



PM School IIT Guwahati Case Study Challenge 2020

Team Lockdown
Arpita
Manav
IIT Guwahati

Problem Statement

Dineout, which provides users with fine dining experience, needs a way out to restore its metrics (DAU/ MAU) to the pre covid times.

Now, as the restaurants are opening again lately, we are thinking of solutions to help achieve it.

Goal

Our goal is to increase user engagement and retention. The metrics we'll work on here will be : DAU(Daily Active Users) and MAU(Monthly Active Users).

These metrics will help us look for the engagement or the number of active users of our product over a period. Their ratio will help us identify our valued customers that realize our product and use again (user retention).

Also, to come up with solutions on the user-facing app OR on the restaurant facing app.

Target Audience

Dineout's main target audience is 18 to 40 years of age who have access to smartphones, are fluent with mobile platforms and often go to eat out with friends and family.

User Personas



Name : Aryan Age : 24 Location: Mumbai
Status : Single, Works in a bank, busy schedule

Motivation : Maximum Discounts available, faster methods of food delivery, variety of food to choose from.

Goals : Get to eat hygienic food, usually needs to book from before for parties with friends, wants to track food delivery

Pain Points : Can't cook for himself and stays without family. Falls ill sometimes due to bad conditions of food.



Name : Ipsita Mishra Age : 38 Location : Delhi
Status : Housewife with two children, mostly spends time socialising and also on ecommerce apps or taking care of family.

Motivation : To start cooking more at home, high discounts, the games and coupons on apps are also a good pastime.

Goals : Save monetarily by using various coupons available, good dining experience with family and share or recommend restaurants to friends.

Pain Points : Uses too many websites, falls into ambiguous deals, fears for the covid conditions before stepping out.



Live Help Feedback Portal

Problem 1

Building up Trust in users post covid again.

The most likely reason for downfall of turnout of customers after lockdown is lack of trust in food safety and delivery. Demands more hygiene standards than ever.

