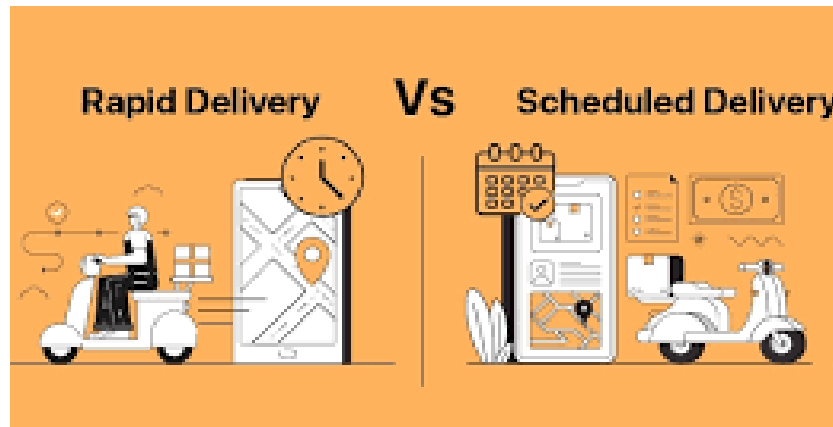




User Research

Why Users Don't Opt For Scheduled Delivery



By Medha Singh
for NextLeap

Chosen User Segment (Behaviour- Based)



Chosen segment

- ▶ Behaviour-based: Occasional Zepto users (2-3 orders/month) who haven't adopted Scheduled Delivery.
- ▶ Age group- 18-55+
- ▶ Location- Tier 1, 2 & 3 cities
- ▶ Household- married couples and bachelors.

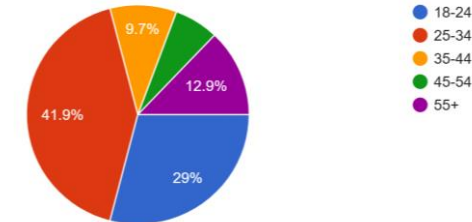
User Behaviour

- ▶ Use zepto mostly for last-minute or urgent purchases.
- ▶ Plan their regular/weekly grocery runs via offline stores or other apps (BigBasket, Dmart Ready, Blinkit, Instamart etc.).
- ▶ Rarely explore the Scheduled Delivery option.

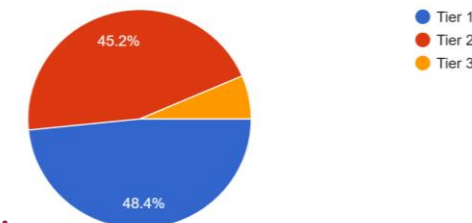
Why This Segment?

- ▶ Already familiar with the app low onboarding or friction cost.
- ▶ Not the largest group, but **high potential to convert into recurring, planned users.**
- ▶ If just 20-30% of this segment adopts Scheduled Delivery, it can significantly lift retention and reduce ops cost per order.

1. Your age group
31 responses



2. City you belong
31 responses



Problem Framing Canvas



What is the true problem?

Many frequent online grocery users are not using scheduled delivery due to **lack of awareness, perceived inflexibility, and distrust in reliability**, despite the feature being available.

Who are the users facing this problem?

Frequent shoppers-(2-3 times/ week) who typically- order 21-40 items per month but use rapid delivery and have never tried scheduling.

Business insight- Scheduled deliveries are under utilized despite high operational efficiency potential

What is impact on users and business?

Users- More control over delivery timing.
Potential savings through optimal logistics.
Improved trust and convenience.

Business- higher delivery success rate.
Better route planning and delivery costs.
Increased feature adoption will increase in loyalty.

Why should we solve this problem now?

- High- frequency users represent the most valuable segment.
- Demand for delivery of grocery is always high.
- Operational efficiency through scheduled delivery will improve which will be profitable for both the users and the business.

