



Stuti Gupta

**MILESTONE 1**

# DEFINING PRODUCT OUTCOMES

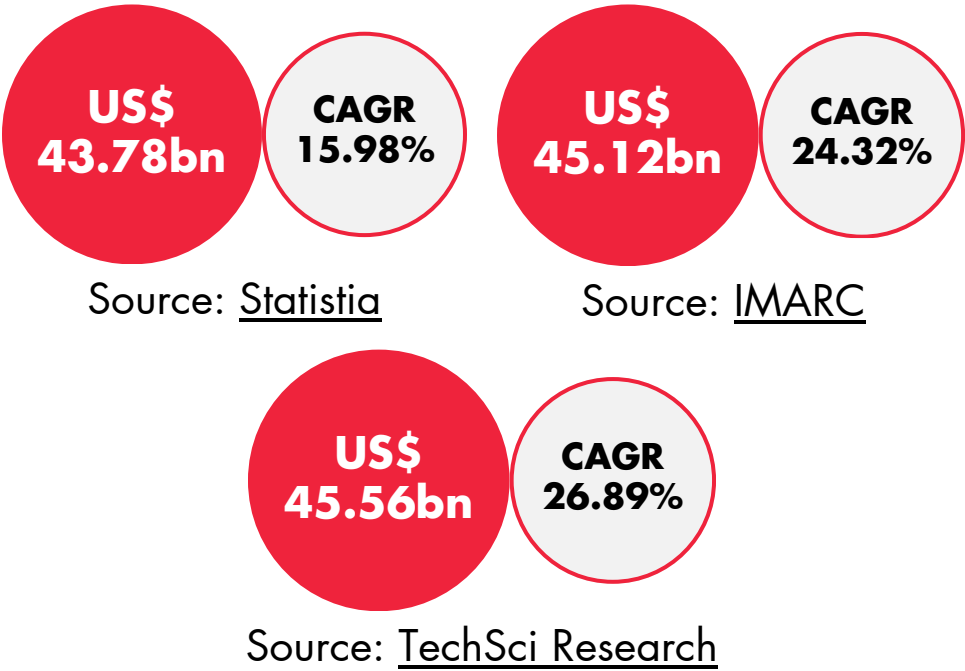
NextLeap  
Product Manager Fellowship



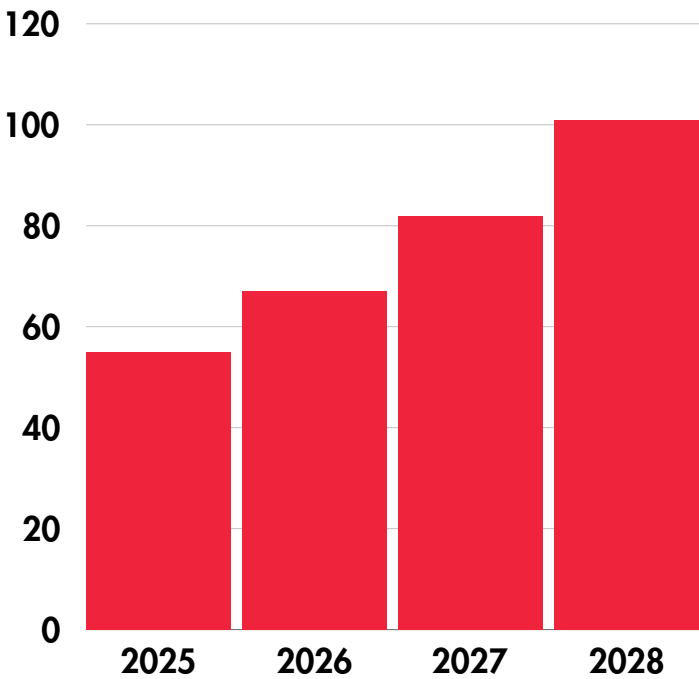
***zomato***

Market Size

Projected Market Size (2024) and CAGR (2024-28) for Online Food Delivery in India



Market Growth (2025-28) – Average of 3 Sources (USD bn)



