DUNZO
My Family Needs

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PROBLEM

" Users living in A family or in a group do not have an organised way of preparing a grocery checklist "

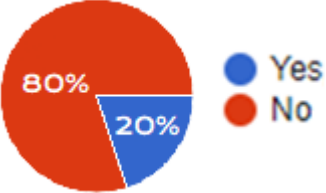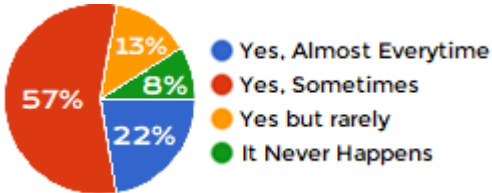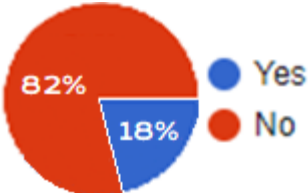**UX Research Reveals That This Is How 90% Family Users Order Groceries.**
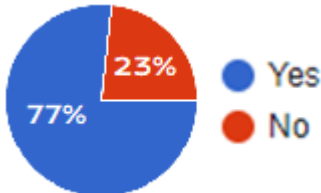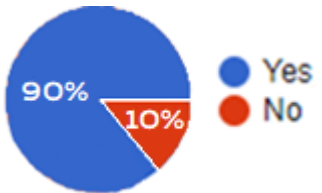

Who is Facing this problem?	• Users living in a family. • Users living in a house with peers.

User Interviews Findings (5 Interviews)

- Users have to gather grocery requirements manually.

- In a large family it is more difficult to gather everyone's need correctly and efficiently.

- All members are not available when user asks out for needed items.

- Many times, some items are forgotten.

- Users try to add unnecessary items to unlock free delivery while necessary items are forgotten.

- Gathering requirements is an every time hustle and it stretches the ordering process.

Survey Findings (45 Form Responses)

Is Every Member Always Available When You Call Out For Grocery Needs?	Some Items Are Forgotten While Ordering Groceries.	Do You Always Get Free Delivery?	Do you try to add additional items to unlock free delivery?	Do You Think A Checklist Will Be Helpful ?

Why Solve Now?	• Problem is faced by personas which are big in population. • Proposed solution will increase revenue. • Proposed solution can be implemented quickly because of low effort and cost.

Values Created By Proposed Solution

Customer Value	Business Value
1. Free Delivery Higher chances of unlocking free delivery every time. **2. Efficient Spending** Instead Of Adding unnecessary Items user will add actually needed Items to unlock free delivery. **3. Convenience** **4. Better Organisation**	1. **Increase in Average Order Value** 2. **Increase in Revenue** Increased Average Order Value will have direct positive impact on revenue.

Proposed Solutions For Grocery Checklist

Dunzo - Alexa

- A grocery checklist in app which can be updated by family members using Amazon Alexa.

- User will pair Dunzo with Alexa.

- Now, family members can simply ask Alexa to add items in the grocery checklist and Alexa will communicate this info to Dunzo database then the checklist will be updated in the app.

Dunzo - Dunzo

- A grocery checklist in app which can be updated by family members using their Dunzo app.

- Every Dunzo user will have notes feature in their app which can be edited by other Dunzo users with granted access.

- The person in the family who generally orders groceries can allow other Dunzo users(family members) to edit/update the shared checklist from their app.

Dunzo - WhatsApp

- A grocery checklist in app which can be updated by family members using Whatsapp.

- The person in the family who uses Dunzo will add Whatsapp contacts of the family members.

- Every added member will receive a Dunzo checklist chat in their Whatsapp where.

- Members can simply drop a message/voice note in this chat which will be reflected in dunzo app.

