

A vertical orange bar on the left side of the image contains several white doodle-style illustrations. At the top left are three overlapping circles with internal scribbles, resembling tangled yarn or a cloud. Below them are two small, simple five-pointed stars. Further down is a larger, more complex star-like shape. In the middle of the bar is a long, flowing, cursive-like line that loops and swirls. At the bottom are two more overlapping circles with internal scribbles, similar to the ones at the top.

BIG BASKET

NOW

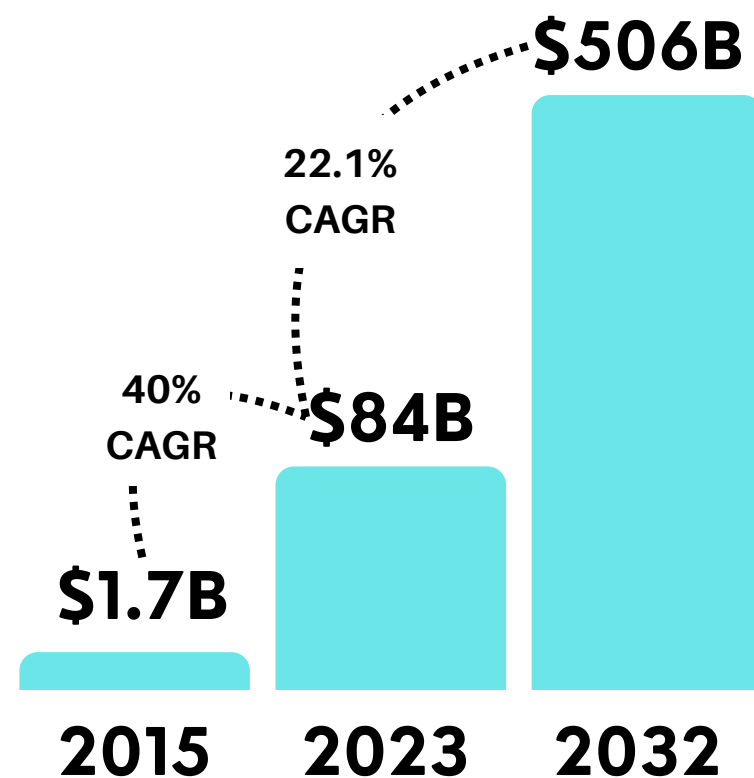
PM School Challenge #193

PRODUCT OVERVIEW

About

Big Basket is India's leading online grocery platform, dedicated to simplifying the shopping experience for millions of customers across the country. Offering a vast selection of fresh produce, pantry essentials, gourmet foods, and household items, Big Basket ensures convenience through seamless online ordering and prompt doorstep delivery.

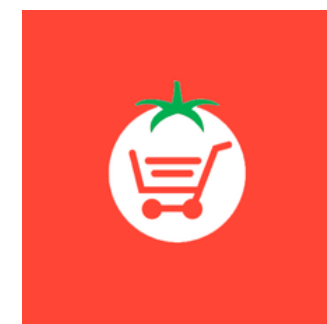
Global market size of Q-commerce



Vision

Big Basket Now's vision revolves around transforming the way consumers experience grocery shopping by leveraging technology to provide unparalleled convenience, speed, and personalized service. The platform aims to redefine the standards of online grocery retailing in India, ensuring that customers can access a wide range of quality products swiftly and seamlessly, supported by cutting-edge logistics and customer-centric innovations.

Competitors



PepperTap



Fresh Direct



Blinkit



Instamart



- Age - 28
- Gender - Female
- Occupation - Software Engineer
- Location - Pune

Background

Anjali, a fitness enthusiast and software engineer, relocated to Pune for work. Living independently, she thrives on coding during the week and prioritizes exploring Pune's culture and fitness scene on weekends. Despite occasional homesickness, Anjali values the city's opportunities for personal and professional growth.

