



Product Teardown

***Improvethe Customer Retention Rateandincrease
Order Volume of TATA NEU FOOD DELIVERY***



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OVERVIEW

Given Scenario :

TataNeu aspires to be India's go-to super app by integrating services across Tata consumer ecosystem. However, users often face challenges with discoverability, usability, and personalised experiences due to the platform's complexity and breadth of offerings.

We are moving forward in delving deep down in their daily section

- Focusing on food Delivery category within the Daily section of Tata Neu.

Mission: To redefine the convenience of digital living for every Indian.

Vision: To create a unified digital ecosystem connecting users with diverse Tata Group offering.

Competitors

zomato



Uber Eats



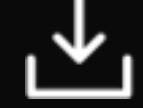
zepto

•REVENUE STREAMS

- Commissions on Partner Sales
- Subscription Services Loyalty programs like Tata NeuCoins)
- Delivery and Service Fees
- Advertising on Platform



• 10 Million+ Monthly Active Users 2023



• 4.1 star rating with 50million+ downloads Play Store)



• \$12 Billion Overall Valuation



• 9 Categories Integrated Across the App



Tata Neu, launched in April 2022, is Tata Group's super app that integrates various services, including food delivery, under a single platform. The app consolidates offerings from multiple Tata entities, aiming to provide a seamless user experience across different services. Tata Neu operates as an aggregator, bringing together various Tata services into a single digital platform.

Understanding Current Market:

- The Indian food delivery market is expected to grow to \$81.9 Billion by 2028 Growing at a CAGR of 19.7% between 2023 2028 and one of the biggest players in this industry are Zomato and Swiggy.
- Even with Tata being one of the biggest giants in the market it is facing great losses in FY23 of Rs 1,370 crore which narrowed to Rs 1,201 crore in FY24, Tata Digital's standalone
- About 80% of transactions on Tata Neu were driven by grocery and epharmacy.



Problem Statement:

Improve the Customer Retention Rate by 20% and increase Order Volume by 15% by optimizing these key user experience elements within the next 3 months.

User Persona



NAME : ROHIT NEGI

AGE : 32 years

PROFESSION : MANAGER

LOCATION : BANGALORE

High-Income Powerhouse Buyer)



NAME : BHUMI

AGE : 28 years

PROFESSION : HOME MAKER

LOCATION : DELHI

Middle-Income Buyers Balanced Spender\$



NAME : RAHUL AGE : 21

years PROFESSION :

STUDENT LOCATION :

BENGULURU

Budget Buyers Value Seekers)

About Rohit

- Has a busy schedule and often relies on food delivery for quick meals.
- Familiar with Tata Neu's grocery and electronics sections but hasn't explored its food delivery category.
- Values convenience, time-saving solutions, and reliable service in apps.

Frustrations

- High delivery times during peak hours, causing inconvenience.
- Lack of advance scheduling for food deliveries.
- Frustration with inability to order from multiple restaurants in one go.
- Challenges in finding quick, balanced, and healthy meal options.
- Irrelevant food recommendations that don't meet dietary preferences.

Needs

- Simplify meal choices with multi-restaurant ordering and personalized suggestions.
- Ensure faster delivery during peak hours to fit his busy schedule.
- Offer healthier meal options and reliable service for professionals.
- Provide a seamless app experience to save time and avoid post-work delays.

About Bhumi

- Balances household management with freelance content creation, favoring user-friendly apps and budget-friendly deals.
- Typically cooks at home but orders food on hectic days.
- Already uses Tata Neu for groceries and medical needs, now exploring its family-friendly food delivery options.

Frustrations

- Unable to order from multiple restaurants at once, complicating family orders.
- High delivery charges deter frequent app use.
- Limited curated meal bundles or allergy-friendly options.

Needs

- Needs customizable meal bundles to suit her family's diverse tastes.
- Prefers affordable delivery or subscription-based fee reductions.

Persona

- College student living in a PG, frequently relies on food delivery.
- Needs affordable, quick, and reliable options.
- Prefers apps offering loyalty points and discounts to fit his tight budget.

Frustrations

- High delivery charges and late-night surcharges.
- Late deliveries often result in food arriving cold, affecting its freshness, taste, and overall dining experience..
- Limited affordable, filling, and student-focused meal options.

Needs

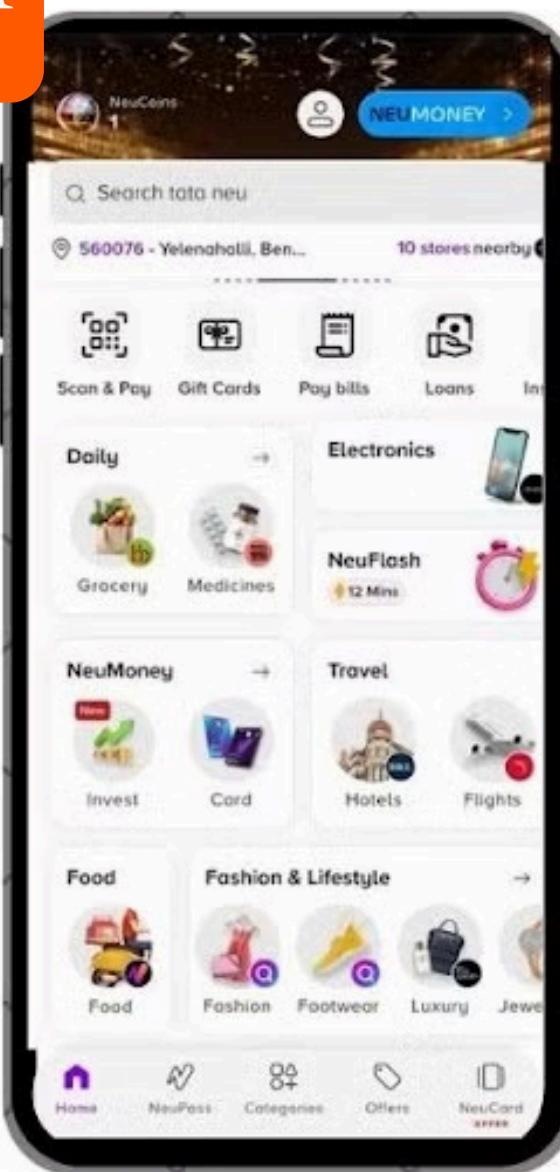
- Seeks low-cost meals with discounts or combo deals to save money.
- Prefers affordable delivery charges.
- Expects timely delivery with food that's hot and fresh.
- Values discounts or special deals tailored to tight budgets.

USER JOURNEY



Aahaaa! Moment !!

