User Study Zepto Daily

Task:-

Zepto Daily is a subscription-based program from Zepto, a quick-commerce day to day items delivery service in India. It gives users benefits like free deliveries every day, lower prices, configure for automatic delivery for daily goods and special deals on everyday items like food, household goods, and personal care items.

Few Key Points:-

1.Initially Zepto lauched Zepto Pass around for all users around February- March 2024.

Link:-Zepto Pass: Zepto launches membership programme for all users - The Economic Times

2.Zepto replaced Zepto pass with Zepto Daily for some user for co-pilot around April 2025

Link:-Under wraps: Zepto silently replaces Pass with Rs 1 'Daily' programme

3.Zepto's daily active users fell from 5.5 million in December 2024 to 4.9 million in June 2025, according to a June 2025 report by Datum Intelligence.

Link:-Blinkit, Instamart gain in quick commerce as Zepto stalls in Q1 - The Economic Times

User Research

For its daily essentials subscription inside reviews , we uses user research and needs surveys to confirm actual user needs and prevent reoccurring issues like poor quality and hidden fees. By understanding different user segments and their price sensitivity, Zepto can design the right model.It helps benchmark against competitors like Country Delight, who win on freshness and trust.

Methods used:-

1.Survey Monkey:-**Zepto Purchase Subscription Service Feedback**

2.1:1 Interview of few people:-**Interview Question for Zepto Daily**

3.Lovable Link :-**https://county-crate-connect.lovable.app**

Survey Insights

We have gotten about 25 people review our surevy.Some Key points:–

1.Demographics skew:–The age range of over 85% of responders is 18–30.This demonstrates that responders is youthful, urban, and tech-savvy; they are probably working adults ,young couples or parents and students who appreciate convenience.As well older groups (30–60) make up a minority in the survey.So we can get some insights in various demographic.

2.Good Satisfaction but Neutral Risk Zone:–~70% are satisfied/very satisfied, but 20% are neutral—indicating a risk of churn if minor pain points (fees, refunds, clarity) aren't addressed.

3.Trust Erosion from Hidden Costs & Shifting Discounts:–Most users report hidden fees (60%+) and changing offers (70%+), which undermines transparency and perceived value of Zepto Pass/Daily.

4.Concerns Beyond Delivery Speed:–Hygiene concerns (~60% worried), plus issues like poor/missing items and average customer support, highlight that product quality and trust matter as much as fast delivery.

Interview Insights:-
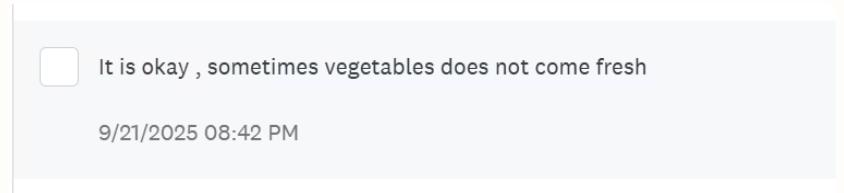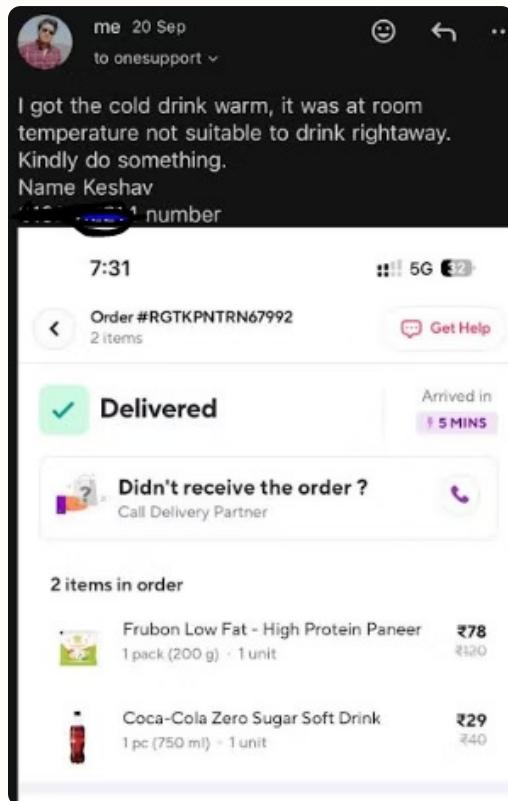
Some screenshot for vaildation attached on right side:-

1.2/3 respondents said they would value automated delivery if items are fresh and consistent, especially for daily staples like milk.

