



zomato

**Analysis on current food market and also
Solving app problems along the way**

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Zomato, founded in 2008, is an Indian multinational restaurant aggregator and food delivery platform. It offers restaurant discovery, online food ordering, table reservations, and user reviews. With a global presence, Zomato went public in 2021 and has expanded its services beyond food delivery, including grocery delivery and event ticketing.

hyperpure
by zomato



zomato
everyday

80 mil+

Active monthly users

4.5 ★

*on Play Store
(88L)Reviews*

Vision

be the ‘Google’ of food. Our vision is to be the global platform when someone is looking for food locally”

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PROBLEM STATEMENT

After going public, Zomato faces a constant push for increasing their profitability and one of the key ways to achieve that is by increasing the number of times users order using the platform.

Zomato also runs their loyalty program Zomato Gold which helps users repeatedly order without worrying about factors like delivery fees.

However, to increase the number of orders per user, Zomato needs to offer products which serve a recurring use case (daily, weekly, monthly). Zomato wants to increase the monthly average. no. of orders per user on their food ordering platform, with a primary focus on daily use cases.

Main Objectives



increase the monthly average
no. of orders per user



targeted towards professional
who don't have time to cook.



integrate well with the existing
food delivery offerings

USER PERSONA

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NAME Ramesh Sharma
AGE 25
LOCATION Delhi
OCCUPATION Data Analyst



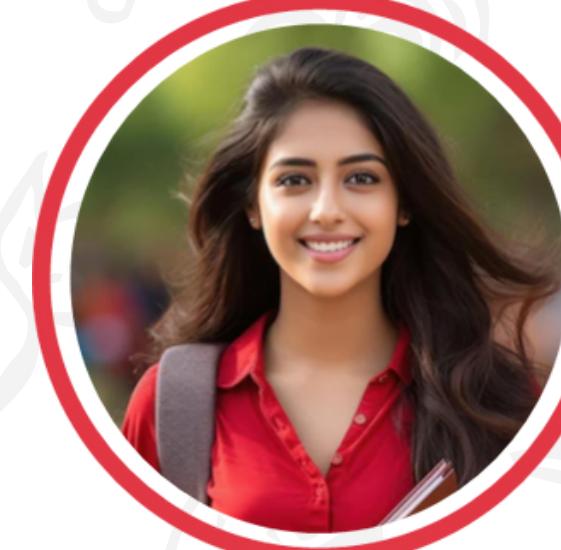
Description

Limited time for cooking; relies on outsourcing for office lunch.
Extremely busy, with minimal time available for ordering meals.



Goal

- Want to have a homemade lunch
- Wants within 120-180
- To choose better, I want to see the delivery charge along with the dish.



NAME Pravigya Gupta
AGE 20
LOCATION Kharagpur
OCCUPATION Product Internship



Description

Visits the app and makes purchases if the price is slightly reduced through offers. Allocates time to engage in enjoyable activities within the app, potentially enhancing the appeal of available offers.



Pain Points

- Hasstle as needs to select lunch every day
- When ordering from multiple restaurants can't see the bill at once(more clicks).



Goal

- Seeking additional offers as the perceived price appears somewhat high
- Want to earn free offers via referring friends



Description

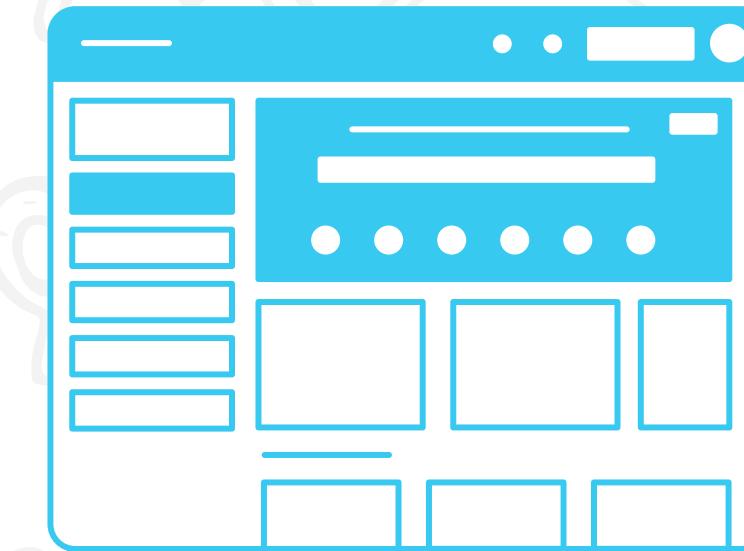
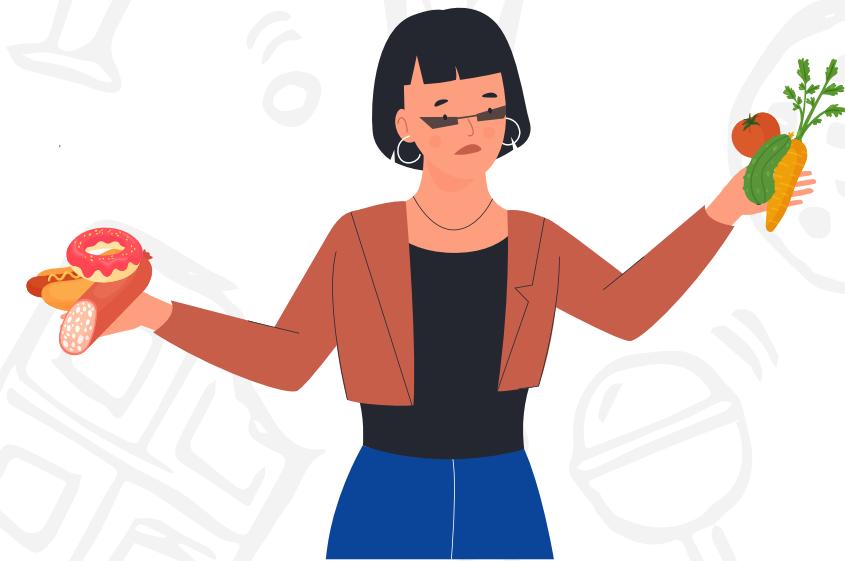
- Offers can't be chosen is mere luck.
- Zomato Gold is costly wrt Swiggy One in yearly subscription
- Unable to explore new picks

MAJOR PAIN POINTS

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- Need of Un Filtered You +

Many important pieces of information needed to be more customer friendly.



