Improving Online Ordering Experience of Bigbasket

Contents

About Bigbasket

Founded in 2011

$3.2 billion value

7% market share

Rs. 13,000 Cr. GMV

Acquired by TATA Digital

15 mil. orders per month

Brands

- Fresho
- BB Royal
- BB Popular
- BB Home
- GoodDiet
- HappyChef
- Tasties

Divisions

BB Daily

BB Instant

BB Now

App Types

BB now:
Bigbasket's express delivery service for daily needs (serving within 15 mins)

BB Supersaver:
Bigbasket's slotted delivery service (serving within 2 hrs)

Case Details

Problem Statement

Despite consistent user feedback highlighting subpar online ordering experiences compared to competitors like Blinkit, Zepto, and Swiggy Instamart, characterized by unintuitive product displays, friction at every step, and outdated UI, enhancing the platform is important. To rival other q-commerce players, the aim is to implement three new features that streamline the entire order process, addressing issues from product discovery to checkout, in a bid to elevate user satisfaction and competitiveness within the market.

Objective

To enable customers to purchase the right product in least possible effort with superior delivery service

Assumptions

- **BB now** to be considered for analysis and recommendations
- All shopping to be done through the home page only
- Customer journey to be considered post login and selection of BB now
- Time to delivery is not a consideration as it is exclusive to the objective
- Scenario of multiple products being bought is considered

Market Opportunity (Quick Commerce)

Market Growth Trend
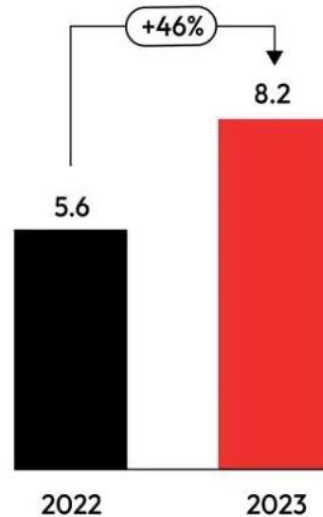
Quick Commerce GMV
USD Bn, 2019-2023

+77%
2.8
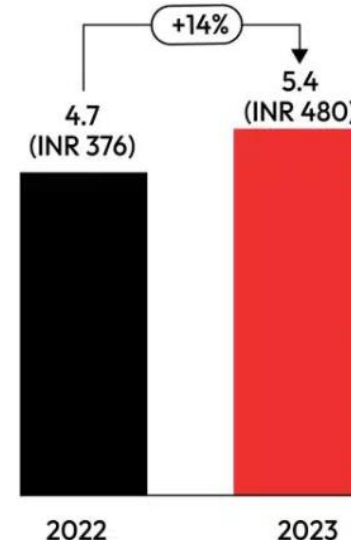
1.6
+230%

0.2
0.1
0.04

2019 2020 2021 2022 2023
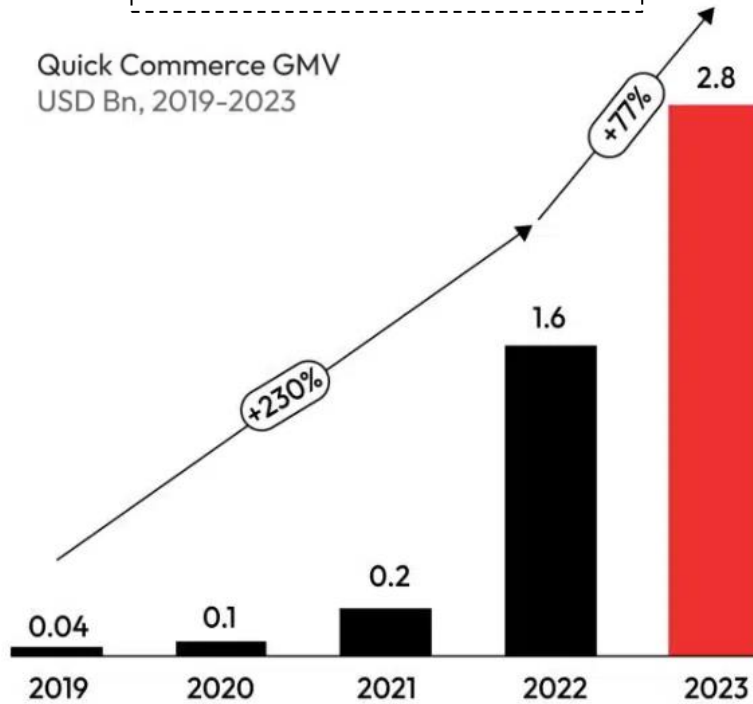
$45 billion TAM

24.33% CAGR (2024-29)

Customer Spend Trend

Avg. MTU
(in Mn)

+46%
8.2
5.6

2022 2023

AOV (in USD)
(Excluding delivery fee, post discount)
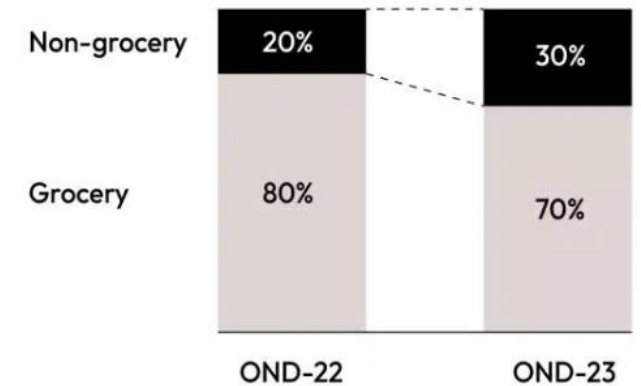
+14%
5.4
(INR 480)
4.7
(INR 376)

2022 2023

Gen Z and Millennials staying in metro cities dominate demand from quick commerce platforms.

