

Despite rising environmental awareness — especially among Gen Z and Millennials — less than 5% of Zomato users opt into sustainability features like “No Cutlery,” eco-packaging, or carbon offsets. This highlights a clear attitude-behavior gap and a missed opportunity for Zomato to align user values with action — and lead the movement in sustainable food delivery.



72%

Users who say sustainability matters

About Zomato

Founded in 2008, Zomato is one of India's largest food delivery and dining-out platforms.

Operates in over 1,000 Indian cities and select international markets.

Key services: food delivery, dine-out reservations, hyperpure (B2B), and Zomato Pro membership.

Zomato is often used multiple times per week by Gen Z & Millennials in urban India



60%

Never noticed eco-options in the app

Business Overview

- Zomato already offers **optional eco-features**:
 - “No cutlery required” toggle
 - Eco-packaging preferences (restaurant-dependent)
 - Sustainable restaurant filters (limited visibility)
- These features are **buried in the UI** or shown inconsistently.
- **Low engagement** despite public interest in climate action.

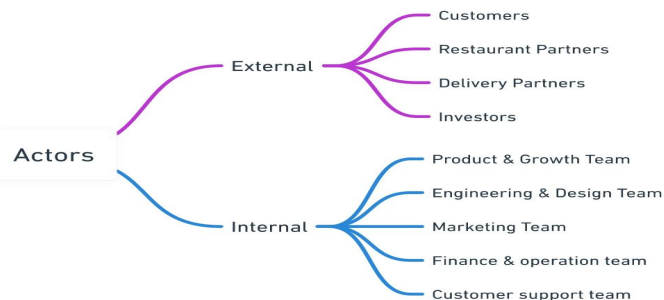
Business Scope

Core revenue streams:

- Commissions from partner restaurants
- Delivery charges
- Subscription services (Zomato Pro)
- Advertisement & promotions

Focused on unit economics, rapid urban expansion, and user retention through loyalty features.

Increasing stakeholder focus on ESG (Environmental, Social, Governance) metrics.



User Research

- Users care about sustainability **in theory** but rarely follow through in app behavior.
- Current eco-options are **hidden, optional**, and not incentivized, leading to poor adoption.
- There is a **lack of default behavior or social nudges** encouraging sustainability.
- Users don't receive **instant feedback** or rewards for eco-friendly actions.
- Restaurants often don't visibly commit to sustainability, reducing user trust in the process.

Pain Points

"Hidden settings" – Eco-features like "No Cutlery" are not prominent during ordering.

Lack of motivation – Users don't see value or reward in using sustainability options.

Perceived inconvenience – Concerns that opting out of cutlery or eco-packaging might reduce quality or completeness.

No social proof or streaks – Users didn't feel part of a movement or habit.

Restaurant inconsistency – Eco-packaging not always honored; user trust eroded.

User Insights

1. **72%** care about sustainability when asked.
2. Only **4%** consistently use "No Cutlery" toggle.
3. **60%** of users have **never noticed** eco-options in the Zomato app.
4. **47%** would opt in **if rewards, cashback, or badges** were offered.
5. **36%** say they simply **forget to toggle** eco-friendly options.
6. **51%** want eco-efforts to be **automated** or set as default.

Interview insights

1. Users don't notice eco-options.
2. They forget to enable them.
3. No rewards or motivation to opt in.
4. Restaurants often ignore requests.
5. No feedback on impact.

Research methods

Primary:

User surveys
1:1 user interviews
In-app behavior analysis
Usability testing

Secondary:

Competitor feature audit
Online reviews & feedback
Behavioral research on sustainability
Industry benchmarks

Jobs to be done

These describe what users are trying to *accomplish* (rational/emotional goals), especially in the context of food ordering and sustainability.

✓ Primary Jobs

1. "As a user, I want to order food quickly and conveniently, so that I don't have to cook or leave the house."
2. "As a user, I want my order to arrive exactly as expected, so I don't feel disappointed or frustrated."
3. "As a conscious consumer, I want to reduce unnecessary waste like cutlery, so I feel better about my impact on the environment."

✓ Secondary (Emotional/Social) Jobs

4. "I want to feel good about making sustainable choices, without making extra effort."
5. "I want to be recognized or rewarded when I do something responsible (like skipping plastic)."
6. "I want to trust that the platform and restaurants will respect my sustainability choices."



Aanya – The Eco-Conscious Millennial

- **Age:** 27
- **Occupation:** Marketing Executive in Bangalore
- **Habits:** Orders 3–4 times/week from Zomato
- **Tech-savvy:** ✓
- **Cares about:** Climate change, zero-waste lifestyle
- **Frustration:** "Even when I skip cutlery, they send it. I don't think my action matters."

