

blinkit

Product Teardown

Blinkit II Personalisation and Search

ABOUT Blinkit

Blinkit, formerly known as Grofers, is an Indian online grocery delivery service revolutionizing the shopping experience. With a diverse range of quality products, efficient delivery, and innovative solutions, Blinkit caters to the daily needs of customers, ensuring convenience and reliability in every order.

**Founded in
2013**

**30+ cities
across
India**

**4.2/5
ratings**

**4.5 Lakhs
daily
orders**

**10 Mn+
downloads**

MISSION

make instant commerce indistinguishable from magic

COMPETITORS



Overview

Business Model

Personalization
and Search

User
Personas

User
Journey

Key
Metrics

blinkit

blinkit

Groceries

Beauty and
Healthcare

Electronics

Kids and Toys

Gifting

Revenue Streams

- Comission per transaction from the user
- Delivery Fees per transaction
- Comission per transaction from the store
- Advertisement revenue from brands

Key Stakeholders

- Customers
- Delivery Partners
- warehouses and store managers
- Promotional brands

Personalisation

Personalization involves tailoring the user experience based on individual preferences, behavior, and demographic information, **presenting users with customized product recommendations and content.**

Aim: It creates a more **engaging and relevant experience**, increasing the chances of users finding products they like and **encouraging repeat visits and purchases.**

Search

Search functionality on e-commerce apps allows users to **input keywords or phrases**, enabling them to **find specific products** or categories quickly within the app's vast inventory.

Aim: The search feature enhances user experience by **facilitating efficient navigation** and helping customers locate desired items with ease.

Why is it useful?



Enhances User Experience



Increases Average Order Value



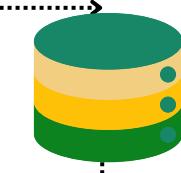
Improves conversion Rate

Personalization and Search Tech Stack



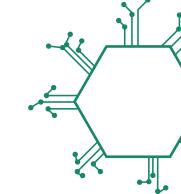
Data

Blinkit Tracks 11 Bn+ customer events data per quarter using a **Customer Data Platform (CDP)** which provides a **single view of customers (SVC)** across product and marketing teams



Data Consolidation

Blinkit combines the data through all the sources possible in one place using **Source Replication Pipeline** at Hudi lake & Blinkit's AWS Redshift Warehouse.



Analytics and ML

Analytical models built on top of CDP identify product associations as well as the buying patterns of customers to recommend products accordingly.



Pipelines

Pipelines is the plumbing required to move the data and insights from source to destinations.



Automation

To scale personalisation, auto production of experiences is required. Blinkit's systems are currently in a semi-automated state.



Experimentation

personalisation journey is building an experimentation platform which empowers Blinkit to experiment and measure and visualise metrics impact easily

**Aryan Sharma**

26 years old
Software Engineer
Delhi

Pain Points

- Doesn't have time to plan grocery shopping
- Feels going out to buy groceries is involves time and effort

Goals

- Seeks to buy groceries during the week in an efficient and seamless manner

**Shreya Sharma**

34 years old
Jr. Marketing Associate
Mumbai

Pain Points

- Not all desired items are available in the nearby grocery shop
- Doesn't have time to plan grocery shopping

Goals

- Seeks to buy groceries during the week in an efficient and seamless manner
- wants all kinds of items at one place

Personalisation

Order Again and Restock:

Based on the items purchased in previous transaction, Blinkit makes it easy for users to discover the desired items

DELIVERY IN
9 minutes
HOME - Floor 1, 1127, Tree, Sector ▾

Order again

- Beverages & Juices (3 products)
- Vegetables (3 products)
- Eno Lemon Antacid (30 g) - ₹55 ₹60 **ADD**

Restock your home essentials Sponsored

- Dettol Liquid Hand Wash Refil... (675 ml) - ₹94 ₹99 **ADD**
- Dettol Liquid Hand Wash Refil... (675 ml) - ₹94 ₹99 **ADD**
- Dettol Liquid Lime Fresh Dis... (500 ml) - ₹181 ₹212 **ADD**

Best deals on home essentials Sponsored

Curated for you:
Based on past transaction data and demographic information, Blinkit recommends products which users might want

Curated for you

- Ice Creams**: Shows various ice cream products.
- Cold Beverages**: Shows various cold beverage products like Tang and Fanta.
- Organic Grocery**: Shows various organic grocery products like honey and oils.
- Party Snacks & Drinks**: Shows various party snacks and drinks like Snickers and Fanta.

