

The Chosen User Segment and Justification of Impact



**User segment based
on user behaviour**

Chosen user segment - Occasional reviewers

Considering 18.3% penetration rate (total population of India ~ 1.4 bn) and 57% market share of Zomato the **estimated no of people** in India who use Zomato food delivery service comes to around ~ **138.35 mn** people.

Out of those the no of **occasional reviewers** comes to about ~ **83 mn** people.

Why this user segment?

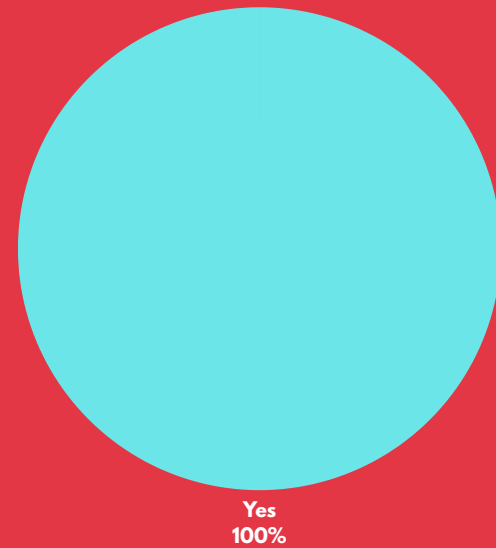
Justification for Impact:

- Significant Proportion: Non-reviewers form a large segment of the user base but they do not contribute to reviews on the platform.
- Potential for High Impact: Converting even a small percentage of non-reviewers into reviewers can substantially increase the total number of reviews.
- Feedback Gap: Understanding why this segment does not leave reviews can help address the broader user experience issues and possibly increase the existing user base.
- Enhancement of Trust and Credibility: Increasing reviews from a diverse user base can enhance the credibility of reviews and improve overall trust in the platform.

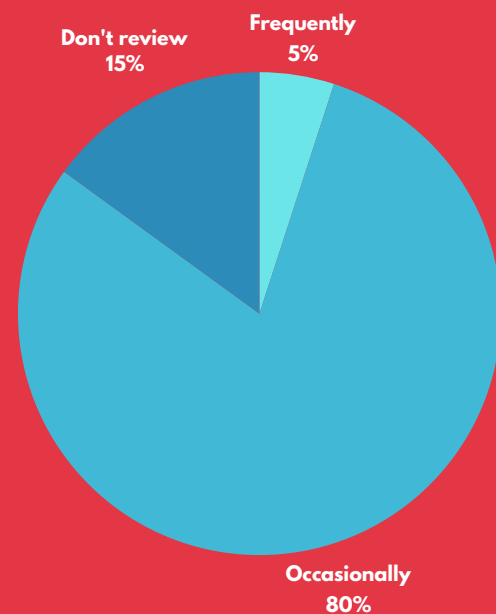
Thus, by targeting this user segment - occasional reviewers we can increase the no of reviews significantly.

