PRD: Increasing Text Reviews

Problem statement

Customers, typically **office employees living in tier 1 cities** who generally tend to have high order frequency, **forget to leave a review** once the order is delivered. Nudging them to review will lead to higher user generated content, increasing customer trust and retention and ultimately help boosting average number of orders and revenue. This would also help the user make more informed decisions about their orders, thus creating a sense of brand loyalty and community. This in turn would act as a content loop for growth. Company reports have shown a **decline in the YoY growth rate** of average monthly transacting users, indicating potential improvement in user engagement.

Goals

- Increase in % of reviewers
    - % Reviewers = Users who leave a review/Total users
- Increase in reviews submitted per reviewer
    - % reviews = (Avg. orders per reviewer) X (% orders reviewed)
- Increase in review completion rate
    - Reviews completed = (% Reviewers landed on reviews page) - (Churned users)
- Decrease in review submission duration post order delivery
    - Submission time = (Time to review submission) - (Time of delivery)
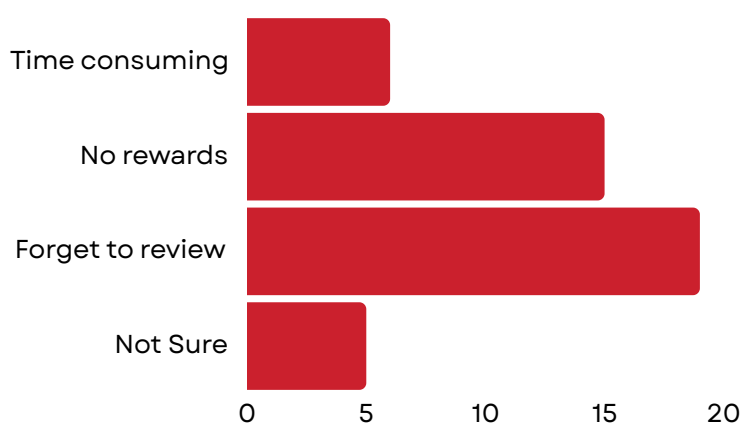
Non-goals

- The scope does not deal with increase number of orders in order to increase the number of reviews.
- The scope does not commit on increasing the quality of reviews and won't assess the customer satisfaction through the reviews.
- The scope is limited to English text reviews and will not support multi-lingual reviews to acquire more reviews from diverse regional areas.
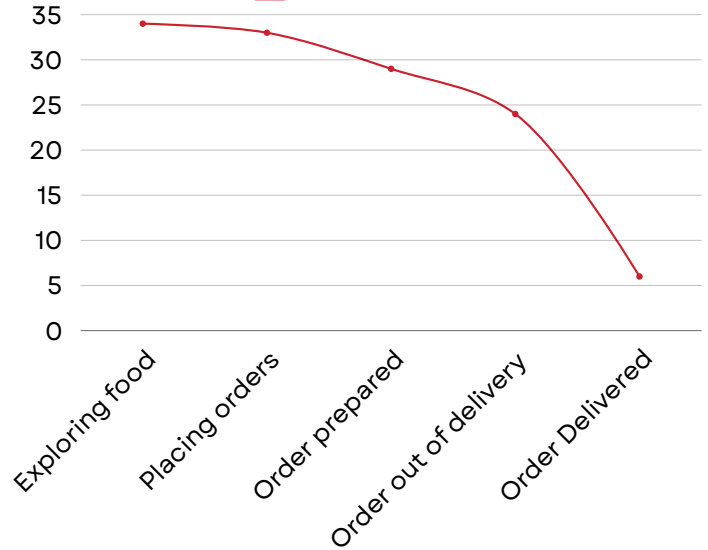
Problem Validation

The user survey validated the hypothesis that users forget to review, as when asked for reasons for not reviewing, **55% of the audience mentioned lack of prompts** to review thus not paying enough attention to the review process. Further investigation on user actions revealed that the **app opening rate significantly declined** once the order was delivered.

