



Product Management Expedition

ZOMATO

Virtual Champs

Kalpak | Mahi | Vaibhav





Problem	User Persona	Pain Points	Competitor Analysis	Solutions	Features Prioritization	GTM Strategy	User Journey	Wireframe	Metrics
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PROBLEM STATEMENT

Zomato wants to design an innovative and scalable solution to integrate Guwahati's street food vendors into their online app.

GOAL

The goal is to create a sustainable model that enhances vendor livelihoods, broadens customer access, and showcases Guwahati's street food culture on a national platform.

WHY DO WE NEED TO SOLVE IT?



Economic upliftment of street vendors , a larger customer base will help increase their income



Preservation and promotion of their local culture



It wil help in growth and increase of revenue for Zomato . A scalable model in Guwahati can serve as a blueprint for integrating street food vendors in other cities as well .



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Rajesh Barman

The Dedicated Street Food Vendor



AGE: 45



Momo Stall Owner



Fancy Bazaar,
Guwahati

Pain Points:

- Struggles with the digital process for **onboarding** and **managing online** orders.
- Concerns about **preserving** the **handmade** nature of his momos when **scaling operations**.
- Fear that **pricing adjustments** for online delivery might **alienate** loyal local customers.

Motivations:

- Gain **recognition** for his craft on a **larger** platform.
- Secure a **steady income** to reduce the uncertainties of street vending.

“I want my momos to reach every corner of India, but I don’t know how to begin.”



Sunita Das

The Nostalgic Urban Foodie

FSSAI-Licensed Tea and Snacks Stall Owner



AGE: 38



Outside Cotton University, Guwahati



Pain Points:

- Unclear on process for using her **FSSAI certification** to stand out on delivery apps.
- Concerned about maintaining her high **hygiene** standards when scaling to larger volumes.
- Struggles to compete with unlicensed vendors offering lower prices.

Motivations:

- Her hygienic food stall give her a competitive advantage to win over health-conscious customers.
- **Expand her income** by accessing a broader audience through online orders.

“My license is proof of my quality—I just need a way to show it to more people”





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Vendor-Specific Challenges

Focused on the struggles of local vendors:

- Low Visibility:** Struggle to reach a broader audience online.
- Fragmented Processes:** Manual and outdated methods for order management.
- Financial Constraints:** Lack of funds to adopt modern tools or marketing strategies.
- Unfamiliarity with Technology:** Difficulty in using online platforms effectively.



Customer-Centric Challenges

Highlighting pain points faced by end-users:

- Lack of Authentic Options:** Difficulty finding genuine local food vendors.
- Quality Concerns:** Fear of receiving subpar or unhygienic food.
- Inconsistent Pricing:** Lack of transparency in pricing across vendors.
- Poor User Experience:** Complicated ordering processes or lack of variety.



Industry-Level Challenges

Broad challenges related to market dynamics:

- Fragmented Market:** Lack of a unified platform to connect vendors and customers.
- Limited Trust in Online Platforms:** Resistance to shifting to digital solutions.
- Cultural Disconnect:** Platforms fail to capture regional culinary preferences.
- High Customer Acquisition Costs:** Expensive campaigns to onboard and retain users.



Operational Challenges

Addressing internal process inefficiencies:

- Delivery Logistics Complexity:** High costs and delays in fulfilling orders.
- Vendor Onboarding:** Inefficient integration of vendors into the platform.
- Scalability Limitations:** Difficulty in handling increasing vendor and customer bases.
- Lack of Standardization:** Inconsistent service quality across regions.





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Criteria		 SWIGGY		 Eat Sure® Foodcourt on an App	 one stop kitchen YOUR VIRTUAL KITCHEN				Local Networks
Market Presence		 Wide network		 Moderate		 Moderate		 LOW	
Focus on Street Food		 Limited focus on street vendors		 Minimal focus		 Moderate		 Moderate	
Delivery Speed		 Fast		 Moderate		 Moderate		 Varies	
Technology Adoption		 Advanced		 Moderate		 Basic		 None	
Pricing		 Competitive		 Higher		 Affordable		 Low Cost / Free	



