

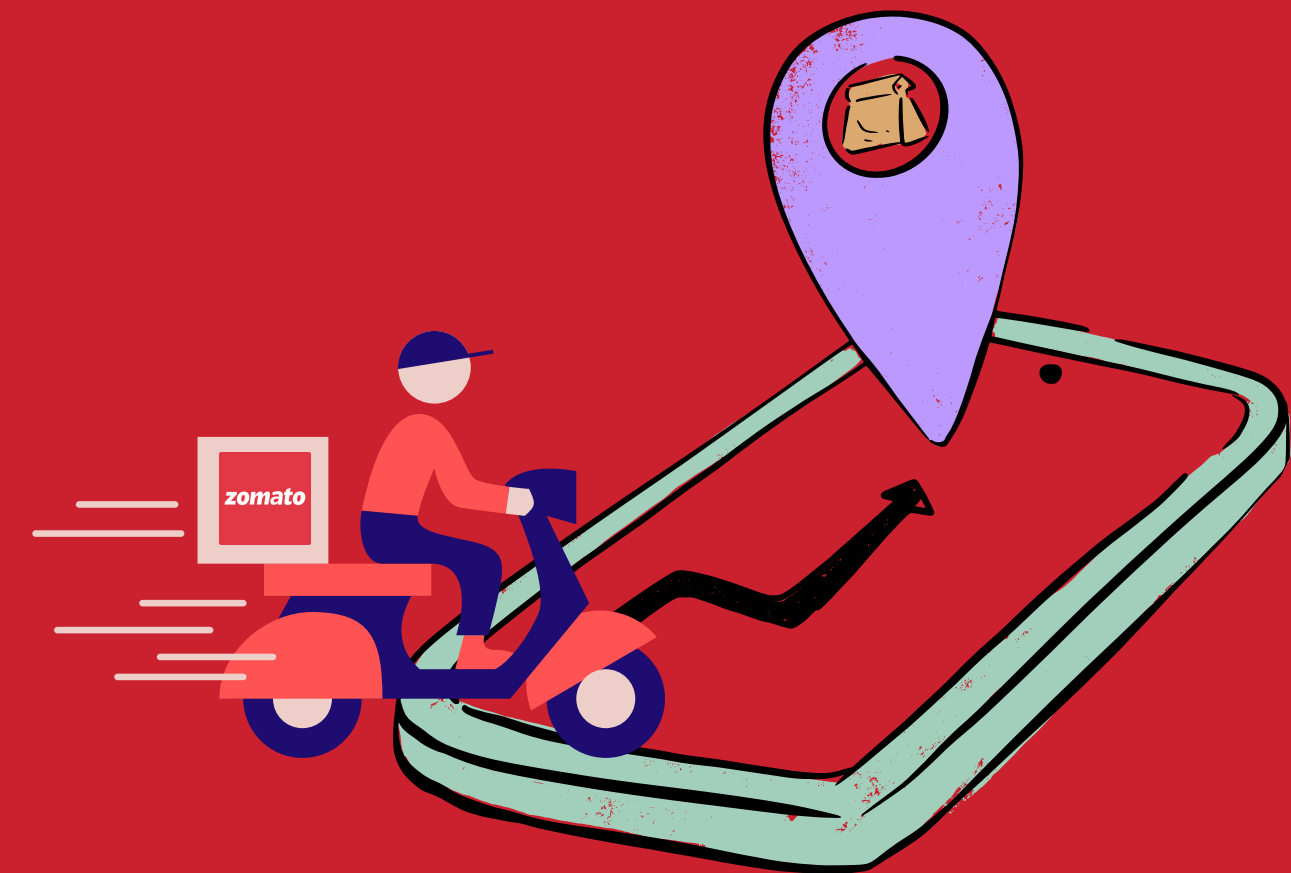
ZOMATO ~ a brand, legend & saviour

"better food for more people"

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

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User Segmentation (Impact Mapping)