They have now started ordering non-grocery items as well

Shifting Preferences

Leading Quick Commerce Platform – GMV Mix

Non-grocery 20% → 30%

Grocery 80% → 70%

OND-22 OND-23

Top non-grocery categories:

Customer Priorities

Time Sensitivity	Friendly UI
Delivery Service	Env. Friendly

User Profile (The Bachelor)

Amit Dutta

Age: 23

Education: Engineer

Status: Unmarried

Occupation: Employee

Location: Mumbai

Bio:
Amit is a working professional in an IT firm in Mumbai, churning 10 to12 hour shifts for 5 days a week. He stays in a rented flat with 2 other people. His weekends go mostly resting, watching different movies/TV shows, or getting his chores done. He and his flatmates go grocery shopping at the farmer's market every weekend. It is a highly time taking and tedious activity, as there is a lot of crowd. This activity alone takes up an evening, which he feels could've been used to do something that he enjoys. Amit likes to read non-fiction novels and play cricket

Motivation:
- The need to feel lazy and relaxed during the weekend
- Spend more time on things that he enjoys

Core Needs:
- All activities to be done with least effort
- Quick order and delivery of all required grocery items

Pain Points:
- No reliable alternative for quick delivery of groceries
- Have to keep cash handy for many transactions

User Profile (New Parents)

Roshni Jain

Age: 30

Education: Graduate

Status: Married

Occupation: Employee

Location: Bangalore

Bio:
Roshni is a public legal counsel who got married 2 years ago. She and her husband had a baby girl 6 months back. Ever since, the young parents have been extremely busy with baby care. Most times, they find it difficult to take out time to go out. Even shopping for household items becomes difficult as the baby might need special attention. They have to rely on online orders. In fact, they call their parents home to take care of their daughter. It gets difficult to maintain the house sometimes, with their sleep cycles disturbed. But in the end, they love every bit of it

