

Getir – An Online Grocery Platform



Introduction

Everything is at your fingertips today, be it ordering a coffee or booking a ticket and now the most popular in the United States, ordering groceries. Online shopping industry is expanding and is expected to grow 8.38% annually by 2026 according to the report generated by [Statista](#).

Getir, an on demand mobile app for grocery and food delivery has really understood this consumer trend very well. Getir, which was launched in 2015 as a Turkish start-up has managed to tap on to the increasing consumer behaviour and need of the users who want good quality products right from the comfort of their home and as soon as possible and by giving them as close to a **15 min delivery time**, Getir is undoubtedly disrupting the on demand platform and challenging some of the bigger industry players with a business model that is bridging the gap between online and offline channels with innovations and change management that saw a product opportunity and created something that could capture the consumers attention with quick commerce.

Business Model

Getir works on the concept of “**dark stores**” which is a fulfilment centre, a D2C (Direct-to-Consumer) model that caters to online orders only.

When we look at their history and market coverage in the United States, we see that in November of 2021, Getir entered the market first in Chicago and then in New York. Currently, it serves in three cities of the US, Chicago, New York, and Boston.

The founders of the app, Serkan Borancili, Tuncay Tutek and Nazim Salur mentioned in an interview with the media how they got an idea to create a company that would deliver food nearly as quickly as possible. As a dark supermarket operator, Getir works with legacy traditional channels like supermarkets and retailers and leases warehouses in proximity of where the dark stores are located and sells items at a 10% premium to these channels.

Revenue Sources

Getir makes most of its money by selling groceries, ready to eat food, medicines and other essentials at a marked-up price and additional delivery fee that the user pays.

According to [Gitir-stats](#), in 2021 it generated a huge revenue of \$1 Billion which was four times greater than the revenue made in the previous year.

Its revenue model is based on the following determinant -

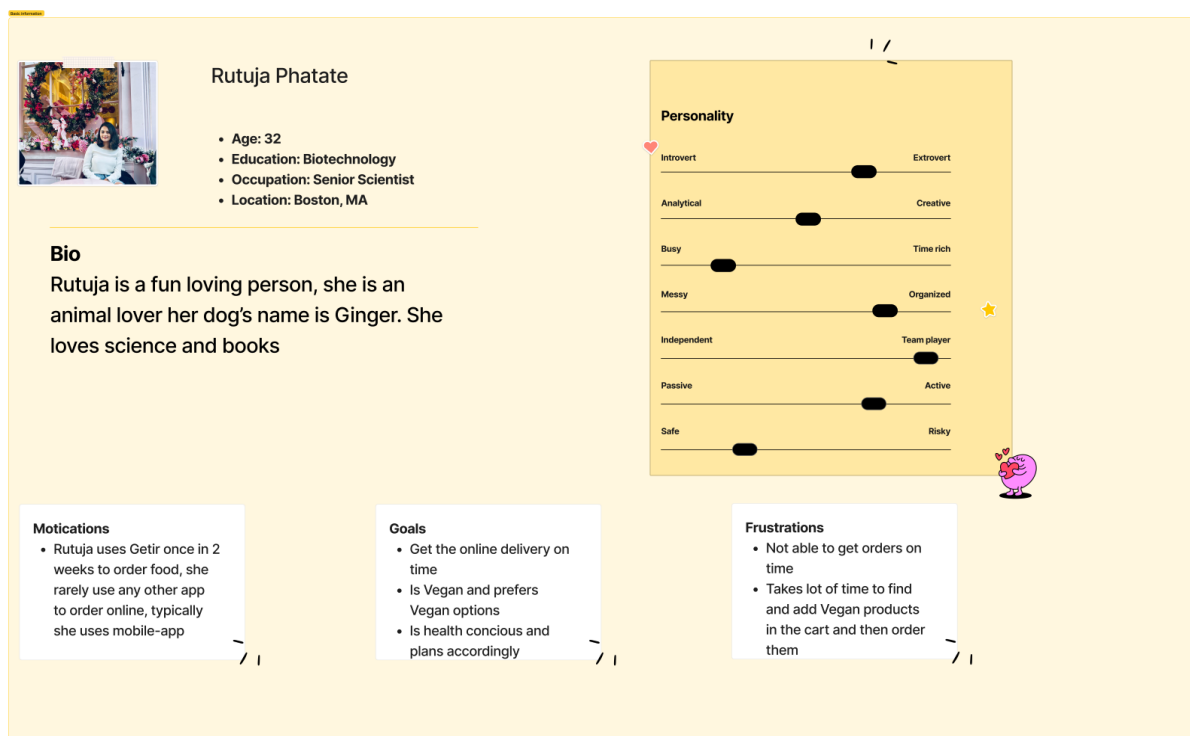
- **Grocery Sales** - it saves up on owner and operational cost by not investing in traditional supermarket approach and operating as a chain of dark stores where they fulfil customer orders with specialised delivery people
- **Delivery Fees** - customers need to pay charges for the delivery and it varies from one country to another.