- Need of Un Tailored Rewards

Users lack the freedom to choose offers, hindering the ability to make optimal selections and potentially limiting the increase in business revenue.

- F (uture) eatures

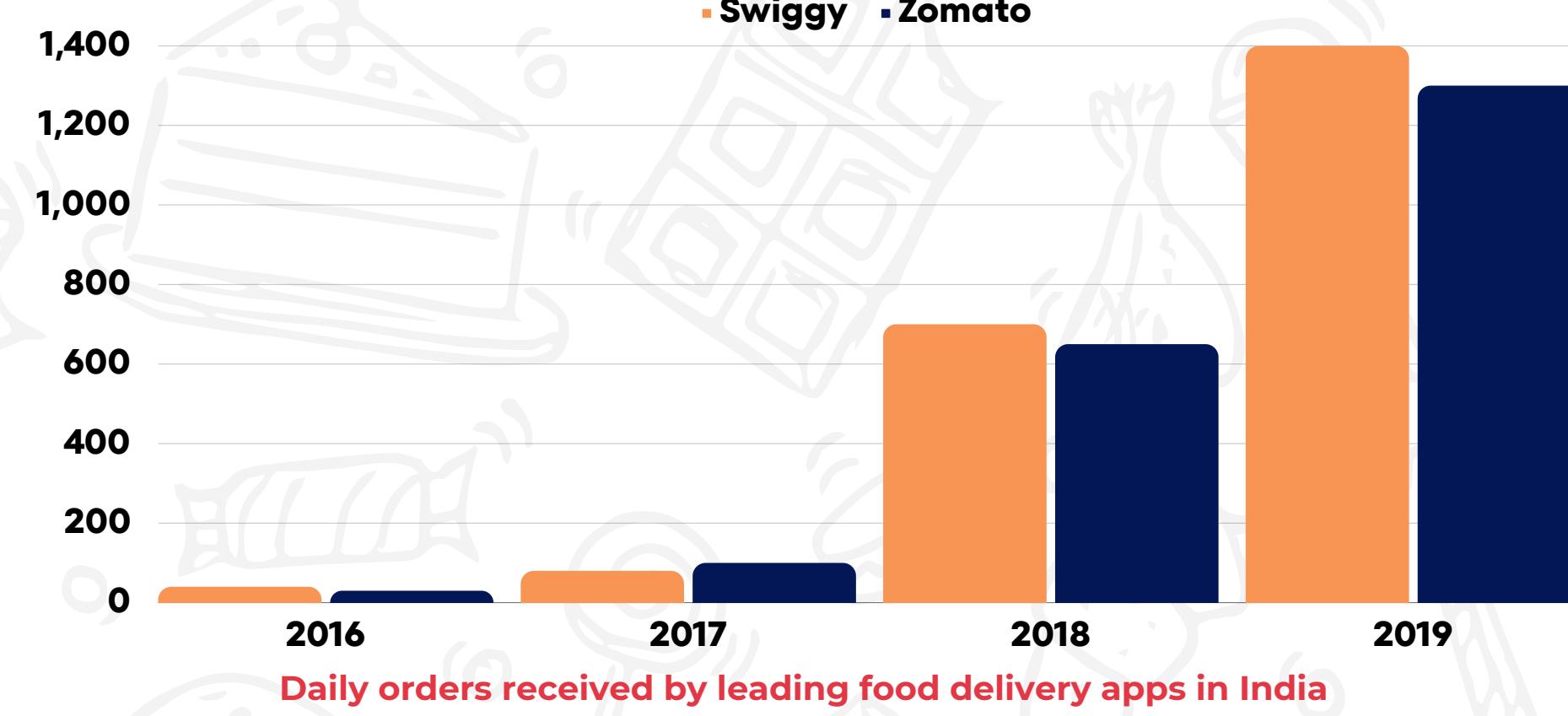
There is a demand for automation and the incorporation of numerous new features to address the requirements of expanding customer needs and their increasing numbers.



COMPETITOR ANALYSIS

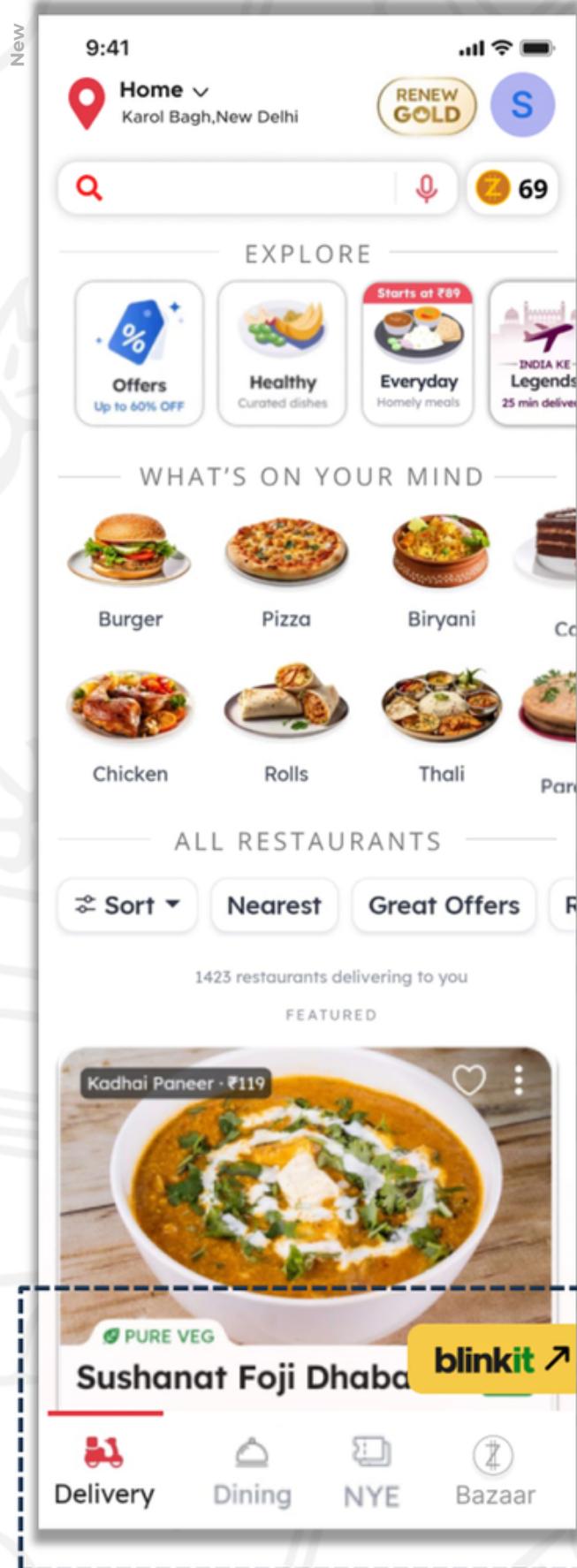
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Description	 zomato	 SWIGGY
Total Visits	11.9 M	13.2 M
Direct Search	45.17 %	63.71 %
Organic Search	50.3 %	25.3 %
Referrals	0.9 %	1.2 %
Social	0.7 %	1.4 %
Last Month Change	▼ 2.43 %	▲ 6.39 %
Avg Visit Duration	00 : 07 : 00	00 : 13 : 25
Pages per Visit	3.67	7.31
Bounce Rate	47.73 %	35.60 %



