Overview

Product Info

- Has over 32.5 million monthly active users and about 6.8 million customers order food thrice in a month.
- Has a market share of 55% and partners with over 2000 restaurants in 2020
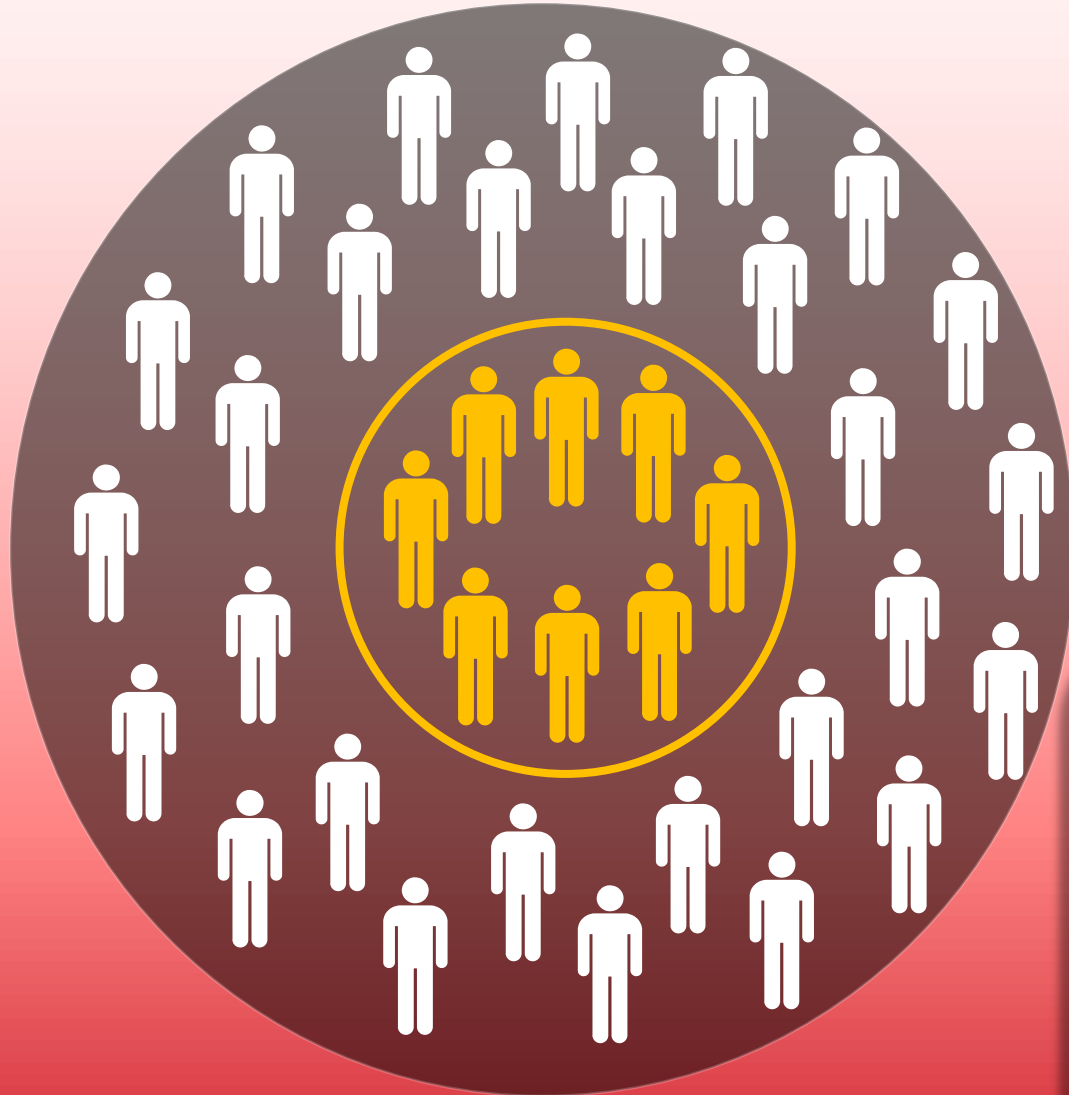- Zomato delivers its food in 500+ cities in India.