Pain Points

- Anjali might feel that the promotional offers or discounts offered by Big Basket are not competitive compared to other platforms, leading to hesitation in making purchases.
- Anjali might experience issues with delivery time slots not aligning with her schedule, forcing her to wait longer than desired or adjust her plans.
- Anjali may find it challenging to access comprehensive nutritional breakdowns of products she purchases through the Big Basket app. Lack of detailed information on calories, carbohydrates, proteins, and other nutritional components could hinder her efforts to make informed and healthy choices while shopping online.

- Age - 26
- Gender - Male
- Occupation - Business Man
- Location - New Delhi

Background

Venu lives in New Delhi with his family and plays a key role in running their family business with his father and brother. A skilled marketer, he drives growth and strategic direction, balancing his professional endeavors with family responsibilities.



Pain Points

- As someone who manages a family business, Venu might face difficulties when trying to place bulk orders or manage large quantities of items through the Big Basket platform efficiently.
- Venu and his brother may encounter instances where they unintentionally order the same items multiple times through the Big Basket app

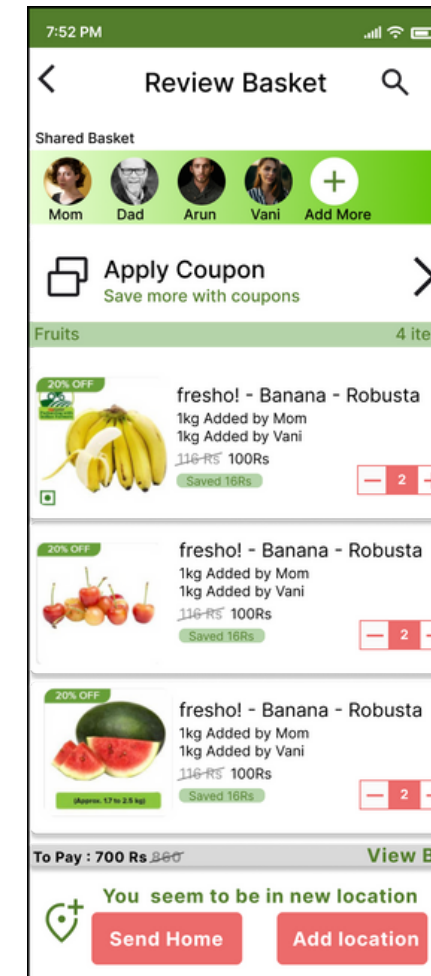
Feature 1

Shared Basket

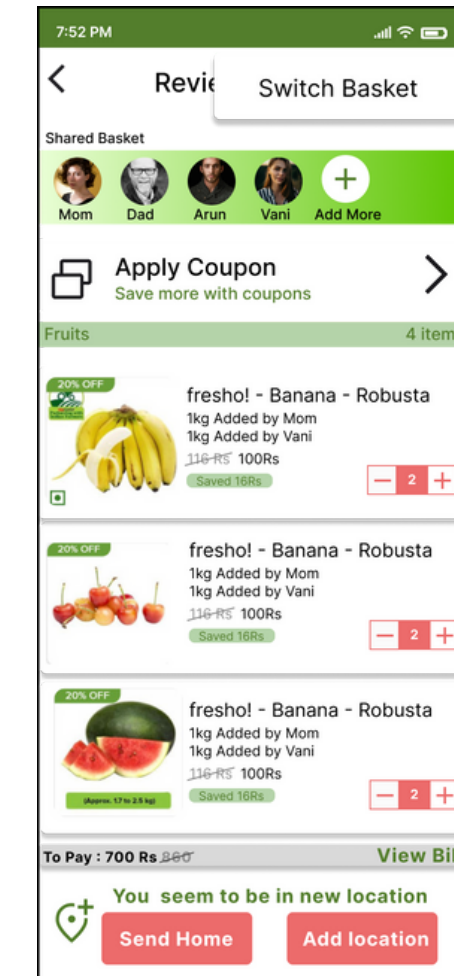
The Shared Basket feature in Big Basket Now revolutionizes collaborative shopping by allowing multiple individuals to seamlessly add and manage items within a single shared basket using their individual devices. Whether it's families planning meals together, roommates organizing household essentials, or friends coordinating party supplies, this feature enhances convenience and efficiency in online grocery shopping.