MTC (monthly transacting customers) **18.4 M**

Avg. number of Orders placed month **63.47 M**

Avg. number of orders placed/customer/month **~ 4**

Target Customers

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

Average # of Orders placed per month (3)*

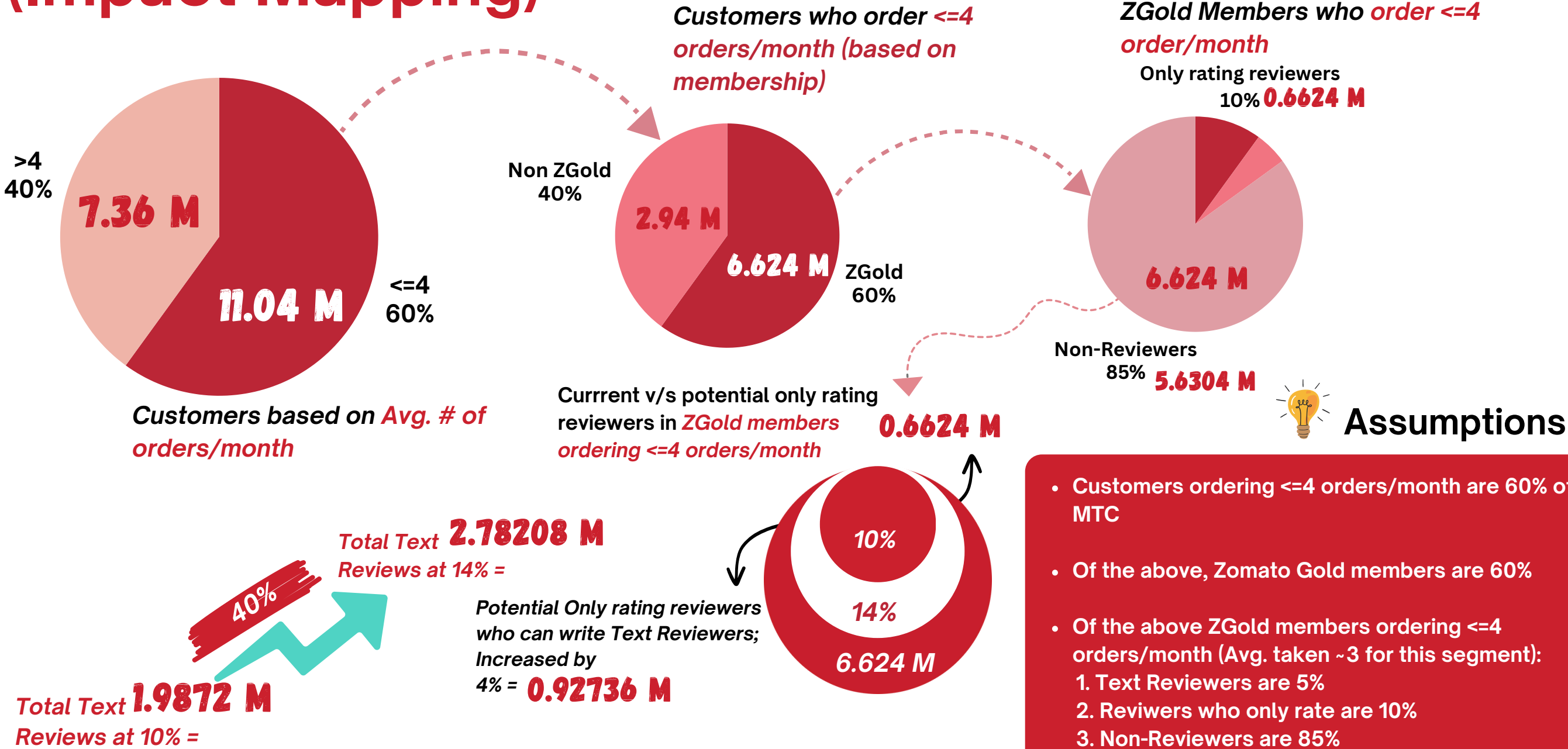
of Customers from this segment = Tot. Text Reviews by this segment



Hypothesis:

What's stopping them from writing a text review?

