No results found for **Contact lens**



Try searching for something else

2. Searching board games doesn't return Splendor or Pandemic, even though they're available in the 'Brain Games Ülemiste' store inside *Toys & games* vertical.

← Board games

All Restaurants Stores

⬇ Sort ⚠ Offers ⚠ Rating ⚠ ⚠

**2 results**

	Büroomaailm Kadaka	₪ 2,70 € ⏳ 30-45 min ★ 5.0 (32)
		
2,24 €	Packaging Tape Forofis Transparent 48 mmx6...	1,20 € Dishwashing Sponge Mclean 8.5x5.5x2.5 c...
14,98 €	USB Cable USI Lightning Ham...	

**Büroomaailm Peterburi tee**  
Temporarily closed

		
	49,95 € Pandemic EE	
	16,95 € The Crew	

← Brain Games Ülemiste

Games Strategy Board Games Puzzles

39,95 €	Flamecraft	59,95 €
Kivedlinburgi Soolapuhujad	Tiivilised	
		
41,95 €	Kivedlinburgi Soolapuhujad	44,95 €
Living Forest		
		
49,95 €	Pandemic EE	16,95 €
The Crew		
		

3. Searching for *Clock* gives some results (analog clocks), but searching *Analog Clock* gives no results.

The left screenshot shows the search results for 'Clock'. It has a header 'Clock' with a back arrow and a filter icon. Below it are tabs for 'All', 'Restaurants', and 'Stores', with 'Stores' being the active tab. There are also buttons for 'Sort', 'Offers', 'Rating', and a search icon. The text '33 results' is displayed. The results list three items from 'Büroomaailm Kadaka' with prices of 28,62 € each. The right screenshot shows the search results for 'Analog Clock'. It has a similar header and tabs. The text 'No results found for Analog Clock' is displayed. There is also a decorative image of a cartoon character in a box of popcorn and a message 'Try searching for something else'.

4. Searching for *Smart Watch* vs *Smartwatch* gives different results; some results are missed in both the searches. Same for *Earbuds* vs *Ear buds* vs *Earphones*

The left screenshot shows the search results for 'Smartwatch'. It has a header 'Smartwatch' with a back arrow and a filter icon. Below it are tabs for 'All', 'Restaurants', and 'Stores', with 'Stores' being the active tab. There are also buttons for 'Sort', 'Offers', 'Rating', and a search icon. The text '1 result' is displayed. The result is a Smartech smartwatch from 'Smarteria' with a price of 182,95 €. The right screenshot shows the search results for 'Smart watch'. It has a similar header and tabs. The text '1 result' is displayed. The result is a Withings Scanwatch from 'Smarteria' with a price of 369,60 €. Both screenshots show a decorative image of a cartoon character in a box of popcorn and a message 'Try searching for something else'.

Taxonomy in a strict, hierarchical classification system organizing products into logical categories and subcategories, suffers from a rigid parent-child relationship - This forces products into a single location despite their multifaceted nature. Example, a "Smart Watch" could logically reside under "Electronics" or "Jewelry" categories.

#### **Recommendations:**

1. Even if products are cataloged in a tree structure, search and recommendation **could be powered with a knowledge graph layer & semantic relationships between products, categories, attributes**, moving Bolt from a keyword-matching engine to an intent-based semantic discovery engine (inference & vector retrieval)
2. **Substitute Recommendation: Understanding the search intent to buy products that aren't listed on Stores.** Ex searching G-Shock, a popular watch sub-brand by Casio, should recommend for watches in general, if a G-Shock watch isn't sold by Stores
3. **Feature Extraction: Computer vision** can be used **to fill product details/attributes from images**, instead of manual entry by stores. Manual validation wherever confidence score is low. This will improve both search results quality as well as significantly bring down time to list a product
4. **Retrieval: By searching the vector space for visually similar items** already in the catalog to identify the likely product, we can **fill the missing attributes**

#### **Metrics:**

Aspect Fill Rate: The percentage of listings with populated structured values. This is the proxy for Structuredness. High adoption rates are directly correlated with search visibility & conversion

Defect Rate: The rate of "Item Not As Described" returns. INADs indicate a failure in the Ontology (ambiguous attributes) or AI Hallucination (the model incorrectly tagging items)

Automatic Link Rate: The percentage of new listings that are successfully linked to a Catalog Product without human intervention

Seller Adoption: The percentage of sellers who accept the AI-generated titles and descriptions versus those who overwrite them

## Club franchise stores

Stores of the same franchise can be clubbed into a single listing to declutter the results page and diversify visibility of items from other stores. The closest store is preselected by default.

