SCHEDULED DELIVERY AT ZEPTO

Solution design 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?

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

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

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

- Why is it urgent to solve this problem now?

  It's urgent to solve this problem now because competition is intensifying.
  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 -
- o **Behaviour change -** encourage users to try scheduled delivery.
- o **Feature Awareness -** surface the value of scheduling in the flow of user decision.
- o **Habit formation** - create triggers for turning reactive users into repeat planners.
- o **Increase retention -** boost loyalty through better fulfilment experience.

- List out the measurable metrics

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 -
  Contextual Nudges - "Get it tomorrow 7-9 AM & save Rs 20 messaging at checkout.
  Personalized Timing - AI-suggested delivery slots based on user behaviour patterns.
  Clear Value Proposition - Emphasize cost saving, convenience, and reliability.

Launch Readiness

- To be decided

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.

Descoped - Subscription Based scheduled delivery model.

Wireframe for Scheduled delivery in Zepto

Screen 1: Mobile Number Entry

z

zepto
Groceries in 10 minutes

Enter your mobile number
We'll send you an OTP to verify

+91 | 9999666666

Send OTP

Screen 2: Verify OTP

z

zepto
Groceries in 10 minutes

Verify OTP
Enter the 6-digit code sent to +91 9999666666

125645

Verify & Continue

Change number

Screen 3: Home

🛒 2

📍 Deliver to
Koramangala, Bangalore   ⏱ 10 mins

🔍 Search for products...

Free Delivery on orders above ₹199
Valid till midnight today

Shop by Category

| 🥕 Fruits & Vegetables | 🥛 Dairy & Eggs | 🍖 Meat & Seafood |
| 🍞 Bakery | 🥤 Beverages | 🍿 Snacks |

Featured Products

20% OFF

Fresh Bananas
1 kg
₹40 ₹50 +

Amul Fresh Milk
500 ml
₹28 +

Screen 4: Your Cart

←

Your Cart (2 items)

Fresh Bananas
1 kg
₹40   🗑 1 +

Amul Fresh Milk
500 ml
₹28   🗑 1 +

🤚 **Delivery in 10-15 minutes**
Add items worth ₹131 more for free delivery

Bill Summary
Subtotal   ₹68
Delivery Fee   ₹25
Total   ₹93

Schedule Delivery • ₹93

Screen 5: Schedule Delivery

←

Schedule Delivery
Choose your preferred delivery time

⚡ **Lightning Fast Delivery**
Get your groceries delivered in just 10-15 minutes!

📅 **Today, Jan 18**

Now (10-15 mins) Recommended
Available

11:00 AM - 12:00 PM
Available

12:00 PM - 1:00 PM   ✓
Available

2:00 PM - 3:00 PM
Sold out

4:00 PM - 5:00 PM
Available

Proceed to Checkout

Screen 6: Checkout

←

Checkout
Review your order details

Delivery Address   ✏

📍 Home
123 Koramangala 4th Block, Bangalore,
Karnataka 560034
Rohit Sharma • +91 98765 43210

🕐 **Delivery Time**
Today • 12:00 PM - 1:00 PM

Order Summary (2 items)

Fresh Bananas
1 kg × 1   ₹40

Amul Fresh Milk
500 ml × 1   ₹28

Subtotal   ₹68
Delivery Fee   ₹25
Total   ₹93

Place Order • ₹93

Screen 7: Order Confirmation

✓

Order Placed Successfully!
Your order will be delivered in 12:00 pm - 1:00 pm

Order ID   #ZEP123456
Total Amount   ₹93

You'll receive SMS updates about your order