District by Zomato: Product Teardown

By Kishore L

District is Zomato's new app that's all about going out. Think of it as your one-stop shop to plan an evening or your weekend, whether it's booking a concert, grabbing movie tickets, reserving a dinner spot, or even finding cool things to do around your city. Instead of jumping between five different apps, District tries to put it all in one place.

Makes sense when you zoom out: Zomato's already helping people decide what to eat. Now they want to help with what to do. They've got the users, the data, and the brand — and with people going out more post-COVID, it's a smart move. Plus, they picked up Paytm's ticketing business recently, which gave them a running start. District now blends that ticketing muscle with Zomato's food side, letting you book events and dinner in the same flow.

Competitors

bookmyshow

paytm Movies

Swiggy Dineout

TICKET NEW
Enjoy your movie

Market Trends

Cross Selling

User Data

Strategic Growth Drivers

Brand Trust

Integrated Planning

Understanding Target Users

Ram: The Young Bachelor (26, Chennai)

Ram embodies the adventurous urbanite, spending weekends exploring new restaurants, bars, and music gigs. She's a frequent user of apps like Zomato, Swiggy, and BookMyShow to discover activities, prioritizing places with good ambiance, affordability, and positive crowd reviews. Sharing her experiences on Instagram, tagging friends and reviewing spots, is a key part of her routine.

Pain Points:

- Difficulty choosing among numerous options with similar reviews.
- Frustration with long waiting times at popular venues.
- Preference for hassle-free reservations for events and places.

Needs:

- To explore the city's vibrant food and nightlife scene.
- Places to unwind after work and socialize with friends or colleagues.
- Opportunities to try new cuisines, attend live events, and discover trendy hangout spots.

Ruben: The Family Guy (32, Chennai)

Ruben represents the family-oriented user, planning outings during weekends or school holidays. He relies on Zomato for family dining options and platforms like BookMyShow for movie bookings. His preferences lean towards highly-rated places with amenities such as play areas or child menus, ensuring a comfortable experience for his family.

Pain Points:

- Struggles to find comprehensive details about kid-friendly events or venues.
- Overwhelmed by crowds and long waiting times at popular places.
- Prefers avoiding unpleasant surprises in service or food quality.

Needs:

- Values quality time with family through outings, dining, and entertainment.
- Seeks kid-friendly restaurants, activities, and events.
- Prioritizes convenience and a safe, family-friendly environment.
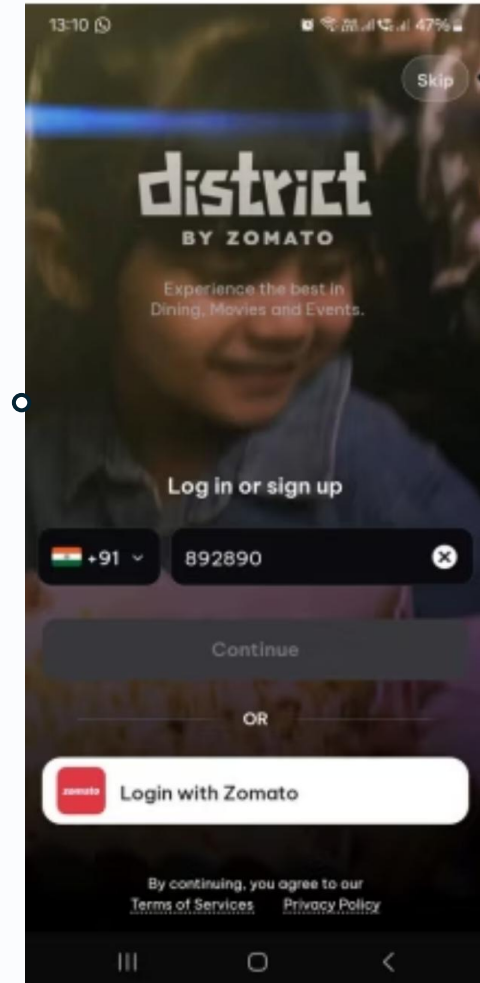
Analysis On User Onboarding Experience
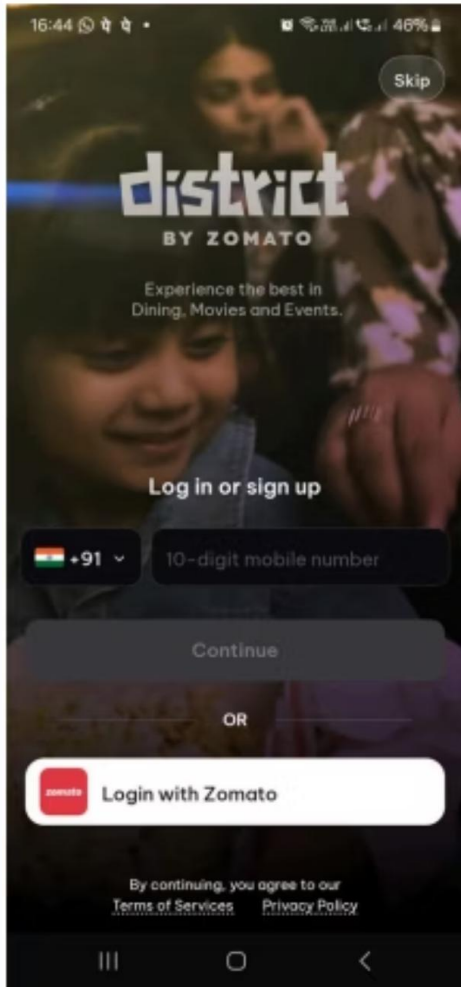
Want to watch a movie with family lets try booking with this App

OH!! I have Zomato account, Let me try logging with that

"Skip this step" is barely visible, subtly nudging users to go through the full onboarding flow instead of skipping it.

Smart Design Moves:
- "Login with Zomato" is visually highlighted, the all-black screen makes the white CTA pop, and its thumb-friendly placement at the bottom subtly nudges users to take action quickly.
- Single action per screen keeps the flow clean and focused a smart choice given decreasing attention spans and the need to avoid cognitive overload.

# Seamless Onboarding and Intuitive Navigation
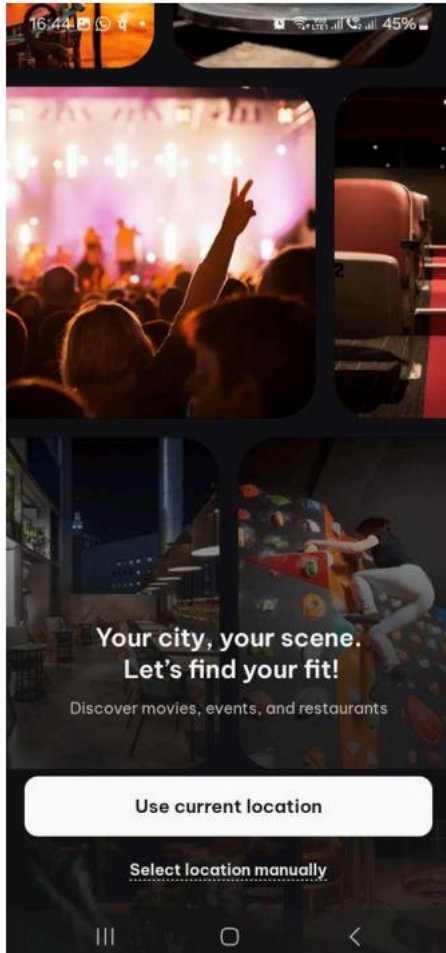
*Zomato already has my location why is it again asking for my current location*

Hmm... I've logged in with Zomato these details should've been pulled already. But anyway, it's good that they're asking for permission.

Smart Design Moves:
- The screen gives off a fun, party-like vibe, and "Use current location" is clearly highlighted over manual selection, subtly nudging users to grant GPS access which seems like a priority for District.
- Even though I logged in via the Zomato app (which already has my details), District still asks for permission to access personal info, which builds trust by reinforcing that nothing will be shared without consent
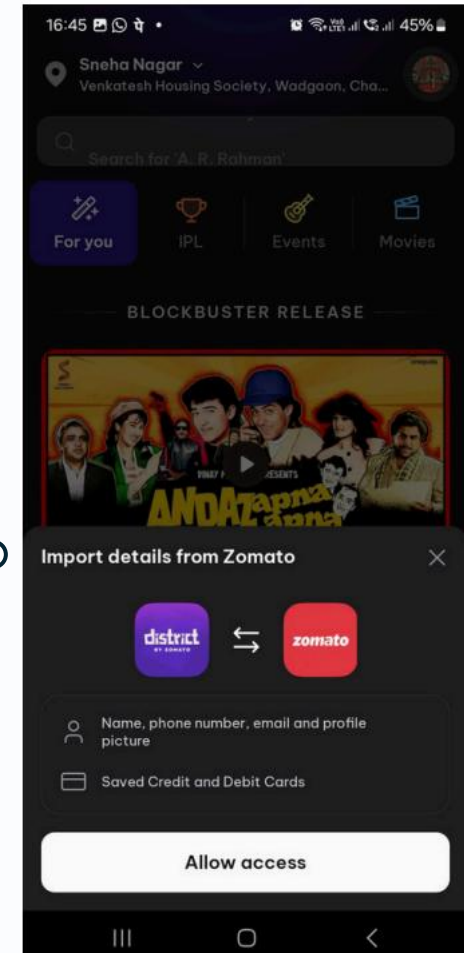
Landing Page Thoughts
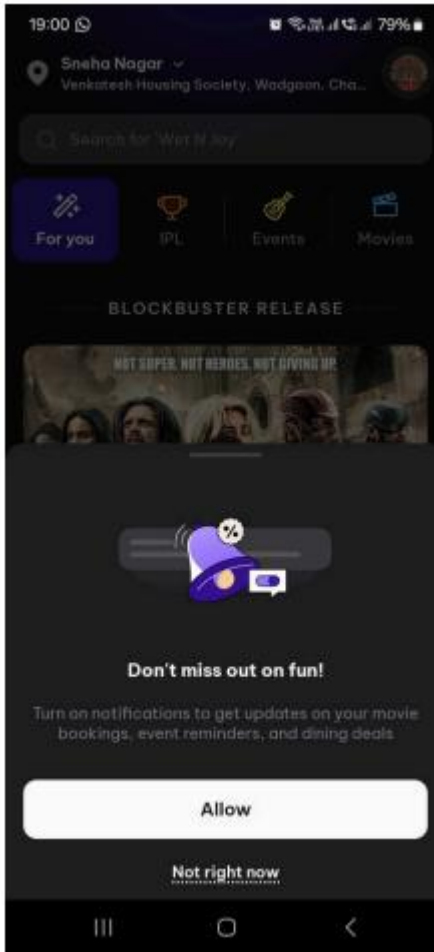
Not another notification! I already get bombarded all day; I really don't want more

Yayyy!! Finaly, What is For you tab for ?? How come they know that what I need, OH!! You have AI personalization For me ?

Smart Design Moves:
- Turning on notifications means users won't miss out on cool events, special offers, or updates they actually care about not just random pings.
- Showing movies and concerts, they'd genuinely be into makes the app feel more personal and worth coming back to.
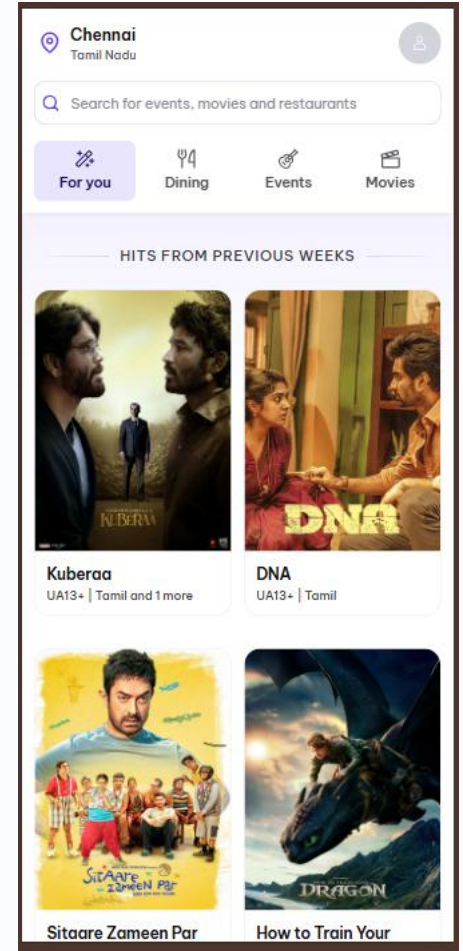
Impression on Discovery & Browsing

Once inside, District makes it easy to explore. The "For You" feed and individual category tabs show curated lists – for example, the Dining screen highlights sections like "Fresh Pours Hot Deals" or special deals. This kind of curation helps me find interesting options at a glance.

The search function is omnipresent, so I can immediately search for a movie or a concert. Under "For You" or "Dining," the app also shows local offers ("Get 15% off by paying through the app" for some restaurants) and personalized suggestions. Because it's location-aware ("Made for your city" in the description), the content is always local: as soon as you pick or allow a city, all options update.

I appreciate that Zomato's rich restaurant database is embedded here, making restaurant discovery just as powerful as events or movies. In short, the browsing experience flows smoothly with big images and simple categories, and District's own description emphasizes this unified discovery of "movies, events and a new place to dine" all in one app.
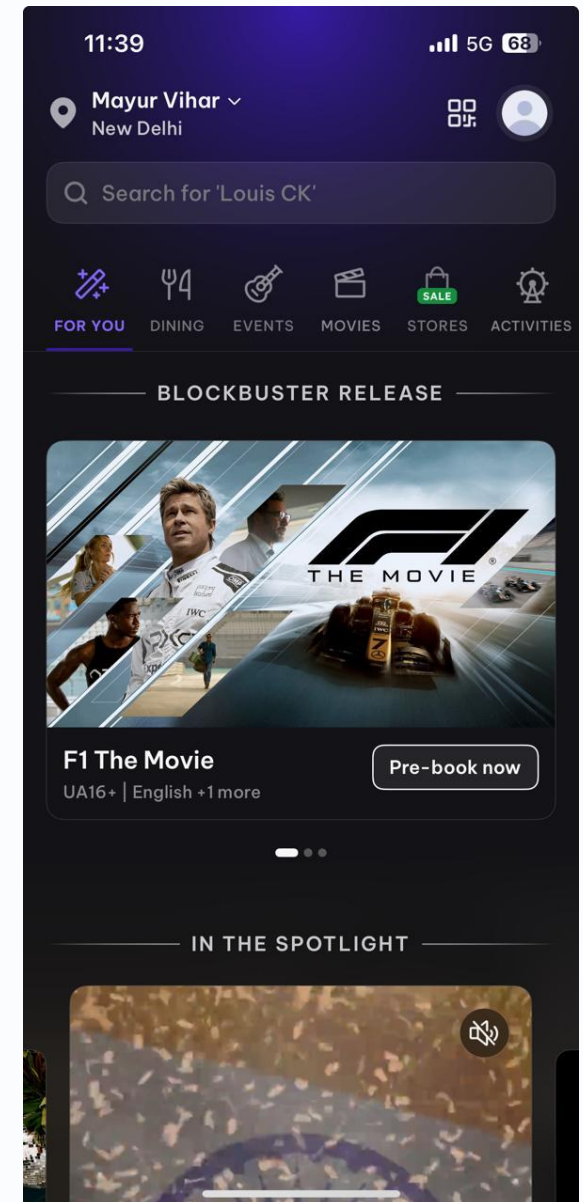
User Journey for Any Sort of Booking
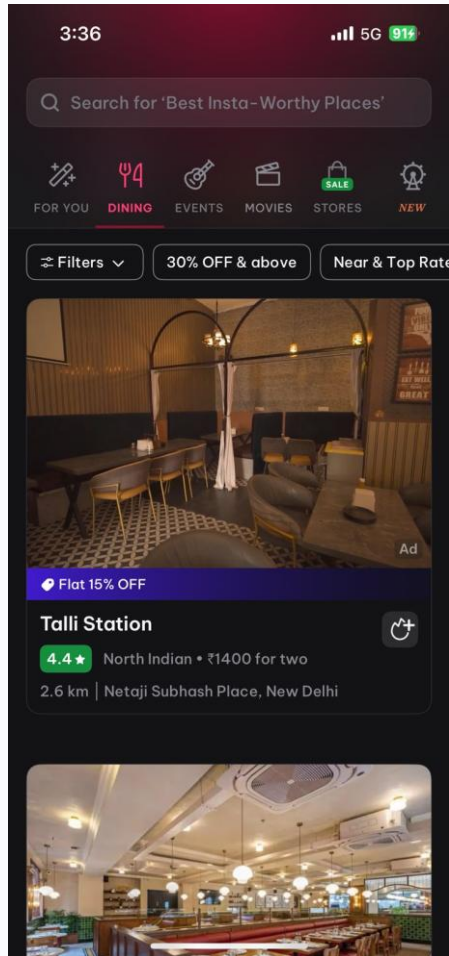
Homepage
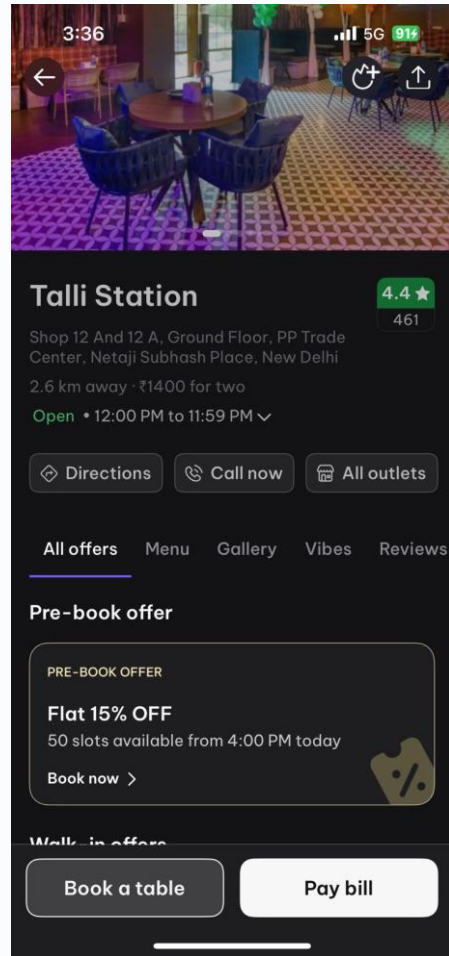
Event/Dining Details Page

Available Slots Page

Payment Page

Key Strengths of the Current UX
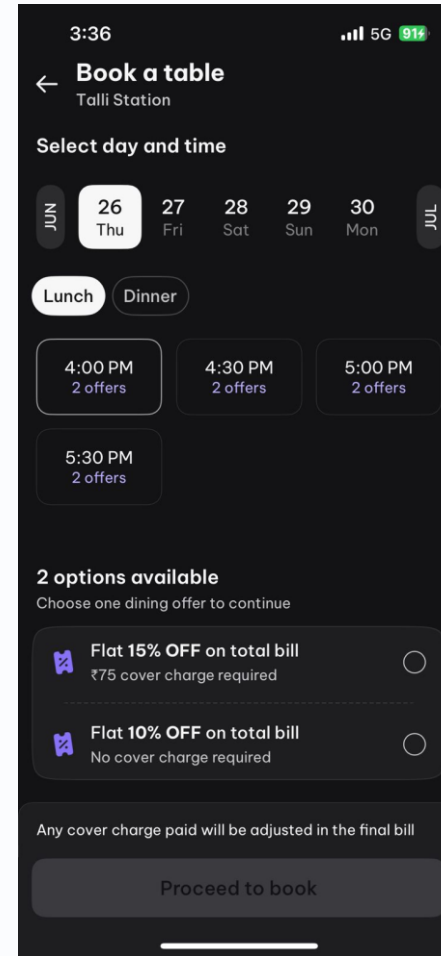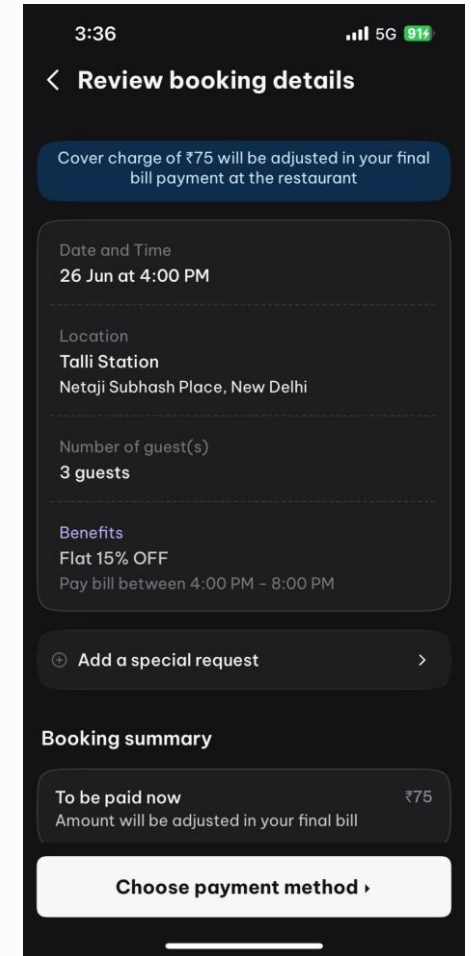
All-in-one "Going Out" platform. District combines movies, live events, dining, and more under one roof. As Zomato's new segment, it leverages an existing user base and makes planning an evening out much simpler.

Clean, intuitive UI. Reviewers frequently note that the app "stands out in the crowded app market" due to its intuitive design. Tabs, big images, and consistent layouts mean users rarely get lost.

Strong deals & loyalty on offer. District launches with eye-catching promotions (e.g. "₹200 off your first movie ticket" and up to 25% off dining deals), which helps acquisition and incentivizes trial. The interface highlights these offers so users feel rewarded.

Seamless Zomato integration (mostly). District inherits Zomato's restaurant listings and user data, so if you're an existing Zomato user it feels familiar. Paying through the app for tables also unlocks Zomato-style discounts. This synergy is a huge plus.

Performance and stability (most of the time). Aside from rare spikes, the booking flows ran smoothly during testing. No major crashes or freezes – transactions complete and confirmation is instant, which builds trust

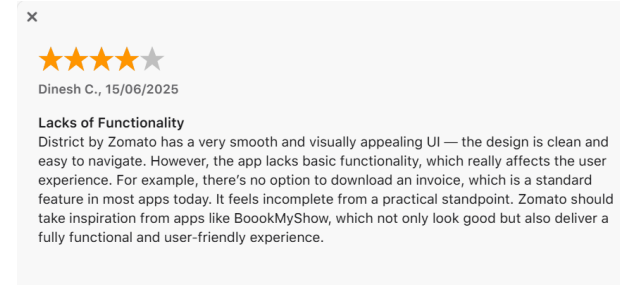# Areas for Improvement & Suggestions for enhancements

High fees and missing features. The added convenience fees (ticketing charges) feel excessive to users, leading to sticker shock. In addition, the app lacks some standard functions: for instance, you can't download an invoice or easily share tickets. These omissions frustrate users who are used to full-featured competitors like BookMyShow.

Data accuracy issues. A couple of users encountered bad data: one had a restaurant time that didn't match reality, and another found event times out of sync. These broke trust. Ensuring reliable, up-to-date hours and availability is critical for a booking app – even one missed booking can deter future use.

Peak-time hiccups. As noted above, popular events (e.g. IPL matches) caused virtual queue jams. This suggests the backend isn't yet rock-solid under load. High traffic during big sales should be anticipated and optimized to prevent user frustration.

Fragmented ecosystem. District currently feels a bit siloed from Zomato. For example, users report that **Zomato credits can't be used on District** yet. This disconnect reduces stickiness: why keep money in Zomato if dining is shifting to District? Until wallets and loyalty points are unified, some users may treat District as a separate platform rather than part of Zomato's ecosystem.