2.All 3 respondents emphasized hygiene and freshness as top deciding factors.

3.3/3 respondents said clear, fixed pricing is non–negotiable; even ₹10–15 extra in hidden charges creates distrust.

4.All the 3 repondents prefered simple UI/UX ,liked Lovable Prototype.

It is okay , sometimes vegetables does not come fresh

9/21/2025 08:42 PM

Oncee i was only going through it and adding items to cart but I didn't oder it but after 10-15 i got a call or delivery man with the items that were in my cart even if I didn't ordered they were automatically ordered and i have to take them and asked them to cancel it they denied and i had to pay for it

9/22/2025 01:24 PM — View respondent's answers — Add tags▾

User Persona

	Frequent Shopper	Planned Pre-Purchaser	Budget Buyer	Epicure Buyer
Needs	Want items instant ordering in small chunks depending upon solo/duo needs per day basis.	Get extra items if requires during certain duration for family/group without worrying to get at last moment from where.	Looks for best price for a particular thing,rely on price as compared to convenience	Prefers freshness and quality of product rather than speed or other benfits.
Ordering	3–5 times per week, small & frequent orders	Bulk orders 1–2 times weekly or monthly	1–2 small orders per week (snacks, milk, fruits)	2–3 times per week, mix of fresh & staple items
Spending Habits	Medium–High; willing to pay extra for speed & ease	Medium; value-driven, looks for offers	Low; price-sensitive, compares offers	Medium–High; prioritize quality over price
Pain Points	Hidden fees, changing discounts, rewards hard to redeem	Hygiene concerns, tedious free-delivery coupons, generic support	Inflated prices vs kirana, small cart fees, discount fluctuations	Hygiene & freshness concerns, missing items, slow refunds
Subscription Fit	Daily/weekly auto-delivery for milk, bread, fruits avoids small cart charges & ensures consistency	Weekly/monthly subscription for staples (sugar, rice, fruits) reduces planning effort & builds trust	Low-cost daily essentials subscription ensures transparent pricing & predictability	Weekly auto-supply of essentials with strong quality assurance builds loyalty

Problems

Hidden & Unpredictable Charges

Who: Price-sensitive users (students, young professionals, families).

What: Face small cart fees, handling charges, unclear delivery costs.

When: During checkout or after placing orders.

Where: Zepto cart page.

Why: Lack of transparent, upfront pricing erodes trust, making auto-subscription unattractive.

Concerns About Product Quality & Hygiene

Who: Families, middle-aged & quality-conscious buyers.

What: Experience stale fruits, non-fresh vegetables, hygiene doubts about warehouses.

When: Upon delivery or after consumption.

Where: Zepto's dark stores/warehouse supply chain.

Why: Essentials like milk, sugar, fruits are high-trust items; poor quality makes users unwilling to set recurring deliveries.

Customer Support & Control Gaps

Who: All user segments, especially frequent orderers.

What: AI-bot-driven support, slow refunds, forced orders (e.g., auto-confirmation of cart items).

When: When users want to cancel, complain, or seek help.

Where: Zepto app's customer support/chat/email.

Why: Lack of flexibility and responsive support makes users fear losing control with auto-delivery.

Forced / Unintended Orders

Who: New Users,Not so tech savy

What: Items added to cart were auto-converted into an order without explicit confirmation; cancellation was denied.

When: After browsing/adding items to cart (even without pressing "Place Order").

Where: Zepto cart & order management flow.

Why: Poor UX and lack of clear consent → creates mistrust and fear that subscriptions/auto-orders might "lock users in" without control.