Benefits

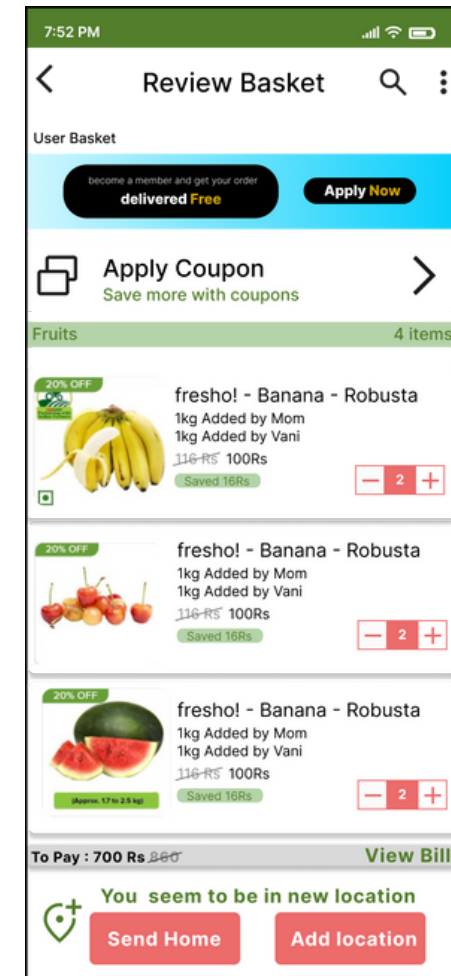
- **Enhanced Collaboration:** Simplifies coordination for group shopping, reducing the need for multiple orders and minimizing confusion.
- **Convenience:** Users can add items as they think of them, allowing for efficient planning and fewer missed essentials.
- **Time-Saving:** Eliminates the need for back-and-forth communication about shopping lists, streamlining the process from planning to checkout.