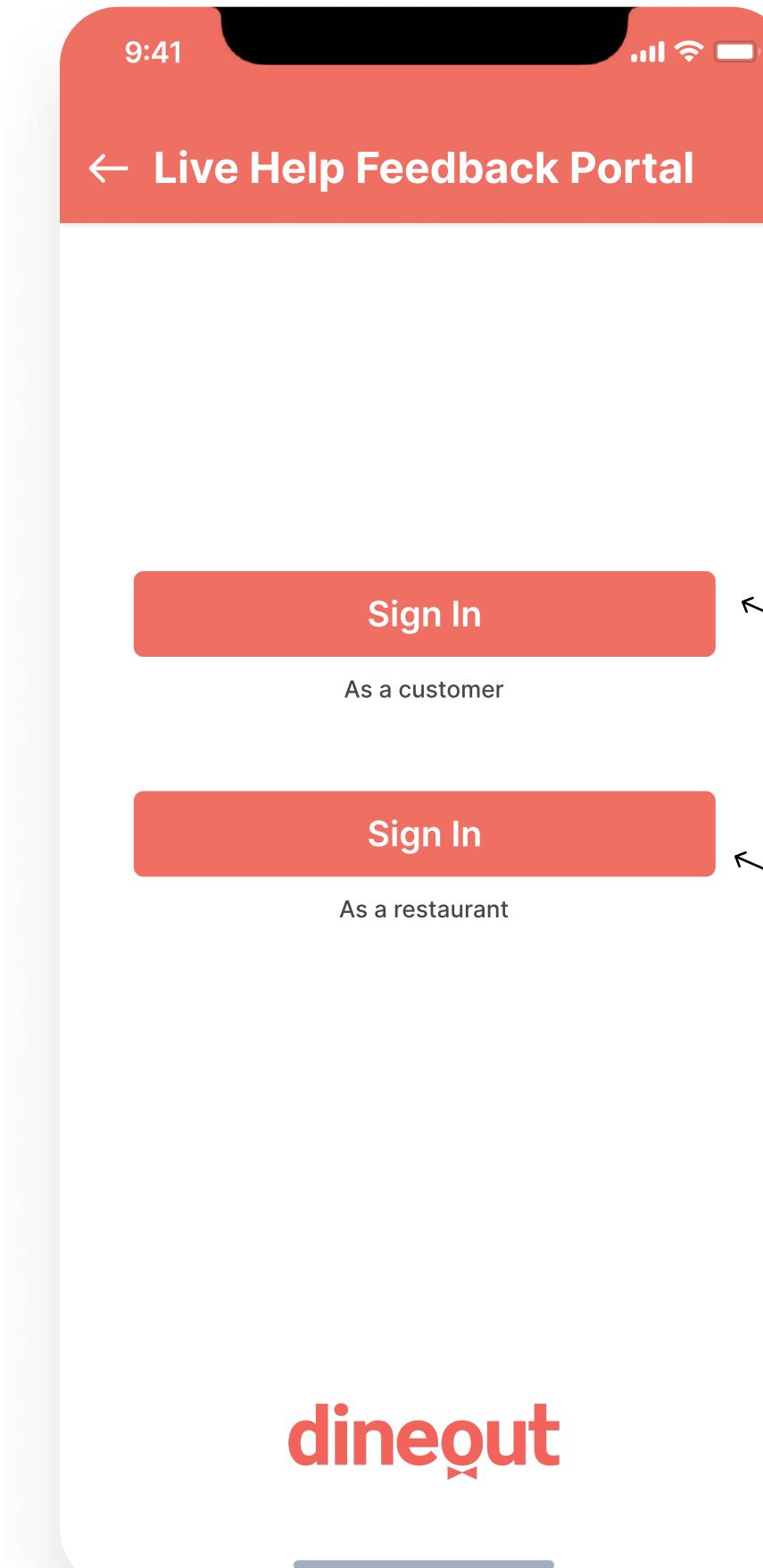
Feature

Introduce a live system on the app for customers and the restaurant owners.

Strategy

The customer will fill a live help and feedback system on the app during the order.

1. Through customer's experience, if any negative points regarding precautions come to the company's notice, the restaurant shall be out of the 'Safe to Eat' program.
2. The partnered restaurant's side dashboard should be sincerely updated with the details of the delivery concerned person for each order and the whole team's regular health checks data as well.
3. Live videography of kitchens should be available with the diner to retain people's trust and can be used in case of emergencies.



