GOAL : INCREASE ADOPTION OF SCHEDULED DELIVERIES ON ZEPTO

MILESTONE 2 : USER RESEARCH
WHY USERS DON'T OPT FOR SCHEDULED DELIVERY

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USER SEGMENT

USER SEGMENTATION

DEMOGRAPHIC SEGMENTS

Age Groups:
25-34 years – Largest and most active segment (**36%**); working professionals, digital-first
18-24 years – Tech-savvy students and early professionals (**29%**)
35-44 years – Working parents, stable income, loyal customers

Gender:
Male (**64%**), Female (**36%**) – Both significant; campaigns should be gender-inclusive

Income Level:
Middle to upper-middle class – Primary contributors to online grocery spending

GEOGRAPHY

Urban Metros:
Cities like Delhi, Mumbai, Bangalore, Hyderabad, Chennai
High demand, dense population, fast-paced lifestyle

Tier-2 & Tier-3 Cities:
Rapid adoption of quick commerce
Less competition, cost-effective expansion opportunity

LIFESTYLE & OCCUPATION

Busy Professionals:
Long work hours, prefer convenience, open to subscriptions

Working Parents:
Value scheduled deliveries, family packs, time-saving bundles

Students & Young Adults:
Instant needs (snacks, beverages), budget-sensitive, social media-driven

Elderly or Mobility-Challenged:
Home delivery essential for accessibility, loyal if trust is built

SHOPPING BEHAVIOUR

Frequent Online Shoppers:
Weekly or more; high lifetime value, receptive to loyalty rewards

Occasional/Seasonal Buyers:
Shop during holidays, festivals, or emergency needs

Premium Category Buyers:
Prefer organic, gourmet, or imported items
Open to high average order value (AOV) and discovery of new categories

USER RESEARCH

TARGET SEGMENT & MARKET SIZING

TARGET SEGMENT

- **Tier 1:** Working Professionals (**Ages 25-34**)
- Typically place **4+** orders per week
- View scheduled delivery as **unreliable** or **ill-suited** to their fast-paced urban routines
- Prefer instant delivery, even if it costs more, due to low trust in planned delivery timing
- Shared premium plans lower the barrier of delivery fees, promoting frequent, low-value orders
- **Social cues drive ordering** — e.g., a flatmate points out something is missing, or a maid requests a specific item
- Scheduled deliveries offer **limited value**, as their needs are immediate and item-specific

Zepto TAM - Gross Merchandise Value (GMV) Estimation	
Metric	**Value**
High-Frequency Zepto Users	495,600
Weekly Order Frequency per User	4 orders/week
Average Order Value (AOV)	₹300/order
Weeks per Year	52
Annual Order Volume	495,600 × 4 × 52 = 103.0M orders
Total Annual GMV	₹30,925,440,000
GMV in Billion (INR)	₹30.92B

MARKET SIZING

Segmentation Logic & Assumptions

1) Tier-1 Urban Population :
- Total: **118,000,000 individuals**
- Source: Urban India estimates across major metros (Delhi, Mumbai, Bangalore, Chennai, Hyderabad, etc.)

2) Urban Working Professionals (Age 25-45, Mid-to-High Income) :
- Target persona includes salaried individuals with limited time and higher disposable income
- Assumption: **20% of Tier-1 population**
- → **23.6 million users**

3) Digitally Savvy & Quick Commerce Adopters :
- Tech-native professionals comfortable with apps like Zepto, Blinkit, Swiggy Instamart
- Assumption: **50% of working professionals** use quick commerce platforms
- → **11.8 million users**

4) High-Frequency E-Grocery Users (Top-up/Impulse Buyers) :
- Place **>4 grocery orders per week**
- Use case: Urgent top-ups, forgotten items, reactive purchases (e.g., flatmate/maid-driven)
- Assumption: **15% of quick commerce** users fall into this high-frequency grocery niche
- → **1.77 million users**

5) Zepto's Capturable Market Share
- Based on current penetration and app stickiness
- Assumption: **28%** of high-frequency segment prefer Zepto over others
- → **495,600 target Zepto users**

KEY INSIGHTS

Power Users Drive Value:
Just ~1.5% of Tier-1 population accounts for a potential ₹30B+ revenue stream, validating hyper-targeting.

Behavior-led Demand:
Orders are driven by real-time need, not long-term planning — ideal for quick commerce efficiency. Platform Loyalty via Shared Subscriptions: Models like Zepto Pass further reinforce usage with minimal friction.

Scalable Core:
Even marginal improvements in share or frequency yield exponential growth due to high baseline volume.