Insights from User Research

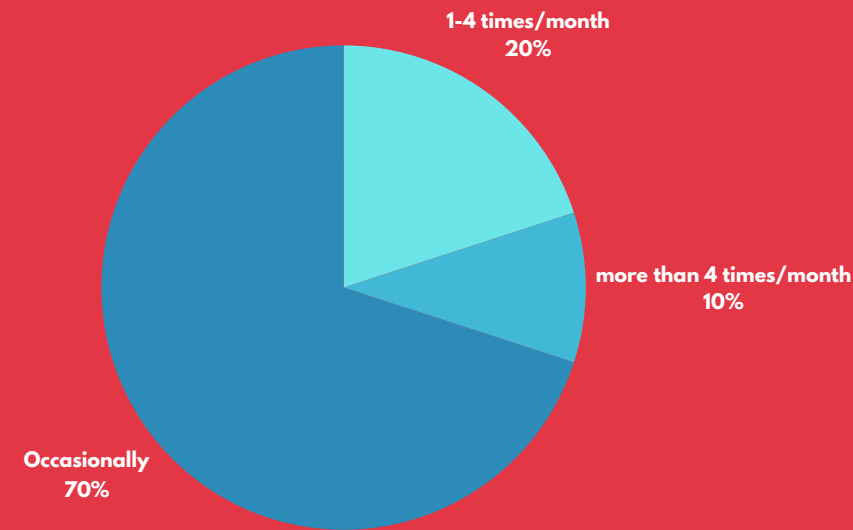
Survey Insights



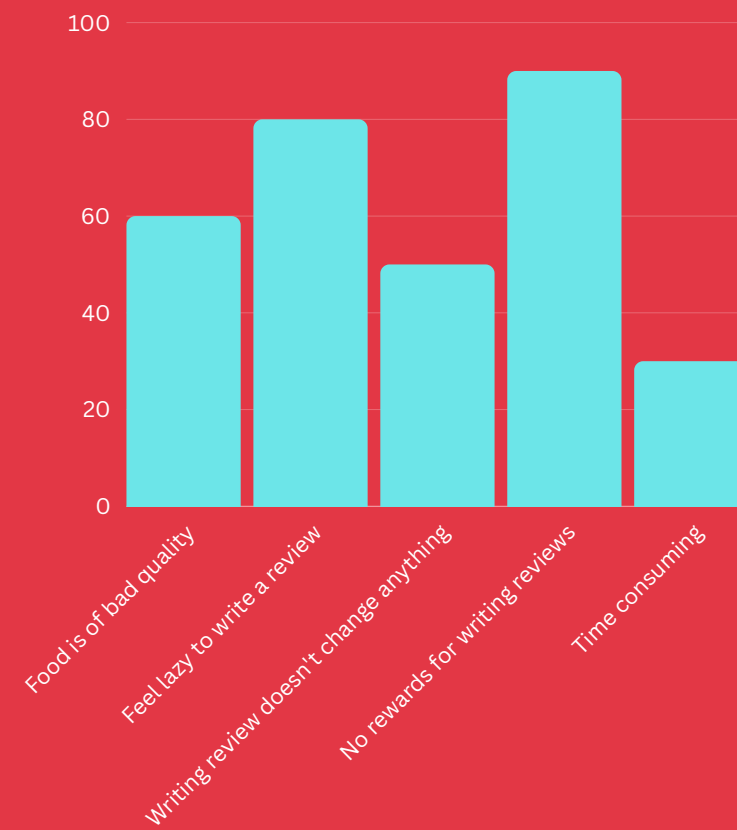
Do you use Zomato?



How often do you review?



How often do you use it?



Why do you/ you don't write review? (values in %)

Pain points of people giving reviews occasionally

- No rewards or incentives for the user. Also many of them prefer immediate rewards.
- The user is too lazy to give a review
- The user reviews only when the food is either too good or of bad quality
- Most of them believe giving reviews doesn't impact anything i.e. services don't improve even if complained against a restaurant.
- Users are also concerned about how the company deals with negative reviews because sometimes the company takes down negative reviews from the platform.

People act in a certain way when a **product/service either solves their problem** or they are **incentivised to use that product/service**. The main problem here is that people **do not have the incentive to write a review** although most of the users check reviews while ordering food. The incentive can be in the form of **improved service, refund for bad service** or **monetary rewards**. This also solves their problem of getting good quality food while ordering online.

Problem Framing Canvas

Problem Statement

- **What** : Increase reviews
- **Who** : Occasional reviewers
- **When** : After the food gets delivered
- **Why** : Forms a large segment of a user base, converting a small percentage would substantially increase the no of reviews

Root Causes

- **Lack of Incentive** : No potential reward/incentive for the user to write a review.
- **Percieved Irrelevance** : Belief that reviews don't matter. The company doesn't take action on the basis of the reviews.

Impact Estimation:

- **Increased Review Volume**: Projected increase in reviews by 20-30% from occasional-reviewers. (rough estimate)
- **Enhanced Trust**: Improved trust and credibility of reviews on the platform.
- **Better Service**: More feedback leading to service improvements and higher customer satisfaction.
- **Increasing user base**: As customer satifaction increases user base would also start to grow.

Potential Solutions:

- **Introducing Incentives**: Offering loyalty points, discounts, or other rewards for submitting reviews.
- **Simplifying Review Process**: Streamlining the review submission process to make it quick and easy.
- **Enhancing Privacy Measures**: Assuring users of data privacy and using anonymized reviews.
- **Educating Users**: Highlighting the importance and impact of their reviews on improving service and quality.