Branch	Product	Price	Description
Charlot Rocca al Mare	Cable ColorWay USB - Type-C 2.4A 2m red	13,95 €	
	Cable ColorWay USB - USB-C 2.1A 1m mint	9,95 €	
Charlot Lasnamäe Centrum	Cable ColorWay USB - Type-C 2.4A 2m red	13,95 €	Cable ColorWay USB - Type-C 2.4A 2m red
	Cable ColorWay USB - Type-C 2.1A 1m red	9,95 €	Cable ColorWay USB - Type-C 2.1A 1m red
Büroomaailm Kadaka	Cable Color USB-C 2.1A	9,95 €	Cable Color USB-C 2.1A

In case the item's availabilities are different within branches:

- Prioritise store with highest results match and closest to delivery address
- Show a union of products from both branches. Select the closest store on item selection

## Contextual filters on Search results page

Ex. Cable search should have Electronics related filters: Brand, Type (3.5 mm Aux, Type C)

Retain searched results when Stores page is opened from the Search page

**Selver ABC Kreutzwaldi**

More info >

⌘ 1,90 € delivery ⌂ 20-30 min

0,00 € delivery with Bolt Plus on orders over 25,00 €

Search All categories >

Because you searched for "Coffee"

**Selver ABC Kreutzwaldi** + ⌂ 1,90 € ⌂ 20-30 min

20,27 € 18,13 € 10,66 €

Coffee People, Coffee People, Coffee Peo...  
Kohvioad Guatemala E... Kohviuba Colombia H... Jahvatatud

**Büroomaailm Harju** ⌂ 0,00 € ⌂ 15–30 min

20,27 € 18,13 € 10,66 €

Coffee People, Coffee People, Coffee People,...

Variant selection drop down on SRP/storefront

Example storage, color, quantity, size - for quickly adding items. This will declutter the search results and diversify products visible during search

Showing results for "blueberries"

**Imported Blueberry (From Peru)**

11 MINS Imported Blueberry (From Peru) 11 MINS Wonderland Foods Dried Blueberry Pouch 11 MINS Indian Blueberries (From Ooty)

30% OFF ₹205 ₹293 33% OFF ₹329 ₹495 33% OFF ₹189 ₹256

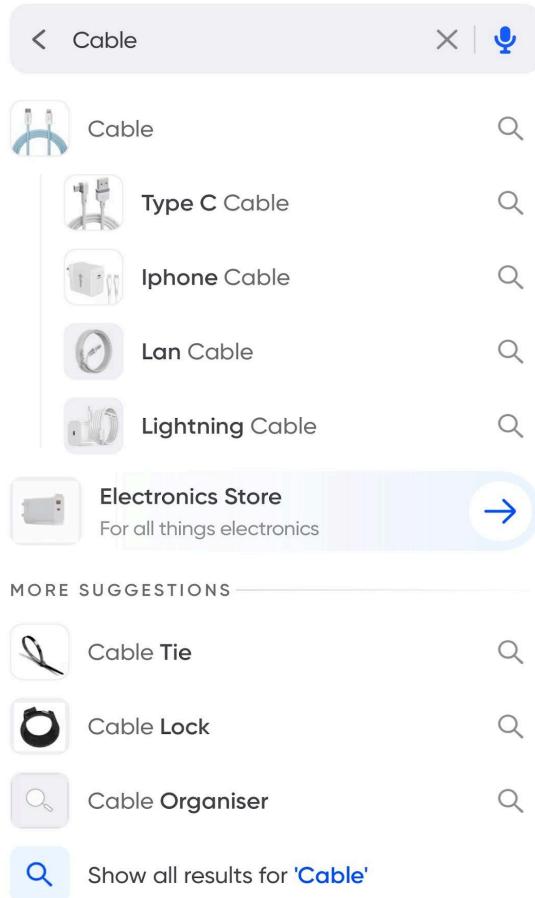
**Imported Blueberry (From Peru)**

30% OFF 1 Regular ₹205 ₹293 ADD

21% OFF 1 Jumbo ₹239 ₹306 ADD

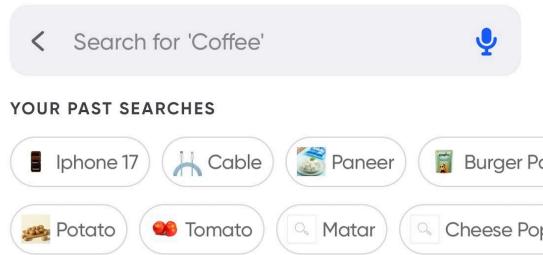
## Search suggestions Nudges

Nudge to select sub categories, search within a vertical, or show all results for the keyword