Zoma Points → Zomato Rewards system

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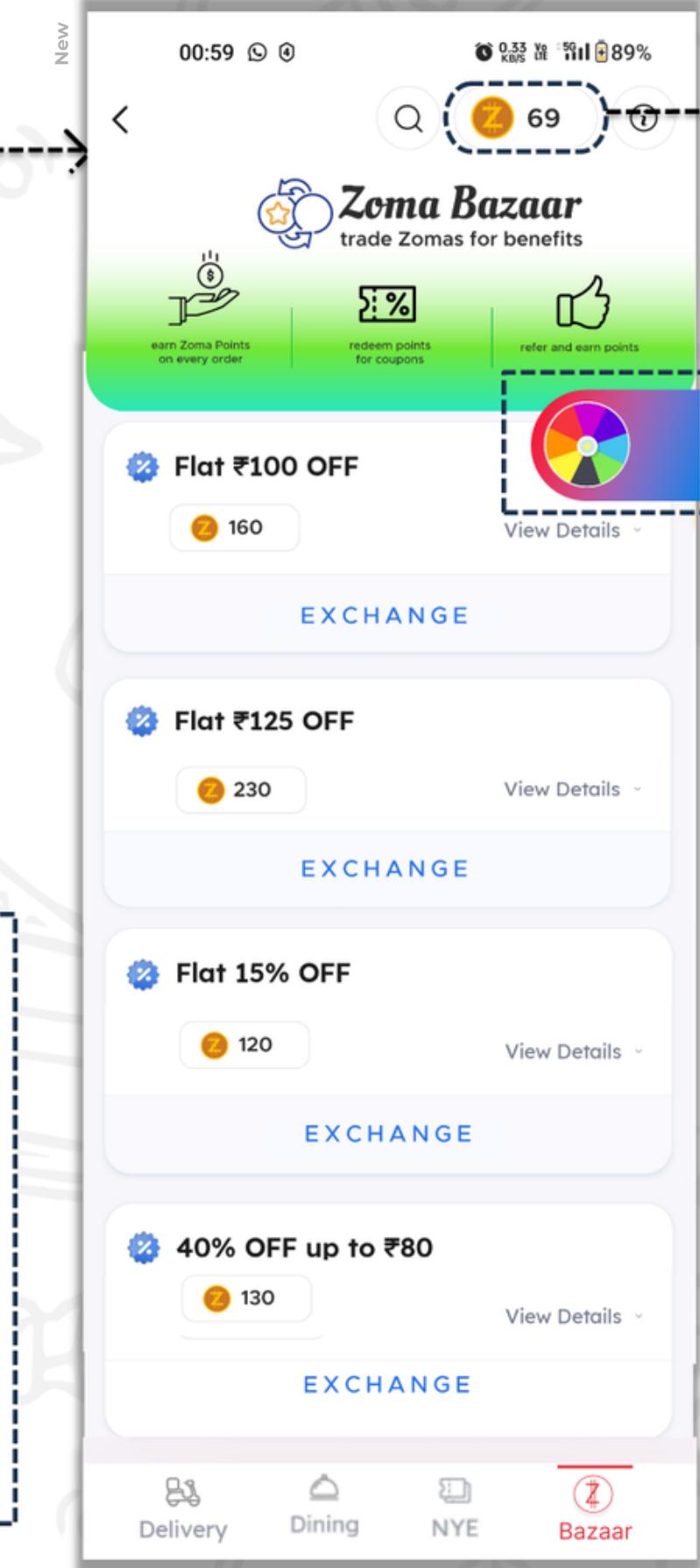


BEFORE

The 'blinkit' button is shown in its original state at the top of the screen, and then again in a larger, more prominent position below the restaurant listing, indicating its conversion to a hover icon.

AFTER

We have decided to add a New **Bazaar Section** which acts as a exchange portal for Zoma points
Also, blinkit icon has been converted to a hover icon



Zoma Bazaar

User can earn points through ordering food, referrals, playing rare-event/festival games etc.

These points can be exchanged for coupons on orders (irrespective of restaurant/selected restaurant)

This system incentivizes people to order more, earn more points, get more rewards; thereby increasing the average

Added a label which tells you the number of Zoma points you currently have

These are games/events which are available during special events/festivals. Users can take part in these games and earn prizes such as more reward points, Zomato Gold (closed system awards) or iPhone (other market awards)

Zomato Rewards System

Zoma points are reward points for Zomato. These points have an expiry of 3 months.

There are various ways to earn these points

- Order on Zomato → 10 Points
 - Order something costing greater than 400 points leads to 10 extra points
- Place orders more than or equal to 5 earns you → 30 extra points
- Refer a friend Zomato Gold → 50 extra points
- Putting a review of the ordered food → 3 points per review (after verification)

Also, Zomato Gold members have an added benefit that the points they collect in this period would have an expiry of 5 months

You can use the aggregated points to redeem coupons given in the Zoma Bazaar Section. The below are just some examples

50% off upto ₹199	330 Zomas
60% off upto ₹250	400 Zomas
Flat ₹125 Off	230 Zomas
Free Delivery	60 Zomas
15% off upto ₹75	120 Zomas
30% off upto ₹100	170 Zomas

* I have considered the default exchange rate as 1.618 points = ₹1 along with some additional multiplier

* These values and multipliers are considered so that the more valuable offers (ex. 50% off, Flat Rs 125 etc) are 'cheaper' in points compared to the lower points

* Also, due to the different expiry times, Zomato Gold members have a heavy advantage in stockpiling points

Limited Period Events

Unique events during festivals which feature catchy activities, prompting social media sharing and creating FOMO for increased engagement.