	Adaptability	Accessibility	Infrastructure	Score
Dunzo - Alexa	9 Very Easy To Use	6 One needs to be near Alexa	2 User must have Alexa	17
Dunzo - Dunzo	2 All members need to adapt to Dunzo	9	9	20
Dunzo - WhatsApp	7.5	9	9	**25.5**

*Ratings are given on a scale of 0 - 10

*Implementation Efforts for all 3 solutions are low and comparative to each other.
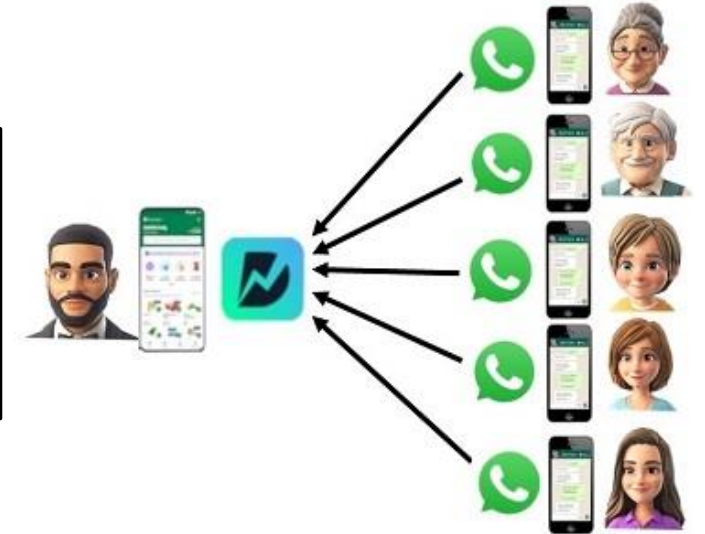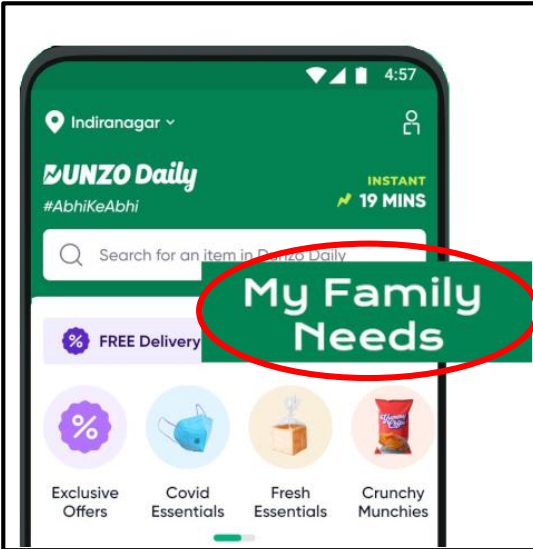
*Impact of all 3 solutions is High because a checklist will improve user convenience and will also increase business revenue.

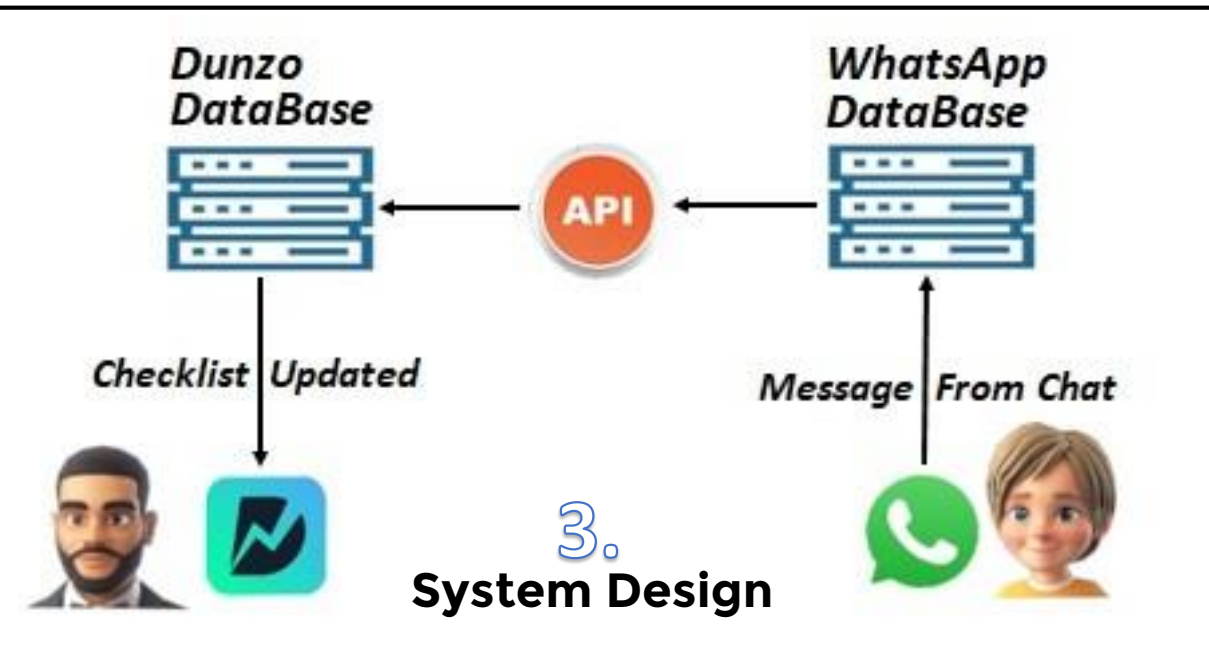**Dunzo – Whatsapp solution has highest score and hence it is chosen.**