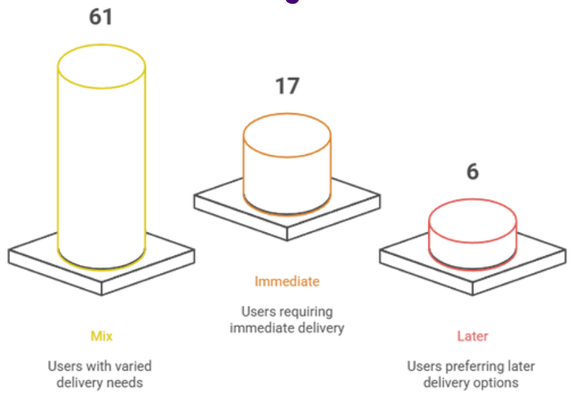
TAKEAWAYS

- Focus on **premium, reactive, micro-fulfillment use cases** (e.g., forgotten items, small top-ups).
- Optimize product and ops for instant gratification (not planning).
- Leverage social triggers and app UX to surface frequent, low-friction **"reorder" flows.**
- Expand share in this niche by b**undling, gamifying, and personalizing** for core high-frequency users.

USER RESEARCH

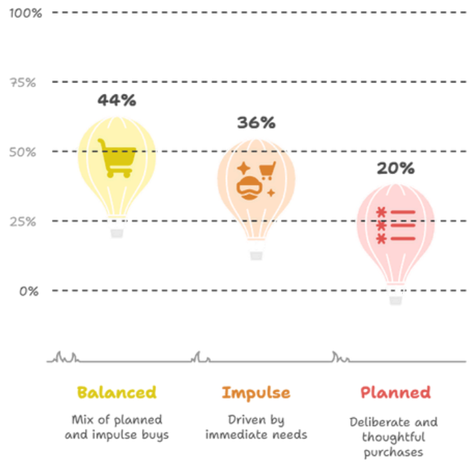
SURVEY INSIGHTS

(a) Do users usually need items immediately or can they wait?



Insight: ~75% of users show a mix of urgency, while **~21%** consistently need items urgently.

(b) How do users typically plan their purchases?



Insight: 70% of users are not purely planned; they rely heavily on spontaneous or blended behaviors.

Key Findings from the Survey (Source)

- **Majority prefer instant delivery:**
~75% of users say their needs are either immediate or a mix of urgent and non-urgent, making instant delivery the default choice.

- **Purchase planning is mostly spontaneous:**
Over **70% of respondents** either buy impulsively or mix planning with impulse, indicating low predictability in grocery demand.

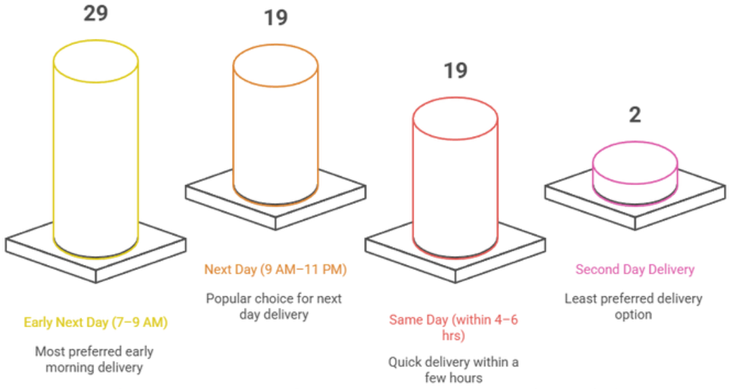
- **Scheduled delivery has limited appeal:**
Users often perceive it as inconvenient, complex, or unreliable, with **slot availability** being a frequent concern.

- **Strong habitual behavior:**
Instant delivery is **not just a convenience**—it's a habit. Many users default to it even for planned items.

- **Preferred scheduled slots are early next day:**
The most popular time window for scheduled delivery is **7-9 AM next day**, followed by same-day **4-6 hrs** and anytime next day.

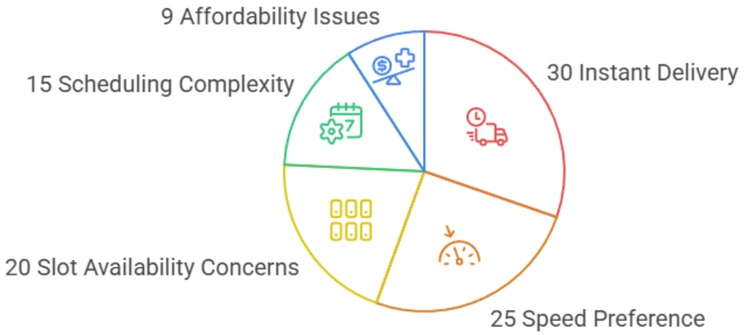
- **Barriers to scheduled delivery include :**
Preferred for speed
Concerns over delivery slot availability
Perceived complexity in scheduling
Low perceived benefit over instant delivery

(c) What delivery hours do users prefer for Scheduled Delivery?