Shared basket



Switching to user basket



User basket

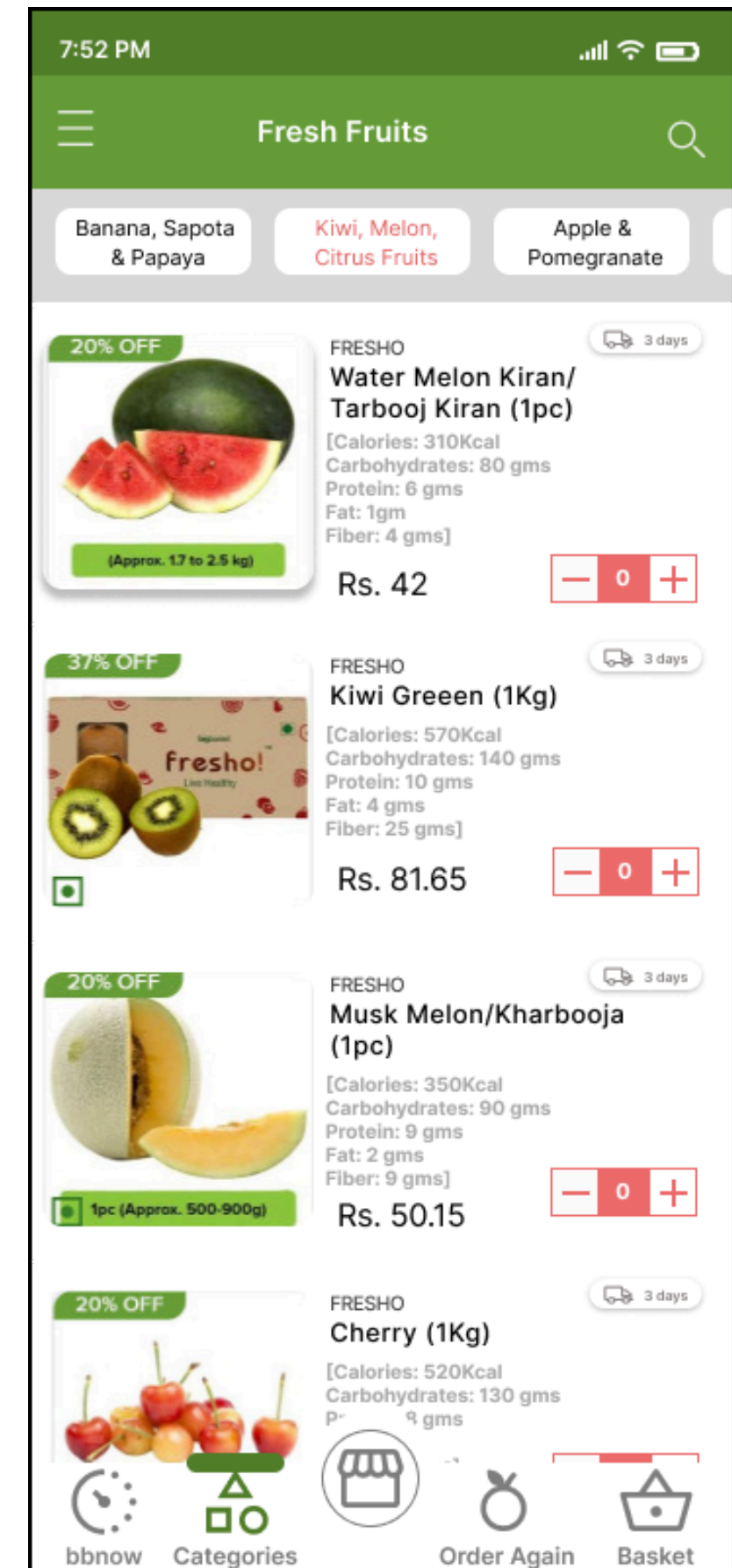
Feature 2

Nutritional Information

The Nutritional Information feature in Big Basket Now empowers customers to make informed choices by providing comprehensive details about the nutritional breakdown of each item they are purchasing. Whether it's understanding calorie content, macronutrient proportions, or the presence of essential vitamins and minerals, this feature enhances transparency and supports healthier decision-making in online grocery shopping.

Benefits

- **Empowered Decision-Making:** Enables customers to select products based on their nutritional goals and dietary requirements with confidence.
- **Transparency:** Enhances transparency in food labeling, ensuring customers have access to accurate and detailed nutritional information.
- **Healthier Shopping:** Supports healthier lifestyles by promoting awareness of nutritional content and encouraging balanced dietary choices.



