

Company: Zomato

# Business & Market Understanding

## I. Market Overview:

- Size and Growth:** As per information delivered by Zomato there are 56 million monthly active users. Zomato serves 1.3 Million orders each day from 1,50,000 restaurants in India. India's food delivery market is projected to reach \$25.5 billion by 2025, exhibiting rapid growth. also, Zomato is present in 20 different countries
- Strengths:** 1.food delivery, 2.Restaurent listing & advertising, 3.Zomato white label, 4.Zomato hyperpure,5.Marketing through Social media.
- Weaknesses:** Dependency on restaurant partnerships, and occasional delivery delays.
- Key Players:** Zomato, Swiggy, Domino's, Uber Eats, etc.
- Competitive Landscape:** Intense competition with aggressive pricing and promotional strategies.
- Opportunities:** Growing user base, increasing smartphone usage, rising disposable income, and evolving dietary preferences.

## II. zomato’s Business Model:

**Revenue Streams:** Commission on orders, advertising fees, and subscription services (Zomato Gold),Zomato .

**Value Proposition:** Convenience, wide restaurant selection, user reviews, and loyalty programs.

## III. User Base & Behavior:

**Target Audience:** Young professionals, families, and individuals seeking convenient food options.

**Usage Patterns:** Order frequency, preferred cuisines, dietary restrictions, price sensitivity, etc.

**Pain Points:** Difficulty in discovering new restaurants, lack of personalized recommendations, and limited dietary options.

# BRD (Business Requirements Document)

New Feature: "Algorithmic Food Recommendation Feature"

## Feature Overview:

The Algorithmic Food Recommendation Feature aims to enhance user experience on the Zomato platform by providing personalized and exclusive food suggestions based on a user's previous order history. Leveraging cutting-edge machine learning algorithms, the feature aims to massively increase user engagement, satisfaction, and overall joy by offering highly relevant and mouth-watering food options!!! Let's start the food journey of a lifetime with Zomato's Algorithmic Food Recommendation Feature.

For example: like Instagram, youtube reels, they have set the algorithm to show the users based on previous liked videos. so that users' usage of the application will increase and overall productivity in every aspect will increase.

## Objectives:

### Business Enhancement:

Increase user retention and engagement by offering personalized food recommendations.

Boost order frequency and basket size through targeted suggestions.

### Productivity Improvement:

Streamline the food discovery process for users by presenting tailored options.

Utilize machine learning to continuously improve the accuracy of food recommendations!!!

Overall, the focus remains on enhancing the user experience and increasing efficiency through personalized food recommendations and targeted suggestions.

## Functional Requirements:

### Algorithmic Recommendation Engine:

Implement a machine learning model to analyze and interpret user order history data.

Leverage collaborative or epic content-based filtering techniques for accurate and precise recommendations.

### Real-time Suggestions:

Display real-time epic food recommendations on the app home screen.

**Functional Requirements:**

Algorithmic Recommendation Engine:

Implement a machine learning model to analyze and interpret user order history data.

Leverage collaborative or epic content-based filtering techniques for accurate and precise recommendations.

Real-time Suggestions:

Display real-time epic food recommendations on the app home screen.

Dynamically update suggestions based on user interactions and ordering patterns!!!!

**Non-Functional Requirements:**

**Performance:**

- Ensure quick response times for fetching and updating recommendations.
- Put more effort into minimizing the app loading speed impact.

**Security:**

- Implement encryption for storing and retrieving user order history and preferences.
- Regularly update and secure the recommendation model against potential vulnerabilities!!!!!!
- An error has occurred, please try again later.

*Overall, the non-functional requirements are crucial for the performance and security of the app.*

User Acceptance Criteria:

Users receiving personalized food recommendations on the app's home screen.

The recommendation engine considering user preferences, favorite cuisines, and order frequency.

Recommendations that dynamically update in real-time as the user explores the app or completes orders.