Competitors

SWIGGY

UC Urban Company

foodpanda

Goals

- Promotion of Chef on demand service by solving users pain points so that more people opt for that option
- Retention of users and also to increase average revenue per user by the new option of chef on demand service

Market Sizing

Target audience

- People who are conscious about their health and are worried about hygiene hence are placing online food order because they think hygiene is compromised
- Working professionals, since they are working from home do not find time to cook and also want to eat healthy food.
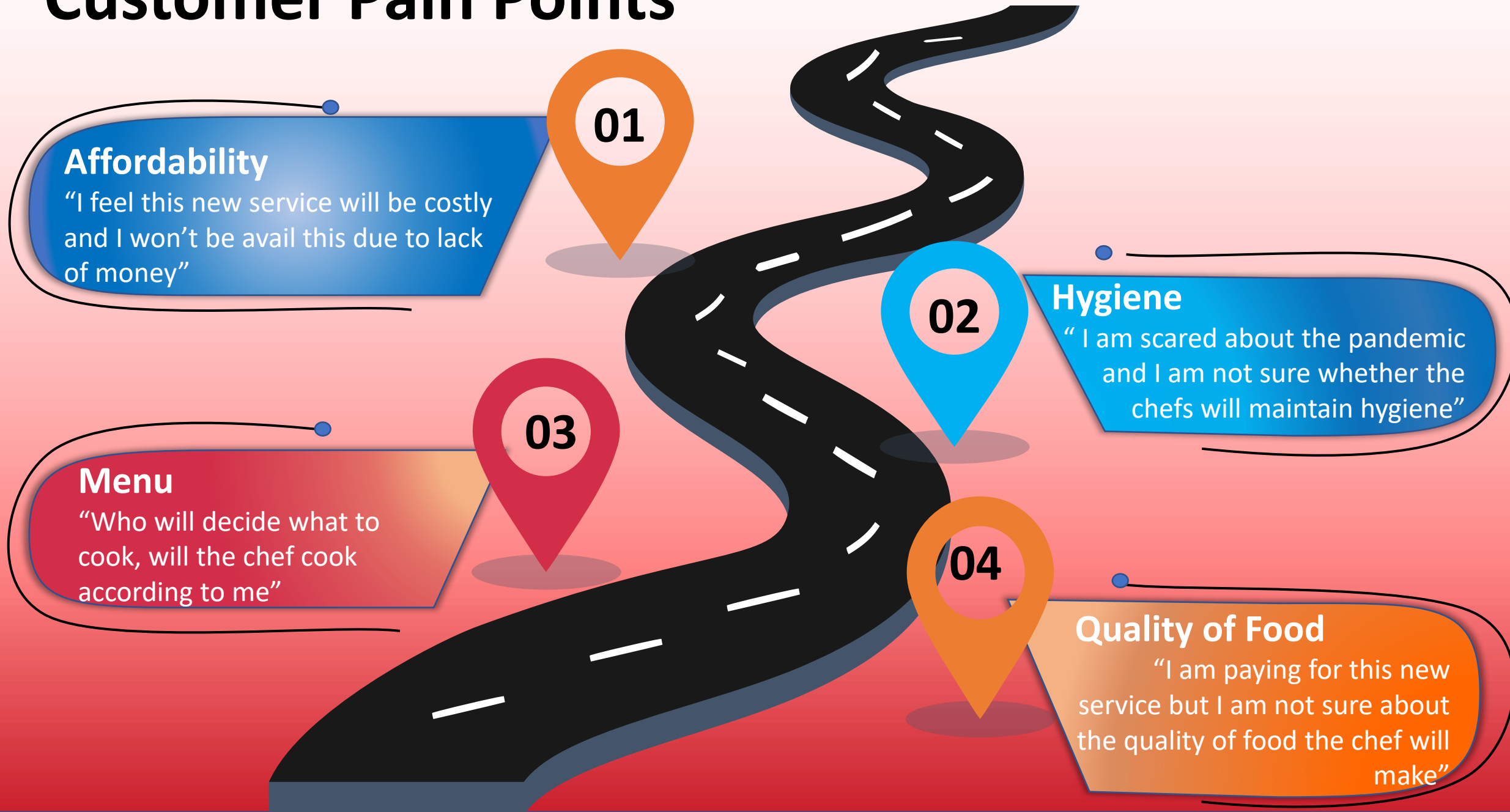
Statistics(2)