Ready-made options that match what user might like, so user can pick a dish fast without wasting time exploring



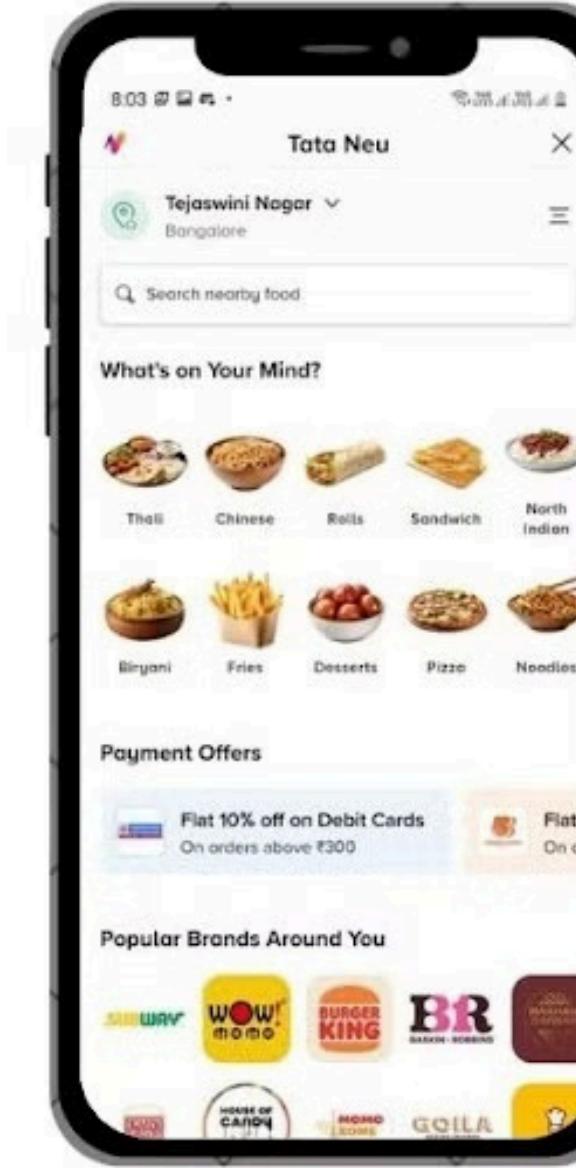
Sign -in & Homepage

ACTION

- Visit Tata Neu
- Sign in
- navigate to the food delivery



Too many categories
Multiple highlights and offers on homePage



Discovery

- Browses restaurants based on dishes
- or searches for specific food items.



- No personalized recommendations.
- less and specific filter options.



Explore Restaurants

- check Reviews and ratings then select restaurant/dishes, and images to decide where to order from.



- No customer reviews or authentic food images.
- Not able to identify how the dish looks like.

USER JOURNEY



Aahaaa! Moment !!

Clea rdisplay of delivery time and distance, h elps user to plan betterand understand how long you rorder will take.

Automatic application of NeuCoins for instant savings, along with visibility into how much user will save and earn on each purchase.