Problem Statement

We conducted an in app assessment on the Getir app and ran some usability tests with 30 plus product users and most of them appreciated Getir and while they were super impressed by the app , a lot of them had complained regarding the user experience on the app and it needs to be improved. Based on the feedback , in this project we are solving for some of the key customer pain points with relentless focus on their satisfaction . We will also look at some of the marketing strategies that Getir could incorporate for scalability , visibility and more accessibility.

User Personas

We created a few user personas for different age categories to analyse some of the customer pain points and what we can do to improve their experiences.



Rutuja Phatate

- Age: 32
- Education: Biotechnology
- Occupation: Senior Scientist
- Location: Boston, MA

Bio

Rutuja is a fun loving person, she is an animal lover her dog's name is Ginger. She loves science and books

Personality

Introvert ————— Extrovert
Analytical ————— Creative
Busy ————— Time rich
Messy ————— Organized
Independent ————— Team player
Passive ————— Active
Safe ————— Risky

Motivations

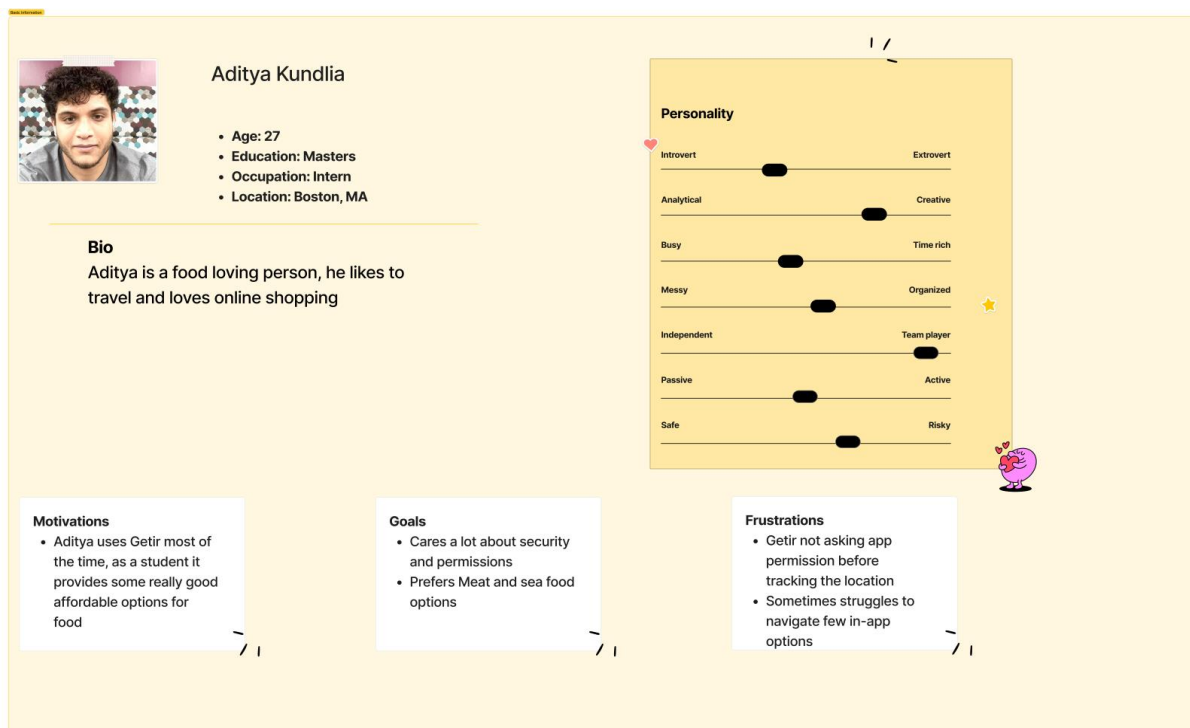
- Rutuja uses Getir once in 2 weeks to order food, she rarely use any other app to order online, typically she uses mobile-app