Motivation:
- To take complete care of their child, from food to hygiene to safety.
- To be able to go out from time-to-time for relaxing
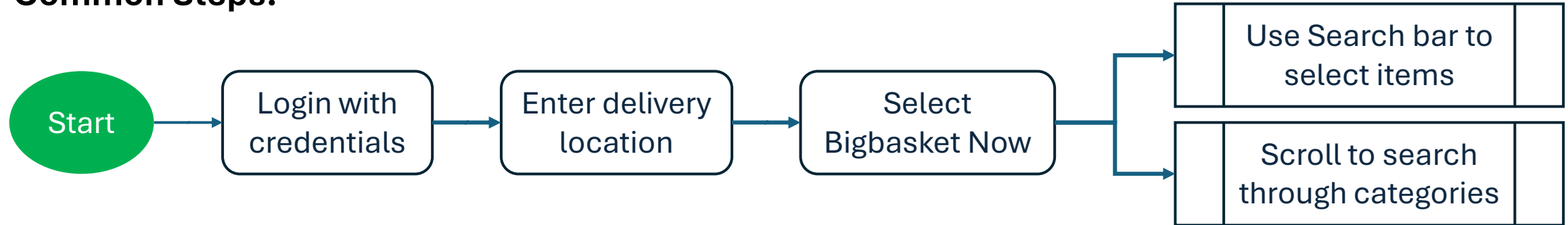
Core Needs:
- Need customized delivery options that cater to their needs
- Option to avail household items easily and instantly
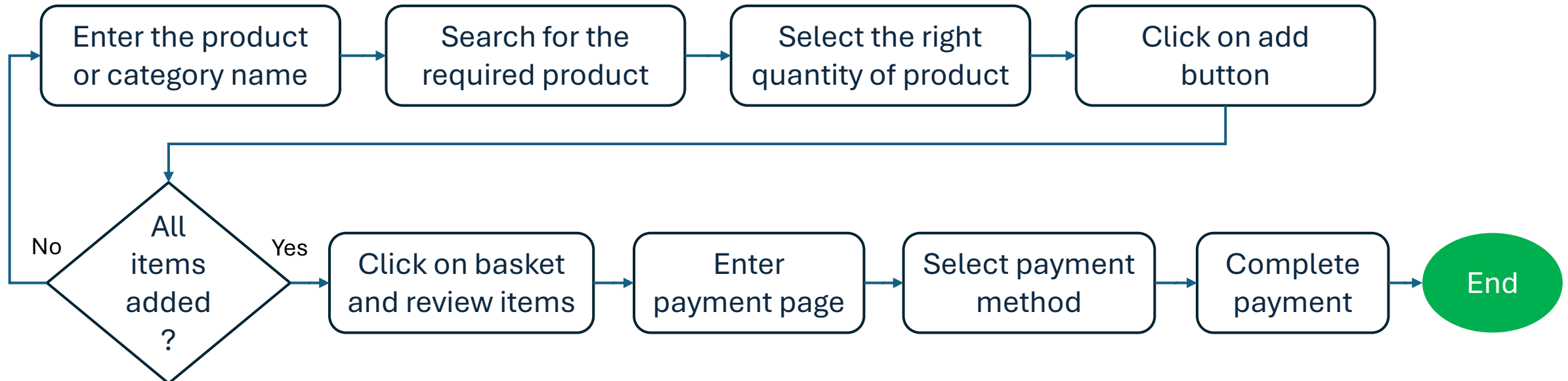
Pain Points:
- No way to order daily need items instantaneously
- No way to ensure item delivery is done even when they are not at home
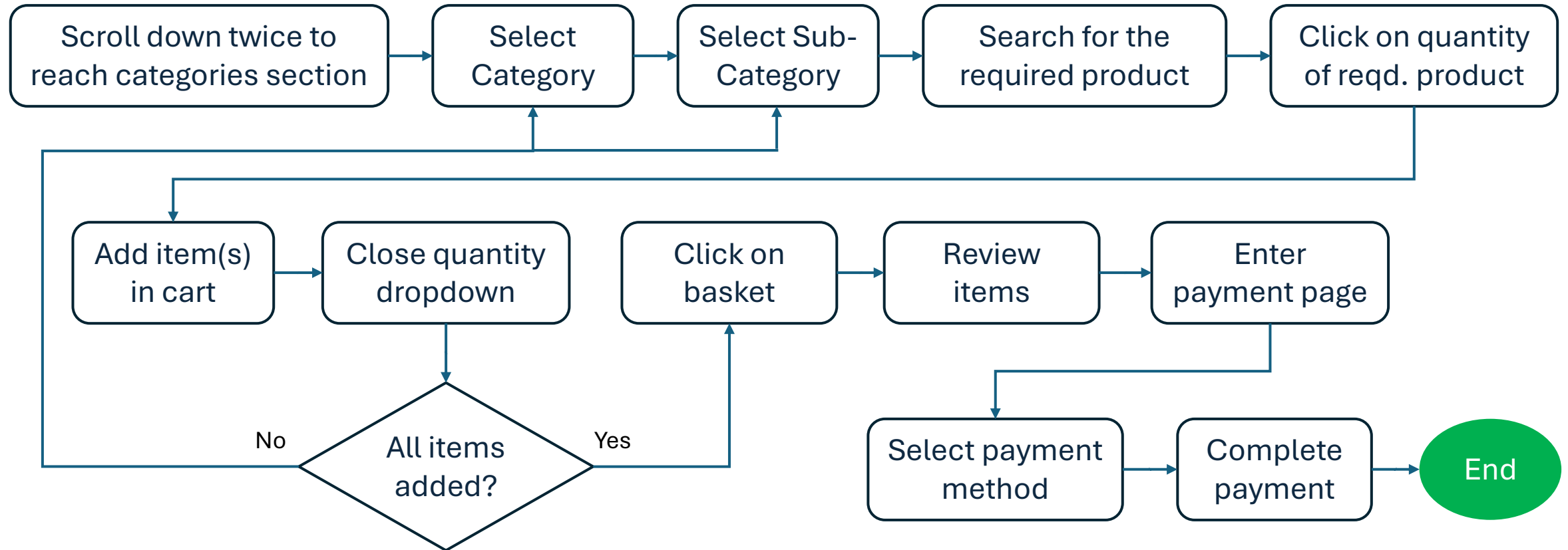
Customer Journey Mapping

Common Steps:

Start → Login with credentials → Enter delivery location → Select Bigbasket Now →
- Use Search bar to select items
- Scroll to search through categories

Order through Search bar:

Enter the product or category name → Search for the required product → Select the right quantity of product → Click on add button

All items added?
- No → (back to Enter the product or category name)
- Yes → Click on basket and review items → Enter payment page → Select payment method → Complete payment → End

Customer Journey Mapping

Search through categories:

Competitor Analysis

Parameters	Bigbasket	Blinkit	Zepto	Swiggy
Playstore avg. rating	4.7	4.3	4.5	4.3
Avg. time of delivery	12 minutes	10 minutes	10 minutes	11 minutes
Operational cities	30	27	10	26
Min. pages interacted with in app	4	3	3	3
Total no. of dark stores	400	450	340	500
UI Performance	6/10	9/10	9/10	8/10
Delivery instructions	No	Yes (6 options)	Yes (4 options)	No
Payment options	7	9	10	12

Mobile App Bottlenecks

S. No.	Bottlenecks	Type
1.	**Location doesn't get auto detected. It needs to be changed every time you go to a new place**	**Design issue**
2.	**Customer interaction with too many pages. Switching b/w product categories or sub-categories is difficult**	**Design issue**
3.	Main categories on Home tab not segregated into broader sections like in Categories tab	Execution issue
4.	Multiple brand selection not available in product listing screen. Only on entering filter option, such feature is available	Execution issue
5.	**Payment screen and Basket screen are separate. Need to click twice to see the same cart**	**Design issue**
6.	On adding the same product with different sizes, total ordered quantity is not reflected accurately. Provides incorrect information to customers	Execution issue