ACTION

Choose a Restaurant

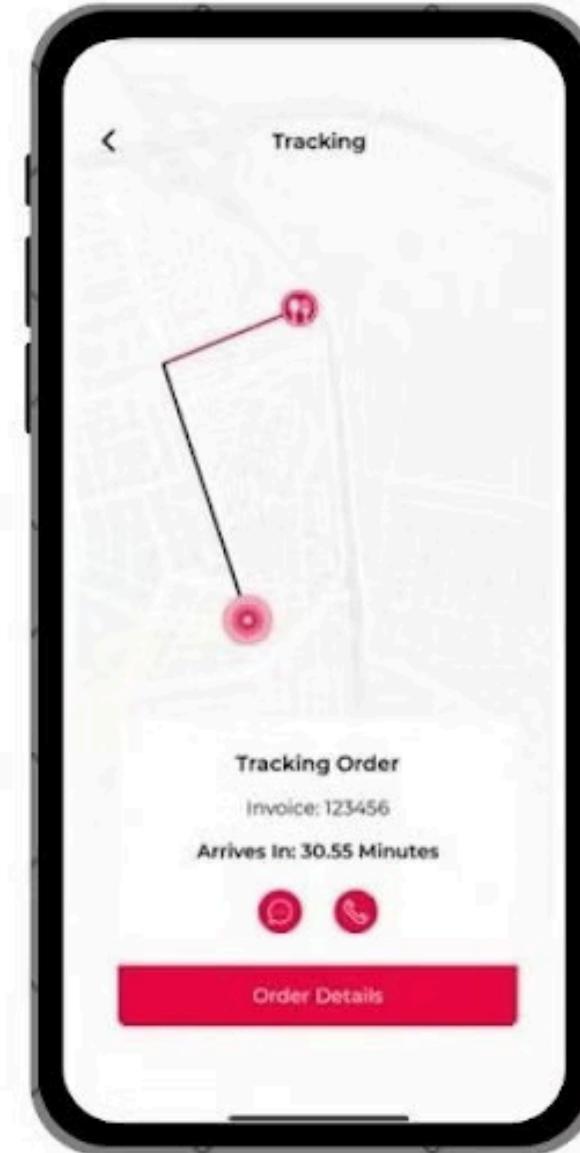
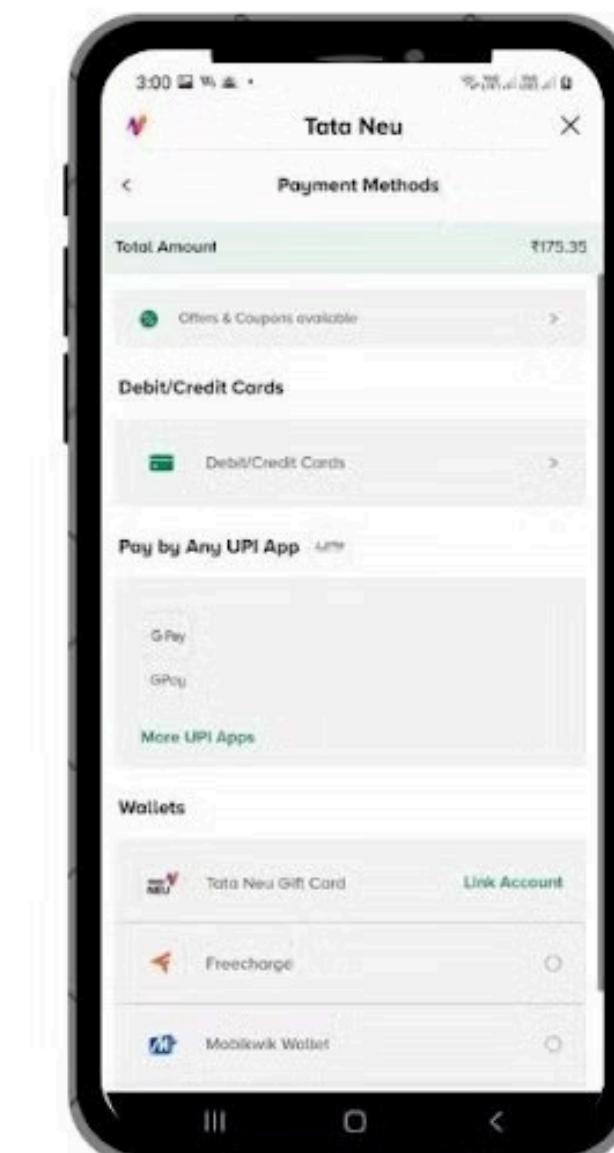
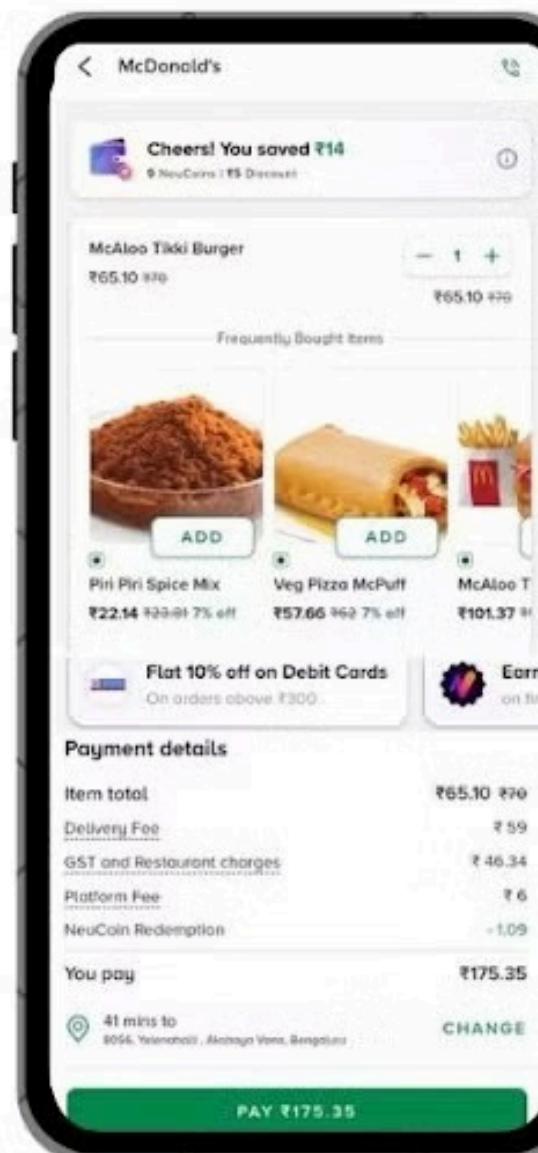
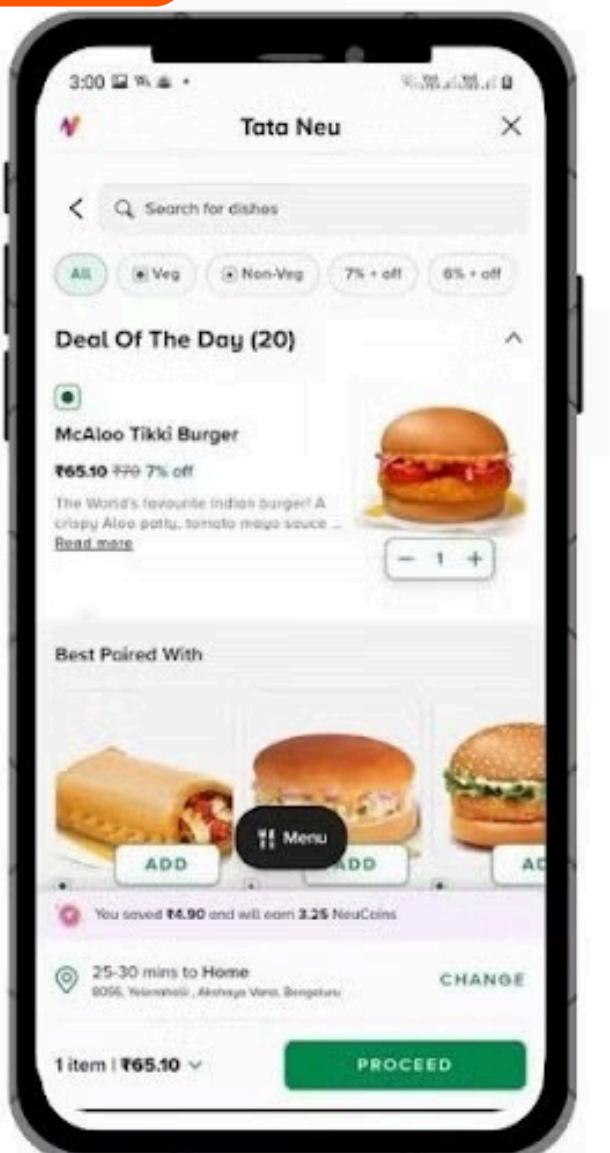
Selects a restaurant and adds items to the cart.



EMOT ION

PAINPOINT

Cannot add dishes from multiple restaurants to the same cart



Check Out Page

- Reviews order
- Select discounts/offers
- Proceeds to payment.



Payment Page

- Completes payment
- Places the order.



Delivery Tracking Page

- Waits for delivery
- Track order



- No Live customer support

PA INPOINTS PRIORITIZATION

Pag e

Pain Points	Priority	Rationale	Impact
Sign in & Home Page	Must Have	A cluttered homepage causes confusion and reduces user engagement. Simplifying it enhances usability.	rate, and improves user retention.
Discovery	Must Have	Lack of personalization makes the user journey tedious and leads to lower conversion rates.	Lack of personalization makes the user journey tedious and leads to lower conversion rates.
Discovery	Should Have	Helps users find nearby restaurants for quicker delivery and more relevant options.	Improves user convenience, increases order frequency, and builds loyalty.
Explore Restraunts	Must Have	Users rely on reviews and visuals for trust and decision-making. Missing them causes dissatisfaction.	Builds credibility, boosts trust in the platform, and increases order value.
Explore Restraunts	Should Have	Visuals of dishes are critical for appealing to users and reducing choice ambiguity.	Improves user satisfaction and increases the likelihood of completing an order.
Choose a Restaurant	Could Have	Limits flexibility for users who wish to order from different cuisines or restaurants simultaneously.	Enhances user convenience, potentially increasing order size and frequency.
Checkout Page	Should Have	Scheduling helps users plan ahead, catering to those with busy schedules or specific meal timings.	Attracts time-sensitive users and improves app usage during off-peak hours.
Post Delivery Page	Must Have	Users need immediate support for order issues. Lack of support can cause frustration and churn.	Enhances trust, reduces churn, and builds a positive reputation for resolving issues quickly.

