SCHEDULED DELIVERY AT ZEPTO

Product requirement documentation

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Problem Definition
Many users face delays in delivery or missed deliveries, specially in peak hours, due to poor delivery slot optimization. Despite the availability of scheduled delivery, a significant segment of users are unaware of this feature. Solving the following problems can enhance the overall delivery experience.

- **What is the problem?**

Low adoption of the scheduled delivery feature among the existing high-frequency (potential to convert into planned and recurring) users.

- **Who is facing the problem?**

The problem is primarily faced by frequent zepto users (who order 2-3 times a week) but haven't adopted scheduled delivery.

- **What is the business value that will be unlocked by solving the problem?**

1. Lower delivery cost per order.
2. Boost in retention.
3. Increased feature adoption, deepening user engagement.

- **How will the target users benefit if the problem is solved?**

1. Better reliability and trust.
2. More control over delivery time.
3. Personalized Automation - Repeat orders, AI selected slots etc.
4. Time and cost saving.

- **Why is it urgent to solve this problem now?**

1. It's urgent to solve this problem now because competition is intensifying.
2. Operational efficiency matters more for quick commerce business – scheduled orders improve margins at scale.

Goals - *By solving the following problem we are trying to achieve* -

1. **Behaviour change -** encourage users to try scheduled delivery.
2. **Feature Awareness -** surface the value of scheduling in the flow of user decision.
3. **Habit formation** - create triggers for turning reactive users into repeat planners.
4. **Increase retention -** boost loyalty through better fulfilment experience.

Functional Metrics –

1. Scheduled Delivery Adoption Rate
2. Feature Click through rate (CTR)
3. User Retention Rate

Non-Functional Metrics –

1. User Satisfaction (CSAT/NPS) for Scheduled Delivery
2. Bug / Error Rate in scheduling flow

Why are these metrics important?

1. Alignment with goals
2. Diagnosing success and failure.
3. Continuous Improvement.
4. Holistic view

Non-Goals -

1. Revamping the entire checkout architecture.
2. Creating long-term Subscription or Delivery Pass.
3. Changing the core logistics or serviceability areas.

Validation of the problem

Insights from user research / survey data –

1. The majority don't use Scheduled Delivery due to low visibility and unclear added value.
2. Users like DISHA (user persona) want to plan ahead but don't trust fulfilment accuracy.
3. Users like RAMAN (user persona) don't explore delivery slots because they're used to reacting impulsively.
4. Scheduling is underutilized despite being technically functional.

Competitive Landscape - competitors are leveraging AI to recognize user patterns & behaviours and recommending best suited time slots for scheduled delivery.

Understanding the target audience

User Segment in Focus & Segment Size - frequent Zepto users who place 2-3 orders per week and have not adopted Scheduled Delivery. This segment includes the age group of 18-55 from tier 1 & 2 cities (including metro & non-metro areas) and both married and bachelors.

Key Personas -

Disha Kapoor **-** 35, homemaker, Delhi, weekly planner. Wants to plan ahead but lacks trust in promised delivery slots. **Pain Points** - doubt about time accuracy, frustrated about missed/ late orders.

Raman Sharma **-** 28, software engineer, Bangalore, random late night buyer. Buys after work or late night, adding only what he needs immediately. **Pain Points -** Unaware of scheduled delivery features. Doesn't want to plan manually.

Unmet Needs –

1. Effortless planning.
2. Reliability Assurance.
3. Seamless Experience.
4. Flexible Rescheduling.

Solution

Smart Scheduled Delivery at Checkout.

Problem Addressed - Low awareness, perceived lack of value, and planning friction.

Core Concept - Display contextual, value-driven scheduled delivery suggestions during checkout with clear incentive and personalized messaging.

- **User Flows/wireframes/mock-ups** - *Please refer last page of this document*

- **Key Features: the user benefits that will be developed** -
    1. Contextual Nudges - “Get it tomorrow 7-9 AM & save Rs 20 messaging at checkout.
    2. Personalized Timing - AI-suggested delivery slots based on user behaviour patterns.
    3. Clear Value Proposition - Emphasize cost saving, convenience, and reliability.

- **Key Logic: (algorithm changes, schema changes, new data types etc.)-**
  Logic – Recommend slots based on user behaviour (time of order delivery time preference location diversity) etc.

  Prioritization – cheapest and most operationally efficient slots are ranked higher if user has no prior history.