Needs: Clear, default green choices + positive feedback + trust in delivery partner



Rohan – The Busy, Budget-Savvy Gen Z

Age: 23

- **Occupation:** Grad Student in Pune
- **Habits:** Orders mostly during exam weeks, on a tight budget
- **Tech-savvy:** ✓✓✓
- **Cares about:** Convenience, cashback, deals
- **Frustration:** "I'd skip the spoon if it gave me even 5 rupees back or a badge."

Needs: Frictionless, reward-driven nudges toward sustainable behavior

What is the true problem?

Despite having sustainability features like “No Cutlery,” eco-packaging, and carbon offset options, **less than 5% of Zomato users actively opt into them**. This reflects an **attitude-behavior gap** — users care about the environment *in principle*, but fail to act during their ordering journey.

How do we know this is a real problem?

- **72%** of surveyed users said sustainability matters to them.
- Only **4%** regularly use the “No Cutlery” toggle.
- **60%** have never noticed the eco-friendly features.
- Interviewed users frequently **forget**, **don't feel rewarded**, or **don't trust** the feature works.
- **Other platforms** (Swiggy, Uber Eats) report similar <5% adoption rates, confirming this is a widespread issue.



Who are the customers facing this problem?

Gen Z & Millennial users (primary Zomato base) who:
Are environmentally aware but lack time, motivation, or habit.
Prefer convenience and automation.
Want to feel good about their choices — *if it's easy*.
Restaurant partners who want more visibility for eco-practices but struggle with user engagement and trust.



Why do we solve this problem now?

1. There is **growing pressure** (from investors, users, and regulators) to improve **ESG** (Environmental, Social, Governance) metrics.
2. Users are **increasingly conscious** and expect brands to act responsibly.
3. A well-timed solution can **differentiate Zomato** from competitors.
4. This is an **untapped opportunity** to improve **user retention, brand loyalty, and lifetime value** with little operational cost.



What is the Value Generated by Solving This Problem?

For users: Solving this problem makes it effortless for users to make eco-friendly choices, while rewarding them with cashback, badges, and a sense of impact — leading to higher satisfaction, trust, and loyalty.

For Business: It drives feature adoption, increases user retention, enhances brand perception, and positions Zomato as a sustainability leader creating long-term engagement.

Proposed Solutions



Default Opt-In for “No Cutlery”



Green Wallet (Eco Cashback)



Eco-Streaks and Badges

What it is:

Set the “No Cutlery” toggle to ON by default during checkout for all users. Users can still opt out manually if they want.

Why it works:

Most users care about sustainability but forget to take action. By changing the default, we eliminate the need for active behavior while preserving user choice. This leverages behavioral science — particularly *default bias* — to nudge users toward greener behavior with **zero added effort**.

Benefits:

Increases adoption with no added effort, aligns with user values, easy to implement

Considerations:

Needs clear explanation to avoid confusion, monitor opt-out behavior

What it is:

Every time a user opts for an eco-friendly feature (e.g., “No Cutlery” or sustainable restaurant), they earn ₹1–2 into a *Green Wallet*. This wallet balance can only be redeemed on future eco-friendly orders.

Why it works:

Users are highly motivated by small financial incentives, especially Zomato’s cost-sensitive user base. A Green Wallet not only drives **repeat eco-friendly behavior**, but also builds a **positive habit loop** where users are rewarded for doing good — and encouraged to do it again.

Benefits:

Tangible incentive for users, drives repeat behavior, boosts loyalty

Considerations:

Requires wallet setup, shouldn’t feel like a discount hack

What it is:

Introduce gamified elements such as streaks, achievements, and badges for eco-friendly ordering behavior. For example:

– “Green Eater” badge for 5 eco orders

– “Plastic-Free Week” badge for 7 consecutive eco orders

Why it works:

Badges and streaks tap into users’ **emotional and social motivations**.

They make eco-actions feel meaningful and recognized, not invisible. Users love collecting things — especially when those things reflect their values and habits.

Benefits:

Builds habit and motivation, emotionally rewarding, low implementation cost

Considerations:

Needs good placement in app, avoid overcomplicating UX

Prioritization of Solution

Solution	Impact	Effort	Priority
Default Opt-In	High	Low	★ High
Green Wallet Cashback	High	Medium	★ High
Badges & Streaks	Medium	Low	★ Medium
Eco-tagged Restaurants	Medium	High	Medium
Impact Report (per user)	Low	Medium	Low
Donation-based Offset	Low	High	Low

Business Model



Primary Sources

User interviews (12 frequent users)
 In-app analytics (toggle usage, drop-offs)
 Custom survey (500+ Gen Z/Millennial users)
 A/B testing of default opt-in (hypothetical or pilot)