Trending in your area
Blinkit personalises the product discovery experience for users by offering attractive offers and discounts based on geo-location of the user

Trending in your area see all

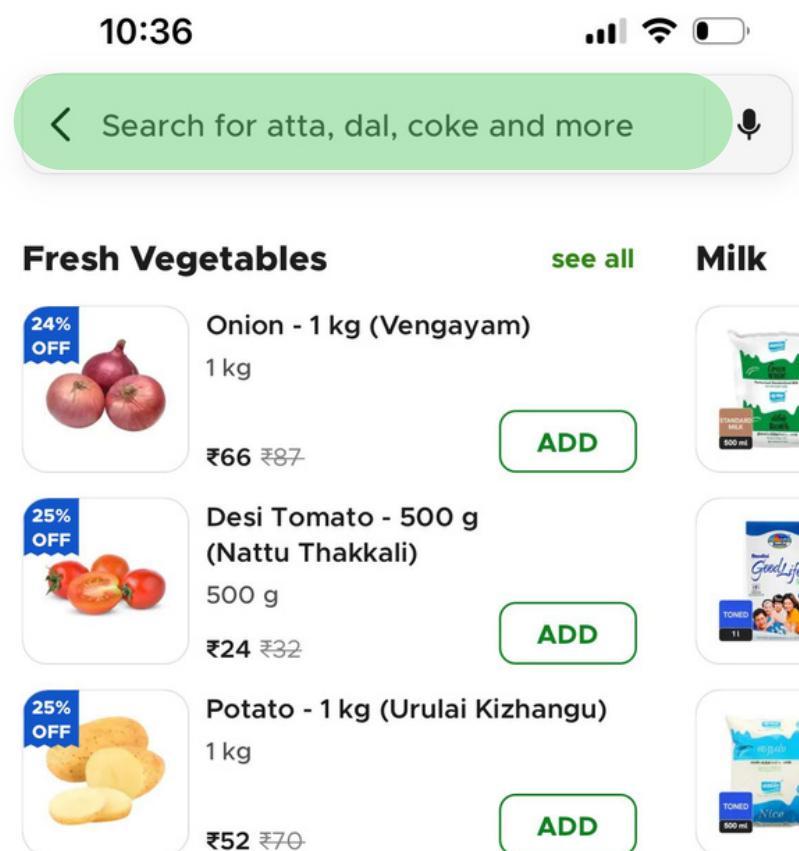
- WickedGud Penne & Macaro... (2 x 400 g) - ₹220 ₹440 **ADD**
- Gerovit Collagen Fruit Candy (Su...) (75 g) - ₹299 **ADD**
- Saffola Munchi Masala Twist R (80 g) - ₹45 **ADD**

