

Scheduled Delivery Optimization

zepto

Project Description

Increase scheduled-delivery adoption among high-frequency users by adding trust guarantees, cost-savings visibility, and slot flexibility..

Project Overview

- **Team:** Product Growth Team
- **Contributors:** Ankita Dey (PM), UX Team, Engineering (Fulfilment & Consumer App), Data Science, Ops
- **Status:** In Development
- **Launching on:** 18 July 2025 (Phase-1 A/B)
- **Resources:** JIRA | Figma | Adobe Express| Survey & interview reports

Problem Defination

Heavy Zepto users (≥ 4 orders/month) rarely choose Scheduled Delivery because they distrust punctuality, fail to notice slots, and see no cost difference. This results in higher per order delivery costs and peak hour strain because instant orders cannot be batched. Solving this converts a high value cohort to a cheaper fulfillment mode, improving contribution margin and driver utilization. Users gain predictable, lower cost deliveries and less last minute stress. Competitors (Amazon Fresh, Big Basket) already capture this value, so acting now preserves market share and margin.

Goals & Success Metrics

Priority ordered:

1. Raise scheduled-order share for heavy users 7 % 20 % within 3 months.
2. Lift slot-selection conversion (slot views select) by 25 %.
3. Cut scheduled-order cancellation rate by 15 %.
4. Maintain NPS \geq instant-delivery baseline.

These metrics directly impact delivery cost, user trust, and long-term profitability.

Non-Goals (Out of Scope)

1. Full checkout redesign.
2. Targeting users with <4 orders/month.
3. SKU-level pricing or personalized discounts.
4. Fleet expansion strategies.

Validation of the Problem

Quantitative:

- Survey (n = 30): 63 % rate punctuality concern 4 – 5/5; 40 % unaware of any price benefit.
- App analytics: Only 9 % of heavy-user orders use scheduled slots despite slot supply ≥ 35 %

Qualitative:

- Interviews (5 users) echoed: “Slots always look full”, “Worried about late delivery”, “No edit option if my plan changes”.

Competitive:

- Amazon Fresh offers slot price badge & ‘on-time or ₹50 credit’; Big Basket shows live slot fill %, driving >45 % scheduled mix.

Target Audience & Personas:

- Segment size \approx 2.8 M heavy users (4+ orders/m, metro & tier-1 cities).
- Primary Persona – Rishabh (30, Bengaluru techie)**
- Goals: low-effort grocery restock, savings, freshness.
- Pain: distrust slot timing, slots hidden, no clear ₹ advantage.
- Current Journey: Need \rightarrow App \rightarrow Add items \rightarrow Skip schedule \rightarrow instant.

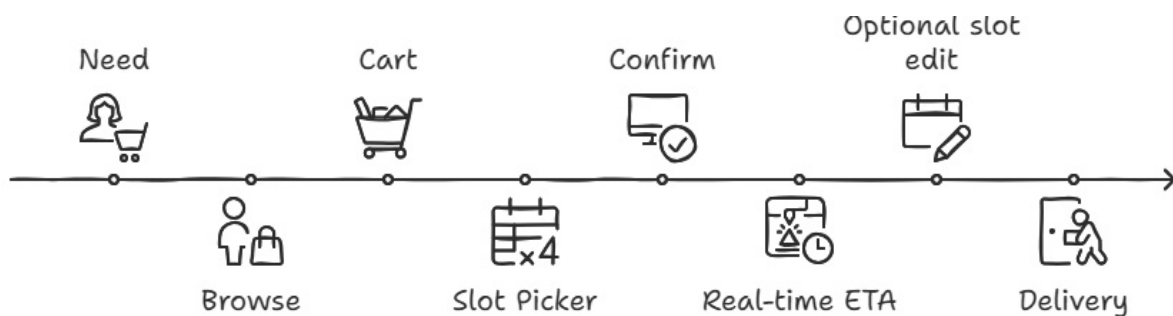
Solution Overview



Based on prior tests and research we will release an MVP with three pillars:

1. Trust – ‘On-Time or ₹30 Back’ badge on slot cards; automatic credit on SLA miss.
2. Value – Show ‘₹20 cheaper than instant’ badge computed from dynamic pricing engine.
3. Flexibility – Allow slot edits until 23:00 on delivery 1 day.