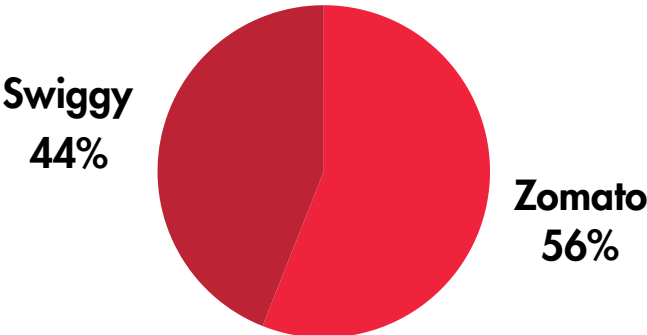
Competitor Landscape



Key Differentiators Among Leading Market Players

Zomato	Swiggy
Global Presence	India-centric
Detailed Reviews	Advanced Logistics
Zomato Gold	Swiggy Genie

₹86 billion - Zomato's Revenue in Financial Year 2023



Market Share H1 2023 (Source: Pressreader)

Key Regulations for Food Delivery Services



**Necessary Licenses:** Shops and Establishment, FSSAI, Health/trade, E-commerce, Trademark, GST, Signage



**Restaurant FSSAI compliance:** Partner restaurants must be registered



**Delivery staff:** Deliveries must be made by **trained personnel**



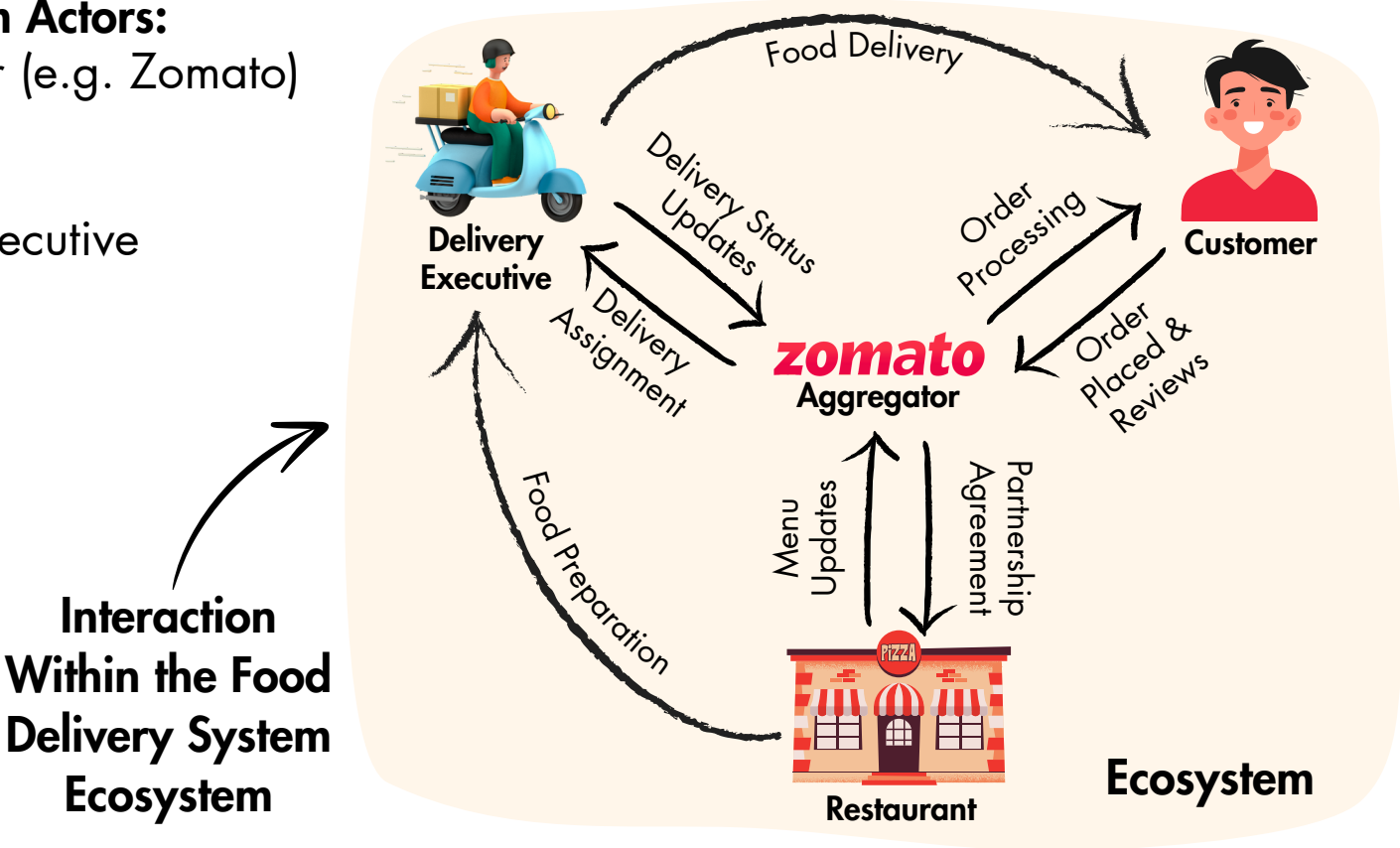
**Agreements:** Sign agreements with restaurants - FSSAI compliance



