



Optimizing the **BigBasket** Experience for Users Seeking Convenience and Personalization



BY- Anushka Goswami and Aryan Verma

Description

Founded in 2011, BigBasket is India's leading online grocery delivery platform that enables customers to conveniently order a wide range of groceries, fresh produce, and household essentials from the comfort of their homes.

BigBasket functions as a two-sided marketplace, connecting customers and sellers to create a seamless digital grocery ecosystem.

While customers benefit from convenience, variety, and timely delivery, sellers gain access to a broader consumer base and tech-enabled logistics.

Competitors



Zepto



BlinkIt



InstaMart



JioMart

Stats

35M

Monthly Active users

15M

Per Month

Order Volume

50M+

App Install

60

Cities Served

4-6

Per Month

Order Frequency

15%

Market Share

Product Overview

Business Model

Hybrid (Inventory + Marketplace)

BigBasket operates on a dual model where it sells groceries directly from its own inventory and also lists products from local vendors.

Users of BigBasket

-  Urban households
-  Busy professionals
-  Working parents
-  Elderly individuals
-  Health-conscious consumers
-  Small businesses and offices

Key Features

- Wide Grocery Selection – Fresh, dairy, staples
- Flexible Delivery – Scheduled & express
- User-Friendly App – Smooth mobile/web UX
- Multiple Payments – UPI, cards, COD
- Personalized Suggestions – Smart lists & recos
- Subscription Services – Regular delivery plans
- Order Tracking – Real-time delivery updates
- Customer Support – Easy returns & help

Revenue Streams

- Product Sales – Grocery margin
- Subscription Services – BB Star membership
- Delivery Charges – Express/small basket fees
- Private Labels – Fresho, BB Royal
- Advertising – In-app brand ads
- Bulk Sales – Corporate/office supply
- Data Monetization – Brand analytics insights

Product Overview



USER PERSONA

Name: Rhea Verma Age: 24

Gender: Female Location: Delhi

Living Situation: Lives alone in a rented flat in South Delhi

Concerns

Cart & Checkout Friction :

Priya encounters unexpected delivery fees and taxes only at the final checkout step, making the total feel misleading. Promo codes and discounts often don't apply properly.

Delivery Experience Issues:

Preferred delivery slots are frequently unavailable, and late deliveries are common during busy periods. Substitute items are often irrelevant or unwanted.

Product Discovery & Clarity Gaps:

Searching for specific dietary needs (e.g., vegan, low-carb) is difficult due to poor filtering options. Many product images or descriptions don't match what is delivered.



GOALS

Transparent Pricing & Checkout

Rhea wants upfront visibility of total costs, including delivery fees and taxes, with smooth application of promo codes.

Reliable & Accurate Delivery

She values timely deliveries in preferred slots and expects to receive exactly what she ordered—no unwanted substitutions.

Efficient Health Product Discovery

She expects quick access to low-sugar, organic, or clean-label items with accurate filters, tags, and descriptions.

Fast Reordering & Smooth App Experience

She prefers saved baskets or smart lists for weekly orders and expects a fast, stable, and glitch-free app.

PROBLEM IDENTIFICATION

The problem we set out to solve is to increase revenue by focusing on Average Order Value (AOV), repeat purchases, and overall cart conversion. This is anchored in improving the grocery ordering experience, optimizing order size, and enabling frictionless repeat behavior.

Strategic Drivers:

- Grocery Experience
- Average Order Value
- Order Frequency

 To influence key business metrics like AOV, CR, CLTV, and GMV, we need to ensure that users either order more frequently or spend more on every order by improving their overall grocery ordering experience.

$$\text{Revenue} = \text{Order Frequency} \times \text{Order Value} \times \# \text{ of Orders}$$