Customer Redirected to the live feedback form

Restaurants redirected to Safety Check Dashboard

Key Performance Indicators :
1. Safety Assessments by both sides.
2. Feedbacks given per month by customers.
3. Satisfaction with environment ratings by customer

Customer Care Support Dashboard

Problem

Addressing all complaints much more efficiently during covid crisis.

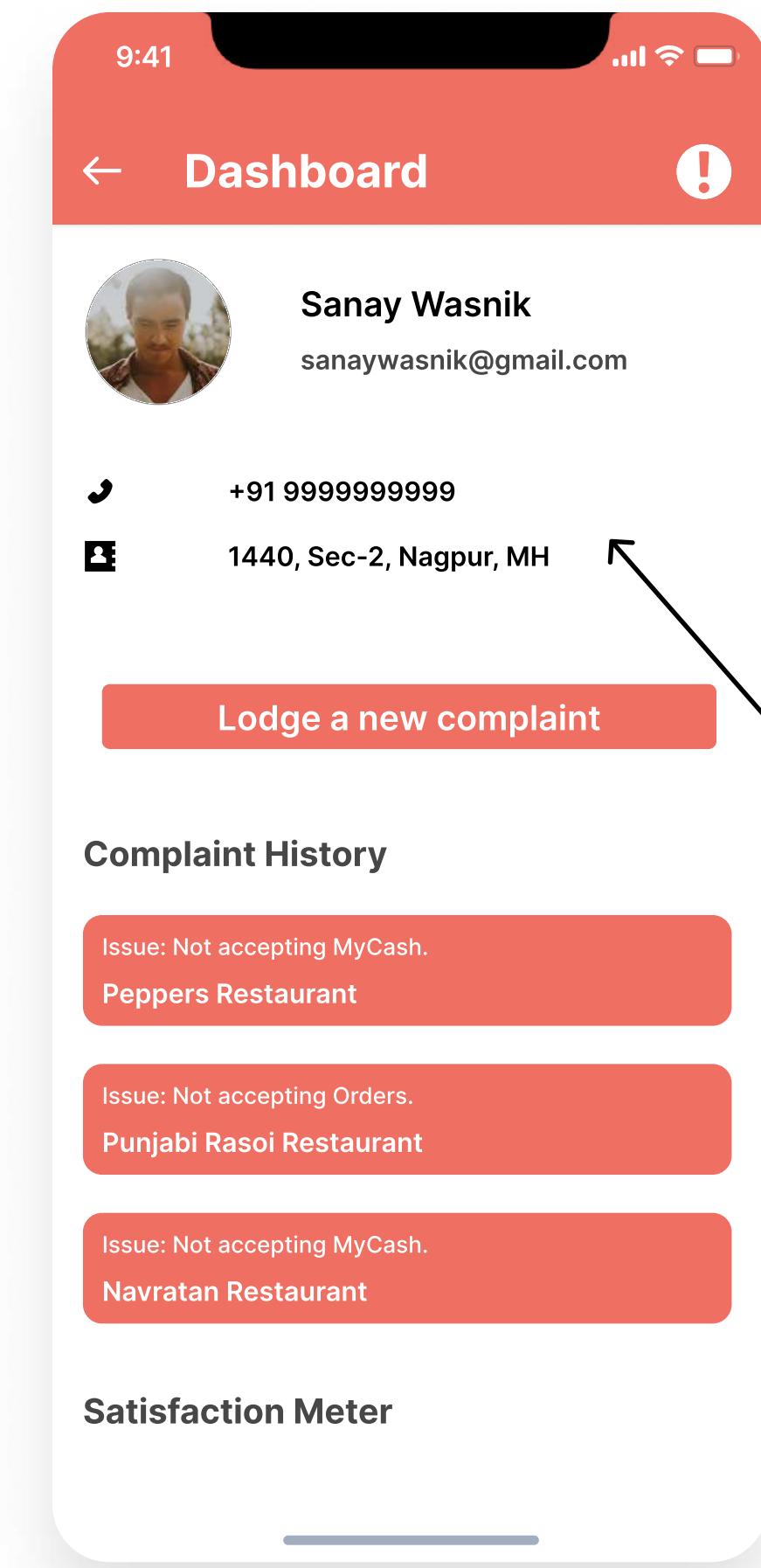
There's an increased amount of panic in the people due to innumerable constraints, drastic changes in lifestyle and negligible social interaction outside homes. Most of the grievances are henceforth put online as offline methods are extremely risky and quite limited.