Game Ideas

- Spin the Wheel:
 - offers various rewards, including Zomato Gold memberships, credit points, coupons, and more. Some rare rewards involve trips or tech gadgets. Dud outcomes feature quotes or memes for social media sharing.
- Food Bingo:
 - Unique grid of 5x5 hidden squares for each user. Orders meeting criteria crosses off squares.
 - Aim for a bingo and get 50 Z points.
 - Create social media buzz as people share and tweet.

Metrics

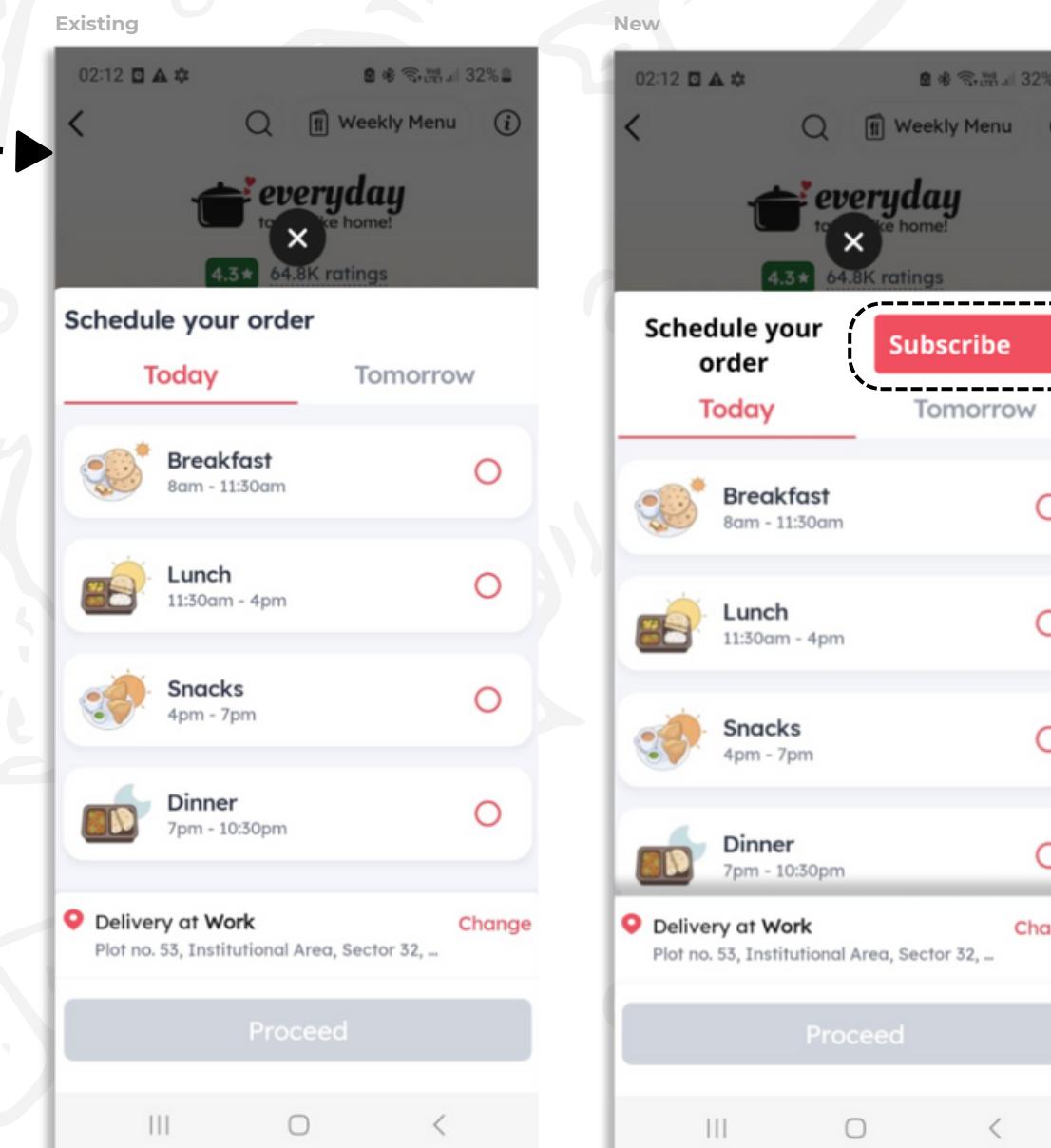
orders using coupons x traffic on zoma-bazar

Zomato Everyday Subscription

Zomato Everyday tackles the craving for home-cooked meals with budget-friendly daily menus prepared by real home chefs. Launching in Gurgaon, India, it delivers affordable comfort food (starting at ₹89) to busy professionals and homesick individuals.

Pain Points

- I need varietyyyy
- The outside food is so costly
- Should I get a tiffin service?
- What do I do on the days I don't want it?
- Ultimate everything is restaurant made
- Damn, why do I have to order everyday
- Will they be able to serve home like food?



Working professionals
who order daily



College students tired
of their mess



People craving home
cooked food

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* Can keep this feature exclusive to Zomato Gold so that working professionals are incentivized to get Zomato Gold subscription

About Feature

Introducing a subscription model to Zomato Everyday, in which people can just set a schedule an order automatically for the defined period (week, month)

