

PRODUCT LEAGUE 2.0

zepto

**VISION STACK**

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# Problem Statement

## **Search to Add-to Cart drop: What's Happening?**

### **What's dropped?**

10% decline in Search → Add-to-Cart conversion over last 4 weeks.

### **Why it Matters?**

Fewer carts → Decline in orders → Lower customer satisfaction

### **Where its Happening?**

- 90% on Mobile app.
- Repeat users are primary base.
- Zepto = High- speed delivery (10-20 mins).

# Key Hypotheses and Root Causes

## Hypotheses:

### 1. OOS Dominates Results

- Users see irrelevant "Out of Stock" items, leading to frustration.
- Data to Check: OOS rate in top 100 searched SKUs.

### 2. Weak CTA Visibility

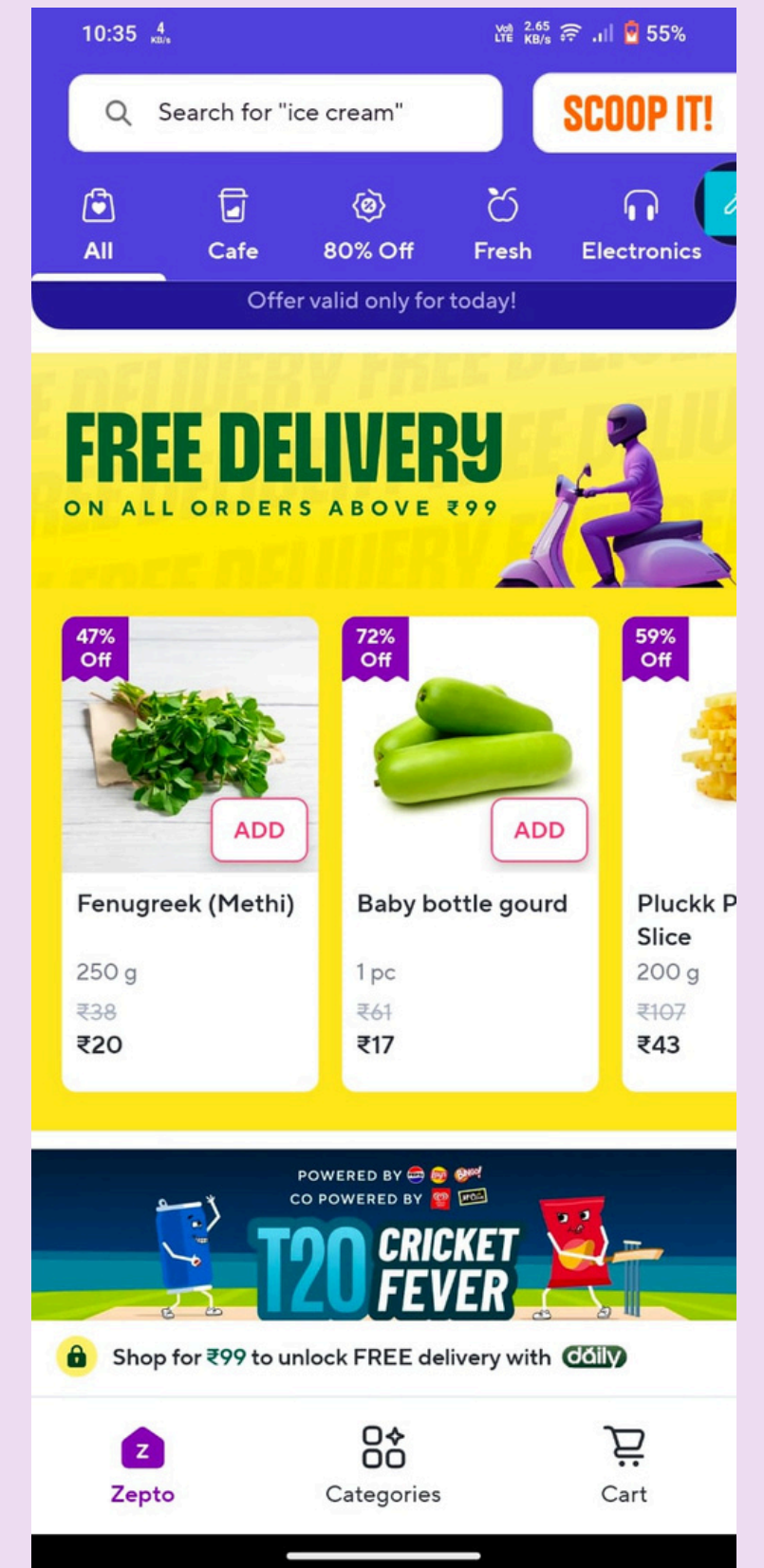
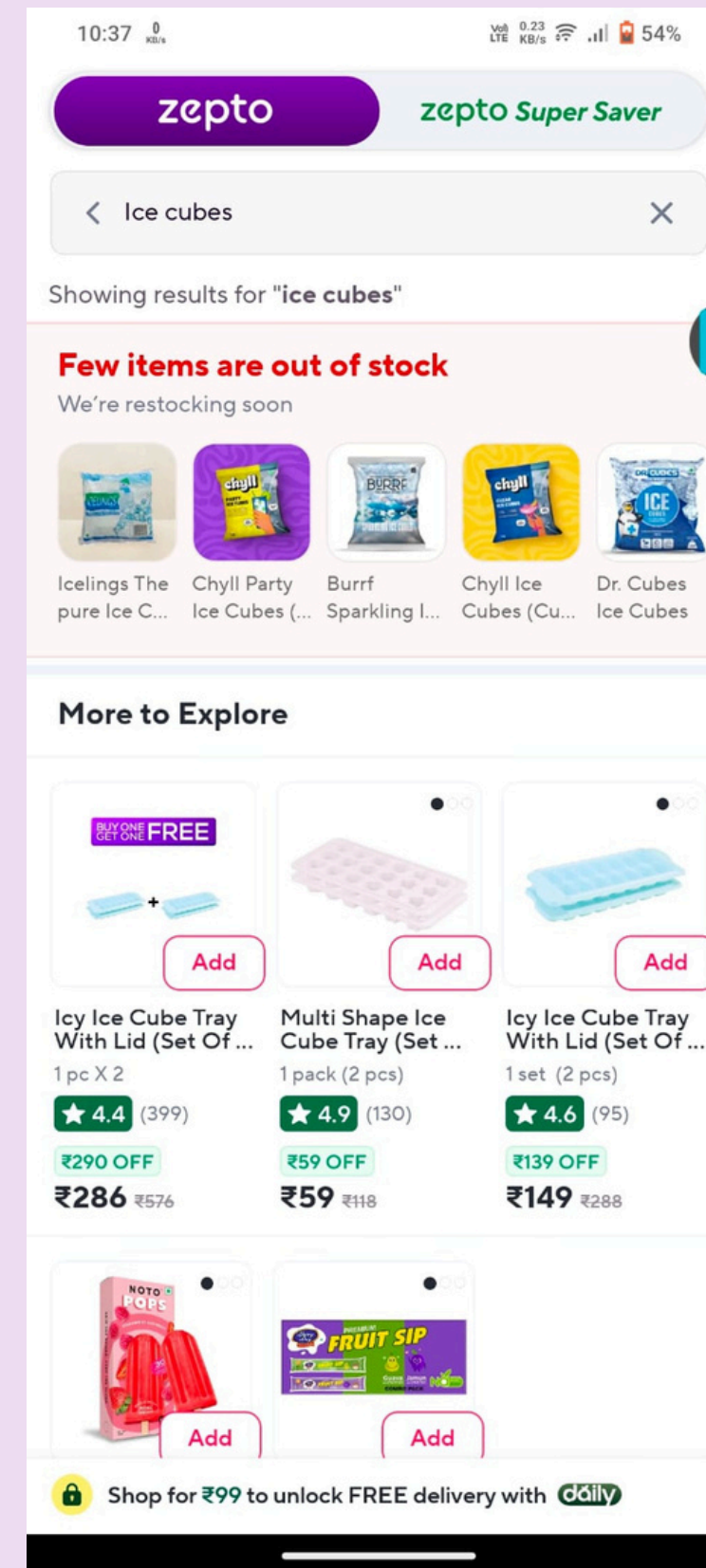
- "Add to Cart" buttons are buried or unclear (e.g., color contrast, size).
- Data to Check: Heatmaps from Hotjar showing clicks on CTAs.

### 3. Search Relevance Drop

- Results don't match user intent (e.g., "Biryani" shows pizza places).
- Data to Check: CTR on first 3 search results vs. rest.