Additionally, some of the issues faced by the users of this app are: (found out from Google Play Store reviews, experience from people using it etc.).

1. After Covid, there have been modifications in the restaurants associated. Few times, the user goes to the place listed on the app, but the restaurant doesn't accept partnership.
2. Sometimes there is disagreement on the discount amount offered on site, by the restaurant owner.

Feature

Redefining customer care support experience using dashboard during covid crisis and confirmation feature.



Strategy

The customer dashboard will contain their personal details, previous complaint records along with the name of the person from the team who attended to them. He will also have to give ratings once the problem is resolved. The satisfaction -o - meter (cummulative ratings of all users) can be present in the end for social proof.

There will be an automated call or a message confirmation once there is a booking request reservation. It's quite preferable to spend least time outdoors, so pre order should be inspired upon.

The dashboard will also be beneficial in maintaining data of the customers, finding out loyal and profitable customers and will directly help us connect via emails, track visits etc.

We can also include the 'chat with us' option present in the side menu of the app on this section. There should also be additional instructions(for covid) option for the customer regarding food handling, in case of deliveries.

iRun - Stay fit, gain rewards

Description

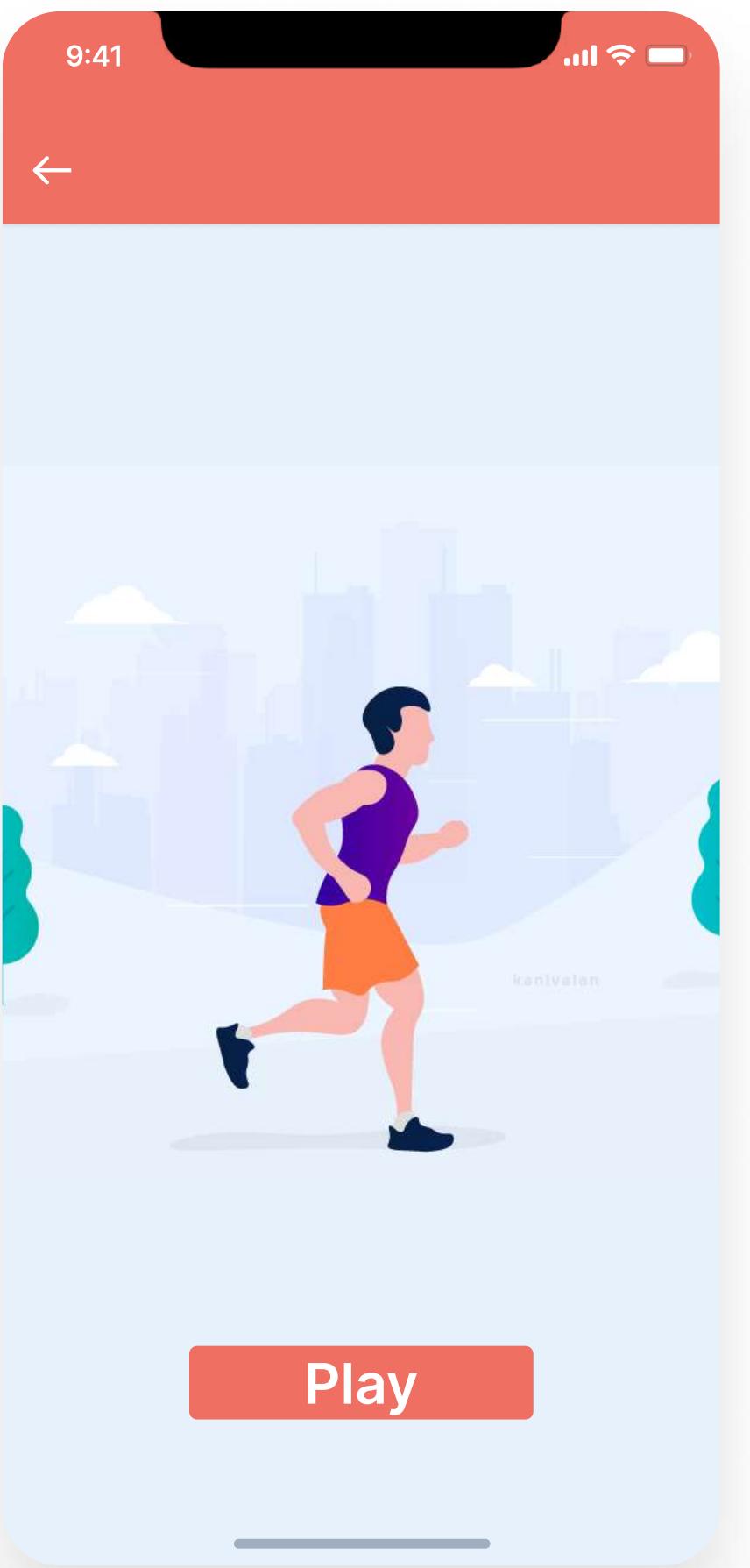
Variable rewards give more dopamine rush. It is similar to playing a slot machine.

The Game

Being a food tech company, we are closely related to calories and indirectly to people's fitness. We will have a fitness tracker reward game called "iRun".

This feature will:

1. Inspire people to keep up with healthy habits, calorie count and are beneficial to them.
2. Increases user engagement
3. Shared on social media with friends, and in a chain keeps spreading forward.
4. This will also be different in a way that almost every other brand comes up with some easy addictive method of spin wheel, whereas this will give them a motivation to stay fit and show that we do care for our customers.



