



**zomato**




food delivery

**PRODUCT TEARDOWN**



## About Zomato

Zomato is a technology platform that connects customers, restaurant partners, and delivery partners across local markets, serving their multiple needs. Its core business offerings include:

-  Food ordering & delivery
-  Hyperpure (B2B supplies)
-  Dining-out and others.

## Market Overview

The online food delivery market in India is a rapidly growing market. This year the market is projected to reach \$33.36 Bn and is expected to grow at the rate of 27% (CAGR) during 2022-2028. The market is highly competitive, and the key factors that contribute to competition are price, convenience, and selection.

## Competitive Landscape (India)



## Background (FY22)

Orders placed: **535.2 million**

Gross Order Value: **IN R 213 billion**

Active Cities: **1000+**

Average monthly transacting customers: **14.7million**

Average monthly active food delivery restaurants: **180k**

Average monthly active delivery partners: **285k**

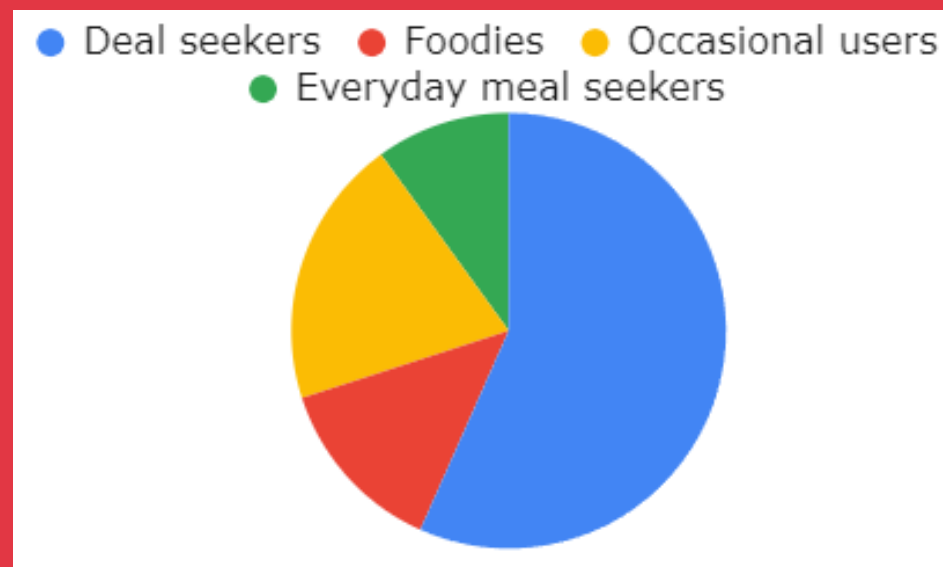
## Problem Statement

As Product Manager, we have been tasked to improve the food ordering experience on Zomato to increase revenue by focusing on average order value or frequency of ordering.



## User Research

We conducted **Primary Research** for 30+ users, across different **user segments** and demographics. From here, we understood the **Real Pain points** and **Core Needs** of the users.



I am a college student, currently in my 3rd year. I don't care for the UI and Technical aspects. I just want discounts and affordable food.

I am a foodie but I want to have only healthy food. I am living in a rented apartment in Noida, and I depend on Online grocery services too. I don't understand why Zomato doesn't provide me with a membership for both food and grocery delivery.

I live in Jaipur and there and the options available here are very less and that too expensive. Delivery charges are too high. Membership for 2 orders a month doesn't make sense to me.

## Key Stakeholders

- Customers
- Restaurant Partners
- Delivery Partners

## User Segmentation

- Deal seekers
- Foodies
- Occasional users
- Everyday meal seekers

## Value Proposition for Users

- Convenience
- Assortment
- Affordability





I am **Rahul**, a 27 years old **Software engineer**, working in a **Gurugram**-based startup. I am from Kerala.

### Pain points

- I live in a rented apartment. My cook doesn't prepare nice meals sometimes, and takes unannounced leaves too.
- I have 10 to 7 job, but work pressure is high and I usually come back late.
- I cannot waste an hour everyday planning what to order.

