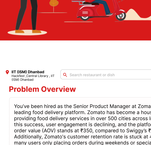
Product Space

zomato



-By Team Clueless chasers

07 ISMO Shortlist

Heather Central Library, 47
ISMO Shortlist

Search restaurant or dish

Problem Overview

You've been hired as the Senior Product Manager at Zomato, India's leading food delivery platform. Zomato has become a household name, providing food delivery services in over 500 cities across India. Despite this success, user engagement is declining, and the platform's average order value (AOV) is stagnating, impacting overall revenue. Additionally, Zomato's customer retention rate is stuck at 40%, with many users only placing orders during weekends or special occasions.

Goal Enhance the overall user experience and ensure a smoother journey from browsing to checkout.

60% of users feel overwhelmed by the vast array of food options available, spending more than 5 to 10 minutes to make a decision

Value Proposition

The users would be able to choose easily amongst the variety of options overcoming the problem of WHAT TO EAT. The overall user experience of the customers of the app will improve the average order value of the app.

Why solve this problem ?

- Low Retention : Users who don't engage regularly are more likely to switch to competitors.
- Low AOV : Fewer items per order mean lower revenue per transaction.
- Serious Advantage : Swiggy has a higher AOV and potentially higher engagement, posing a competitive threat.

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About Zomato

Zomato is India's most loved and trusted food app, serving customers since 2008. With over 3 lakh restaurants, it offers quick doorstep delivery and helps find the best dining options. From ordering food online to checking reviews and awaiting great offers, Zomato makes every meal more convenient and enjoyable.

Business Model

It is based on providing local restaurant search services, collecting data on food menu contacts, and providing relevant information to their customers. It helps people to find restaurants, provide feedback and food business industries by incorporating various listings and availability according to their choice of cuisine.

- Free Delivery – Available at all restaurants within a 7 km radius, ensuring cost savings on every order.
- Up to 30% Extra Off – Exclusive discounts at 20,000+ partner restaurants, making dining more affordable.

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Market Research

Customer Preferences
Customer preferences are shifting towards ordering online than visiting a restaurant. Additionally, the COVID-19 pandemic further accelerated the growth of the food delivery market.

Rise of Cloud Kitchens
These are delivery-only kitchens that operate through online platforms. The rise of cloud kitchens has been a major overhead cost

Underlying macroeconomic factors
The Indian government's initiatives to boost digital transactions and ease of doing business have also contributed to the growth.

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User Persona

Name: Ramesh Verma
Age: 35
Occupation: Analyst
Orders: 3-4 times a week, mostly for family or colleagues

Goals and needs:
- Wants a faster and more efficient way to order family meals.
- Looking to save time, avoid the hassle of switching between multiple menus.

Pain Points:
- Wastes time switching between restaurants to find all desired items.
- Often compromises on food choices to avoid the hassle of multiple orders

Name: Ayesha Khanna
Age: 24
Occupation: MBA Student
Orders: Irregular, only when craving something

Goals and needs:
- Discover food based on her current mood or craving.
- Stay within a student budget

Pain Points:
- Struggles to decide what to eat, even when she's craving something.
- Spends too much time scrolling through options without placing an order.

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Feature 1: Multi Search

- Allows users to search for multiple food items simultaneously.
- Displays results in a split dish separated.
- The app will then recommend restaurants that serve all the selected items, making it easier to find the perfect place to order from.

Leads to a higher Average Order Value (AOV) by recommending restaurants that serve all selected items, encouraging users to place larger, more complete orders.

Encourages restaurants to expand menus or collaborate, increasing partner onboarding and strengthening Zomato's network and variety.

Impact
- Encourages deeper engagement and makes the user feel understood.
- Increased retention, more frequent app visits.

Now, Ayesha doesn't have to scroll through menus, answers a few quick questions based on her mood and cravings, and the app instantly suggests dishes she'll love.

Success Metrics
- Increased Conversion Rate – More users completing an order due to better search results.
- Reduced Drop-off Rate – Fewer users abandoning the app due to search frustration.
- Faster Order Completion Time – Reduction in time spent selecting a restaurant.
- Higher Customer Satisfaction – Positive feedback and improved ratings on search experience.
- Repeat Orders – Users returning to the app because of the seamless search and ordering process.

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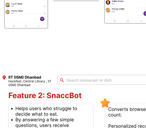

User Flow

Search
Add Items
Enter
Search multiple combinations of dishes separate by the comma (,) sign
Search results combining multiple dishes separate by the comma (,) sign
Add Items to the cart
Add Items to the cart
Add Items to the cart