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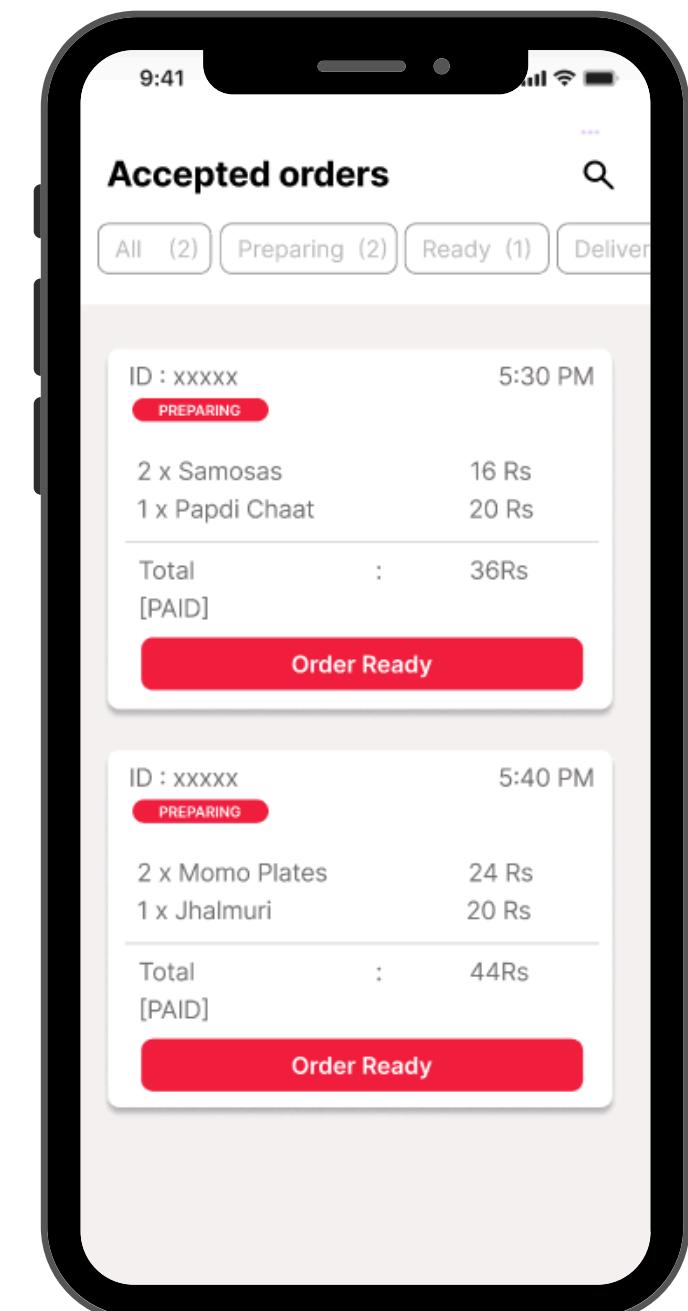
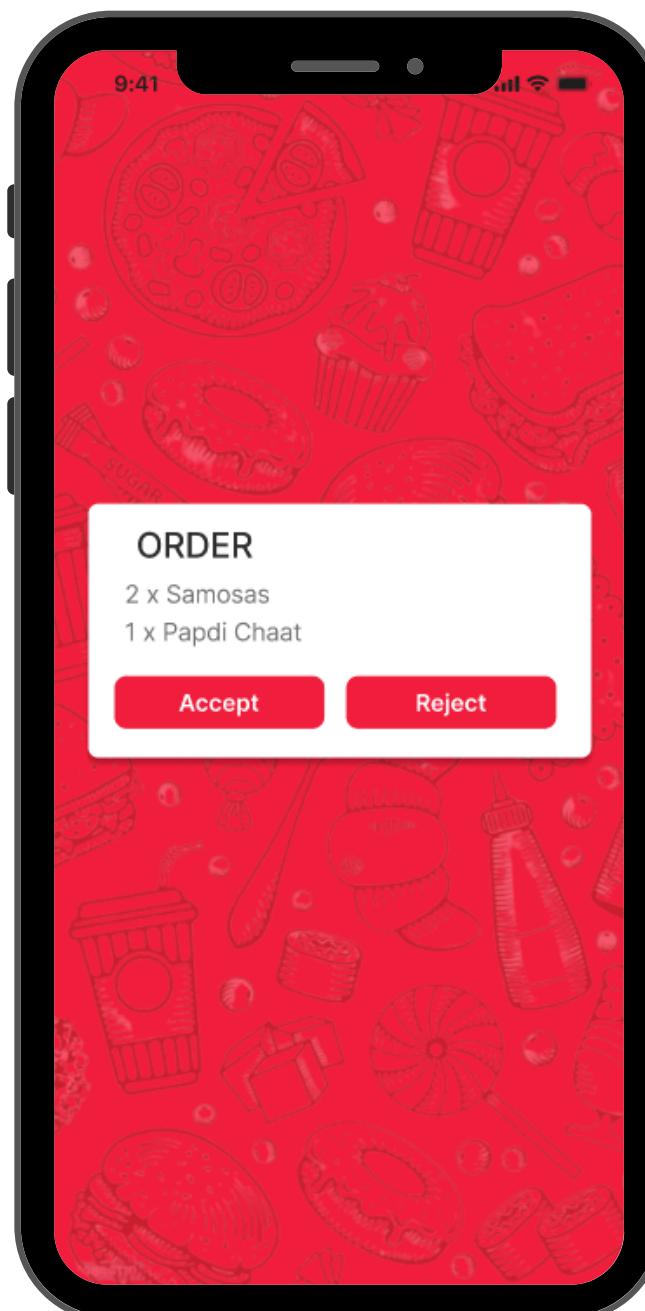
User Journey

Wireframe

Metrics

Minimilistic UI for Vendors

Solves: Vendor with Low Knowledge of Technology and not known to English



Simplified Application for Vendors

Easy application UI on Zomato Restaurant Partner App or a new application with simple features to accept orders and reject them. Simple function/options to show active or not active during rush hours. Add **local language (Assamese and Hindi)** for easy understanding and help in using application. **Onboarding videos** on the Zomato Restaurant Partner App. **Auto-alerts for order prep time** (e.g., 10-15 mins) and every activity on application. **“Help with Packaging” tips** for maintaining food quality.

Problem Solved: Major Vendor Problems and also ease of use in technology

Unlocking the 4-7 PM Delivery Window for Delivery Partners

By utilizing our **Zomato** and **Blinkit** delivery partners, street vendors can significantly increase their order volume. This expanded demand will naturally extend to the **4-7 PM** delivery window, a period typically **less busy** for delivery partners, so we can provide faster **deliveries** like in **15-20 minutes** and as most street food items and snacks require just 15-20 minutes for **fresh** preparation, matching our delivery timeline seamlessly. This synchronization ensures that customers receive their favorite street food exactly as they would get at the vendor's stall – **hot, fresh, and bursting with authentic flavors**.



