New "Multi-Ordering" feature for Zomato

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About the project

A hypothetical situation trying to optimise the existing delivery process with the help of Machine Learning where we can come up with a feasible solution of ordering food from multiple restaurants.

About Zomato

Zomato is an Indian multinational restaurant aggregator and food delivery company founded by Pankaj Chaddah and Deepinder Goyal in 2008. Zomato information and user reviews of restaurants as well as food delivery options from partner restaurants in select cities.

DISCOVERING PROBLEM

a. Identifying Problems

Many times, I felt like ordering different combinations of food cuisine from different restaurants. Eg. Ordering lunch from RESTAURANT A and ordering desserts from RESTAURANT B.

I have discussed this problem with my friends and they also face the same issue. They are not able to get their choice of meal due to a lack of variety of food items the restaurant provides, so either they end up ordering twice from two different restaurants or they simply do not order from the second restaurant.

b. Defining the problem

- The hassle of going through the ordering process again compromises the user's intent from placing another order

- The user ends up settling with their first order

- This issue is faced by noticeable percentage of user base and it also impacts the business

Research and Business Study

- Zomato takes 18-25% of the order value as commission from the restaurants. Hence it is always nice for the business if there are more restaurants involved in the transaction.
- If the user orders from the two different restaurant, it is profitable for the business in terms of taxes and incentives the platform receives.
- Approximately 10% to 20% of users tend to place multiple orders as per their requirement, but 80% of the time, the user does not order from a different restaurant and settles with the existing order.

Approach to the solution

- Spending a long time in user data and studying the business model of Zomato, gave me a rough idea of the initial take for this problem.
- The final rationale was to design a convenient experience flow and a clean and easy UI so that the user can order from multiple restaurants with minimum clicks, easy to track and manage the order and make this implementation feasible for the business.

Concept Development

Assumption:

Let us assume that a user is trying to order food from KFC and he wants something refreshing to drink with his current order.

He is presented with the list of nearby restaurants generated by the AI

We will select the first restaurant (KFC) as the pivot point and we will divide the whole map into hexagons with circumradius of 1 km.

This will help us to to divide and sort all the nearby restaurants from where you can order your food from.
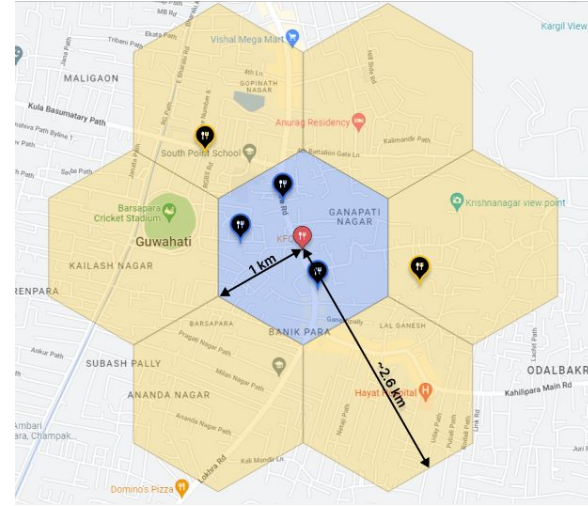
BLUE ZONE:The restaurant present in the blue hexagon is recommended for the user to order from since it lists all the restaurants within 1 km of radius from the PIVOT restaurant.

YELLOW ZONE:The restaurants present in the yellow hexagons are more than 1 km away from the PIVOT Restaurant but still it is deliverable but the user has to decide if he wants longer delivery time and pay extra charges to deliver their food.

GREY ZONE: The restaurants present outside the yellow zone is not listed in the app since it is not feasible to order from these restaurants.

DELIVERY CHARGE CALCULATION

Distance from Home to Pivot restaurant - 7 kms

In standard case,

Base fare - Rs 30 (upto 2 km)
Additional fare - Rs 5/km

When using multi ordering, we can amp up the rate/km depending on the zone.

For instance,

1.5x for the blue zone
2x for the yellow zone

Hence,

Rs 7.5/km for blue zone delivery
Rs. 10/km for yellow zone delivery

- Now let us calculate the delivery charge excluding the taxes,

  Rs 30 (2 kms) + Rs. 7.5 x (remaining 5 kms)

= Rs. (30+ 37.5) = **Rs 67.5**

Q. How can we further optimise the delivery process?

Since Zomato has all the necessary data collected from the restaurants. With the help of AI and Data processing, we can determine and suggest the most optimum path for the delivery person to follow.

Eg. Order processing time for KFC is higher than Keventers, so we can send the delivery person to pick up the order from Keventers and then pick it up from KFC

Design Development

While ordering food, the Call to Action (CTA) is to click on the cart, while keeping that in mind, I designed the Multi ordering button similar to the Cart button.

The dimensions and feel of the button is designed to catch the attention of the user as to signify this as an important and intriguing feature but at the same time it is less important as the Primary CTA button i.e. the cart button

Secondary CTA

Multi Ordering

ADD

ADD

Primary CTA

19:02

2 ITEMS
₹838.37 plus taxes

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