Product Management Intern Assignment

BADHO

Quick Commerce
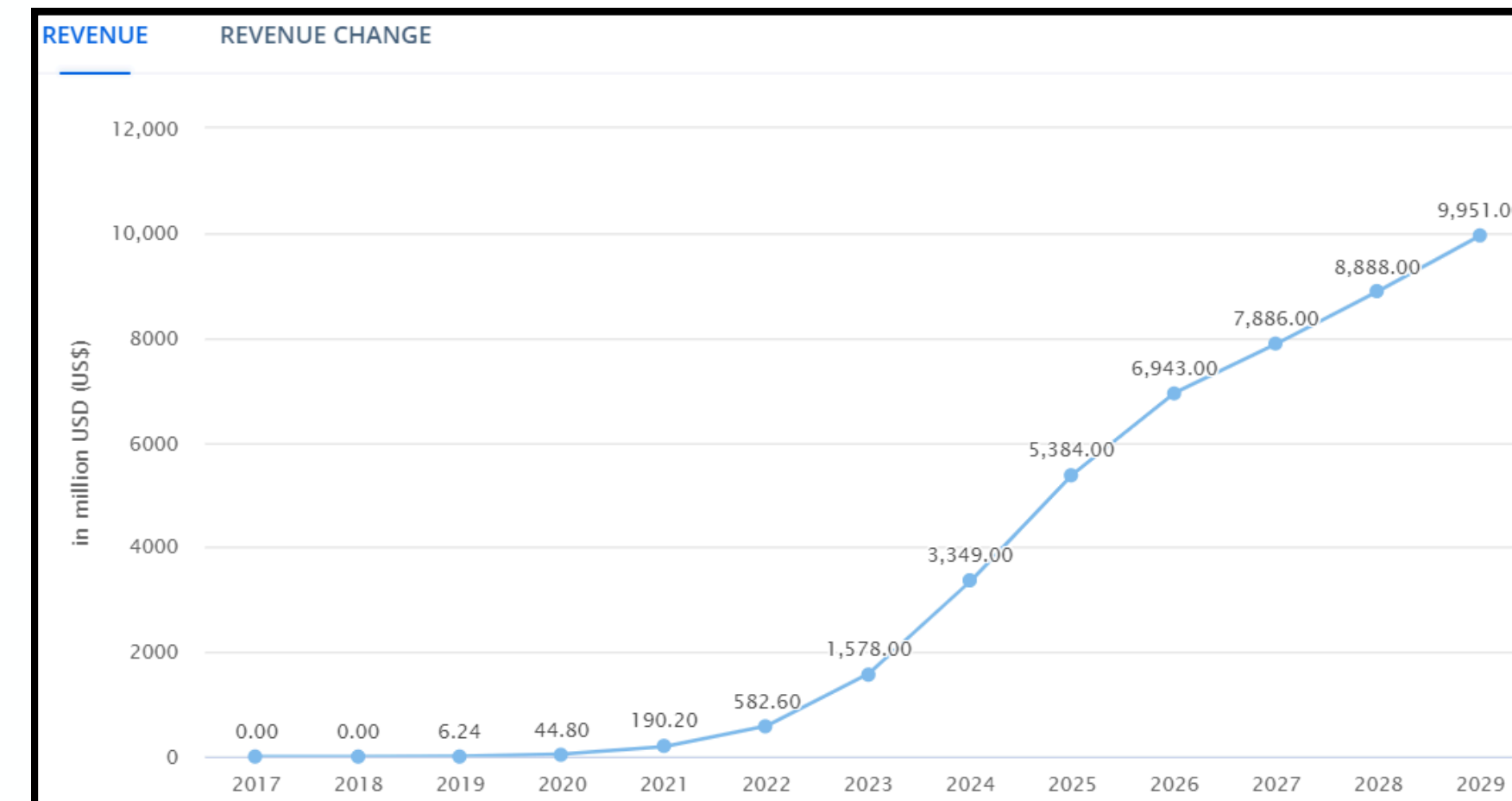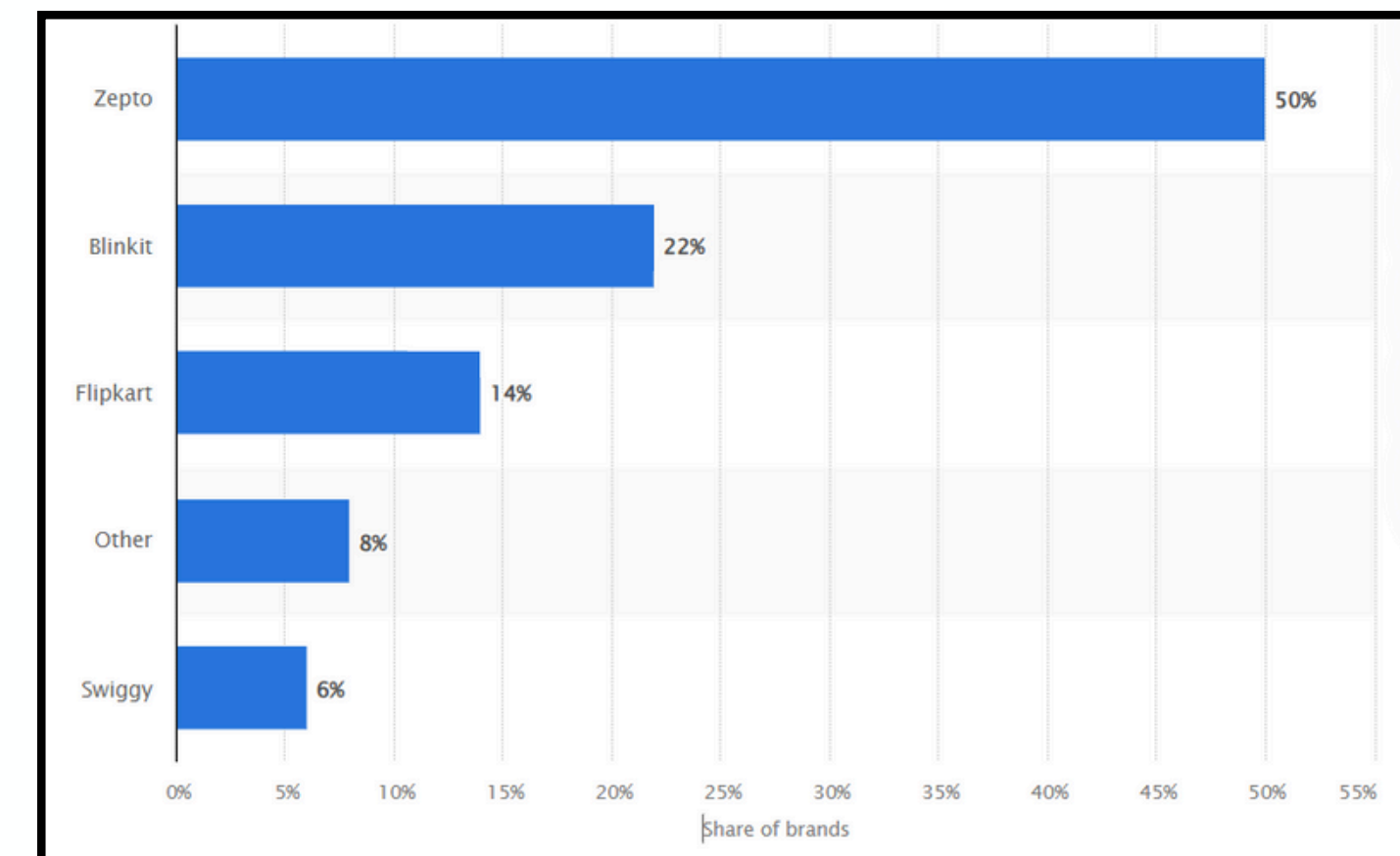# Areas of Improvement

Presented By:
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Introduction

- The Quick Commerce market in India is forecasted to generate a revenue of **US$3,349.00m** in 2024.