Chosen Solution: "Dunzo – WhatsApp"

1.

MY FAMILY NEEDS Is A Live Grocery Checklist Where Every Family Member Can Mention Their Grocery Needs Via Whatsapp Message/Voice Note Anytime.
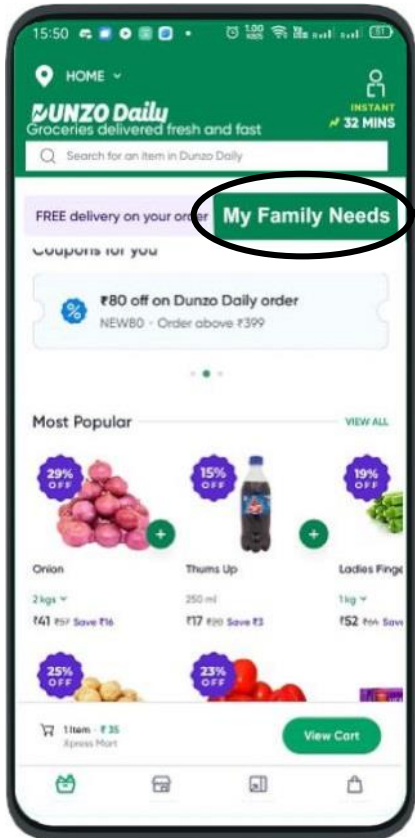
2.Use Cases

Potatoes, Mustard Oil and Aata will finish in sometime !

Dog Food Will Finish Soon !

3.

System Design

Dunzo DataBase — API — WhatsApp DataBase

Checklist Updated

Message From Chat

How It Works ! *Wireframes*

Add Whatsapp Contacts Of Required Members
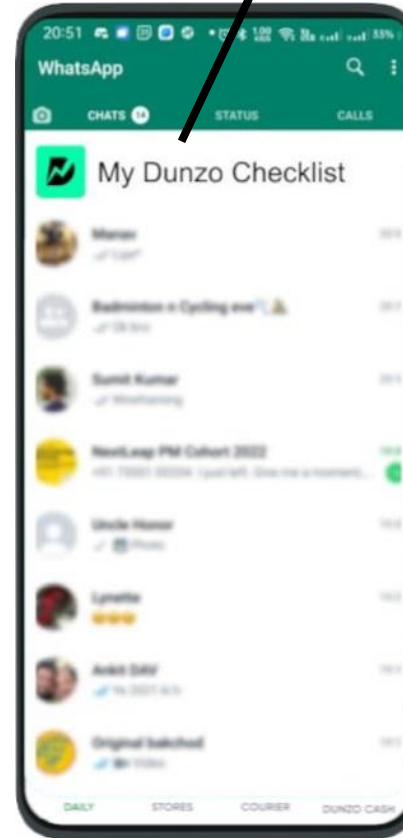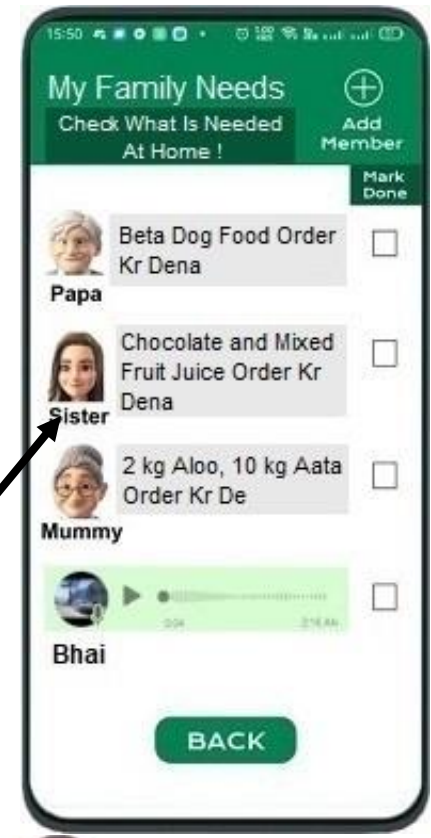
App Home Page — Grocery Checklist

