Overview

Dunzo Daily is the grocery delivery business of Dunzo. With Dunzo Daily, you can get all your grocery items delivered to your doorstep in under **19 mins!** From shopping for daily groceries to fresh Fruits & Vegetables, Meat & more, Dunzo is the only online grocery delivery app you 'll ever need.

Dunzo is an Indian company that delivers groceries and essentials, fruits and vegetables, meat, pet supplies, food, and medicines in major cities. It also has a separate service to pick up and deliver packages within the same city

10M+ Downloads   **4.6 ★ Rating**   **Total Funding: $706.3M**

USP:

- Dunzo delivers good quality and fresh products at the best price within the shortest time possible
- Dunzo is one-stop solution for your EVERY need(Grocery, Courier, and also Items which are not available with Dunzo).
- Dunzo owns the full responsibility to deliver the order to the customer's doorstep for its vendors and merchants

Competitors

blinkit

Z

SWIGGY instamart

amazon fresh

Tagline

JUST DUNZO IT!

Problem Statement

1

Decreasing carbon footprint to move towards a sustainable future.

2

Focusing exclusively on **consumer-facing solutions** as the company is taking all measures at sourcing and warehousing.

3

Research **User Behaviour** to ensure their experience isn't compromised in the process and try to build an understanding of what would work best for them.

Why reduce carbon footprints?

Reduce Cost

Cutting energy bills

Increase Revenue

Customers are demanding change as they become more conscious of businesses' environmental impact.

Mitigate Risk

Reduce the risk of future regulation that taxes carbon consumption

Engage Stakeholders

By demonstrating to investors that you are measuring ,disclosing and managing climate risk

User Persona

"Managing Corporate and Personal Affairs"

Name-Jyoti Chakraborty
Family-Parents
Income-15 LPA

Needs and Goals

- To find groceries at reasonable price.
- Meaningful discounts and quality of items.
- Wants groceries to be delivered at home in minimal time.
- Bulk purchases once or twice a month from an Omnichannel Store nearby.

Pain Points

- Sometimes can't find what I need
- I cook dishes only on weekends and find it difficult to search all ingredients individually and then add them.
- My weekdays are often busy, so I don't have time to shop for meals or groceries.

"Taking care of family purchases"

Name-Samyak Gote
Family-Spouse,Family,Childrens
Income-50 LPA

Needs and Goals

- Procure their daily essentials and other purchases easily and smoothly.
- Minimal In-store purchases but bulk purchases.
- Can pay higher for convivence.

Pain Points

- I find it difficult to ask every family members what they want before ordering items and misse some items in the process.
- My wife cooks different items and i find it difficult to search all ingredients individually and then add them.
- Being a gourmet, my kid frequently requests chocolates, wafers, or biscuits as snacks throughout the day.

SOLUTION-1

Increasing number of items per order

When a consumer buys goods online, the main factors influencing the total carbon emissions—namely, last-mile delivery. Dunzo can **improve its average footprint per item by increasing the number of items shipped per order**, but only if all the items can be packaged and shipped together doubling the average number of items purchased per e-commerce transaction and eliminating split shipments would **reduce average per-item emissions by 30%** and cut shipping costs more than **50%**.

Amendments in apps to increase the number of items per order:

Recommendation
Suggest similar or complimentary products

Quick Additions
On cart page,low value product recommendation

Option for making shopping list
Consumer will not forget the product to buy

Cross selling
Encourage customer to buy more products

Recommendation for User

1. The software displays a row of **related** and **complementary** items to purchase when the user adds it to the cart. It will not only fill the cart up more, but it will also remind the user to put those products in the cart if they forget.