Around 20%-30% people have stopped ordering due to pandemic , we can retain these users by promoting the idea of 'Chef on Demand'

Statistics(1)

- The population of Delhi is around 1.9 crore out of that 40% people order food online and among that 40% of people 55% people order food from Zomato.
- Assuming that the most the families are nuclear(4-5members) in Delhi, so 20% of the households have both husband and wife working. This can be the target audience where both husband and wife are busy with their work and do not find time to cook

Customer Pain Points

01

Affordability
"I feel this new service will be costly and I won't be avail this due to lack of money"

02

Hygiene
" I am scared about the pandemic and I am not sure whether the chefs will maintain hygiene"

03

Menu
"Who will decide what to cook, will the chef cook according to me"

04

Quality of Food
"I am paying for this new service but I am not sure about the quality of food the chef will make"

Solutions to Pain Points

Pain Point : **Affordability**

Referral Discount
- Referral discount can be made available
- Customers will get a discount on 'Chef on Demand' plans based on the no. of referrals per month.
- Additional discount to customers who are referring the 'Chef on Demand'

Premium Discount
- Premium customers of Zomato can avail premium discount on 'Chef on Demand' plans

Discount based on no. of orders
- Customers with certain number of orders each month can avail discount coupons on 'Chef On Demand' plans

Day Trial Plan
- Chef will cook two meals for 3 persons
- Ingredients and veggies will be provided by the customer.

Who can avail this?
- All the above three categories customers can avail the day trial plan only once.

Solutions to Pain Points

Pain Point : **Menu**

- Each Chef has some speciality, customers can order chef on the basis of cuisines
- Chef will cook any food of customer's choice from the particular cuisine