Why do people not review

Time consuming	
No rewards	
Forget to review	
Not Sure	

0 5 10 15 20

User survey

App Opening rate

35
30
25
20
15
10
5
0

Exploring food · Placing orders · Order prepared · Order out of delivery · Order Delivered

Target Audience

The selected user segment are the people between the **age group of 18-30** who exhibit familiarity with the app interface through their **tech savvy lifestyle, living in Tier 1 cities** where large numbers of orders are home delivered through Zomato. Narrowing down, these are the individuals **having a busy schedule due** to their demanding jobs and rarely have time to open the app unless they are ordering the food.

User persona

Asha, 21, Delhi
Senior developer, IBM
3 orders weekly

Needs/Goals
- Contribute to the community through genuine and honest reviews
- Simple and memorable review submission experience

Pain points
- Lack of nudges and reminders to submit the review
- Review process not intuitive enough to be remembered

User journey

Steps	Exploring homepage	Browsing restaurant menu	Add item to cart	Checkout	Check delivery status	Collect delivery	Post Delivery
Role of reviews	In-app pop up prompting user to review their last order	Restaurant selection based on higher reviews and ratings	Items with text reviews are preferred	Reviews help in making informed decisions and faster checkouts	User can be reminded about the importance of reviews	User can be reminded to review their order	Submit the review through order details or reviews page
Emotions	Curious, hungry. Need to find the perfect restaurant with right choices and budget	Anxious about the quality and service. Feels confident after reading reviews	Relieved due to making the choice. Curious to find the best offer	Cautious while verifying the details and making payment	Excited and anxious while waiting for the food to be delivered	Joyful and happy as the food is arrived on time hassle free	Satisfied and content with the food. Excited to share the feedback
Pain points	Overwhelmed with too many restaurants to choose from	Difficult to make informed decisions with only ratings	Time consuming process to select a right item to order	Unsure about the quality of the ordered item.	Unaware of the review process and impact of reviews	Forgets about reviewing once order is delivered	Does not open the app after delivery until the next order

Proposed solutions

- **Push Notifications and Email Reminders**: Send timely reminders through existing push notifications and email infrastructure to remind users about their order reviews after the order is delivered within a 24 hours target window. Top priority
- **In-app prompts**: Whenever a user opens the app, prompt them about reviewing their last order through pop-ups and contextually placed banners.
- **Review prompts in receipts**: Add review option in the invoice and delivery receipt because a user is more likely to open these artefacts to verify their order post delivery.
- **Streak points and leaderboard**: Gamify the review process to give users points for reviewing and reward them for maintaining the streak. Create a public leadership board for an improved community experience.
- **Highlight the impact of reviews**: Remind users the importance of their contribution to foster a sense of responsibility and opportunity to build better community experience.

