Product Teardown
Optimizing for customer delight

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OVERVIEW

TARGET AUDIENCE

- **Age:** 18-35 years
- **Middle to high income individuals** who can afford the convenience of food delivery.
- **Food enthusiasts** who wants to try food from different restaurants
- **Busy professionals** who lack time for cooking
- **Students** and **young professionals** who stay away from home.

ZOMATO IN NUMBERS

Founders: Deepinder Goyal and Pankaj Chaddah

Launch: 2015

GOV(FY24): INR 32,224 crore

Customers: 18 million

Restaurant partners: 247k

**Delivery partners:** 400k

No. of downloads: 100M+

Chart position in food and drink app section: 1

REVENUE MODEL

REVENUE STREAM 1: FOOD ORDER	REVENUE STREAM 2: GROCERY ORDER	REVENUE STREAM 3: HYPERPURE
On every successful order, restaurants pay a commission.	Zomato makes money through grocery deliveries via sales commission (directly from the brands. For example, Zomato earns a 1-2% commission on every Lays packet sold).	A commission from the Kirana store/brand/supply chain partner.
On top of that, Restaurants that choose to advertise/come on top of the list - pay advertising and listing fees.	Delivery fees from the end customer.	Delivery fees from the restaurant.
Delivery fee paid by the customers.	Advertising/listing fees from the brands.	An interest fee from the restaurant if they don't pay their dues in time.
Sum of above three is Take rate. And the Take rate for Zomato is ~ 23-24%. Thus, food delivery is not only a big revenue source but has high-profit margins for Zomato!!!	Commissions from groceries are extremely low compared to food. Hence, the total "Take Rate" on Grocery delivery is very low.	Restaurants need groceries too. Zomato purchases groceries from the Kirana store/their own supply chain partners/brands and sells them to restaurants.

Zomato Gold membership : It is back after a break. But still not as competitive as Swiggy One. As Swiggy One offers free deliveries on food orders & groceries. Zomato gold offers free deliveries only on food orders
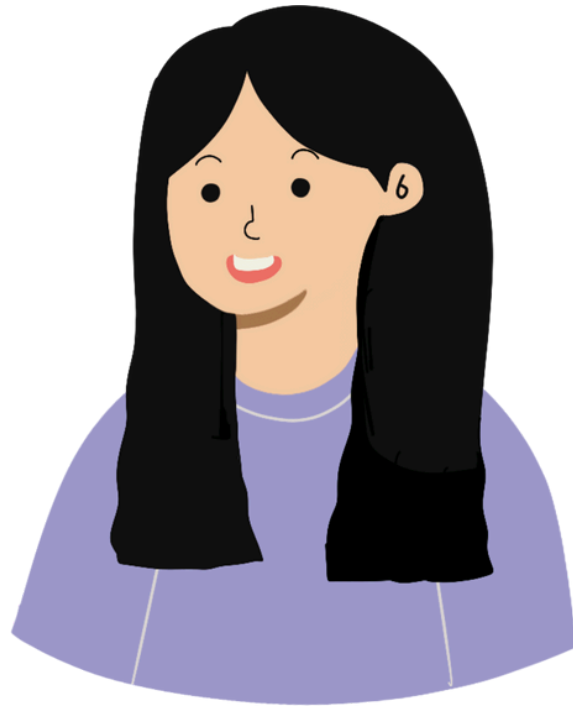
Name: Khushi
Age: 22
Occupation: Financial Analyst
From: Hyderabad

PAIN POINTS

- I am a noodle lover and I love it to be spicy.
- I have a certain list of favorites and I mostly stick to it.
- So for me, I feel the options feel overwhelming when I open the app to order.
- It takes a lot of my time to find food and place the order.

NEEDS

- I want suggestions based on my previous orders to make my ordering process easy.
- I want to have my purchase budget-friendly as well.