## Improving Discovery

1. Utilising search page (before user enters keyword) for discovery:
  - a. Order again
  - b. popular searches
  - c. trending near you
  - d. top deals near you



**Order again**

**See All >**

40 g x 6 ✓	300 ml ✓	250 g ✓
★ 4.5 (2.7k) Avvatar Protien Wafer Bar   10... <b>30% OFF</b> ₹140/100 g ₹336 ₹480	★ 4.5 (4.7k) Thums Up X Force   Zero Su... <b>5% OFF</b> ₹12.7/100 ml ₹38 ₹40	Lady's Finger (Bendekayi) <b>25% OFF</b> ₹12 ₹16 ₹2

**Trending near you**

**See All >**

850 g	300 ml x 6 ✓
20 Pieces	

2. Adding new carousels to inspire browsing & discovery:
  - a. Trending
  - b. New Launches
  - c. Deals near you
  - d. Because you bought

### **Impact:**

1. Search to Product Page conversion
2. Search to Purchase conversion.
3. Reduction in Null Searches

Priority	Initiative	Impact	Effort
1	Semantic Inference instead of Keyword Matching Rich Attributes/Metadata		
1	Product knowledge of items searched but not being sold	Very High	High
2	Improving Discovery	High	Medium
3	Retain searched results on storefront page	Medium	Low
4	Contextual filters on Search results page	Medium	Medium
5	Search suggestions Nudges	Medium	Medium
6	Club franchise stores on results page	Low	Low
7	Variant selection drop down on SRP/storefront	Low	Low

## Reducing Item Out of Stock

Items out of stock (OOS) lead to bad ordering experience (and eventually customer churn), loss of revenue, and increased customer support cost.

This can be controlled with better inventory knowledge, as well substitute recommendation

### Real-time point of sale integration

Integrate with store POS system to determine inventory in real time, instead of relying on stores to manually mark an item OOS or Available

When a cashier scans an item in store, the digital inventory will be instantly decremented by 1

When an OOS item is sold at the store again, merchant will be nudged to mark it available again

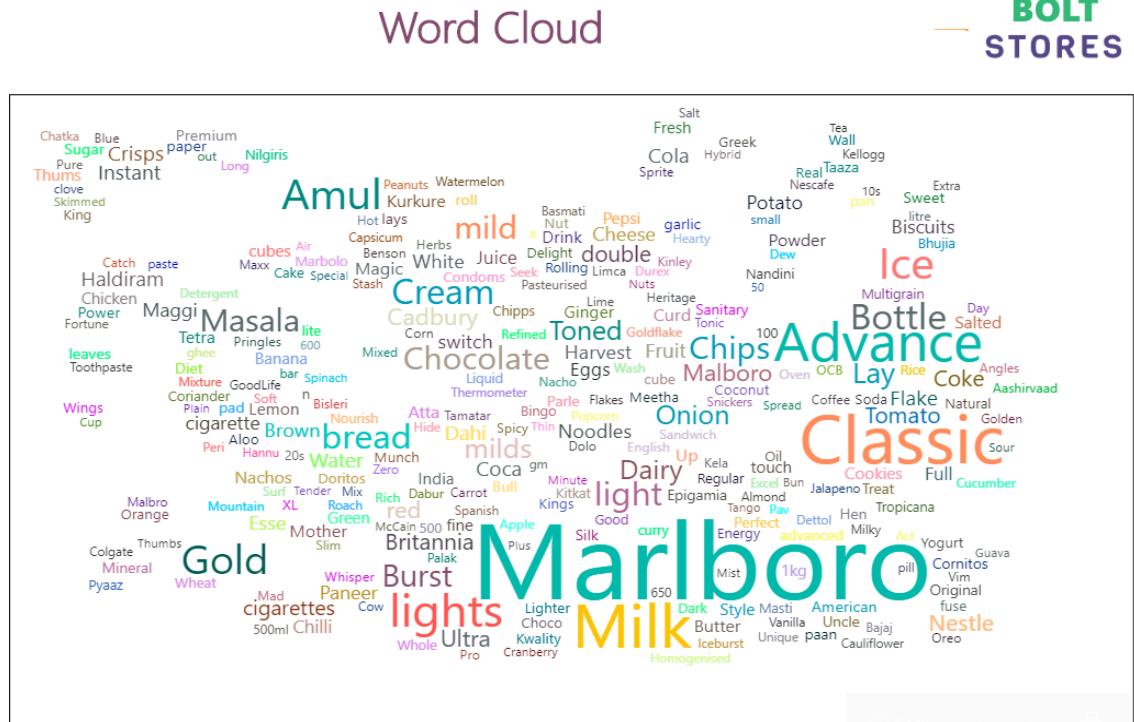
### Recommend alternative/substitute if item is OOS

