

PM School

Live Challenge no. 193



A **TATA** Enterprise

“

*Improving online ordering
experience of Bigbasket
(with a focus on bb-now)*

”



Rajeev Verma

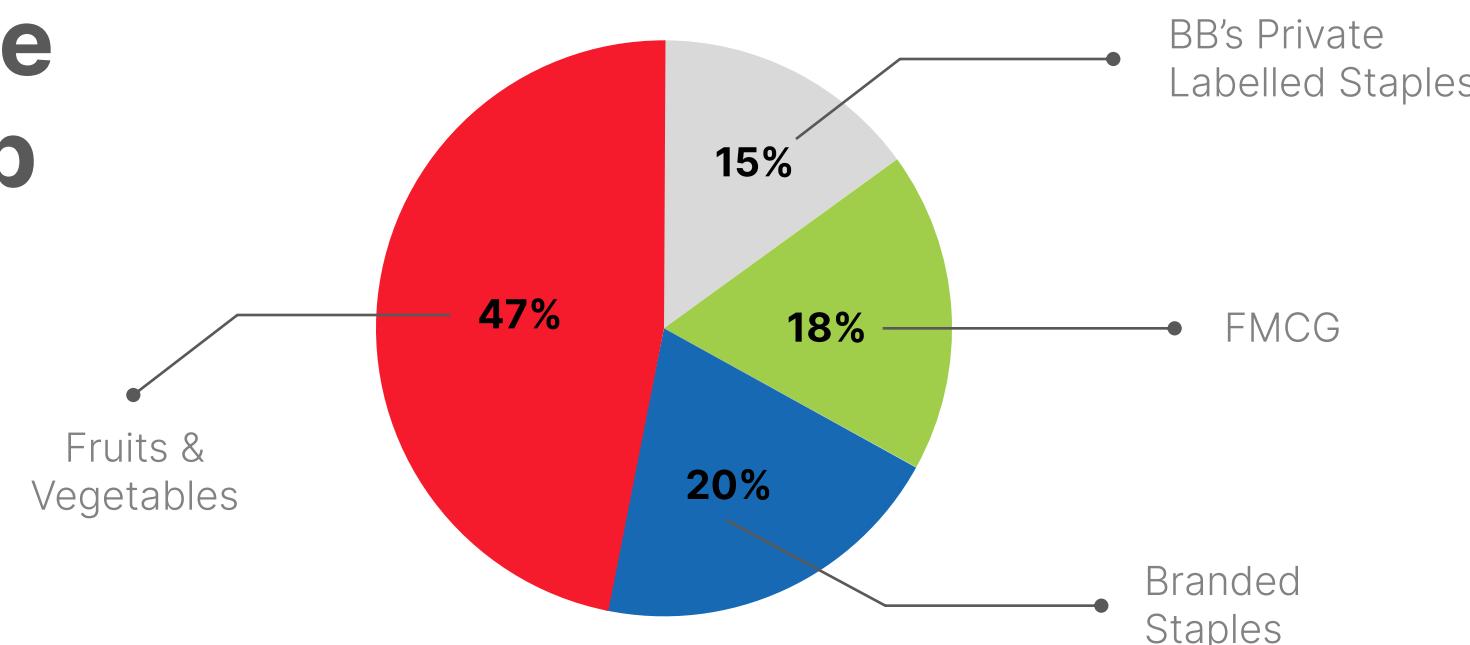
Overview

About

- India's largest online supermarket (q-commerce)
- First online grocer in India, set up in 2011
- Headquartered in Bangalore, now owned by Tata Digital
- Operates in 30+ cities in India and processes around 15 million orders per month
- Delivers more than 18,000 products every day and has more than 1000 brands in its catalog

Revenue Breakup

(by categories)

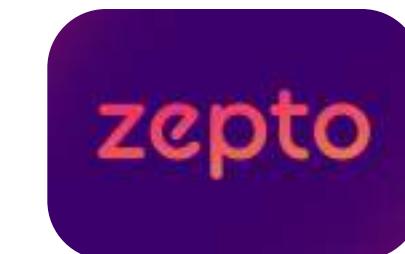


Problem at hand:

Subpar Ordering Experience

1. Unintuitive product displays
2. Friction at many steps across the user journey
3. Outdated UI

Key Players in Quick Commerce Space



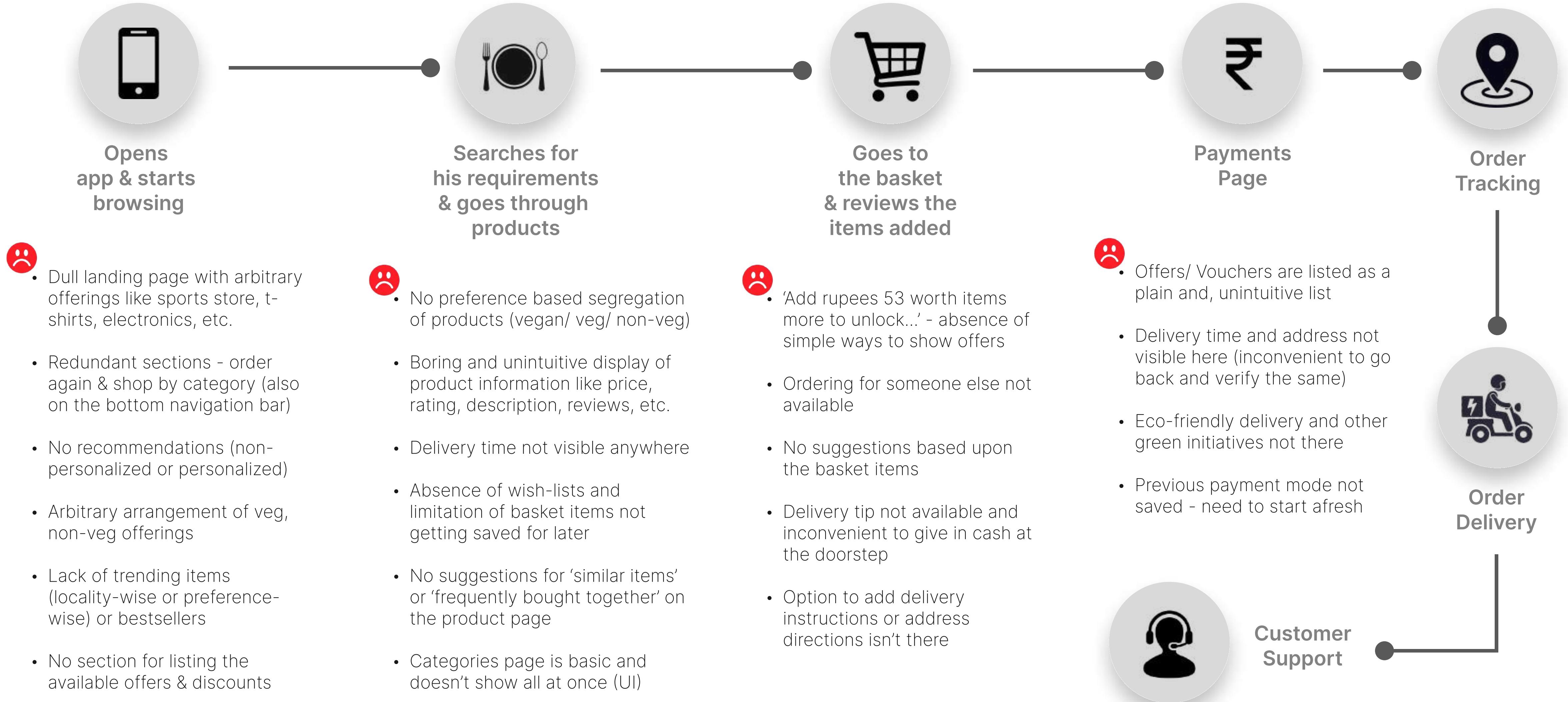
End Goals

1. To improve user satisfaction
2. To elevate competitiveness

Why **b** now ?

The reason to choose BB-now for the case study is that all the other contenders give instant delivery by default. So, choosing it would be a fair analysis.

User Journey



User Persona



AGE	26
GENDER	Male
STATUS	Single
EATS	Vegan 
INCOME	Upper-Middle Class

Adarsh Sharma

Software Developer

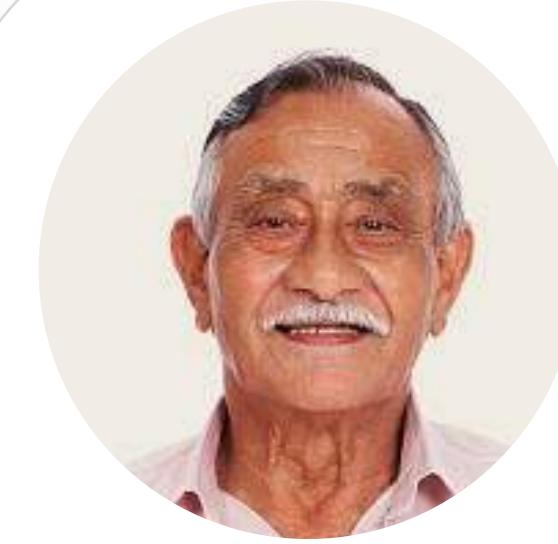
Regular User

NEEDS

- Quick and **convenient** ordering process
- Prefers **subscribing** for grocery orders
- Wants **not to waste time** scrolling and searching for the right thing to order & offers
- Prioritizes **quality** and fresh options

PAIN POINTS

- Limited **time and energy** for placing orders after a long workday
- Not able to explore due to **clumsy landing page**
- Irritated by unnecessary listing of non-veg & dairy items here and there on the application
- Unordered **product descriptions** annoy him
- Not able to see the **delivery time** on products



AGE	61
GENDER	Male
STATUS	Married
EATS	Non-veg 
INCOME	Middle Class

Deep Barua

Retired Government Employee

Frequent User

NEEDS

- Easy and intuitive **UI**
- Doesn't mind **exploring the application** for multiple ordering options
- Prefers **home delivery** of groceries due to physical limitations (difficult to visit physical stores)
- Prioritizes quality and **fresh** options
- Health conscious** - specific dietary requirements

PAIN POINTS

- Not tech-savvy (due to generation gap)
- Struggles in **navigating** through the application
- Item's **health benefits** aren't presented properly
- Inconvenient to manage subscriptions as they are in another app - **bbDaily**



AGE	37
GENDER	Female
STATUS	Married
EATS	Veg 
INCOME	Low Income Group

Meenakshi

Homemaker

Seldom User

NEEDS

- Looks for the **cheaper** alternatives
- Has time abundance to explore the app
- Prioritizes **lower prices** over freshness and quality
- Prefers buying from offline vendors, choosing the products after **visual inspection**

PAIN POINTS

- Offers and vouchers are **difficult to find** (vouchers only visible on checkout page)
- Doesn't want to pay **handling fees** every time
- Less freebies** than other e-commerce players

Competitor Analysis

Key Takeaways

- No unique offering as the competitors
- Misses out on a lot of basic features that enhance user experience (mentioned aside - eg. cart recommendations)
- Quite a bit of pain points across the user journey through the app
- Even if BB reduces min. order value by ₹10 it'd be very competitive
- Order cancellation window for even 1 minute would be a unique offering

