

Let's Fix Scheduled Delivery!

Time to get our best customers to love scheduling their orders by making it trustworthy, clear, and a great deal.

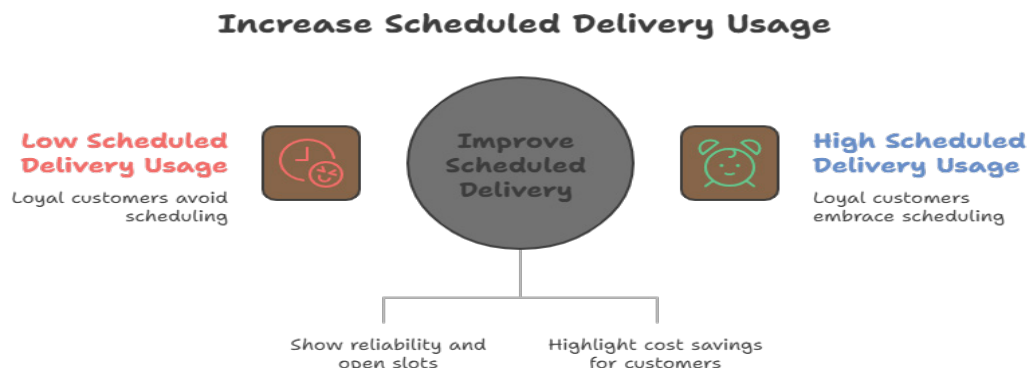
Team	Product Growth
Who's on it?	Ankita Dey, Product Research, UX Team
Status	In Review
Launch Goal	Aug 01 , 2025

1. So, What's the Problem?

Our most loyal customers—the ones ordering **4 or more times a month**—rarely use Scheduled Delivery. Why? They just don't trust it'll show up on time, can't easily see the open slots, and don't think they're saving any money.

This is a big headache for us because it jacks up our costs. Too many instant deliveries during busy hours mean we can't batch orders efficiently. If we can get these regulars to start scheduling, we'll seriously improve our profit margins and take some pressure off our delivery partners.

For our customers, this is a win-win: they save money and get their groceries right when they expect them. Plus, our competitors are already on it, so we need to get this done ASAP!



2. What Does Success Look Like?

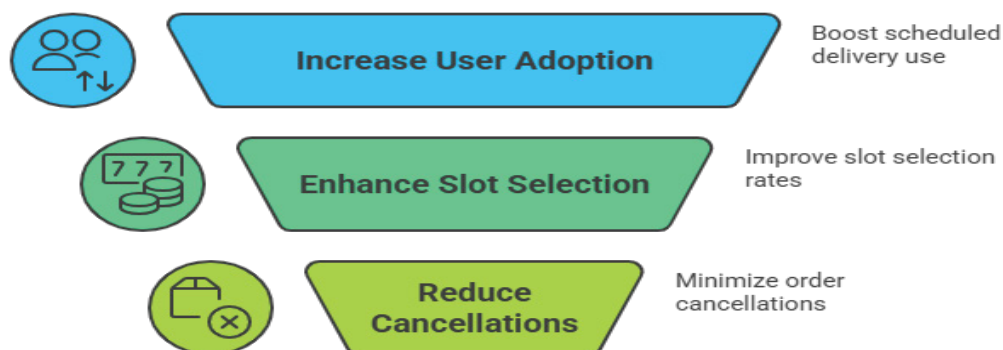
We'll know we're winning when we hit these goals:

What We Want	The Goal	Why It's a Big Deal
Get More People On Board	Get scheduled delivery use up from 7% to 20% with our heavy users in the next 3 months.	This goes straight to our bottom line and makes our operations smoother.
Make it a No-Brainer	Boost the number of people who actually pick a slot by 25% .	This tells us our new design is actually working and making scheduling tempting.
Stop Cancellations	Cut down on cancelled scheduled orders by 15% .	Fewer cancellations mean happier, more confident customers.

What We're NOT Doing (for now)

- Completely overhauling the checkout process.
- Going after casual users (who order less than 4 times a month).
- Messing with individual item prices.

Achieving Delivery Success



3. How Do We Know This Is a Real Problem?

What We Did	What We Found Out
Surveyed 30 users	<ul style="list-style-type: none"> • 63% said they don't schedule because they just don't trust it'll be on time. • 40% had no idea they could even save money by scheduling!
Chatted with 5 users	<ul style="list-style-type: none"> • Everyone brought up worries about timing, freshness, and not being able to change their slot. • One user, Rishabh, put it perfectly: "I never trust it will arrive on time. I'd rather just get it now."
Checked out the competition	<ul style="list-style-type: none"> • Amazon Fresh and BigBasket are doing a great job showing clear discounts and offering reliable, flexible time slots.