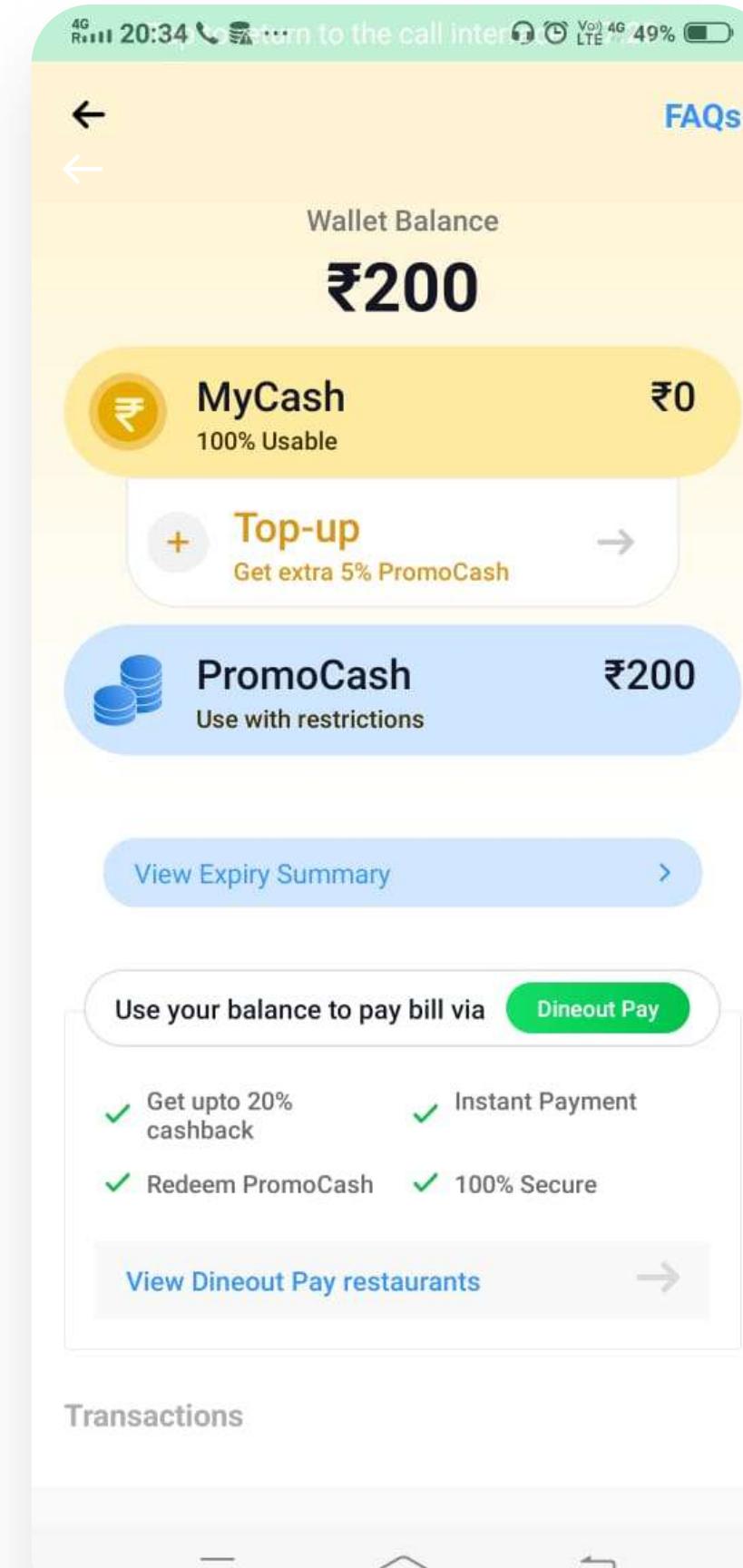
Rules:

1. The person who decides to play the game will have to complete a given activity, be it running a few steps, or a particular km of cycling, in order to receive the reward.
2. The rewards are majorly coupons from other top youth brands like Ajio, Myntra, Nykaa etc. We can devise a method through which we identify the age groups, and relevant coupons should be distributed.
3. The other categories of rewards will be a small amount of promocash or a better luck next time written on it.
4. There should be validity and minimum purchase conditions. Using promocash in the same city will be a mandatory condition as well.
5. The person can attempt this once and then will have to share it to another friend, then only he can attempt it the second time. Maximum 2 attempts a day.

Minor Improvements 1 : My Cash Flexibility

Description

More flexible system for cash wallet, which can be used to pay other bills.



MyCash flexibility

1. Shouldn't have a validity period. That's customer's money, and putting restrictions on it won't be appreciated.

Now, as people stopped going outdoors abruptly, we need to make them assured that the vouchers, existing money in the wallet, and promotion money which they earned on the app, aren't getting wasted anyway.

2. Mycash should be allowed to be used for various other platforms.

Like paying for electricity, Mobile recharges etc. So as to retain customers during covid times, they should allow (refer to ola money). Will enable customers not to worry about their money.

As they have various options like they can use it outside.