Goals

- Get the online delivery on time
- Is Vegan and prefers Vegan options
- Is health concious and plans accordingly

Frustrations

- Not able to get orders on time
- Takes lot of time to find and add Vegan products in the cart and then order them



Key Problems

- Improving the user experience on the app with feature enhancements and clear structuring
- Improving the operational productivity and measures to control infrastructure costs
- Improving partnerships and cross collaborations

The stakeholders that we will be solving for are -

- Users of the app
- Getir Operations
- Producers/ retailers/wholesalers

Implementation Plan

Scope Statement

The purpose of this project is to conduct an in-depth app assessment and to analyse the areas where Getir could improve their user interface based on the bottlenecks and challenges that users are facing while using the app, increase efficiency of their business model with better partnerships strategies and adjust with any macro influences and mitigating them for seamless app experience.

Assumptions and Constraints

Schedule - we will follow an agile framework for planning and executing the project and throughout the lifecycle stages. We will conduct requirements gathering by sending out surveys to the users and based on the user requirements, we will create a product backlog of all the features. Based on the OKR we will focus on the core requirements first and initiate weekly sprints to create a demonstrable prototype and share it with the users to get feedback and then based on the feedback we will perform retrospectives and make the necessary changes in the second sprint.

Budget - We will have to consider the additional cost that can incur to include these features

Technical Constraints - in order to improve scalability, we will need advanced infrastructure tools and components and storage for more data information and analytics

Resources availability and Skill Set- we will use the RACI matrix to delegate the work and describe the participation of the team in completing the task. Perform skill alignment and analyse if additional resources are needed for the tasks.

Risk - unnecessary features might get added resulting in increased cost

-negative impact and hindrance on the decision-making process

Recommended Changes:

We will be using STAR method to implement the change to get a better insight and have a clear vision of the end users

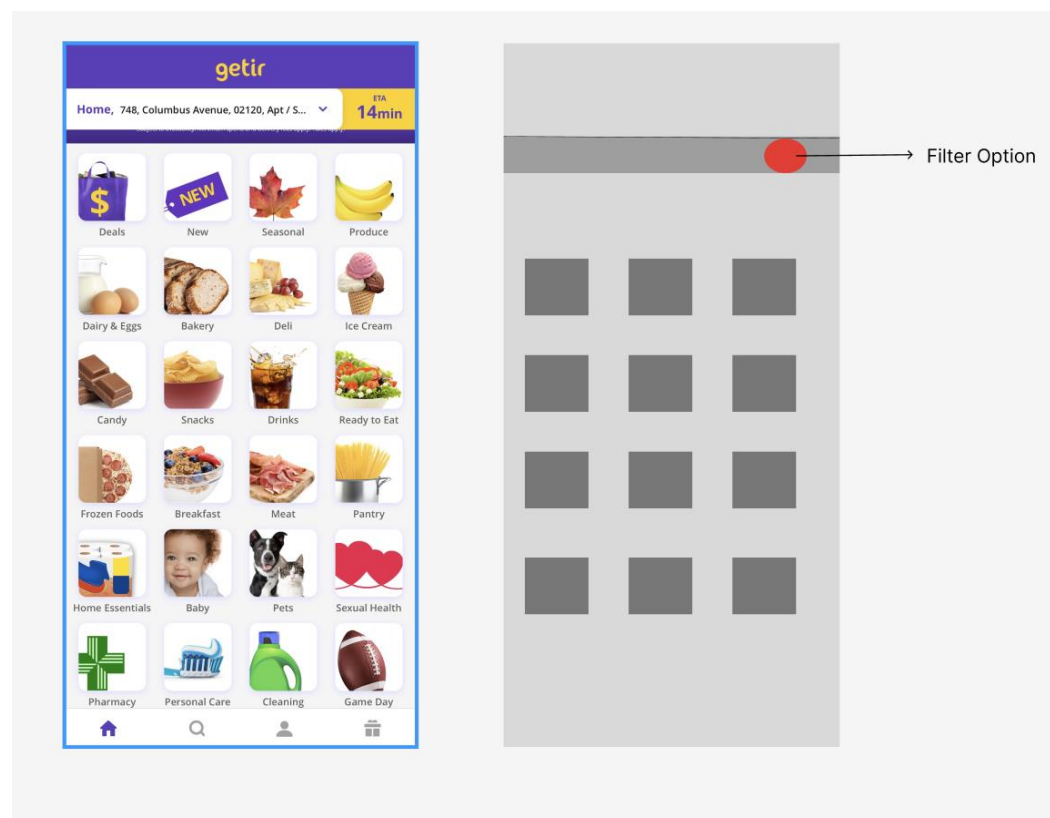
Change1: Adding better filtering criteria

