



# PM SCHOOL CHALLENGE

To implement new features on BigBasket that streamline the entire order process to elevate user satisfaction and competitiveness within the market

**By Himanshi Vaidya**



LINKEDIN ([https://www.linkedin.com/in/himanshi-vaidya-859316288?utm\\_source=share&utm\\_campaign=share\\_via&utm\\_content=profile&utm\\_medium=android\\_app](https://www.linkedin.com/in/himanshi-vaidya-859316288?utm_source=share&utm_campaign=share_via&utm_content=profile&utm_medium=android_app))



[23je0405@iitism.ac.in](mailto:23je0405@iitism.ac.in)



# PROBLEM STATEMENT BREAKDOWN

## 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like Blinkit, Zepto, and Swiggy Instamart, characterized by unintuitive product displays, friction at every step, and outdated UI, you're determined to enhance your platform. To rival other q-commerce platforms, you aim 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.

## POSSIBLE REASONS FOR DOWNFALL OF BIG BASKET

### EMERGENCE OF QUICK COMMERCE

The advent of quick commerce platforms like Blinkit, Zepto, and Swiggy Instamart, which promise 10-15 minute delivery times, has drastically reduced Big Basket's market share.

### LATE ENTRY IN QUICK COMMERCE

BigBasket launched its quick commerce service, BB Now, in 2022. By this time, other competitors had already established a significant lead in the market.

### OVERALL DIP IN ONLINE GROCERY INDUSTRY

#### Problems faced by companies

- High marketing cost
- Many customers only buy when there is some discount.
- Delivery expenses can sometimes exceed initial projections.
- Tough competition from local shops in terms of price and quality.

#### Problems faced by customers

- Late Delivery
- Poor Quality
- Poor customer care services
- Absence of touch and feel factor in online shopping especially for fruits and vegetables.



# ABOUT BIGBASKET SUPERSAVER

- Supersaver offers scheduled, **slotted deliveries** aiming for efficiency, typically within a few hours while BB Now prioritizes ultra-fast deliveries
- Appeals to regular shoppers looking for cost-effective, timely deliveries & BB Now caters to customers seeking for urgent needs
- Tends to have a **lower average order value** than BB Now, making it economical for frequent purchases

## PRODUCTS OFFERED:

- |                            |                            |
|----------------------------|----------------------------|
| • Fruits & Vegetables      | • Eggs, Meat & Fish        |
| • Dry Fruits, Oil & Masala | • Gourmet & World Food     |
| • Bakery, Cakes & Dairy    | • Dips and Spreads         |
| • Beverages                | • Atta, Rice, Dals & Sugar |
| • Snacks & Branded Foods   | • Chocolates & Ice Creams  |
| • Beauty & Hygiene         | • Baby Care                |
| • Cleaning & Household     | • Men's Grooming           |
| • Kitchen, Garden & Pets   | • Bath, Body and Hair      |
| • Lunch Boxes & Bags       | • Stationery & Electronics |

## DELIVERY CHARGES:

- For any order value below INR 600, a delivery charge of INR 50 will be applied.
- For any order value between INR 600 and INR 1000, a delivery charge of INR 10 will be applied (Rs. 15 in Mumbai).
- All orders above INR 1000 will not incur any delivery charge.

5 Cr+  
Downloads

300+ Cities  
and Towns

15 Mn+  
Monthly  
Orders

Approx. 85%  
Repeat Orders  
Loyal Customer  
base

40,000  
products &  
1000+ brands

7% Market  
Share

## MISSION

To make daily life simpler for people by providing them with a convenient and hassle-free way to shop for groceries.

## VISION

To be the most trusted and preferred grocery platform in India.

## COMPETITORS

blinkit

zepto  
10 Minute Grocery Delivery

SWIGGY  
instamart

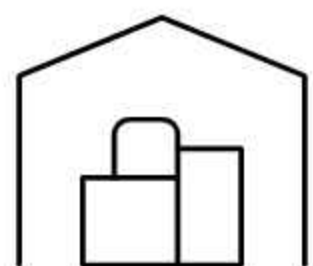
DUNZO

JioMart

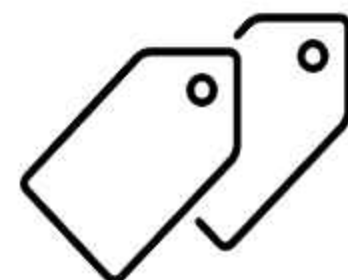


# ABOUT BIGBASKET SUPERSAVER

## REVENUE MODEL



Purchases products from direct manufacturers/suppliers & stocks them in their warehouses saving big on each product cost



Adds a small margin to the cost price before vending them.



Also earns through discounts, bundling techniques & delivery charges

## BUSINESS MODEL

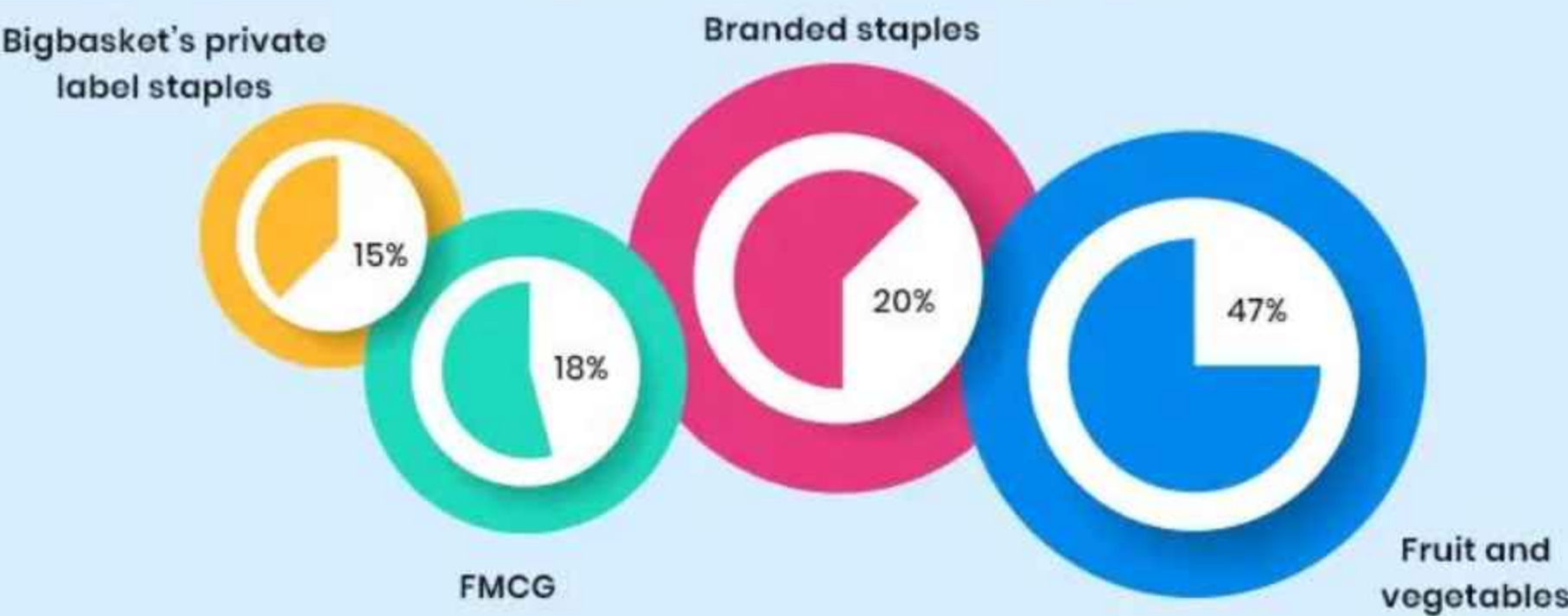
Follows both the 'inventory model' and the 'hyper-local model'.