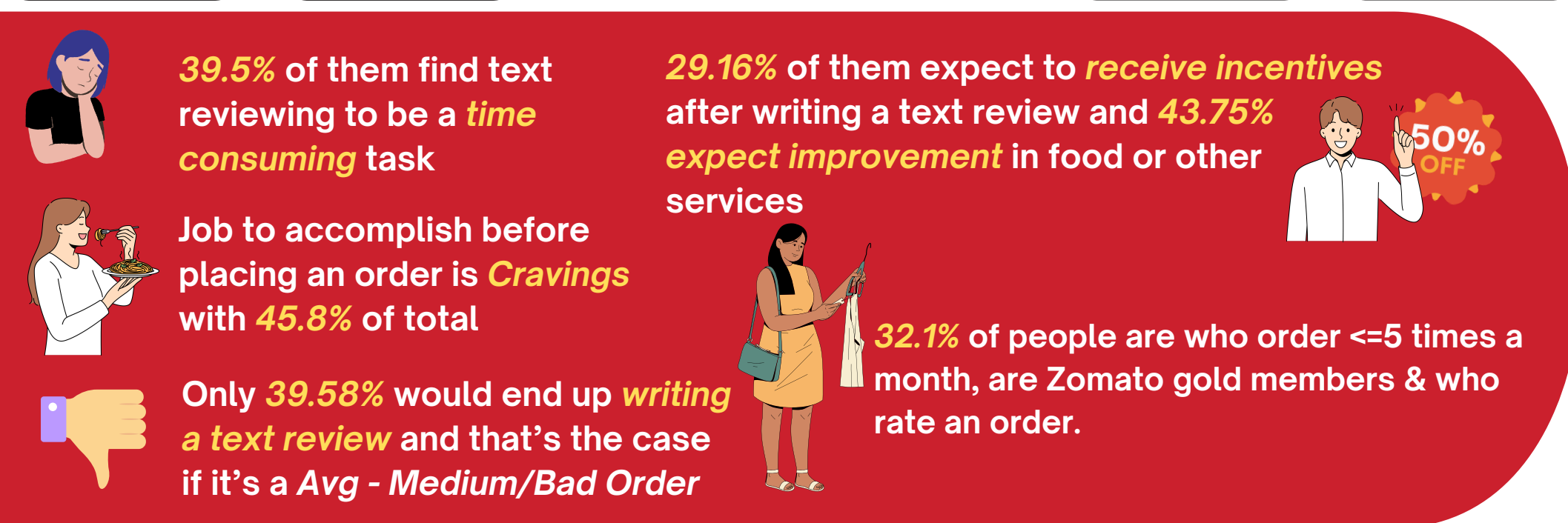
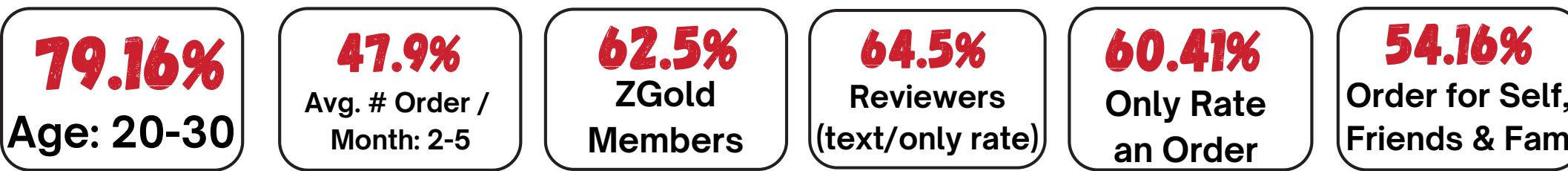
- They find it too boring, time-consuming and a tiring task
- Never comes to their head about writing a text review
- No value gained out of it; improvement in food, incentives,
- Overwhelmed with other apps causing distraction



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



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.