Pain Point : **Hygiene**

- Chefs are vaccinated with both the doses of vaccine to ensure the safety of customers
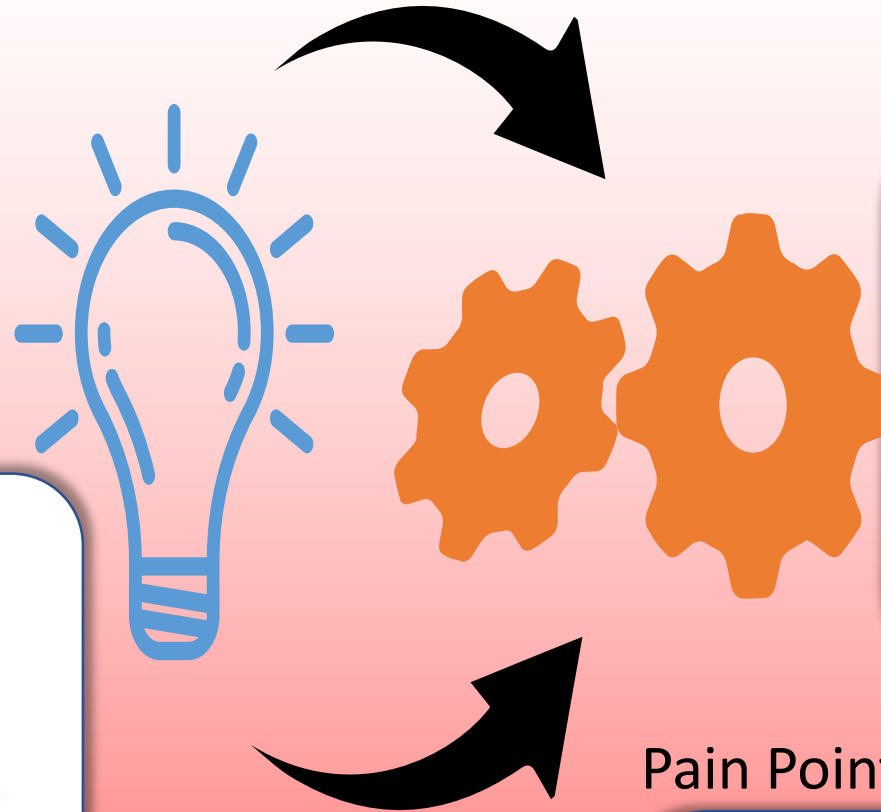- Chefs go through weekly RT PCR tests.
- Utensils and cutlery of chef are disinfected after every use.
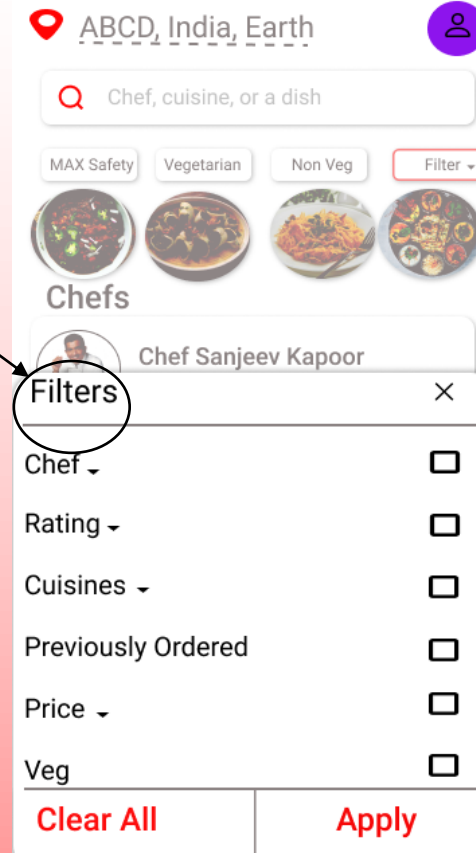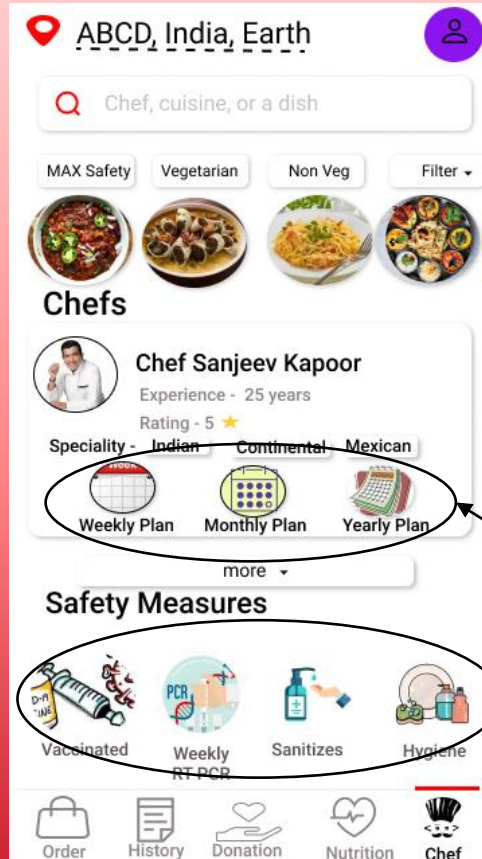- Chef wears masks and gloves while cooking.