**De-list non-compliant restaurants:** Regularly **remove non-compliant restaurants** from the platform.

Ecosystem Actors

- Main Ecosystem Actors:
- 1. Aggregator (e.g. Zomato)
  - 2. Restaurant
  - 3. Customer
  - 4. Delivery Executive



# Insights from Competitor Research



- ✗ Reviews publicly visible
- ✗ Non-buyer review permission
- ✗ Detailed review filter/sort option
- ✓ Multi-lingual reviews

## Highlights:

- **Post-delivery** reviews and ratings only allowed
- Only **overall restaurant rating** publicly visible



- ✓ Reviews publicly visible
- ✓ Non-buyer review permission
- ✓ Detailed review filter/sort option
- ✓ Multi-lingual reviews

## Highlights:

- 3 review formats: **Ratings, Snippets and Long-form Reviews**
- Detailed filter options: **traveler ratings, review date, time of year, type of visit and language**



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## Highlights:

- Minimum spend of **Rs. 1500** on Amazon in the **last 12 months** required for reviews
- **'Verified Purchase Badge'** for reviewer authenticity
- **AI-Powered** Feature: **'Customers Say'** to highlight common sentiments

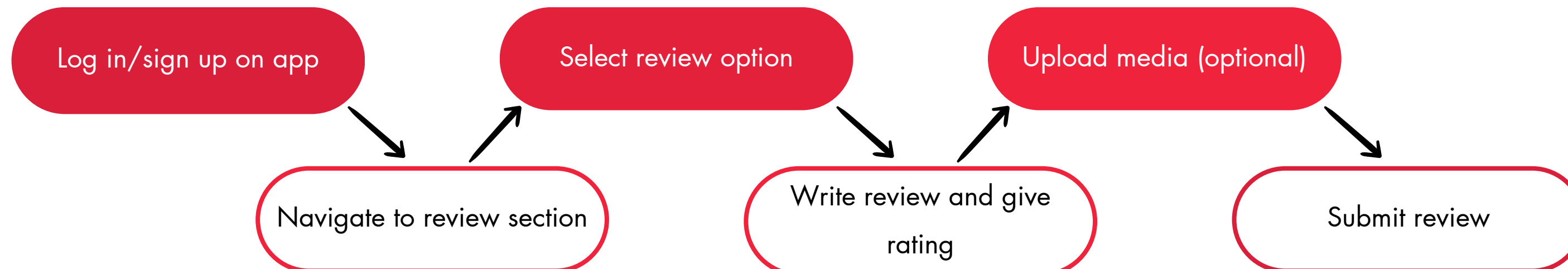


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## Highlights:

- Detailed sorting options: **most helpful, latest, positive and negative**

## Generalized User Flow for Review Submission



- This is a very generic user flow representation
- Specific user flow steps will vary depending on the aggregator.

## Why reviews matter

**Customer Experience:** Reviews reveal user preferences, guiding Zomato to improve their experience.



**Trust and Credibility:** High-quality reviews foster trust, encouraging reliance on Zomato for recommendations.



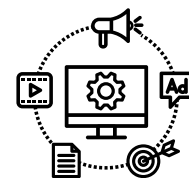
**Feedback Loop:** Reviews inform restaurants about customer preferences, enhancing offerings and partnerships with Zomato.



**Search Algorithms:** Reviews enhance the rating system, aiding personalized recommendations and improving search algorithms.