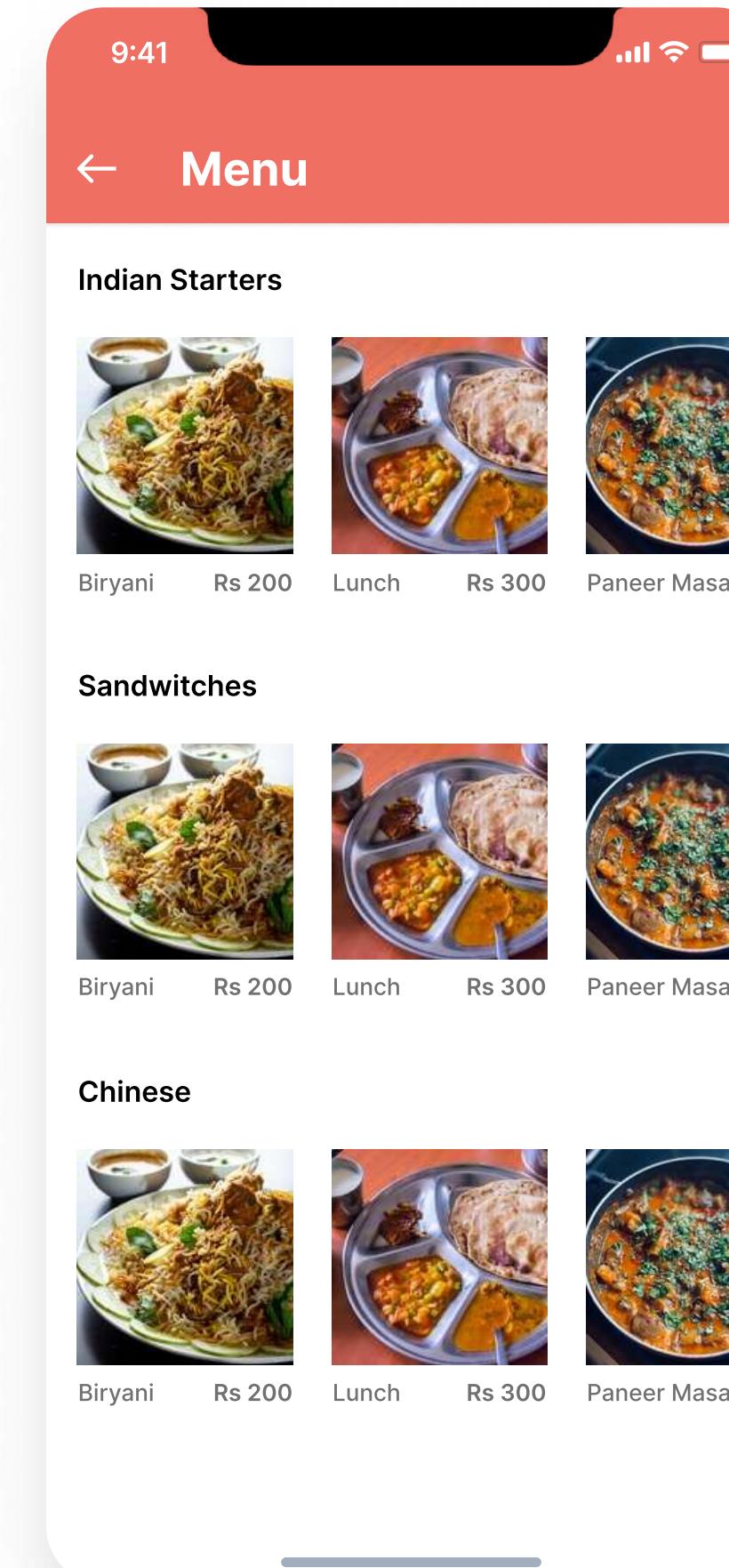
This can be a smart move by the PM, important for customer satisfaction and product relationship.