Under **inventory model**, company buys products from leading suppliers, stores it in warehouses and supplies to customers on order. In the case of perishable goods, BigBasket further has tie-ups with local farmers and suppliers from whom it procures the goods as per orders and supplies the same to the customers.

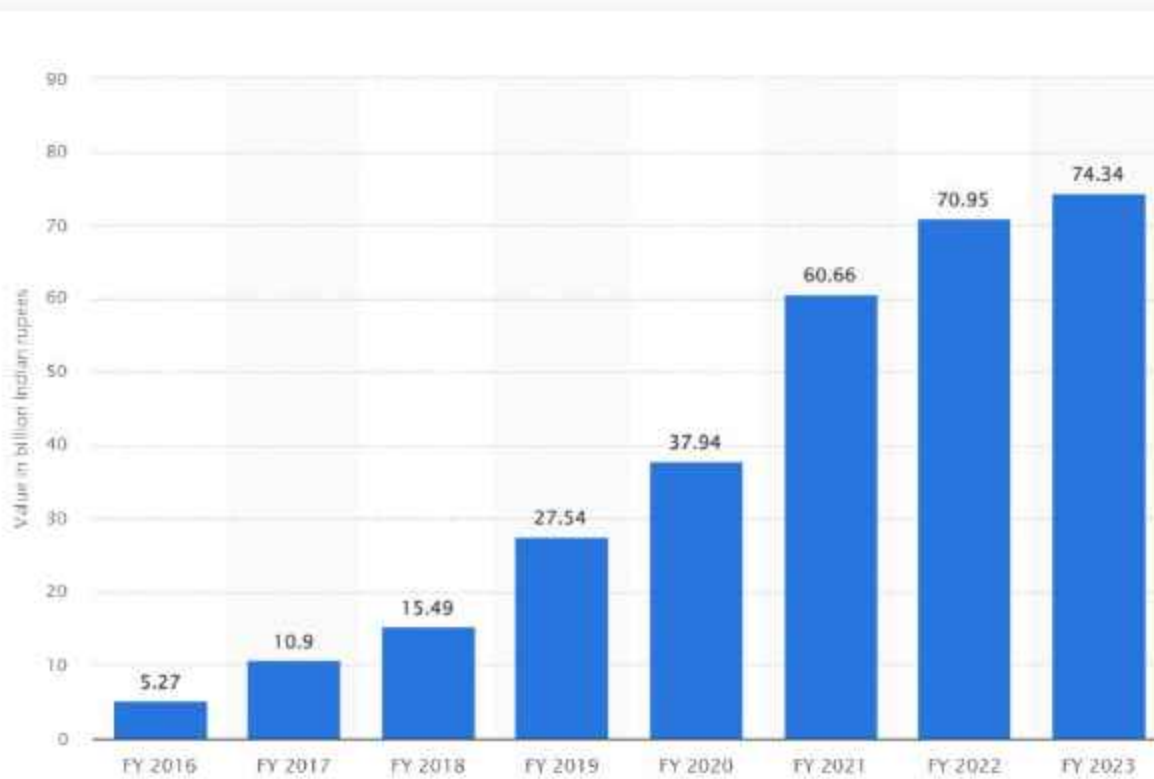
Under the **hyper-local model**, it has a tie-up with 2000+ grocery stores across India to deliver products within one hour from the neighborhood.

**USP:** Delivery of fresh produce, based on the purchase of fruit and vegetables from local marketplaces each morning, storage in refrigerated warehouses and a fleet of temperature-controlled trucks to deliver fresh to the door.

### Revenue breakup in categories



E-Commerce > B2C E-Commerce  
Revenue of BigBasket from financial year 2016 to 2023  
(in billion Indian rupees)



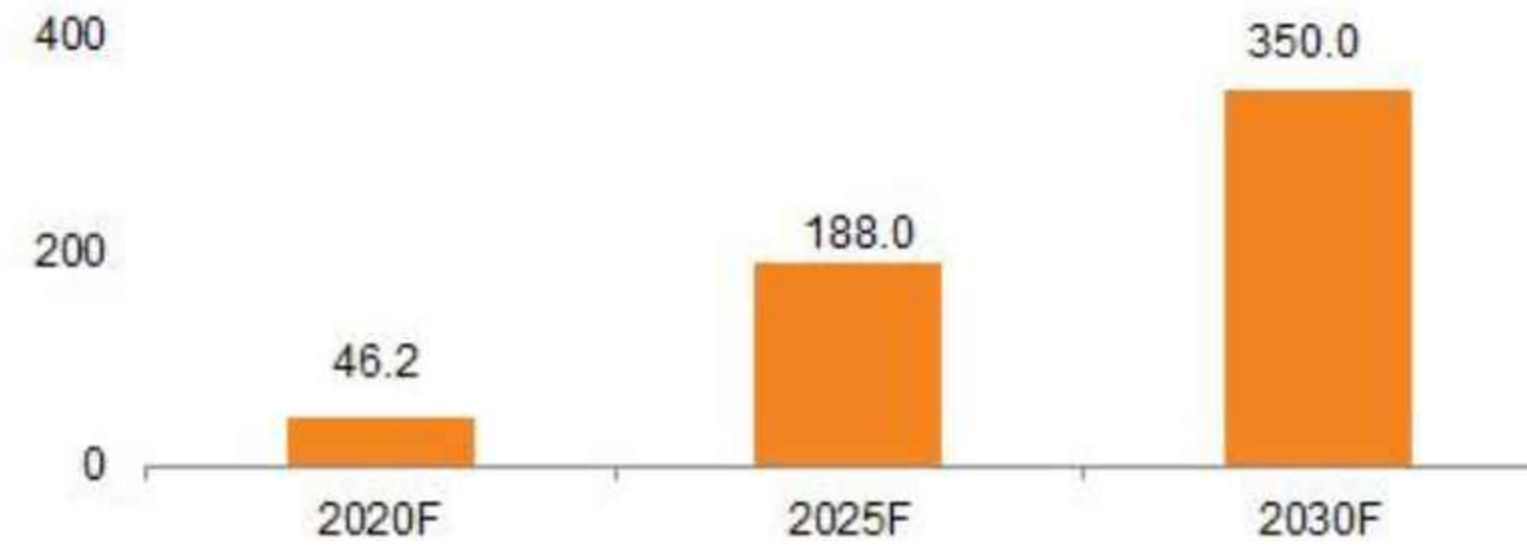


# MARKET RESEARCH

E-commerce grocery market is growing with a year on year growth rate of 19%.

The B2C E-commerce is expected to grow at a CAGR of 8.68% during 2023-27.

