



## PRD

Team: Review Team

Contributors: Arpit Shah

Status: In Development

### Problem Definition



**ZOMATO** is facing inconsistent and low engagement issues on its review and **Rating** system. Users across various segments are not providing Feedback or the reviews lack depth.

- What is the problem?

*Frequent users rely on for weekly deliveries Forget to leave review. Capturing their **Feedback** can significantly **BOOST Review Volume** and enrich Customer Data.*

- Who is facing the problem?

*Observed Majorly in Users, who are placing orders at **NIGHT** and Belong To **AGE** group **18-35 Segment - High** frequency Customers (Orders At **Least** Once a Week), Are not **ZOMATO Gold Subscription & NON REVIEWES***

- What is the business value that will be unlocked by solving the problem?

*Increase Text Reviews amplify Platform **TRUST** & Engagement, leading TO **Higher- Order Volumes of Reviews** written By NON Reviews*

- How will the target users benefit if the problem is solved?

*By sharing their Experiences, Users can help others make informed **Decisions** and potentially Influence Future Restaurant Choices.*

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*Additionally, the proposed Solution will incentivize them to Leave Feedback*

- Why is it urgent to solve this problem now?

*Competition in the Food Delivery is Fierce. A Steady stream of Fresh Reviews keeps ZOMATO Content and User – Driven, fostering a sense of Community and Trust*

## Goals



- ❖ Increasing % of orders with Text Reviews to leverage reviewers (Users) & reviewers (Restaurants) & ZOMATO
- ❖ Improve the Quality of Reviews by implementing a new rating system and review Prompts.
- ❖ Improve Users engagement with the ratings and Reviews features by 20% in Next - 6 Months.

## Non-Goals

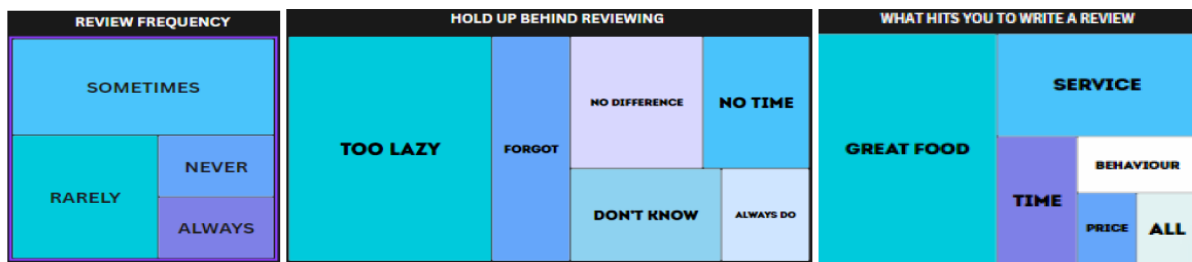
- This Project will not focus on addressing other Features unrelated to Reviews & Ratings.
- Solving Problems unrelated to User Engagement, such Backend Restaurant Management Tools.
- The Rating System is not being taken into Consideration in this Problem Statement.

### Validation of the problem

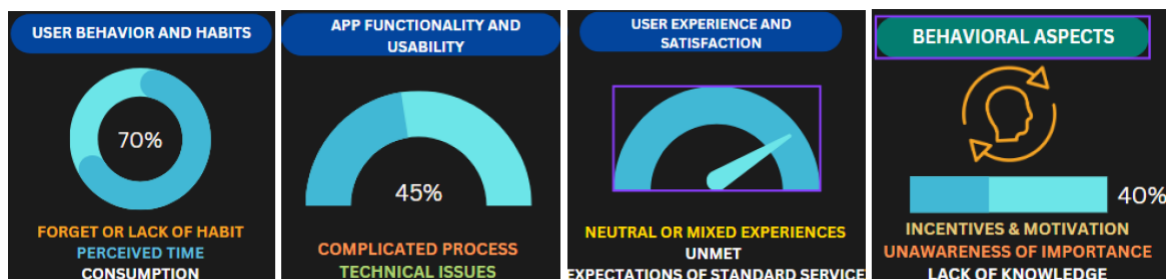


The Responses suggest that although Users give **High Importance to Reading Reviews** before Ordering, They Themselves don't feel motivated enough to write Reviews of their orders.

### Insight From User Research



Our Finding indicate that 70% -75% of Users **do not leave reviews** Primarily due **TOO Lazy**, Occasionally **Forgetting**, and Also believe that their **Feedback will not have any Significant Impact**.



- ◆ 70% of Participants indicated that they do not have sufficient time to leave a review.
- ◆ 45% Found **USER Experience** AND **Interface** Challenging, making it Difficult to Navigate to Rating Page.
- ◆ 80% of respondents reported having **Neutral Experience** with **Their Food Orders**, and some were **Dissatisfied with Service**, which discouraged them from leaving any Reviews.
- ◆ Lastly, 40% of participants **felt Unmotivated** due to a lack of Awareness about Review process and expressed a **Desire for Incentives & Loyalty** rewards in return for their Feedback.