4. Who Are We Building This For?

We're talking about our **~2.8 million** power users in cities across India—the busy professionals who rely on us all the time.

User Journey & What's Missing

The way things are now, there's a huge missed opportunity.

What they do now: "Ugh, I need groceries" → Opens Zepto → Throws stuff in cart → Blows past the scheduling option → Checks out for instant delivery

What they really want:

Customer Concerns



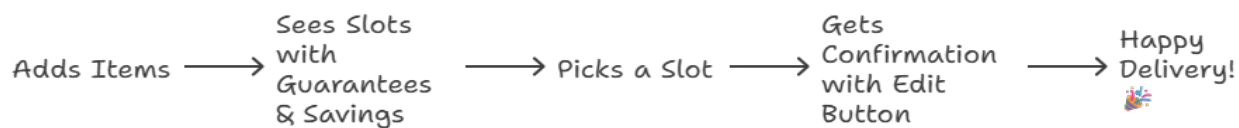
5. Here's the Plan!

We selected these ideas because they offer the most value for our investment.

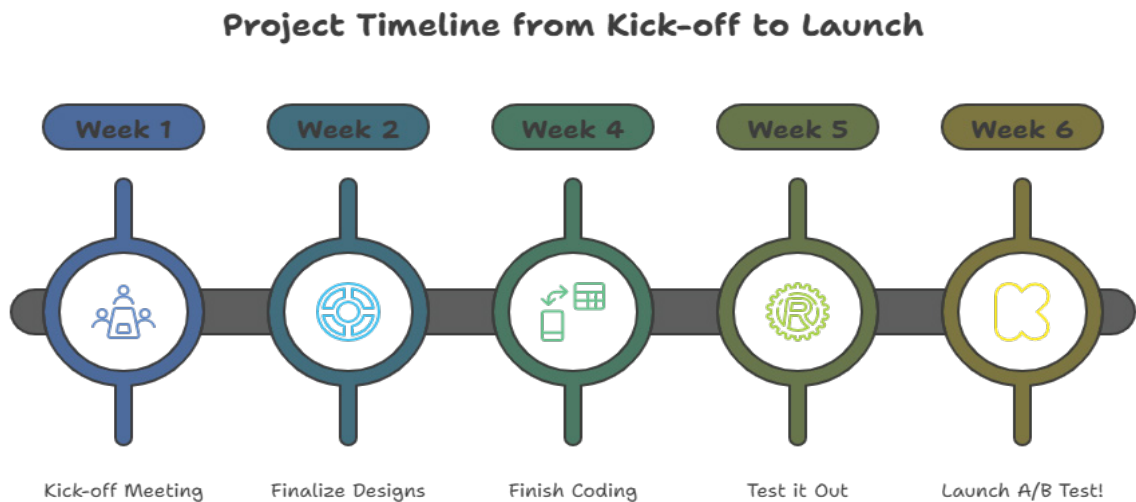
Priority	The Idea	Why We Love It	Impact	Effort
1	"On-Time or ₹30 Back" Guarantee	It's a simple and powerful way to say "we've got your back" and build trust right away.	High	Medium
2	"Save ₹20!" Badge	This makes the savings super obvious, right next to the instant delivery price.	High	Low
3	Edit Your Slot Until 11 PM	Giving people flexibility is key! This will cut down on cancellations and make them feel in control.	Medium	Medium

6. What Will This Look Like?

New Delivery Flow



7. Our Game Plan



Are We Ready to Go? (Checklist)

- **Tell Customer Support:** Get them up to speed on the new guarantee.
- **Prep Operations:** Make sure our riders and hub teams know what's up.
- **Get Tech Ready:** Deploy the systems to track everything.
- **Prep Marketing:** Have the banners and emails ready to fly.
- **Finalize the Experiment:** Lock in the A/B test plan for Bengaluru & Mumbai.

8. Lingering Questions

- **What we decided against:** Nagging people with cart reminders and making changes to contactless delivery.
- **The trade-off we're making:** We're skipping a huge redesign to launch these trust-building features faster. It's all about quick, impactful wins!
- **The big question:** If we start offering money back guarantees, will people start expecting discounts everywhere? We'll have to keep an eye on that.