Friction Points In the Journey



SEGMENT PRIORITIZATION ⇒ ROHIT - Single, Working professional

WHY? - We prioritize high-income buyers because they often have busy schedules, live alone, and lack the time to cook, making them frequent users of food delivery services. This segment is highly relatable, willing to pay a premium for convenience, and drives consistent revenue for the app.

Sign-in & Homepage

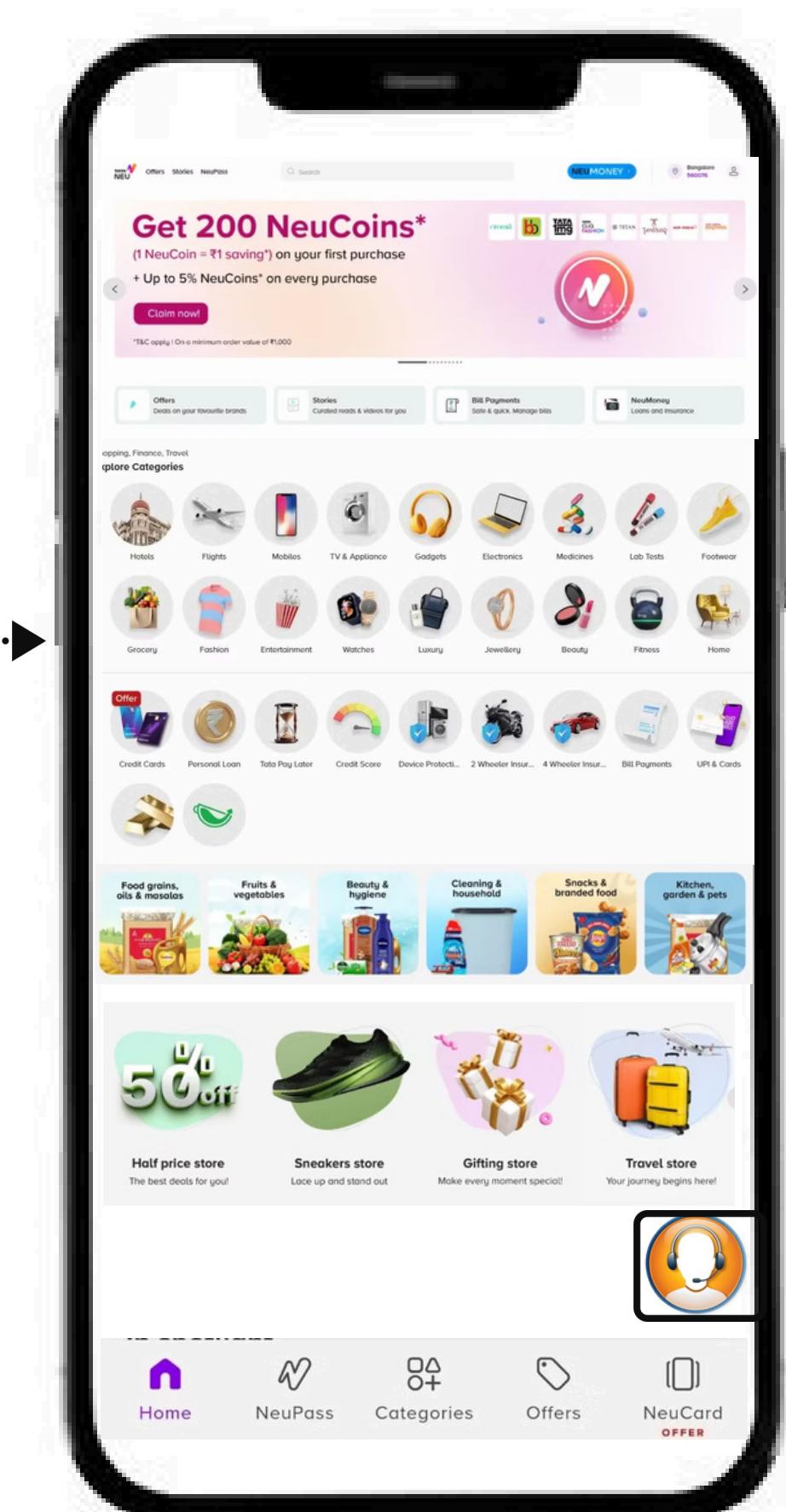


Too Many Categories, Offers, and Highlights on the Homepage Appear Cluttered

Proposed Solution: Simplify the home feed - Giving big icons CTA for more visibility based on most preferred category. Correct placement of AD (after the categories)

• **Unique Approach:** Use AI to personalize the display based on user preferences. Show only relevant categories, offers, and highlights. Introduce collapsible menus for less popular options.

• **Recommendation:** Conduct A/B testing to identify the optimal number of visible elements on the homepage. Use a clean, minimalist design.