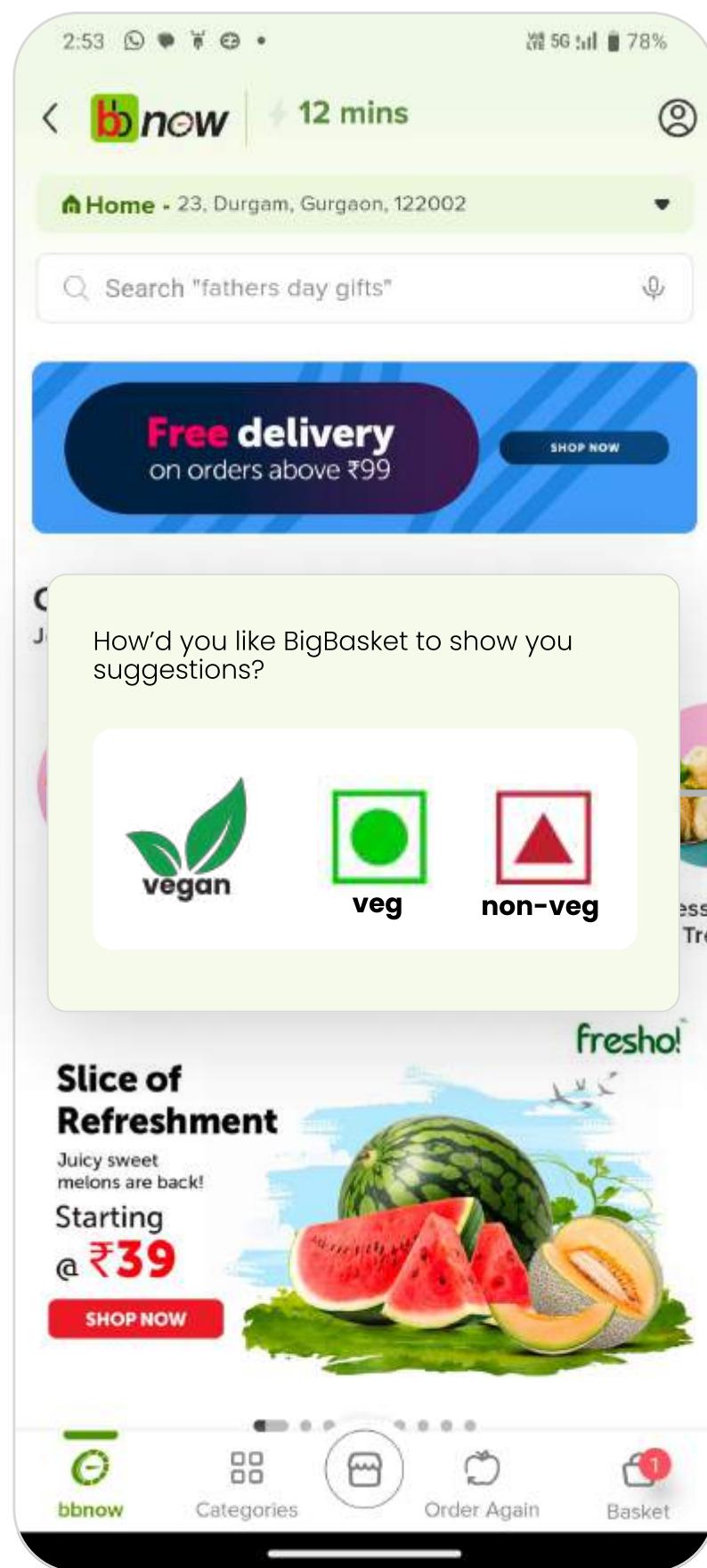
Features	blinkit	zepto	SWIGGY Instamart	bigbasket
Min. order value for free delivery + delivery fee + handling charges	₹99 + ₹25 + ₹2	₹99 + ₹25 + ₹15	₹49 + ₹30 + ₹5	₹99 + ₹25 + ₹5
Membership Plans	No	Yes	No	No
Reorder	No	No	Yes	Yes
Wallet	Yes	Yes	Yes	Yes
Order Cancellation	No	No	No	No
Voice instructions for address (saved)	Yes	No	No	No
Order for friend	Yes	No	No	No
Cart Recommendations	Yes	Yes	Yes	No
Eco-friendly initiatives	No	No	No-bag delivery	No
Unlock new offers by adding items amount worth 'X,	Yes	Yes	Yes	No

*Location was set to Cyber City, Gurugram in every application to keep the analysis/ comparison consistent