### 4. Mobile UX Frictions

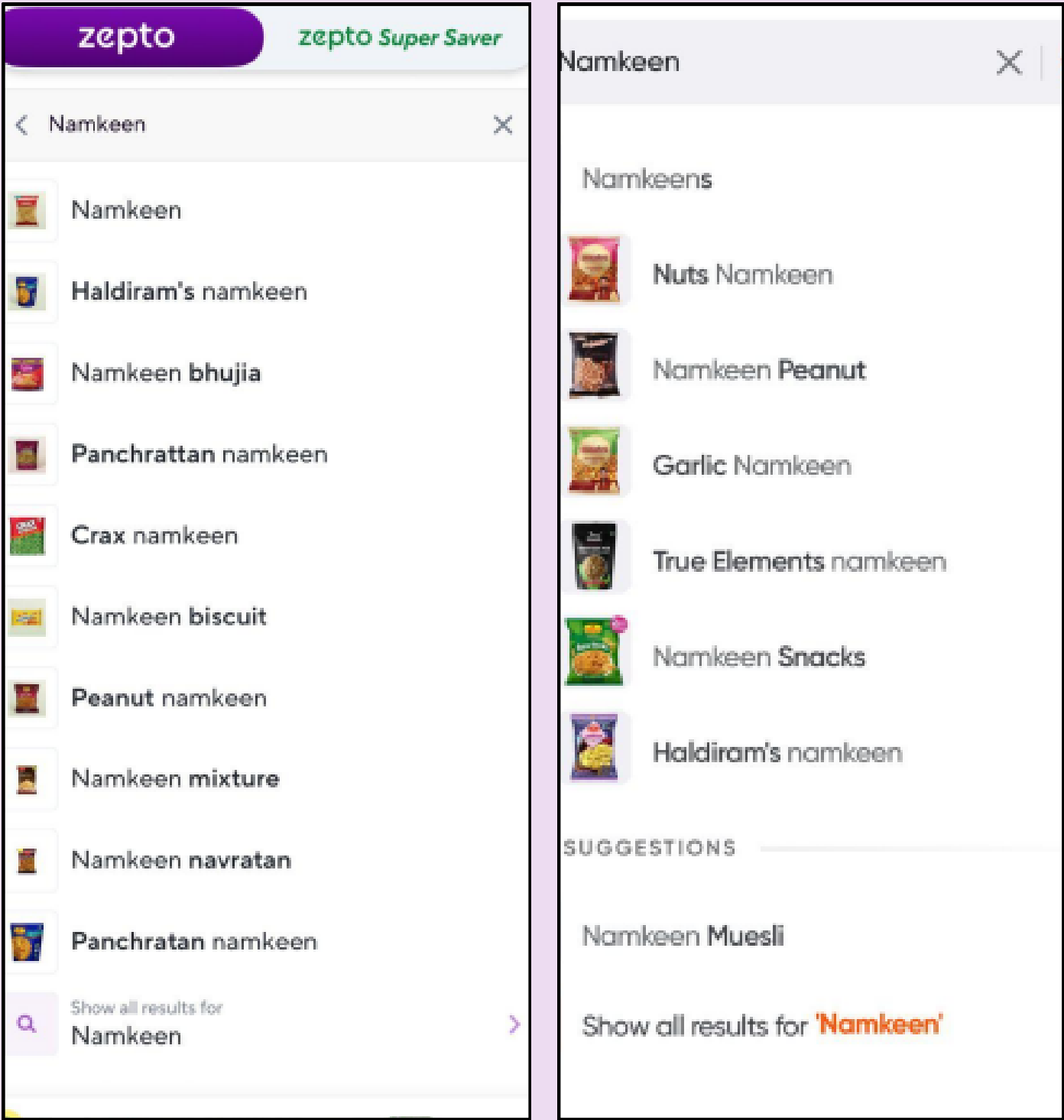
- Filters auto-apply zero results or load times exceed 2s.
- Data to Check: Search latency metrics, session recordings
- Cart icon disappears once scrolling through products



# Competitive Benchmarking

<u>Category</u>	<u>Zepto</u>	<u>Blinkit</u>	<u>Instamart</u>
Search Relevance	Medium (Generic)	High (Smart Search)	High (Auto-correct suggestions)
Add-to cart speed	Average (2+ taps)	Fast (1 tap)	Fast (1 tap)
Stock Visibiliity In Search	Limited	Clearly Shown	Clearly Shown
Filters & Sorting	Basic	Advanced	Advanced
Mobile UX	Functional but dense	Clean and intuitive	Clean and fast

## Difference in UI Flow



# Proposed Solution

## 1.00\$ Items:

- Auto-substitute: Replace OOS with "Similar Available" (e.g., "Amul Cheese" → "Britannia Cheese").
- Badge: "Restocking by 6 PM" + notify option.