Problem Solved: Less orders during non peak times (Delivery Partners)

[Source](#)



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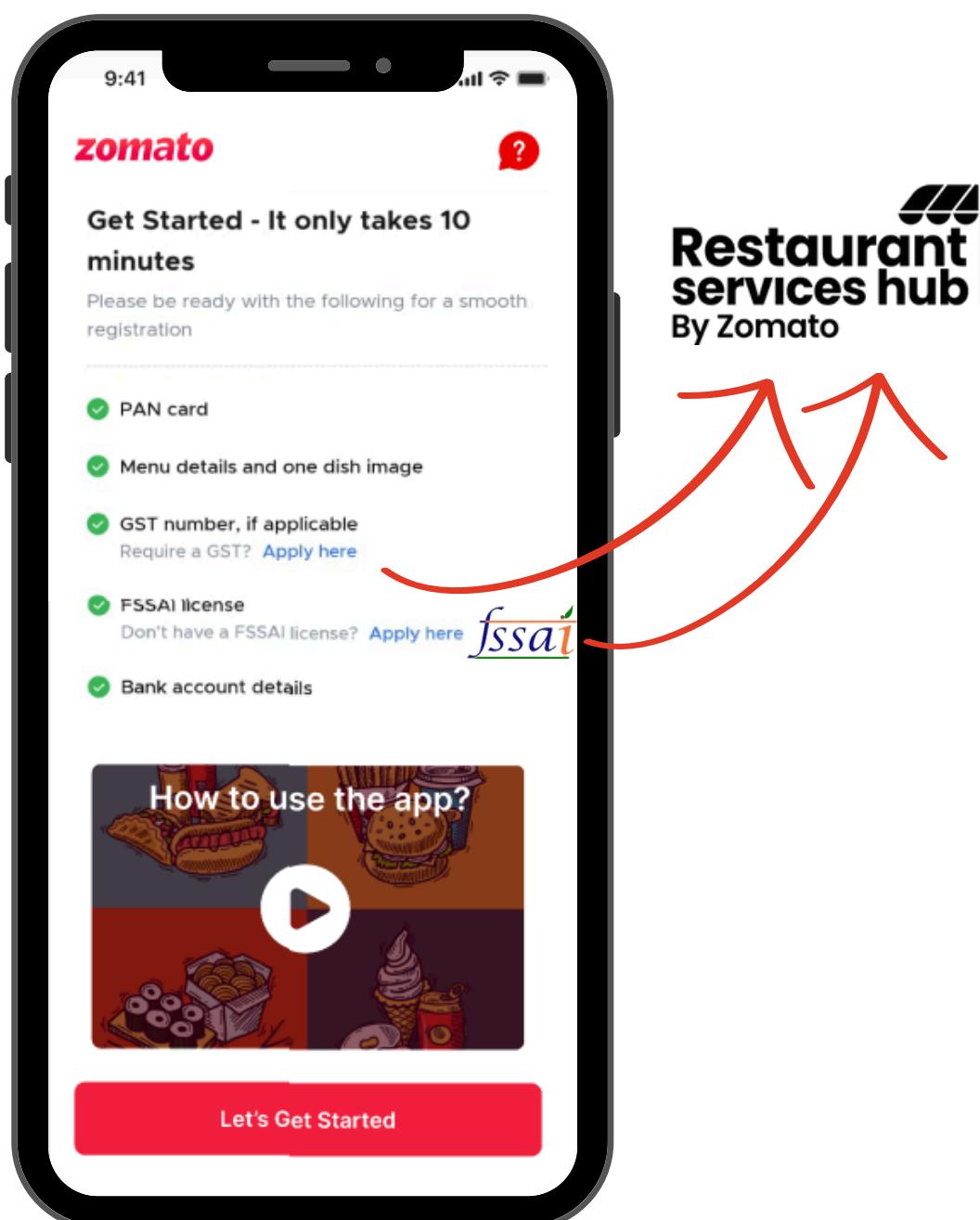
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Easy Onboarding and Help for Vendors

Solves: Complex onboarding and requirement of different documents and their process.



Easy Onboarding for Vendors

We can offer **assistance with FSSAI licensing and GST registration at discounted rates** initially, utilizing the existing **Zomato Restaurant Services Hub**. Additionally, we will deploy **Zomato representatives** to engage directly with street vendors, promoting awareness of this new feature and facilitating their onboarding onto the application. This initiative will highlight the benefits of accessing a larger customer base and increasing revenue potential.

Problem Solved: Regulations Issue and Document Processing Issues

Onboarding Incentives for Vendors

Free subscription for up to **200 orders/month**, for initial few months.

Initial visibility limited to **1.5-2 km**; additional visibility incurs extra costs.

Higher revenue vendors receive **automatic upgrades in visibility** based on their **revenue**, so more revenue means more visibility on application.



Hyperpure Integration in Subscription Model:

Subscription fee: ₹99 base + 5% of revenue when revenue above ₹10,000/month.

In return **Vendors** earn **Hyperpure credits** based on **revenue**, 5% of revenue when revenue above ₹10,000/month, which will improve our bundle plan and it does not affect much in margins.

We can use this as a "**free deal**" for **vendors** as they get hyperpure credits equivalent of subscription cuts so this can be much helpful in advertisement campaigns, as free subscriptions. This improves Vendor Loyalty via free hyperpure credits.

Problem Solved: Reduces burden on vendor as this makes subscription almost free for them