User Personas



Female Persona - Disha Kapoor



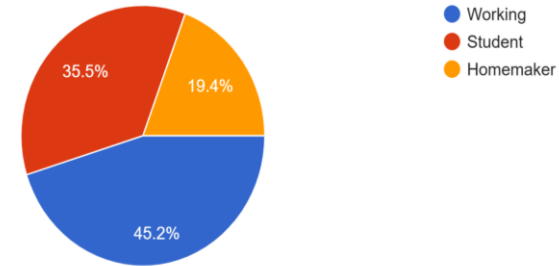
- AGE- 35
- CITY- Delhi
- OCCUPATION- Homemaker
- SHOPPING BEHAVIOUR -weekly planner, prefers ordering groceries ahead of time
- PAIN POINTS- 1- Feels Scheduled Delivery is ideal but unsure of time accuracy
2- Gets frustrated by missing or late orders in other apps
- NEEDS - 1- Reliability
2- Predictable timing
3- Early morning delivery options

Male Persona - Raman Sharma

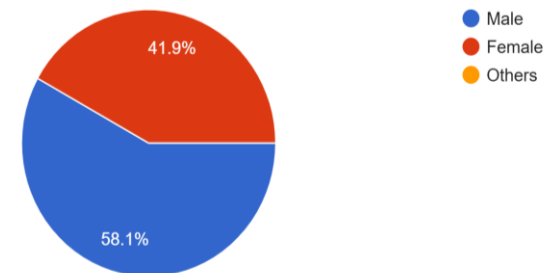


- AGE- 28
- CITY- Bangalore
- OCCUPATION- Software Engineer
- SHOPPING BEHAVIOUR- Orders groceries randomly, often at night after work
- PAIN POINTS- 1- Doesn't know Schedule Delivery exists
2- Doesn't want to plan manually
- NEEDS- 1- App to remember his repeat items
2- Easy reorder or schedule button
3- Delivery slot suggestions based on his availability

3. Occupation 31 responses



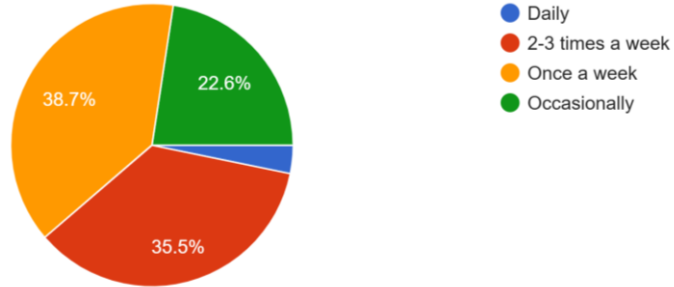
4. Gender 31 responses



Survey Report

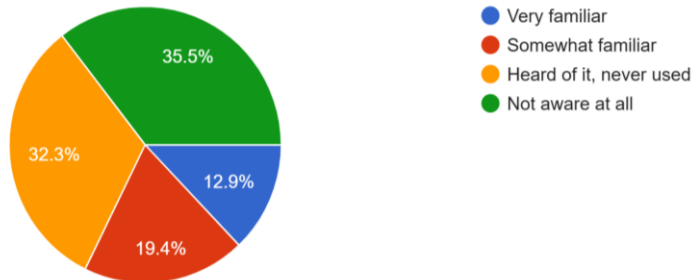
5. How often do you order groceries online?

31 responses



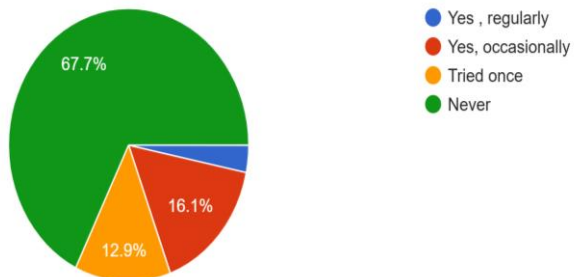
6. How familiar are you with Zepto's "Scheduled Delivery" option?