Improvements on design issues to be addressed via feature developments. Correction on execution issues to fall in product backlog

Mobile App Bottlenecks

S. No.	Bottlenecks	Type
7.	**Difference in payment amounts between payment screen and basket screen. Although the values are correct, it may lead to customer dissatisfaction**	**Design issue**
8.	**No delivery instructions available for customizations**	**Design issue**
9.	Out of stock items can be seen falling in between in-stock items, leading to customer dissatisfaction	Execution issue
10.	**No notify option for out-of-stock items, for when they become available**	**Design issue**
11.	Product sorting not easily accessible. Only visible on clicking Filter option, that too not easily grabbing attention of the eye	Execution issue
12.	Unrelated or irrelevant products get mixed with relevant products (as per searched)	Execution issue

Improvements on design issues to be addressed via feature developments. Correction on execution issues to fall in product backlog

Feature 1: Address auto-detect

Problem faced:

Customer has to select delivery address every time, if it is other than the default address. App doesn't auto detect the new address even if there are saved addresses in the new locations

Elements of the feature:

- An option of "Auto-detect" can be seen on "Choose Delivery Address" screen.
- On clicking the option, application will be enabled to detect customer's current location and select the closest saved address as the delivery address
- If the closest saved address is more than 5 km away from the current location, current location area will be displayed
- This feature can also be disabled on double-clicking "Auto-detect" button, in case customer wants to always stick with its default address
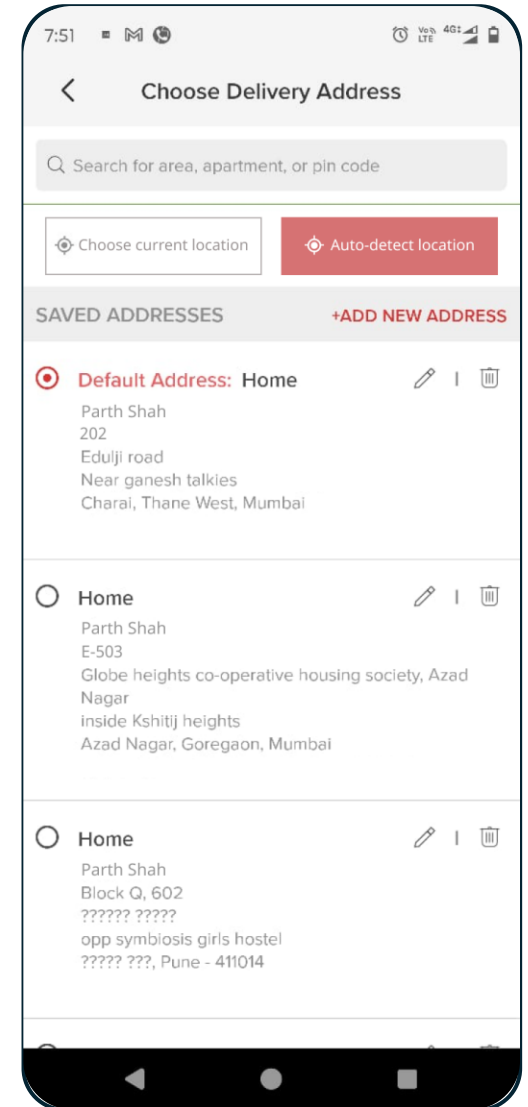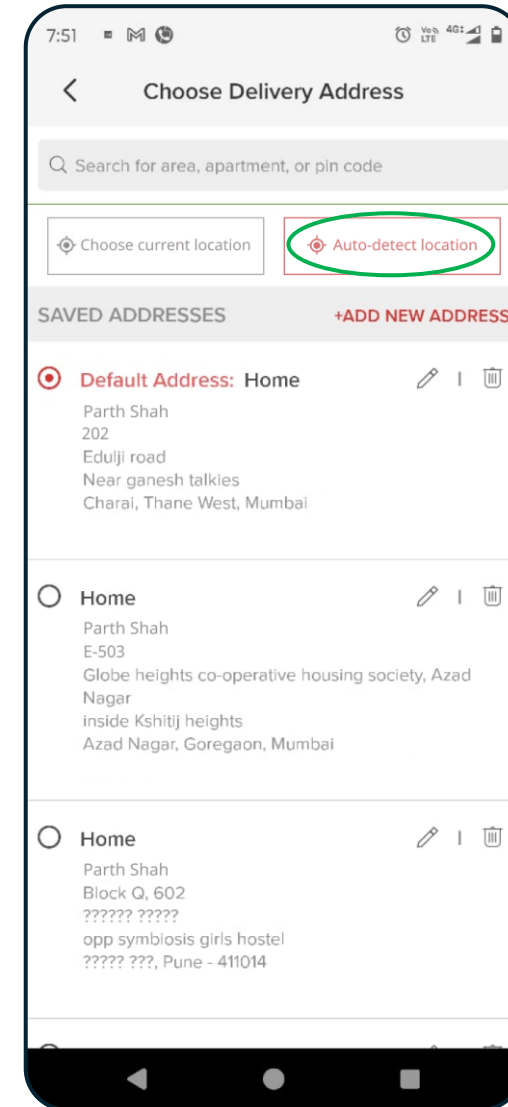
Feature 2: Three-Page Journey