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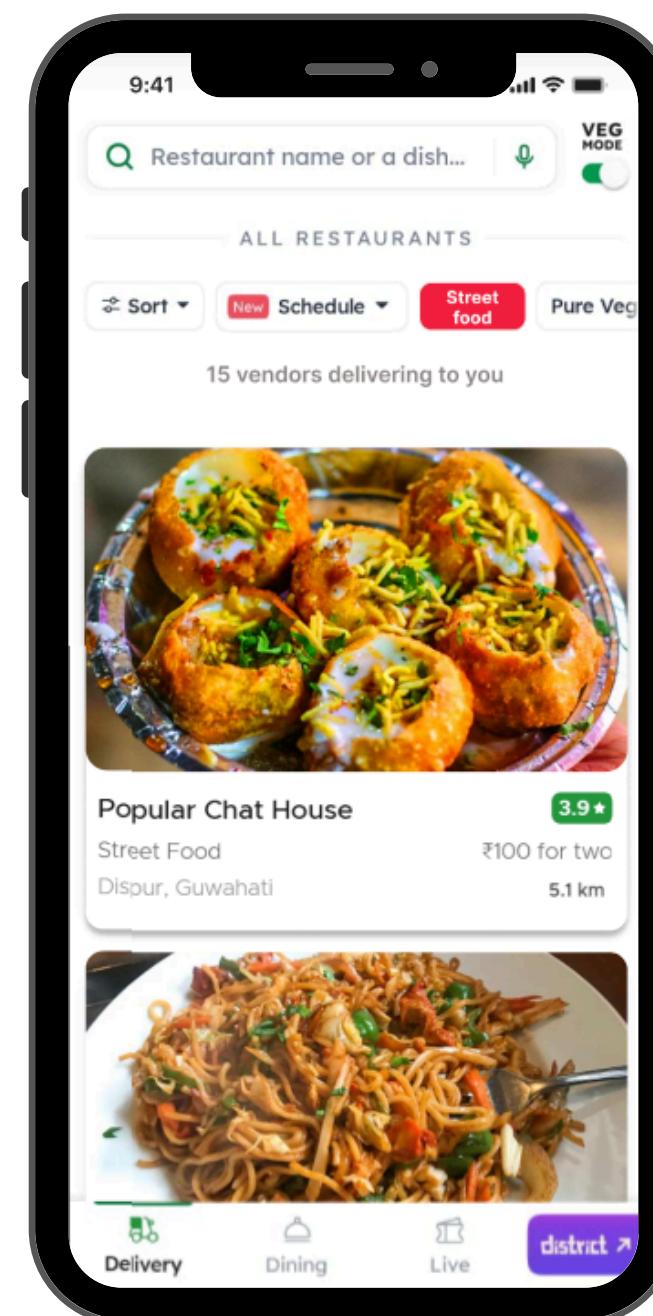
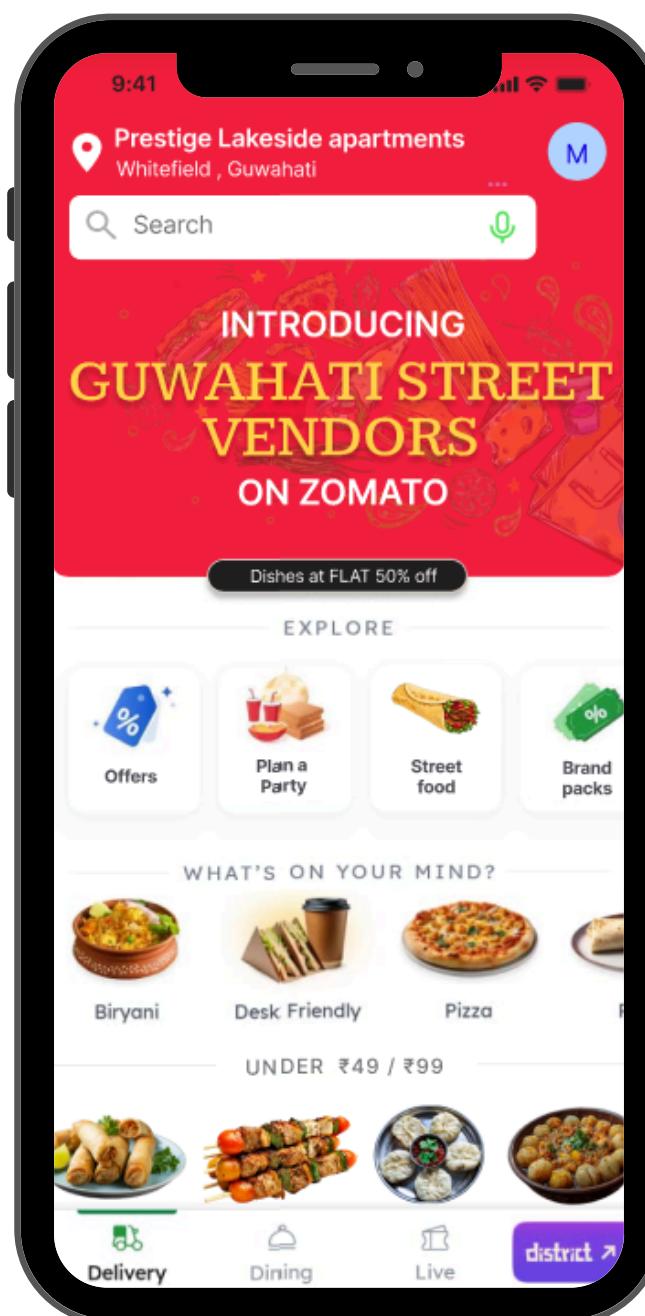
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Affordable Street Food Options for Users

Solves: Foodies can not find snacks and street food at affordable rates



Customer Module Features:

Special Food Categories:

“Guwahati Street Food Specials” based on customer location.
“Cravings Under ₹49/₹99” for budget-friendly options.

Problem Solved: No budget options and no authentic street food on Zomato

Order Freshness Assurance:

Short delivery time: **15-20 minutes** using Zomato’s and Blinkit’s fleet.

Innovative food-safe packaging: Perforated containers given to Zomato Delivery Partners.

Problem Solved: Freshness of food not maintained and not good packaging of street food by vendors which affects hotness and freshness of food.

Food Stories and Tales:

It connects people with authentic street foods, reflecting a city's true taste. By hiring food vloggers, we can gather data on top foods, their interesting histories, and details about famous street vendors.

Problems Solved: People are not able to find authentic stories about food & vendors

Target Audience Needs:

Families: Affordable packs (e.g., 20-30 momos or bulk puchkas).