Friction Points In the Journey

Discovery Page



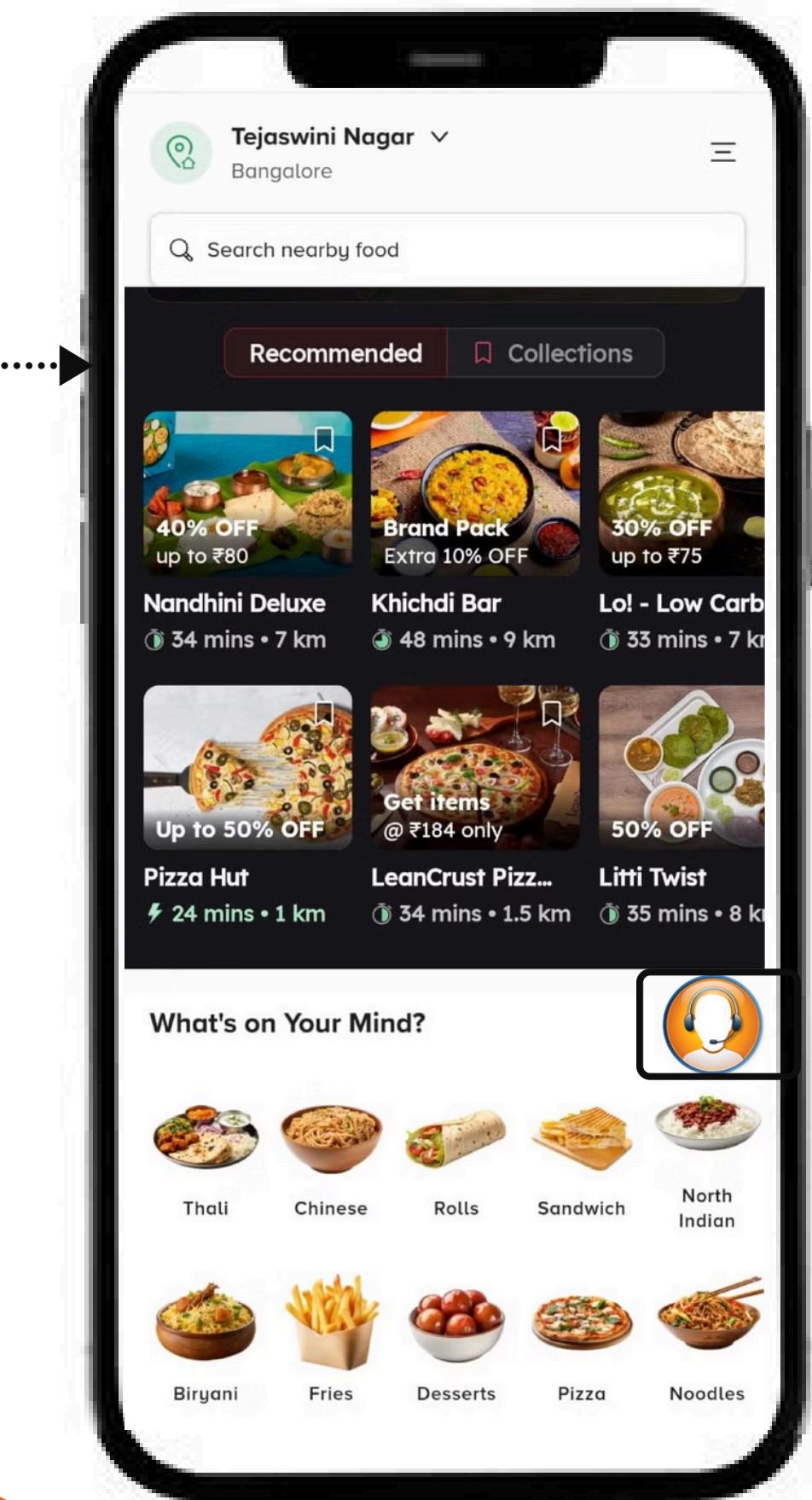
No Personalized Recommendations and Limited Filter Options

Proposed Solution: Implement an AI-driven recommendation engine.

- Recommendation based on nearby restaurants most ordered category - ML based.
- Use 30% of the screen to place the most relevant content and improve filter options "Dropdown list".

Unique Approach: Use machine learning to suggest dishes or restaurants based on past orders, search history, and preferences. Add specific filters like "distance from me," "fast delivery," or "popular choices."

Recommendation: Introduce a quick onboarding question for new users to gather taste preferences (e.g., vegetarian, spicy food). Offer dynamic filtering that adapts as users explore the app.



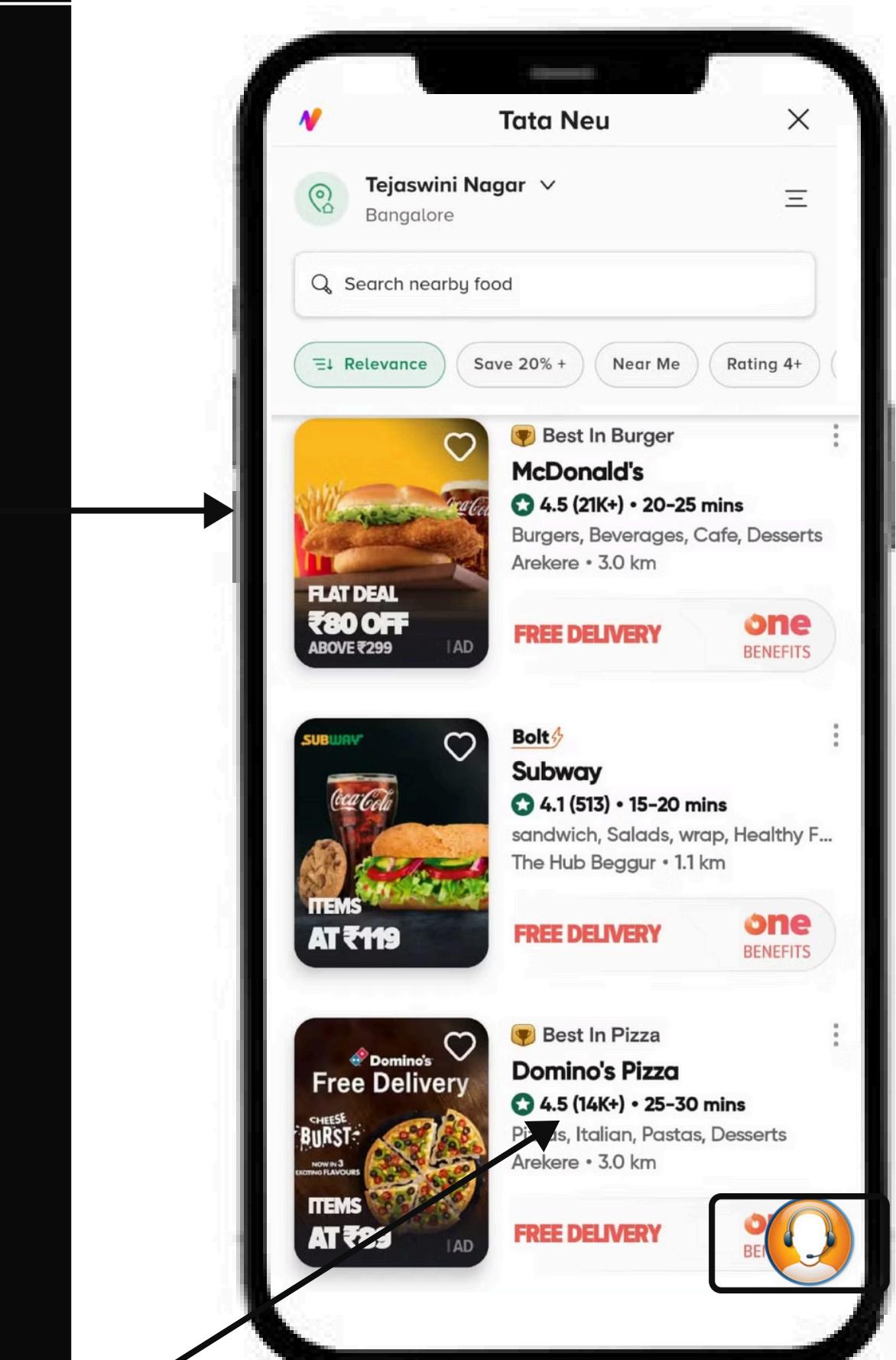
Friction Points In the Journey

Explore Restaurants

- The absence of customer reviews and relevant food images makes it difficult for users to understand what the restaurant offers at a glance.

Proposed Solution: Integrate customer reviews to increase authenticity, and upload original food images to a carousel of sneak peeks of popular items.

