A Case Study On
zomato
(Food Delivery App)

By-

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Problem Statement

Simple and crisp, to increase the sales and popularity of Zomato even more.
We gotta be the leading and best delivery app, don't we?

Popularity

Ratings

Popularity, **Zomato > Swiggy**
Ratings/Likeness, **Zomato < Swiggy**
Faster Delivery, **Zomato <Swiggy**
User Interface, **Zomato > Swiggy**

Why do people use Zomato?
- To order food at the comfort of home
- Good Offers make them feel they are saving money
  - Fast Delivery
  - Sense of excitement/Dopamine Effect
- To save time from cooking themselves
- Provides vast array of foods
- Knowledge about restaurants, their ratings, etc.
  - User friendly interface
  - Vast payment options

Other Statistics
Number of Restaurant partners- 3 lakhs+
Average Monthly Visits- 90 billion
Average Monthly Orders- 5 Crore+
Number of cities- 1000+

Surveys and Information Collected From
- 50+ people were contacted
- Various websites were referred
- Facts taken mostly from Zomato.com

Services Offered By Zomato
- Listings
- Online Ordering
- Hyperpure
- Pro
- Advertise
- Events

Key Growth Drivers
- Increased smartphone use
- Higher percentage of workforce, i.e. mostly all the target audience is employed somewhere.
- Gold Loyalty Program
- Increased use of online payments has also in turn enhanced the spending habit of people.
- Cashbacks on use of wallets or credit cards
- Regular teasing notifications
- Increase of food outlets in India

Sources of Traffic
31.36% traffic from Directly
1.02% traffic from referrals
66.41% traffic from Searches
0.73% traffic from Social media
0.47% traffic from mail and display ads

Target Audience
Zomato's target audience is youngsters, typically aging from 18-35 years as they spend most time online.

Most Ordered Dishes
- Chicken Biryani
- Momos
- Samosa
- Paneer Butter Masala and Naan

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Primary and Secondary Research	**User Personas**	Approach to Problem	Features

	Active Users	**Passive Users**	**No Show**
Use Cases	To order food frequently or check statuses of cafes, most probably works full-time and is a member of our target audience	Checks and compares prices with other delivery apps, don't have enough money to frequently order food online, sees ordered food as not a necessity	Doesn't know how to use app, can't afford food, has just downloaded app because of FOMO or to get some coupon code
Examples	• Working professionals • College going students	• Part-Time workers • Housewives/husbands	• Unemployed people • Old age people • Lower class families
Pain Points	• Not enough offers on fav. restaurants • Bad customer service • High delivery time	• High prices as compared to other apps • Absence of favorite dishes/restaurants	• No motivation to stay on app • High prices • Less healthy alternatives
Motivations to Use	• To easy get daily meals • Saves time and energy • Tasty food	• To compare with other apps • To order food online for a change	• Fear of missing out
Goals	• Get affordable and tasty food • Save time • Earn cashbacks	• Come across a good deal • Earn cashbacks	• No particular aim • Has just installed the app

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Primary and Secondary Research	User Personas	Approach to Problem	Features

Elaborated Problem- Users come on Zomato to mostly order their favorite dishes in hopes of getting a good deal. If they don't find a good deal, they check other food delivery apps for deals and choose whichever serves better. Apart from this, they come on Zomato to check information about various cafes or restaurants if they want to go out for a party or something.

Goal- To convert passive users or no-shows to active users and bring in new users.

Possible Solution- Introduce some new features which are mentioned below, better deals, bringing in the feature of milestones like after ordering 'n' number of times, they will get a super deal, etc. Like Swiggy had brought in the instamart, swiggy genie features, we would also need something that will help us differentiate from other apps.

Prospective Features

Integration of tiffin services to the app. As we know that most of our audience is working or college students, they usually face problems in finding a good tiffin service so we can include that here. We can ask the users to select any particular restaurant they like and sell them the food at cheaper than usual price if they take the tiffin service for a month or week or whatever amount is decided. Every restaurant will be allowed to showcase their price on their page and users can themselves decide if they want to take it or not.

Introducing **gamification through SSI**. In the user page, we can **create milestones** and when a user places an order, they reach one milestone closer to a reward or coupon code or any type of variable reward. This will act as a trigger for customers to order more food and try to complete their milestones.