USER PERSONA 2

Name: Chandra Prakash
Age: 25
**Occupation:** Intern at an agro finance company at Chennai
From: Assam

PAIN POINTS

- I am from Assam and I am staying in a PG here in Chennai and here I get breakfast and dinner only.
- My office timing is from 9 to 6.
- I cannot cook everyday and take my lunch.
- I prefer roti, sandwiches or any North Indian food. There are no shops in the walkable distance which serve these

NEEDS

- I want to pre order my lunch for one week so that I don't need to think of ordering everyday.
- I wish to get offers as I am regularly using the app.
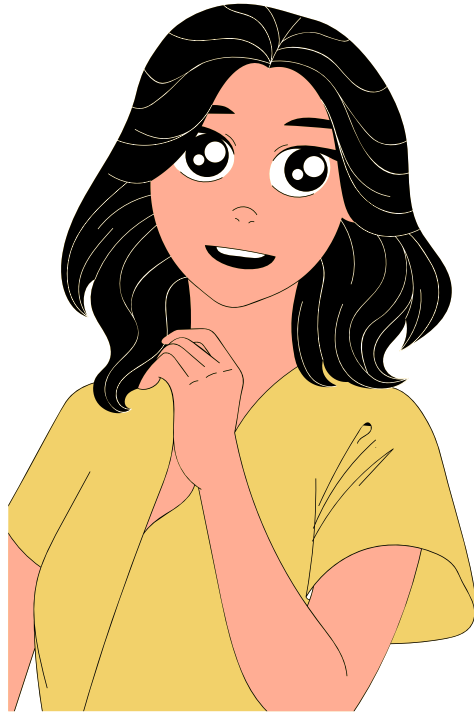
USER PERSONA 3

Name: Maaya
Age: 34
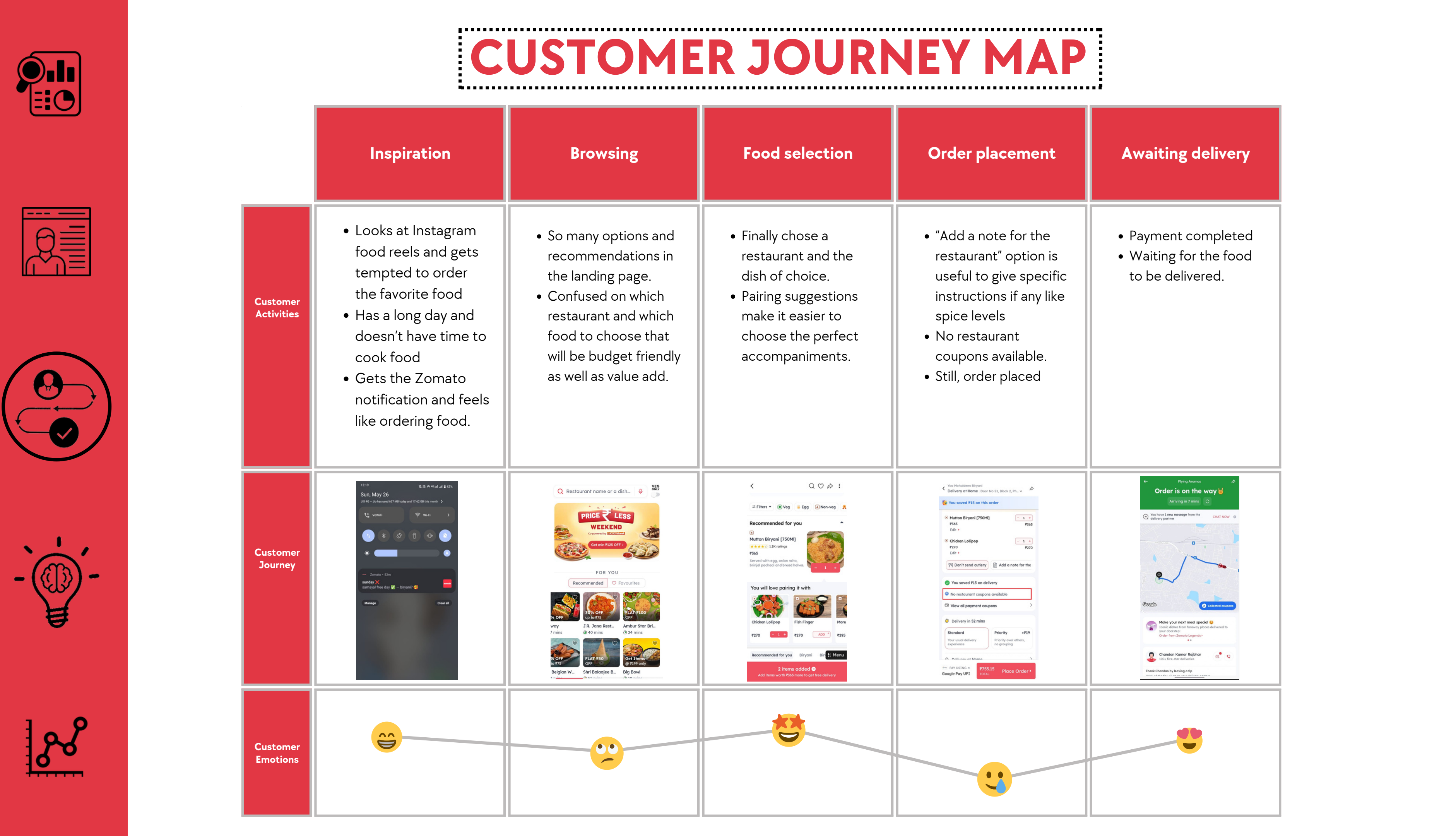**Occupation:** Influencer mom
From: Bangalore