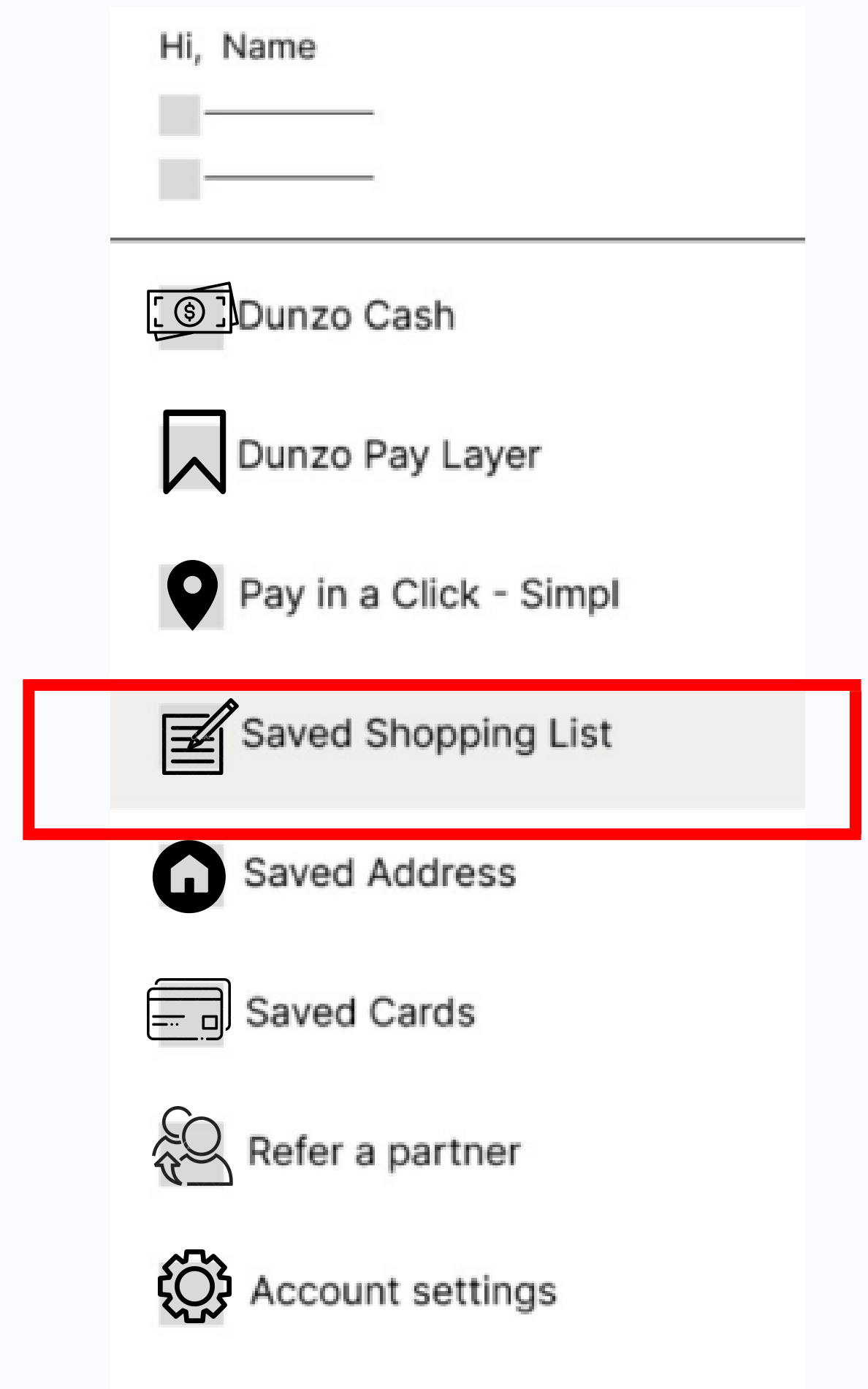2. Recommendation row that takes into