- This market is expected to exhibit a compound annual growth rate **(CAGR 2024-2029) of 24.33%**, leading to a projected market volume of US$9,951.00m by 2029.

- By 2029, it is anticipated that the number of users in the Quick Commerce market in India will reach **60.6m users**.

- The user penetration rate, which currently stands at **1.8% in 2024**, is projected to rise to **4.0% by 2029**.

- The average revenue per user (ARPU) is estimated to be **US$127.70**.

- In a global perspective, China is expected to generate the highest revenue in the Quick Commerce market, amounting to **US$80,840.00m** in 2024.

- Furthermore, China boasts the highest user penetration rate in the Quick Commerce market, projected to reach **21.4%**.

- India's quick commerce market is experiencing rapid growth due to increasing smartphone penetration and a young tech-savvy population.

Quick Commerce apps revenue growth

Quick Commerce market share

Dominant Players

	zepto	blinkit India's Last Minute App	SWIGGY instamart NEVER WAIT FOR GROCERIES AGAIN	bigbasket A TATA Enterprise
Delivery Time	7 - 25 minutes	10 - 20 minutes	10 - 20 minutes	6 - 15 minutes
Delivery Charges	30	30 - 34	21 - 35	0
Service Cities	Delhi-NCR, Chennai, Gurgaon, Bangalore, Mumbai, Hyderabad, Pune, Noida, and Kolkata	Mumbai, Delhi, Kolkata, Chennai, Bengaluru, Hyderabad, Ahmedabad, Pune, +32 cities	Delhi, Bangalore, Hyderabad, Gurugram, Mumbai, Jaipur, Noida, + 19 cities	Mumbai, Delhi, Bangalore, Chennai, Kolkata, Lucknow, Rajasthan, Hyderabad
Payment Modes	COD, Netbanking, Digital Wallets, UPI, Credit & Debit cards, Pay Later	COD, Netbanking, Digital Wallets, UPI, Credit & Debit cards, Pay Later	COD, Netbanking, Digital Wallets, UPI, Credit & Debit cards, Pay Later	Net banking, Digital Wallets, UPI, Credit & Debit cards, Sodexo
App Store Ratings	4.8	4..6	4.4	4.8
Play Store Ratings & Installs	4.5/10M+	4.4/50M+	4.3/100M+	4.7/50M+

Problems / Unmet Needs

Issue Description	Impact on User	Suggested Improvements
01 Delayed or Missed Deliveries	Delays or failures in the delivery process directly affect customer satisfaction.	Implement real-time tracking, enhance logistics efficiency, and provide accurate delivery time estimates.
02 Poor Customer Service	Inadequate support with long wait times and unresolved issues, leading to frustration.	Train customer service teams better, increase staff to reduce wait times, and implement more responsive support systems like chatbots.
03 App Bugs and Technical Issues	Problems such as crashes or errors during ordering process.	Regularly update and test the app to fix bugs and enhance stability.
04 Difficulty in Finding Specific Products	Challenges with the app's search and filter capabilities making product discovery tedious.	Enhance search functionalities with better algorithms, filters, and categorizations.
05 High Delivery Prices	High costs associated with delivery, particularly noticeable when making small changes to orders.	Offer subscription models with reduced delivery fees and implement dynamic pricing based on distance or order size.

Research Form link: https://forms.office.com/r/ivBbLiwHvU

Response Sheet: https://1drv.ms/x/s!Ak_ZBElImiNaiRmxIbmwRYXvcg9U?e=IwAAvV

Prioritizing Significant Issue using ICE framework

Issue	Impact	Confidence	Ease of Implementation	Total Score (I × C × E)
Delayed or Missed Deliveries	9	8	6	432
Poor Customer Service	8	7	7	392
App Bugs and Technical Issues	7	9	5	315
Difficulty in Finding Specific Products	8	8	6	384
High Delivery Prices	7	6	5	210

Based on the **ICE framework analysis**, the issue that would have the most significant impact on revenue if addressed is **Delayed or Missed Deliveries**. This issue has the highest total score of **432**, indicating that it has a high impact, high confidence, and moderate ease of implementation.