Problem faced:

Customer has to move to multiple pages before finalizing all items to buy. For example, customer has to first enter a product category, then a subcategory, and then select an item. If the customer wants to select an item from another sub-category, he has to go back one page and select another sub-category. Then at checkout, cart review and payout are done on separate pages as well. This leads to unnecessary inconvenience for the customer

Proposed Changes:

The simplest journey will comprise of three pages: Explore, Add items, and Checkout

1. Seamless shopping
   - When customer clicks on a product category, he sees all the sub-categories
   - Once a sub-category is selected, all products in it are displayed on the same page
   - Customer can choose another sub-category if needed
   - This makes toggle between sub-categories easier

2. Easy Checkout
   - A Checkout page to be created to replace both Basket and Payment pages. Checkout is a combination of both pages
   - This helps the customer change items in a cart and pay for the final products in one go
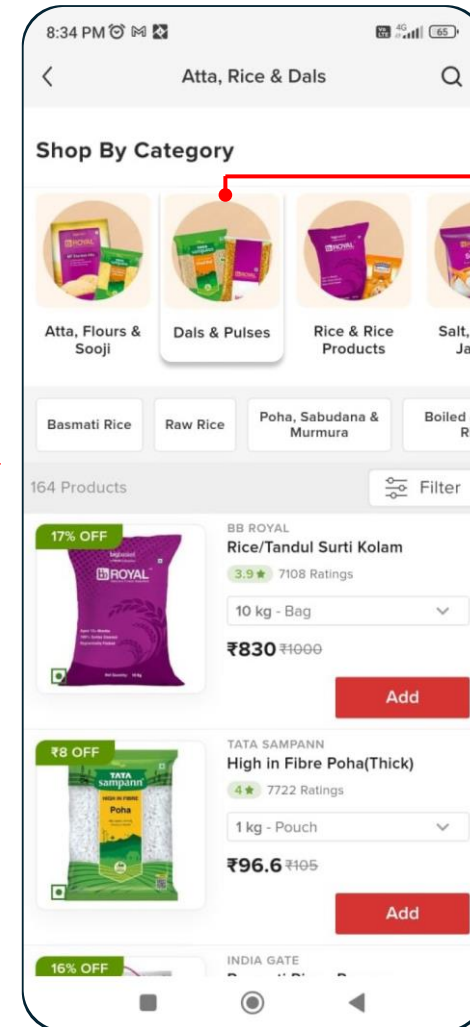
Feature 2: Three-Page Journey

Sub-category 1

Sub-category 2

Product sub-category selected
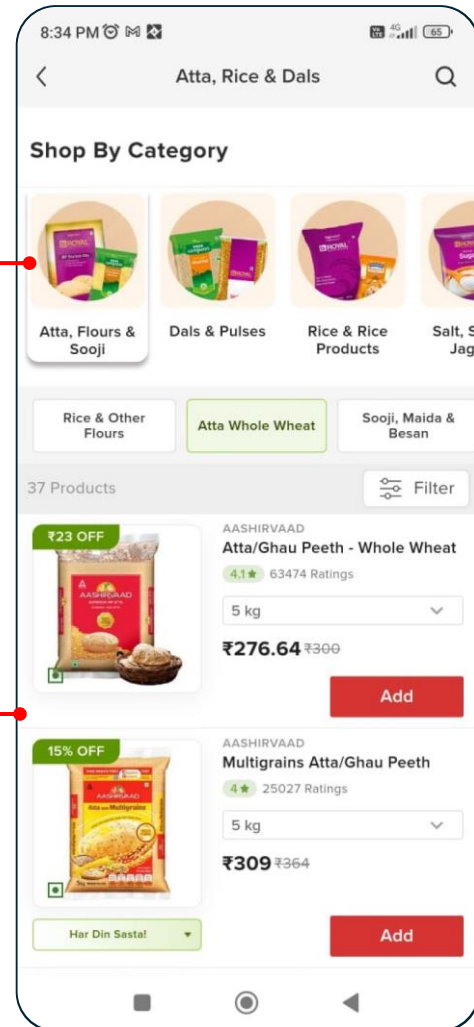
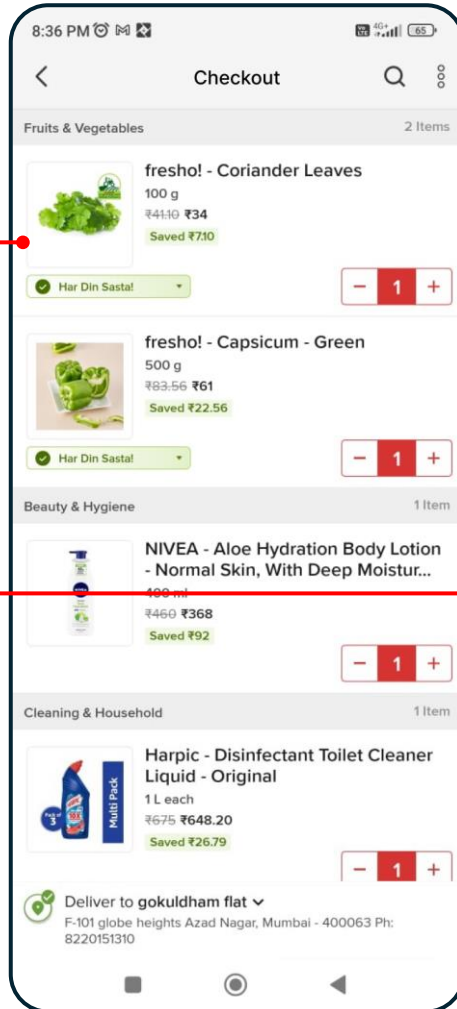Different product sub-category selected