Secondary Sources

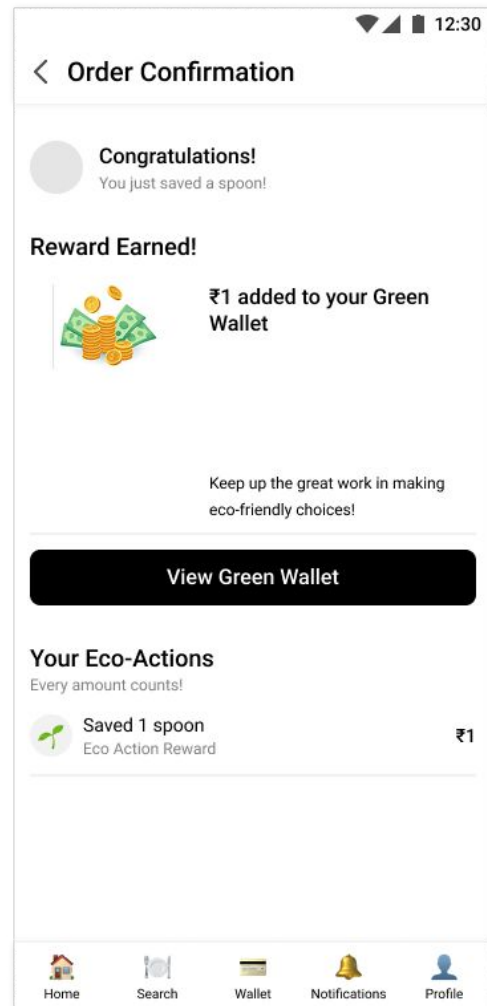
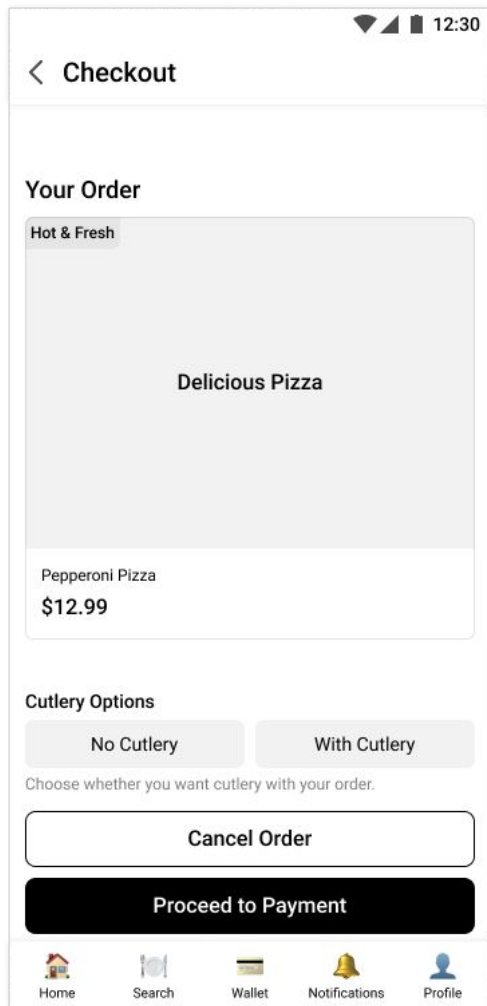
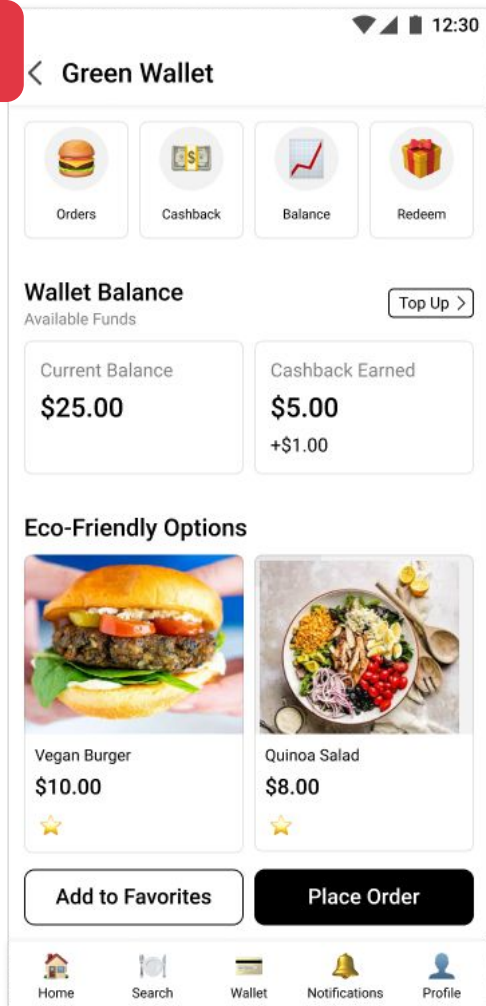
Behavioral science articles (default bias, gamification, habit loops)
 Competitor audits: Swiggy, Uber Eats, DoorDash
 Reports on ESG and sustainability in food delivery (e.g., Bain, McKinsey)
 Public statements from Zomato on ESG and user behavior trends