The key reasons are:

- **Impact (9):** Delayed or missed deliveries can have a significant impact on customer satisfaction and loyalty, leading to potential revenue loss.

- **Confidence (8):** There is a high degree of confidence that addressing this issue will lead to improved customer experience and increased revenue.

- **Ease of Implementation (6):** While not the easiest to implement, there are strategies and solutions available to mitigate the issue of delayed or missed deliveries, such as improving logistics, real-time tracking, and offering flexible delivery options.

The other issues, such as poor customer service, app bugs, difficulty in finding products, and high delivery prices, also have significant impact, but the overall ICE scores are lower, indicating they may be slightly less impactful on revenue if addressed.

By focusing on the issue with the highest ICE score, quick commerce companies can prioritize their efforts and resources to have the most significant impact on their business performance.

User Story 1: Real-Time Order Tracking

User Story Description:
- As a customer, I want to track my order in real-time to know its current status and expected delivery time accurately.

Proposed Flow:
- User places an order and receives an order confirmation email or notification.
- User can access the app or website to view the status of their order in real-time.
- User sees updates such as "Order confirmed," "Out for delivery," and "Delivered" as the order progresses.

Events:
- Order confirmed
- Order out for delivery
- Order delivered

Acceptance Criteria:
- User can see the real-time status of their order from the moment it is confirmed until it is delivered.
- Order status updates are accurate and reflect the actual progress of the delivery.

Notifications Planning:
- Push notification sent when order is confirmed, out for delivery, and delivered.

Metrics Planning:
- **Success Metrics:** Increased user engagement with order tracking feature.
- **Check Metrics:** Reduction in inquiries related to order status.

User Story 2: Proactive Delay Notifications

User Story Description:
- As a customer, I want to receive proactive notifications in case of any delays in my delivery schedule.

Proposed Flow:
- System detects potential delays in delivery based on logistics data.
- Automated notification is sent to the customer informing them about the delay and providing a revised delivery estimate.

Acceptance Criteria:
- Customers receive notifications promptly in case of any delays.
- Notifications include revised delivery estimates and reasons for the delay.

Events:
- Delay detected in delivery schedule

Notifications Planning:
- Push notification sent when delay is detected, providing revised delivery estimate and reason for delay.

Metrics Planning:
- **Success Metrics:** Decreased customer dissatisfaction due to proactive communication about delays.
- **Check Metrics:** Feedback received from customers regarding the usefulness and timeliness of delay notifications.

User Story 3: Continuous Improvement Feedback Loop

User Story Description:
- As a customer, I want to provide feedback on my delivery experience to help the company improve its services.

Proposed Flow:
- After delivery, user receives a feedback prompt asking to rate their delivery experience.
- User can provide ratings and comments on various aspects such as timeliness, communication, and overall satisfaction.

Acceptance Criteria:
- Feedback prompt is presented to users after each delivery.
- Users can easily provide ratings and comments on their delivery experience.