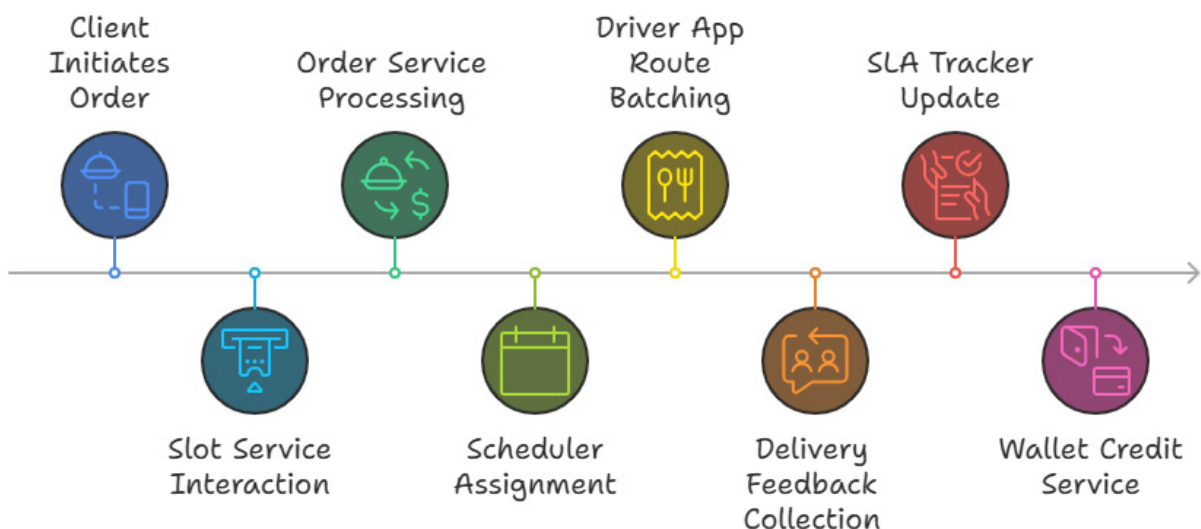
User Flow (Happy Path)



Key Features

- Slot card component with savings + on-time guarantee labels.
- Edit Slot screen accessible from order detail until cutoff.
- SLA tracker service + auto-credit wallet on breach.

System Diagram)



Edge / Error Handling

- If slot becomes unavailable post-selection, surface alt slots with same discount.
- If SLA breached, auto-credit + push apology within 30 min.

Product Marketing

- In-app banner to heavy users, push notification of 'Save ₹20 & get on-time guarantee'

Key Tasks & Timelines

July 5th	Design Sign-off
July 9th	API & Backend ready
July 13th	Android- iOS Builds
July 14th-17th	QA
July 18th	Phase-1 Launch (BLR)

Checklists

- Ops & Rider training material distributed
- Customer-support macros prepared
- Wallet credit automation tested in staging

Experimentation Plan

- A/B (50-50) heavy-user traffic in BLR
- Metrics: slot_select%, scheduled_order%, cancellations, SLA breaches, NPS.

Future Iterations

- Cart-level nudges (Bulk saver)
- Contactless morning drop lockers
- Personalised slot-based dynamic discounts

Risks & Mitigations

- Increased SLA breaches cause cost overruns — Mitigation: Tight driver routing + limit promo to low-traffic slots initially
- Users game slot discount then cancel — Mitigation: Limit edits to 1 per order & cap daily discounted orders
- Operational complexity for riders — Mitigation: Phase-wise rollout + training videos

Open Questions & Decisions

- Should we expose discount badge on home page as well? (TBD)
- Impact of ₹ incentives on long-term pricing expectations?

Descoped: full UI redesign; trade-off: faster delivery of core trust features.