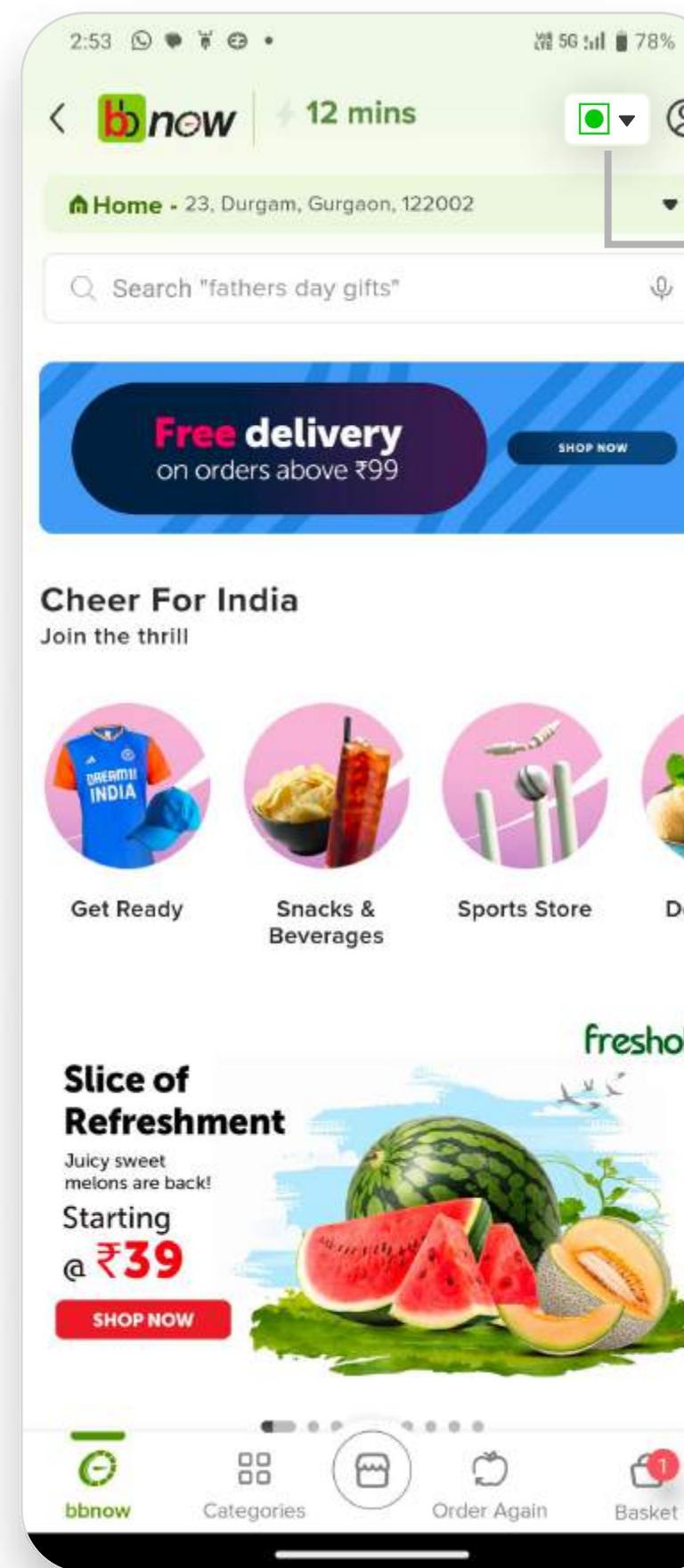
Suggested Features

1.

Meal Preference Button



App prompts user to select his/ her meal preferences after the feature rollout



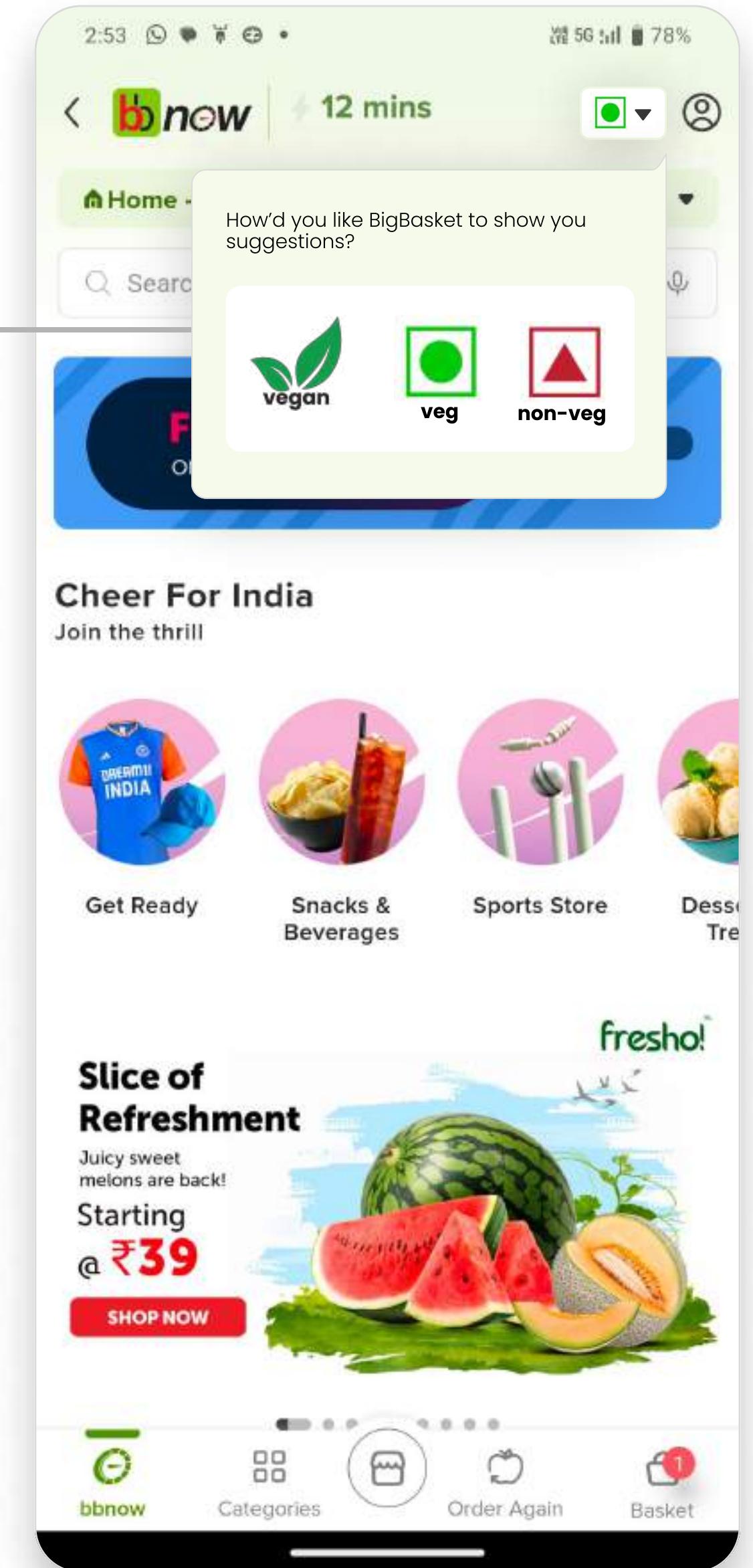
These preferences can be changed anytime

Preference Button

(here, the meal preferences can be changed anytime by clicking on this option)

Benefits

- Increased convenience for the vegan & non-veg userbase
- Increased relevance of the items listed throughout the application
- Unique offering
- Time-saving, less irritating, & enhanced user satisfaction



2.