User flow: Reviewer
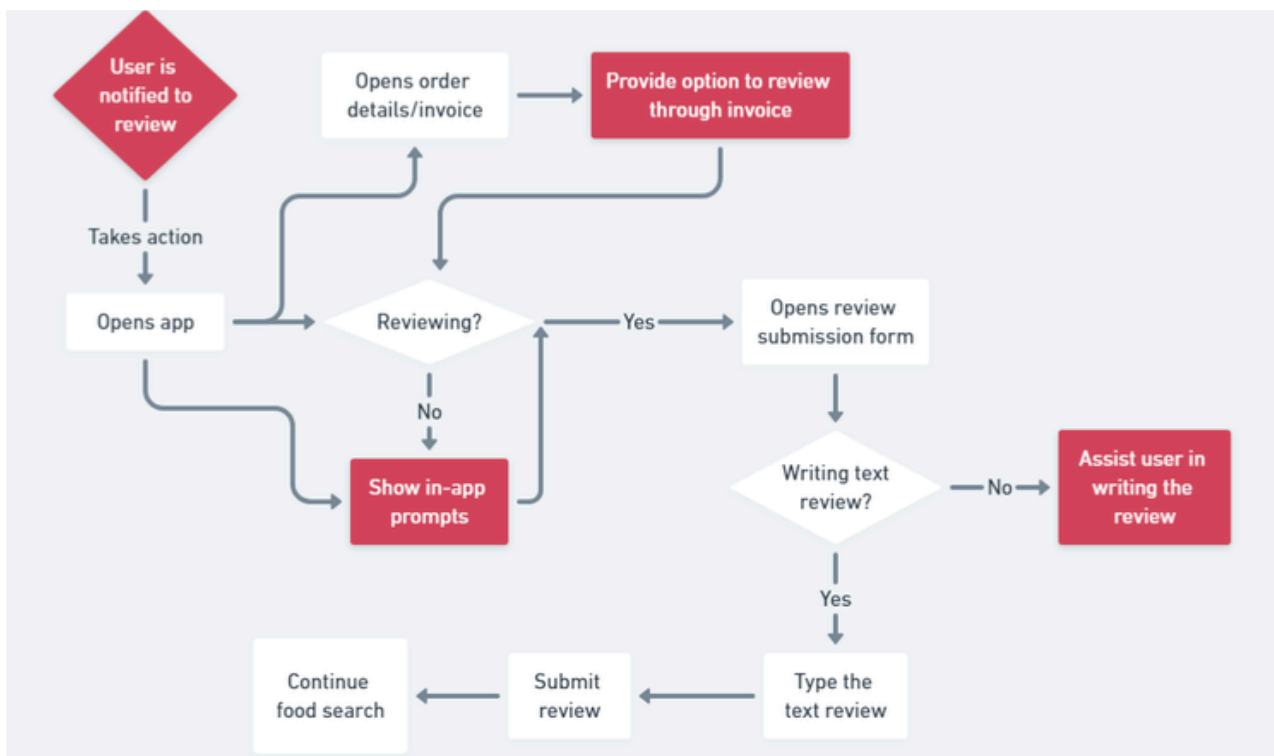
Key features

- *Users receive reminders through push notifications and emails after a specific duration from the delivery of the order reminding them to review their order.*
- *In-app prompts nudge user reminding them of their pending reviews while they explore the app*
- *Users have the ability to submit reviews through mail invoices or redirect to review submission*
- *Users receive a streak score for each review, which will be cumulated in a leader board and the top users might receive certain gift offers.*

Wireframes
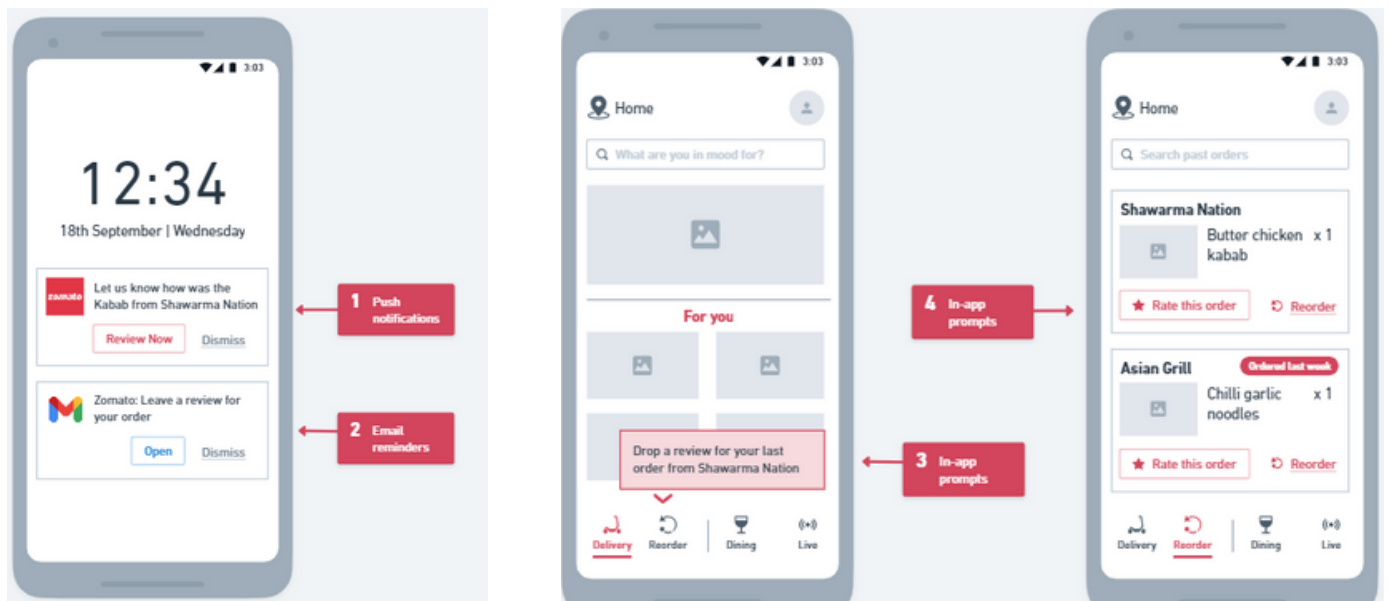
Success metrics

|	Metrics	Events	Change
North Star	Number of text reviews submitted	Review submitted	⌃
L1	User traffic on the review submission page	Review form opened/page visited	⌃
L2	CTR on notifications and in-app banners	Tapped on the notification/prompt	⌃
L3	Notifications opt-out rate	Disabled reminders	⌄