Indian e-commerce market(in USD)

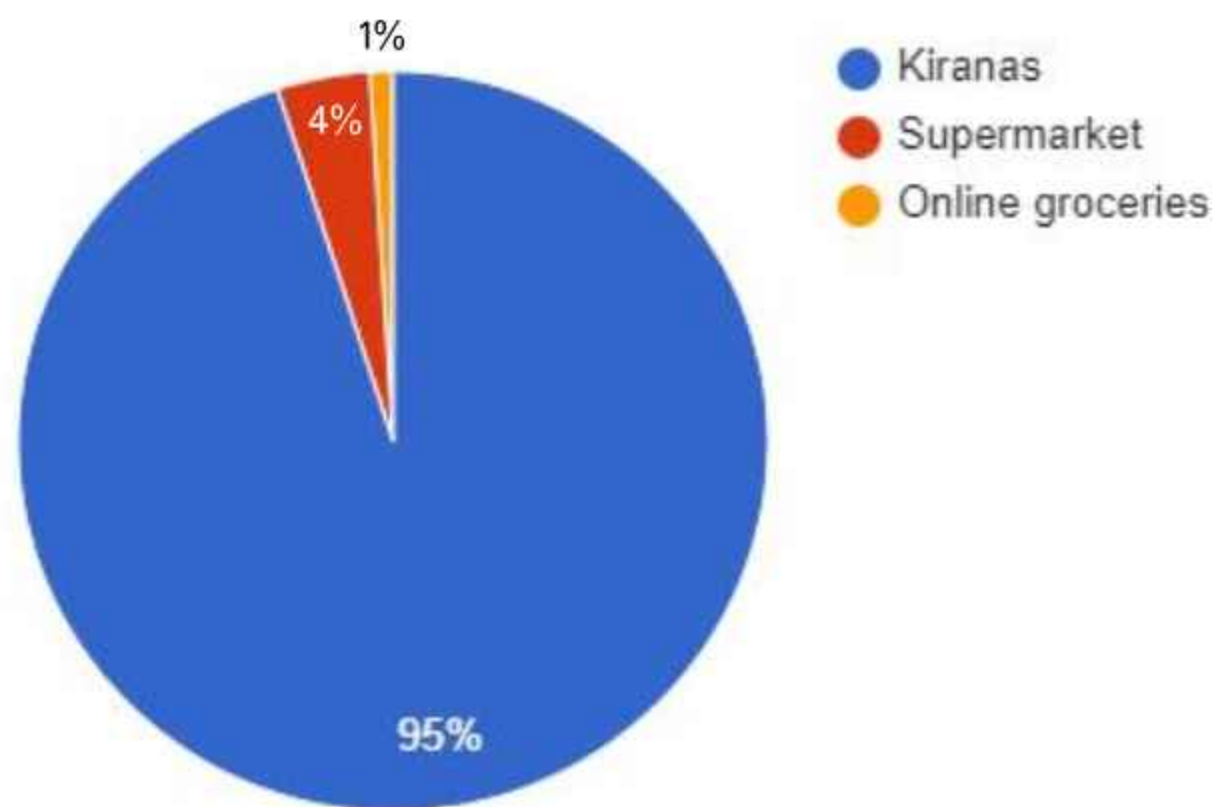


The e-commerce market's share of Tier-3 cities grew from 34.2% in 2021 to 41.5% in 2022

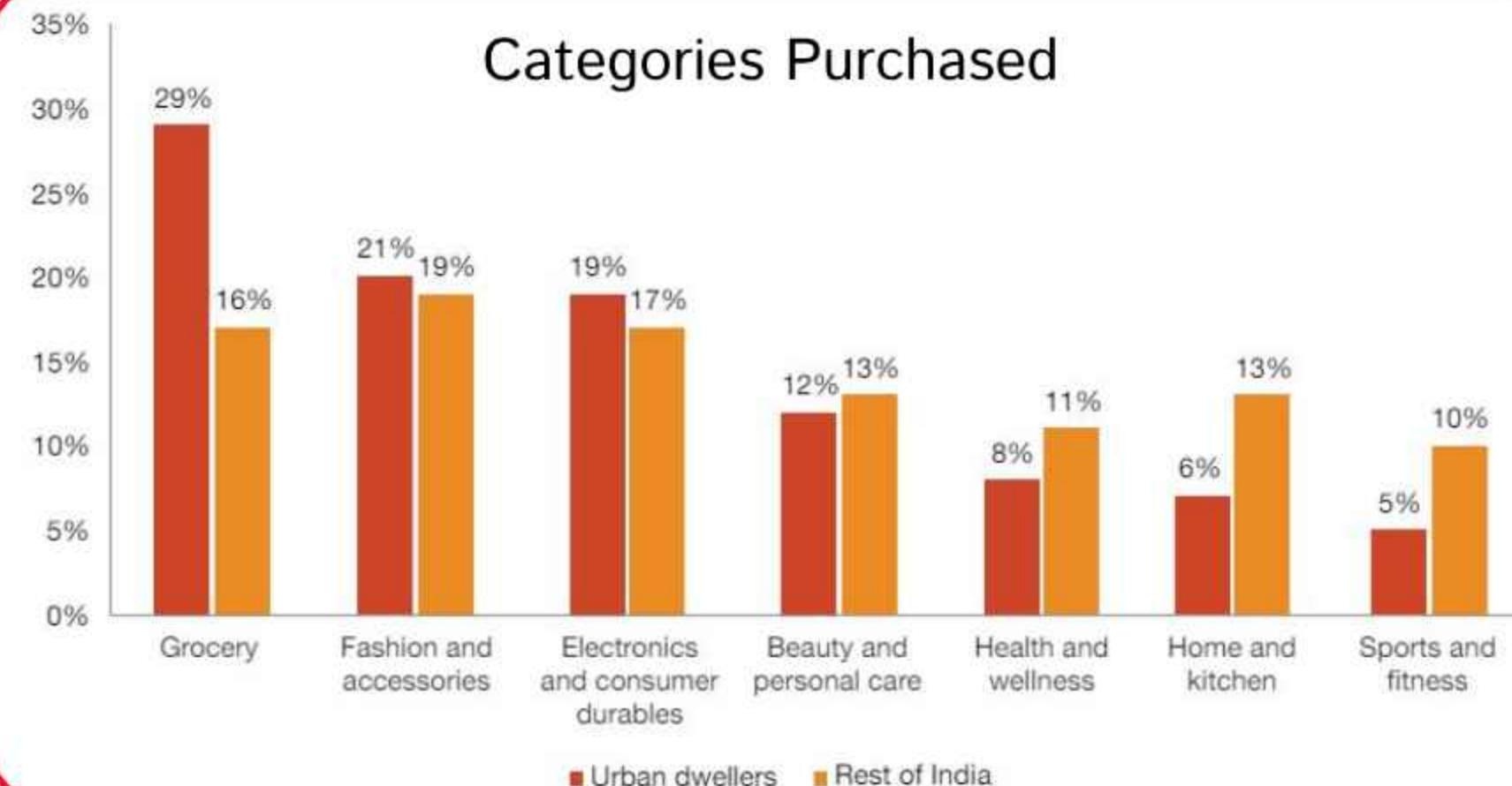
The Indian online grocery market is estimated to reach US\$ 26.93 billion in 2027.

50% of consumers in metros and tier-1 cities value quick delivery, while for 54% of consumers in tier-2, 3 and 4 cities, deals and offers take precedence.