Stakeholders in this Problem

User

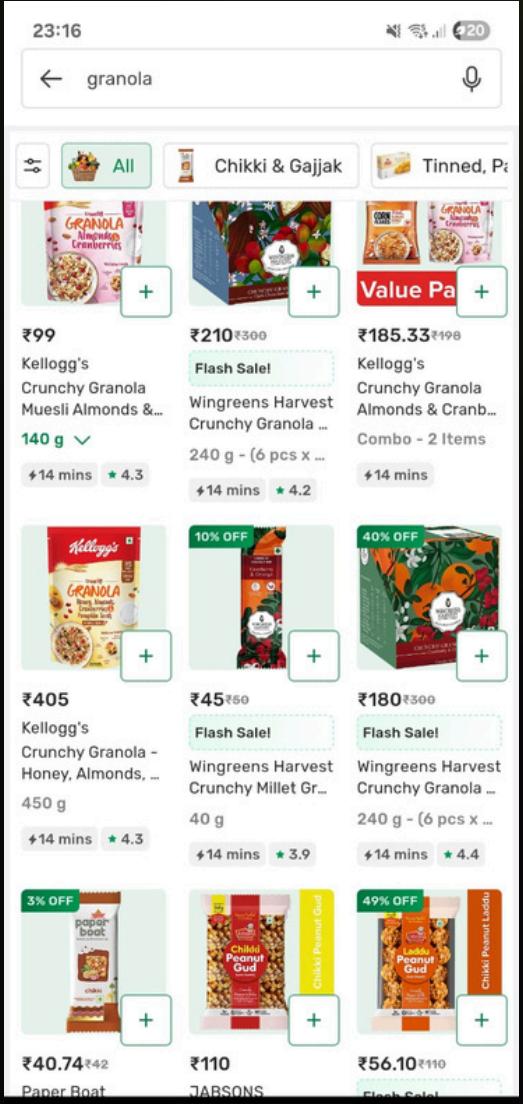
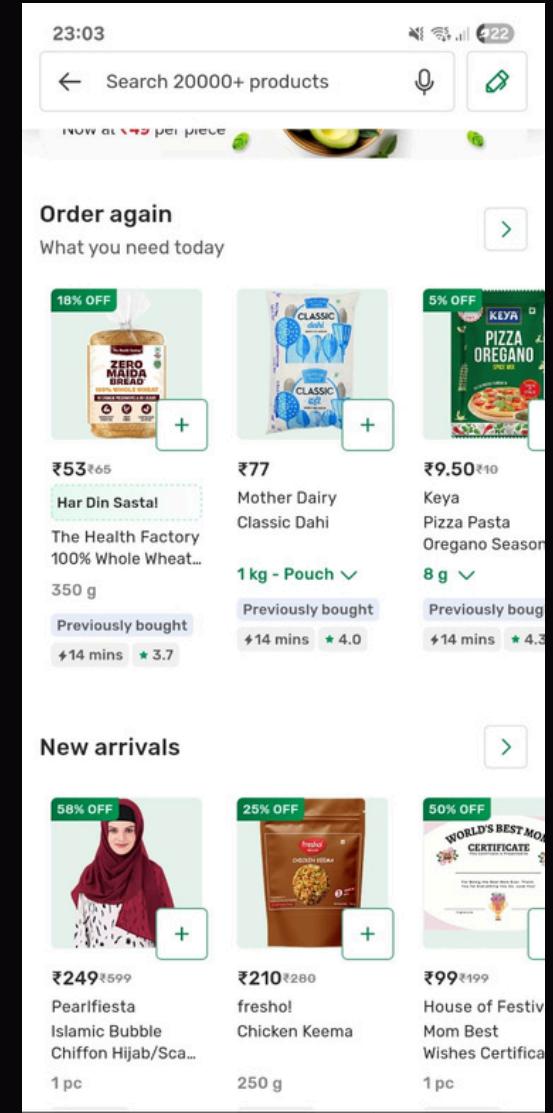
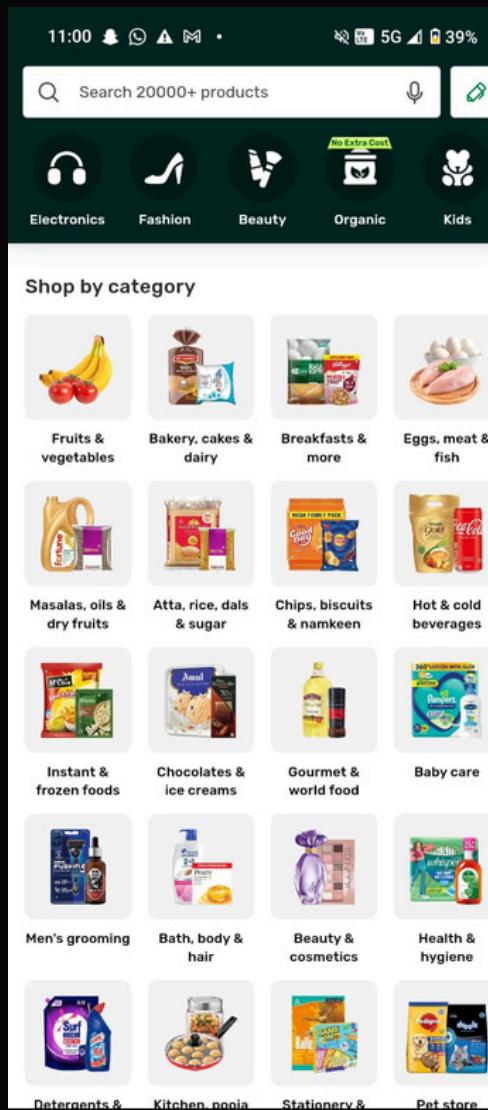
Delivery Partner