- **Unique Approach:** Partner with restaurants to showcase authentic images. Add a verified badge for reviews and images and written feedback submitted by frequent users.
- **Recommendation:** Gamify the review system by offering loyalty points or discounts for submitting images and writing detailed reviews. Display top reviews on the restaurant profile.
- **Value Proposition:** Build trust and confidence in the platform by providing transparent, reliable information, making it easier for users to make informed decisions.



Friction Points In the Journey

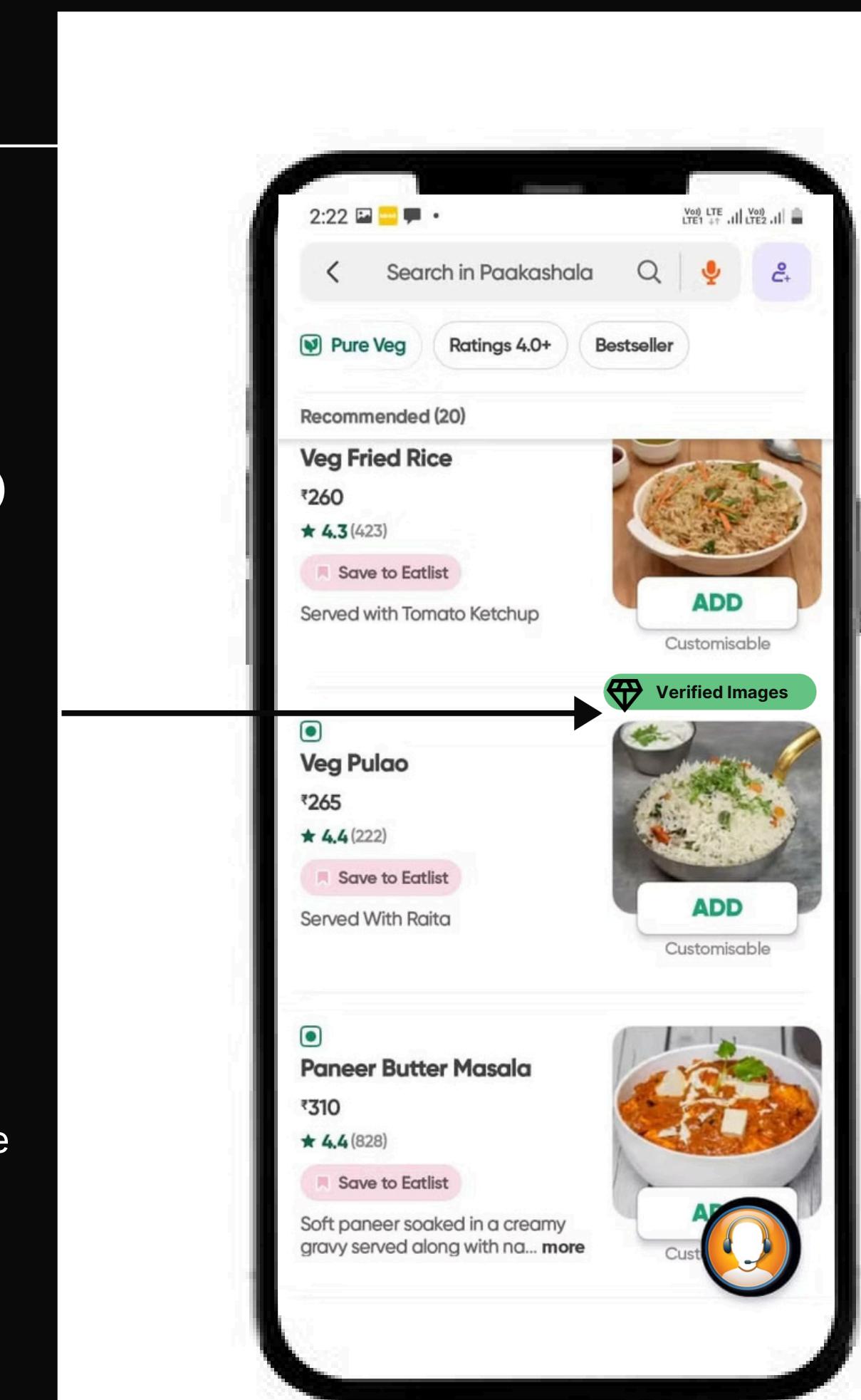
Choose a Restaurant



Cannot Identify How the Dish Looks Like (originally made by that particular restaurant)

Proposed Solution: Display authentic dish images provided by restaurants alongside the menu.

- **Unique Approach:** Introduce a "Verified Image" badge for restaurant-uploaded photos and a "Dish Preview Gallery" featuring professional images.
- **Recommendation:** Require restaurants to upload images for all menu items and provide brief descriptions of the dish to enhance clarity and customer trust.
- **Value Proposition:** Creating authenticity and trust by badges and verified images which makes user create a feeling that they can resonate with the images and will receive the same when they order. It can be one of the criteria for top listing places.