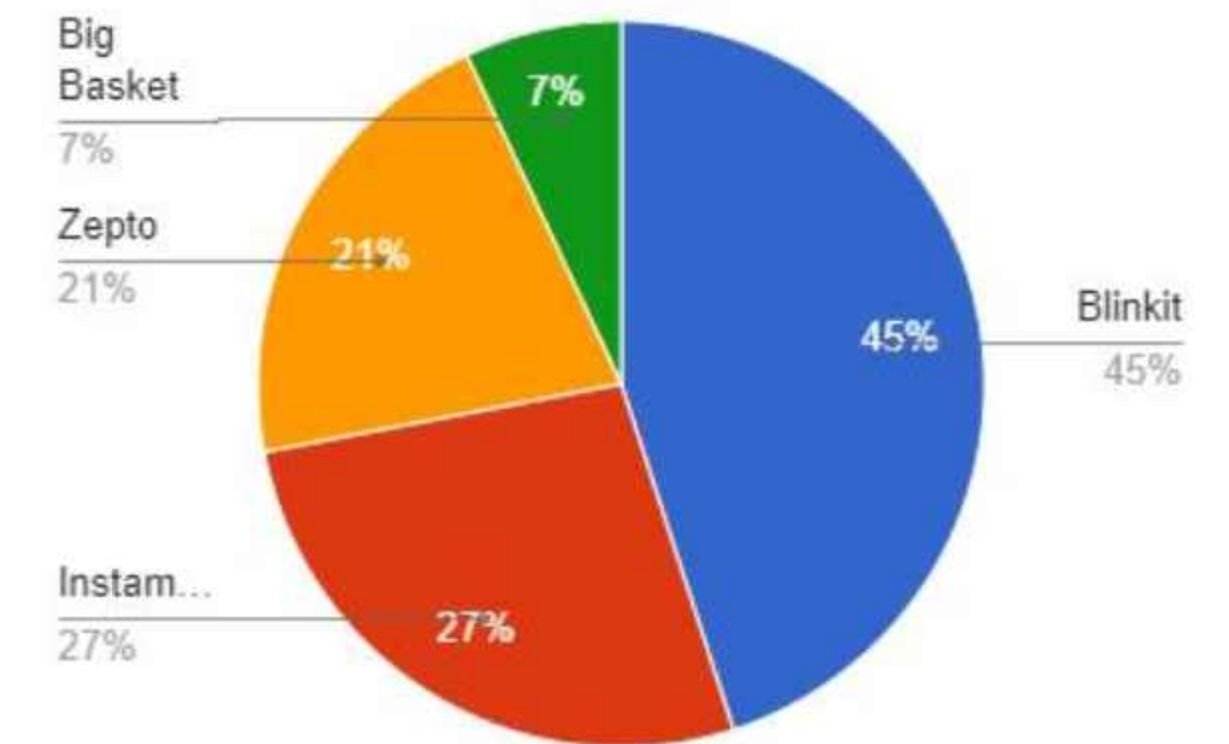
Indian Grocery Breakdown



Categories Purchased



Market Share of online grocery platforms









# USER JOURNEY

	ONBOARDING	HOME PAGE	PRODUCT DISCOVERY	BASKET	SLOT SELECTION AND PAYMENT
USER ACTION	<ul style="list-style-type: none"><li>• Sign up</li><li>• Selecting location</li></ul>	Exploring and searching for products	<ul style="list-style-type: none"><li>• Looking for products</li><li>• Adding to cart</li></ul>	<ul style="list-style-type: none"><li>• Reviewing basket</li><li>• Confirming address</li></ul>	<ul style="list-style-type: none"><li>• Selecting suitable time slot</li><li>• Choosing payment method</li></ul>
THOUGHTS	<ul style="list-style-type: none"><li>• Do I need to log out and login again in case I make multiple accounts.</li></ul>	<ul style="list-style-type: none"><li>• Wide varieties</li><li>• I can search for products even using bar code.</li><li>• Why don't I find smart basket in app, it was there in website.</li><li>• I can search in multiple languages but the app UI is only in English.</li></ul>	<ul style="list-style-type: none"><li>• Great detailing of the product</li><li>• How will I get to know that this item is back in stock.</li></ul>	<ul style="list-style-type: none"><li>• I usually forget few items when I have to order large variety of products.</li><li>• I forget to place orders for the items I need very frequently.</li></ul>	<ul style="list-style-type: none"><li>• Why I can choose just one time slot ,what if the delivery gets late and I am not available to take my order afterwards.</li></ul>
EMOTIONS					
OPPORTUNITIES	<ul style="list-style-type: none"><li>• Switch account option can be provided.</li></ul>	<ul style="list-style-type: none"><li>• App interface can be made multilingual.</li><li>• Smart basket should be also present in the app version.</li></ul>	<ul style="list-style-type: none"><li>• Users should be notified when items come in stock.</li></ul>	<ul style="list-style-type: none"><li>• Confirmation and auto purchase of fixed slot of items.</li><li>• A to-buy list where users can note down all the items they need to buy.</li></ul>	<ul style="list-style-type: none"><li>• Users can choose multiple delivery slot according to their priority (maximum 3 can be chosen)</li></ul>



# COMPETITIVE ANALYSIS

				
Total Downloads	5 CR+	5 CR+	-	1 CR+
Presence	40+ cities	27 cities	25+ cities	10 major cites(and neighbourhood)
Orders per day	4 lakhs	4 lakhs	4.5 lakhs	3-4 lakhs
Active hours of delivery	7 am to 11 pm	6 am to 11 pm	7 am to 1 am	7 am to 1 am
Pros	TATA neu card(neo points can be earned while making transaction on BB) + BBstar membership	Printing services available+smart bachat club membership	All in one app(swiggy+swiggiy instamart+swiggy genie+swiggy dineout) and swiggy one Membership	Zepto pass(20%off on every order and unlimited free delivery on orders over rs.99)
AOV (in Rs.)	1250(supersaver) 400-450(bbnow)	607	420	651.79
Revenue	Rs 2,261 Cr in FY23	Rs 724.2 Cr	Rs 3,221.4 Cr in FY23	Rs 2024 Cr in FY23



# USER PERSONA



**Anita**

**Age: 42**

**About:** Busy parent balancing work, childcare and household chores

## Pain Points:

- Limited time to spend on personal shopping.
- Difficulty in remembering items need to reorder regularly.
- Can't reorder regular items without browsing through the entire catalog.



**Daksh**

**Age: 30**

**About:** Corporate employee with unpredictable work schedules

## Pain Points:

- Sometimes, it becomes difficult to be present for a fixed delivery slot.
- Missing a delivery leads to rescheduling issues & delays in receiving essential items.
- No perks provided even after being a regular customer.



**Reena**

**Age: 50**

**About:** Mess incharge and cook in a small hostel, tech inexperienced, children live away

## Pain Points:

- Needs grocery and dairy items on a weekly and daily basis but sometimes forgets to place orders, leading to a shortage of cooking ingredients.
- Difficulty in ordering items online and finds the whole procedure from ordering to payment complicated.
- Always has to ask someone else to place orders for her because her children are away.



# SOLUTION 1: REORDER LIST

## About the Feature

- “Reorder List” is a time-saving feature designed to enhance the shopping experience on the Big Basket app. It allows users to create, manage and quickly reorder their favorite items.
- When user want to reorder these items, he/she can quickly select them from this list and go straight to the payment options. This saves time from having to pick each item individually.
- This makes weekly and monthly shopping routines more efficient and faster.