### Core Needs

- I want to schedule my lunch and dinner for weekdays, in advance on weekends.
- I want the food app to provide me suggestions based on my food habits.



I am **Ria** and I am 19 years old. I am **studying** in IIT **Kanpur** and I am from Bhopal.

### Pain points

- I live in the hostel and mess food is really messy sometimes.
- I have pocket-money constraint.
- I really miss my home food.
- I am a member at Robotics Club and have workshops at night and, by the time I come back, the mess closes.

### Core Needs

- I want some affordable options and special coupons on the food app.



I am **Rashmi** and I am 33 years old. I am a **homemaker**. I have 5 members in my family and my husband is a **teacher** in **Patna** Public School.

### Pain points

- My father-in-law is a heart patient. I am a firm believer of clean eating. On Sundays, I don't want to cook for my family and order food from outside. I don't trust the quality of ingredients being used.
- I cannot go out to the market everyday for grocery shopping.

### Core Needs

- I need the food app to provide trusted healthy options to me.
- I want budget-friendly grocery too, for my everyday needs.



# OVERVIEW

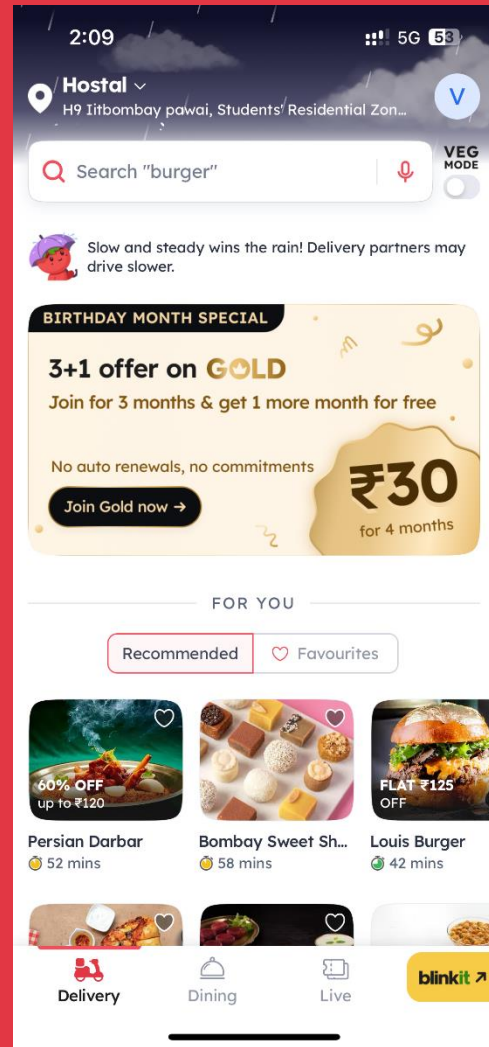
# USER PERSONA

# USER JOURNEY

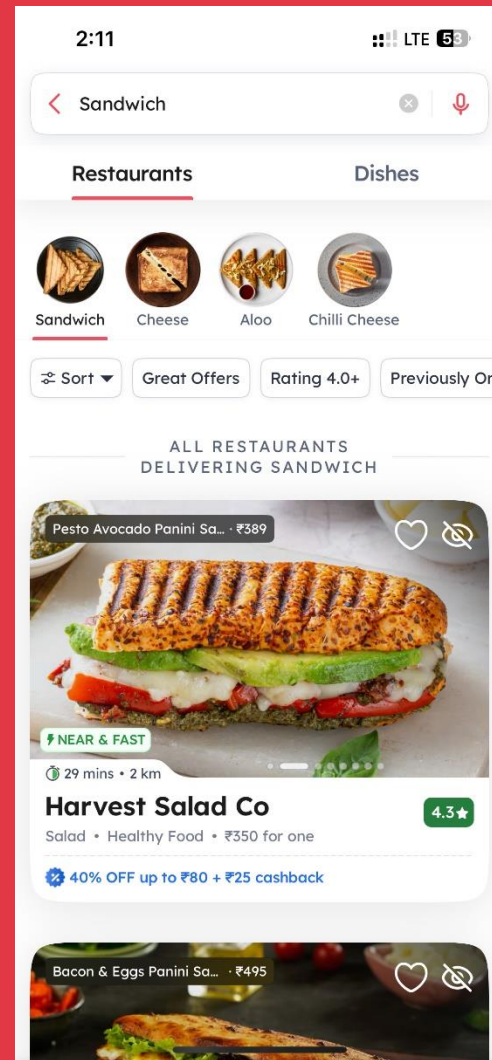
# SOLUTIONS

# PRIORITIZATION

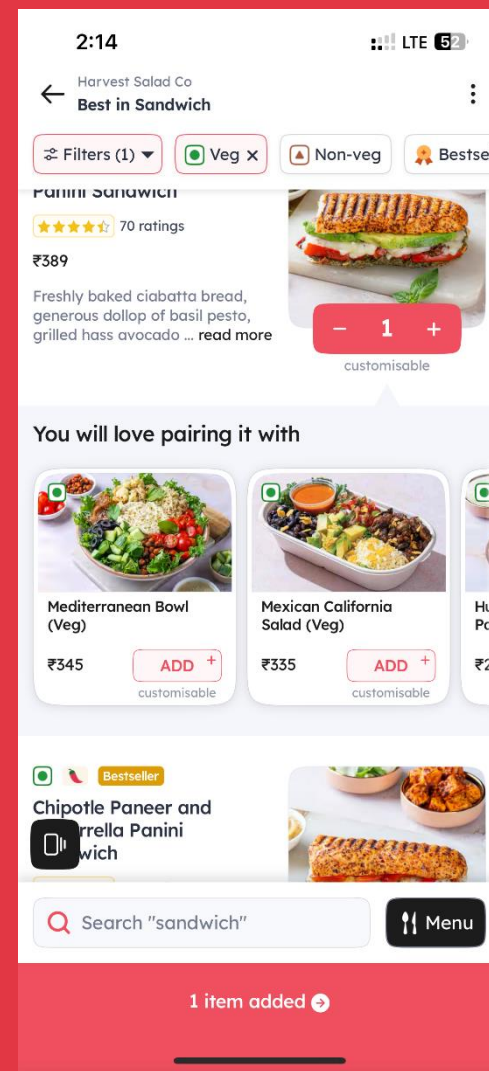
# GTM STRATEGY



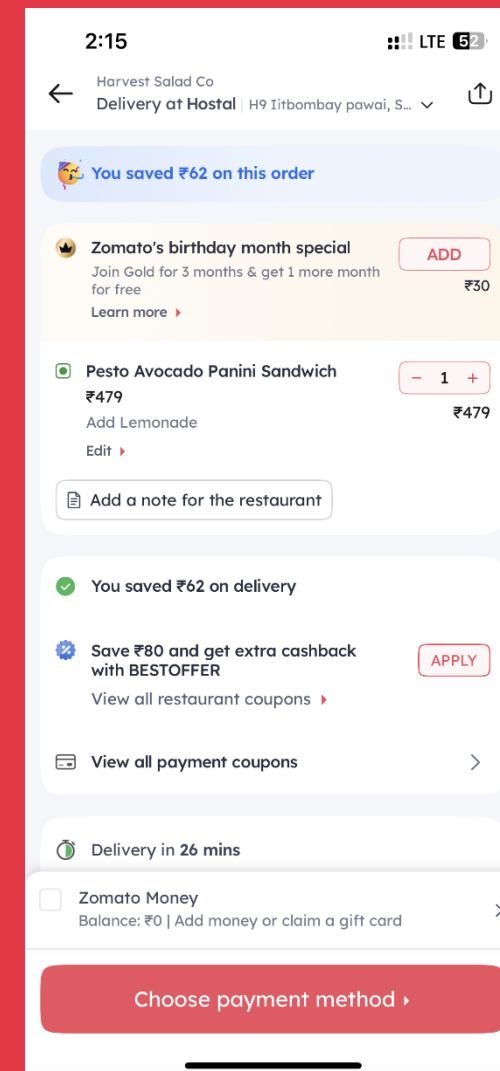
Landing screen, showing different cuisines and restaurants.