Pain Point : **Quality of Food**

- Chefs have an experience of more than 10 years in cooking quality food
- Customers can also suggest Chef in cooking food according to their tastes.
- Before cooking vegetables are washed by the chef to ensure the quality of food that is served
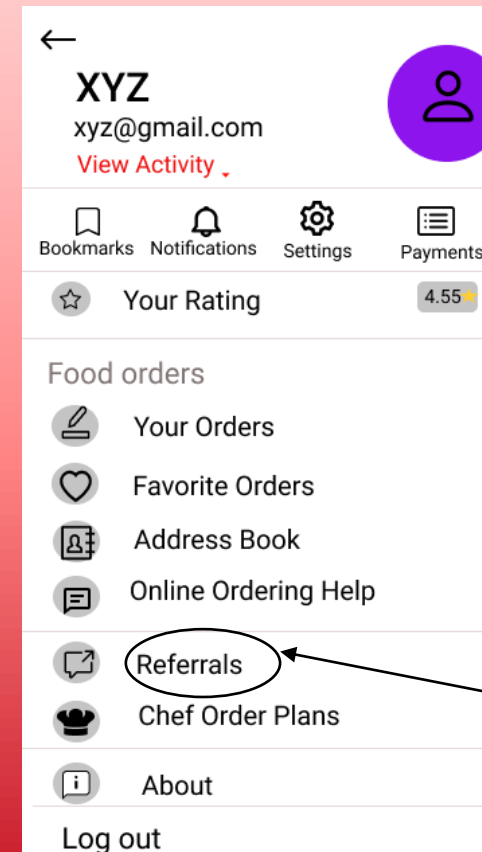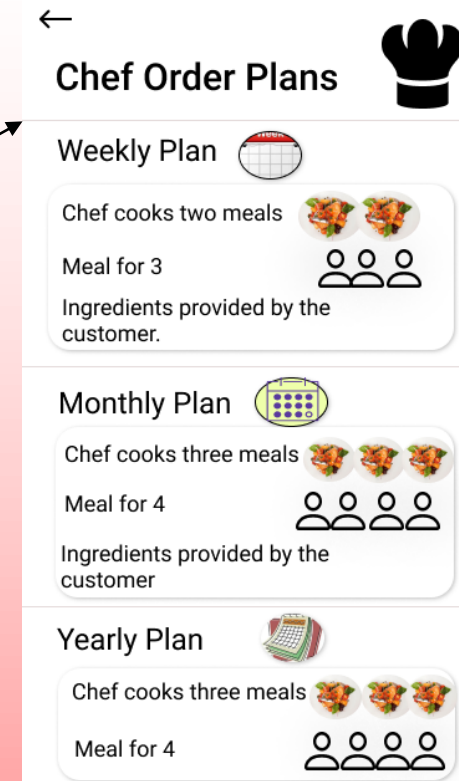
Wireframes

ABCD, India, Earth

Restaurant name, cuisine, or a dish...

MAX Safety | Cuisines ▾ | Rating 4.0+ | ↓↑ Popular

zomato NO COOKING DECEMBER 50% OFF* ALL MONTH USE CODE TASTY

Rain & shine it's time to dine

Order again
view history

Daawat E... 42 mins 50% OFF up t..
Madrasi.. 35 mins 20% OFF..

Eat what makes you happy

Veggie | Egg | Fish | Chicken

Order | History | Donation | Nutrition | Chef

Chef section is added to the app which gives complete info. about chefs and plans

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Option of filter, helps the customer in filtering chef or food or plan of its own choice

ABCD, India, Earth

Chef, cuisine, or a dish

MAX Safety | Vegetarian | Non Veg | Filter ▾

Chefs

Chef Sanjeev Kapoor

Filters ✕

Chef ▾ ☐
Rating ▾ ☐
Cuisines ▾ ☐
Previously Ordered ☐
Price ▾ ☐
Veg ☐

Clear All | **Apply**

ABCD, India, Earth

Chef, cuisine, or a dish

MAX Safety | Vegetarian | Non Veg | Filter ▾

Chefs

Chef Sanjeev Kapoor
Experience - 25 years
Rating - 5 ★
Speciality - Indian Continental Mexican

Weekly Plan | Monthly Plan | Yearly Plan

more ▾

Safety Measures

Vaccinated | Weekly RT PCR | Sanitizes | Hygiene

Order | History | Donation | Nutrition | Chef

User can check the plans

Safety measures taken by the chef

XYZ
xyz@gmail.com
View Activity ▾

Bookmarks | Notifications | Settings | Payments

☆ Your Rating 4.55★

Food orders

✎ Your Orders
♡ Favorite Orders
📇 Address Book
🗩 Online Ordering Help

↗ Referrals
👨‍🍳 Chef Order Plans

ⓘ About

Log out

Users can refer their friends and can avail benefits and discounts on 'Chef on Demand' plans

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← Chef Order Plans 👨‍🍳

Weekly Plan 📅
Chef cooks two meals
Meal for 3
Ingredients provided by the customer.