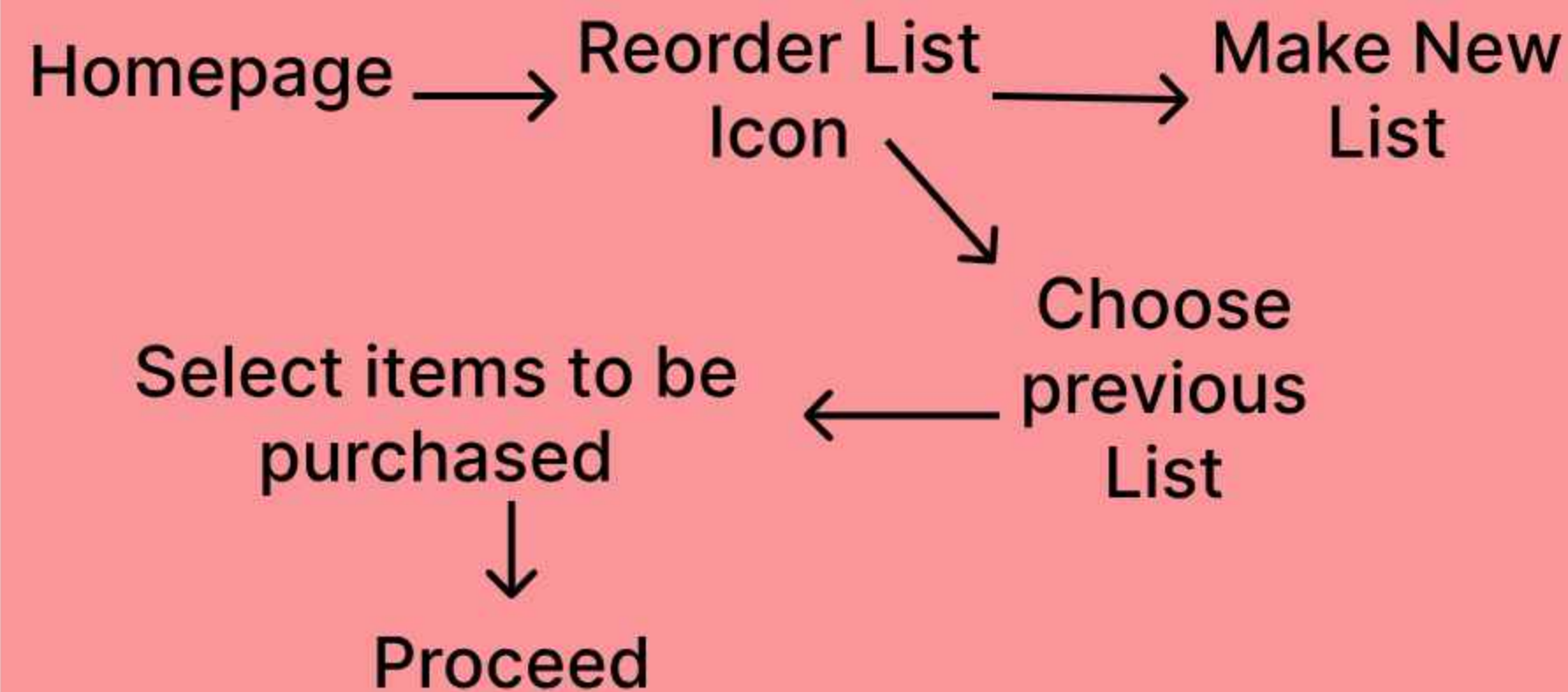
## Value Proposition

- Simplifies the shopping process by allowing users to save and organize their frequently purchased items into personalized lists.
- Users can easily adjust quantities, add or remove items and proceed directly to payment with minimal effort.
- This feature ensures users never forget essential items and significantly reduces the time spent on repeat purchases.

## Success Metrics

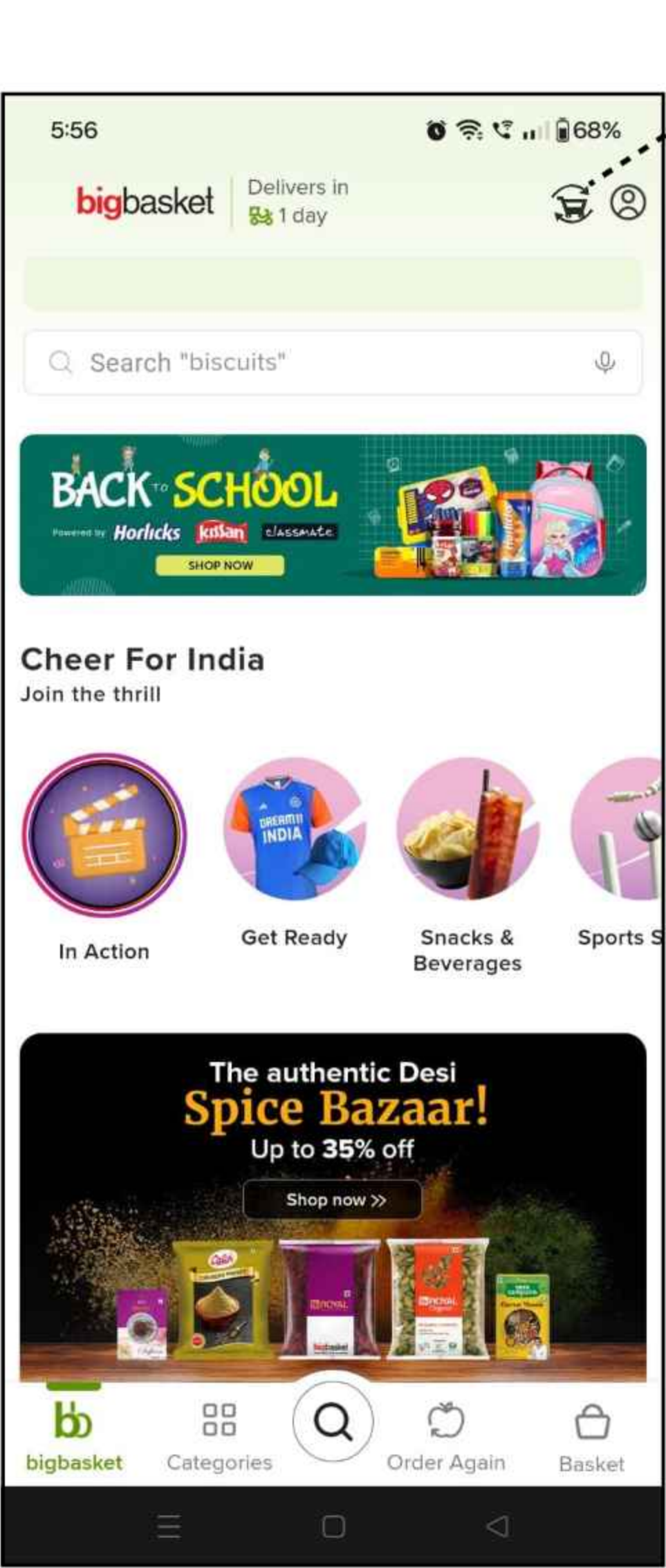
- Number of unique users who actively use this feature
- How often users access and use their lists
- Percentage of users who proceed to checkout after using a saved list
- Average value of orders placed using this feature compared to regular orders

