Milestone-3

Problem Definition

What is the problem?
A significant proportion of Zomato's user base only provides reviews occasionally after ordering food. This leads to a lack of diverse user feedback which is crucial for improving service quality and building trust on the p[latform.
Who is facing the problem?
Casual reviewers rarely provide reviews on the platform after ordering food.
What is the business value that will be unlocked after solving this problem?
Increased customer engagement on the platform in the form of text reviews and orders on the platform, enhanced credibility of the reviews and high customer retention.
How will the target users benefit by solving this problem?
Improved customer satisfaction, in order to personalized and responsive service as their feedback would directly influence the service.
Why is it urgent to solve the problem now?
The competitive landscape on food delivery is intensifying and user generated content such as reviews is a key differentiator for maintaining customer trust and satisfaction.

Goals

Increase in no of text reviews: Increase of 20-35% in text reviews post launch of new update.
Increase in no of reviews/no of orders ratio: No of reviews/ No of orders can be divided into no of reviews/ no of visits and no of visits/no of orders, both these ratios are to be tracked to ensure their increment over time.
Increase in total no of orders and users: The main purpose of product managers is to grow business, so the total no of orders and users base should also grow.
Bounce rate, activation rate and conversion rate: These ratios ensure that the users visiting the platform should order most of the time and not just casually visit and leave the platform without ordering.
Time taken to submit a review: The time taken to submit a review - from the delivery of the food to the writing of the review, should be minimized.

Measurable Metrics:

- **Functional Metrics**:
    - Number of text reviews submitted per order
    - Average length and detail of reviews
    - Conversion rate of casual-reviewers to regular reviewer reviewers

- **Non-Functional Metrics**:
  - User satisfaction score with the review process
  - Time taken to submit a review
  - Percentage of users completing the review process

Importance of Metrics:

- These metrics are crucial for evaluating the effectiveness of the implemented solutions and ensuring that the increased volume of reviews contributes positively to overall platform quality.

Non-Goals

- **Do not address** the quality or relevance of ratings (star ratings) in this project; focus solely on text reviews.
- **Do not implement** features unrelated to the review process, such as loyalty program adjustments or unrelated user experience improvements.

Validation of the Problem

User Research Insights:

- Surveys and interviews revealed that users mostly thought that their reviews wouldn't have any impact on future service as most companies don't pay attention to reviews. Casual-reviewers, in particular, expressed that the process is such that they feel lethargic towards giving a text review and the platform also does not offer immediate rewards.

Competitive Landscape Insights:

- Platforms like Amazon and Tripadvisor have implemented one-click reviews and gamification strategies that have significantly increased user engagement in providing feedback. Flipkart has also introduced the concept of Super Coins which users earn by giving reviews and they can be used as an alternative to money.

Understanding the Target Audience

Target Segment:

- **Casual-Reviewers**: Users who order frequently but do not leave text reviews.

Key Personas:

1. **Busy Professional**: Orders regularly but doesn't have time to leave reviews.
2. **Privacy-Conscious User**: Concerned about data privacy and hesitant to share personal opinions online.
3. **Casual User**: Orders occasionally and sees no value in leaving reviews.

Unmet Needs:

- Simplified and quicker review process.
- Assurance of data privacy.
- Tangible rewards for contributing reviews.

