

Zepto Subscriptions

Understanding barriers to subscription adoption and designing data-driven solutions



Project Objective

Zepto aims to increase adoption of its Purchase Subscription Model, allowing users to automatically receive essentials (like milk, sugar, fruits) on a fixed schedule — daily, weekly, or monthly — without the need to reorder manually.

Goal: Understand user pain points around scheduled delivery, identify behavioral barriers, and design product features that make scheduling intuitive, valuable, and habit-forming.

Outcome: Propose design and product solutions prioritized through the RICE framework, supported by user research and behavioral insights.

User Research

Research Methodology

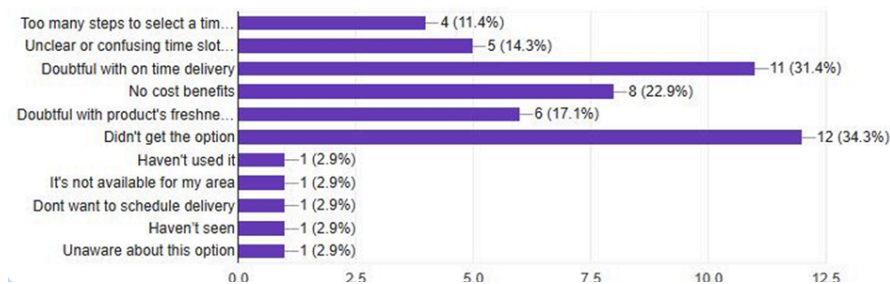
Our research approach combined qualitative and quantitative methods to understand user behavior and subscription barriers:

- **In-person interviews:** 5 participants across different user segments
- **Online survey:** 40 respondents from Zepto's active user base

Below are the responses we got:

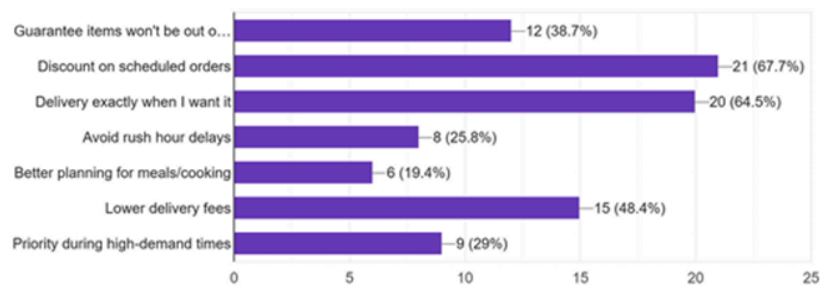
What stops you to use scheduled delivery on Zepto?

35 responses



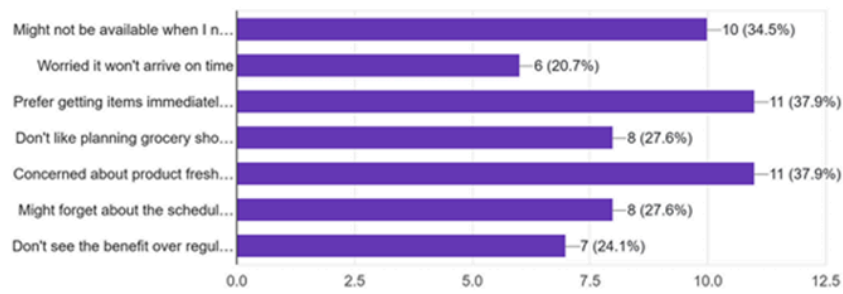
Which of these benefits would make "scheduled delivery" most appealing to you? (Select top 3)

42 responses



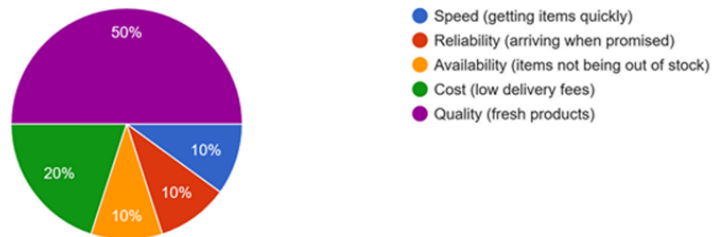
What would be your main concern about using scheduled delivery? (Select top 2)

40 responses



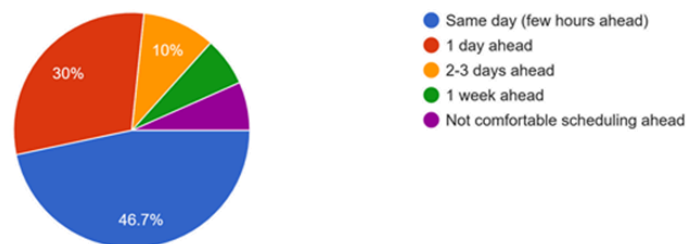
What's most important to you in grocery delivery?

