



Meet Rishab Mehta

Age: 30

Gender: Male

Location: Bengaluru (Urban Metro)

Occupation: Software Engineer at a mid-sized tech startup

Education: B.Tech in Computer Science

Income: ₹18–22 LPA

Living Situation: Lives alone in a rented 1BHK near Indiranagar

Tech Proficiency: High – app-savvy, tries new features

Monthly Grocery Orders on Zepto: 6+

Scheduled Delivery Usage: Rare (1–2x max or never)

Goals & Needs:

- Order groceries quickly after work without hassle
- Ensure fresh produce and essentials are available when needed
- Optimize delivery fees—would switch if there's a visible value
- Restock weekly without wasting mental bandwidth

Pain Points

1. Doesn't trust morning slots to be on time
2. Feels the UI hides scheduling benefits or offers no incentives
3. Thinks slot-based delivery is rigid (can't edit/change)
4. No visible ₹ savings compared to instant delivery
5. Perceives Scheduled Delivery as "meh" for his lifestyle

Quote :

"If I saw clear savings and trusted it'd arrive on time, I'd schedule every Sunday night."

Motivations

Motivators

- Getting more value per ₹ spent
- Tech features that save time
- Small wins like cashback, loyalty rewards

Aspirations

- Wants to spend less time on errands
- Aims to plan better but avoids effort unless nudged

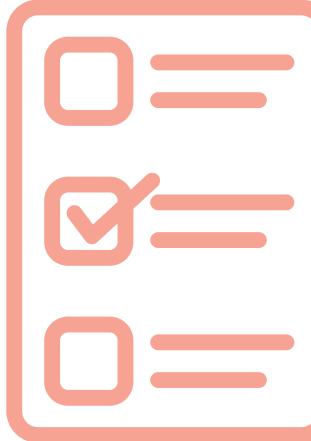
Behavioral Traits

Shopping Patterns

- Shops late evenings (8–10 PM)
- Adds recurring items like milk, bread, and snacks
- Often reorders from past purchase history

Tech Behaviors

- Uses Android app
- Skips banners; straight to search bar
- Prefers dark mode & one-click checkout



Survey Insights

- **Trust is the top blocker:**
63% rated “Don’t trust on-time arrival” as a 4 or 5 on barrier scale.
- **Awareness is low:**
40% either never noticed or only vaguely know about the Scheduled Delivery feature.
- **Perceived lack of value:**
52% don’t see any cost savings vs. instant delivery; price tags don’t highlight benefits clearly.
- **Freshness concerns:**
48% fear scheduled deliveries won’t have fresh fruits, milk, or greens.
- **Flexibility matters:**
60% want to edit/change slots post-order (especially till midnight).
- **Top feature motivators:**
Extra discount (72%), free delivery (66%), and real-time driver ETA (54%) were selected as most convincing nudges.

Summary Box

1. Lack of trust and visible value are the core blockers
2. Awareness gaps limit exploration
3. Simple nudges like price badges, slot flexibility, and freshness assurance can shift behavior

Qualitative Insights

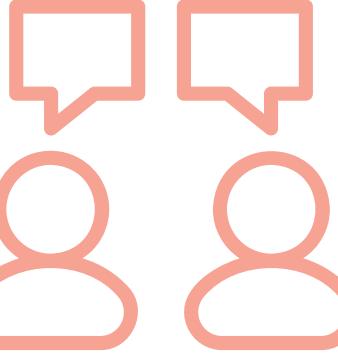
Kunal (Techie): Orders often but skeptical about slot reliability; wants discount + on-time guarantee. Prefers slot edit till midnight.

Riya(Working Mom): One bad experience eroded trust. Freshness of milk & veggies is her primary concern.

Swagata (Student): Wasn’t even aware of scheduled option. Open to trying if savings and group-ordering are enabled.

Rupa (Homemaker): Thinks slots are always full. Wants ETA confirmation + free delivery for high-value baskets.

Mrinal (Consultant): Dislikes inflexible slots. Wants delay/edit option and trusts only if ₹ incentive is high enough.



Problem Framing Canvas

True Problem?	Despite being frequent buyers, many Zepto users avoid Scheduled Delivery because they do not trust its timeliness, find slots poorly surfaced, and perceive no cost advantage compared to instant delivery.
Customers facing the problem?	Urban professionals (like Rishabh), placing 4+ orders/month, who value speed and convenience. They're app-savvy but time-poor, prefer control and visibility in deliveries, and often shop in the evening.
How do we know it is a real problem?	<ul style="list-style-type: none">Survey: 63% don't trust scheduled slots to arrive on time40% didn't even notice Scheduled Delivery as a featureInterviews reveal strong friction around flexibility, visibility, and value perceptionScheduled usage remains under 10% of orders from heavy users
Value generated by solving this problem?	<p>For the target customers:</p> <ul style="list-style-type: none">Greater control and confidence in planningVisible savings and flexible deliveryReduced last-minute stress <p>For the business:</p> <ul style="list-style-type: none">Improved unit economics via batchingLower delivery cost per orderIncreased stickiness from high-LTV usersReduced strain during peak-hour 10-min windows
Why should we solve this problem now?	<ul style="list-style-type: none">Zepto is scaling rapidly; cost pressure from instant delivery is unsustainableScheduled delivery offers a way to improve margins without losing usersUser trust is low—early investments in visibility and reliability can prevent churnCompetitors (e.g., Amazon, BigBasket) already dominate scheduled space—Zepto must differentiate soon

POV

Rishabh, a regular Zepto user, wants to plan grocery deliveries in advance but avoids Scheduled Delivery because he doesn't trust the timing and sees no clear benefit over instant delivery.

HMW

How might we make Scheduled Delivery feel more reliable, rewarding, and flexible so that Rishabh actually wants to use it?