account the customer's location as well as frequently ordered products
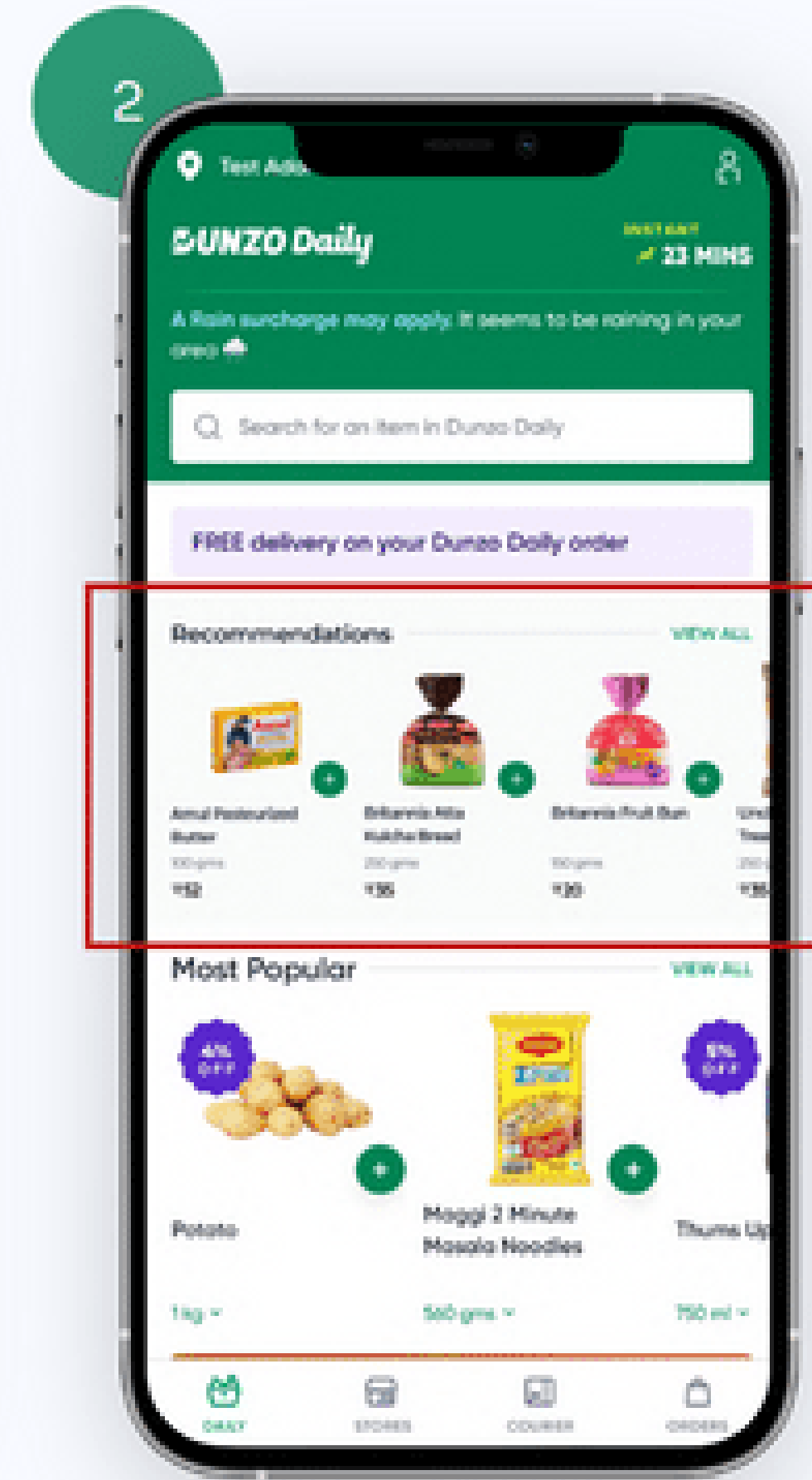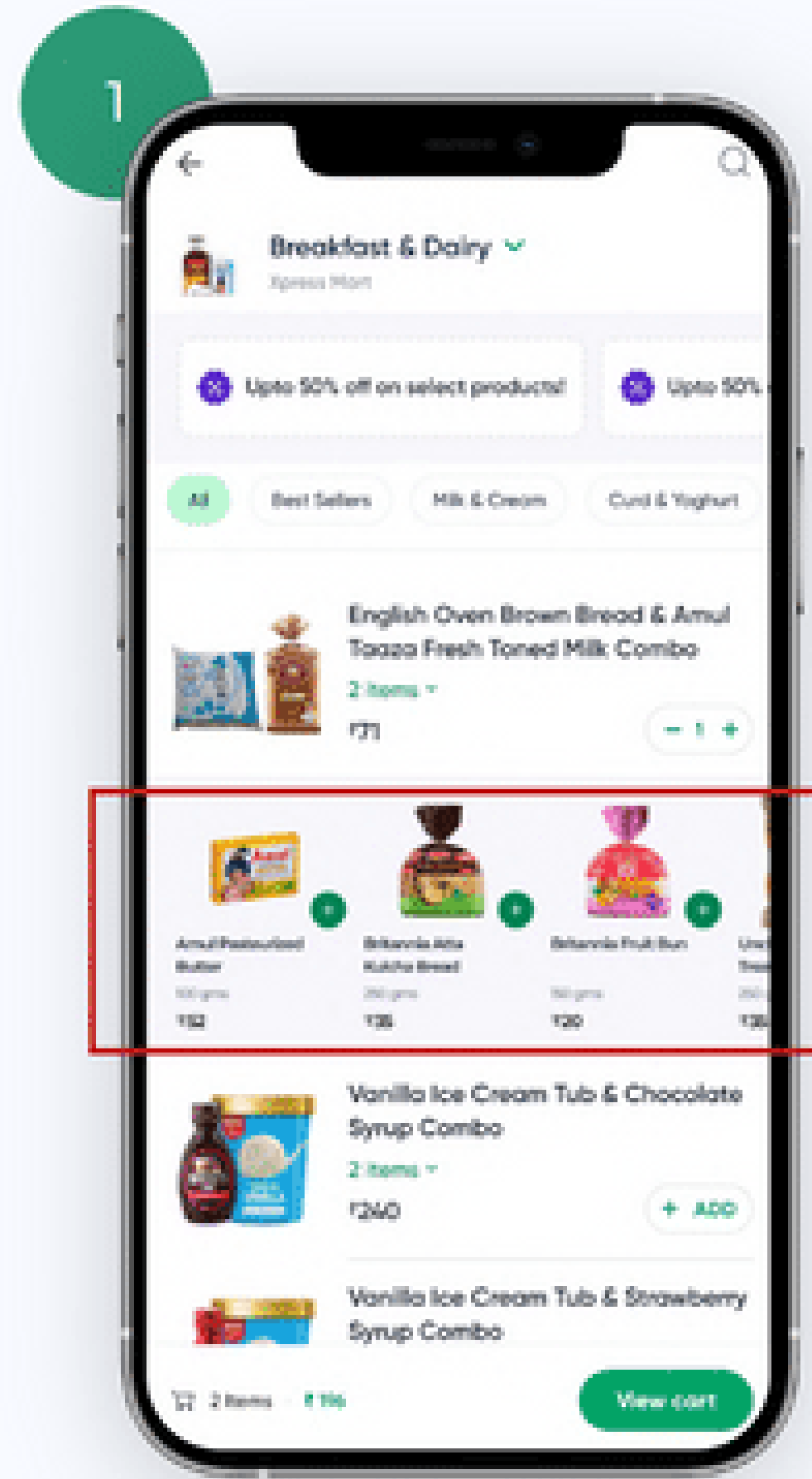
Quick Addition