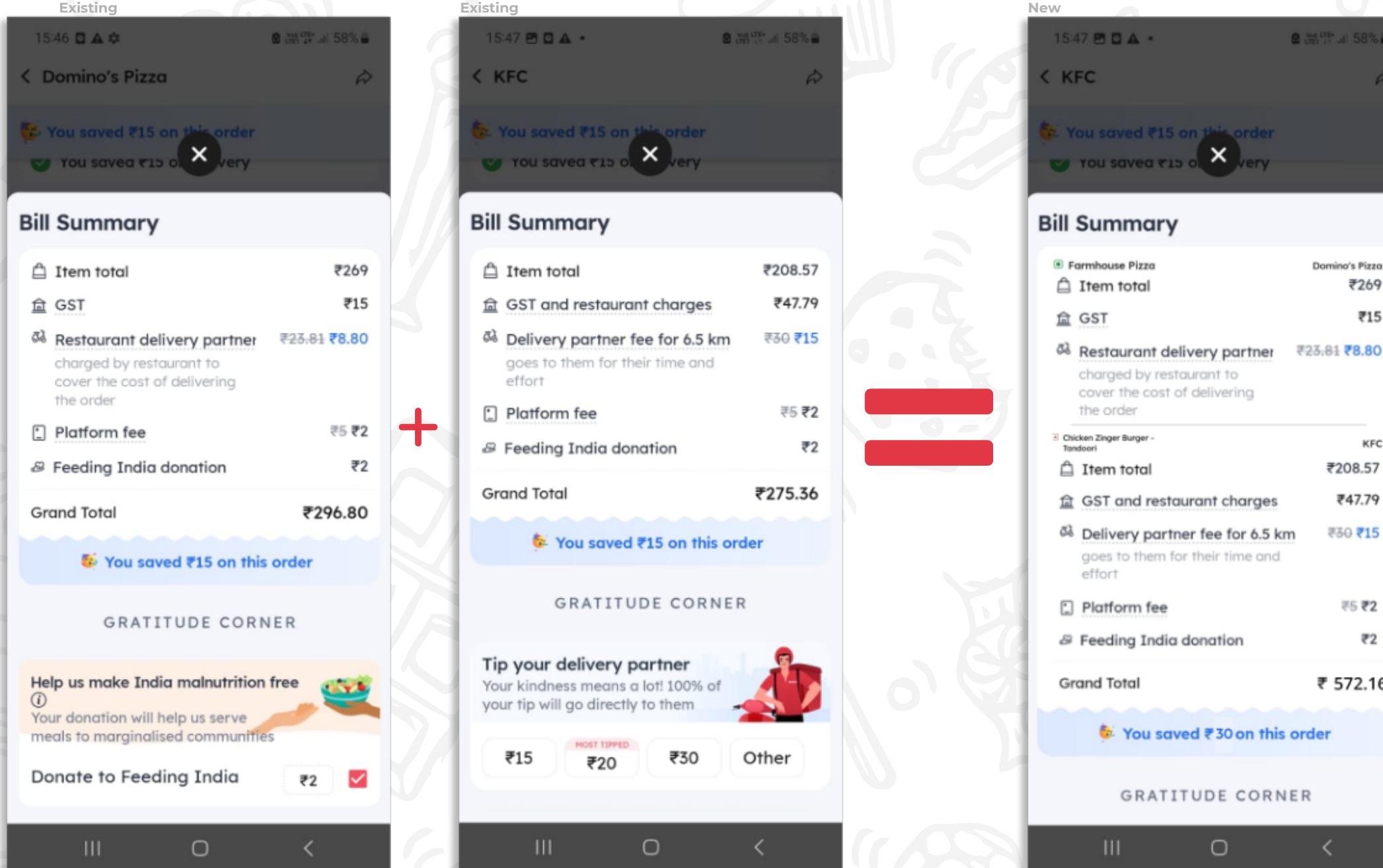
How does it help ?

Helps the customer know exactly how much extra it would cost to order from this restaurant. This helps avoid confusion of prices and thus retains the customer engagement time.

Metrics

of Subscribers

Multiple Simultaneous Orders



i About Feature

Displays multiple bills simultaneously when ordering from multiple restaurants and also shows the name of the food.

? How does it help ?

Decreasing order time-

Reduce the ordering time and alleviate frustration associated with multiple clicks.

Eagle vision view-

You don't need to individually check bills from each restaurant, streamlining the process.