Minor Improvements 2 : Some UI Changes

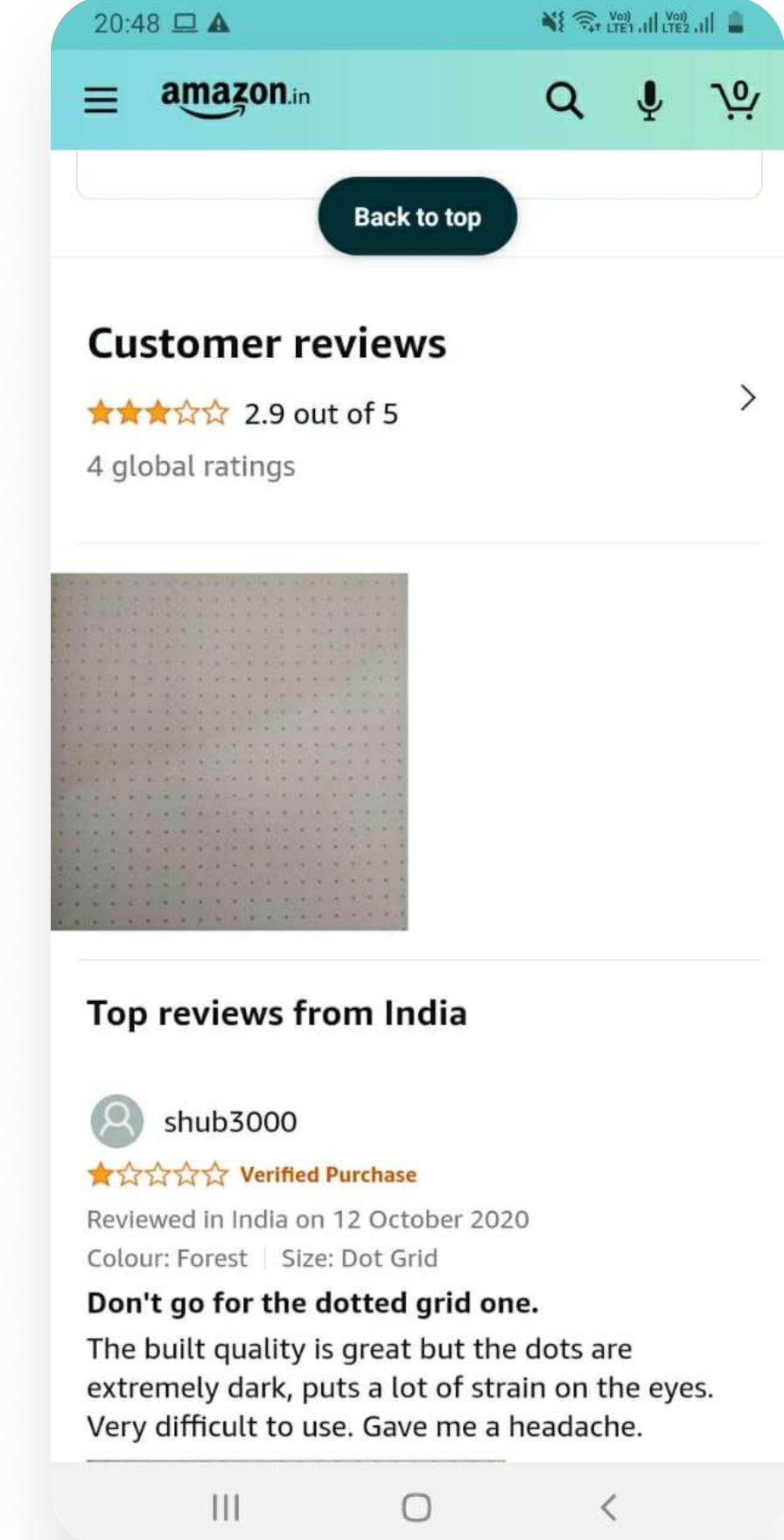
UI Changes:

1. The food catalogue present online is not sufficient. We need to improve it ASAP. There should be a dropdown menu at least for each restaurant, so that it will be really handy when it comes to pre ordering stuff especially in these times. (to be shown in diagrams)
2. There should be a properly organized well placed reviews system on the app for each restaurant.
 - We can include incentives like a little promocash for the person who goes to a restaurant and gives reviews.
 - A single person should be allowed to give reviews once a day. He has to submit the booking or order receipt no. Spam filters should be present.
 - This will engage both customers and also the restaurants. For Restaurants' chefs, we can include stars rating option. According to the stars received for particular chefs, we may include certain small rewards at certain intervals, for chefs as well.
3. We can also work on the notifications system. For eg, when one of my contacts joins Telegram or Google Pay, we get notified. This usually affects people in the way peer pressure does. They may be more interested in exploring the app further. Can work really well if implemented.