Introducing a **loyalty points** kind of feature, which can either be bought or users can earn those by **uploading reviews with photos** of the dishes they order. This will help the users in ordering food they would like. And the users can again buy coupons from those loyalty points.

REVIEW!
☑ ASSESS
☑ ANALYZE
☑ EVALUATE

Primary and Secondary Research	User Personas	Approach to Problem	**Features**

Feature

Adding a new tiffin/thali service feature which will be predefined that it has to be sent to a particular address on a particular time.

Insight

Since most of our audience are working professionals or college students, they would really appreciate this feature as this will allow them to not worry about their daily meals.
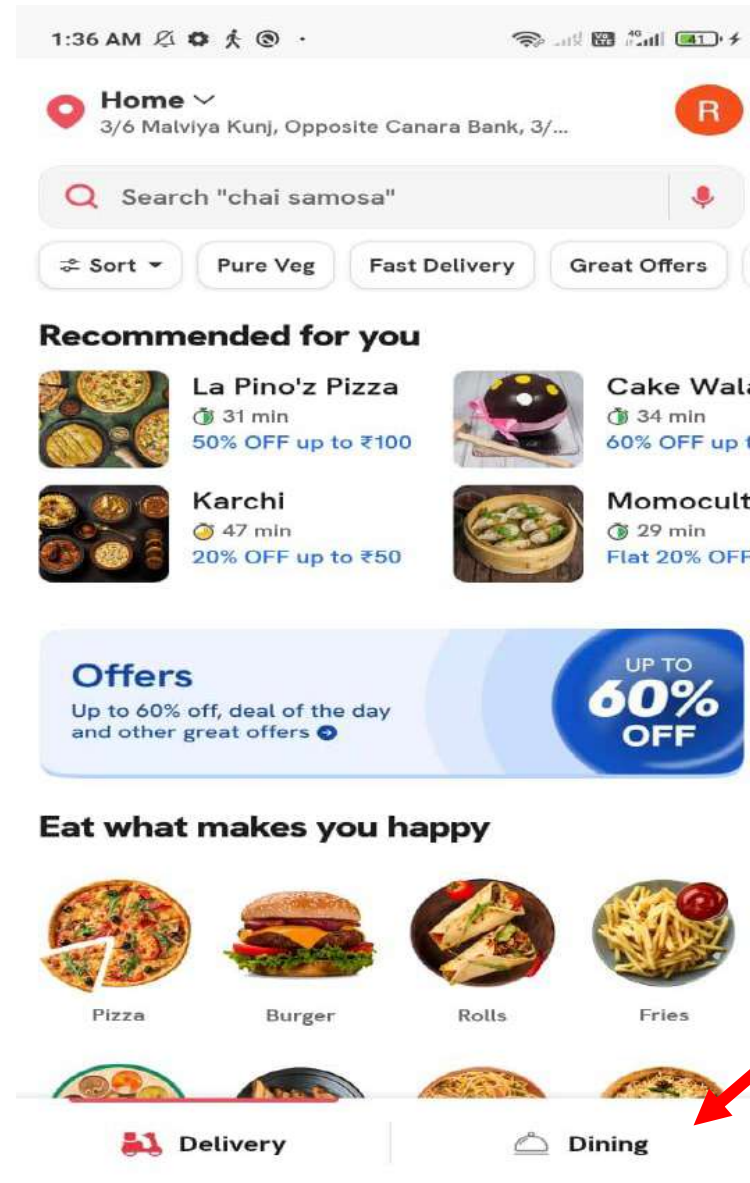
Zomato Value Proposition

With introduction of this feature, both new customers and service providers will come in. We can charge a fee when a user selects and pays for a service either based on per meal or as a whole.

We can add here a third option named, Tiffin Services or whatever feels best and by clicking on that, users can see all the restaurants that are offering their services along with the menu for their tiffin/thalis and prices.

User Value Proposition

Users can get meals at a cheaper rate and get unlimited choices to choose from where to select unlike the present 2-3 tiffin services and restaurants will get higher traffic. Also, new restaurants/ existing tiffin services will also become our client.

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(PS: I can also create a detailed presentation based on data when provided for other features too. I was not sure, whether this could be a good way of approaching the team, but if you feel any scope is there or like it, please let me know.)

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