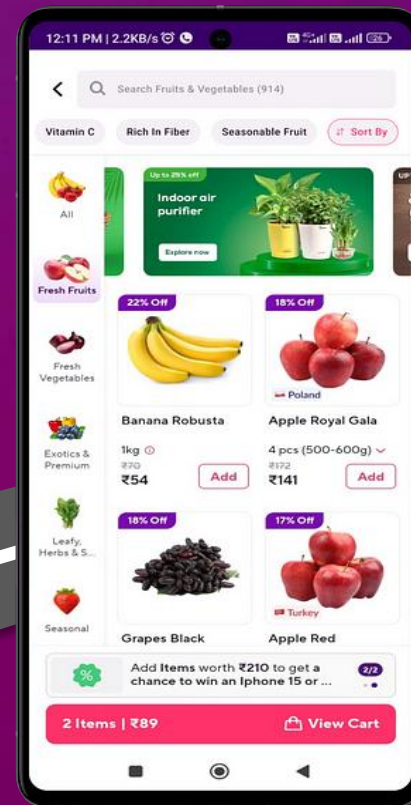


# zepto

## Product Challenge

Increase adoption of scheduled delivery 



**Milestone 2 :** User Research – Why Users Don't Opt for Scheduled Delivery

# User Segmentation | Justification of Impact

## User Segments

### Instant Shopper

- Urgent, reactive orders
- Prefers 10-min delivery
- Not interested in planning
- Hard to convert

### Planner-in-Disguise

- Buys in bulk or weekly
- Wants convenience
- Open to Scheduled Delivery
- Needs post-order flexibility

### Convenience Seeker

- Wants fresh essentials in morning
- Likely to repeat schedule
- Needs trust in timing

### Skeptical Evaluator

- Saw feature, never used
- Doesn't trust time slots
- Low repeat potential

### Value-Driven Bulk Shopper

- Shops based on offers
- High AOV
- Can switch if pricing aligns

## Chosen Segment – Planner-in-Disguise

### Demographics

Age Group : 25-35  
Working Professionals  
Tier 1 & 2

### Why this Segment

Can be habituated towards Schedule Delivery.  
Regular users & Actual Planners.  
Bigger Cart size/ Cart Value  
Potential loyal users.



### Estimated Revenue / LTV by Segment (₹ INR)

Segment	Avg Order Amount	Orders/Month	Retention (Months)	Estimated LTV
Planner-in-Disguise	₹900	4	12	₹43,200
Bulk Value Seeker	₹1,100	2	10	₹22,000
Convenience Seeker	₹400	6	9	₹21,600
Skeptical Evaluator	₹700	2	3	₹4,200
Instant Shopper	₹350	8	2	₹5,600

## Impact – Justification



### Revenue Opportunity Ranking

Segment	Revenue Potential	Why
Planner-in-Disguise	★★★★★	High AOV + stickiness potential
Bulk Value Seeker	★★★★	High AOV, lower frequency, price-led
Convenience Seeker	★★★	Frequent small orders, repeatable use
Skeptical Evaluator	★★	Low frequency, friction-sensitive
Instant Shopper	★	High churn, low basket size