Events:
- Delivery completed

Notifications Planning:
- In-app notification prompting user to provide feedback after delivery completion.
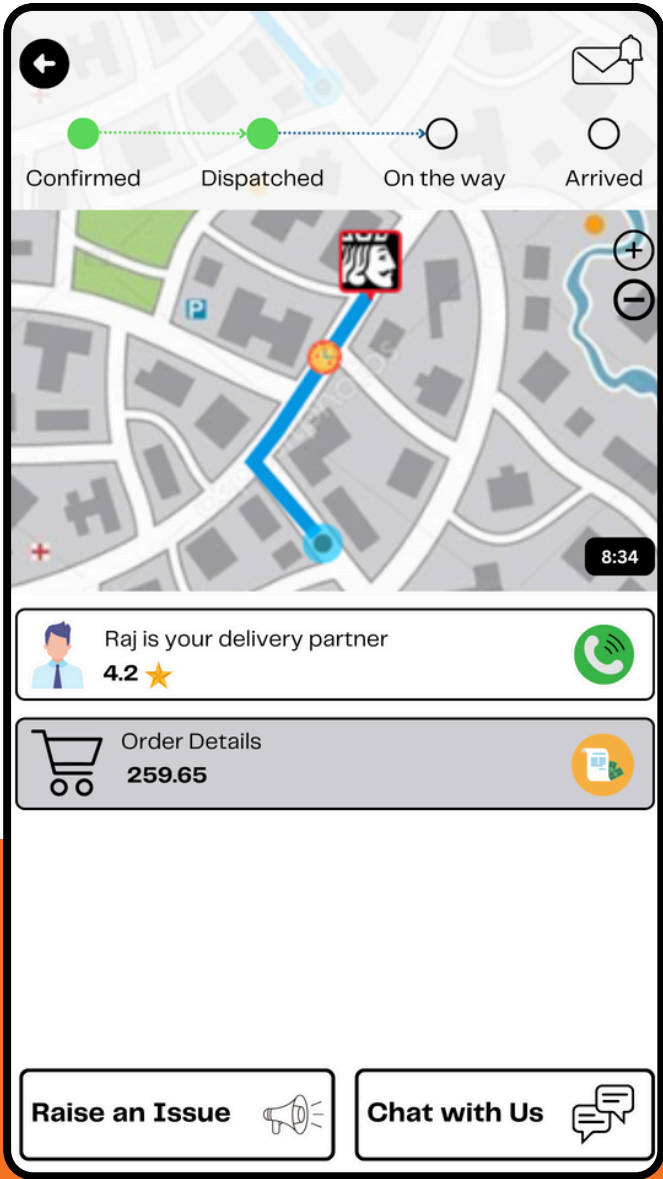
Metrics Planning:
- **Success Metrics:** Increased volume of feedback received from users.
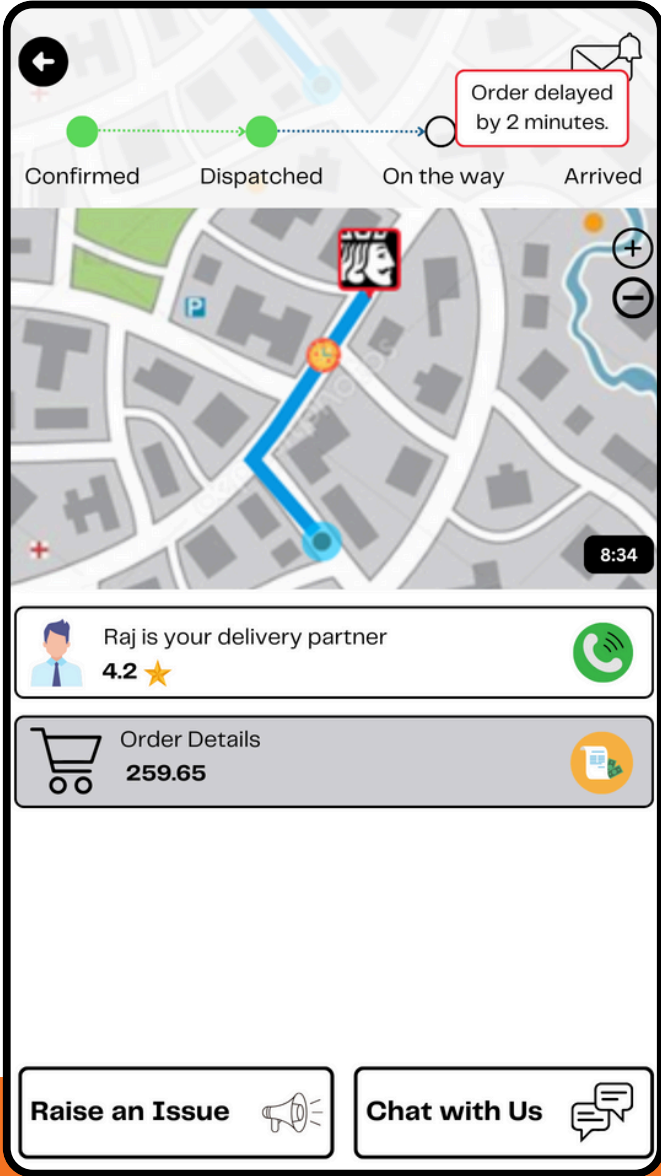- **Check Metrics:** Improvement in average feedback scores over time.