- **System Diagram –**
    - ***Mobile app (UI Layer) –*** cart page- slot picker component
        - Real Time updated – Timely delivery tracking API
        - Reminder toggle – Notification service

    - ***Backend Service (business logic layer) –*** Order Management System
        - Discount calculation system
        - Slot Inventory Service
        - Notification dispatchers

    - ***Data And Analytics Layer*** – Event logging
        - Error monitoring tools

- **Data Instrumentation Plan – to track feature success and user behaviour across the funnel.**

	Key events tracked	**Metrics tracked**
1.	Scheduled order placed	Scheduled delivery conversion rate
2.	Scheduled order on-time	Avg. Reschedule per user
3.	Scheduled nudge dismissed	Scheduled order repeat rate
4.	Rescheduled attempted	% orders delivered on time
5.	Reward redeemed	

Tools – Amplitude (cohort tracking), custom dashboards for on-time delivery.

- **Edge/error cases handling: outline the potential error states and the experience therein-**

	Scenario	**Error Handling**
1.	Slots become unavailable after user selects it	Show toast – 'slot just filled up pick another time/slot' + recommendations
2.	Scheduled order delayed	Notify users beforehand or prior to delivery via SMS + offer apology reward like (free delivery next time)
3.	User cancels scheduled order	Ask reason (log data), and offer accordingly

- **Product marketing: how would users know about this product-**

	Channel	**Strategy**
1.	Push Notifications	Curate personalized notifications relying on user data/profile and past orders to increase CTR
2.	Email Campaigns	Emailing the high-frequency users (benefits and offers of the products)
3.	Offer on First Scheduled Order	Offering free delivery or discount or cashback to first time users

Launch Readiness
List out the steps leading up to the launch

- **Key Milestones (design complete, development complete, QA timelines, dogfooding)**

Milestone	**Description**	**Target**
PRD Finalized	Create initial draft of PRD get that reviewed from Leader. Work on feedback and submit the finalized PRD draft.	Week 0
Design Finalized/done	Work with UX team to design the wireframes & workflows for the MVP.	Week 1-2

Development completion	Strategies with engineering leads and highlight possible infra-procurements. Discuss business features creating user stories and assigning responsibilities across engineering team.	Week 5-6
QA & UAT	Collaborate with QA team to define testing strategy. Create a structured UAT framework and plan UAT release accordingly.	Week 7-8
Dogfooding	Create a team of Beta testers within the organization. Motivate them reward them for raising bugs or providing constructive feedback.	Week 8
Soft Launch	Work with data team to analyse and finalise the demographic with the high-frequency users who will be the right candidate for the pilot soft launch.	Week 9
Launch	Post soft launch (monitoring and analysing the user feedbacks) team will work on addressing them and then plan for the final launch accordingly.	Week 11-12

- **Launch Checklist (answer questions that your stakeholders might have around support, operations, etc.). Identify all internal stakeholders**

	Team	**Responsibility**
1.	Product	Roadmap, scope, iterations
2.	Design	UI/UX finalization, userflows
3.	Engineering	Backend, Frontend, etc.
4.	QA	Testing, edge-case validation
5.	Marketing	Campaigns
6.	Support	Help centre articles
7.	Analytics	Event tracking, dashboard setup
8.	Customer Experience	Feedback channels, FAQs

- **Experimentation plan, if any-**

1. Slot capacity model validated for each warehouse.
2. SLA monitoring dashboard live

Future iterations

- **Scope of next versions –**

  Personalized slot recommendation – using machine learning to suggest slots based on user behaviour and past orders (e.g., usual order is on Fridays – 8-12 AM)

  Subscription based scheduled deliveries – For users with predictable routines, offer weekly delivery plans (like AMAZON's subscribe & save)

- **Ideas which were parked for later –**

  Voice scheduling with assistants – Zepto integration with Google Assistant / Alexa to schedule via voice.
  Family / group scheduling Model – let multiple users (e.g., roommates or family members) co-plan orders for better slot optimization.

Risks & Mitigations

	Risks	**Mitigation Strategy**
1.	User ignores smart slot nudges or dismiss suggestions	A/B test card placement, improve clarity (e.g., 'save Rs 20 if you choose this slot ') retarget users with post- checkout reminders.
2.	Scheduled slots over-promise and under-deliver	Introduce a '99% on-time' badge only if fulfilment meets and disable the option or promotion during high load period
3.	Habit change takes longer than expected	Run phased experiments by user cohort (occasional shoppers only). Continue education via email, banners etc.
4.	Operational constraints (slots fill-ups)	Sync scheduling UI in Real-Time with slot availability. Add backup slot suggestions if a user's preferred one is full.

Open Questions & Decisions Taken

Open Questions –

1. What is the optimal incentive structure to drive first-time adoption of scheduled delivery (flat discount, loyalty points etc.)
2. How soon should we introduce repeat scheduling automation?
3. Should we prioritize high-density zones for initial rollouts?

Decision Taken –

1. Target Segment Locked (users who order 2-3 times a week).
2. Top Priority Feature - Smart Scheduled Delivery nudges at Checkout.

De-scoped - Subscription Based scheduled delivery model

Wireframe for Scheduled delivery in Zepto