1. Quick additions are excellent for raising the **value of the cart.**
2. For this user demographic, small additions between Rs. 5 and Rs. 20 or Rs. 30 are not expensive, but when made to the cart, they raise the total value of the cart and hence **AOV**.
3. Quick additions will include Rs. 10 or Rs.20 Lays, Kurkure, Britannia Cake, Maggi, Chocolates, veggies like ginger, green chili, etc.
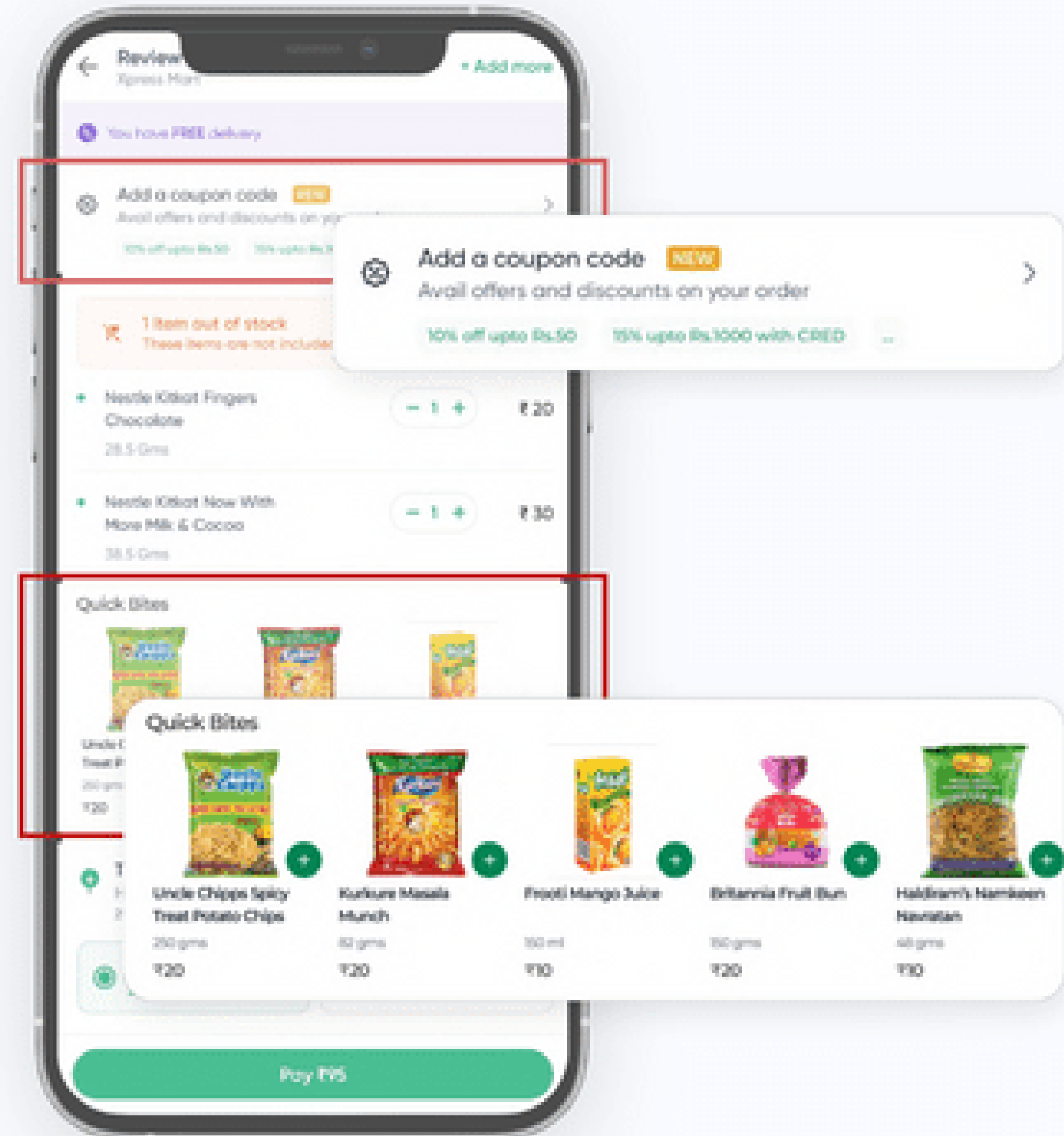
Shopping List option for user