Recommend alternatives, example 'Organic Avocados' when 'Avocados' are OOS, in both pre-order and post-order experiences

## Search Keyword dashboard and Item OOS dashboard

Build Analytics dashboard to understand item demand by looking at both search volume, as well as OOO occurrences. This knowledge can help improve recommendations & substitutions logic, as well as solve the OOS issues operationally.

CUSTOMER_ZONE	All	
CITY	All	
PARTNER_STATUS	All	
POPULAR_CATEGORY_NA...	All	
DATE	8/1/2019	12/7/2019
STORE_CITY	All	
STORE_AREA	All	
STORE_NAME	All	
STORE_CATEGORY	All	



## Business Goals \* Product Initiatives

### Increasing Revenue

#### Increasing Order Value

Initiative	Details
Shop for {x} more for free delivery	A banner right above the view basket button on search results / storefront page: "Shop for 5€ more for free delivery" (or 3.5€ 2€ delivery fee)
Upsell Products	When a user searches for Jack Daniels Whiskey, also include Jameson Irish in the search results page
Cross Sell Products	On the Checkout page: "You might like" / "Frequently bought together" carousel with "+" button

## Reducing Costs

Initiatives	Details
Batching deliveries	Saving cost of fulfilling an order
Option to select "I don't need a bag"	Saving on packing / bag cost
Reducing return & refund cost	* Alternative item (substitute) delivery in case of OOS. Ex 'Organic Avocados' when 'Avocados' are OOS * Return abuse / fraud prevention & guardrails
Reducing Customer Support Cost	Using AI for chats, validating claims, etc

## Ads

Initiatives
Home page / Discovery feed: Both brand & products
Search Results Page (higher purchase intent): Both brand & products
Product Details Page: Few slots among the <i>similar products</i> carousel
Order Tracking Page: Digital marketing channel for any product/service, not just those sold on Stores

## Value Added Services / new features

Initiatives
Priority / Express delivery (extra fee) on the checkout page
'Add a tip' option on the checkout page
Add 'Gift Packing & personalised message' option on the checkout page

## Operational Efficiency

Details	Trade Off	Alternative
Deploy Dark Stores to improve: * Fulfilment costs * Delivery times * Fulfilment success rate * User experience: users can add items typically available in different stores. Search & Discovery can be items first, and not store first	high capital investment, effort intensive inventory management	Let users add items from multiple stores, even if fulfilled by different delivery partners (esp for products with free delivery)

## Increasing Repeat Orders / Retention

Initiative	Details
Subscriptions	<ul style="list-style-type: none"><li>1. Priority Delivery: Strike off to highlight faster delivery time on checkout page</li><li>2. Discounts on items: Strike off &amp; bolt plus icon to highlight discounted item price</li><li>3. Surge fee protection: Strike off to highlight no surge/rain fee on checkout page</li></ul> <p>Trade Off: Margin dilution: Subscription fee &amp; volume gains must be balanced with discounts / fee reductions</p>
Loyalty Program	Wallet lock in "Get 5 € credits for your next order"
Quick Checkout	2 options on Product details page: 'Buy Now', 'Add to Cart'
Reorder tab / Carousel	Order again carousel on stores home page Reorder tab in the bottom navigation which lists the frequent items

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