Logical changes

Algorithms
- **Order completion timer**: When an order is marked as delivered, trigger a scheduled event to send a reminder notification after a set time (e.g., 30 minutes)
- **Notification Throttling**: Implement a throttling mechanism to prevent users from receiving too many review requests in a short period, especially if they order frequently

Schema
- **Order Table**: Add a column to track whether a reminder notification has been sent.
- **Notification Table**: Store details of notifications sent to the user, including timestamp and notification type.
- **User Activity Table**: Store whether the review prompt was shown and whether the user interacted with it
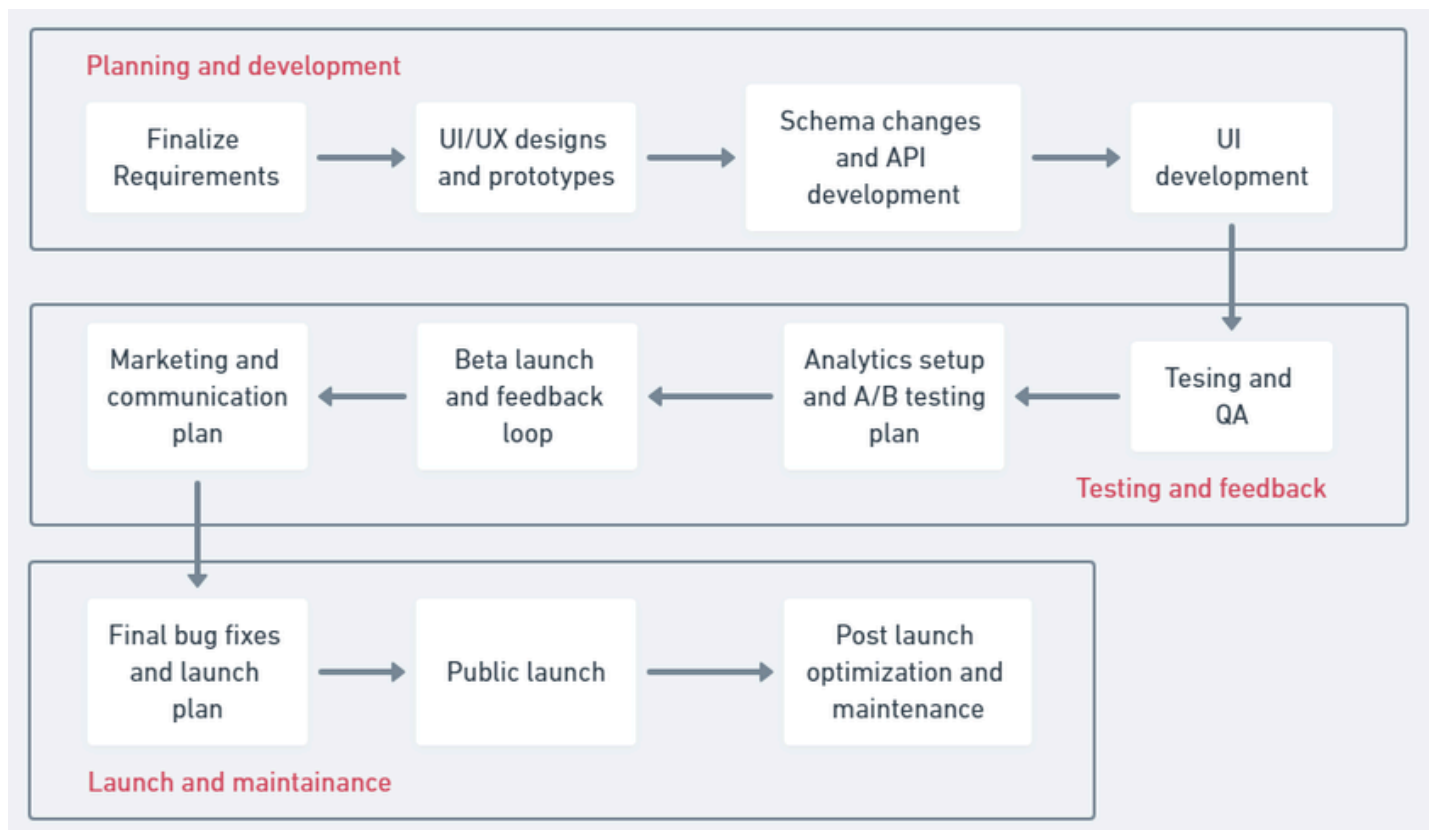
System design
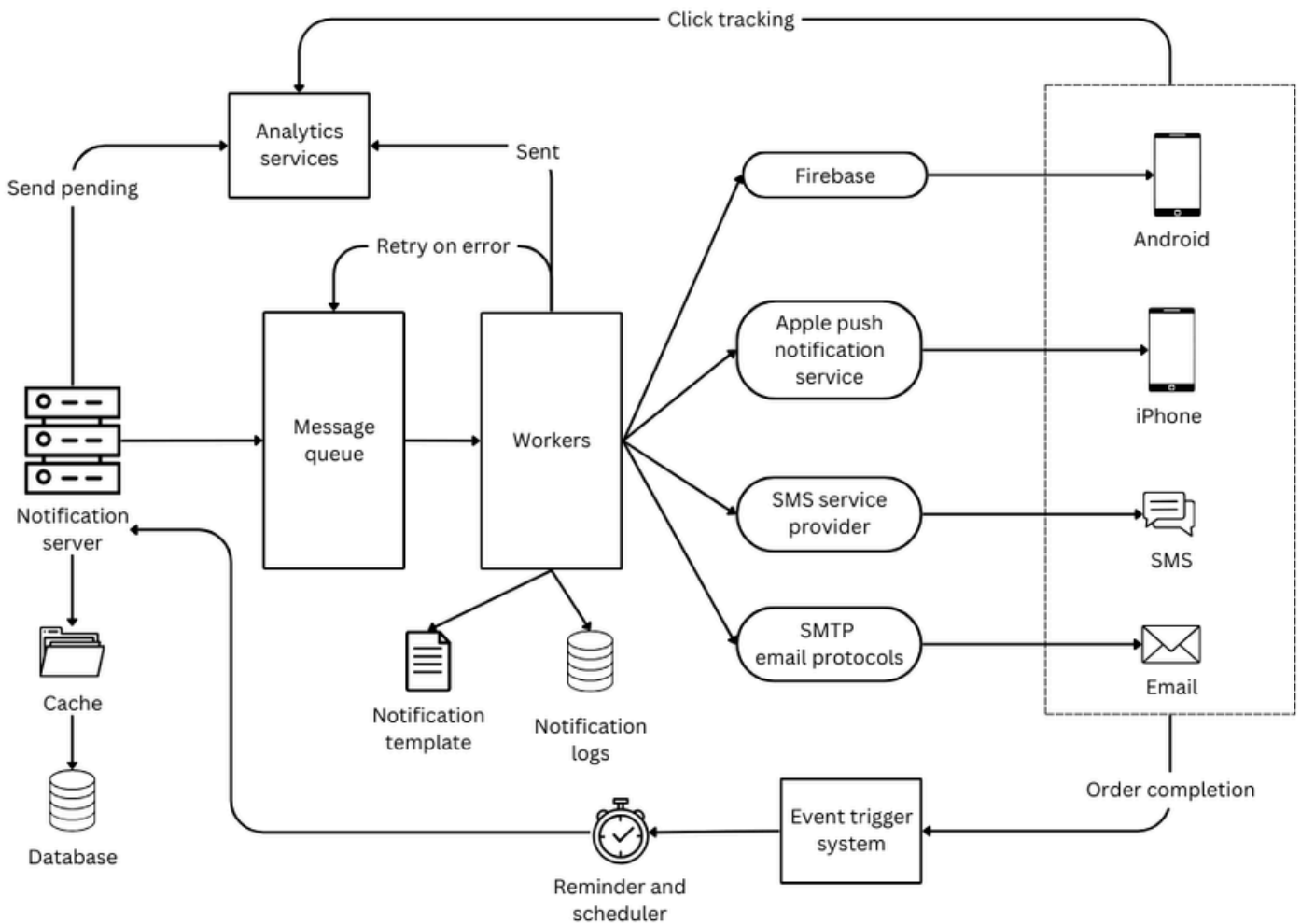
Technical considerations