Proposed Solutions:
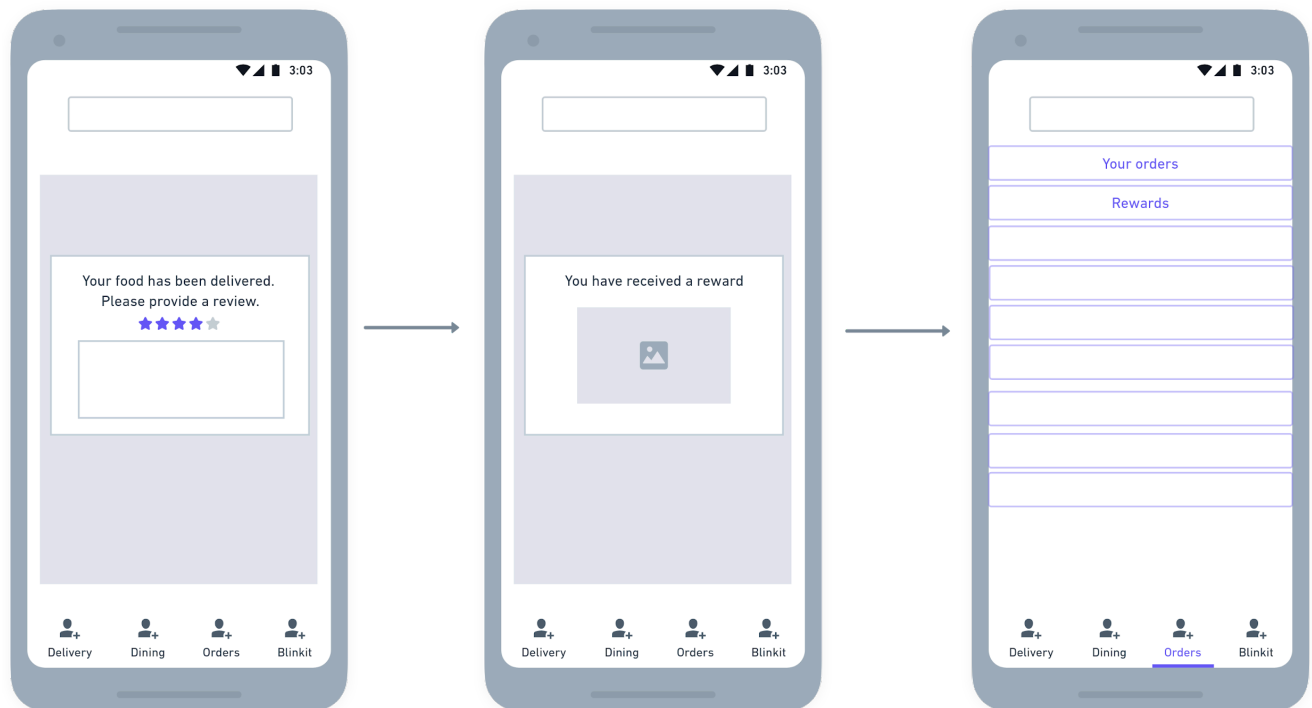
Quick Review Option:

- **User Flow**: After a delivery, users can select a one-click option to leave a pre-filled review or quickly adjust the text.
- **Wireframes**: Simple interface with minimal text input required.
- **Metrics**: Track conversion from casual reviewers to regular reviewers.

Incentivized Reviews:

- **User Flow**: Users receive immediate rewards (e.g., discount on next order) upon submitting a review.
- **Wireframes**: Integrated rewards system in the review submission flow.
- **Metrics**: Measure the increase in detailed reviews and user engagement.

Anonymous Reviews:

- **User Flow**: Users can opt to submit reviews anonymously to protect privacy.
- **Wireframes**: Toggle option for anonymous submissions.
- **Metrics**: Tracking usage of anonymous review option and its impact on review volume.

User Flows/Wireframes/Mockups

Key Features:

- **Quick Review Option**: Pre-filled suggestions, simple interface.
- **Incentives Integration**: Seamless integration of rewards within the review process.
- **Privacy Enhancements**: Easy-to-use anonymization option for reviews.

Key Logic:

- **Algorithm Changes**: Updating review submission logic to accommodate quick reviews and anonymous submissions.
- **Schema Changes**: Adding fields to support incentive tracking and anonymous reviews.
- **New Data Types**: Implementing tracking for reward eligibility and anonymous flagging.

Launch Readiness

Key Milestones:

- **Design Complete**: [Date]
- **Development Complete**: [Date]
- **QA Timelines**: [Date]
- **Dogfooding**: Internal testing with Zomato employees [Date]

Launch Checklist:

- **Support Readiness**: Ensuring customer support is briefed on new features.

- **Operations**: Updating operations to handle reward distribution.
- **Marketing**: Planning a campaign to educate users about the new review features.

Experimentation Plan:

- Running A/B tests on a subset of users to evaluate the effectiveness of quick reviews and incentives before a full rollout.

Open Questions & Decisions Taken

Open Questions:

- What specific rewards will resonate most with users? (e.g., discounts vs. loyalty points)
- How to balance the simplicity of quick reviews with the need for detailed feedback?

Decisions Taken:

- Decided to prioritize quick reviews and incentives over anonymization based on user feedback favoring speed and rewards.

Descoped Items:

- Integration with external platforms for additional rewards (e.g., third-party vouchers).
- Enhancements to the existing loyalty program.

Trade-offs:

- Prioritizing simplicity over the depth of feedback may lead to shorter, less detailed reviews but will likely increase the overall number of reviews.