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Job To Be Done
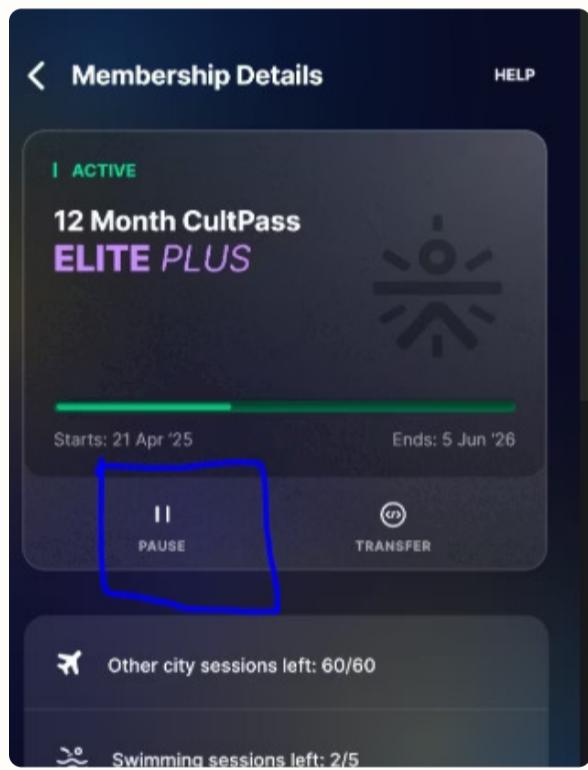
	When	I want to	So I can
1.	User subscribe to daily essentials like milk or sugar	know the exact price upfront without hidden fees	manage my monthly budget confidently without surprise costs
2.	User receive essentials like milk, fruits, or vegetables	be sure they are fresh and hygienic	trust the subscription for my family's health and not worry about poor quality.
3.	User need to pause, cancel, or get help with my subscription	access responsive and flexible support	in control and feel safe committing to auto-deliveries.
4.	User add items to my cart but don't confirm the order,	be sure nothing is charged or delivered without my approval	trust the platform and avoid feeling forced into unwanted purchases.

Solutions

1. Give analysis report for fruits and vegetables:–We can deliver a report with order.It can include where we it's origin.It will help as to build transparency and trust with user.We can take refernece from country delight kit:–

2.Build a feature Pause/Modify the membership and cancel order for paticular timeframe:–Build a feature called pause the daily order if you going on vacation.You can cancel the order if don't require before 2 hrs before the delivery when you have subscribed for daily/weekly delivery.It will give flexbility to the user to subscribe without worry.Take reference from it :–

3.Build a Personlized support :–Build whatsapp support chat/call support with Point of contact for a paticular area ,who can take care of your daily/weekly order.Give the option in the application for the user using automatic orders only.It will help elderly people who are not that tech friendly to order.

4.Allow Monthly/Weekly/Bi weekly Pay Later Payment Plan &Personlized track :–In case of Milk and vegetable ,people often prefer to pay later after whole month,we can create a automate mandate from UPI or allow them put credit card from which money will be deducted from their account after one month.Show them monthly spending per order as analytics chart.Get a confidence from user ,we don't need pay right.They will order withour worry.

5.Allow some attractive cashback on per order:–If a user order above 100 per order ,user will get 5% cashback upto 100 ,which can be used in next month order intitally to attract some market and gain some user trust.

6.Keep the Logistics Charge Fixed for particular time frame:–Logistics cost can be fixed for Zepto Daily users ,no hidden charges.In Morning keep certain amount ,afternoon keep it less the morning but peak hours like 5–7PM increase deliver fee 10% than whatever in morning.By Default ,keep it morning or afternoon,evening will be added as user convenience.It will build a transparency for user as no extra amount will be deducted from user for paticular case which help to build a godwill.

RICE SCORE

Solutions	Reach(1-10)	Impact (0.5-low,0.75-Medium 1-High)	Confidence(1-5)	Effort(1-5)	Score	Prioity
Give analysis report for fruits and vegetables:	7	1	4	4	7	3
Build a feature Pause/Modify/Cancel	6	0.5	4	4	4	6
Build a Personlized support	6	1	4	3	8	2
Allow Pay Later Payment Plan &Personlized track	7	0.75	4	4	5.25	5
Allow some attractive cashback on per order	8	0.5	4	3	5.33	4
Keep the Logistics Charge Fixed for particular time frame	9	0.75	5	3	11.25	1