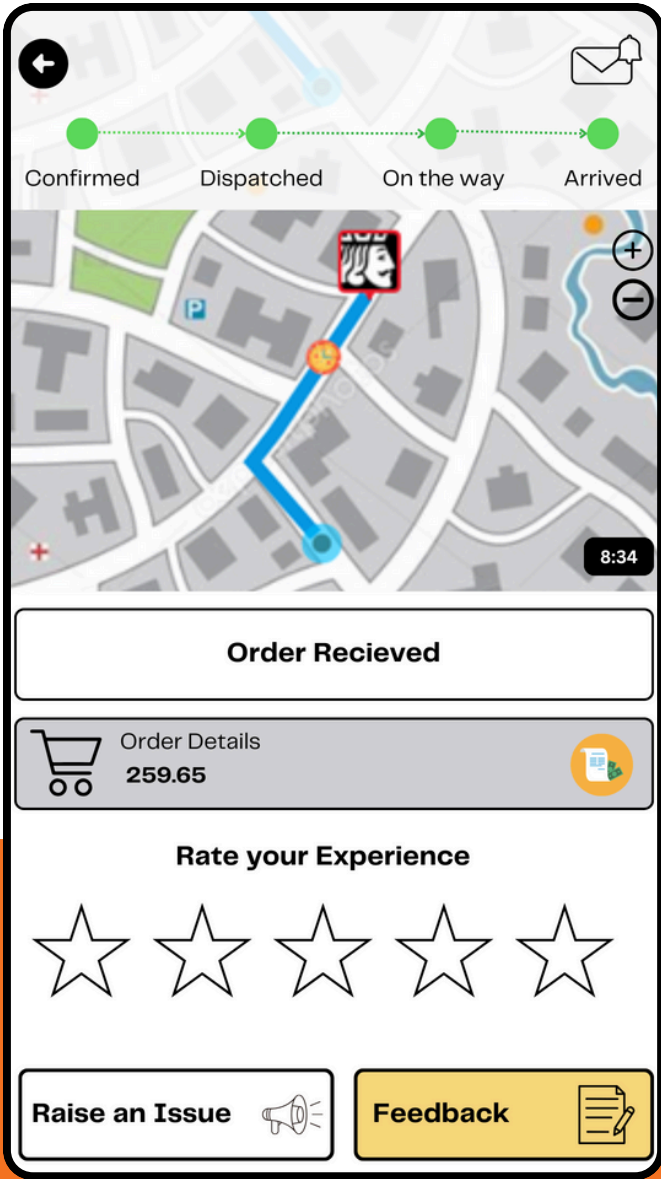
Wireframes

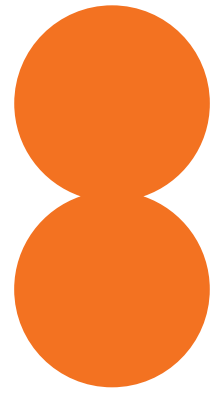## Step 1:
Order is placed

Step 2:
Order tracking page.

Step 3:
Notification for delayed order.

Step 4
Rating and feedback option after order is recieved

THANK YOU

Reach out.

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