Insight: Users prefer morning next-day delivery, followed closely by same-day slots.

(d) Why haven't users considered scheduled delivery more often?



Insight: Habit + speed dominate the reasons, followed by UX friction and slot concerns.

USER RESEARCH

USER PERSONA

Name - Reema Mehra
Age - 29
Location - Bangalore, India
Occupation - Startup Marketing Manager
Income Level - ₹10-12 LPA
Preferred Platforms - Zepto, Swiggy Instamart, Blinkit, Cred

Needs :

- Order groceries and essentials on-demand, with minimal friction
- Ensure items are delivered quickly – especially when flat-mates or helpers request them
- Use shared subscriptions to save on delivery costs
- Avoid grocery planning due to unpredictable schedule

Pain Points :

- Distrust in scheduled delivery slots – often misses them
- Item-specific urgency makes bulk planning hard
- Doesn't want to pay full delivery charges for quick, small orders
- High mental cost for weekly planning

Name - Ajay Garg
Age - 35
Location - Bengaluru (Tier -1 City)
Occupation - Senior IT Professional
Income Level - 1.2L - 1.5L / month
Preferred Platforms - BigBasket, Amazon, Swiggy, Zepto

Needs :

- Plan weekly grocery needs and receive them reliably
- Prefer scheduled deliveries in morning slots
- Save on delivery costs by consolidating orders
- Expect clear updates and flexible rescheduling

Pain Points :

- Missed slots or delivery delays impact household schedule
- Instant delivery feels expensive for large baskets
- Not all items available in one place
- Want better customer support for schedule management

Name - Neha Kapoor
Age - 22
Location - Mumbai, India
Occupation - College Student
Income Level - --
Preferred Platforms - Swiggy, Blinkit, Flipkart, Zepto

Needs :

- Order small quantities of snacks, essentials, and toiletries instantly
- Look for flash deals or trending items
- Wants delivery that's faster than planning ahead
- Minimal interface friction – 1-tap checkout

Pain Points :

- Finds scheduled delivery boring or too slow
- Can't afford high delivery charges regularly
- Gets overwhelmed by too many steps in grocery planning
- Skips planned purchases unless deeply discounted

USER RESEARCH

FRAMING OF THE PROBLEM

Who are the users affected by this issue?

- **Young Working Professionals (Aged 25-34) :**

Lead fast-paced, irregular lives; often live with roommates or rely on domestic help, influencing purchase decisions.

- **Dual-Income Nuclear Families :**

Though they aim to plan purchases, their routines frequently shift due to work demands or parenting needs.

- **Users with Past Frustrations :**

Experiences like missed time slots, item unavailability, or cumbersome rescheduling have eroded their confidence in scheduled delivery.

How do we validate that this is a genuine problem?

- **User Patterns:**

A significant portion of orders are placed as "ASAP," even when delivery windows are available.

- **Poor Uptake of Scheduled Slots:**

Users rarely opt for scheduled deliveries, despite attractive offers or incentives.

- **Customer Feedback & NPS:**

Recurring issues include missed deliveries, lack of real-time tracking, and limited flexibility to modify delivery times.

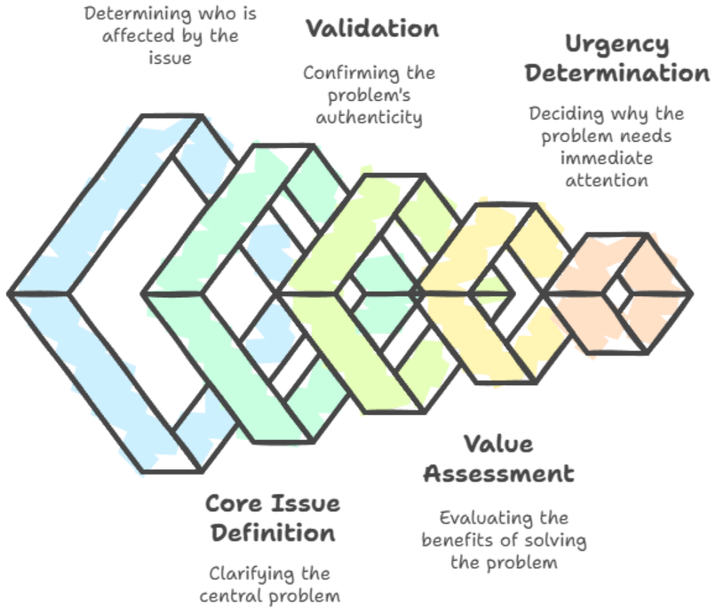
- **Survey Findings:**

Majority of users require items urgently, shopping tends to be spontaneous rather than pre-planned, scheduled delivery remains underused due to concerns around reliability and a mismatch with fast-moving urban lifestyles

What's the core issue?

