

# User Research- Zepto

## Task:-

Zepto is looking into the possibility of starting an on-demand printing service that would deliver documents, assignments, resumes, photos, and other types of documents to customers' doorsteps.



# Market Share

**Total Addressable Market (TAM):**-According to research printing market in india is \$1457 million in 2023 growing CAGR 9.1%.So by 2025 it will be nearly \$1730 million.

**Link :- 1.India Digital Printing Market Size & Outlook, 2030**

**2.India Print Industry Market, Industry Analysis and Future Forecast to 2030**

**Serviceable Addressable Market(SAM):**-According to Research ,20%-25% estimated in 2025 (some article suggested xerox 35% market share keeping in mind about other companies and effect of digitalization).So total leftover market will be \$ 346- 432 million.

**Link :- 1.How Xerox turned its India business around**

**Serviceable Obtainable Market (SOM):**-According to some assumptions in tier 1 cities in quick commerce total percentage 8-10%,it will be \$34.6 – \$51.8 million.

# User Persona in Tier 1 in cities

	<b>Students(16-24)</b>	<b>Working Professionals (25-40)</b>	<b>Freelancers / Creatives</b>	<b>Startups / SMEs</b>
<b>Key Needs</b>	Forms, reports, assignments, and ID pictures	Resumes, visa/passport docs, certificates	Portfolios, client presentations, images, and posters	Contracts, business cards, brochures, and proposals
<b>Need Rate</b>	Very Frequently	Frequently or occasionally	Occasionally	Frequently
<b>Desire To Pay</b>	Want at cheaper price	Can pay extra for convenience	Can pay for quality	Want at cheap for bulk printing
<b>Market Share</b>	Major	Medium	Minor	Major



# Porter's 5 Forces

	Principles	Impact
1.	Threat of New Entrants	High
2.	Bargaining Power of Supplier	Medium
3.	Bargaining Power of Buyer	High
4.	Threat of substitutes	High
5.	Industry Rivalry	High

# Competitor analysis in Tier 1



	<b>Local Xerox Shop</b>	<b>Blinkit</b>	<b>Printo</b>
<b>Operating Hours</b>	Limited standard Market Timing(10am - 8 am)	Depends on Blinkit service area & timing but not serving all area.	30+ Outlets in metro cities
<b>Cost</b>	Low Rate(₹1-₹3 in B/W) and might get discount for bulk copy	High(₹3-₹6 in B/W) and no discount for bulk copy	Expensive(₹5-₹7 in B/W) and discount for bulk copy
<b>Data Privacy</b>	No data privacy and documents handled by shop staff	Uploaded via app delete after printing gets a pop up of data deleting	Corporate Clientele; Non Disclosure agreement & secure processing for sensitive documents
<b>Quality</b>	No as much as it is decided by the shopkeeper	It keeps standard sheets of 75gsm not anything else	It keeps standard sheets of 70gsm but give many options like spiral binding
<b>Delivery&amp;Convenience</b>	You need to go to the shopkeeper for order and time depends on shopkeeper availability	Takes average 20-30 mins same day when you place order	Takes 1-2 day if ordering late night might be possible for same day delivery.

# Market Analysis/Trends

**1. Expanding Academic Digital Systems** :-The goal of India's National Academic Depository is to store academic awards (certificates, etc.) online. Although this lessens the need for copies of previous certifications, people's needs become more urgent, infrequent, but crucial when they require physical originals or submissions. [\*\*Link:-National Academic Depository: A Step Towards Digital India Vision\*\*](#)

**2. Administrative & Visa/Legal Requirements** :-Evidence: physical printouts are still required by Indian embassies, banks, and government agencies. All the government and banking sector has not be fully digitalized yet. For instance, "Indian visa applications require hard copy printouts of forms and photographs." [\*\*Link:-| vfsglobal - vfsglobal\*\*](#)

**3. Online Classes & Education** :-Online education enrollment is expected to increase between 2025 and 2029. Demand for recurring, urgent, and low-cost print is increased by the growing online education industry's creation of digital-first content, which reduces the need for physical bulk copy but still exist in most of the case. [\*\*Link:-Online Education Market in India to Grow by USD 8.53 Billion from 2025-2029\*\*](#)