BB-Jadoo

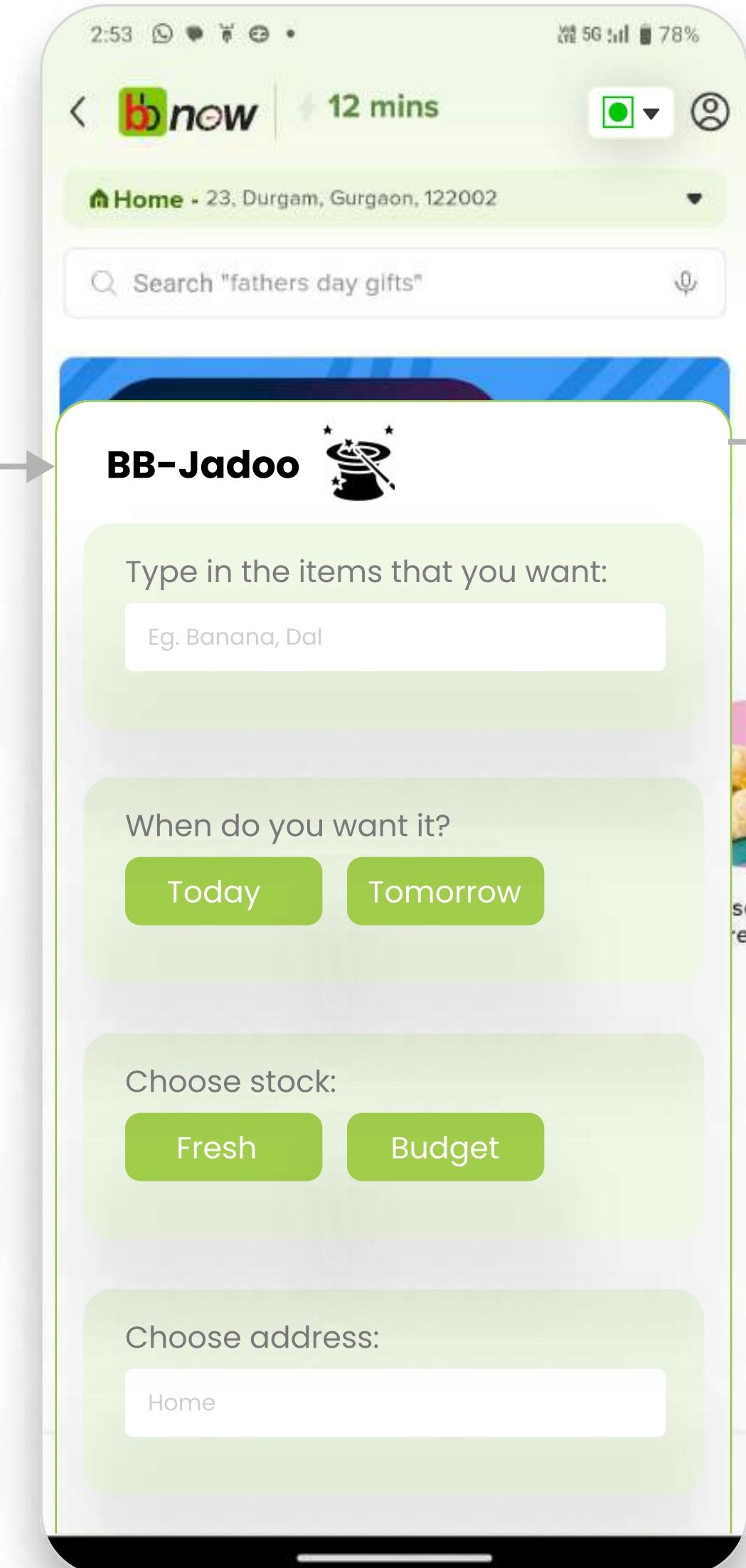
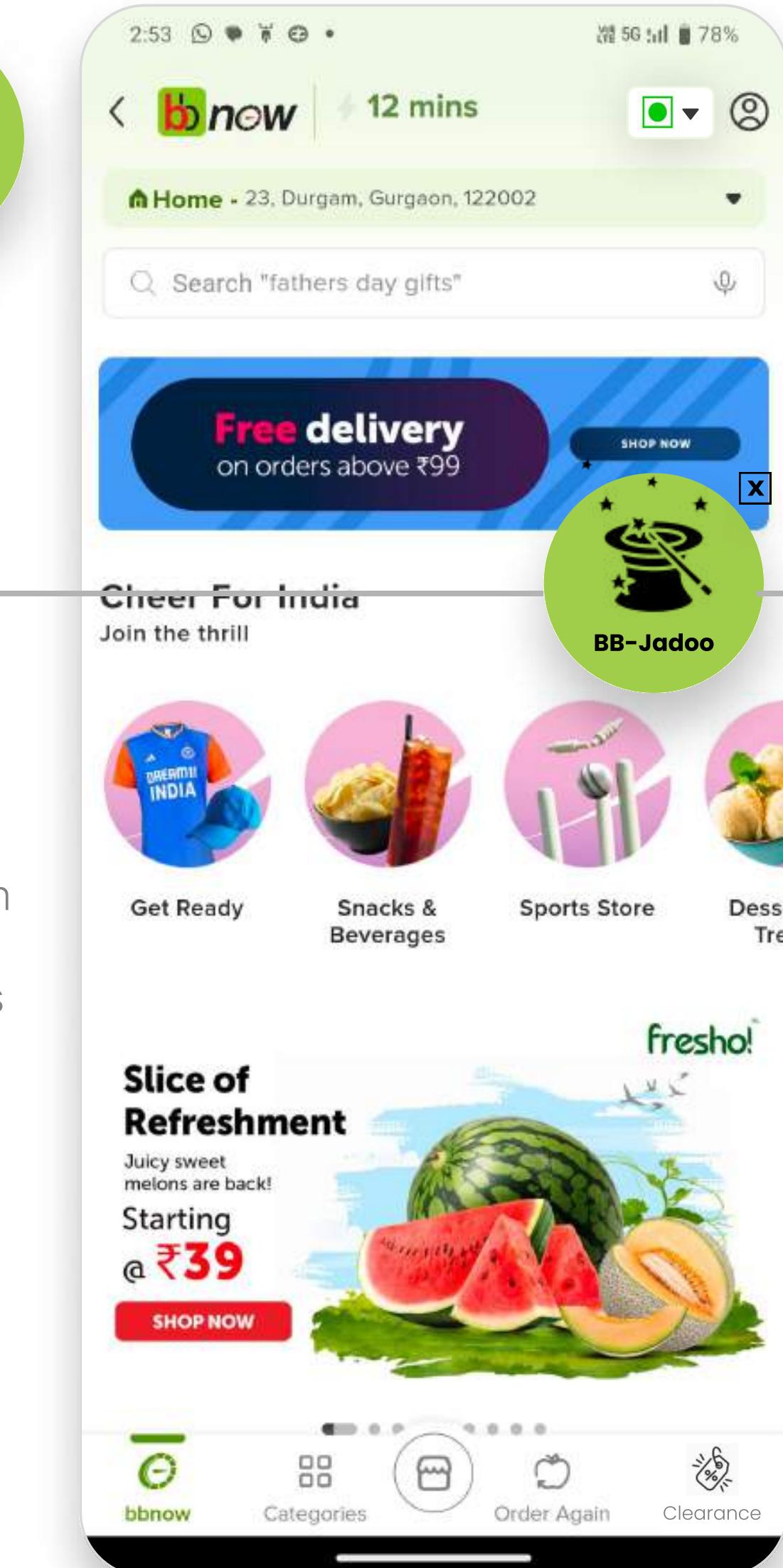
A clutter-free recommendation system: BB-Jadoo