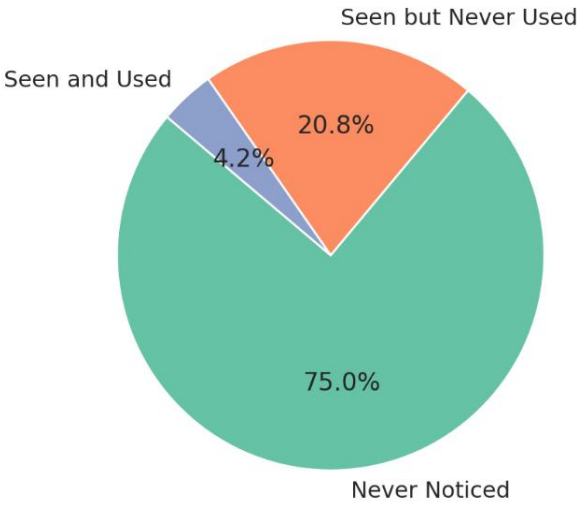
## Outlined Hypothesis

**Awareness** – Whichever might the segment be, users aren't aware of Schedule Delivery.

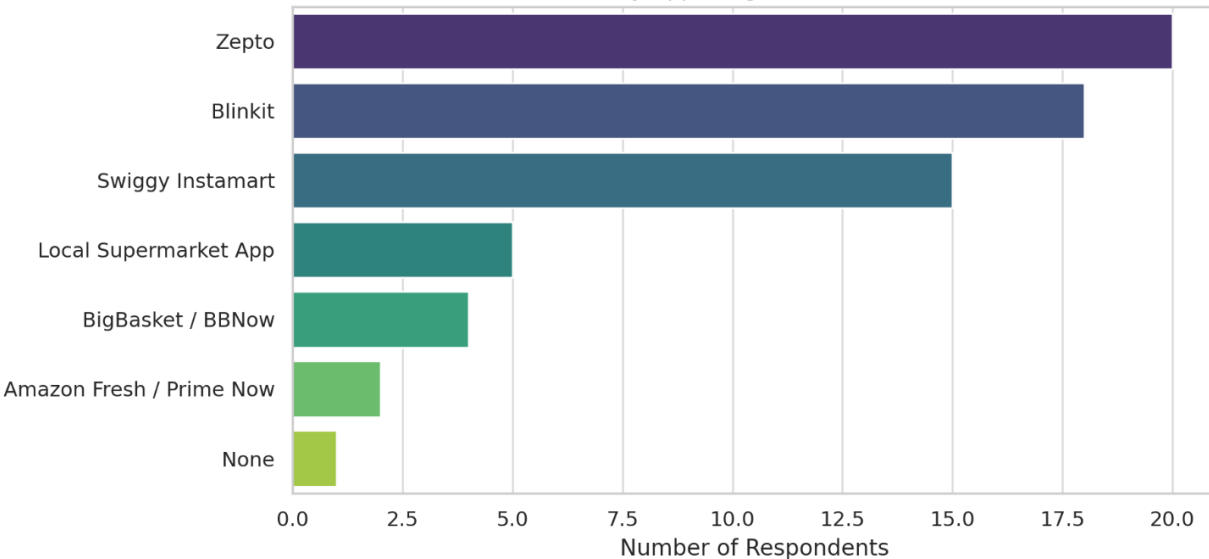
**Habituated towards Instant Delivery** – Most of the users are inclined towards Instant Delivery (as it was the primary feature when launched) rather than Schedule Delivery.

# Insights from User Research

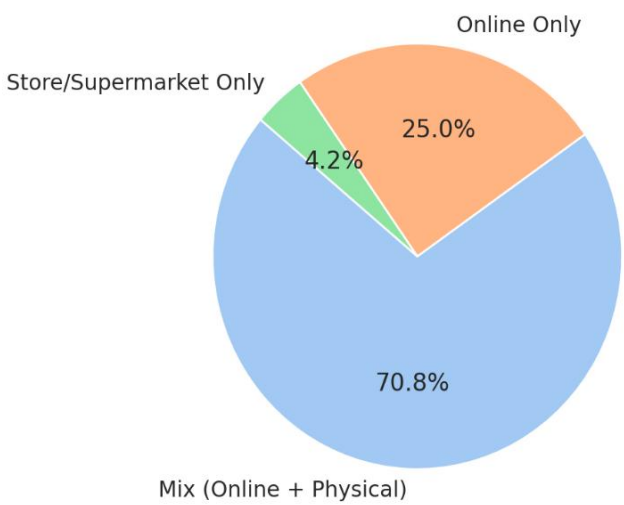
Awareness of Zepto's Scheduled Delivery



Grocery App Usage (Last 3 Months)



Shopping Mode Distribution



## Pain Points

Users are not moving to **Scheduled Delivery** for five key, interconnected reasons. These reasons emerge from both behavioral habits and product-level friction.

### Core Barriers to Scheduled Delivery

- ! Instant need dominates
- 🔍 Low visibility
- 🚫 No cart edit flexibility
- 🕒 Low trust in delivery timing
- 📅 Slot doesn't match routine

## Summary of Core Problems

Problem Category	User Friction Description	% Mentions
⚠️ Instant Need Habit	"I usually need items right away"	High
❓ Feature Visibility	"Never noticed the option" / Poor discoverability	Very High
🔄 Inflexibility	"Can't add items after placing order"	Medium
🕒 Trust in Timing	"Worried it won't arrive on time"	Medium
📅 Slot Fit Issues	"Available slots don't match my routine"	Low

### ✅ Opportunity Areas

UI Nudges  
Reliability Promise

Order Editing Flexibility  
Personalized Slots

# Problem Framing

## What is the **True Problem**

**Awareness** – Above 70% users are not aware of Schedule Delivery.

## How do we know **If its Real**

- User research showed :
- **75 %** have **never noticed** scheduled delivery exist.
  - Majority prefer instant orders because they need items urgently or forget to plan.

## Who are **Facing the Problem**

The true potential users who can actually benefit from this solution of Schedule Delivery once habituated.

## Why solve it **Now**

**Increased Profitability**  
**Optimized Operation**  
**Domain Expansion**

## Value **Generated**

### For the Business

Significant User Base Growth  
Increased Revenue  
Improved Efficiency

### For the Customers

Higher Savings  
Time Saving  
Trust & Convenience