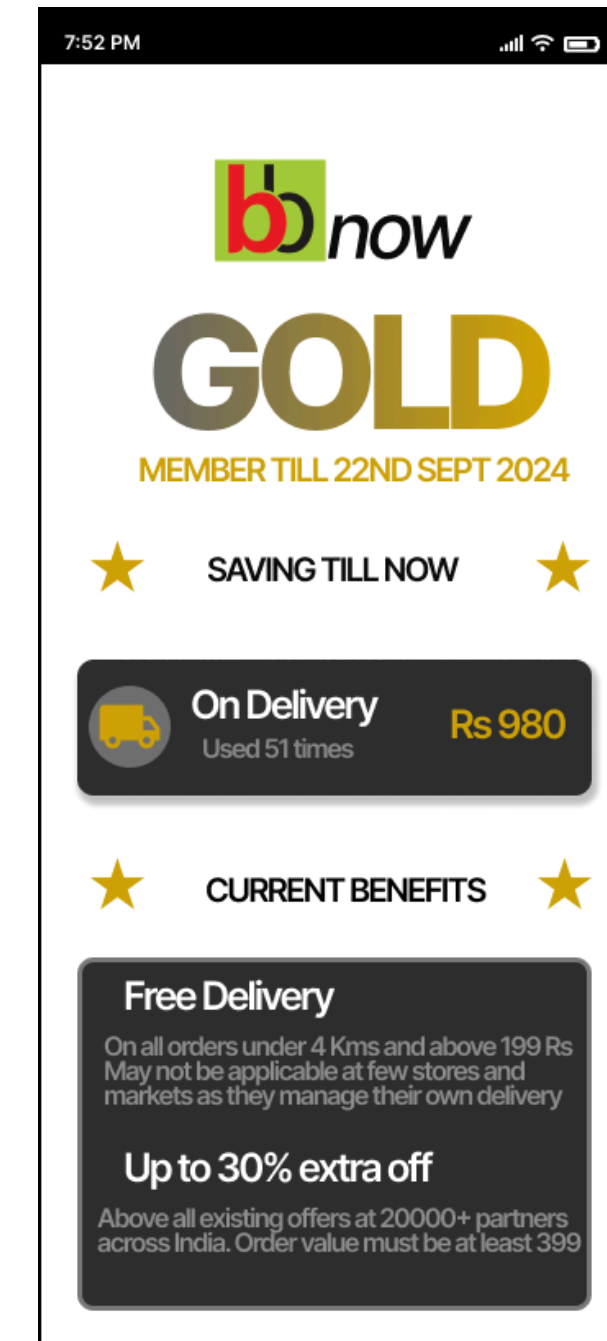
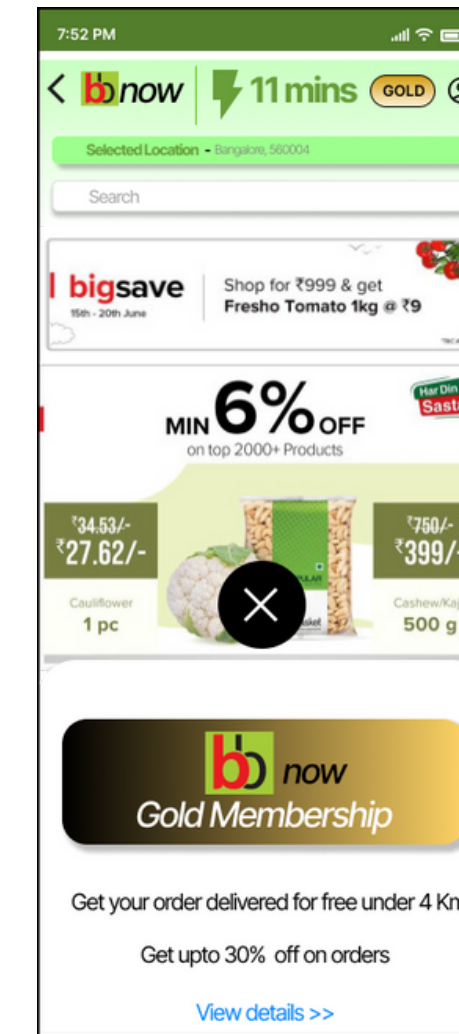
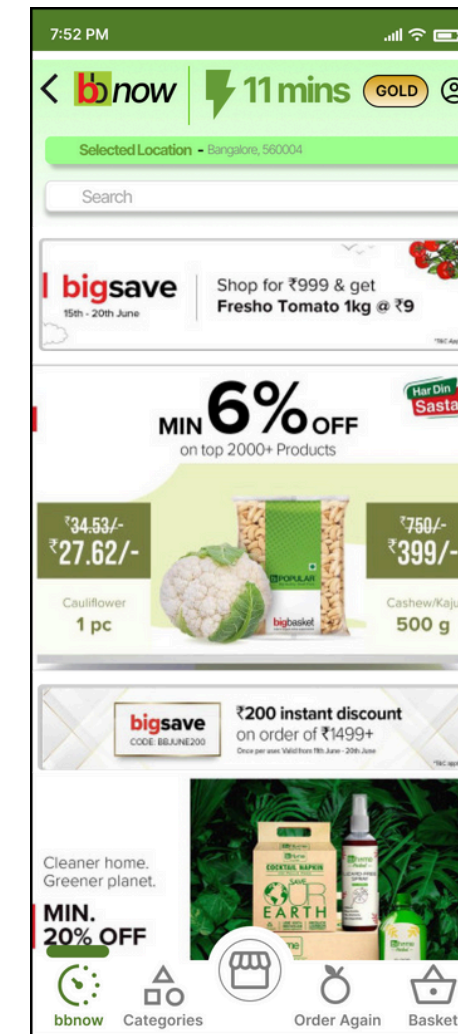
Feature 3

Subscription Model

The Gold Member Subscription in Big Basket Now elevates the shopping experience by offering exclusive benefits designed to enhance convenience and savings for our valued customers. By subscribing to the Gold Membership, customers unlock a range of privileges tailored to streamline their online grocery shopping.