1. Since Dunzo Daily is involved mostly in the delivery of groceries, a custom **shopping list option** will help the user to make a list of all products to purchase so that they do not forget something to buy and can add an item whenever they want.

2. Having the convivence of a shopping list option will increase the **number of items per order** and make the user make the order within minutes which in customer retention.

Hi, Name

Dunzo Cash

Dunzo Pay Layer

Pay in a Click - Simpl

Saved Shopping List

Saved Address

Saved Cards

Refer a partner

Account settings

Cross-Sell before placing order

1. Recommending the user what other **complementary products** they can buy with the product they have bought in.
2. Include recommendations based on items in carts.
3. Example: When users add "Ice-cream" recommend "chocolate syrup" or if had "bread" in the cart, then "butter" or "cheese" or "Jam".
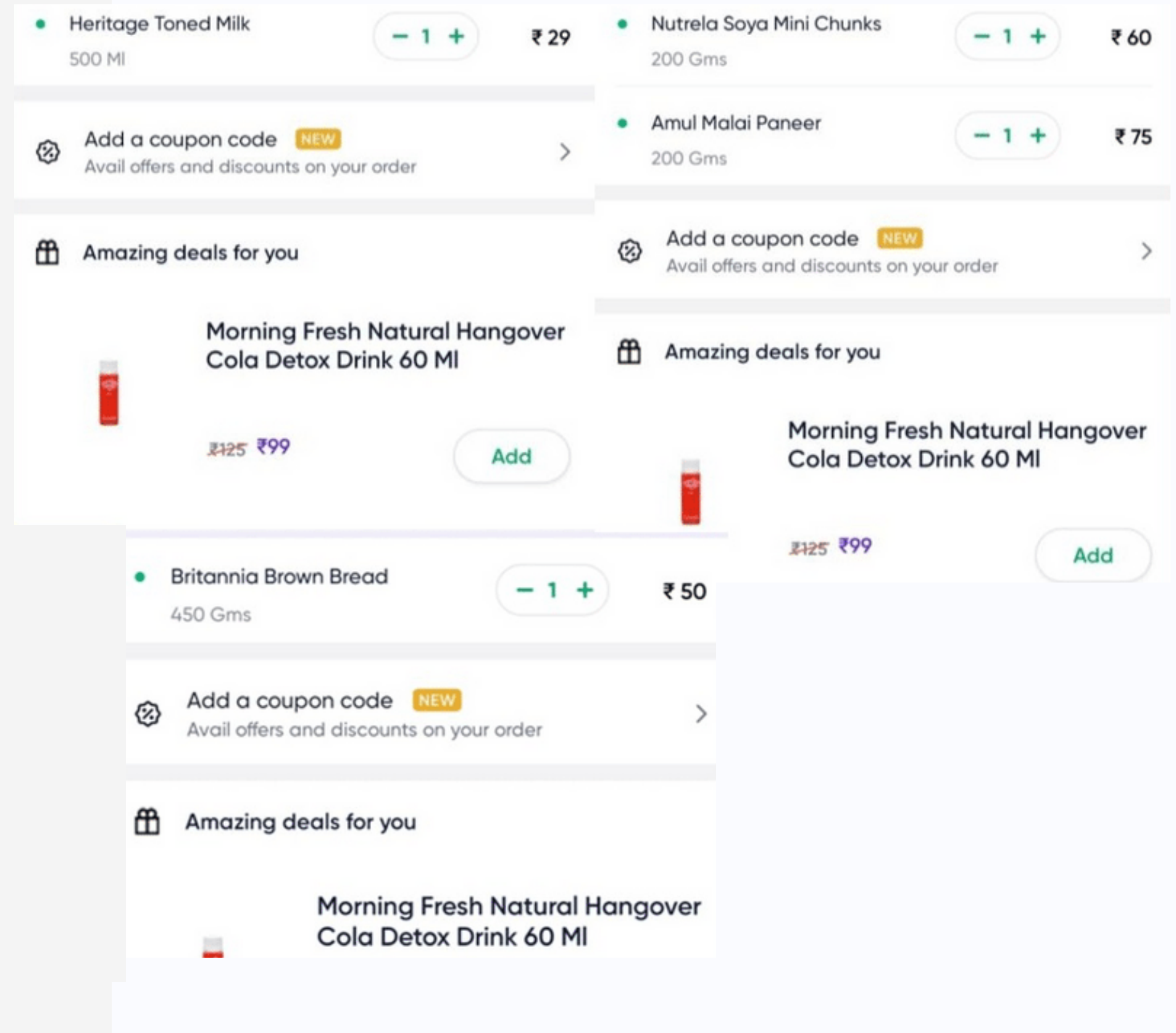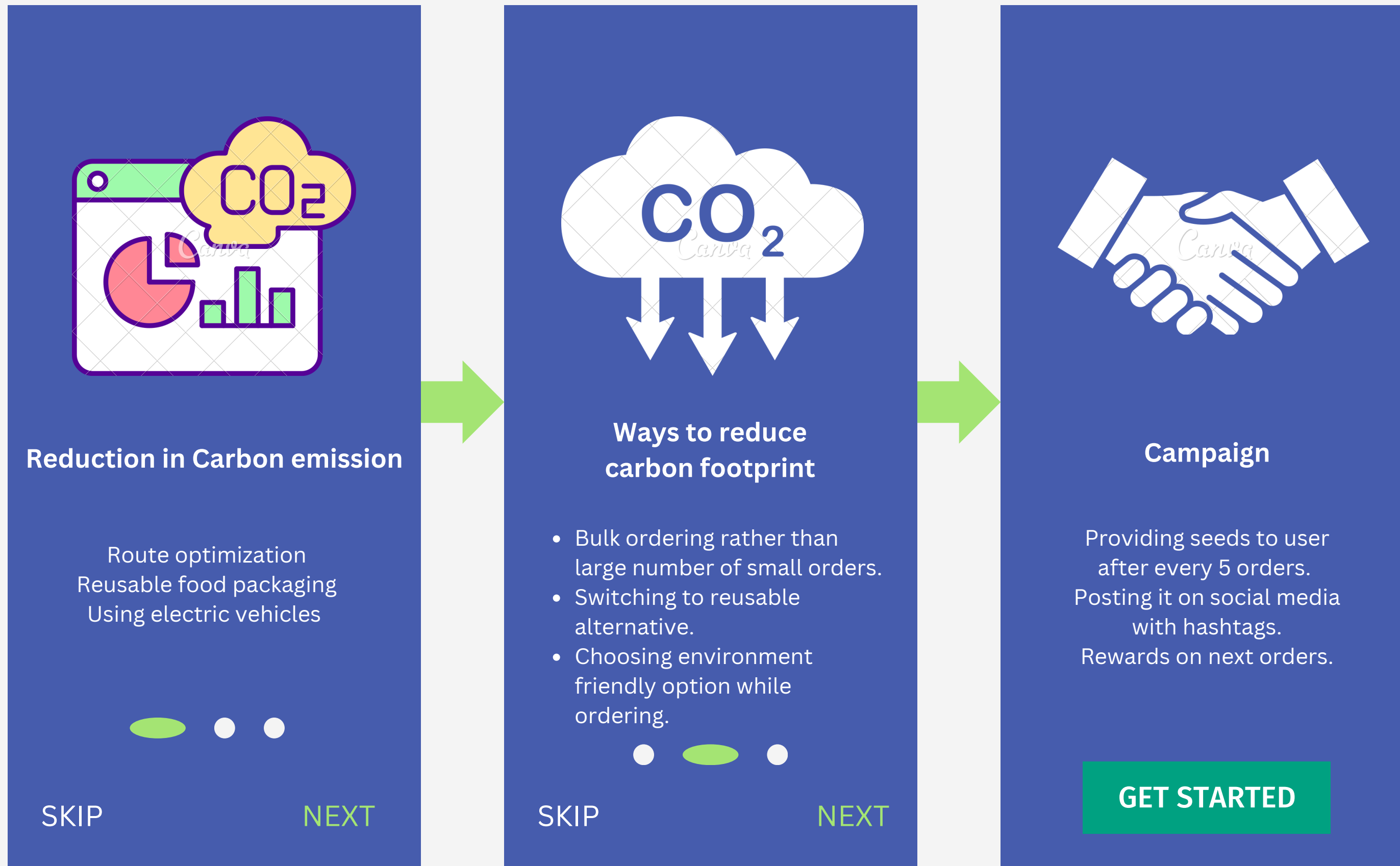
SOLUTION-2