### Understanding the target audience

#### USER PERSONA



**Gautam, 24**

Software Developer based in Bangalore  
Orders dinner around 3-4 times/week

##### Pain Points:

- Too many options, doesn't know what to order
- Lack of detailed reviews, vague ratings
- Too lazy/ tired to write a review

##### User Needs:

- Health conscious, needs homely food sometimes
- Needs good suggestions from vast options of eateries
- Needs a quick and hassle-free process of ordering

High Frequency Ordering (*3/4 Orders /Week*), Working Professionals of *Tier 1 & 2 Cities* who lie in age of *18-35 Years* is our Segment of Interest

## Solution



Based on our user research, we have to conclude that to motivate Users to write Ratings & Reviews, it is essential to implement solutions that demonstrate the effort and value they bring to their Desired Food Delivery Experience.

### ➤ Progress Bar & Milestone Rewards

- ✓ A Progress Bar Displays completion towards a Milestone.  
( *Complete 3 Reviews to unlock a Discount Voucher* )
- ✓ Upon Reaching Milestone, A Reward Notification Pops up with Email ( *Congratulations! You unlocked a 10% Discount Voucher* )

### ➤ *Review Streak badge System*

- ✓ User earn Badge for Consecutive Review Submission. ( **Reviews Enthusiast For 3 Review In a Row** )
- ✓ Badges are Displayed on the User Profile, adding a layer of achievement

### ➤ *"Food Of The Week" Spotlight*

- ✓ A selection showcases A TOP Reviewer chosen Weekly based on Review Quality & engagement .
- ✓ THE "Foodie Of The Week" receives recognition and potentially a Small Reward ( **Free Delivery , Cashback etc** )

### ➤ *Enhanced Review Submission Prompts:*

- ✓ Suggestion specific aspects to Review ( **Delivery Food, Behaviour of Delivery Agent, Restaurant Authenticity** ) can improve **Quality** of Reviews

### ➤ *Gamified Leaderboard*

- ✓ Ranking Users based on Review activity and display Top Reviewers can foster a **Competitive Spirit** and **Increase Engagement**

### ➤ *Personalized Review Reminders*

- ✓ Sending tailored reminders to users to review their past order based on their behaviour can boost Review Submission Rates.

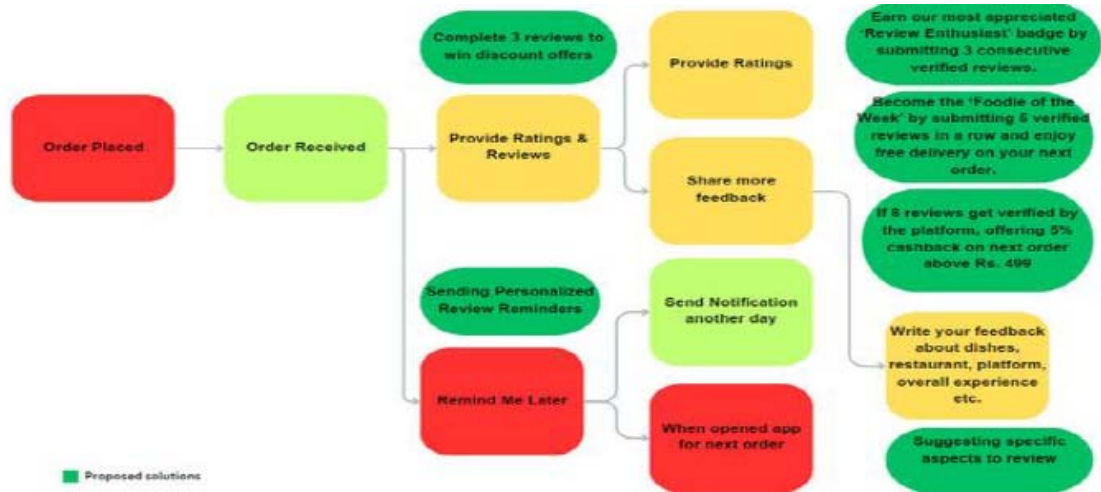
### Solution Prioritisation

Solution	Reach (R)	Impact (I)	Confidence (C)	Effort (E)	RICE Score
Progress Bar & Milestone Rewards	80	2.5	85%	4	42.5
Review Streak Badge System	70	2	90%	3	42.0
"Foodie of the Week" Spotlight	60	2.5	80%	2	60.0
Enhanced Review Submission Prompts	90	3	85%	5	45.9
Gamified Leaderboard	75	2	80%	3.5	34.3
Personalized Review Reminders	100	2.5	90%	2.5	90.0

### Legends :

- Reach (R)*: Estimated number of users affected by the solution, out of 100.
- Impact (I)*: Potential impact on user behaviour, on a scale of 1 to 3.
- Confidence (C)*: Confidence level in the solution's effectiveness, as a percentage.
- Effort (E)*: Estimated effort required to implement the solution, in weeks.
- RICE Score*: Calculated as  $(\text{Reach} \times \text{Impact} \times \text{Confidence}) / \text{Effort}$ .