Situation: the app does not have an exclusive filter option as a result of which people have to go through several clicks to realise that the option might not be for them. For example, the filter option should have allergens, vegan options etc

Task: we need to devise a way for users to get their preferences

Action: Add a filter option at the top of the home page

Result: we will use number of average users engaging with the filters to make a food choice as a KPI metric and track the data



Change 2: Adding an extra category

Situation: Getir gives ample number of categories in the categories section through which users can click on the desired category and add into the cart

Task: Adding “Vegan” category in the categories section might be helpful for Vegan people to shop fast and add their own preferences

Action: Save a lot of time finding Vegan options and then adding those in the cart

Result: Why do we feel adding a Vegan option is a better idea?

Vegan products are growing rapidly in the United States. Therefore, Vegan food can become a potential revenue source as well as provide the Vegan Getir users can get a personalised experience.

Market study: <https://vegannews.press/2020/03/06/vegan-america-study/>

Change 3: Reducing the Delivery Turnaround time

Situation: Getir says 15-20 minutes of delivery but sometimes they take 30 minutes or more than that

Task: Devise a routing optimization algorithm to keep a track of the deliveries

Action: Location Coverage and accurate estimated time (ETA)

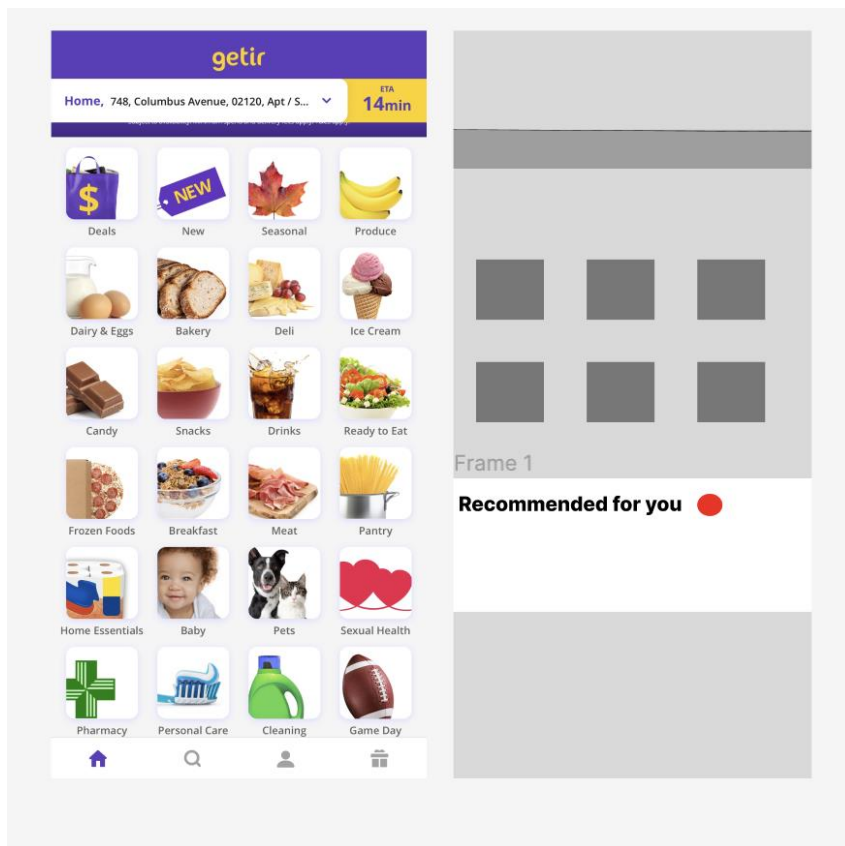
Result: KPI - no of late deliveries and customer complaints

Change 4: Enhance Product Recommendation

Situation/Task: the app doesn't suggest any similar product recommendations, or you may like, eg if we buy honey from a brand and if it is not available, it doesn't show any other brand for honey

Action: add a recommended section in the app user interface to show similar items based on search history

Result: KPI- average time spent and no of users buying recommended items, are we recommending the right items to the users?