- **Scalability**: The system should be scalable to handle high volumes of reminders and user actions, especially during peak hours.
- **Fault Tolerance**: If a reminder fails to send (e.g., due to network issues), the system should have a retry mechanism or gracefully handle failures.
- **Latency**: Ensuring low latency in sending reminders and handling user interactions is critical for a seamless experience.
- **Security and Compliance**: Ensure that user data (such as preferences and interactions) is handled securely and in compliance with privacy regulations like GDPR and CCPA.

Challenges

- **Notification Fatigue**: To prevent users from being overwhelmed with notifications, implement dynamic scheduling and allow users to customize notification preferences.
- **User Privacy**: Ensure opt-in mechanisms for notifications and transparency around data usage.
- **Message Personalization at Scale**: Personalization can be resource-intensive. Consider using templating engines to generate content dynamically without overloading the system.

Launch readiness

Planning and development

```
Finalize          UI/UX designs      Schema changes       UI
Requirements  →   and prototypes  →  and API         →   development
                                     development
```

Testing and feedback

```
Marketing and     Beta launch        Analytics setup      Tesing and
communication ←   and feedback   ←   and A/B testing  ←   QA
plan              loop               plan
```

Launch and maintainance

```
Final bug fixes       Post launch
and launch        →   Public launch  →  optimization and
plan                                    maintenance
```

Launch phases

Phases	Activities
Pre-launch	Internal testing, A/B testing, Stakeholder alignment, Metrics finalization
Soft launch	Demographic and geographic release, Gather feedback, Monitor system performance, Adjustments based on results
Full launch	Global rollout, Push for user awareness and marketing
Post launch	Monitors key metrics, Continue A/B tests for improvements, Make iterative updates based on feedbacks

Product marketing

In-app communication
- Banners and pop-ups
- Brief tutorials
- Review flow optimization - one click review options

Messaging channels
- Marketing emails
- Push notifications
- SMS/WhatsApp communications

Social Media
- Introductory posts
- Influencer marketing
- App description updates

Key stakeholders

Product Management   Data Science & Analytics   Marketing   IT & DevOps   UI/UX

Engineering (Back-End, Front-End)   Customer Support   QA and testing   Finance

Risks and mitigation

Negative User Experience	Optimize timing, allow user customization, Use non-intrusive messaging, delay reminders
Low Engagement	Personalize reminders, optimize design through A/B testing, monitor opt-out rates.
Brand Misalignment	Ensure the reminder messaging aligns with the app's brand and gather feedback to adjust tone or approach.

Future iterations

Short term   Mid term   Long term

- Introduce dynamic scheduling and message personalization.
- Optimize notification timing based on A/B test results.
- Launch basic reward systems for review submissions.

- Implement sentiment analysis for reviews and follow-up actions based on user feedback.
- Expand review reminders to include SMS and other notification channels.
- Launch community features like reviewer leaderboards or badges.

- Develop AI-driven review summarization and feedback loops for restaurants.
- Introduce gamification, social sharing, and deeper restaurant collaboration for feedback.