Individuals: Low-cost snacks for immediate cravings.

This helps people to choose among different food options and will increase revenue.



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High Priority

1. Simplified Vendor App Interface

Why: Reduces barriers for tech-challenged vendors.

Features: Language support (Assamese, Hindi), onboarding videos, minimalistic design.

Impact: Drives vendor adoption and retention.

2. Hygiene Certification & Reviews

Why: Builds trust among health-conscious customers.

Features: Display FSSAI certification, hygiene ratings on profiles.

Impact: Enhances customer confidence and vendor differentiation.

Medium Priority

1. Onboarding Assistance for Vendors

Why: Simplifies entry for vendors with limited resources.

Features: Assistance with FSSAI/GST at discounted rates, representatives for guidance.

Impact: Streamlines vendor acquisition.

2. Vendor Visibility Upgrades

Why: Motivates high-performing vendors to invest in the platform.

Features: Incremental visibility boosts based on revenue.

Impact: Encourages performance-driven growth.

Low Priority

1. Vendor Packaging Assistance

Why: Useful but secondary to onboarding and operational improvements.

Features: Packaging tips, material support.

Impact: Incremental quality improvements.

2. Food Stories and Vendor Tales

Why: Builds emotional connection but less direct impact on revenue.

Features: Vlogger collaborations, curated stories.

Impact: Enhances brand image and cultural appeal.



Vendor Education

- Adding **local language** (Assamese and Hindi) for easy understanding and help in using application.
 - **Onboarding videos** on the Zomato Restaurant Partner App.
 - We will deploy **Zomato representatives** to engage directly with street vendors and help them onboard on the app.

Pricing Strategy

- **Free** subscription for up to **200 orders/month**, for initial few months.
[For Vendors]
 - On the basis of revenue given by vendors , they will earn equal amount of **hyperpure credits** to purchase raw materials.
 - Under **₹49/₹99** Cravings to attract budget-conscious users.
 - **₹10–₹15** is **delivery charge** for nearby deliveries.

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Rajesh Barman									Vendor
	Awareness	Onboarding	Setup	Order Fulfillment	Engagement				
Activities	Learns about the platform through targeted campaigns.	Tries to register his momo stall on the app.	Updates his menu and pricing on the app.	Receives and prepares orders for delivery.	Interacts with customer reviews and feedback.				
Touch-points	Social media, direct visits by sales reps, app banners.	Easy signup process, dedicated onboarding support.	Vendor dashboard with simple UI/UX and analytics tools.	Real-time notifications, app-integrated delivery tracking.	Review management tools, insights dashboard.				
Pain Points	Limited knowledge of digital tools and app features.	Confusion about mandatory documents (e.g., hygiene certifications)	Struggles to balance online pricing with local in-store rates.	Concerns about maintaining food freshness during delivery.	Fear of negative reviews affecting his reputation.				
Emotions (Mood Meter)									
Opportunities	Offer multilingual tutorials and live demos.	Provide in-person support and step-by-step guides.	Include a pricing suggestion tool and trend analysis.	Provide insulated packaging and quick delivery options.	Enable automated thank-you messages and improvement tips.				





