

Customer Research

A simple summary about what Domino's customers want, and why they may prefer third-party apps like Zomato or Swiggy.

1. Customer Preferences

Most users want fast delivery, good deals, and convenience.

Customers like seeing multiple restaurants in one app (like on Zomato).

They prefer apps that give real-time tracking and personalized offers.

2. Why customers avoid the Domino's app

Domino's app doesn't offer app-only benefits.

No strong loyalty program or rewards.

Sometimes, users find it hard to navigate or slow.

3. What would make them come back to the Domino's app

App-only coupons or first-order discounts.

A fun and easy experience (like quizzes, WhatsApp reordering, etc.)

Clear value for being a loyal customer.

Title: Mock Customer Research – Domino's App

1. What do users want in a food ordering app?

One-tap reordering

Live delivery tracking

Attractive and app-only discounts

Clean UI and fast checkout

Loyalty points or rewards

2. Why are users shifting to third-party apps?

Easier to compare restaurants

More deals and coupons

Habit and convenience

Better UI and overall experience

What could bring users back to the Domino's app?

Exclusive deals not available on Zomato/Swiggy

Personalized recommendations

Loyalty programs (free pizza after 5 orders)

WhatsApp ordering and push notifications for deals

Small profile box

Aditi Sharma (Age: 24) |

| 📍 Mumbai |

| 📁 Marketing Intern |

| ❤️ Loves discounts & speed |

| ✖️ Avoids clunky apps |

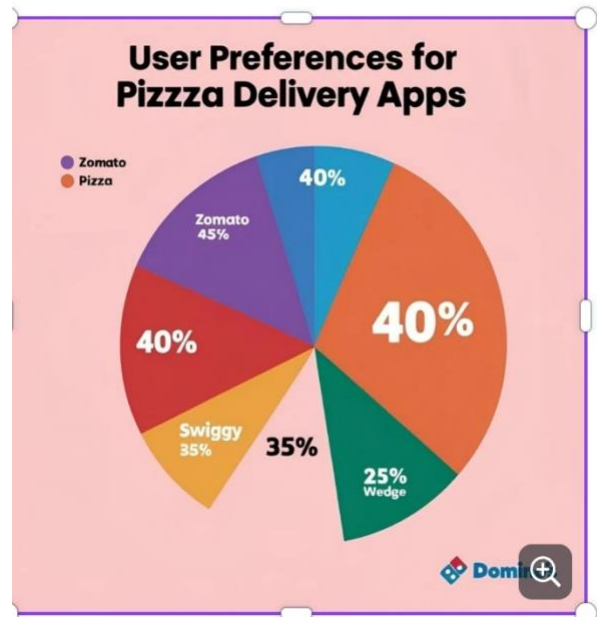
| ✅ Wants loyalty & ease

Which app do users prefer for pizza delivery?

Zomato: 40%

Swiggy: 35%

Domino's App: 25%



I use Zomato for better deals, but I trust Domino's more."

🗣️ "Domino's app needs to be more fun!"

Domino's App (highlight its simplicity)

Zomato App (highlight variety)

Users love Domino's brand but want better app rewards and a more engaging experience.