Open questions

- *What types of review reminders are likely to engage users without overwhelming or annoying them?*
- *What should be the ideal timing for sending reminders to ensure max engagement?*
- *How frequently should users receive reminders without causing notification fatigue?*
- *What channels should we prioritise for sending review reminders, and why?*
- *How should we handle users who opt out of receiving notifications? What alternative engagement strategies can we use?*
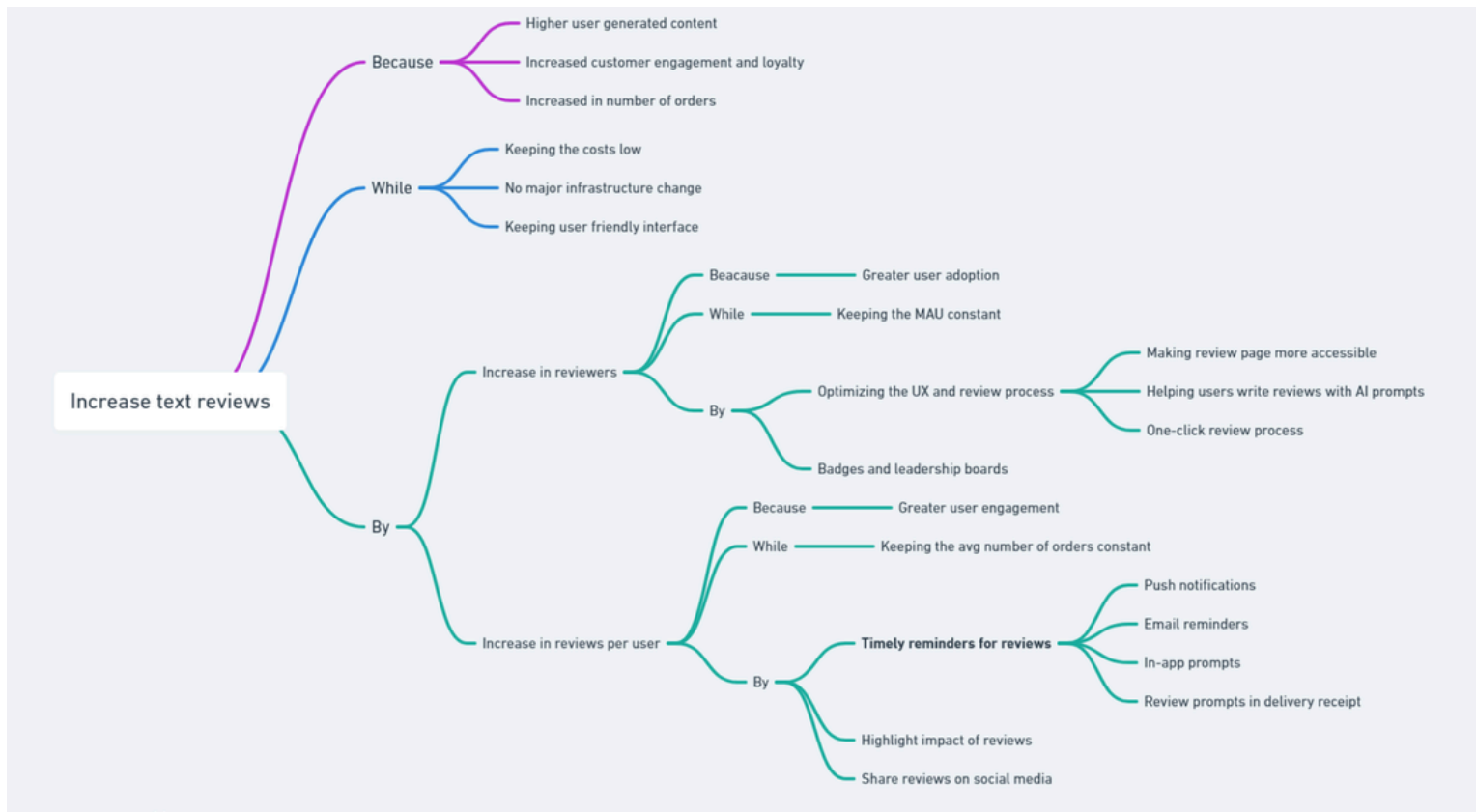
Trade-offs

- *A focus on pushing users to leave immediate reviews may boost short-term review numbers but can feel transactional, reducing long-term loyalty and engagement.*
- *Sending frequent notifications for review reminders could place a significant load on the back-end system, potentially affecting app performance*

Appendix

Solutions	Reach	Impact	Confidence	Effort	Score
In-app prompts	9	5	7	4	78
Push notifications and emails	8	6	6	3	96
Review via receipts	6	7	4	5	33

*RICE Score = (Reach * Impact * Confidence) / Effort*

User survey

Product outcomes, market landscape, competitor analysis

Problem framing and impact analysis

Wireframes