Benefits

- Convenient way to shop for the people who are not tech-savvy las in the older users
- Time-saving: use-case for people having busy schedule
- To incorporate AI in future which'd keep the company in line with the increasing use of AI & ahead of its competitors
- Enhances accessibility
- Unique offering - not offered by any of the key players yet



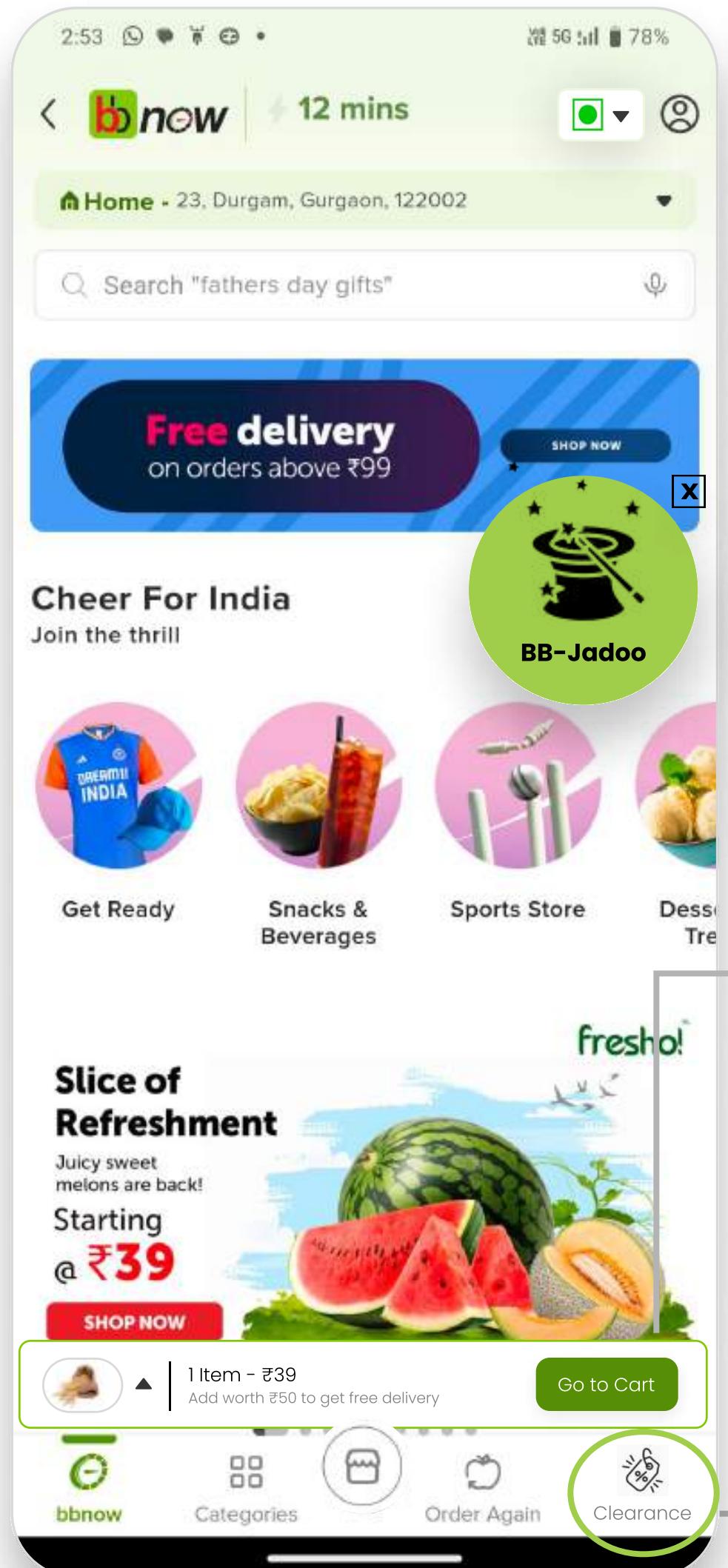
Floating button on the home page (which is visible & accessible)



To the basket where one can go through the basket and change the recommended items if needed.

3.