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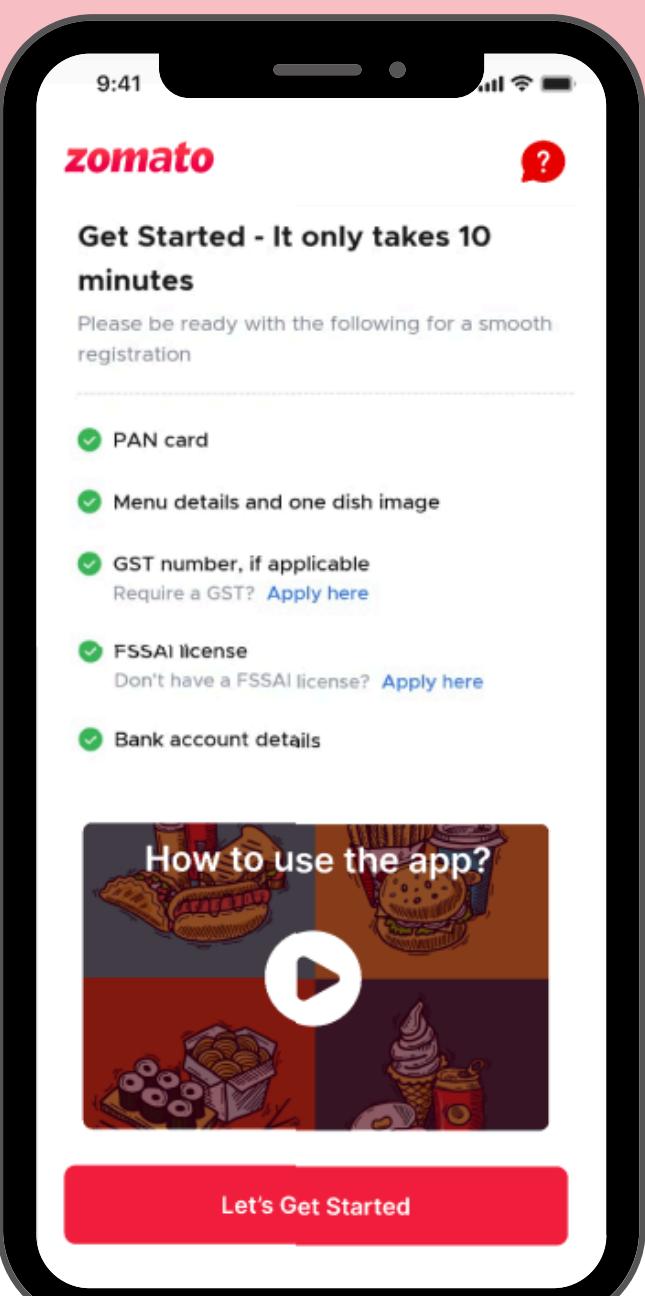
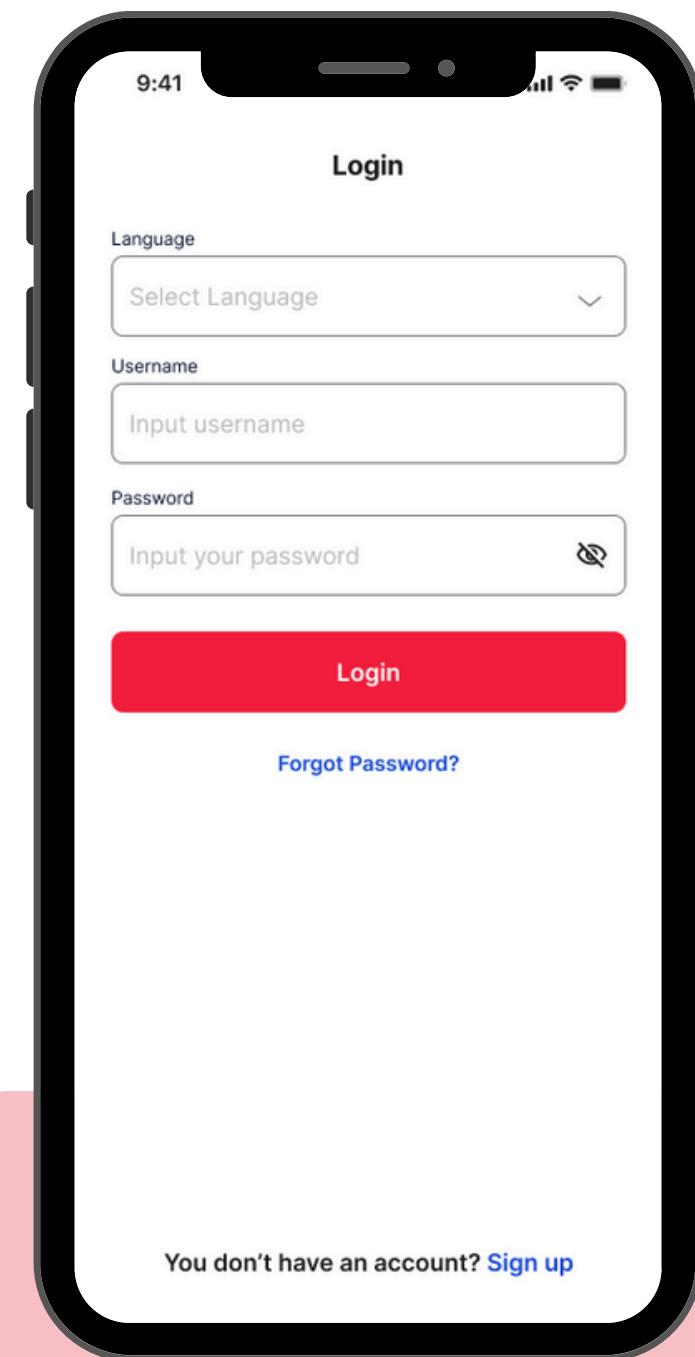
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