All products under the sub-category available for selection

All products under a different sub-category available for selection
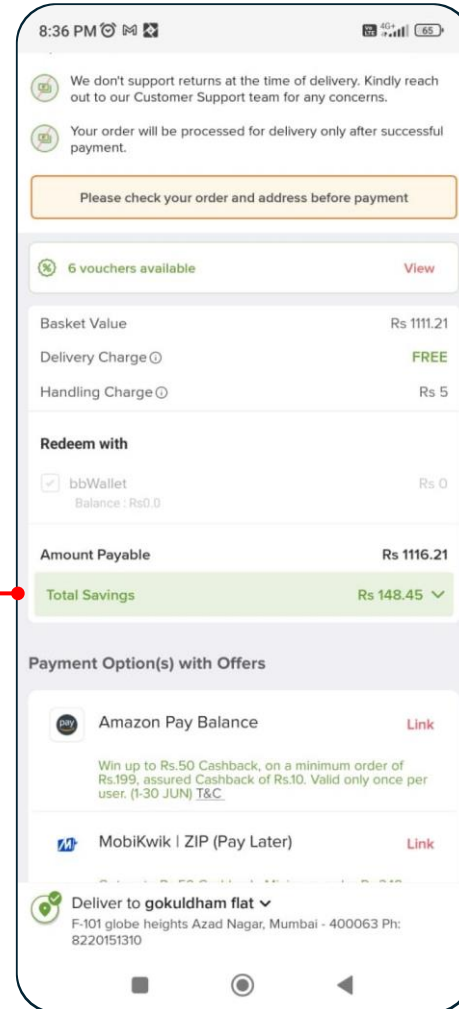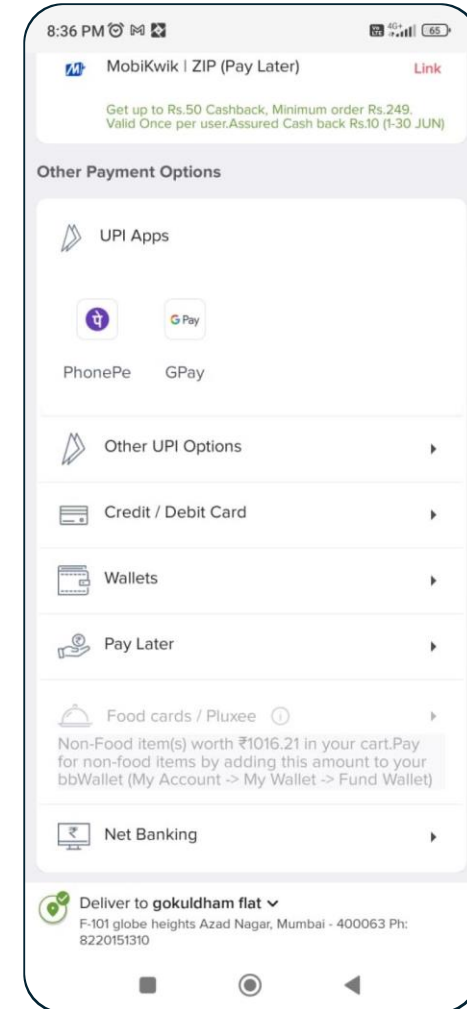
Feature 2: Three-Page Journey

Checkout Scroll 1

Checkout Scroll 2

Checkout Scroll 3

All selected items visible for last minute editing

Bill amount visible for review

Feature 3: Notify and Cross-sell

Problem faced:
Customer sees out of stock items while viewing required items. There is no action that a customer can take on those listings, but falling in the middle of the queue only causes frustration