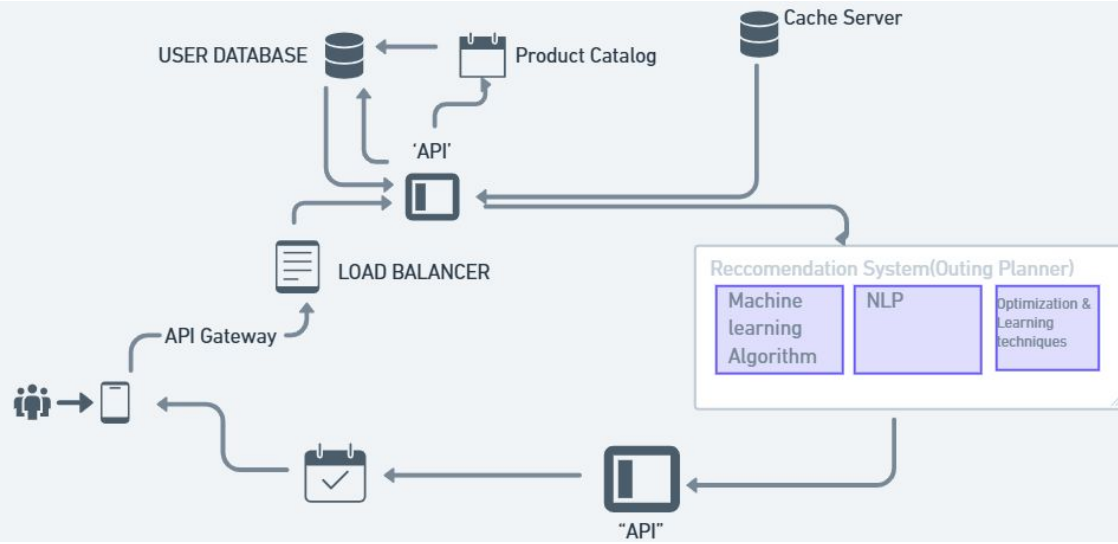


Key Partnerships Needed

To enable this initiative, Zomato will need strong collaboration with **restaurant partners** for consistent eco-packaging, and support from **tech and analytics teams** to build and track features. The **marketing team** will drive awareness, while the **rewards team** will manage Green Wallet incentives. Optional partnerships with **sustainability experts or NGOs** can help validate eco-claims and strengthen credibility.

Wireframes





Second Order thinking

Positive Effects

- Builds Long-Term Habits
- Improves Brand Loyalty
- Creates Differentiation
- Supports ESG Goals
- Encourages Restaurant Compliance

Negative Effects

- User Dependence on Incentives
- Complexity in Redemption Flow
- Inconsistent Experience
- Cost to Zomato
- Unintended Gaming of the System

Pitfalls

01

Low perceived value of cashback

02

Confusion around redemption

03

Inconsistent restaurant fulfillment

04

Feature fatigue over time

Mitigations

Combine rewards with impact messaging ("You saved 1 plastic spoon!")

Show wallet balance clearly at checkout with "Use on next eco order" tag

Offer rewards only for verified eco-partners

Introduce limited-time eco challenges and badge tiers to keep interest alive

Stage	Metric	Goal
Awareness	% of users interacting with eco-friendly features	Expand visibility and usage of sustainability features
Activation	Opt-in rate for 'No Cutlery' toggle	Increase adoption through smart defaults
Engagement	% of orders with Green Wallet rewards	Foster repeat eco-friendly behavior
Revenue	Avg monthly Green Wallet cashback per user	Drive revenue via sustainability-linked orders
Retention	% increase in eco-friendly orders per user	Promote long-term sustainable habits



NORTH STAR METRIC

% of Monthly Active Users (MAUs) Redeeming Eco Wallet Cashback



This metric captures sustained engagement and behavior change.

A high and growing rate implies that users are consistently making eco-friendly choices and finding value in doing so.



FUTURE SCOPE

- Eco Loyalty Tiers:** Green → Silver → Gold, based on eco-friendly orders/month.
- Zomato Pro Integration:** Use Green Wallet to unlock Pro discounts at sustainable restaurants.
- Eco Impact Dashboard:** Show each user their monthly plastic saved, CO₂ reduced, etc.
- Brand Collaborations:** Partner with sustainable brands to offer exclusive Green Wallet rewards.