Trending offers

Search

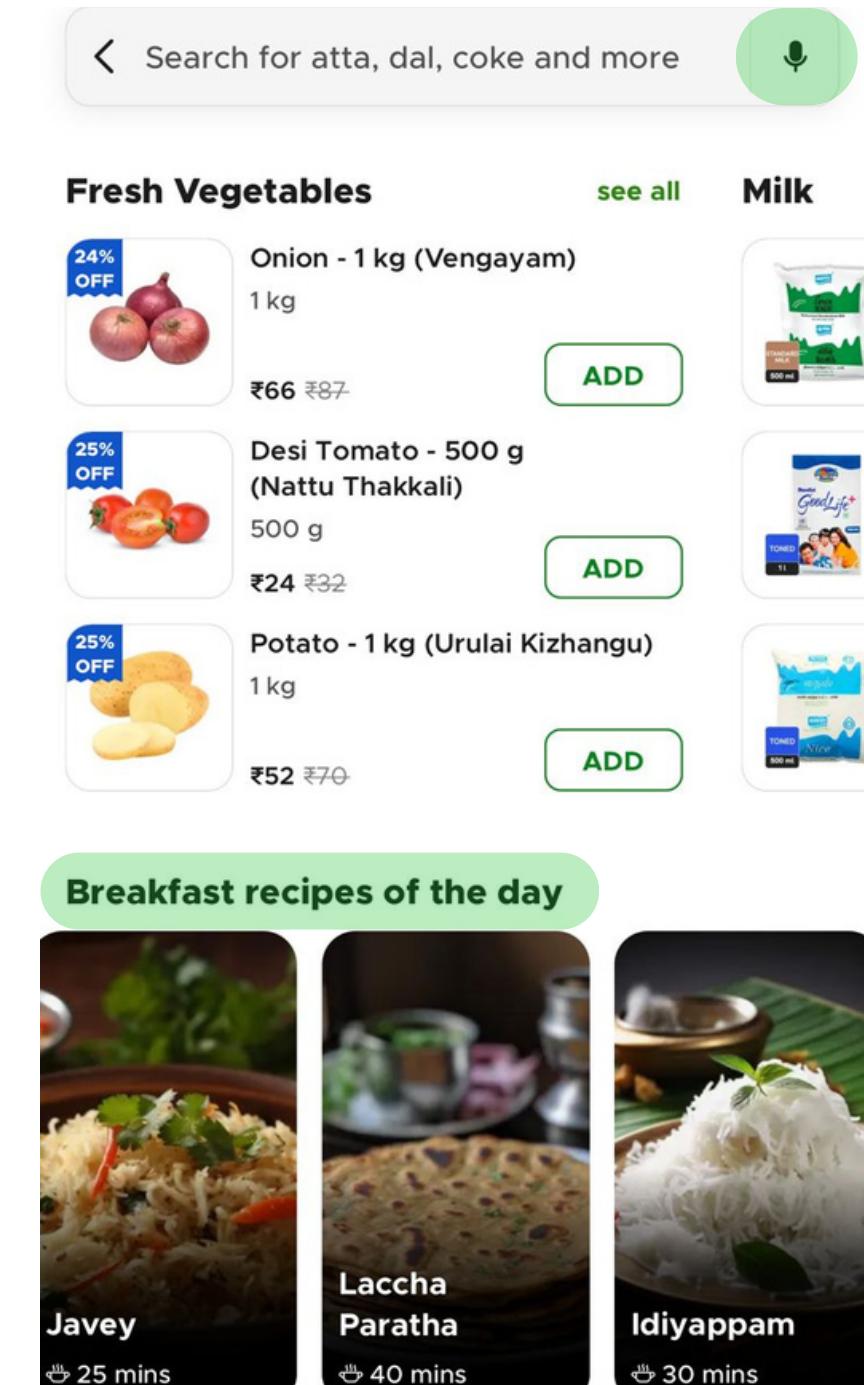
Search:

Blinkit lists down possible items a user could search for, this makes the search user-friendly for new users



Enabling Voice Search

Voice search makes it easy for users to search their desired items



Breakfast Recipes: Upon searching, you can buy groceries as per the dish, breakfast suggestions are personalised based on the time of the day and geo-location of the user

Overview

Business Model

Personalization
and Search

User Personas

User Journey

Key Metrics

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Top of the funnel

- # of users who search per day
- # of searches per user per day
- average browsing time per user

Middle of the funnel

- # of items clicked on per user / # of searches per user
- # of items added to cart / # of items viewed

NSM

- # of items bought / # of items viewed