**4. Work Preferences Show Demand for More Flexible Work** :-Many professionals may not have access to the printing and documentation infrastructure that offices offer because they are not in a fully functional office setting. They require something convenient at door steps without bearing the cost of getting it. [\*\*Link:- Remote Work Statistics And Trends In 2025\*\*](#)



## KEY PAIN POINTS

- 1.**Prices differ from store to store, and nothing is known until the job is finished.Every rupee counts, especially for freelancers and students who prefer straightforward, up-front pricing.
- 2.**It's annoying to have to travel or stand in line at busy Xerox stores just to have five pages printed.Instead of searching for a printer, people would prefer to focus on their work.
- 3.**Local stores occasionally provide printouts that are smudged, faded, or crooked.Poor quality can cost opportunities when it comes to something important, like a portfolio, application, or resume.
- 4.**People hesitate to upload confidential files (like ID proofs, bank statements, contracts) because they fear data misuse or leaks.Even Blinkit faced backlash when a customer received someone else's bank statements by mistake.**Link :-Blinkit delivers 'random' bank statements to customer who ordered printouts**

# Why User Observation is required?



Understanding the current market for photocopy services and assessing the viability of a new online delivery service were the main objectives of this study. Our goals were to find out about the average user profile, how often they use it, and how satisfied they are with the options that are currently available. The goal of the study was to identify the major determinants of user preference, including the significance of page quality, cost, and ease of use. Additionally, we sought to pinpoint the precise causes of the strong inclination toward conventional, neighborhood photocopy shops, such as concerns about data privacy and trust. Finally, a core objective was to gauge user interest in a new online delivery platform and determine the essential features and value propositions required to successfully enter the market.

We divided this into 3 parts:-

1. User Survey using survey monkey
2. Interviews on Whatsapp or 1:1 in person or on zoom
3. Lovable Link : - [\*\*PrintPro Delivery - Document Printing & Photo Services\*\*](#)

# Survey

Survey gives us basic insights about the user's thoughts and understanding.

We used SurveyMonkey to do survey.[\*\*Link:-Market Research for Online Photocopy Delivery Service\*\*](#)

Based on the updated survey results with 18 respondents, here are the key unique points.



## Usage and Demographics

1. With the majority of respondents being in the 18–24 age range, the main user base is young. The majority of these users on purpose or monthly one.
2. Only a small portion of respondents said they had never used an online service, making local xerox shops the most popular option.

## Customer Priorities and Market Opportunity

1. Since more than 75% of respondents said they would try an online service, there is a significant market opportunity for a new service. Customers prioritize page quality, data privacy, and the ease and trust they currently receive from local businesses, so it must address these important issues.
2. More than 35% of respondents believe that online services are on par with or superior to local stores, despite the fact that many respondents think the current photocopy options are only neutral or satisfactory.

## User Behavior & Market Dynamics

A market for a new online photocopy service exists, as customers are willing to pay for a superior experience. Users prioritize page quality and convenience, and a new service must also provide visible document security to compete with trusted local shops. The key to success is building a service that is both convenient and visibly secure to overcome user trust concerns.



# User Interviews

We did 5 interviews 1:1 or on zoom call and 5 interviews via Whatsapp

**Video Interview Link :-[Interview Video - Google Drive](#)(Total 3 videos:1.mp4(3 interviews) 2.mp4&3.mp4:-1 interview each)**

**Whatsapp Interview Screenshot:-[Screenshot of User Interviews](#)**

## Key Interview Questions

### **1.What is your name, age, and professional status (student or working professional)?**

**What it resolves:** The demographic profile of the user is determined by this question. By dividing up the target audience and developing user personas, it makes it easier to comprehend how the needs and behaviors of working professionals and students differ from one another.

### **2. On average, how much time do you spend traveling or waiting to get documents printed?**

**What it solves:** This quantifies a key pain point of traditional printing. The answer provides a metric for the inconvenience of the current process and helps to justify the value proposition of a time-saving, on-demand service.

### **3. Would you be willing to pay a little extra for home delivery of urgent prints? If yes, in what situations?**

**What it solves:** This query is essential for determining the feasibility of the business plan. It determines the precise, high-value use cases (such as interview resumes) where the service would be most required and evaluates the user's willingness to pay for a premium service.

### **4. What types of documents do you usually need to print?**

**What it solves:** The responses inform the scope and features of the service. Understanding the types of documents (e.g., assignments vs. ID proofs) helps determine the required print quality, handling protocols, and necessary security features for different user needs.

