# ZOMATO ~ a brand, legend & saviour

Milestone 2: Increase the number of the customer, text reviews on Zomato for the Food Delivery vertical.

Impact mapping, user research and finding the true problem

vo la

"better food for more people"



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# User Segmentation (Impact Mapping) MTC (monthly

MTC (monthly transacting customers

Avg. number of

Avg. number of Orders placed month

Avg. number of orders placed/customer/month

### Target Customers

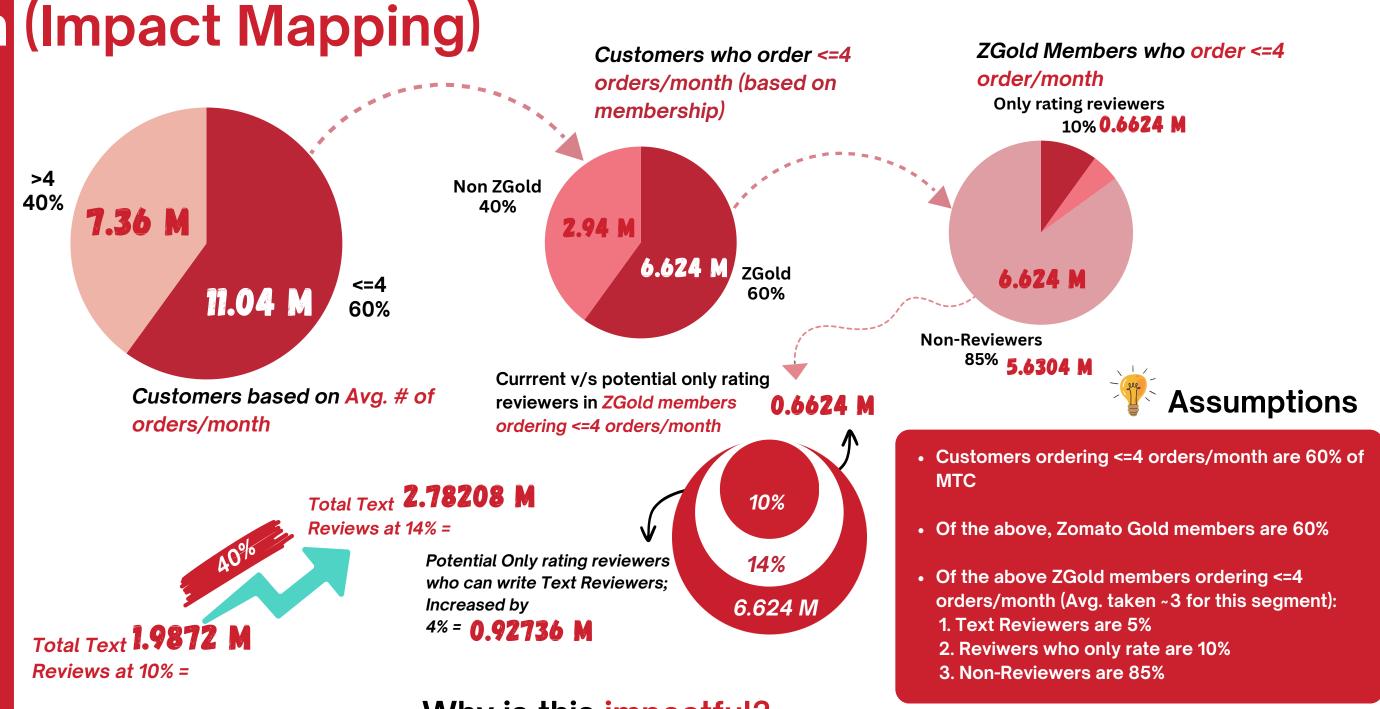
Potential ZGold ordering <=4 orders/month & are only Rating Reviewers = 0.6482 M

Average # of Orders placed per month (3)\*

# of Customers from this segment = Tot. Text Reviews by this segment

Hypothesis:
What's stopping them
from writing a text review?