Elements of the feature:
- All out-of-stock products to move to the bottom of the product queue by default
- An option of "Notify" to be placed on the out-of-stock listing.
- With this, customers will get notified whenever the item is in stock again
- Additionally, to cross-sell products, if the item is available in Bigbasket Supersaver, customer to be notified and given an option to add that item in BB Supersaver basket
- Push notifications to be sent to customer till basket items in BB Supersaver are cleared, if products added
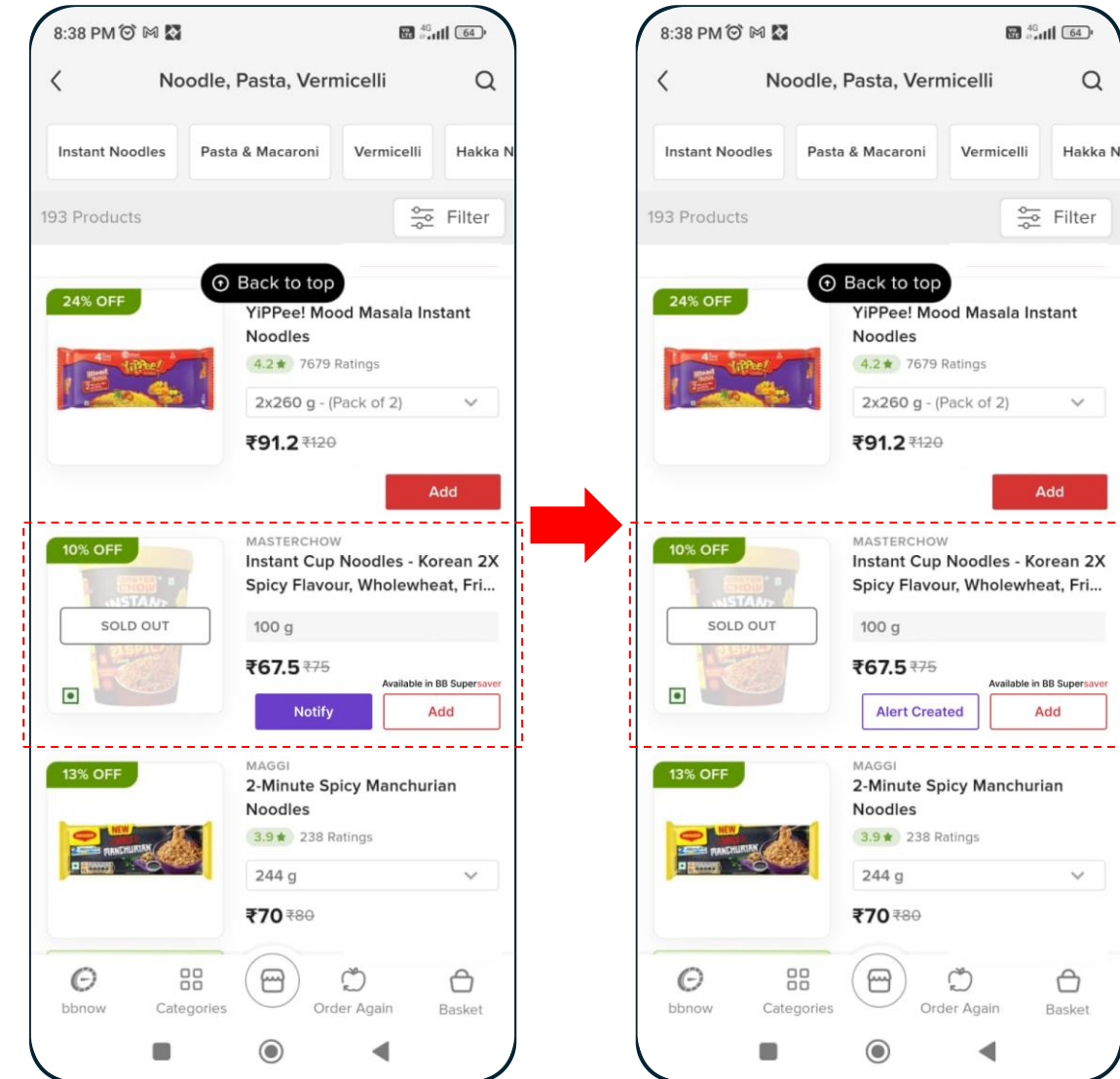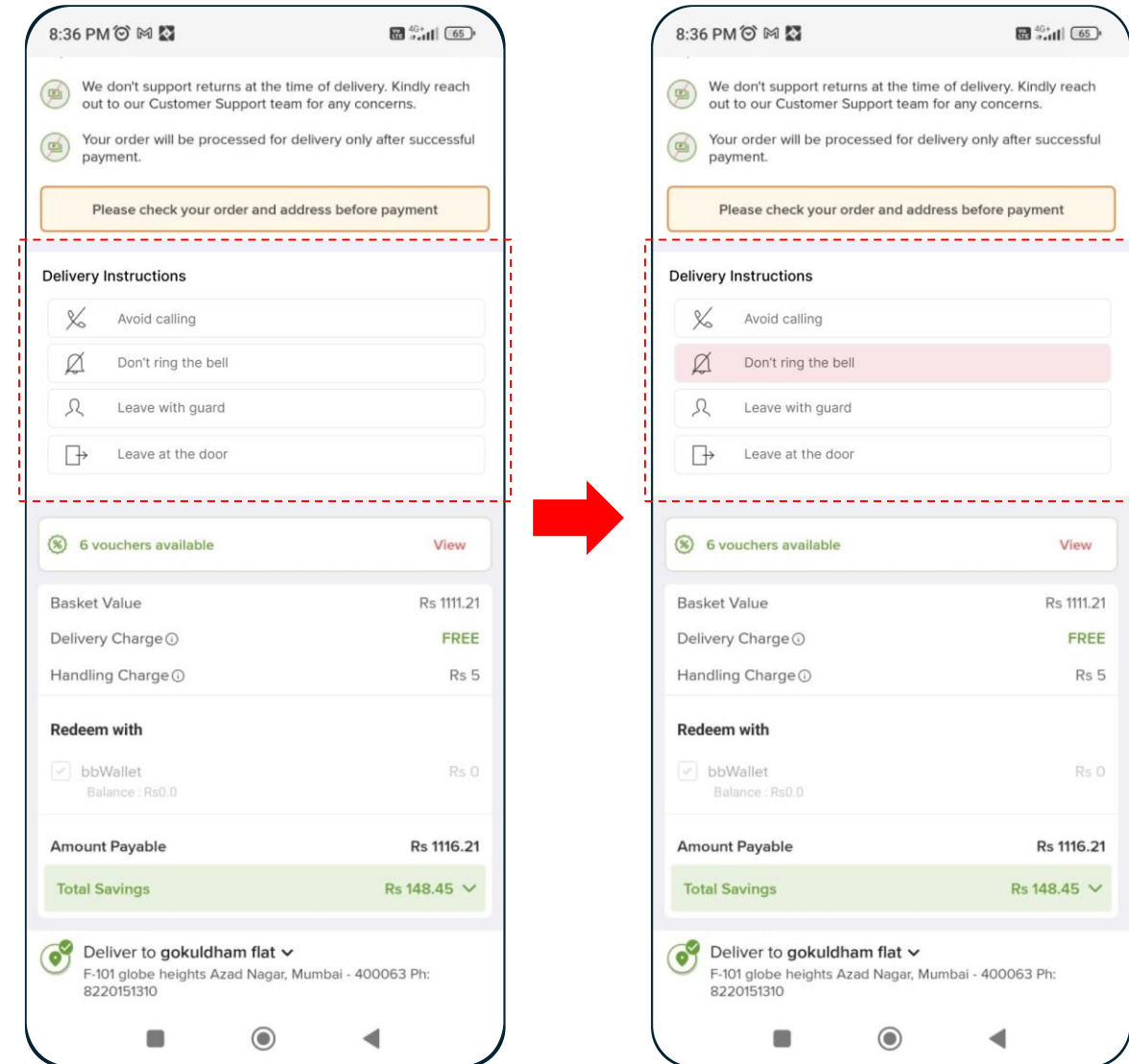
Feature 4: Delivery Instructions