## 2.CTA Visibility:

- A/B Test: Sticky green CTA (fixed at bottom) vs. current design.
- Specs: #20A162 (Zepto green), 48px height, 95% width.

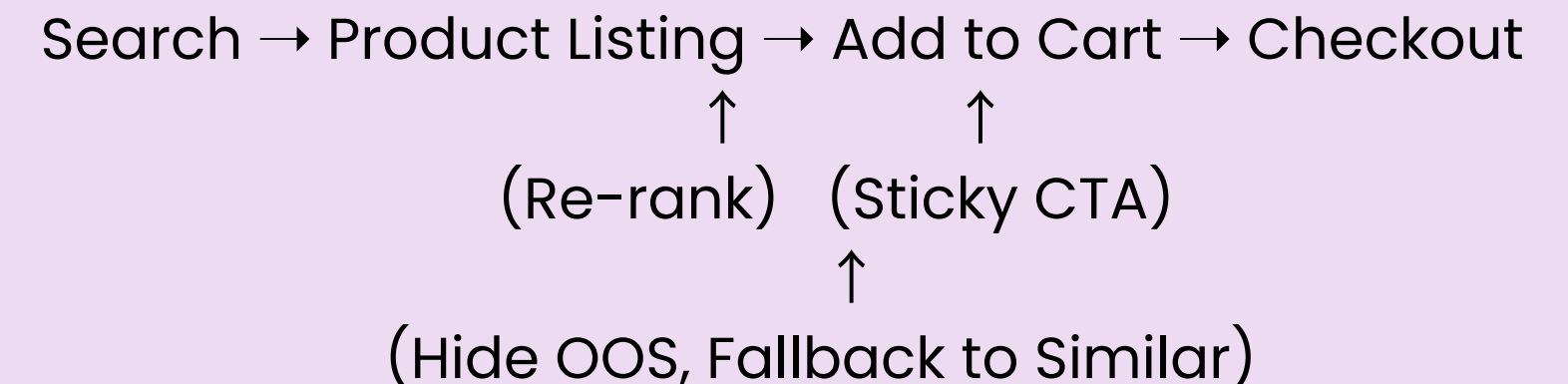
### 3. Search Speed:

- **CDN Optimization:** Reduce latency to <1.5s (partner with AWS).

## 4. Relevance:

- Personalization: Boost items from past orders (e.g., biryani lover sees biryani first).

UI/UX Interventions	Search Intelligence	Feedback Integration
Sticky CTA	Re-ranking algo	A/B Testing
Price + Thumbnail	Personalized search	Session Recordings
Similar Items CTA	Inventory sync	In-app surveys





# User Personas Impacted

## Priya Mehta, 32

Priya is a Marketing Manager at a MnC living in Mumbai.

### Core Goals

- Order groceries quickly and conveniently.
- Ease of ordering on mobile.

### Pain Points

- Irrelevant search results.
- Multi step add-to-cart.
- Lack of smart recommendations.



## Rohan Khanna, 24

Rohan is a Software Engineer who lives alone in Delhi.

### Core Goals

- Instant ordering during breaks.
- Prefers fast and precise search.
- Wants frictionless checkout.

### Pain Points

- Unclear product information.
- Sluggish or delayed search.
- No recent or suggested items.



# Trade-offs and Prioritization Matrix

## Key Trade-offs:

### › Speed Vs Personalization:

Opt for quick wins in the beginning and then layer personalization iteratively.

### › Mobile-only focus Vs Cross-Platform:

Prioritize mobile users(almost **90% users**) and then monitor the web users parallelly.