31 responses



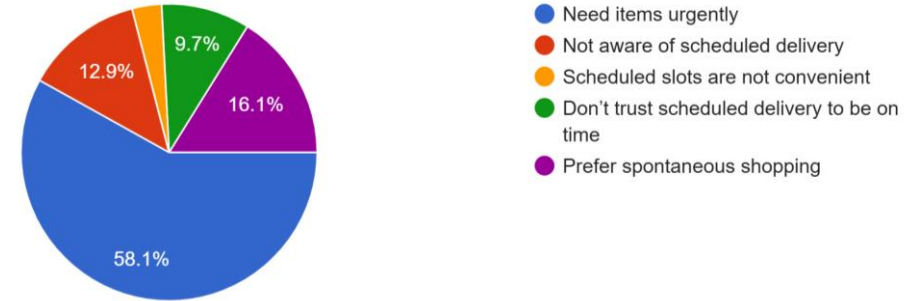
7. Have you ever used the scheduled delivery feature for groceries, fruits, dairy, or household supplies on Zepto?

31 responses



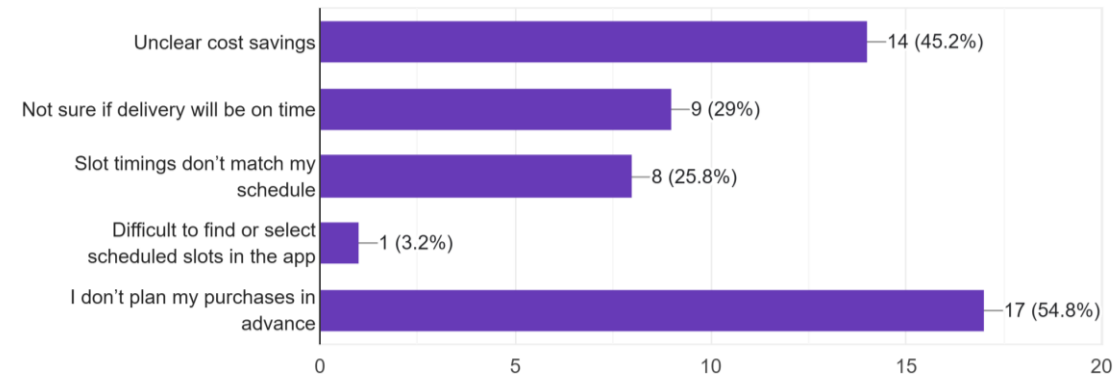
8. What is your primary reason for choosing instant (10- Minute) delivery over scheduled delivery?

31 responses

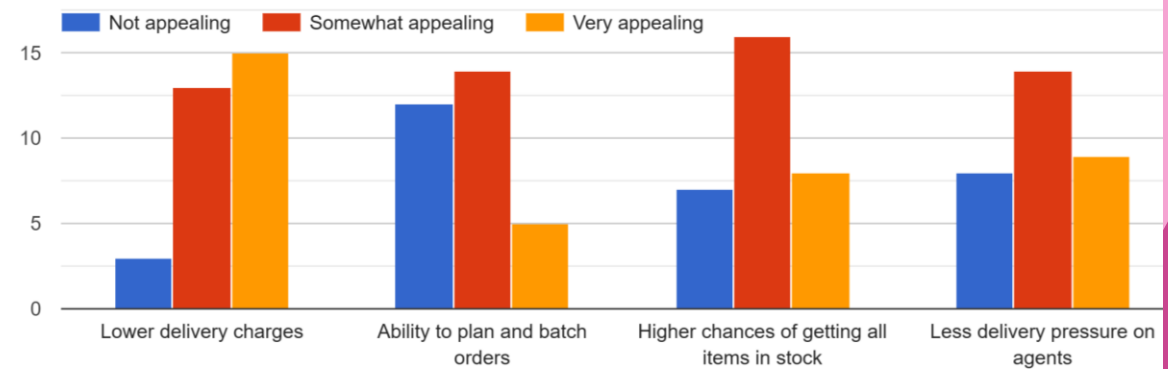


9. If you have NOT used scheduled delivery, what concerns or barriers prevent you from trying it?

31 responses



10. How appealing are the following benefits of scheduled delivery to you? (Rate each: Not appealing, Somewhat appealing, Very appealing)



zepto