PAIN POINTS

- I am a mom of a 6 year old kid. I love to work out, eat healthy and keep myself fit.
- I am also concerned about the quality and safety of the food my kid consumes.
- I am finding it difficult to identify a particular restaurant or the dish is kid friendly unless w
- There is no separate section for kid friendly food or reviews specific to this.

NEEDS

- Similar to veg tag, a kid friendly tag would help moms like me to know if a particular food or restaurant is safe for kids.
- Healthier options like millet based foods can be included in the "healthy curated food" section.

CUSTOMER JOURNEY MAP

	Inspiration	Browsing	Food selection	Order placement	Awaiting delivery
Customer Activities	• Looks at Instagram food reels and gets tempted to order the favorite food • Has a long day and doesn't have time to cook food • Gets the Zomato notification and feels like ordering food.	• So many options and recommendations in the landing page. • Confused on which restaurant and which food to choose that will be budget friendly as well as value add.	• Finally chose a restaurant and the dish of choice. • Pairing suggestions make it easier to choose the perfect accompaniments.	• "Add a note for the restaurant" option is useful to give specific instructions if any like spice levels • No restaurant coupons available. • Still, order placed	• Payment completed • Waiting for the food to be delivered.
Customer Journey					
Customer Emotions	😄	🙄	🤩	🥲	😍

LOYALTY COINS

ABOUT

- It is a **reward mechanism** for our repeat customers where loyalty coins are earned based on their final bill amount.
- These coins get accumulated in the coin wallet and can later be redeemed as discounts on future orders.
- Each coin takes one rupee value.

WORKING

- Going into the account of a user, **from the landing page, a new section "coin wallet"** will be added next to the Zomato money.
- Whenever a user checks out and goes to the payment page, under the coupons section, a text box will appear and near the text box, the coins present in the wallet will be displayed.
- The user can type the amount he/she wants to redeem.
- However the total bill amount after all the coupons cannot go below INR 100 can be an inbuilt condition to avoid the INR 0 cost orders.

VALUE ADD ONS

- It **motivates the customers to order repeatedly** in the same app to collect coins.
- It is a **customer retention** mechanism.
- Enhances overall **customer satisfaction**.

WEEKLY SUBSCRIPTION

ABOUT

- This is a subscription model where **users can pre book their meal in advance for specific dates** on the upcoming week from a specific restaurant.
- Users can also set their preferred delivery timings.

WORKING

- On the **landing page, "Weekly subscription"** section will appear.
- When a user taps on it, he/she will be taken to the weekly subscription page, where first the user has to select the restaurant.
- When booking through a weekly subscription, the user can choose only from one restaurant.
- Secondly the user has to select the dishes he prefers for the days of the upcoming week.
- He/She can choose for **minimum 2 to maximum 7 days** of the upcoming week.
- Thirdly the user needs to choose the preferred timing of delivery.
- Finally he/she can do the payment and place the order.

