



zomato *Moments*

The Problem

Zomato **GenZ users** in the age of **18-25** have a **pre-decided intent** to order food based on **preference**, **price** and **ratings**. It is difficult for them to **experiment** with **new food** on their own. For this, they need a **social validation** to **motivate** them to **take risks** to **try new food**. Hence, they **primarily** rely on suggestions from their **social circle** or **social media**.

Problem Validation – User Research & Survey



81% of GenZ users said they tried a new food or place through suggestions from their social circle

48% of GenZ users said they tried a new food or place through suggestions from social media



46% of GenZs said they like trying new foods & places to eat.

3 out of 5 user calls mentioned trying a particular food due to someone's suggestion.



71% of GenZ users said visual content around food makes them hungry.



82% of GenZ users said price is a key factor while ordering food.

70% of GenZ users said ratings were a key factor while ordering food.



However, **71%** of GenZ users said they knew what they wanted to order before opening the app.

Why solve it now ?

User on his own

User would normally stick to their standard choices and food preferences and budget limits

← Gap →

User In presence of social circle or media

User would be socially motivated to try a new food or restaurant through their social circle or social media delivered content

← Results in →

Food decisions based on only need, price and ratings. Engagement on the app is to fulfill need.

Food decisions are not limited to just price, ratings and need. New foods & places get explored.

← Opportunity →

User decision is pre-decided on key factors and thus little room to promote newer restaurants or engage the user to explore the app

- To grow newer restaurants on zomato.
- To improve in-app engagement for the user.

← Scale of need →

GenZ already contributes to **32%** of population ,which is also a major part of Zomato's audience and will increase in the future. [Link](#)

Restaurant industry is growing at **7%** annually out of which Quick Service Restaurants (QSR) is growing at **21.5%** [Link](#)

Business Value

From the data, **46%** of GenZ Zomato are open to trying new foods. Also, **55%** of these users said they order at least **1-2 times a week**. Thus, they are **active users**. These GenZs all belong to the **18-25** age group. ([Link](#)). Zomato's target market is **18-35** year old. ([Link](#))

Assumptions -

- GenZ contributes to **50%** of the **18-35** target market of Zomato.
- Target market contributes to **90%** of Zomato's revenue.
- We will be able to improve the order frequency due to trying of new foods by **25%**

Business Value

Additional revenue =

$$\begin{aligned} & R * (\text{Target Market}) * (\text{Genz user base}) * (\text{Interested in trying new foods}) * (\text{Active Users}) * (\text{Assumed improvement in order frequency}) \\ & = R * (0.9) * (0.5) * (0.46) * (0.55) * (0.25) \end{aligned}$$

= **~2.8% of Zomato's Net Revenue**

Potential Solutions

Snapchat social gamification

Snapchat users share pictures in their friend circles. This social behaviour can be exploited as Zomato already has an **existing collaboration** with snapchat.

Stickers can be earned after every order which can be used in pictures earning snapchat users a **food score** upon sharing pictures in their circles.. **Food score** can be utilised to earn **discounts** and **offers**.

Potential Impact

- Increased engagement for Zomato on snapchat
- Brings new user signups both to Zomato and Snapchat
- Helps Zomato's growth among younger GenZs which are primary users of Snapchat

Social commerce around food

Zomato users can be **incentivised** to share pictures of food on different channels like Instagram, telegram, whatsapp etc. These users can be incentivized to earn **discounts** and **offers** when shared users place orders with **newer restaurants** suggested by them.

Users will be incentivized for increasing diversity of restaurants under their orders.

Potential Impact

- Higher engagement on Zomato
- Promotes growth for newer restaurants
- Promotes diversity of orders per customer

Social feed on Zomato

Zomato already has an existing feature of following other users on the app. As a user, you can review restaurants by posting content.

Zomato can add a new social section called '**Zomato Moments**' where users can follow other Zomato users and watch their content around food. This feed can be **localised** to the **user's location** to give **social suggestions** around food.

Potential Impact

- Increased engagement on app
- Has a long term impact of moving from purely service product to a social recommendation engine
- Organic promotion through the food blogging community for newer restaurants.

Solution Prioritization

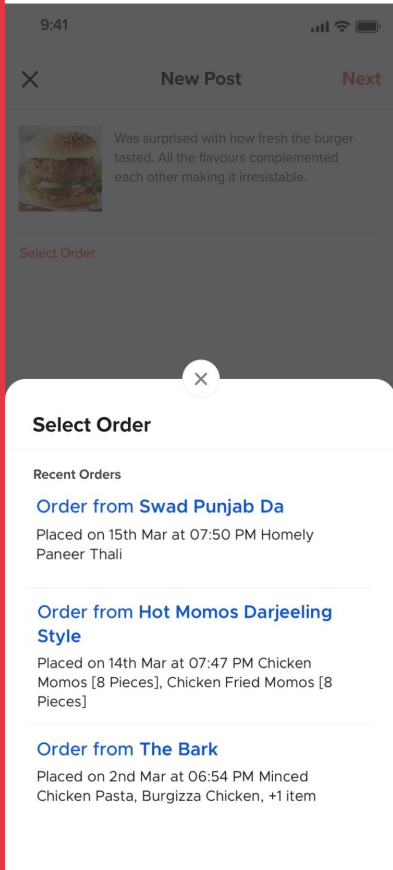
$$\text{RICE Score} = (\text{Impact} \times \text{Confidence}) / \text{Effort}$$

Solution	Total address market (TAM) (1-5)	User Adoption (UA) (1-5)	Impact per user (IPU) (1-5)	Impact (1-5) = (TAM*UA*IPU/125)*5	Confidence (1-5)	Effort (1-5)	RICE Score
Solution 1 Snapchat Social Gamification	3	3	3	1.08	3	4	.81
Solution 2 Social commerce around food	3	3	3	1.08	3	3	1.08
Solution 3 Social feed around food	4	4	4	2.56	4	4	2.56