Friction to order-

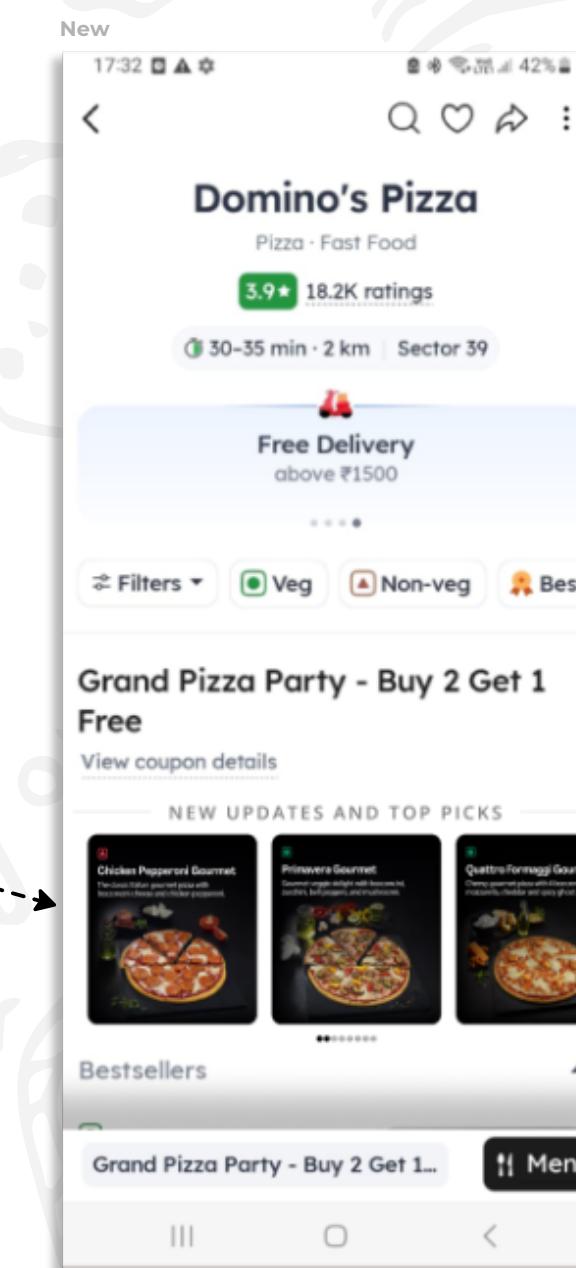
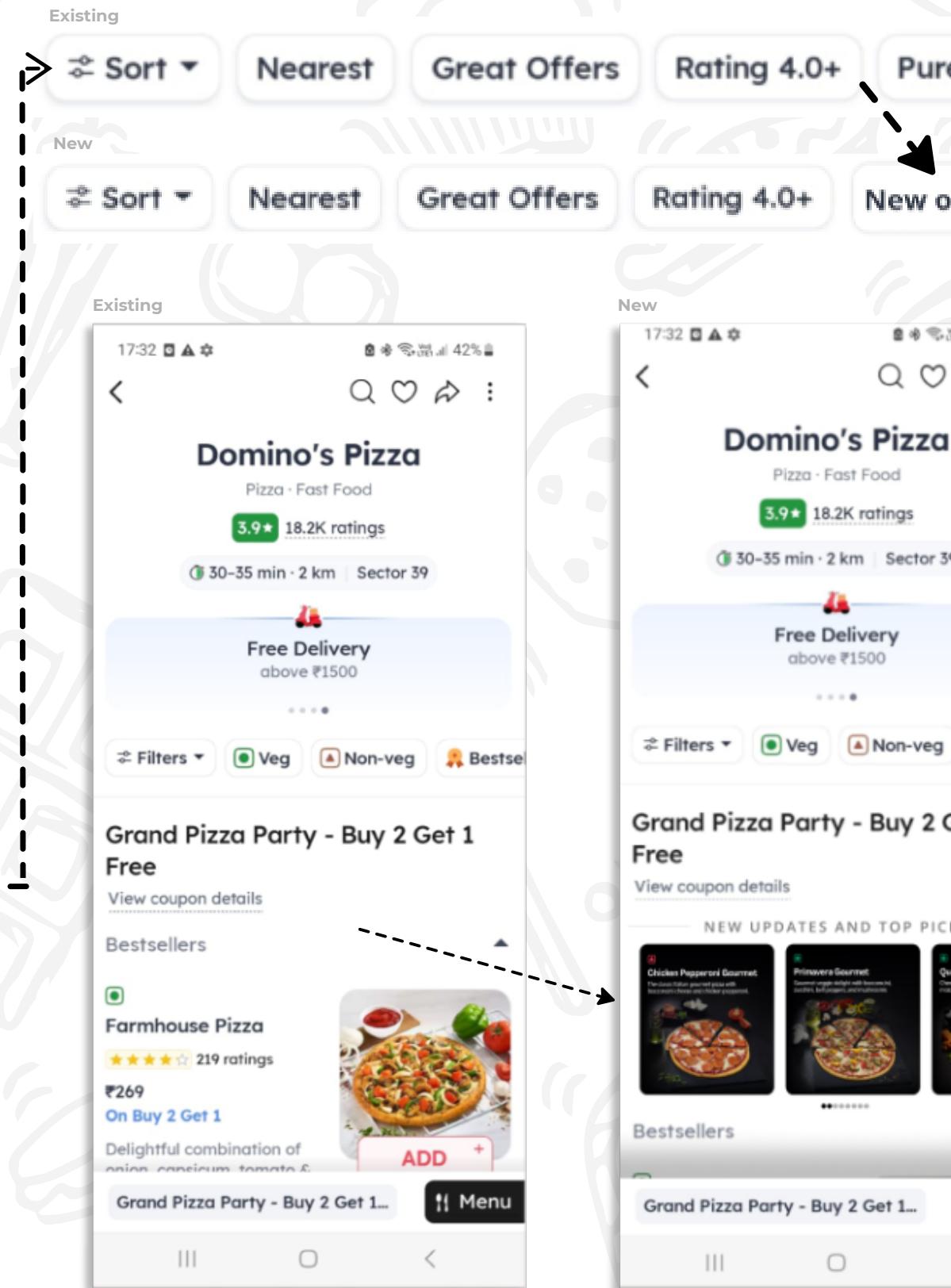
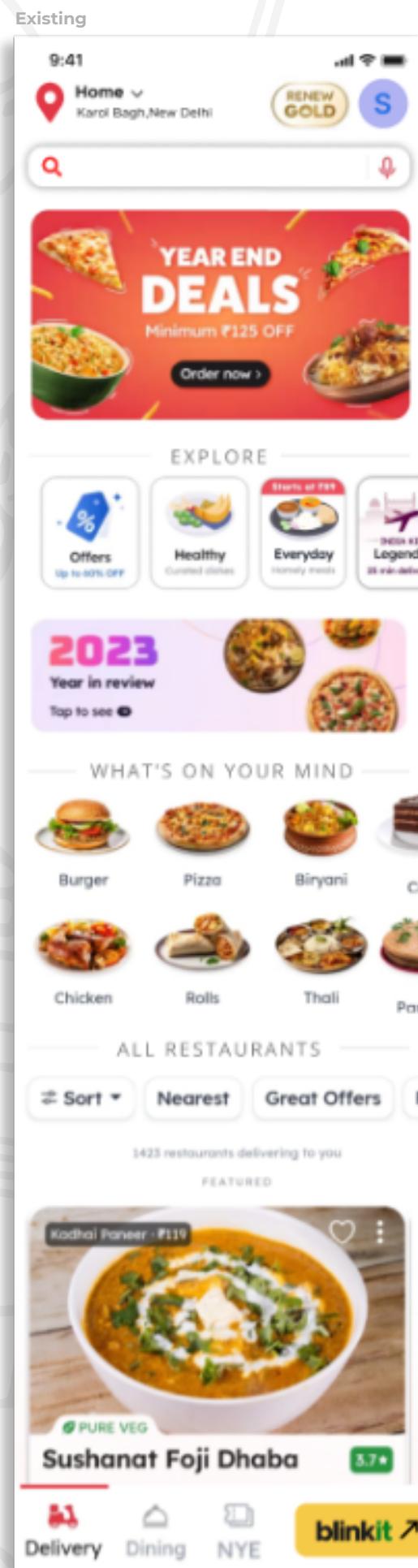
Reducing the need to make multiple payments, thus facilitating a smoother journey.