Social Media Marketing to initiate a campaign

Dunzo may work with social media influencers to start a **"planting drive" campaign**. Users will receive seeds from Dunzo every five orders. The users would then upload images and videos of the plant's growth to social media. After a certain period, users would receive **discount coupons** depending on the outcomes of the **plant growth.** With the help of this online planting push, the company's name would continue to gain **popularity** on social media.
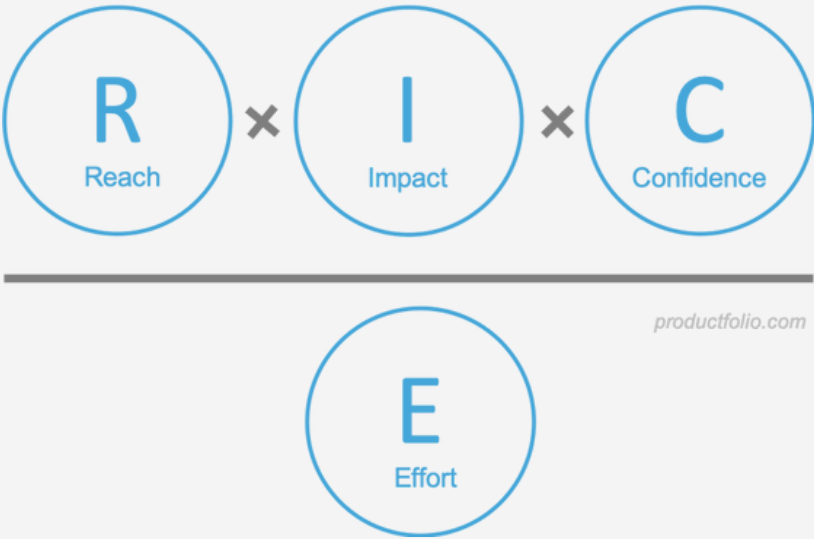
Onboarding

Reduction in Carbon emission

Route optimization
Reusable food packaging
Using electric vehicles

SKIP   NEXT

Ways to reduce carbon footprint

- Bulk ordering rather than large number of small orders.
- Switching to reusable alternative.
- Choosing environment friendly option while ordering.

SKIP   NEXT

Campaign

Providing seeds to user after every 5 orders.
Posting it on social media with hashtags.
Rewards on next orders.

GET STARTED

- The users get to know about carbon emissions and the campaign with **3 screen introduction**
- The screens can be **skipped** and viewed one by one.
- Then the user can click **"Get Started"** and log in.
- Important info like steps taken by Dunzo on carbon emission and the about campaign is mentioned.

Prioritization-RICE

Solution	Reach	Impact	Confidence	Effort	RICE Score
Recommendation	85	●●●○○	70%	●●○○○	89.25
Quick Addition	90	●●●○○	75%	●●○○○	101.25
Shopping List	75	●●●●○	85%	●●●○○	85
Cross Sell	70	●●○○○	79%	●●●○○	36.86
Social Media Campaign	95	●●●●○	93%	●●●●○	88.35
Onboarding	88	●●●●○	91%	●●○○○	160.16

R × I × C
Reach Impact Confidence
_____
E
Effort

productfolio.com

METRICS

Profile Completion Rate

Indicates the ease of onboarding and completing the profile

Checkout Abandonment Rate

% of Customers that are leaving checkout after initiating the checkout process

Average Carbon Emission

Amount of Carbon emitted

Average daily orders

To know the total order which the company receives per day

DAU,WAU & MAU

To measure the user engagement and then retention

Referrals/Users

To know about the willingness of users to share it with others and their satisfaction.

TEAM-MACROHARD

HARSH GUPTA

AMAN KUMAR

UMANG UDBHAV

RAHUL KUMAR

Thank You