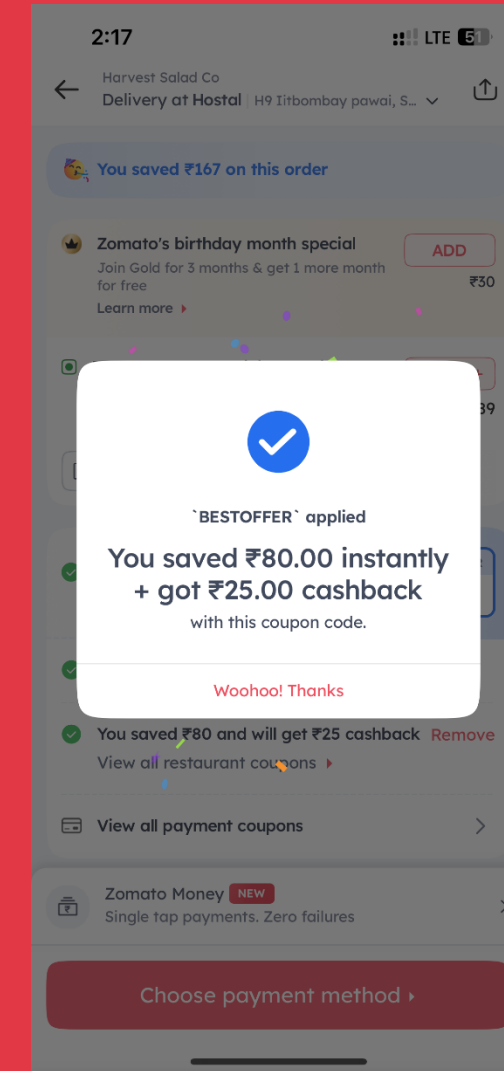
There are so many food items listed, alongwith ratings, coupons and ETA.



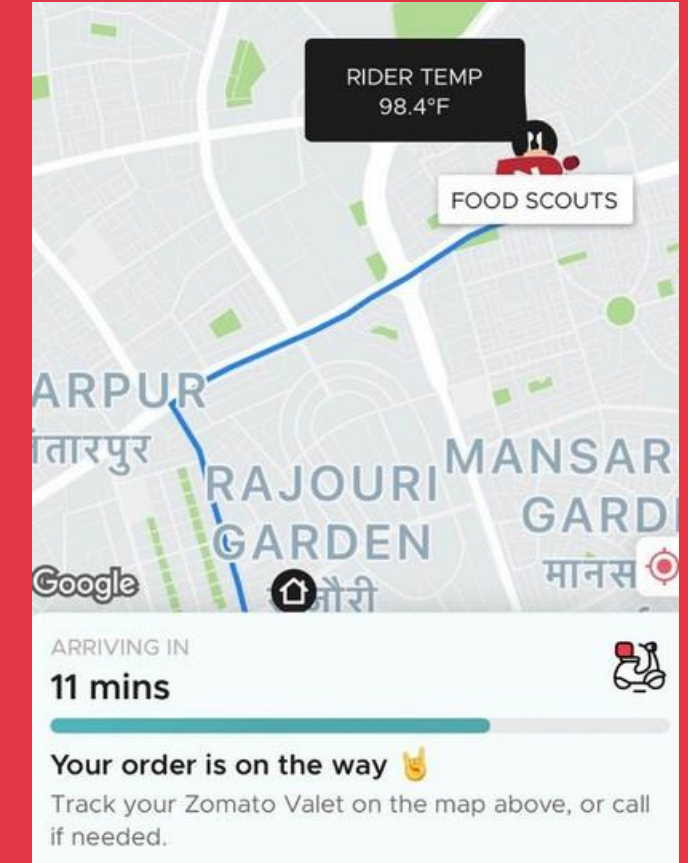
Easy 'Add to Cart'. Pairing suggestions also come up.



Easy 'Checkout'. Apply coupons if applicable, add payment method and pay.



Source of 'Happiness' for all the user segments. Everyone wants discounts.



Real-time tracking of food order. Everyone feels great about it.



Empathy Mapping





## What is it?

Meal Scheduler feature will allow a user to place an order in advance, from specific restaurant for required date and time.