## User Flow

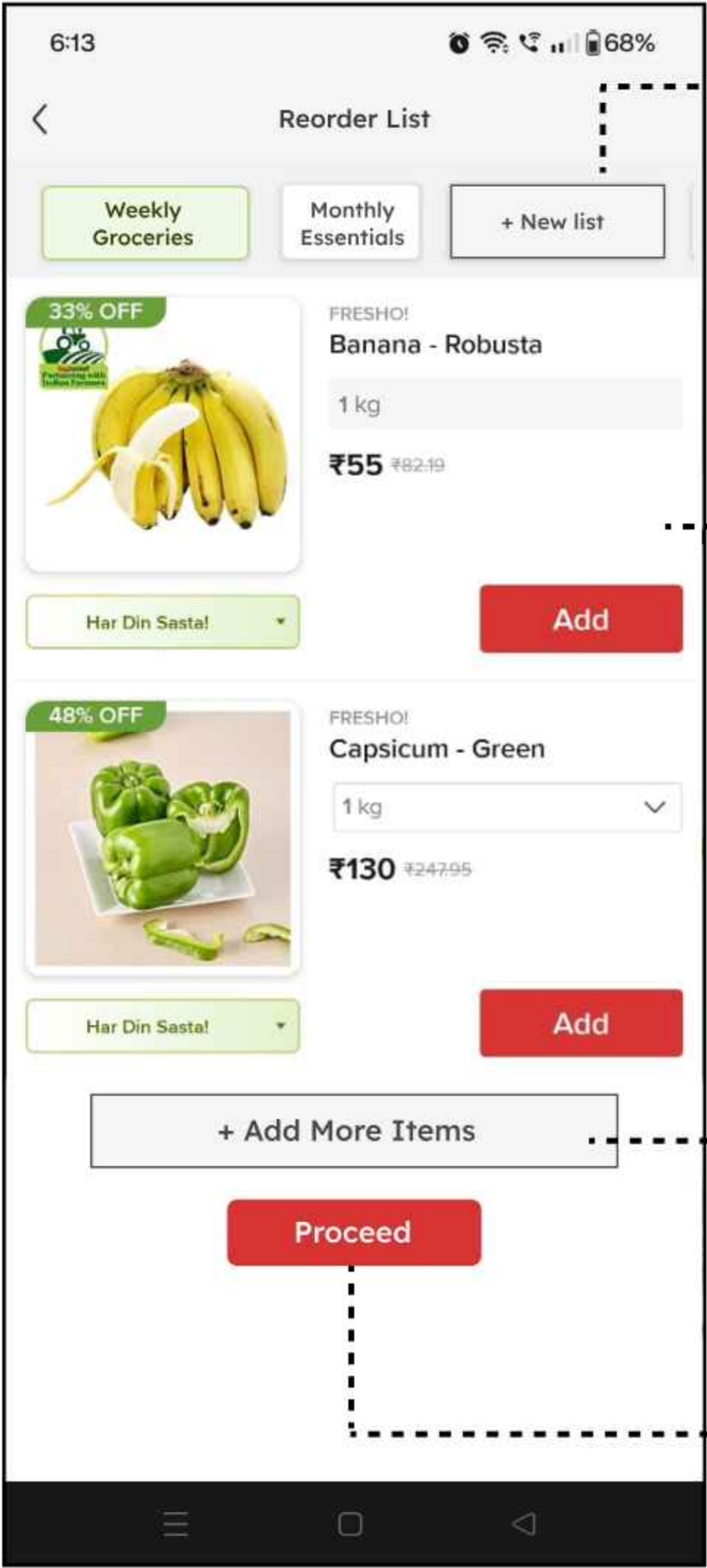




# SOLUTION 1: REORDER LIST



Reorder List icon



Users will see the names of all the lists they have created and users can add a new list. This button will open a form where they can name the new list and start adding items to it.

When a user selects a list, the app will display all the items in that list. Each item in the list will have an "Add" button next to it. Users can click this button to select the items they want to purchase right now and can adjust the quantity also.

Allow users to browse the store and add additional items to the same list.

Users will be prompted to choose their delivery address and delivery time slot, following the usual checkout procedure.



# SOLUTION 2: MULTIPLE SLOT SELECTION

## About the Feature

- "Multiple Slot Selection" allows users to choose up to three convenient time slots for their deliveries. The priorities of the time slots are determined by their sequence (Time slot 1 ,Time slot 2, Time slot 3).
- Whenever users feel that they might not be present during the scheduled delivery time or immediately after the time slot (in case of a late delivery), they can select multiple time slots for their convenience.

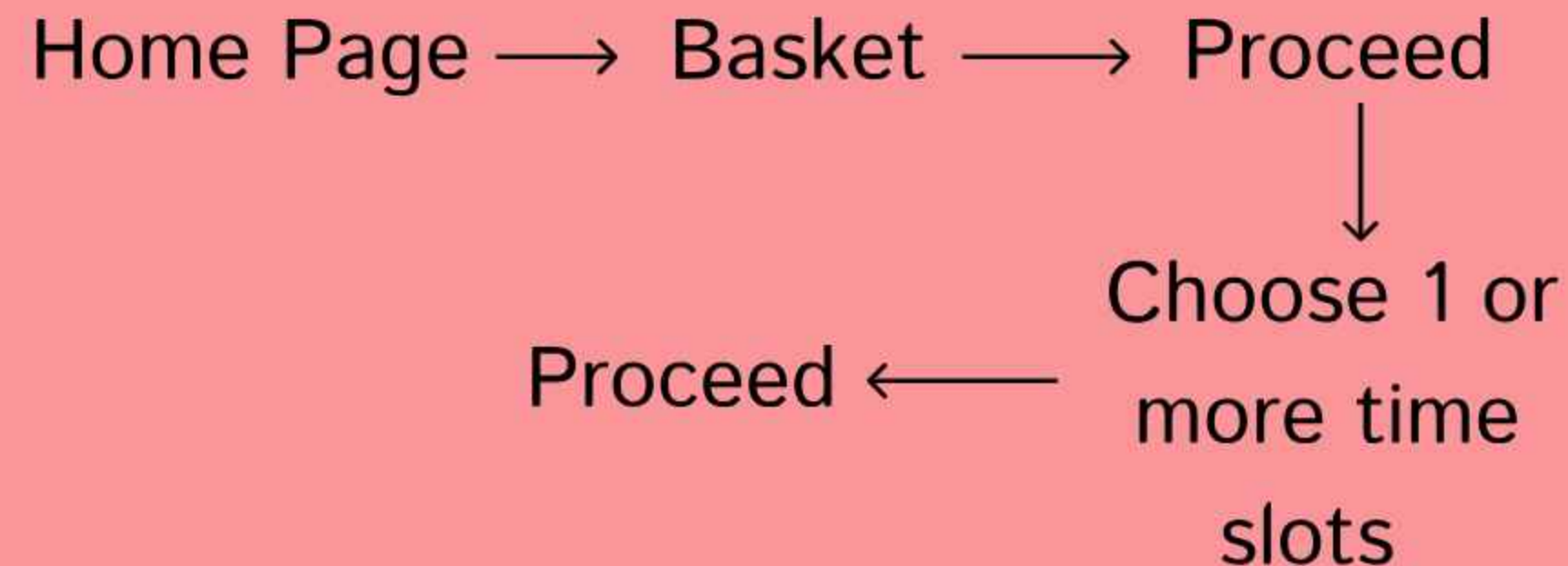
## Value Proposition

- Prevents users from the hassle of calling and rescheduling their delivery in case they were not able to attend the delivery.
- Saves the delivery man's time and energy by avoiding trips to houses where no one is available to receive the delivery.

## Success Metrics

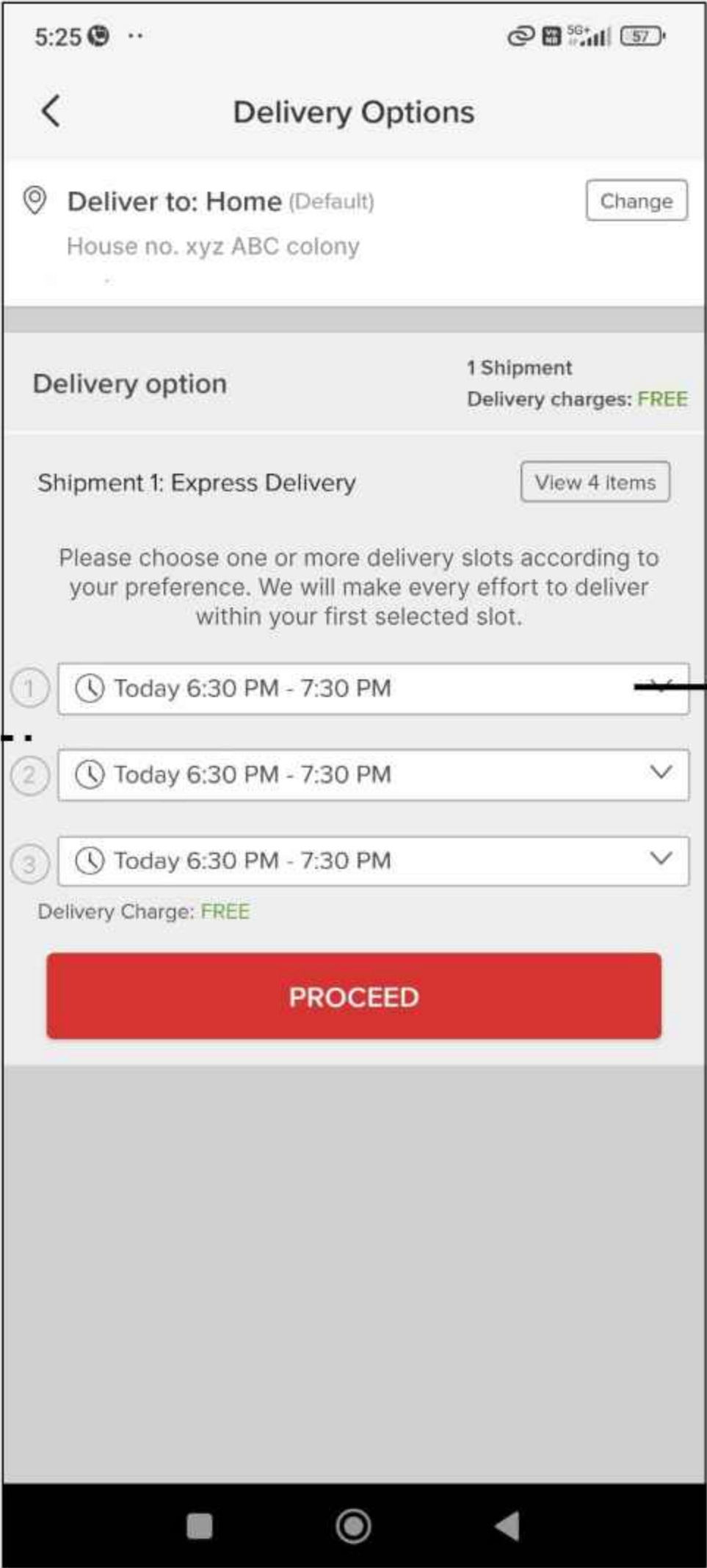
- Decrease in number of call regarding re- scheduling of orders.
- Decrease in number of orders cancelled .
- How frequent MULTIPLE time slots are chosen.