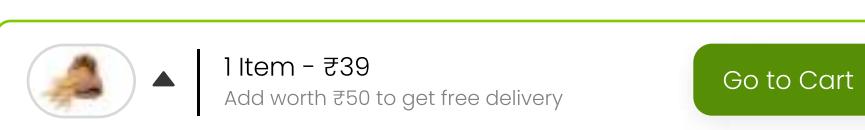
Pocket-friendly Section (Stock Clearance)



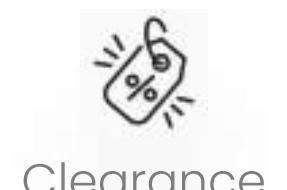
Benefits

- A budget oriented section to attract customers from low income group who prefer quantity over quality
- Reduced wastage of grocery
- Redesigned basket/ cart is intuitive - shows the cart value and relevant offers to the cart

The redesigned basket



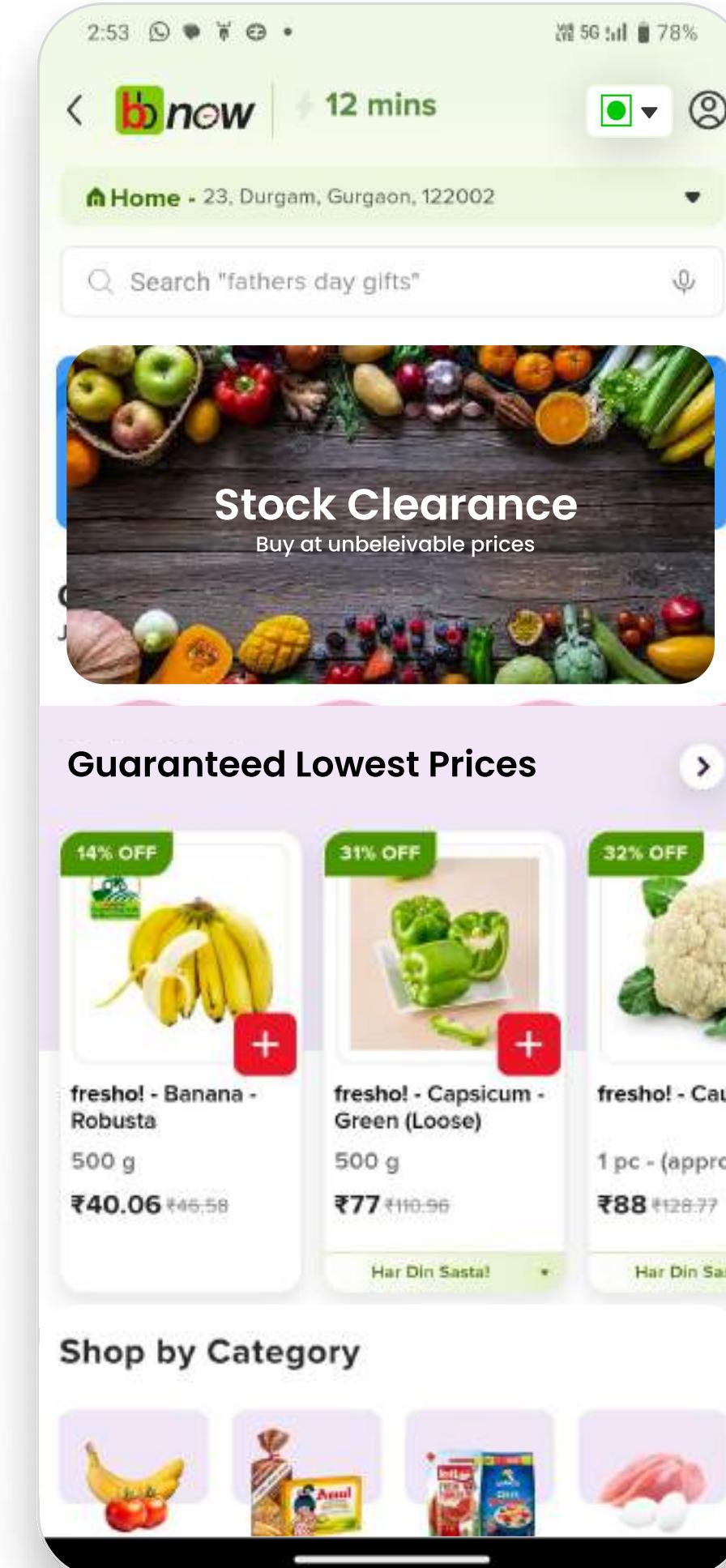
New section - 'Clearance' replaces the previous 'Basket' option



Clearance



The New 'Clearance' Section/ Page



Sub-section of items from the old stock at very low prices

Sub-section of items category-wise

Similarly, on scrolling following sections are proposed -

- Items selling out
- Trending in your area/ region
- Fruits & Vegetables
- Cereals, pulses, and oils

Prioritization - RICE Framework



Impact Metrics & KPIs

BB-Jadoo

- **Net Promoter Score (NPS):** Higher NPS would imply that users are happy with the unique offerings and the overall experience of the application and are recommending it to others.
- **Order Frequency Rate:** Higher rate indicates users are engaged to app and ordering in multiple visits.
- **Payment Conversion Rate:** Higher PCR would imply people are finding the feature convenient and frequently placing orders.
- **Average app session duration,** comparing sessions with and without the toggle activated.



Average Session Duration

~ the north star metric

to enhance the user experience of ordering from BB

Stock Clearance Section

- **Click-through rate (CTR)** on the 'Clearance' tab: measures the percentage of users who see the tab and click on it.
- **Toggle-button Usage:** Percentage of users who activate the "Healthy Mode" toggle button. This measures user awareness and initial adoption of the feature.