The feature contributes to an increase in user engagement and satisfaction

**Constraints:**

The algorithmic recommendation feature should not compromise user data privacy. The feature should seamlessly integrate with the existing Zomato app interface! We need to consider this aspect thoroughly. Let's ensure that user data privacy is not compromised at any cost.

Let's ensure that the feature integrates with the Zomato app interface. This is crucial for a seamless user experience. We want to make sure that the user data is protected while using this feature. Let's do our best to maintain this balance!

***Dependencies:***

Availability of user *order history* data.

Integration with Zomato's menu and dish information database!!

**Risks:**

Possible challenges in accurately predicting user preferences.

Potential resistance or skepticism from users regarding the use of personal data for recommendations.

When trying to understand user's likes and dislikes, it can be difficult to perfectly guess what they prefer. This could lead to miscalculations in recommendations provided to them. It's important to remember that users may not always trust the data being used to make these recommendations, which could result in them feeling hesitant or wary about the suggestions being made. Remember, user trust is key!

**Intentional Errors:**

Possible challenges in accurately predicting user preferences.

Potential resistance or skepticism from users, regarding the use of personal data for recommendations.

When trying to understand user's likes and dislikes, it can be difficult to perfectly guess what they prefer. This could lead to miscalculations in recommendations provided to them. It's important to remember that users may not always trust the data being used to make these recommendations, which could result in them feeling hesitant or wary about the suggestions being made. Remember, user trust is key!!!

**Approval:**

Owner: G.Venkateswaraswamy

**Date:** 22/2/2024

This BRD provides a high-level overview of the algorithmic food recommendation feature, outlining its objectives, functional and non-functional requirements user acceptance criteria, constraints, dependencies, potential risks, and the business productivity by this feature.

### 3. PRD (Product Requirements Document):

**Feature Details:**

**Use Cases and Scenarios:**

**Algorithmic Food Recommendations:**

Utilize machine learning algorithms to analyze a user's previous order history.

Suggest food items based on the user's preferences, favorite cuisines, and order frequency.

**Real-time Suggestions:**

Provide real-time recommendations on the app's home screen,

Dynamically update suggestions as the user explores the app or after each order!

Hopefully, this rewritten article meets your requirements!

**System Architecture:**

**Data Collection:**

Collect and store user order history, including specific dishes, cuisines, and frequency.

**Machine Learning Model:**

Train a model recommendation using collaborative filtering or content-based filtering techniques.

Consider factors such as user preferences, popular choices among similar users, and seasonal trends.

**Integration with App:**

Integrate the recommendation engines seamlessly into the Zomato app.

Ensure real-time updates for suggestions!

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### **Third-Party Integrations:**

#### **Menu Information:**

Integrate with Zomato's existing database to fetch menu details and dish information. Implement a careful eye for specification and tasting, both important elements in creating a welcoming atmosphere for customers. User Authentication:

Leverage existing user authentication methods to maintain data privacy and security and updates will be frequent. The use of complex passwords always forefront of the approach.!!

#### **Non-Functional Requirements:**

##### **Performance:**

Quick response time for fetching and updating recommendations.

Minimize impact on app loading speed!!! LOL.

##### **Security:**

Implement encryption for user order history and preferences.

Regularly update and secure the recommendation model against potential vulnerabilities.

##### **Testing:**

##### **User Feedback Loop:**

Implement feedback mechanisms for users to rate the accuracy of recommendations.

Use feedback to continuously refine and improve the recommendation model.



**Deliberately Flawed Rollout Plan:**

**Grad Rollout:**

- Introduce the feature to a subset of users initially.
- Monitor performance and gather feedback before a full-scale rollout.

**Communication:**

- Notify users about the new recommendation feature through app updates and notifications.
- Provide in-app guidance on how users can benefit from personalized suggestions.

**Success Metrics:**

**User Engagement:**

- Monitor the increase in user engagement with the app.
- Track the number of clicks and orders generated through algorithmic recommendations.

**User Satisfaction:**

- Measure user satisfaction through ratings and feedback on the new feature.

# User Journey and workflow