Friction Points In the Journey

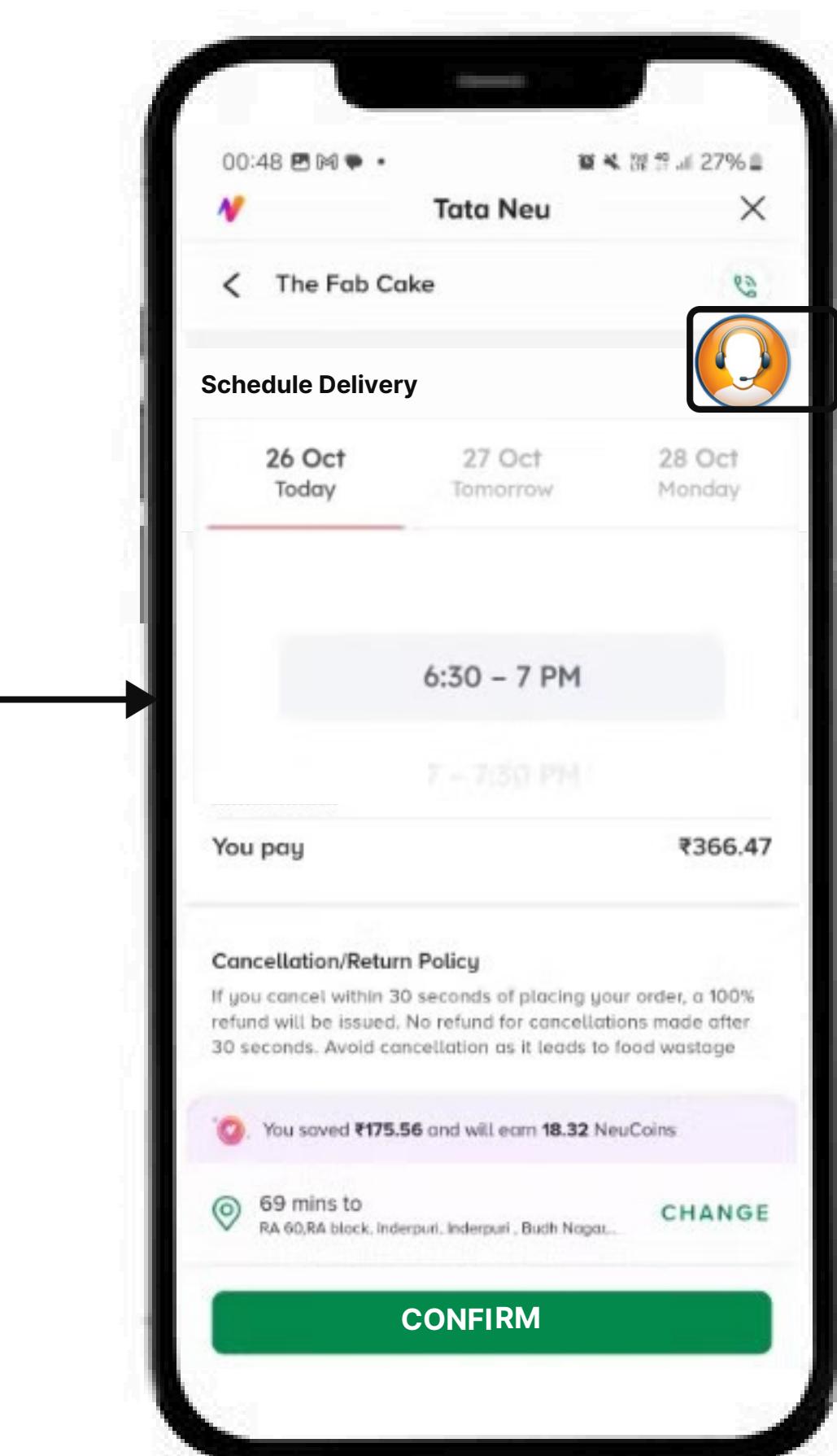
Checkout Page



No Option to Schedule Delivery

Proposed Solution: Add a "Schedule Delivery" feature during checkout.

- **Unique Approach:** Allow users to set delivery times up to 8-10 hours in advance, with notifications to edit or cancel the order before it's prepared.
- **Recommendation:** Promote this feature as a time-saver for regular users, such as office-goers or families. Include a "repeat this schedule" option for recurring orders.
- **Value Proposition:** Provides ease of scheduling without the need to worry about untimely delivery at odd hours, simplifies planning meals.



Friction Points In the Journey

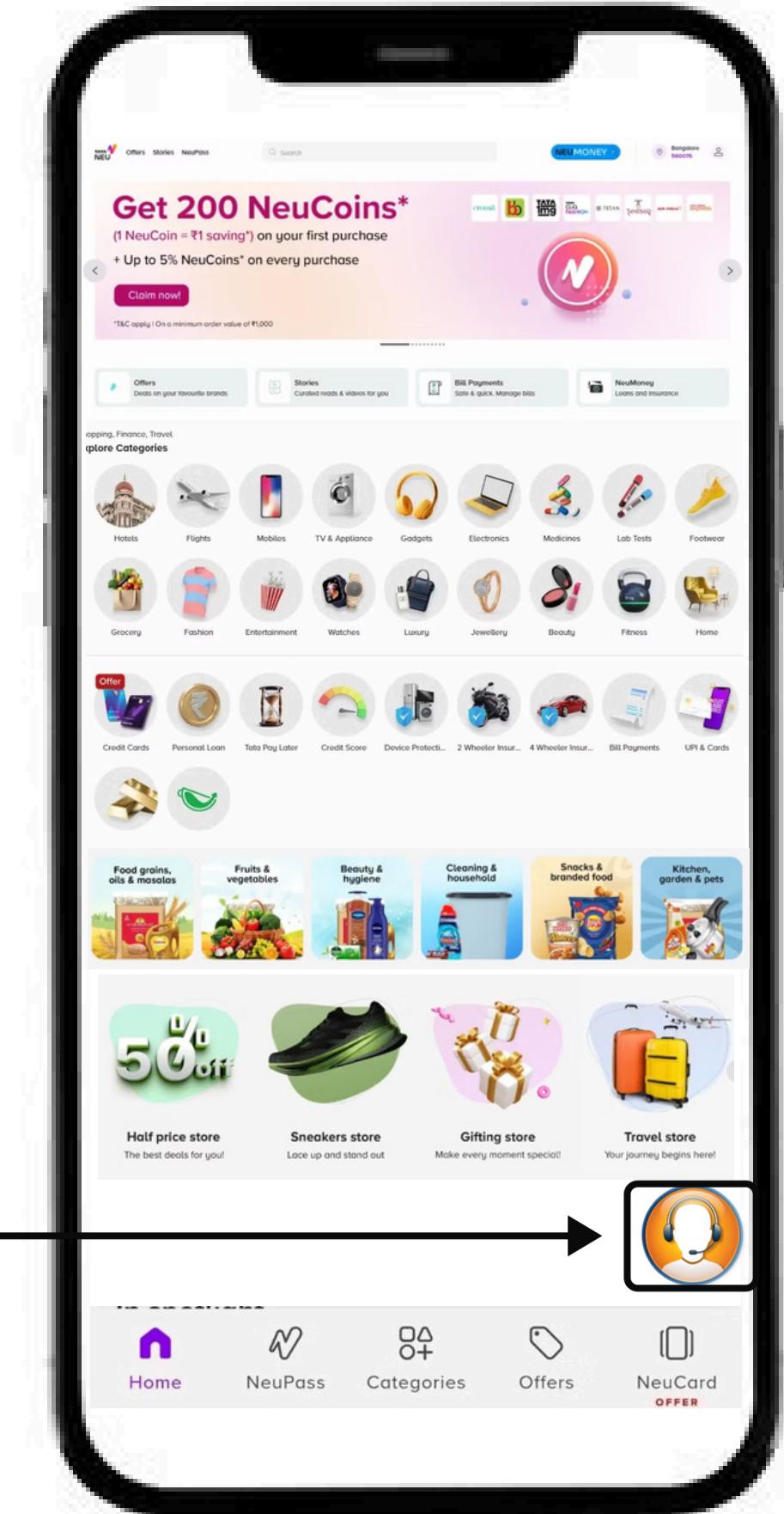
Customer Support



No Live Customer Support in Case of Problems

Proposed Solution: Introduce 24/7 live chat and call support on every page of user journey on right bottom side above footer or in sliding sticky nudge

- **Unique Approach:** Implement chatbot support for common queries and escalate unresolved issues to human agents. Add a “Help Center” button accessible from every page.
- **Recommendation:** Use analytics to identify the most common issues and train chatbots to resolve them effectively. Highlight the support feature on order pages to reassure users.
- **Value Proposition:** Create a sense of security and support for the user to rely on for spontaneous solutions in terms of AI chatbot for generic issues and option to connect with customer support for specific issues.