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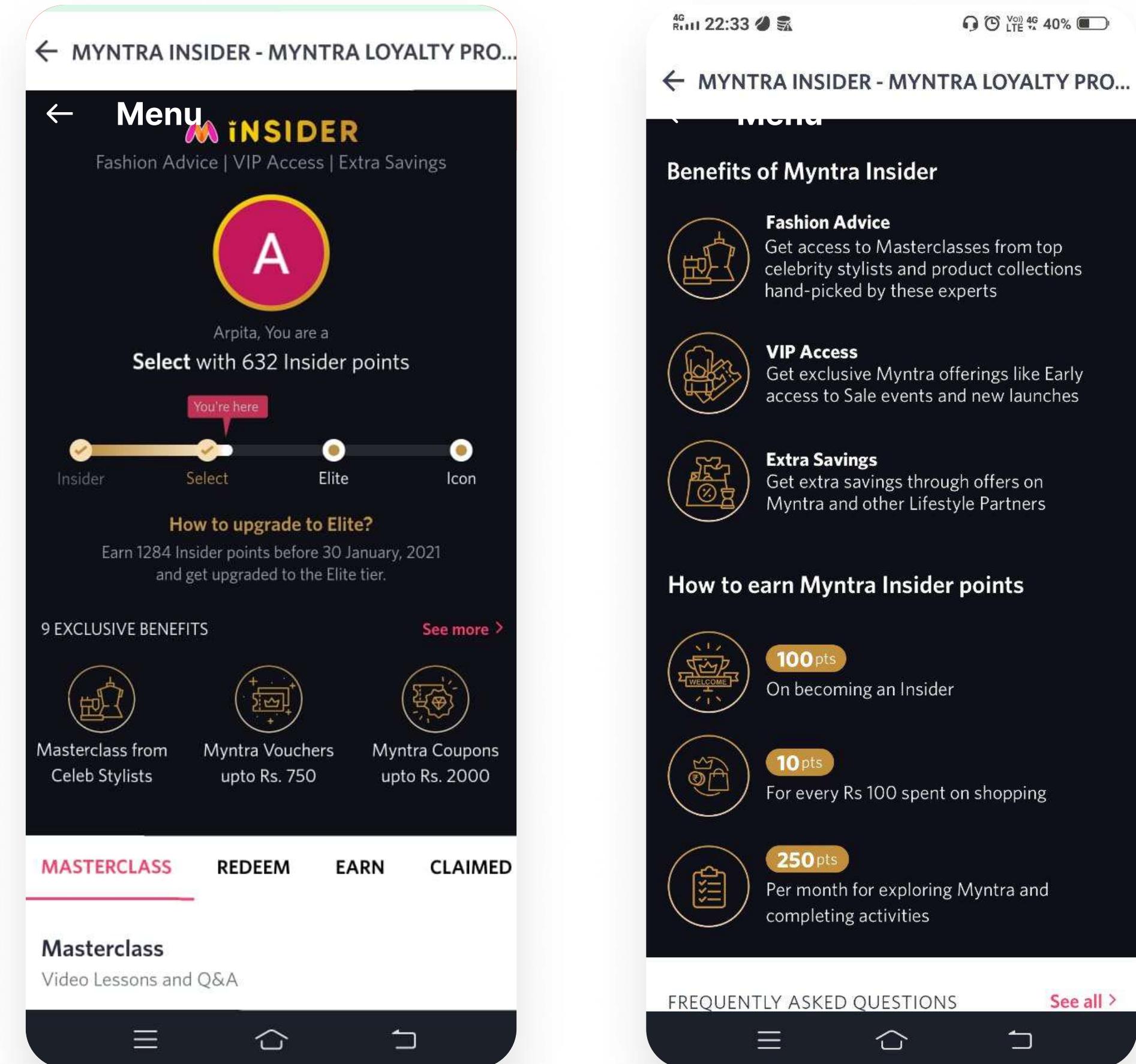
Mock UI Flowchart

Source : Amazon product reviews

Minor Improvements 3 : Hierarchy in the loyalty program discount opportunities

Loyalty program changes:

1. There should be categories. Depending on the points existing in the wallet, the prime members should be kept in further categories. Select members, elite members etc. Extra Discounts should be based on hierarchy.
2. The Card members (Dineout Passport members) and participating merchants (restros) both should benefit from this partnership. There should also be priority reservation for the members in table bookings etc.
3. The discounts should not be in money, it can be vouchers from other companies. This can help us reach out to more people as well if branding goes well. And those companies, especially the online shopping companies, which people are completely dependent upon at these times, feature our vouchers as part of their programs or so.
4. There are many non tier-1 cities with the membership, extremely expensive. Especially now that not many restaurants can come under the Safe to Eat category, due to the existing conditions.
5. People are hardly left with options and therefore won't really like to use the product. When coming to the restaurants, only a few are accepting the membership.
6. So, I would say, we can devise a different system through which the price of the membership for all cities can be decided for the covid period . According to the number of eateries available. Because otherwise the Mycash and the reservations vouchers will expire and people won't be willing to use the product.



Similar benefits can be added considering our loyalty program. Source: Mynta

Key Performance Indicators (SWOT Analysis)

	Live Help Feedback Portal	Customer Care Support Dashboard	iRun
Strengths	Perfect Check on Restaurant's safety measures and building customer trust	Quick and organised resolution of grievances with proofs.	Helps the customer with fitness, ensures product belief and engagement.
Weaknesses	Ratings might be biased sometimes. And adopting such measures might also lead to much higher expectations later, after covid.	Ratings might be biased sometimes. And adopting such measures might also lead to much higher expectations later, after covid.	Not a guaranteed prize everytime might disappoint the customer.
Opportunities	Customers receive the best possible dining experience and will lead to user retention.	Brands us a company providing best consumer support.	Increasing User engagement by daily rewards and social media sharing.
Threats	Some of the restaurants may not allow videography of kitchen areas to be shown to the customers.	Might lead to spam calls and unimportant issues piling up sometimes.	Some of the people might not opt for it, as it's not a simple touch rather a fitness challenge.