Benefits

- **Free Delivery Within 4 km Radius:** Gold members enjoy complimentary delivery on all orders within a 4 km radius of their designated delivery address. This feature ensures quick and cost-effective delivery of groceries right to their doorstep.
- **Discounted Delivery Charges:** For orders above ₹199, Gold members receive free delivery, regardless of distance. This benefit eliminates shipping fees, making it more economical to shop for everyday essentials.
- **30% Off on Orders Above ₹399:** Members receive a generous discount of 30% on all orders exceeding ₹399. This exclusive discount applies automatically at checkout, allowing members to save on a wide range of products across the Big Basket Now platform



RICE SCORING

RICE Score = (Reach x Impact x Confidence) / Effort.

#	Proposed Solution	Reach (Users/month)	Impact (0-3)	Confidence (%)	Effort(person-months)	RICE Score	Priority
1	Shared Basket	1000	2.5	85%	Eng:2, Ops:1, Mkt:1 =4	350	1
2	Nutritional Information	600	1.5	60%	Eng:1, Ops:1, Mkt:1 =3	120	3
3	Subscription Model	800	2	74%	Eng:2, Ops:1.5, Mkt:1 =4.5	182	2

GTM STRATEGY

Pre Launch	Launch	Post Launch
Phase 1 - Feature Development	Phase 1 - Teaser Campaign	User Feedback Mechanism
<ul style="list-style-type: none">Design and Technical development of the features based on user stories.	<ul style="list-style-type: none">Launch teaser campaigns on social media platforms to create anticipation.Use engaging content, countdowns, and sneak peeks to capture audience attention.	<ul style="list-style-type: none">Establishing Clear Channels:Set up dedicated channels within the app for user feedback.Monitor social media platforms and app store reviews for user sentiments.Conducting a Comprehensive Review:Evaluate the success metrics, user feedback, and overall market impact.
Phase 2 - Beta Testing	Phase 2 - Educational Campaigns	-
<ul style="list-style-type: none">Testing of the features on a small sample size of users (Tier 1 cities)	<ul style="list-style-type: none">Roll out educational campaigns through in-app tutorials, videos.	-
Phase - 3 Feedback and Release	Phase - 3 Feature Rollout	-
<ul style="list-style-type: none">The features based on feedback of the users are reiterated and set for release.	<ul style="list-style-type: none">Communicate feature availability through targeted messaging.	-

SUCCESS MATRICS

1. Shared Basket Feature:

- **Activation Rate:** Percentage of users who create or join a shared basket within the first week of its launch.
- **Usage Frequency:** Average number of times per week a shared basket is used by active users.
- **User Engagement:** Average session duration and number of actions (such as adding/removing items) per session within the shared basket feature.
- **Feedback and Satisfaction:** Average user satisfaction rating (on a scale of 1 to 5) collected through feedback forms or surveys related to the shared basket feature.

2. Nutritional Information Feature:

- **Adoption Rate:** Percentage of users who view nutritional information for products at least once.
- **Feature Interaction:** Average number of nutritional information views per session.
- **Impact on Purchasing Behavior:** Percentage increase in purchases of products with detailed nutritional information compared to products without.
- **User Education:** Number of users who interact with additional educational content (e.g., articles, tips) related to nutrition within the app.
- **Customer Satisfaction:** Net Promoter Score (NPS) specifically for users who use the nutritional information feature.

3. Subscription Model Benefits:

- **Subscription Sign-up Rate:** Percentage of users who opt-in for the subscription model.
- **Retention:** Churn rate reduction among users who subscribe compared to non-subscribers.
- **Order Frequency:** Average number of orders placed per month by subscribers.
- **Average Order Value:** Comparison of average order values between subscribers and non-subscribers.



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