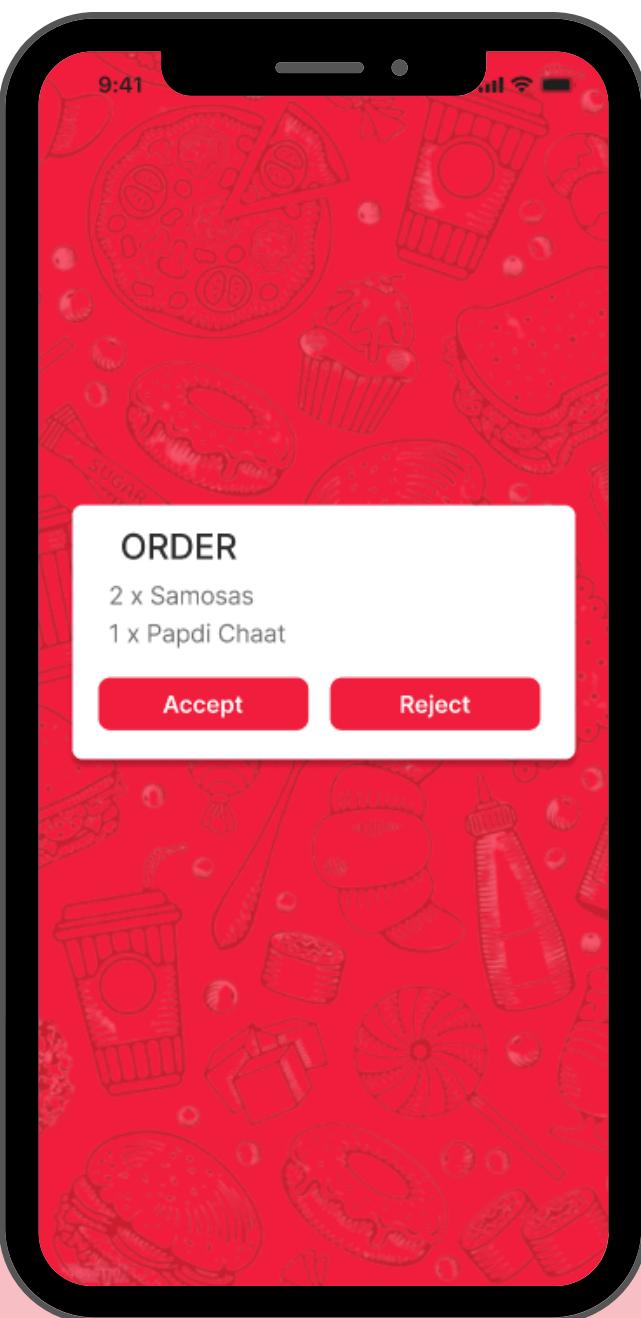
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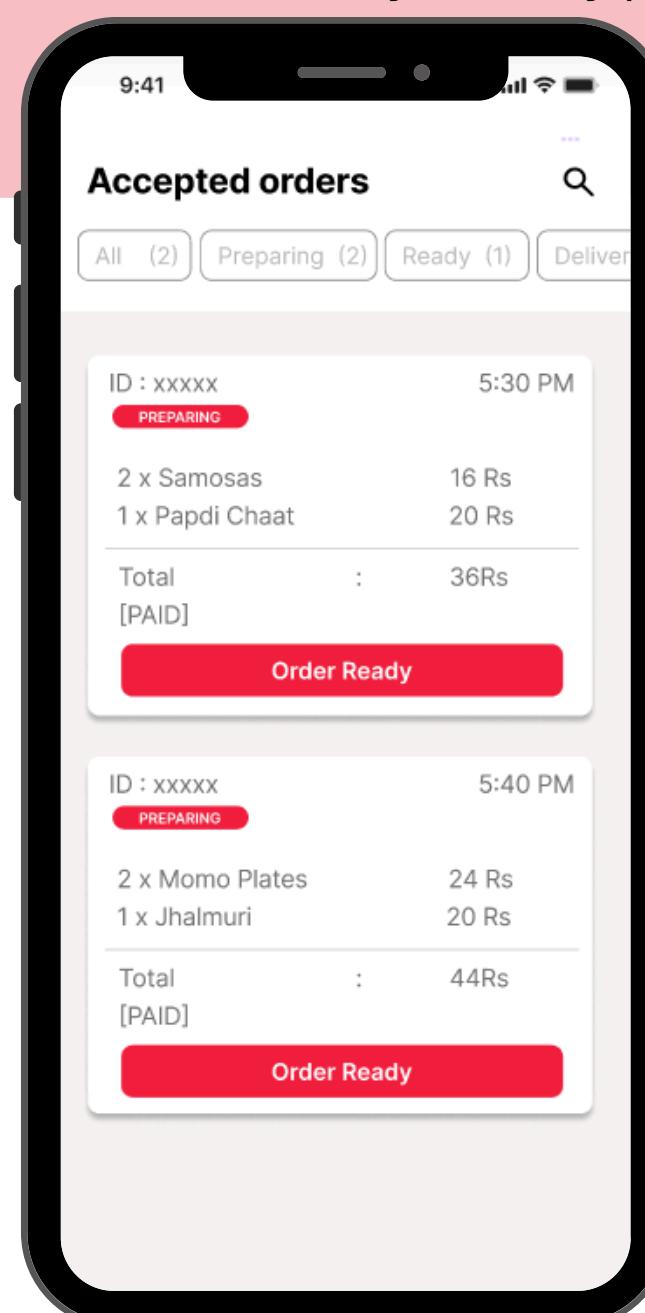
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FOR VENDORS