Metrics

Conversion Rate-

$$\left(\frac{\# \text{ users with multiple restaurants in cart} | ORDERED}{\# \text{ users with multiple restaurants in cart}} \right) \times 100$$

New On Zomato Section



About Feature

We are bringing a new section which would sort the according to newly added restaurants and inside the restaurant page it will give the banner which gives recent updates and top picks



Problems with existing UI

We can see that there is no good demarcation between the top section and the bestseller section which makes the unattractive and confusing



How this helps

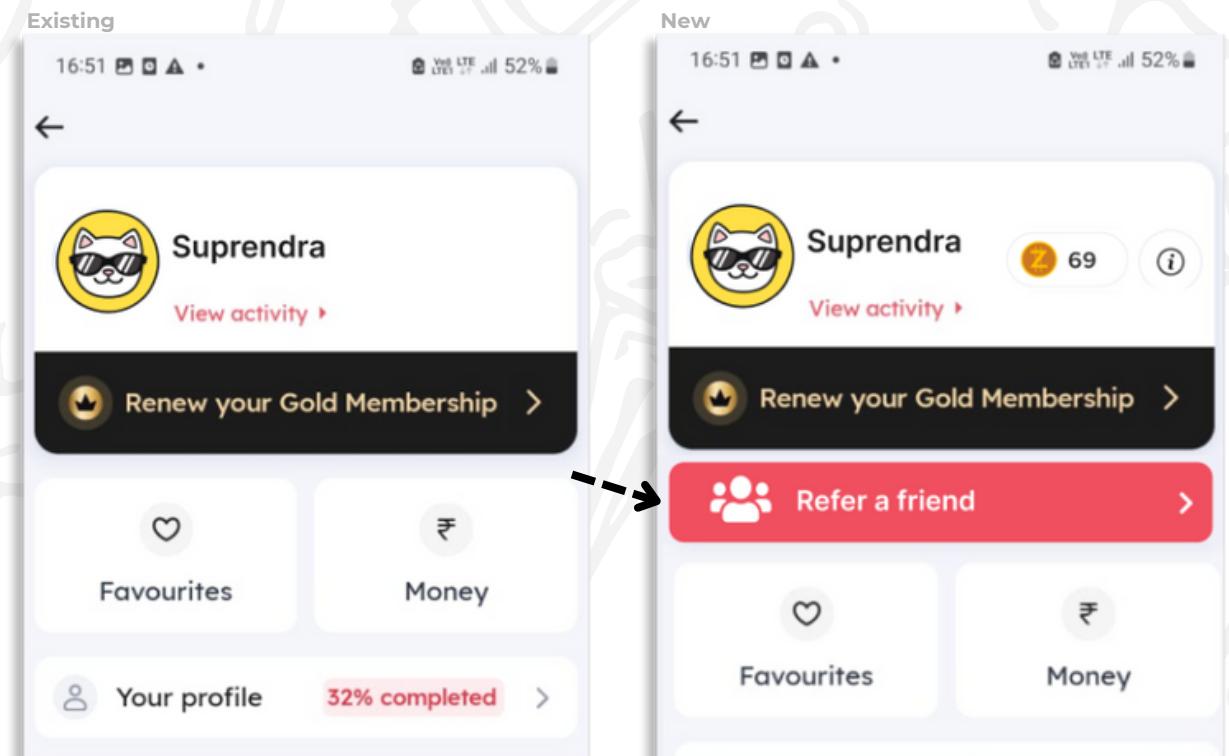
UI clearly demarcates the section and also adds new section for the foodies and professionals who crave to taste new food



Metric

of clicks on button

Refer a Friend Section



i About Feature

Button which takes you to the refer a friend section

? How does it help ?

Makes it more convenient to refer someone

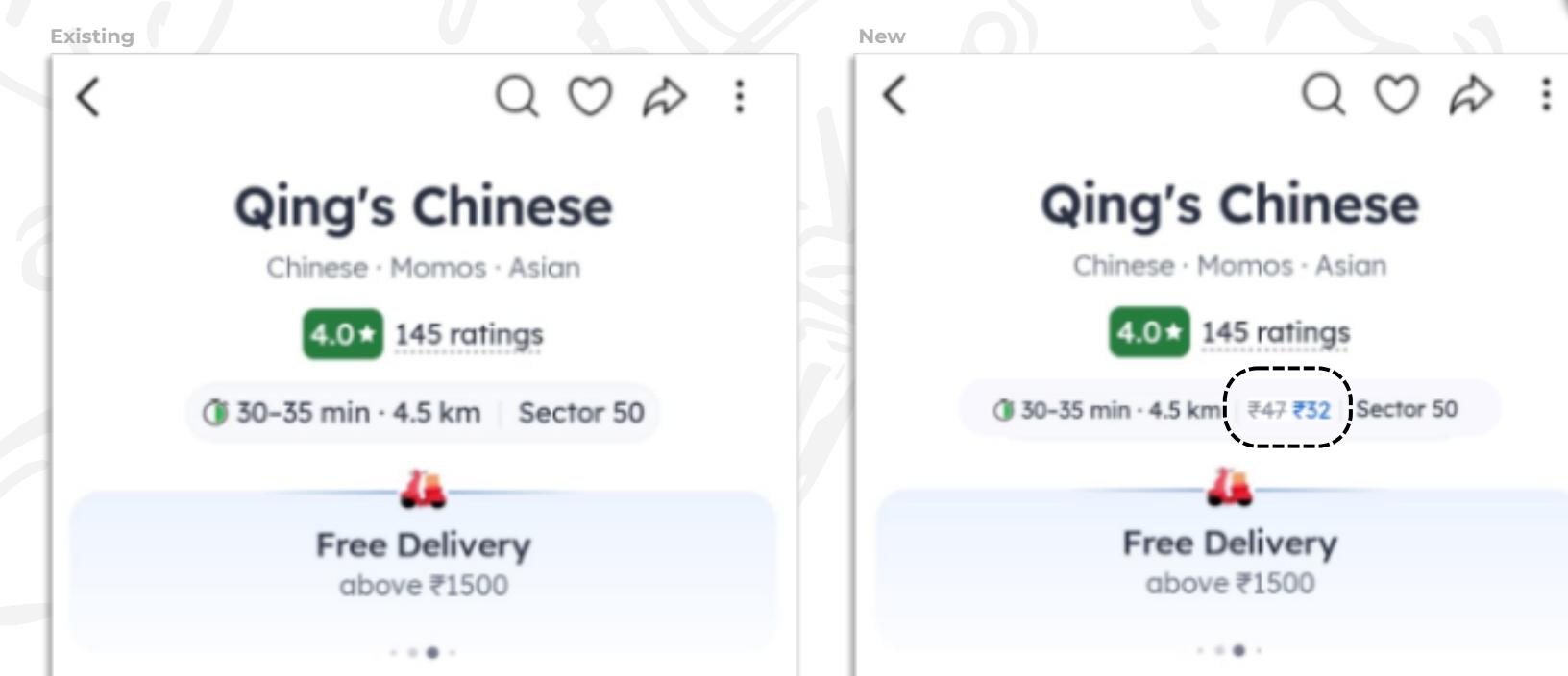
Need Of The Feature

From the competitor analysis we can clearly see, The influx of customers through referral channels is notably very low.