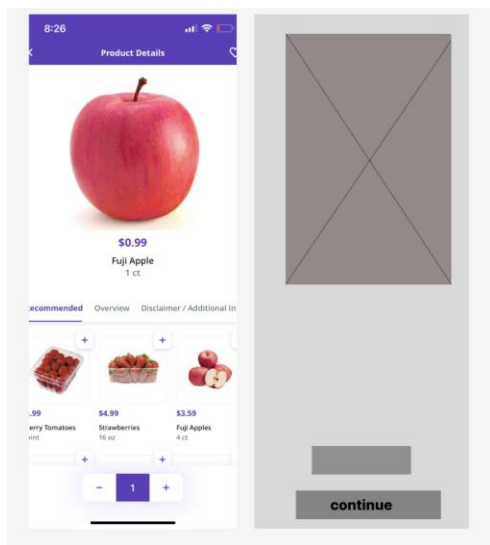
Change 5: Adding a text button

Situation: users are complaining that the add to cart process is really confusing

Task: if asked to **add an item** to the cart users do not find the continue button after adding the number of items, they need to go back to the home page to continue, making the process more time consuming with an unnecessary additional step

Action: create a continue button after the add item for users to process to their cart for checkout

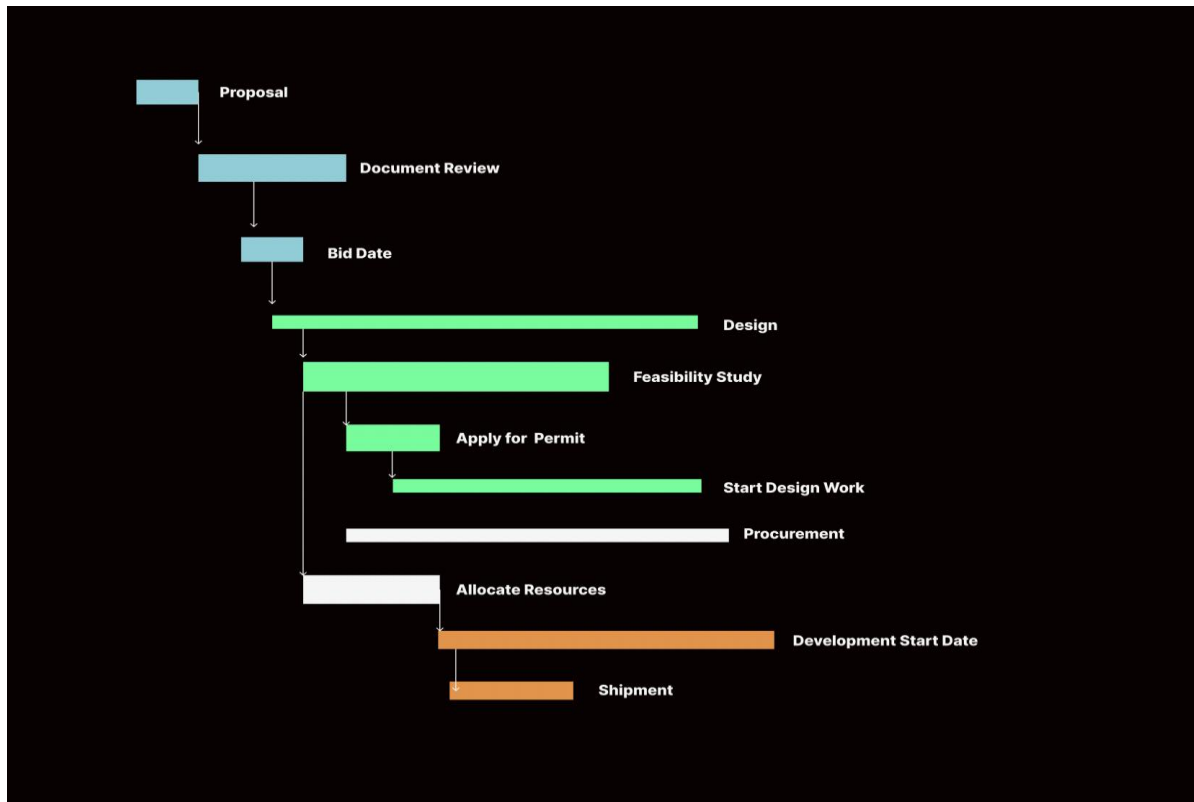
Result: process improvement and seamless integrations