Initial sign-up friction. (Minor) Having to log in immediately without seeing content can feel abrupt. Some users might prefer to browse before committing an OTP – a "skip for now" preview mode could help engagement.

Dinesh C., 15/06/2025

Lacks of Functionality
District by Zomato has a very smooth and visually appealing UI — the design is clean and easy to navigate. However, the app lacks basic functionality, which really affects the user experience. For example, there's no option to download an invoice, which is a standard feature in most apps today. It feels incomplete from a practical standpoint. Zomato should take inspiration from apps like BoookMyShow, which not only look good but also deliver a fully functional and user-friendly experience.

Unable to use zomato money on district app

General Discussion/Conversation

I used gyftr to buy zomato vouchers hoping to use it for dining. But turns out dining now has been moved to district and I tried to pay using zomato credits but was unable to. Is there any way to do this or is it a zomato credit limitation?

This is the first time I'm using zomato vouchers, so I'm not sure if we were able to pay restaurant bills using zomato credits before.

Manav1984, 24/05/2025

Very Bad Experience Booking IPL Tickets
Had an very bad experience booking IPL tickets from app.
Firstly I was hung up in que for approx more than 20 mins for booking whereas from my second phone I was direcly able to select tickets, which is not a fair practice for early comers.
Secondly: This flasing of available tickets is cheating with customers as I wanted 4 tickets in row but coz of this dump flashing function I was not able to book and at last booked just 2 ticketst leaving my wife and second son. As whenever I even got a chance to select 4 tickets and press confirm got a message that seats are no longer available.

I hope and pray that a dump app like this don't should be banned and don't get a contract of IPL feom next season.

Believed Engagement & Retention Strategy by District

Right now, District's engagement levers seem limited. The app supports push notifications and email (as per signup terms), but I've seen little public information about how often District pings users with reminders or offers. District likely sends standard transactional pushes (e.g. booking confirmations). Beyond that, we know Zomato likes promotions, so District probably runs periodic offers (festive discounts, partner deals). However, there's no strong gamification or loyalty system in place yet.

Strategy	Description
Cross-Promotion	Migrating users from Zomato/Blinkit, leveraging existing ecosystem
Personalization	Data-driven recommendations, geo-tagged notifications
Local Discovery Expansion	Retail store listings, in-store shopping deals, broader lifestyle coverage
Streamlined Experience	One-stop platform for dining, events, movies, and shopping
Cultural Marketing	Guerrilla campaigns, viral moments, bold city-wide advertising
Exclusive Content	Curated events, premium dining, unique local experiences

Recommendations for Engagement & Retention

Unify Rewards & Wallets: Allow Zomato credits on District and introduce a shared points program. Data from user complaints show people want cross-utility of funds. For example, convert movie bookings into Zomato Gold points or create "District Bucks" earnable on each ticket. This ties District to the larger Zomato ecosystem and makes users value returning (they won't want to abandon unused balance). A rewards tier (e.g. 5 movie tickets = 1 free) can also gamify repeat usage.

Hyper-Personalized Push Campaigns: Leverage booking history and location data to send exactly the right notifications. For instance, if data shows a user often books Tamil Standup comedies dramas, push them to an upcoming Vikkals of Vikram Show. If someone abandoned a booking mid-flow, automatically send a friendly reminder or limited-time coupon. **Geo-targeting can also help: if a user is near a cinema or concert venue on a weekend**, trigger a "Hey, last tickets for [event name]!" alert. These data-informed nudges will drive people back into the funnel.

Add Social/Gamification Elements: Make going out social and fun. One idea is a referral program ("Invite a friend to District and both get ₹100 off your next booking"). Or implement achievement "badges" – e.g. badge for booking first movie, attending 5 concerts, etc., with small rewards (free popcorn voucher, priority booking window, etc.). Running contests (predict a match's result, answer trivia about a popular movie, etc.) can engage users even when they're not actively planning an outing. These features encourage daily app openings (check status of badge, see contest results) rather than letting District sit idle. Coupling such gamification with measurable rewards (tracked in data analytics) will clearly show lift in retention if implemented.

THANK YOU