KEY METRICS

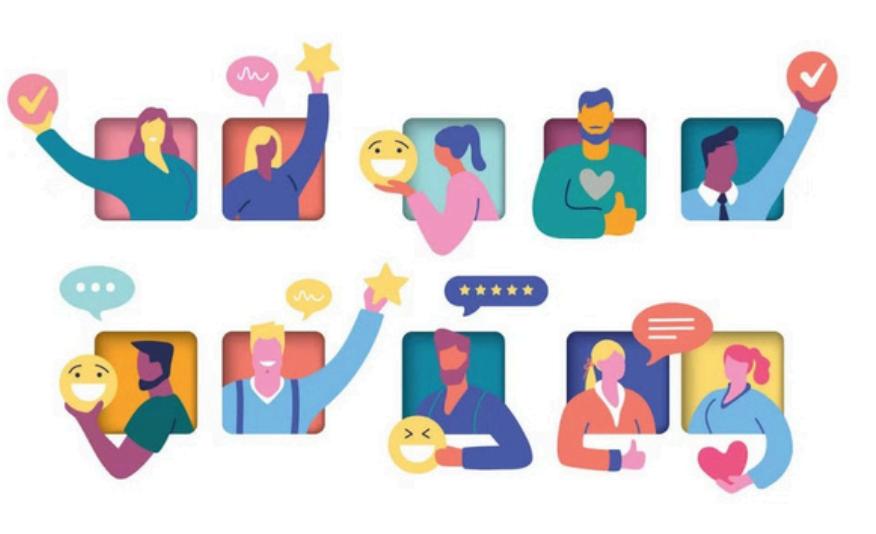


North Star Metric : North Star Metric: Monthly Active Users MAUs) completing an order

This measures the core value delivered to users and aligns with retention and order volume improvement.

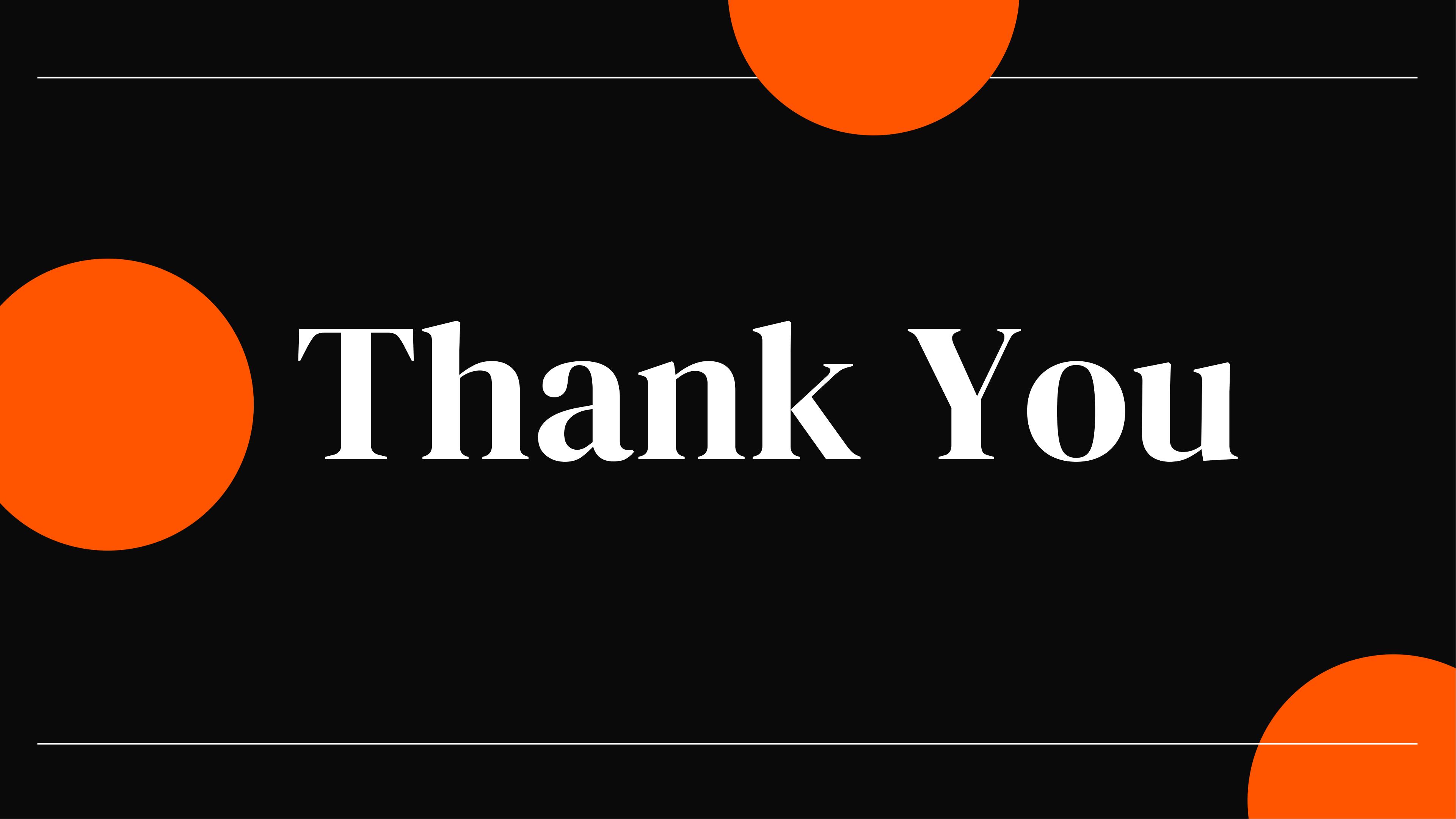
Primary Metrics:

- Customer Retention Rate CRR** Measures loyalty and tracks who returns to place an order within a given period.
- Order Volume:** Total number of completed orders on the app.
- Average Order Value AOV** Tracks the average monetary value of orders, indicating growth in user spend.
- Referral Rate:** High referrals demonstrate strong customer endorsement.
- Order Success Rate:** Smooth order placements ensure a seamless experience.



Secondary Metrics:

- User Engagement Time Spent on App):** Tracks how much time users spend exploring the app features like menu browsing or reviews.
- Conversion Rate:** Percentage of users who move from browsing to placing an order.
- Cart Abandonment Rate:** Percentage of users who add items to the cart but don't complete the purchase.
- Net Promoter Score NPS :** Measures customer satisfaction and likelihood of recommending the app.
- Customer Support Response Time:** Quick resolutions boost trust and satisfaction.



Thank You