### **5.What would make you feel more secure when using such a service?**

**What it solves:** The largest obstacle to online printing service adoption is trust and data privacy, which is directly addressed in this question. The responses offer precise instructions on which security features (such as file deletion and end-to-end encryption) should be included in order to boost user confidence and reduce their dependency on neighborhood stores.

# Top 10 Insights:-

**1.Willingness to Pay for Urgency:-** Users are open to paying a small premium for urgent home delivery, especially for critical documents like a resume for an interview.**User said:** "If it is 2-3 rupees extra than yes"

**2.Price Issue:-**If the price is little extra users are not ready to pay in daily go for it rather if the price point is high they will only prefer as last option.**User said:-**"32 rupees for single copy is very huge ,it can be done in 2 rupees in market"

**3.Trust &Brand name plays a important :-**Users rely on trusted sources as it creates a sense of security in there mind.The data is not going into wrong hands.**User said:**"Online email service if coming from a reliable source ,I am ready to use"

**4.Hesitation whil sharing personal information:-** Users print a wide variety of documents, mostly non-government things which are not personal like aadhar card and pan card.**User Said:**"I might not share the goverement id till it is urgent on online serives"

**5."Too Many Options" Creates Confusion:-** Users are frustrated with complex interfaces, with one person stating/feedback they would prefer "only one" option and find there are "too many user option" in lovable prototype.

**6.Significant Time-Spend on Printing:-** Users spend a considerable amount of time traveling or waiting for prints, with responses ranging from **25 minutes to nearly 1 hour**.**User said:**"Some user reported 30 min to 1 hour"

**7.Data Deletion is a Key Security Feature:-** Beyond encryption, a crucial security concern for users is the post-printing handling of their files. They feel more secure if there is "**File deletion from the server.**" **User Said:**"The feel secure after the order data is deleted user said the like the option"

**8.UX Can Be More Interactive:** The prototype's user interface is perceived as lacking interactivity.**User Said:**"The UI can be more interactive".

**9.First Reaction to Closed Shops is Regret:** A common reaction when a nearby shop is closed is to "regret my decision to go and try to find another shop."**User said:-**"User will get sad and look/find out for other option ".

**10.Awareness about Competitor:-**When asked about if you last option or any other option users were aware about blinkit or other services which can give us edge to learn from their mistakes.**User said:-**"I will do Blinkit".

# Who,What,Why

**Who:** Young, urban professionals , students and parents(ages 16 to 40) who appreciate speed and convenience make up the target market. For urgent needs, this group already uses and is accustomed to quick-commerce platforms.

**What:** Speed, security, cost and quality must be the four main pillars upon which the service is based.

**Speed:** To solve the major problem of travel and waiting time, deliver documents in less than 30 minutes.

**Security:** There is no compromise on this. To establish the required trust, use tamper-proof packaging, server-side file deletion, and end-to-end encryption.

**Cost:** Price play very important part. So how can we deliver it ,as low as possible in cost aspects.

**Quality:** As users value print quality more than price for important documents, make sure it is standard or better. An effective strategy is to use a premium pricing model for quick, safe, and urgent delivery.

**Where:** Zepto needs to introduce this service in crowded cities with lots of offices, colleges, and universities. The target demographic is concentrated in these areas, and there is a greater need for urgent, late-night or early-morning printing there. Additionally, this makes use of Zepto's current last-mile delivery network.

# 3 Product Ideas

**1. Integrate it with Digilocker & OTP based delivery:-** If user does not feel safe we can directly integrate it with Digilocker from where we can directly fetch the documents what so ever is possible. It will build a trust with user as digilocker registration is government verified. User need to provide OTP to rider to fulfill the deliver and we can keep a seal if it open's does not take delivery which will build a secure environment for delivery.

**2. Service with Good Security Layer:-** This concept focuses on data privacy, which is the biggest obstacle to online adoption. The product would only advertise its security features in order to set itself apart. We can mention SSL certified. We can same adoption like whatsapp for end to end encryption file sharing which is **Signal Protocol**. By mentioning as we use best industry standard will help us to gain the confidence of the user.

**3. Option to get it delivered with other products:-** We can integrate it initially with grocery delivery so that we can save delivery overhead cost. It will help parents specially if they are ordering daily or weekly to order printout as well which will help to capture the daily or weekly consumer market.