Major Tasks

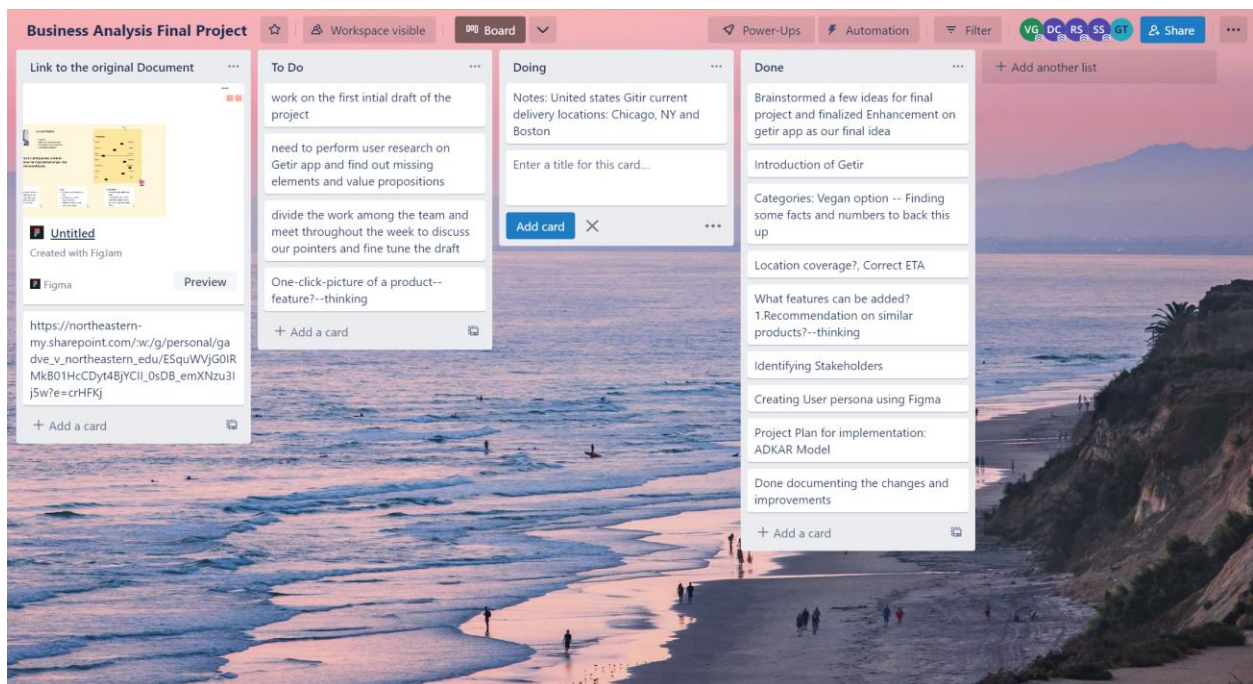
- conduct internal(management/employees) and external surveys to gauge how the proposed changes will be received. This enables data driven decisions.
- estimate time and cost
- invest in the right technology and people
- prioritise the most important changes in the app from the backlog
- ensure the core functionalities are not impacted while change is fully incorporated
- visualise the proposed changes on the business canvas model to get better understanding of the change, affected areas/users, source of funding
- use the **ADKAR model** to implement the change
- communication is the key. Conduct daily stand-ups, lean coffee, culture hacking, sprint meeting, scrum and retrospectives for effective collaboration
- allocate time for resources and educating them with current needs and new technologies to be used if any
- optimise the process flow and calculate any risks and challenges with the change and inform the stakeholders accordingly

Release Plan



Work-Snap shots

Trello Board: To track the progress:



Figma for creating User Personas and Prototyping:

