



Overview

Problem Analysis

User Research

User Personas

User Journey

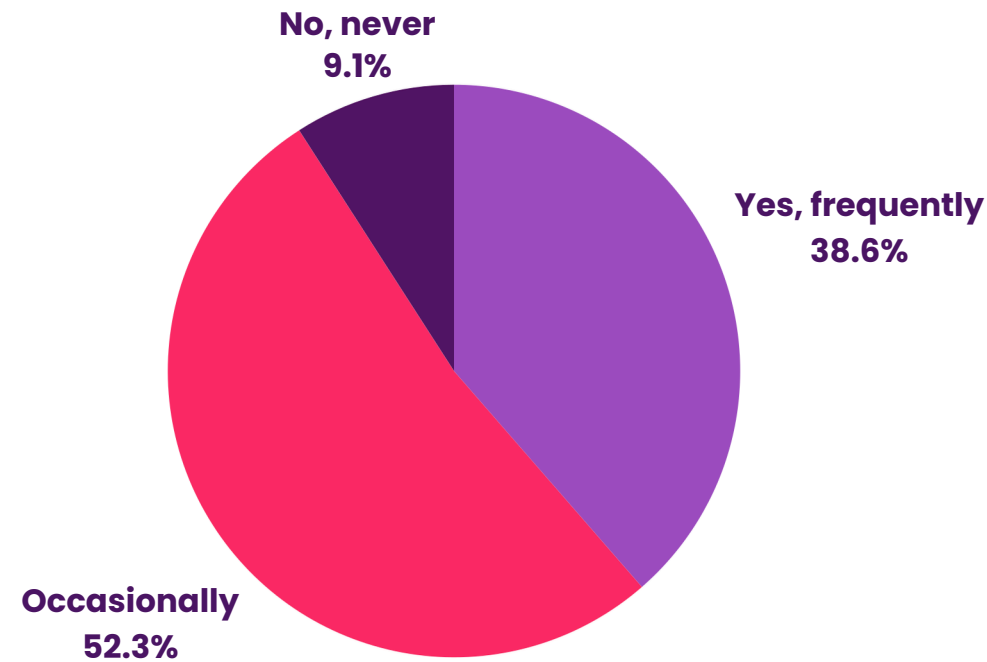
Pain Points

Solutions

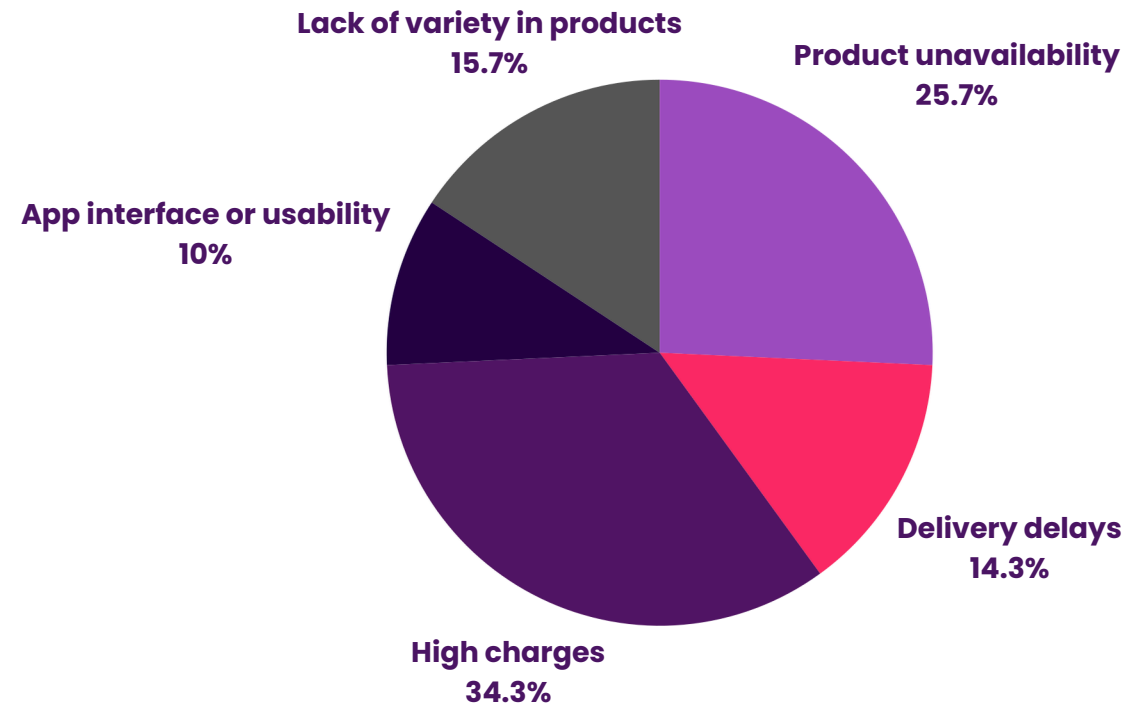
Metrics

Strategy

### Have you ever decided not to order due to certain products being out of stock?



### What is the biggest frustration you face while using Zepto?



### User Insights (45 Participants)

Majority of respondents are **students or full-time employees**. Most households consist of **3-4 members**. Majority spend **₹2,000-₹5,000 monthly** on groceries. **Swiggy Instamart, Zepto, and Blinkit** are the top platforms for grocery orders. **Convenience and running low on essentials** drive ordering behavior. **Groceries, snacks, and beverages** are the most popular purchase categories. Users typically order **4-6 items** per purchase. **Budget constraints and price sensitivity** limit larger orders. **High interest in bundle deals and combo offers** to boost purchases. **Percentage discounts and free delivery** are the most preferred promotions. **Stock unavailability** occasionally discourages users from ordering. Interest in **premium, health-focused, and ready-to-eat** products is growing. Most prefer browsing independently some are open to relevant or past purchase-based recommendations. Many users express frustration with **high charges and product unavailability**, impacting their overall experience with Zepto.

### If you use Zepto, why do you prefer it over other platforms? If you don't use Zepto, why do you prefer other platforms instead?

#### Why Prefer Zepto

Availability and fast delivery User-friendly  
Quick delivery  
All products under one roof  
Higher availability of products compared to others  
Free delivery for carts above ₹99, better than other apps  
Habit and familiarity with the UI  
Free delivery on orders above a certain amount

#### Why Prefer Other Platforms

More offers in Swiggy Instamart  
Zepto is expensive and delivery time is longer  
Prefer buying from local stores  
Zepto not popular in my location  
Prefer Blinkit and Swiggy Instamart for combined benefits with food delivery  
Zepto unavailable in my city More awareness needed; Zepto not well-marketed  
Zepto charges higher prices and handling fees Prefer lower prices and fewer delivery charges on other apps