## User Flow



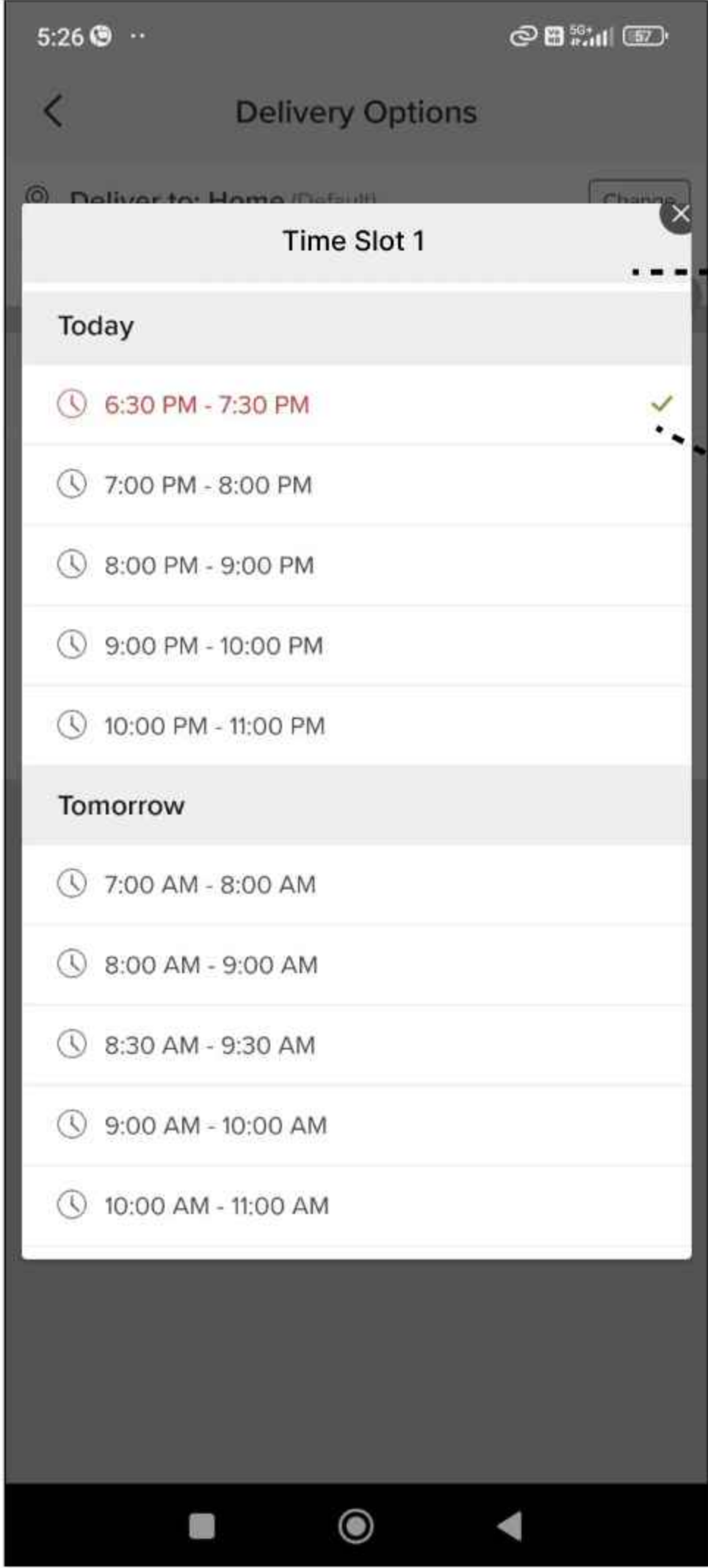


# SOLUTION 2: MULTIPLE SLOT SELECTION



Three time slots :  
Users can choose  
according to their  
convenience.

Preference of slots is  
according to the  
serial number.



Time slot 1

Users can choose  
time duration for  
all the three time  
slots.



# SOLUTION 3: WEEKLY/MONTHLY AUTOPURCHASE

## About the Feature

- “Weekly/Monthly Auto-Purchase” is a feature to automate and simplify recurring purchases.
- After buying a product, users can opt to receive notifications to repurchase the item weekly or monthly.
- This feature ensures that users never run out of essential products and makes the repurchasing process seamless and efficient.
- Every month/week (on chosen date/day) users will be sent a notification regarding confirmation of repurchase of items.
- If they confirm the order the autopurchase of particular items will be done by the app, they can also reject if they wish to.

## Value Proposition

- Enhances convenience for users by providing timely reminders for repurchasing essential products.
- It saves users from the hassle of manually reordering frequently bought.
- This feature also helps users avoid running out of important products by reminding them when it's time to buy again.