VALUE ADD ONS

- Weekly Subscription will be useful for **working professionals,** people staying as **paying guests** and so on.
- This will **reduce the time in selecting** the restaurant and food everyday during the hectic schedule.

"YOUR TOP PICKS" SECTION

ABOUT

- "Your top picks" feature will give the **top 3 repeated orders** from the order history of a user.

WORKING

- On the l**anding page, a section called "Your Top picks"** will appear.
- This will showcase the top 3 dishes ordered frequently by a user based on their order history.
- If the user wishes to re-order he can just click on it, which will add the dish to the cart, as well as take the user to the respective restaurant page. The user could add other dishes from the restaurant if he wishes to.

VALUE ADD ONS

- "Your top picks" will help the users to choose their **favorite dishes** based on their history.
- Among the many available dishes and restaurants, this can **reduce the time of decision** of the user.
- This will i**ncrease the repeat orders**.
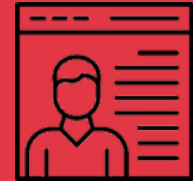
KEY SUCCESS METRICS

- Total loyalty coins issued
- Number of weekly subscriptions purchased
- Number of clicks on "Your Top Picks" section
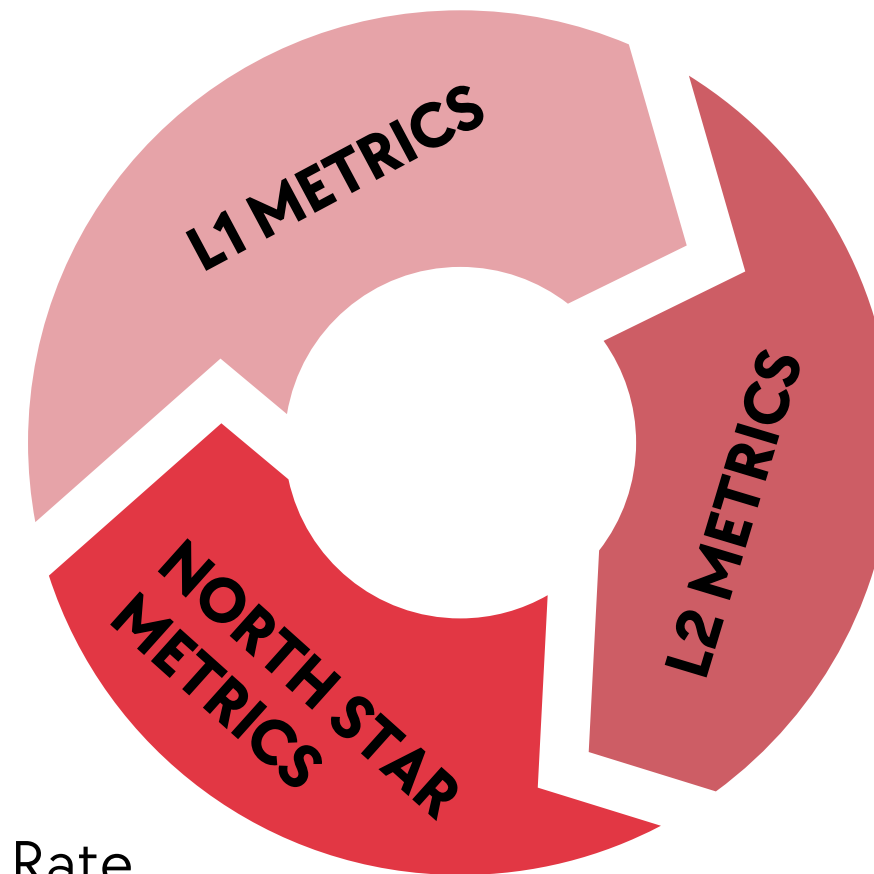
- Orders placed using weekly subscription
- Reduction in time spent browsing for dishes due to "Top Picks"

- Increase in Customer Retention Rate
- Number of Active Weekly Subscriptions
- Increase in Repeat Orders
- Customer Lifetime Value