Problem faced:

Customer doesn't have the liberty to share instructions to the delivery agent. Even after order is placed, customer cannot contact the agent. For example, if the customer doesn't want the agent to ring the doorbell because of a sleeping baby, it won't be possible on the BB Now platform

Elements of the feature:

- Delivery instructions to be added in the checkout page
- This is done to promote customer centricity from Bigbasket
- Four instructions are added:
    - Avoid calling
    - Don't ring the bell
    - Leave with the guard
    - Leave at door

Feature Prioritization

Feature	Reach	Impact	Confidence	Effort	Score	Priority
Address auto-detect	10	2	80%	1	16	1
Three-page journey	10	3	100%	4	7.5	2
Notify and Cross-sell	8	2	80%	2	6.4	3
Delivery Instructions	4	1	50%	1	2	4

Reach: 1-10

Impact: 0.25, 0.5, 1, 2, 3

Confidence: 50%, 80%, 100%

Effort: Count of person-job

Go-to-market Strategy

Pre-launch

1. Operational Readiness
   - Design and technology development based on user stories
   - IT infrastructure upgrades (server capacity, bandwidth)
   - Training for customer service and delivery personnel
   - Form partnerships with local businesses, influencers, or delivery services to expand reach and attract new customers
2. Beta Testing
   - Testing on select sample size
   - Feedback gathering via focus groups, forms, etc.
   - Feedback incorporated for final version

Launch

1. Marketing channels
   - Launch targeted email campaigns, push notifications, or SMS marketing to re-engage dormant users or promote new features
   - Partner with local influencers or micro-influencers on social media platforms to endorse products or promote exclusive deals
2. Promotional Strategies
   - Launch discounts, referral programs, loyalty rewards
   - Content marketing: blogs, videos highlighting new features

Post-launch

1. Feedback mechanism
   - Establish feedback channels
   - Track reviews, bug reports, suggestions
   - Identify areas of improvement
2. Metrics for success
   - Track key metrics: increased app downloads, order frequency
3. Reiteration
   - Incorporate bug fixes, feature enhancement ideas

Success Metrics

Address auto-detect

- # of users opting auto-detect
- # of users opting out of auto-detect
- # of users changing address after opting auto-detect
- # of users changing addresses but not opting auto-detect

Notify and Cross-sell

- # of BB supersaver cart additions through BB now
- # of order fulfilments in supersaver
- # of people opting for Notify
- # of people buying product after being notified
- Net revenue increase

North Star Metric

Net Promoter Score

Three-page journey

- # of orders fulfilled per month
- # of avg. daily order attempts
- % of drop-offs before checkout
- Playstore/Appstore reviews
- Avg. profit per order
- Avg. order value
- Monthly active users

Delivery Instructions

- # of avg. daily order attempts
- % of drop-offs before checkout
- # of people opting for a delivery instruction
- % of delivery agents following delivery instructions
- Share of instructions given

Thank You

Parth Tyagi

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