Local Vendors

Big Basket as an Aggregator



User Journey Map



Compare all products and prices

Open App & Login

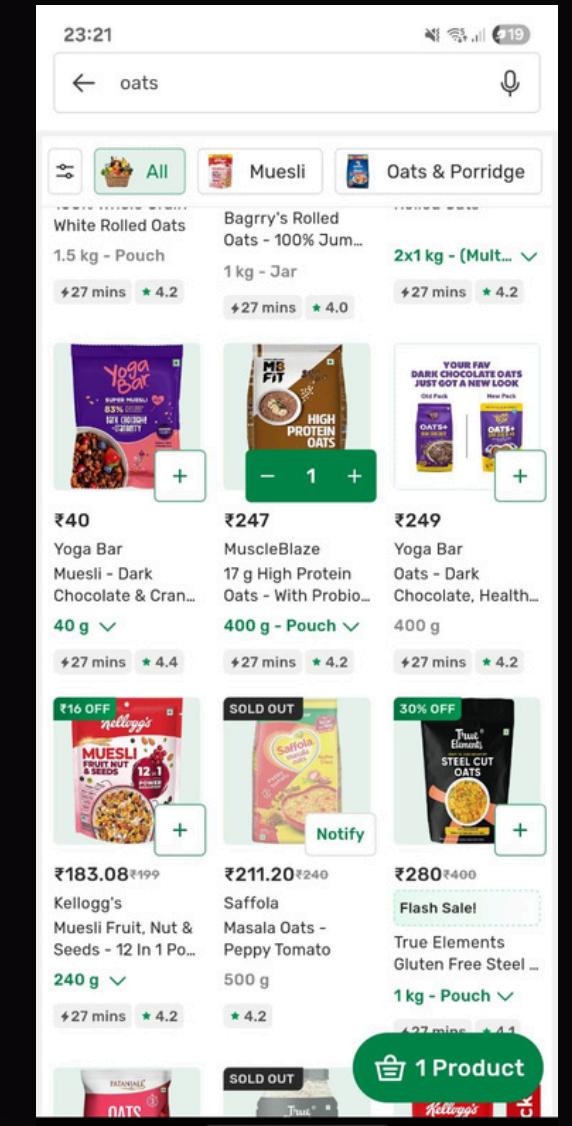
Browse Categories/Search



Select Product Variant



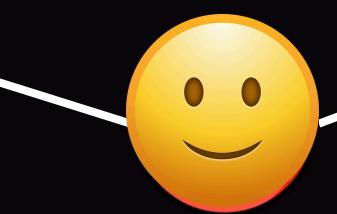
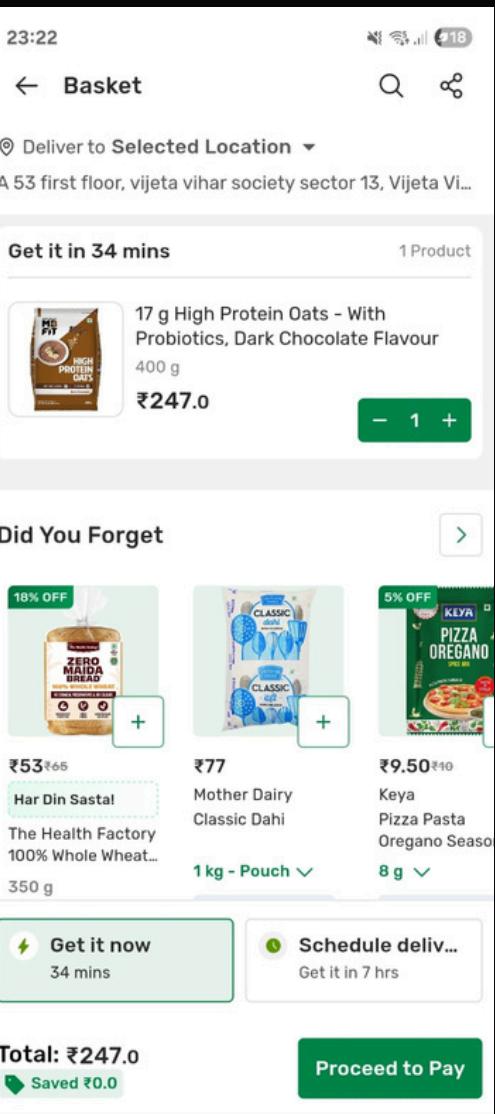
User Journey Map