**Content Creation:** User reviews boost content, creating a dynamic and engaging platform



# 49%

Consumers Trust Reviews As Much As Personal Recommendations

Source: [Search Engine Journal](#)

# 3.3★

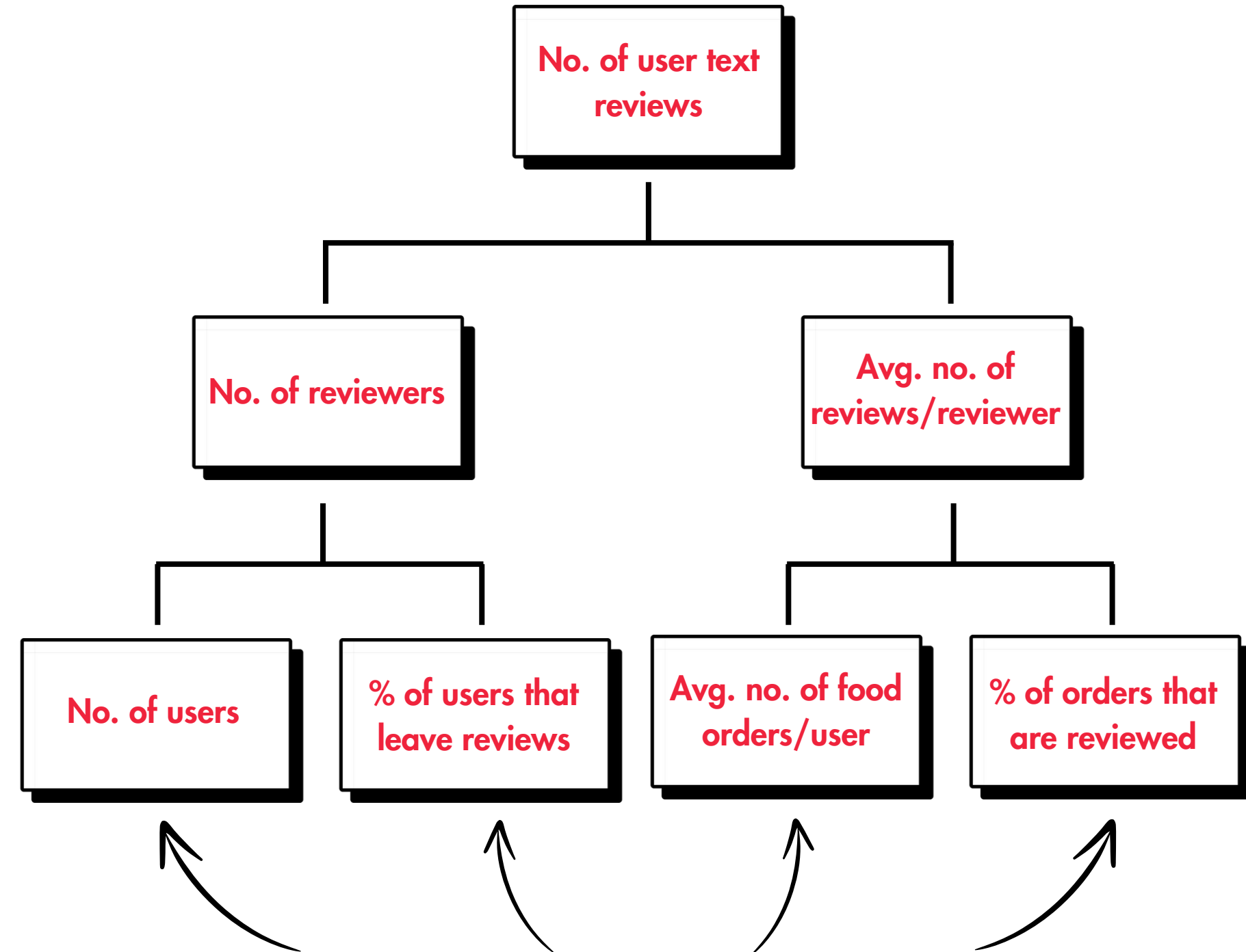
Lowest Rating Customers Consider Before Engaging With The Business

Source: [Search Engine Journal](#)

## Defining Product Outcomes

Assumptions:

1. **One review per order** for whichever orders are reviewed
2. Only the **Restaurant Division** of Zomato is considered
3. Each review contains **food, delivery, and platform review**



Goal: To Maximize Each of the Above Four Parameters