### User Flows



### Wireframes



#### Key Features

- Multiple reminders are sent to the user for review submission
- Promoting review submission through incentives
- Gamification (badges, rewards)
- Personalized review suggestions

#### Key Logic

- Algorithm to suggest review prompts based on order history

- ii. Enhanced schema for storing detailed ratings and review data
- iii. New data types for gamification elements

### Algorithm Changes

- i. **Review Quality Assessment Algorithm:** Evaluate the depth, detail, and helpfulness of reviews to determine their overall quality.
- ii. **Leaderboard Ranking Algorithm:** Calculate user rankings based on accumulated points, review frequency, and other relevant factors.

### New Data Types

- i. **Reward Points:** A numerical value representing the user's accumulated points.
- ii. **Review Quality Score:** A metric indicating the quality of a review on a scale.
- iii. **Badge Tier:** A categorical value representing the user's badge level.
- iv. **Streak Count:** A numerical value tracking the number of consecutive orders, the user submits a review.

### Data Instrumentation

- i. Events: Review submission, rating interactions, prompt usage.
- ii. Variables: User ID, Restaurant ID, Review Quality, Review Frequency, Engagement Time

### Edge/Error Cases Handling

- i. Incomplete review drafts saving
- ii. User feedback loops for error reporting

## PRODUCT MARKETING

- ❖ In -APP Notifications
- ❖ Email Campaigns
- ❖ Social Media Promotion
- ❖ Collaborations With Influencers



## Launch Readiness



Phases	Estimated Time (In Weeks)
Design	2 Weeks
Data Mining	2 Weeks
Development	4 Weeks
Internal Testing (QA)	1 Week

## Launch Checklist

### ✓ Launch: Pre-

- ◆ Design & visuals (Design Team)
- ◆ Development & features (Development Team)
- ◆ Testing (QA Team)
- ◆ Marketing & advertising (Marketing Team)

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### ✓ *Launch:*

- ◆ Monitoring (Development Team)
- ◆ Technical issue fixing (Development Team)
- ◆ Designing user manuals (Design Team)
- ◆ Advertising (Marketing Team)

### ✓ *Post-Launch:*

- ◆ Data analysis & feedback (Data Analytics, scientists Team)
- ◆ Bug fixing & maintenance (Development Team)

### ✓ *Identified Stakeholders:*

#### Internal Stakeholders

- ❖ Design Team
- ❖ Development Team
- ❖ Quality check Team
- ❖ Marketing Team
- ❖ Data-driven Teams

#### External Stakeholders

- ❖ Restaurant
- ❖ Users
- ❖ Zomato platform

## *Future Iterations*

### Scope of Next Versions:

- Advanced filtering of reviews based on user preferences
- Enhanced AI-driven review summaries
- Integration with social media for review sharing

### Ideas Parked for Later:

- Video reviews
- Voice-to-text review submissions

### Risks & Mitigation



Risk	Mitigation
Low User Participation	<ul style="list-style-type: none"><li>Implement appreciable elements, such as badges and leaderboards to incentivize participation.</li></ul>
Negative User Feedback	<ul style="list-style-type: none"><li>Communicate changes transparently and gather user feedback continuously.</li></ul>
Increased Operational Load	<ul style="list-style-type: none"><li>Use AI and machine learning to filter positive, negative and neutral words and categorize reviews for performance report evaluation.</li></ul>
Biased Reviews	<ul style="list-style-type: none"><li>Ensure transparency about incentives and monitor for suspicious activity.</li><li>Implement algorithms to detect and mitigate bias.</li></ul>

### Open Questions & Decisions Taken



#### Open Questions:

1. How to balance loyalty without overwhelming users?
2. What specific rewards will be most effective in driving user engagement?
3. How will the potential for fake reviews be addressed?
4. Are users satisfied with the new ratings & reviews system launched?
5. Is any specific user segment not performing as expected from the target audience?
6. Is the system performing reliably under different load conditions, mainly peak hours?

#### Descoped Features:

- ◆ *A system with multiple reward tiers (discounts, free deliveries, etc.) based on points accumulated is outside the scope of this initial project.*
- ◆ *Integrating directly with various social media platforms for seamless sharing might require additional development effort and potential API limitations.*
- ◆ *Implementing a sophisticated system to automatically filter and moderate potentially fake or irrelevant reviews is beyond the scope of this project.*

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*Understand*  
***zomato***  
*in simple words*

next  
leap