- They find it too boring, time-consuming and a tiring task
- Never comes to their head about writing a text review
- No value gained out of it; improvement in food, incentives,
- Overwhelmed with other apps causing distraction



#### Why is this impactful?

- ZGold membership comprises 40% of GOV in 2023 with its # members grown by 90% since 2022
- Increased engagement with the app by examining reviews on meals/restaurants & making informed decisions
- Customers who spend time rating their orders are the reviewers who have the potential to write a review with a little bit of push/motivation.
- They're lacking the motivation/trigger to write a review and only a 4% increment in their segment can help us get 40% growth in the number of text reviews.
- Customers will feel valuable after seeing improvement in food
- Restaurants will show improvement in their food & growth in revenue

#### **User Research: 48 Surveys**

#### & 5 User Interviews

79.16% Age: 20-30

47.9% Avg. # Order / **Month: 2-5** 

62.5% **ZGold** Members

64.5% **Reviewers** ((text/only rate) 60.41% **Only Rate** an Order

54.16% Order for Self, Friends & Fam



39.5% of them find text reviewing to be a time consuming task



Job to accomplish before placing an order is *Cravings* with 45.8% of total



Only 39.58% would end up writing a text review and that's the case if it's a Avg - Medium/Bad Order

29.16% of them expect to receive incentives after writing a text review and 43.75% expect improvement in food or other services



#### **Pain Points**

- No value is gained out of it like incentives, a valuable gesture in-person or even validation for their loyalty.
- It takes time to think & write a review, therefore never a first thought or even an 'important' task for them
- It's an extra added step, takes time and bring them nothing out of it.

## **Key Insights**

- There's not much time in their lives or they're just involved/engaged in activities building more value in their lives than dropping a review
- The time between placing the order and receiving is spent continuing their last task.
- They come back to the app to track their orders every now & then.
- Ratings mentioned on food strengthen their decision-making process.
- Interaction is the trigger for them to rate or drop a review (if they ever do): Interaction with the delivery partner or customer support resolution makes them drop a review for the respective people.
- Reviewing at other places is a function of passion, experience & way of consuming that product/service during their leisure time.
- The times when food is exceptionally good or bad (in cases when the issue is not resolved by the restaurant or sometimes by Zomato), that's when they drop a review.
- Most of their orders are repeated orders/meals from their favorite restaurants based on their 1st impression, and they order it when they don't have time to think about what to order or are hungry. It happens mostly on weekdays in between their office hours.

"Lack of emotional connection prevents them from dropping a revie

## **Problem Framing**

#### What is the true problem?

Customers often lack an emotional connection with the restaurants, viewing their food ordering as a routine rather than a special experience. This contributes to fewer text reviews being left, as they need to perceive something exceptional about the restaurant's service.

# Who is facing this problem?

- Zomato Gold members
- Place orders <= 4 times a month
- Mostly repeat an order (dish(es)) from the same place
- Sometimes rate an order

# How do we know if it's a real problem?

- From the user research, it was found only a 60.41% rate on orders (not all times), and 40% don't write a review.
- A <u>report</u> states only 1.5% of orders that are rated have text reviews written for them.

#### How do we know if it's a real problem?

#### What are the benefits of solving this problem?

Zomato holds a 55% share in a duopoly market, but its competitor Swiggy is rapidly growing. Swiggy's restaurants and dishes rank higher on Google searches, attracting more organic traffic. Zomato could leverage its strong review and rating system to better capture this opportunity.

#### **Target Users**

Improved Recommendations: Users get tailored suggestions based on their reviews, introducing them to new or familiar restaurants to explore.

Emotional Bond: Users feel loyal, making decisions easier and encouraging recommendations.

#### **Business**

Conversion & Retention: Zomato boosts trust, user engagement, and restaurant revenue.

#### **Restaurant Image:**

- In-App: Reviews build a reputation and improve quality.
- Organic: Word-of-mouth drives growth and customer loyalty.