### › Backend Investment Vs Frontend

## Polish:

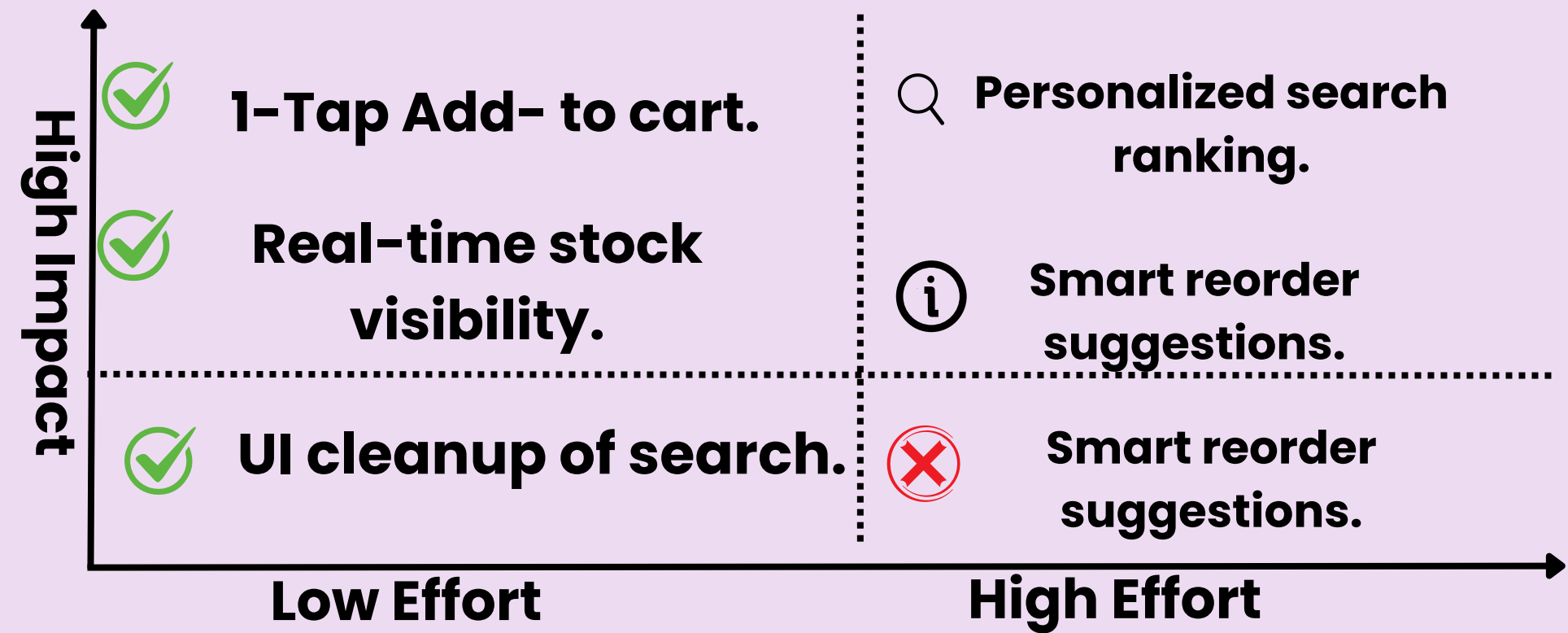
Phase 1: UI/UX fixes and logging.

Phase 2: Backend Upgrades.

### › Strategic Approach:

Start with high impact tweaks and plan on the UX sprint later.

## Prioritization Matrix:



## Risks and Mitigations:

- Increased Technical Debt: Limit excessive refactoring.
- Feature Creep: Strict criteria for new requests.
- Misalignment of priorities: Regular stakeholder reviews.

# Impact Projection & Validation

## 1. Impact Projection

### 💰 Revenue Impact

- Current Add-to-Cart rate: 22% → Target: 24.2% (+10%)
- Estimated revenue lift: ₹2.1Cr/month
- \*(Assumes 5M searches/month, ₹50 average order value)\*

### ⚡ Secondary Benefits

- 15% fewer drop-offs from faster search (<1.5s latency)
- +5% cart value per session (₹420 → ₹441)

Risk	Mitigation	Rollback Trigger
Latency increase >3s	Throttle personalization	5% drop in conversions
Vendor revenue drop >7%	Manual OOS override	CSAT decline >10%
False positives	Extend test duration	p-value >0.1 after 14 days

## 2. Validation Plan

### Phase 1: A/B Tests (Weeks 1-2)

- Experiment A: Sticky CTA (50% users)
  - Success Metric: CTR increase from 15% → 35% (+20%)
  - Tool: Firebase A/B Testing
  - Statistical Significance: 95% confidence (p<0.05)
- Experiment B: OOS Handling (10% users)
  - Success Metric: Conversion lift for OOS searches from 8% → 16%
  - Tool: Hotjar session recordings
  - Guardrail Metric: Ensure no vendor revenue drop >5%

### Phase 2: Pilot (Weeks 3-4)

- Personalized Search (20% users)
  - Success Metric:
    - Repeat users: +12% conversion
    - New users: Neutral impact
  - Validation Method: Cohort analysis (repeat vs. new)

### Phase 3: Full Rollout (Weeks 5-6)

- Global Metrics:
  - Daily monitoring of conversion funnel
  - Real-time alerting if metrics dip >2% from baseline
  - CSAT surveys (in-app popup)