Each Added Member Receives "My Dunzo Checklist" Chat In Their Whatsapp Where They Can Simply Mention Their Grocery Needs and it will be reflected in Dunzo Grocery Checklist.

Family Member's Whatsapp Window — My Dunzo Checklist Chat

Grocery Checklist My Family Needs

DUNZO

Solution Desirability

142 Distinct Visitors !

52 Visitors Rated !

Average Rating – 4.9/5

⭐⭐⭐⭐⭐

Good Average Engagement Time
1 min 44 sec

DUNZO Daily

Know What Groceries Are Needed At Home !

A Feature That Gives You A Live Grocery Checklist.

INTRODUCING !!

My Family Needs

- "Practical"
- "Really helpful "
- "Great, it's needed"
- "Seems promising"
- "Necessary feature."
- "I will use it for sure"
- "Vernacular support"
- "Can be really helpful."
- "Bring this as early as possible"
- "Something needed for so long"
- "Nice way to fulfil all the needs of all family members."
- "Now, we know what our family needs. That's amazing !"

People Actually Find The Idea Useful and Liking it !

Word Cloud From One Word Comments

Practical Good
Awesome
Really Promising Fantabulous
Fabulous Nice Priority Necessary
Great Idea · Noice
Innovative Amazing
Excellent Creative
Needed Fantastic Great
Helpful Brilliant
Vernacular support

Good To Go !

Click Here To Visit Landing Page !

Success Metrics For "My Family Needs"

Awareness

% Of Aware Users = $\dfrac{\text{(\# Of Users Who Went Through My Family Needs Tour)}}{\text{Total Active Dunzo Users}}$

Adoption

% Of Active Users Who Added Members In "My Family Needs"

Engagement

a) % Of Active Users Who Are Receiving At least 1 Message from any member In "My Family Needs" Every 3 Days.

b) Average # Of Members Added In "My Family Needs" Per Active User

c) Average # Of distinct members sending messages In "My Family Needs" Per Active User Per 3 Days.

Retention

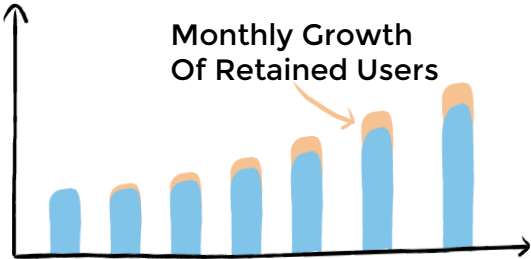Engagement(a) continued for at least 1 month.

North Star Metric

Average Order Value

Growth Rate

Monthly Growth Of Retained Users

Why "My Family Needs" May Fail?

Whatsapp Members not adapting to use "My Dunzo Checklist" Chat.

How to mitigate this risk?

Send nudges in "My Dunzo Checklist" chat but the frequency has to be chosen carefully.

Daily nudging will feel like spamming so, I believe nudging after 96 hrs of inactivity should be safe and good.

Future Scope

1. **Search Option Integration.**

   User Should Be able to search items in the checklist window itself.

2. **One Tap Search Using Natural Language Processing(Artificial Intelligence).**
   - App should be able to identify and highlight the products mentioned in the messages.
   - Identified product should be searched just by tapping on them.

3. **Add "Dunzo – Alexa" Solution as an additional option for users who have Alexa.**

4. **Develop a recommendation system based on family's spending behaviour.**

5. **Sync Checklist With Other Dunzo Users when there are multiple app users in family.**