## Success Metrics

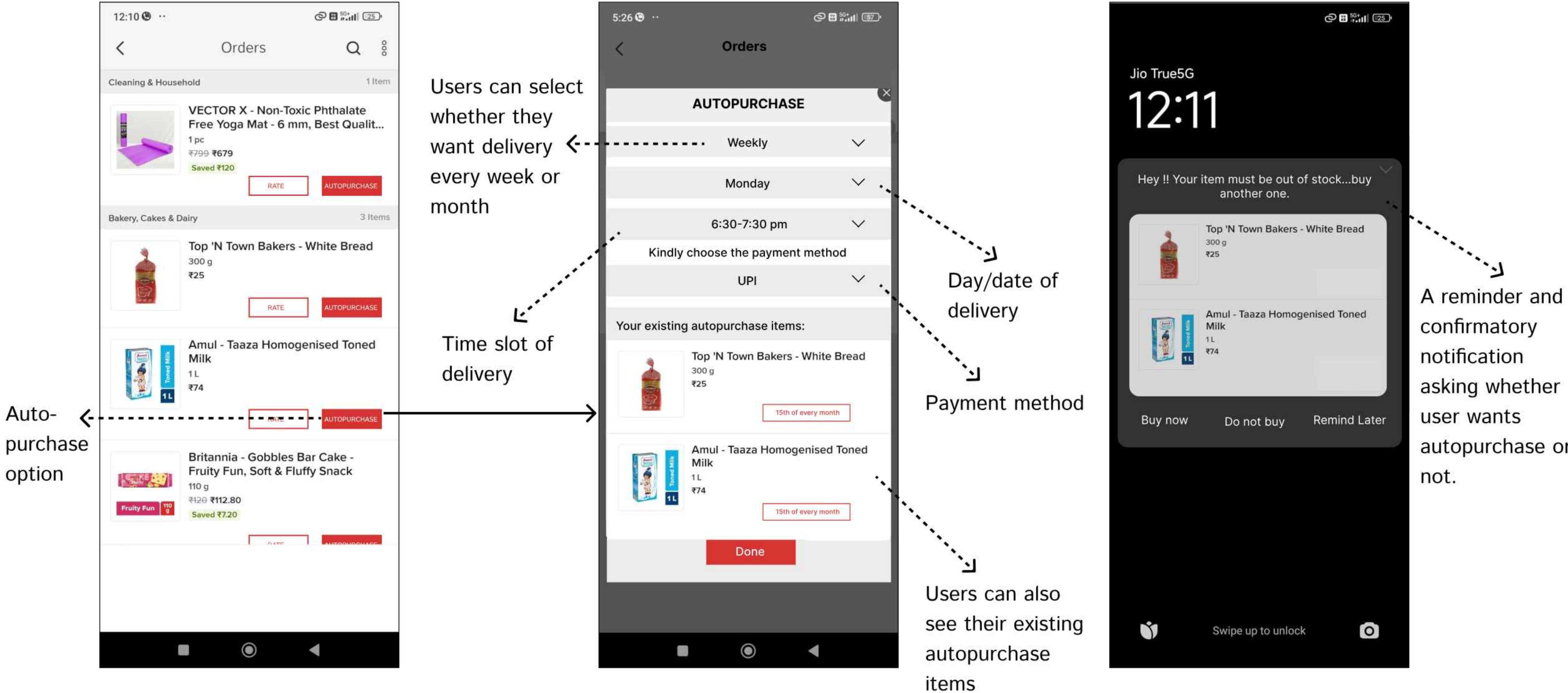
- How often users interact with the auto-purchase notifications
- Percentage of notifications that result in a completed purchase
- Order value of the items bought by auto-purchase feature.
- Churn rate of the feature

## User Flow





# SOLUTION 3: WEEKLY/MONTHLY AUTOPURCHASE





# SOLUTION 4: LOYALTY PROGRAM

## About the Feature

- “LOYALTY PROGRAM” is specifically for the very frequent users of Big Basket.
- Loyalty program members get access to festival sales earlier as compared to non-members.
- Users can redeem coins for discounts in future purchases

## Activities to earn coins:

1. Order above Rs.800.
2. Active participation in rating the product and writing the reviews.
3. Correct answers in weekly fun quizzes.

## Value Proposition

- Frequent users are rewarded for their consistent use of Big Basket.
- It motivates them to make purchases even more frequently.
- It also motivates non - frequent users to make more regular purchases.

## User Flow

Homepage → My Account → Loyalty Program

## Success Metrics

- No. of users being eligible for the program in a specific duration of time
- Increase in AOV and total sales
- Number of active users participating in ratings, reviews and quizzes
- User retention rates due to ongoing engagement activities



# RICE PRIORITIZATION

NORTH STAR METRIC-AVERAGE ORDER VALUE

Features	Reach (Out of 10)	Impact (Out of 5)	Confidence (Out of 100%)	Effort (Out of 5)	Score
Reorder List 	7.5	3	75%	2	8.4
Multiple Slot	5	3	70%	3	3.5
Auto-purchase	6	3.5	70%	3.5	4.2
Loyalty program	8	3.5	80%	4	5.6



# SMALL CHANGES AND SUGGESTIONS

## **SWITCH ACCOUNT OPTION**

A very common feature which allows user to directly switch to their other Big Basket accounts without logging out and logging in another account.

## **VALUE PROPOSITION**

Provides efficient and easy access and management of multiple accounts.

## **MULTILINGUAL SUPPORT**

Rather than only providing a search option in various languages, the entire app interface should be available in at least seven major languages and be easily switchable.

## **VALUE PROPOSITION**

Will be accessible by more users

## **BACK IN STOCK NOTIFICATIONS**

Users should get to know whenever the items they wanted to buy come back in stock.

## **VALUE PROPOSITION**

Users need not check again and again about the availability status of out of stock items.

## **SMART BASKET IN APP VERSION**

Provides personalized recommendations , but is only available in website version,

## **VALUE PROPOSITION**

Users can easily check out the products related to their recent search.

## **DISCOUNTS ON NEXT PURCHASE AND FUN QUIZZES**

Various discounts can be provided on next purchase.

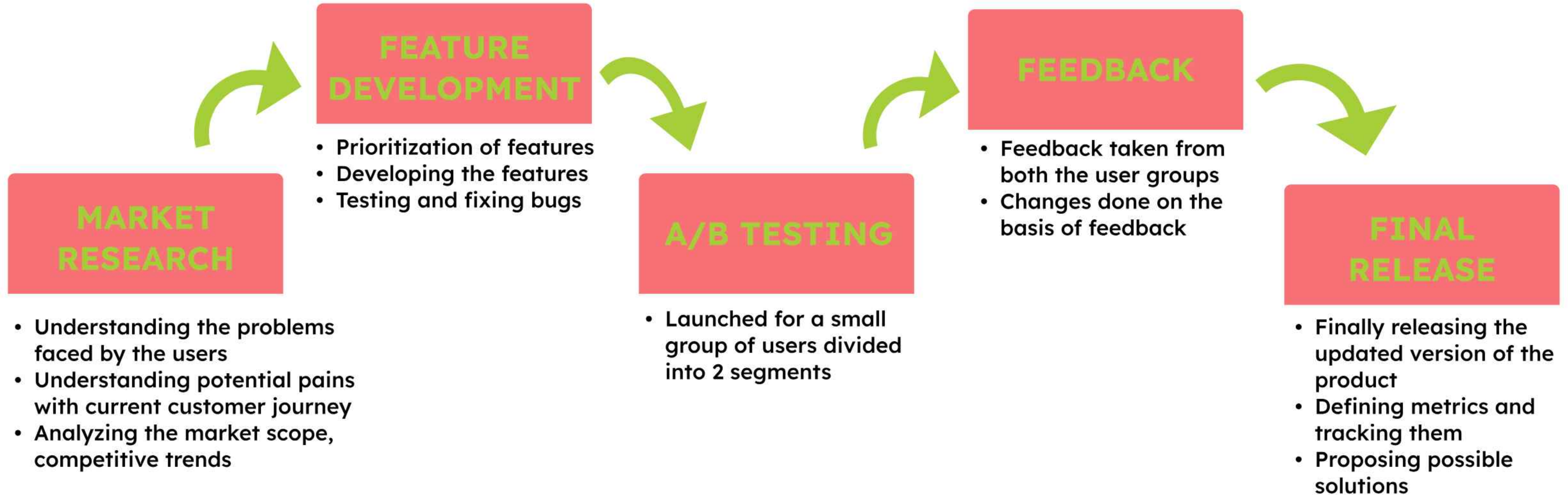
Fun quizzes can be taken and winners can be awarded with coins.

## **VALUE PROPOSITION**

Users feels rewarded on making purchases and giving quizzes and hence is motivated to use the app more and more



# GTM STRATEGY







# Thank You

By Himanshi Vaidya