For **urban users** — particularly working professionals and nuclear families — Scheduled Delivery (SD) is seen as:

- **Unreliable,** due to frequent missed time slots, delays, or item changes
- **Rigid,** lacking the flexibility to adapt to unpredictable routines
- **Out of sync** with their lifestyle, which favors spontaneity and urgency over advance planning
- Because of these perceptions, users often opt for Instant Delivery, even when it costs more.



What is the value of solving this problem?

For Customers:

- Affordable delivery for non-urgent purchases (weekly top-ups, bulk items)
- Reduced decision fatigue — orders can be pre-planned without stress
- More available slots and better predictability
- Builds trust in the platform's reliability

For the Business:

- Lower delivery costs through batch fulfillment & route optimization
- Reduces instant delivery pressure during peak times
- Improves unit economics and overall profitability
- Creates a new habit loop around planned ordering

Why solve this now?

- Instant delivery economics (dark stores, logistics) are under strain
- User acquisition growth is plateauing — deeper retention and margin optimization is the next frontier
- Trust-building in scheduled services opens up new monetization levers (subscription models, smart replenishment, etc.

USER RESEARCH

POTENTIAL SOLUTION

POTENTIAL SOLUTION :

Uncertainty and lack of trust due to vague or delayed deliveries

DESCRIPTION :

Add real-time ETA updates for Scheduled Delivery—show countdown to delivery slot, progress updates, and live driver location (like in Instant Delivery)

RICE BREAKDOWN :

- **Reach: 8/10**

Affects all users opting for Scheduled Delivery—regardless of city, order type, or platform. It's a universal enhancement.

- **Impact: 6/10**

Builds perceived reliability by providing real-time visibility into delivery progress. Brings SD closer to the expectations set by instant delivery experiences.

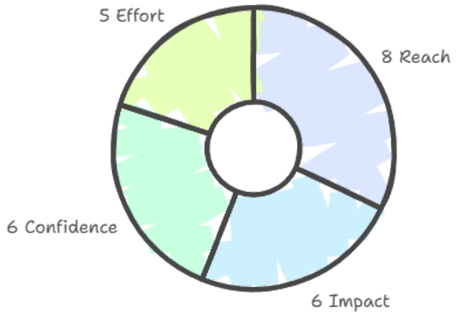
- **Confidence: 6/10**

Based on strong user feedback highlighting missed or unclear time slots. Real-time tracking is a proven UX standard in logistics and delivery apps.

- **Effort: 5/10**

Requires moderate development: integration with existing fleet tracking APIs, UI enhancements for time countdowns, and live driver tracking.

RICE Scoring Breakdown (out of 10)



OUTCOME :

Introducing Slot ETA Transparency—which shows real-time countdowns, delivery progress, and live driver location—can significantly improve trust in **Scheduled Delivery (SD)**.

This feature has:

- **High Reach :** It benefits every user who chooses Scheduled Delivery, across all cities and types of orders.
- **Strong Impact :** It directly tackles the biggest reason people avoid SD—uncertainty and lack of visibility about when their order will actually arrive.
- **High Confidence :** Many users have complained about unclear or missed delivery slots, and this type of real-time tracking is already proven effective in instant delivery apps.
- **Moderate Effort :** It doesn't require building anything entirely new—just enhancing what already exists with better tracking and UI updates.

WHY FOCUS ON ETA TRANSPARENCY:

- **Builds Instant-Delivery-Level Trust in Scheduled Delivery:**

Users are conditioned by instant delivery apps to expect live tracking and predictable ETAs. Bringing similar visibility to Scheduled Delivery closes the expectations gap and builds real-time confidence.

- **High Reach Across All SD Users:**

Unlike location-specific or frequency-based solutions, ETA transparency benefits all scheduled delivery customers, regardless of segment—young professionals, families, or past defaulters.

- **Tackles the #1 Adoption Barrier :**

Survey and feedback data consistently show missed slots and vague ETAs as **top pain points**. Solving this directly attacks the perception of SD as "**unreliable.**"

- **Minimal Habit Change Required:**

This solution enhances the existing flow with information, not behavior change. Users don't need to switch time slots, alter plans, or try new formats—making adoption frictionless.

- **Technically Feasible :**

While moderate in effort (**Effort = 5**), it's achievable using existing tracking logic, delivery partner syncs, and front-end updates. No fundamental infra overhaul is needed, unlike Delivery Hubs or Hybrid Models.

USER RESEARCH