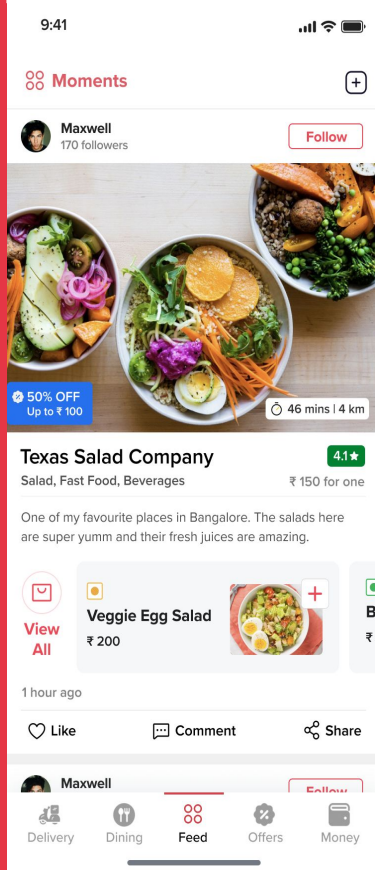
- There is greater **friction** & **user effort** needed to create social network around food for Solution 1,2 compared to Solution 3
- Solution 3 has a **long term impact** compared to **Solution 1,2** which are promoting **short term growth**.
- Solution 3 will affect **all** Zomato users while 1 will be limited to **snapchat users** and 2 will be limited to **high intent** users.
- Hence, we will be proceeding with **Solution 3** with the highest RICE score.

Detailed Solution

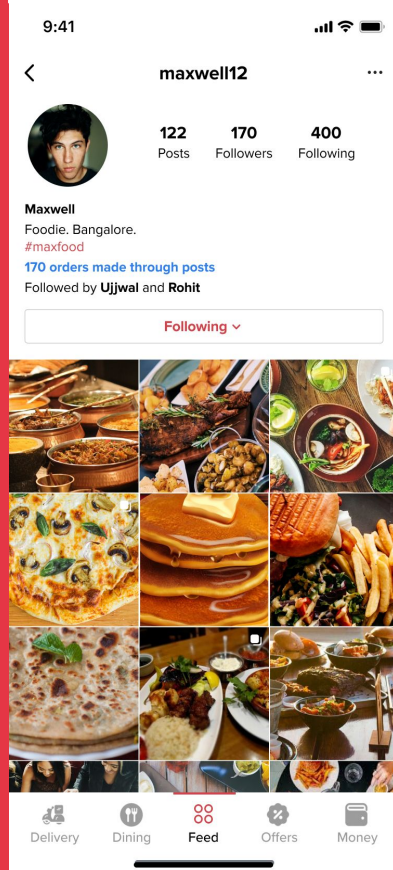
Creating a post



Zomato Feed



Viewing profile



The Solution

- Zomato will now have a **feed** section available where users can browse **local content** posted by other users.
- Users can engage on the posts using a **like, comment** and **share** functionality
- While creating a post, users can choose to **select the order** and the **restaurant** they're creating a post for. This will help in displaying products below the feed through which users can **directly add to their cart**.
- Users can also navigate to the profile section to view **posts** and the **number of orders placed through their feed**. This gives a **social push** both to the content creator and consumer.

Business Possibilities

- Transforms Zomato from a **need based** engagement to **social engagement** around food. This will have impact in **advertising** and **order conversions**.
- Newer restaurants can use this as a source of **promotion**.

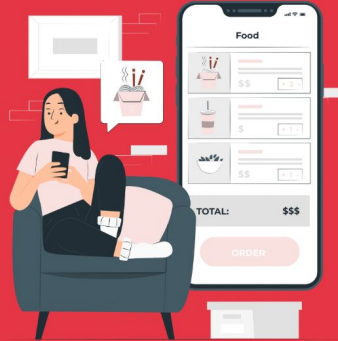
Landing Page Analysis

zomato Moments

Can't get over that cafe
your friend posted about
on Instagram?

Discover more on
Zomato moments !!

♥ I'm interested



About us

Rate Us

Solution desirability

55 people viewed the site
out of which **35** people
clicked on the **I'm
interested** button.

35 people clicked on the 'I'm
interested' button out of
which **26** filled the form for
early access to the feature.

22 people clicked on the
Rate us button out of which
18 people filled the rating
with an average rating of **4.1**

Landing Page Link - <https://zomatomoments.carrrd.co/>

Success Metrics

Metric Analysis

Success Metrics (All should increase)

User engagement		Individual user growth		Feature level success
Average Engagement Time per active user	No. of active users (daily-weekly-monthly)	Unique restaurants ordered from per active user	Unique food products ordered per active user	No. of orders placed through feed

Adoption Metrics

No. of posts created (daily-weekly-monthly)	No. of posts shared (daily-weekly-monthly)	Average engagement time on feed	Number of active users creating posts / Total active users	Number of active users on feed / Total active users
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Pitfalls

Pitfalls	Mitigation
Users might not be motivated to share their content around food other than food bloggers.	<ul style="list-style-type: none">As a go to market strategy, we can provide cashbacks and offers for first posts created around new restaurants. Over time, the feature would gain traction.Delivery guys can be asked to nudge users into making posts.
Users might not be motivated to view the feed initially	<ul style="list-style-type: none">Zomato should make use of its unique app notifications here to gather interest. Also, an initial nudge to drive user to the feed when he/she opens the app should be given.
Not every user will share order details in the post	<ul style="list-style-type: none">For these users, Zomato can rather display just the restaurant page button below the post.