Meal Preference

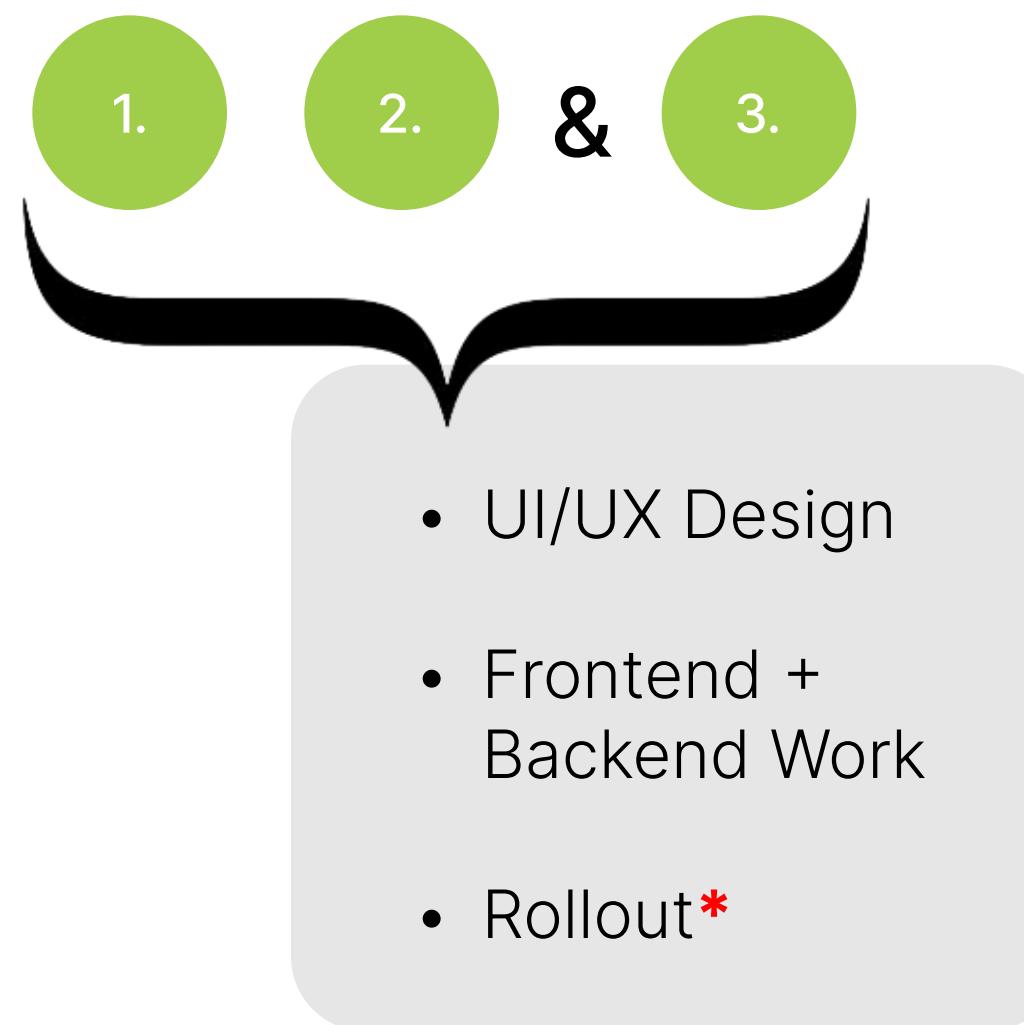
- **Extent of database update:** Percentage of users who have a set meal preference for the application.
- **Stickiness:** Ratio of DAU/MAU - higher the ratio, more is the percentage of users frequently interacting with the feature.
- **Average Session Duration:** More the duration implies more is the user satisfied with the feature & spending more time, thereby.

Go-to-market Strategy

Feature Rollout Order



Strategy Layout



Analytics

- Refer KPIs & Metrics on the previous page

Awareness Campaigning Methods

- In app pop-ups & home page cards
- BigBasket newsletter
- 'What's new' page on app opening to introduce the new features to the user

a. Rollout

- Phased-rollout
- First in selected locations where userbase is either old or working
- Minimal promotion

b. Promotion

- In app pop-ups & home page cards
- 'What's new' page on app opening

c. Analytics

- Refer KPIs & Metrics on the next page

Phase II

Dedicated Ad Campaign

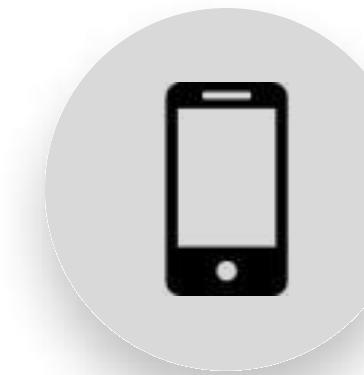
- Social-media marketing
- TV & newspaper Ads
- Extension to more locations

Small Features



**Home
Page**

- **Revamp** of home page to include
 - Recommended items
 - Hot deals
 - Trending in your area
 - Bestsellers
- Section for listing the available **offers & discounts**



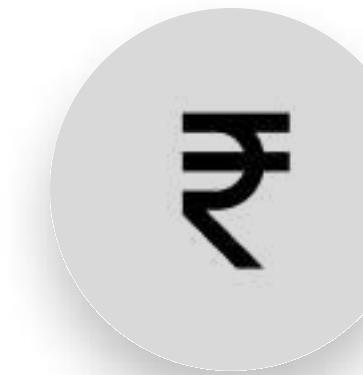
**In between
(browsing)**

- **UI Redesign** to have an intuitive display of product information like price, rating, description, reviews, etc.
- Displaying **delivery time** on each item/ product
- Introducing **wish-lists**
- Displaying **suggestions** for 'similar items' or 'frequently bought together' on the product page



**Checkout
Page**

- Ordering for **someone else**
- **Suggestions** based upon the basket items to be displayed
- Inclusion of **delivery tip** option
- Option to add **delivery instructions** or address directions

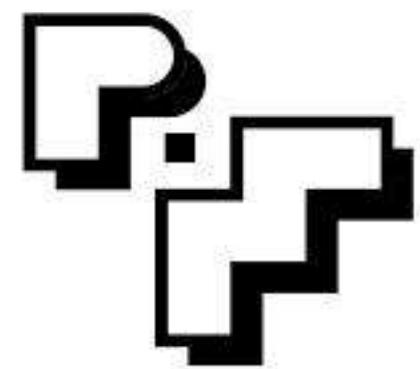


**Payments
Page**

- Offers/ Vouchers are listed as a plain and, unintuitive list - make it **user-friendly (UI)**
- **Delivery time** and **address** should be visible here
- Eco-friendly delivery and other green initiatives like **no bag delivery**
- Default payment through **previous payment mode**

Order Cancellation

- Order cancellation allowed within 1 minute of placing the order - no other competitor does that.
- This'd increase user satisfaction drastically.



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THANK YOU

Rajeev Verma

B.Tech.

Indian Institute of Technology Guwahati