Metrics

of Referrals

Delivery Charge Label



i About Feature

Label which mentions the delivery charge for the restaurant being viewed

? How does it help ?

Helps the customer know exactly how much extra it would cost to order from this restaurant. This helps avoid confusion of prices and thus retains the customer engagement time.

Need Of The Feature

Encountering a substantial delivery fee presume others and lose interest.

Metrics

$$\left(\frac{\text{# users removed product after adding to the cart}}{\text{# total carts}} \right) \times 100$$

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FEATURE PRIORITISATION

FEATURE	REACH	IMPACT	CONFIDENCE	EFFORT	SCORE
Subscription	3	8	8	4	48
Zoma-Bazar	8	9	8	6	96
UI	9	6	7	2	189

$$\text{Score} = \frac{\text{Reach} \times \text{Impact} \times \text{Confidence}}{\text{Effort}}$$

Scoring

10 = High

5 = Moderate

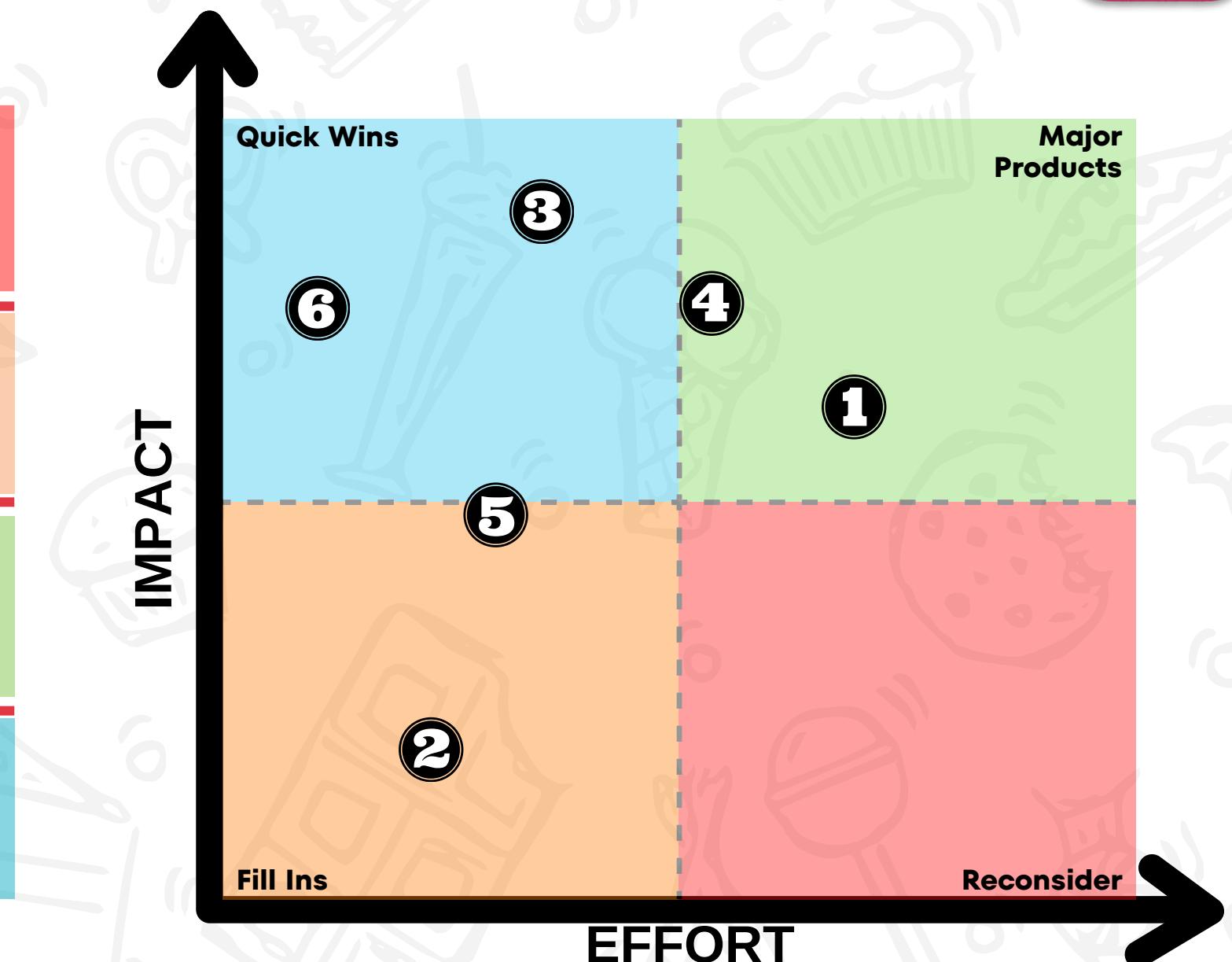
1 = Low

100% = High Confidence

75% = Moderate Confidence

50% = Low Confidence

<50% = Avoid Implementing figure



UI FEATURES

- ① Zomato Reward System
- ② Zomato Everyday Subscription

- ③ Multiple Simultaneous Orders
- ④ New on Zomato Section
- ⑤ Refer a Friend Section
- ⑥ Delivery Charge Label

KEY METRICS

FEATURE	GOAL	SUCCESS METRICES
Zomato Everyday Subscription	Offer a subscription service catering to daily users	# users subscribed for daily, weekly and monthly orders
Zoma Bazaar	Engage users consistently, gamify the experience, and entice them to make repeat purchases through appealing offers.	% of orders which used Zoma-points X (traffic equivalent who visited Zoma Bazaar)
UI Smoothening	Offer a subscription service catering to daily users	Bounce Rate

Go-To-Market Strategy

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Segmentation and Targetting

Segmenting users based on their behavior and prioritizing tailored features for each segment to enhance overall user satisfaction.

User Education

Directing users to explore every feature post-update. Upon completion, rewarding 10 Zoma-Zoma points and redirecting to Zoma-Bazar.

Gradual feature rollout

Determining optimal feature rollouts through segmentation and targeting. Utilizing continuous user feedback and analyze segment behavior to prioritize the rollout of the next feature.

Promotional Campaigns

Implementing creative strategies to encourage users to share their experiences on social media and generate significant attention for Zomato. This could involve users sharing diverse cuisines they've explored and tagging their posts with #zomato

Feedback and Iteration

Collect user feedback through multiple channels and use this feedback constructively to make enhances

Thank you!

MADE BY-

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