Vendors can directly view any placed order on the screen and accept or reject it with these simple buttons.



Accepted orders are visible on the screen, with the subsections(all, preparing, ready, delivered). Once vendor has prepared the order they can click on “Order Ready “ button and it will notify delivery partner.



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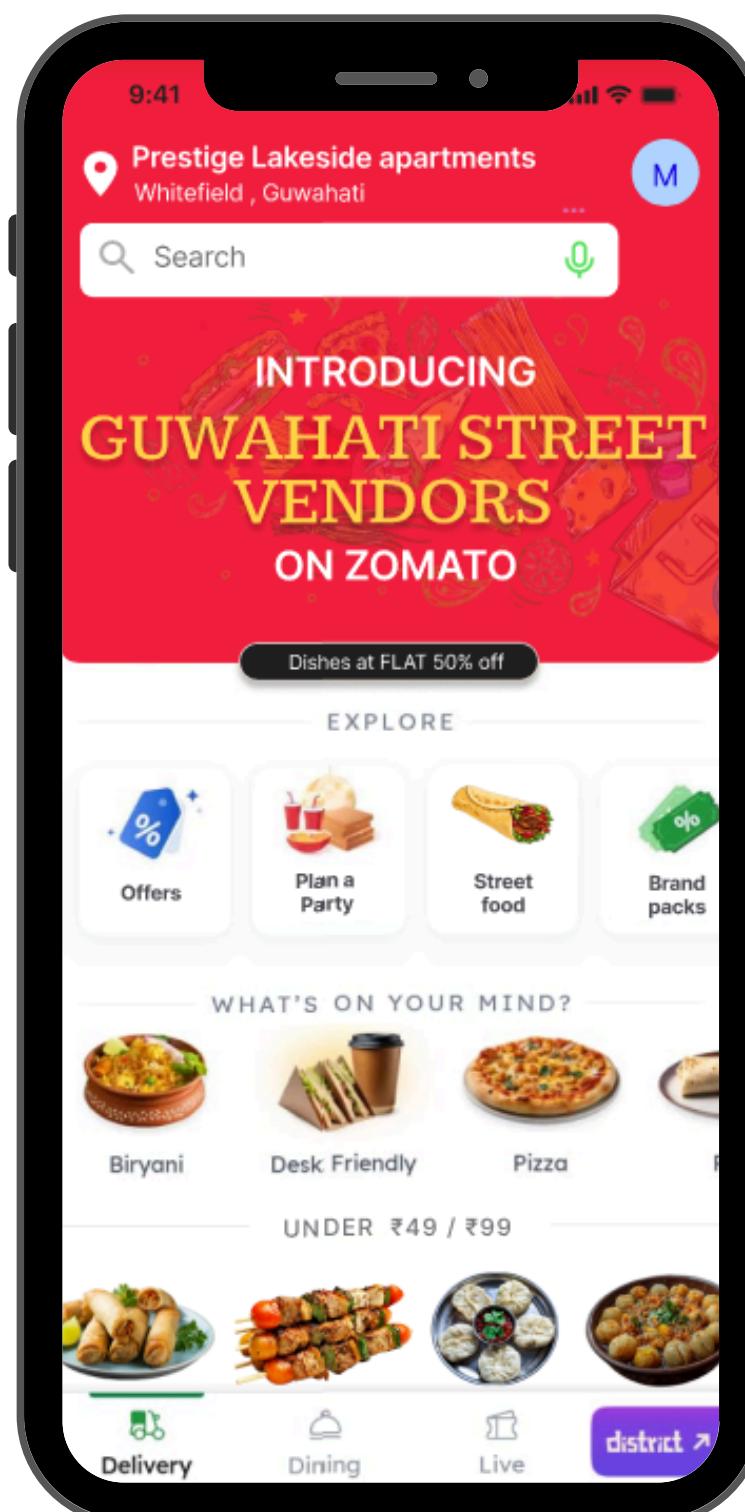
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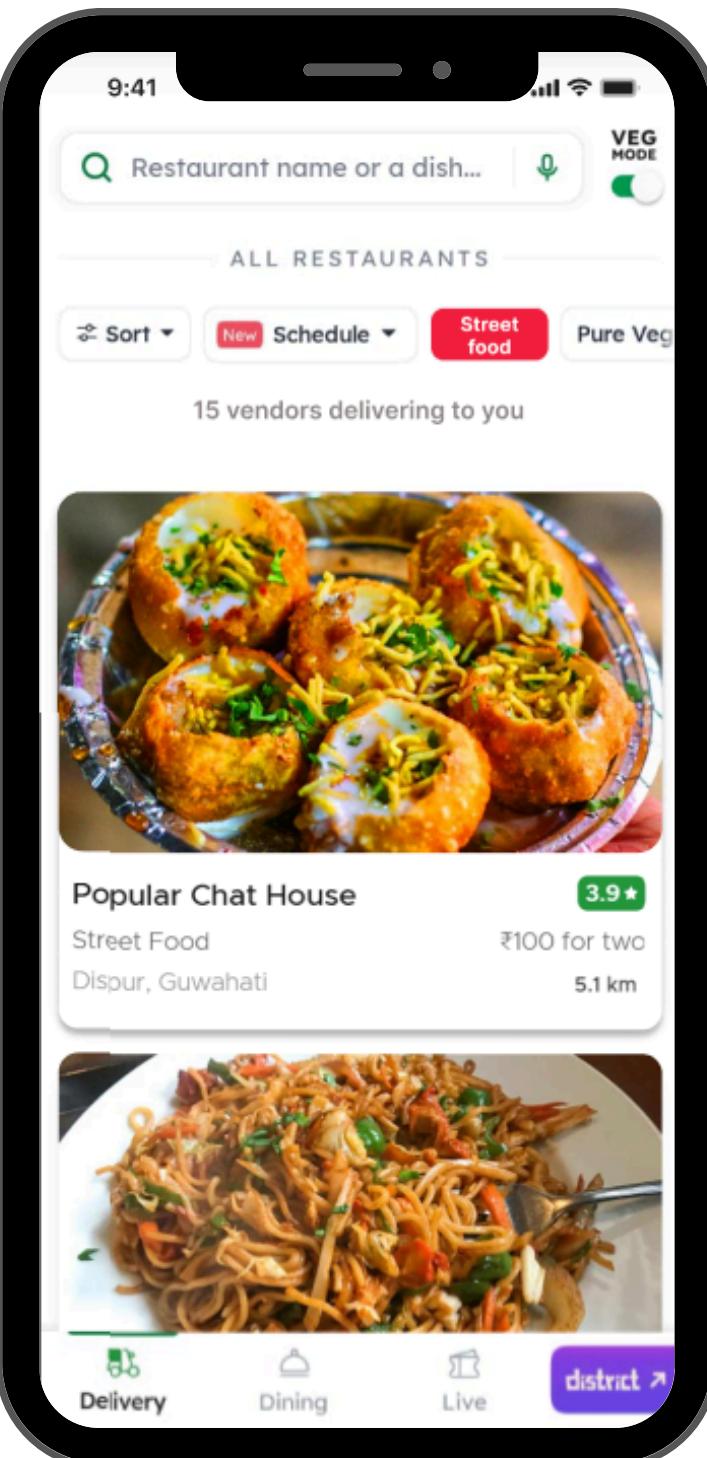
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FOR CUSTOMERS



Now on Zomato customer app, users can explore **Street food** from Guwahati vendors. We have integrated an under ₹49/₹99 section to highlight this section and it will give affordable option to our customers.



There is a **Street food option** in All Restaurants subsection which displays all vendors available to deliver at your specific location and according to visibility of vendors and there will be also **location of street** vendor to identify them easily, as most of us know street vendors by location and not the name.



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1



Increased Order Volume:

- Percentage growth in street food orders under the “Guwahati Street Food Specials” category.
- Increase in orders for budget-friendly “Cravings Under ₹49/₹99” items.

2



Revenue Growth for Vendors:

- Increase in the number of orders placed with newly onboarded street vendors.
- Higher revenue per vendor due to increased visibility and participation in the subscription model.

3



Retention and Engagement:

- Orders repeated by families and individuals.
- Increase in time spent browsing the “Street Food” section on the app.

4



Delivery Optimization:

- Higher delivery efficiency during the 4-7 PM window, with reduced delivery times to 15-20 minutes.

5



Vendor Satisfaction:

- Positive feedback from vendors regarding simplified onboarding and the app’s UI.

zomato

THANK YOU