40 responses



How far ahead would you be comfortable scheduling grocery deliveries?

40 responses



Research Synthesis

THEME	OBSERVATION	DESIGN IMPLICATION
Convenience Bias	Users see instant delivery as default behavior	Scheduling must feel as effortless as instant ordering
Perceived Value Gap	Users don't realize they save time or money via scheduling	Introduce savings visibility and habit motivators
Low Awareness	Many unaware that scheduling even exists	Add upfront nudges and banners highlighting feature
Effort Friction	Time slot selection feels cumbersome	Simplify flow, use auto-bundling or smart repeats

User Insights

- Users perceive instant delivery as the most convenient and reliable option, aligning with their spontaneous and urgent grocery needs.
 - The value proposition of scheduled delivery (e.g., savings, reliability, convenience) is not clearly communicated within the app.
 - The time-slot selection process adds extra friction during checkout, discouraging users from exploring scheduled options.
 - A large portion of users are unaware that scheduled delivery even exists, due to low visibility in the current user interface.
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User Personas

PERSONA	SHOPPING HABITS	PAIN POINTS	EXPECTATIONS	REAL QUOTES
Rohan, 26 – Software Engineer, Bangalore	Orders groceries 3–5 times a week on Zepto/Blinkit; usually after work or before the cook arrives; relies heavily on instant delivery for daily needs.	Finds grocery planning time-consuming; doesn't see a strong reason to try scheduled delivery as instant works well; perceives time-slot selection as extra friction.	Open to scheduled delivery if benefits like cost savings, flexible timing, and minimal effort are clearly communicated.	"I usually order groceries after work or before the cook arrives — don't plan much because I know I can get everything delivered instantly."
Neha Sharma, 29 – Marketing Manager, Gurugram	Uses Zepto for urgent, last-minute needs; shops weekly on other apps for bulk items; wants to reduce dependence on multiple platforms.	Frequent late or incomplete orders disrupt meal planning; lacks clear updates on stockouts or delivery delays; finds managing lists and rescheduling tedious.	Desires one reliable platform for both instant and planned grocery needs; wants flexible scheduling, better discounts, and seamless repeat ordering.	"If Zepto can help me simplify grocery planning and improve my scheduled purchasing experience, I'm all in — it'll save me time and stress."

PERSONA	SHOPPING HABITS	PAIN POINTS	EXPECTATIONS	REAL QUOTES
Jay Aggarwal, 32 – Senior Manager, Dual-Income Household	Regular online shopper, quick adopter of new app features; prefers digital convenience and predictable service.	Missed or late deliveries cause frustration; unpredictable schedule makes planning difficult; wants smoother, incentive-driven app experience.	Reliable and flexible delivery that adapts to his dynamic routine; wants to ensure essentials never run out.	"My work schedule keeps changing, so I need delivery that's as flexible as I am — reliable timing and zero missed orders."
Nirmala Mehta, 35 – Teacher, Noida	Buys bulk groceries monthly; prefers affordable, reliable services; moderately tech-savvy; compares online vs. local store value before purchasing.	Concerned about delays or missed deliveries affecting household routines; unaware of scheduled delivery due to low visibility in the app; anxious during slot selection and big payments.	Wants affordable delivery options with clear display of savings for scheduled delivery; needs reliable schedules aligned with family routines to avoid disruptions.	"I want to save money on groceries without compromising on quality or reliability. If Zepto can make it easy, I'd use it more often instead of going to the kirana store."
Ananya Sharma, 23 – Final-Year Student, Delhi	Orders late at night or between classes; frequently buys snacks, fruits, and breakfast items; uses Zepto/Blinkit for instant needs; doesn't explore advanced app features.	Unaware of the scheduled delivery feature; doesn't want to "wait" for essentials; finds scheduling hidden in the app; unsure if she'll be awake during morning slots.	Prefers instant, reliable delivery during late-night or rush hours; might consider scheduling if it's visible, flexible, and offers rewards or late delivery windows.	"Choosing a time slot adds extra effort during checkout — it's just faster to order instantly."