Monthly Plan 📅
Chef cooks three meals
Meal for 4
Ingredients provided by the customer

Yearly Plan 📅
Chef cooks three meals
Meal for 4

Users can check on the subscription plans

Success Metrics

❖ Metrics defined using AARRR framework

Acquisition

No. of people visiting the Chef section in the app or checking the Chef on Demand plans, which can be checked weekly and monthly.

Activation

- No. of people opting for day trial plan
- No. of people subscribing for weekly, monthly and yearly 'Chef on Demand' plans.

Retention

- Retention rate (Customers who returned after availing 'Chef on Demand' plans)
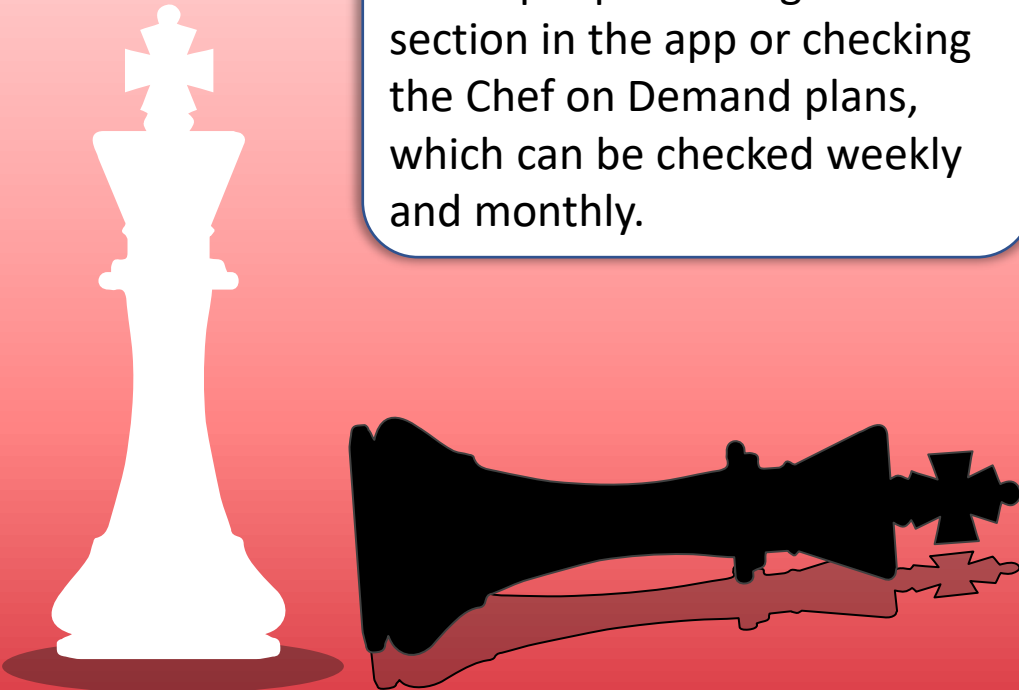- Churn rate(no. of customers who stopped using 'Chef on Demand'

Referral

No. of referrals of the 'Chef on Demand' plan by the existing user of the plan

Revenue

- Monthly recurring revenue (total revenue of product in one month)
- Customer Lifetime Value(CLV) and Customers Acquisition Cost(CAC) (Cost spent on giving discounts and trial plan to attract customers)

Launch Plan

- 25% discount coupons on every order above 499 rupees for Day trial plan of 'Chef on Demand' for the first time.
- Buy a monthly 'Chef on Demand' plan and get a lucky draw coupon and the 2 lucky winners will get free monthly 'Chef on Demand' plan for the next month.
- Affiliate marketing collaborations with food vloggers.
- We can use tagline 'Rasode Mai Kon Tha' to attract customers.

Referral

- Refer 10 of you friends to this plan and get 25% discount on monthly 'Chef on Demand ' plans

THANK YOU