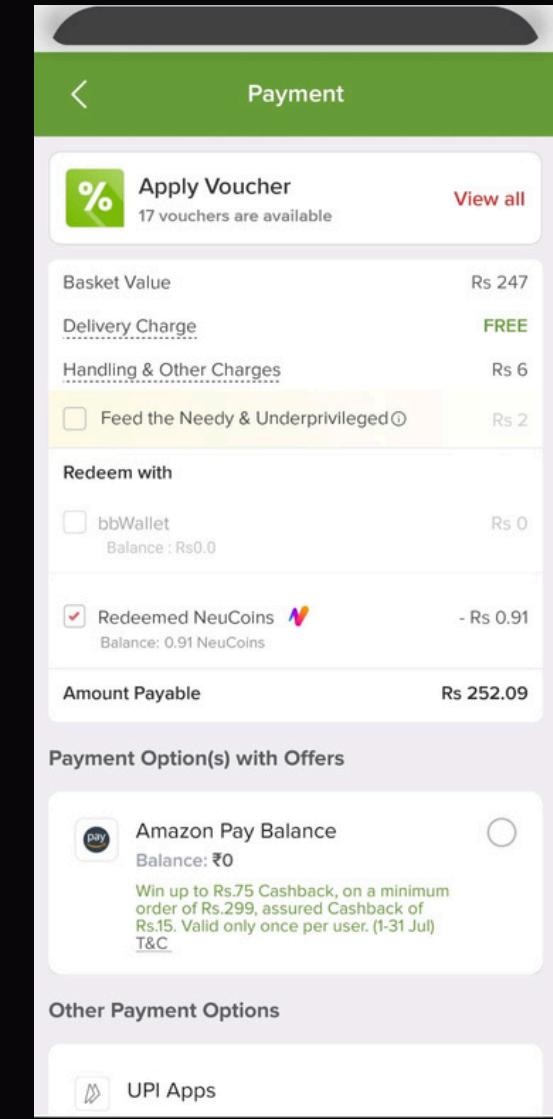
Add Items to Cart



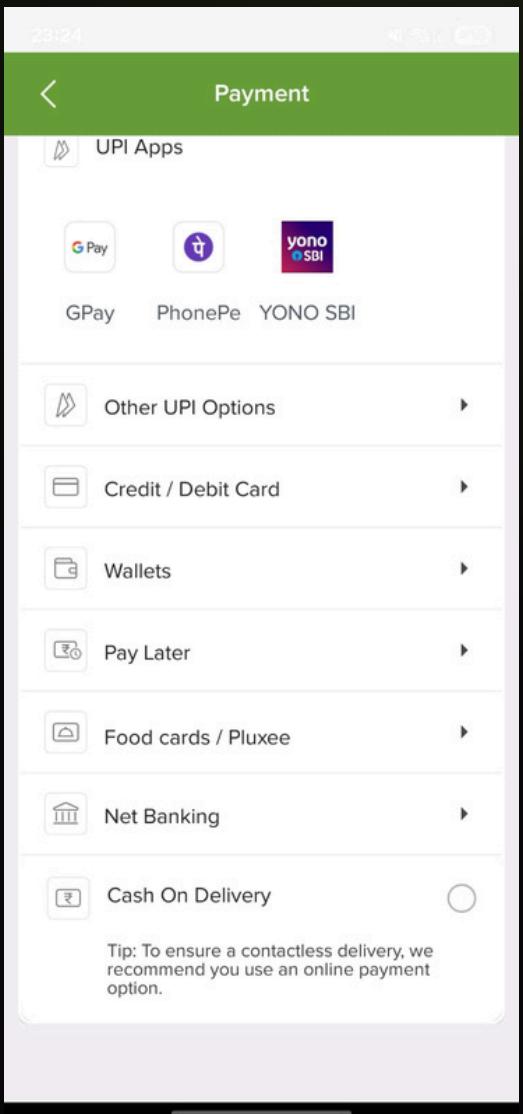
Review Cart & Promo



Choose Slot & Address



Confirm Order & Pay



PRIORITIZATION

- 1** **Unavailable Delivery Slots:** Rhea often can't book her preferred time, forcing her to settle for inconvenient windows.
- 2** **Frequent Stock-Outs:** Desired items are repeatedly out of stock, leading to last-minute substitutions or order delays.
- 3** **Confusing Checkout Flow:** Multiple screens and hidden options slow her down and increase cart abandonment risk.
- 4** **Lack of Personalization:** No relevant suggestions like low-sugar, clean-label, or repeat purchases based on her health-focused shopping behavior.
- 5** **Hidden Charges & Coupons:** Delivery fees, item-level charges, and coupons are not shown upfront, leading to surprise costs and reduced trust.

REACH	IMPACT	CONFIDENCE	EFFORT	SCORE
8000 user/month	High(3)	High(90%)	Medium(2)	1080
10000 user/month	High(3)	Medium(80%)	Low(1)	2400
6000 user/month	Medium(2)	Medium(75%)	Medium(2)	450
7000 user/month	Medium(2)	High(90%)	High(3)	420
5000 user/month	Medium(2)	Low(60%)	High(3)	200

HIGHEST SCORE



Frequent Stock-Outs **2400**
Unavailable Delivery Slots **1080**

We'll be focusing on the problems with the highest scores according to this estimation using the RICE framework

BB SAVER - Subscription



What It Is:

A low-cost subscription plan offering users benefits like weekly delivery of routine items, extra coupons, and access to preferred delivery slots.



Key Features:

- Auto-scheduled weekly delivery of selected items
- Priority access to high-demand delivery slots
- Exclusive coupons and repeat-user discounts
- Easy pause, skip, or edit anytime



Value Proposition:

- Incentivizes loyalty through added convenience and savings, reduces friction for routine users, and increases retention.



USER - CENTRIC

Guaranteed delivery slots
Extra savings via coupons
Hassle-free weekly shopping



PRODUCT - CENTRIC

↑ Retention & order frequency
↓ Churn risk
↑ Predictable revenue stream

ClearCart: A Trust-First Checkout Model



Goal:

Increase Conversion Rate & AOV



Key Features:

- Upfront delivery fee preview on product & cart pages
- Inline coupon prompts with “Tap to apply” and auto-apply tags
- Real-time savings & final price shown in cart summary bar



Impact:

↑ Conversion Rate, ↓ Cart Abandonment, ↑ AOV



USER - CENTRIC

- See delivery fees
- Tap-to-apply coupons
- Live price summary



PRODUCT - CENTRIC

- Fee previews
- Inline coupon prompts
- Real-time pricing bar
- Increase in AOV

SmartShop: Personalized Discovery & Reordering Engine



Goal:

Increase Repeat Purchase Rate & CLTV



Key Features:

- Filters/tags for “Low Sugar,” “Organic,” “Vegan,” etc.
- Personalized reordering block (e.g., “Your Weekly Essentials”)
- “Frequently Bought Together” bundles and intent-based recommendations



Impact:

↑ Repeat Purchase Rate, ↑ CLTV, ↑ AOV



USER - CENTRIC

Diet/preference filters
One-tap reorder
Bundle suggestions



PRODUCT - CENTRIC

Filter/tag engine
Reorder blocks
Recommendation engine
Increase in AOV



The CFRT Model: Our Solution

Convenience

Easy ordering, scheduled deliveries, app reordering.

Freshness

Reliable delivery of fresh produce via cold-chain logistics.

Range

20,000+ SKUs, including groceries, personal care, and private labels.

Trust

On-time deliveries, consistent quality, Tata brand backing.

CONCLUSION

This case study set out to solve a core business challenge for BigBasket: increasing revenue by improving Average Order Value (AOV), conversion rate, and repeat purchase behavior.

Through detailed user research and problem prioritization using the RICE framework, three high-impact opportunities were identified:

1. ClearCart – Ensuring transparent pricing and coupon visibility
2. SmartShop – Enhancing personalized discovery and reordering
3. BB Saver – A weekly subscription for routine buyers with added perks

These solutions directly address key user pain points such as hidden fees, poor personalization, and delivery slot unavailability, while aligning with business goals like improving CLTV, reducing churn, and increasing predictable revenue.

By focusing on trust, personalization, and convenience, this product strategy delivers both a better experience for users like Rhea and measurable impact for BigBasket's growth.