Problem Statements

1. Lack of Clear Value Proposition:

*Users are experiencing **low motivation to try scheduled delivery** while trying to order their recurring groceries, because the **benefits** of scheduled delivery (cost savings, convenience, and reliability) are **not clearly communicated** or differentiated from instant delivery, which results in users continuing to rely on instant delivery and ignoring the subscription feature.*

2. Low Awareness and Visibility:

*Regular Zepto users are experiencing **unawareness of the scheduled delivery** option while trying to plan or reorder groceries in advance, because the **feature is not prominently visible** or integrated into their regular ordering flow, which results in low discovery and adoption of the subscription service.*


3. Perceived Inflexibility and Added Friction:

*Busy, convenience-driven users are experiencing resistance toward planning or scheduling orders while trying to manage recurring grocery needs, because **time-slot selection and the scheduling flow add friction** and feel restrictive compared to instant ordering, which results in reduced willingness to experiment with or adopt the subscription model.*



Solution Exploration

#	IDEA	WHAT IT IS	WHY USERS NEED IT	HOW IT HELPS ZEPTO
1	💰 Savings Visibility Layer	Highlights the financial benefit of scheduled delivery through: <ul style="list-style-type: none">• Real-time nudges in cart/checkout ("Save ₹55 by scheduling")• Missed-savings reminders post-purchase ("You could've saved ₹80 last week")• Monthly savings tracker ("You saved ₹240 this month")	Users like Rohan Mehta and Nirmala don't perceive enough value in scheduling; making savings visible motivates them.	Increases perceived value and conversion by leveraging loss aversion and habit reinforcement. Drives repeat behavior and retention.
2	🛒 Auto-Bundled Smart Repeats	Proactively bundles frequently bought items into ready-to-schedule sets: <ul style="list-style-type: none">• "Your usual breakfast order is ready to schedule for Saturday 10 AM"• Auto-selects items + delivery slot• One-tap confirmation	Users like Neha find grocery planning time-consuming. This automation reduces mental load and decision fatigue.	Boosts repeat order rate and reduces friction in scheduling, leading to higher basket sizes and user stickiness.
3	📦 Trusted Slot Badge	Builds confidence by surfacing on-time delivery rates and highlighting reliable slots: <ul style="list-style-type: none">• Trust badges ("97% on-time last week")• Color-coded reliability	Users like Rohan Aggarwal and Neha worry about delays and reliability of scheduled orders.	Strengthens trust and transparency; reduces drop-offs during slot selection; improves perceived reliability of the service.

#	IDEA	WHAT IT IS	WHY USERS NEED IT	HOW IT HELPS ZEPTO
		indicators • Tap-to-explain feature ("1,112 users chose this slot last week")		
4	 Smart Reminders & Reorder	Personalized nudges and widgets that remind users to restock or reorder essentials based on patterns: • "You usually order milk every 3 days — schedule next?"	Users often forget or delay recurring orders. Smart reminders make reordering easy and relevant.	Increases purchase frequency and automates retention loop with minimal marketing push.
5	 Flexible Scheduling & Edits	Allows users to reschedule, skip, or pause subscriptions easily, with quick in-app actions and flexible time windows.	Users are hesitant to commit due to fear of rigid subscriptions.	Reduces subscription churn and builds confidence in trying recurring features.
6	 Subscription Rewards & Streaks	Gamified incentives for consistent scheduling: • "Earn 2× points for 3 on-time deliveries" • "Maintain your weekly streak for extra cashback."	Encourages habit formation and rewards consistency for users motivated by tangible benefits.	Builds engagement loops, strengthens loyalty, and differentiates Zepto from competitors.



Prioritization Matrix (RICE)

IDEA	REACH	IMPACT	CONFIDENCE	EFFORT	SCORE
🏆 Savings Visibility Layer	80	4.5	85	3	102
🔄 Auto-Bundled Smart Repeats	70	4.5	7	6	63
🏆 Trusted Slot Badge	65	4	80	4	52
Smart Reminders & Reorder	60	4	70	5	33.6
Flexible Scheduling & Edits	50	3.5	75	6	21.8
Subscription Rewards & Streaks	55	3	60	7	14.1



Why Savings Visibility Layer Wins

High visibility feature with strong behavioral impact (loss aversion). Easy to implement across checkout/cart UI.

Prototype Link: <https://lovable.dev/projects/1b109aed-5038-4759-9304-96cceb34347f>



Impact & Success Metrics

METRIC	BASELINE	TARGET (3 MONTHS)
% of users scheduling at least once	8%	20%
Repeat scheduled orders	12%	35%
Awareness of scheduling feature	40%	70%
Monthly savings visibility clicks	–	15% of active users
Reduction in cart abandonment	–	-10%