Zomato Product Manager Case

Goals:

Drive order growth, while keeping order experience in mind.

Problem explained:

We need to leverage the time (when user constantly tracking order) to create more customer & business value in terms of driving order growth without depleting the current order experience.

Persona:

As we are focusing on the engagement time after placing the order, we can go for their psychological position to make persona

1. Who are hungry, waiting for their food restlessly and constantly looking at the tracking page. High
2. Who are a little hungry but can wait for the. Mid
3. Who are not so hungry, ordered their food in little advanced. Low

Rationale: Selected 1st persona as they have higher engagement than the other who are not so hungry.

Need & Pain Point:

1. Don't want to wait anymore: Mid
2. Time seems passing very slowly for them as they are eagerly waiting. Need something that can distract them so that their time passes easily: High
3. Need assurance about the hygiene and quality standard and health: Low
4. As they are very hungry, they tend to forget ordering complementary products to their dishes. High
5. Want to track their food easily: Mid
6. Looking for other dishes to buy more as hungry brain tend to shop more: High
7. Want to know more about the dishes and the restaurants: Low

Rationale: Selected 2nd, 4th & 6th pain-point because their solutions have **high reach**, **high impact**, **high confidence** and they **match with business goal**.

New feature addition

S. No	Features	Rationale	Customer impact (0-10)	Business value (0-10)	Development ease (0-10)	Total (0-30)
1	Fun facts/ History/ background story about the restaurant(In case of famous restaurants), dish or the place where dish originated	Good to have but it will not have business value	5	6	6	17
2	Dish's complementary products from different restaurants that are on the path of between the ordering restaurant and the delivery location (Show the path, Show complementary products that can be picked on the way, from other restaurants.)	Recommendation feature that will show dishes that can be prepared in minimum time by other restaurant so that the same delivery boy can pick them on the way.	9	8	7	24
3	Other products from same restaurant that will not take much time to prepare and can be sent with the same delivery partner	Generally user tend to forget to add some more items and after placing the order they realize about it. They should have a feature to add more item (especially the ones which will not take much time)	9	8	8	25
4	Gamification of virtual dish creation. Ingredients (icons) will be provided and customers will add them and create a dish and will get final appearance & a score that can be shared with friends.	Good for the engagement but it will not have business value	7	6	6	19
5	Animated flow of supply chain of all ingredients (Can be implemented using blockchain), story of the ingredients' origin place	Good to have but it will not have business value. Development cost will be very high	6	5	6	17
6	Play & win discount coupon; Quizzing about dishes & leaderboard to share their score	Good for the engagement and number of orders but it business value is low	7	5	6	18
7	Food & entertainment are complementary to each other. Can tie-up with OTT platforms to show their ads on the page to get a subscription; **OR** Movie recommendations	Good for business but the reach will be low for this feature	7	7	5	19
8	Nudge user to pre-booking for next order. Ask them to book a meal in advance for next day	Good for business but the reach will be low for this feature	6	6	6	18

| 9	Animation of the tracking map and rider. (i.e. superman 🦸 flying on the route with the food, beating all the villains 🦹 on its way. We can make it more interactive as customer will become batman 😈 and help superman)	Innovative and Good for the engagement but it will not have business value	8	7	6	21

Highest value features:

1. Recommendation to add complementary items from different restaurant:
   User have ordered item X. For item X, item Y (which is from different restaurant) would be complementary. No extra delivery charges & will reach in same stipulated time as restaurants are in the pathway from the restaurant and the delivery location.
2. Add more items from same restaurant:
   User have ordered item X. For item X, Y would be complementary, and user forgot to add. Now, user can add more items from same restaurant.

Rationale:

when they are hungry, they tend to shop more. That's human psychology. What we can do is we can show the relevant items/ dishes to them on the tracking page and they will tend to buy it.

Assumption: Customers are tracking their order because they are hungry, and they want their food to be arrived soon. One thing we can do is to make them engage in something so that time will pass easily, and they will not feel like it's taking too long to arrive the order. Customers are tracking their order because they are hungry

Wireframe:
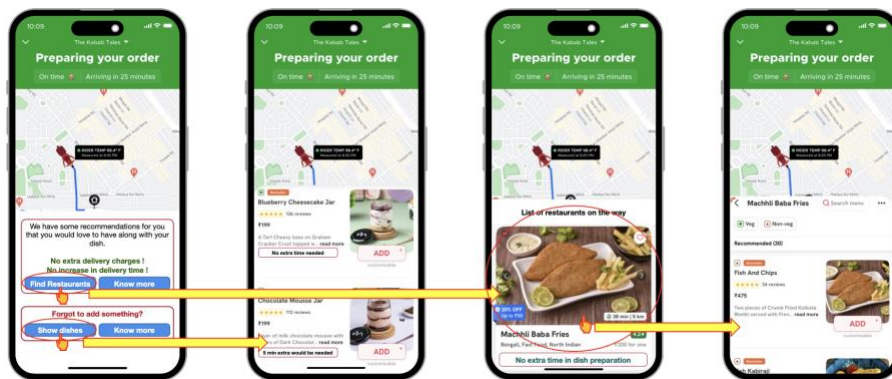
Success metrics:

We'll do A/B testing to measure the impact of our newly added feature.

	Activation	Engagement	Retention	Revenue	Referral
North star			% increase in order/customer		
Generic	No. of new user sign-in	DAU, MAU, Avg session time	% of customers who are regularly ordering after-dish	% increase in revenue % increase in revenue per customer	% increase in referral
Negative			Churn rate % increase in delivery time % increase in bad rating		

Summary:

We'd recommend **cross selling** during the live tracking of the food. These cross selling could be related to the same restaurant or these could be from different restaurants which are in the mid-path of the route from restaurant (from where the original order is being picked) and delivery address

Pitfalls:

- Might Disrupt Customer Relationship
- Customers might create more headache than they're worth
- Customer experience might go down if we do not educate them about the features

Reference:

https://www.smithsonianmag.com/science-nature/hunger-makes-you-buy-more-stuff-even-if-its-not-food-180954345/
https://www.researchgate.net/publication/340105245_Consumer_Behaviors_in_Ordering_Foodstuff_Online_Using_App_Services_A_Fundamental_Study_to_Ascertain_Procurement_Psychology_of_Academic_Diaspora_in_the_Indian_State_of_Punjab_Introduction