## How will it work?

- In the 'Delivery' tab on the landing screen, we will provide a feature 'Meal Scheduler'.
- Clicking on this, a new page will open.
- Here, the user will be able to select the following fields: Date, Time slot (1-hour frame), Cuisine or Dietary preferences, Restaurant, Meals.
- Scheduling for multiple days will be allowed.
- Based on selection of cuisine or dietary preferences, suggestions will also be provided, which the user can add directly.
- Payment and Address selection will be mandatory here.
- Time slot and meal will be customizable at user's end upto 2 hours before the scheduled delivery time.

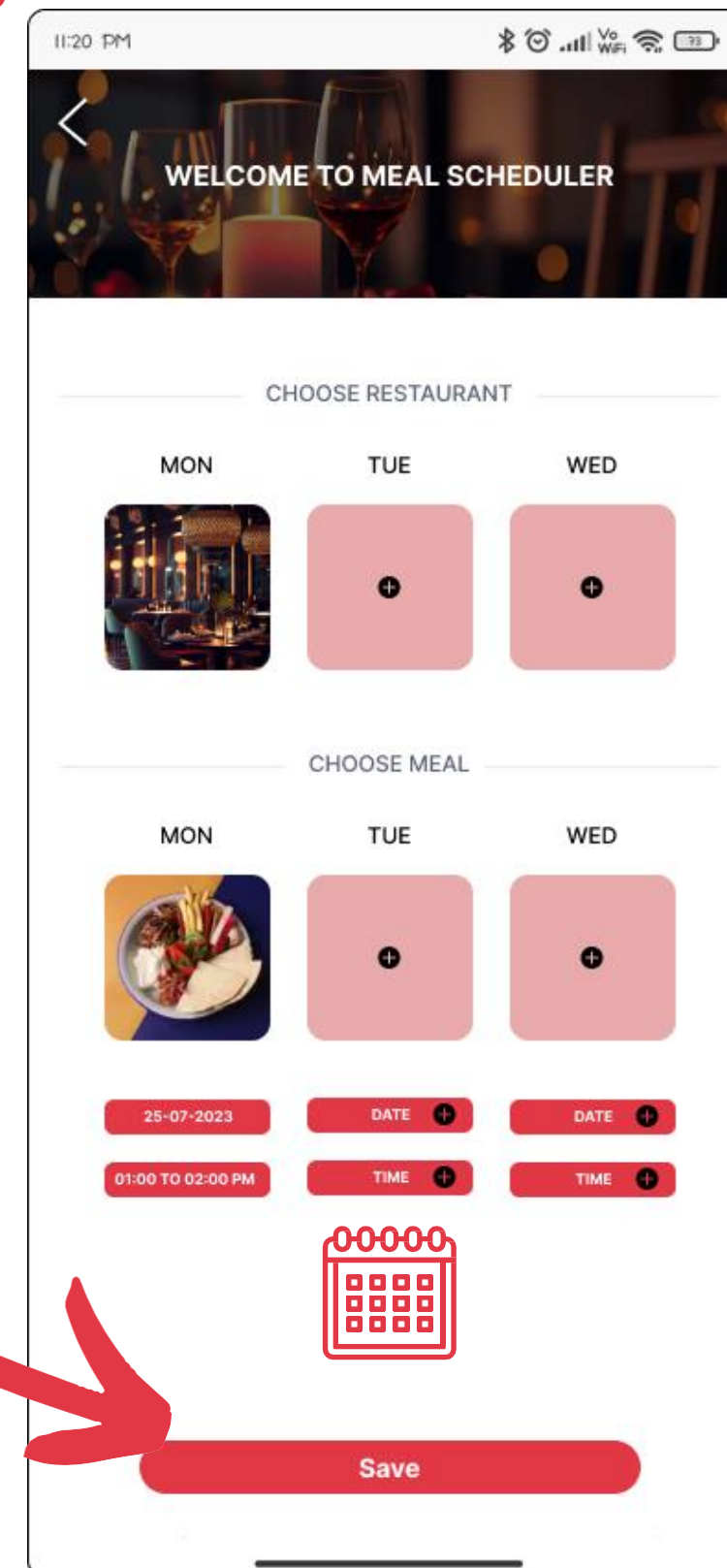
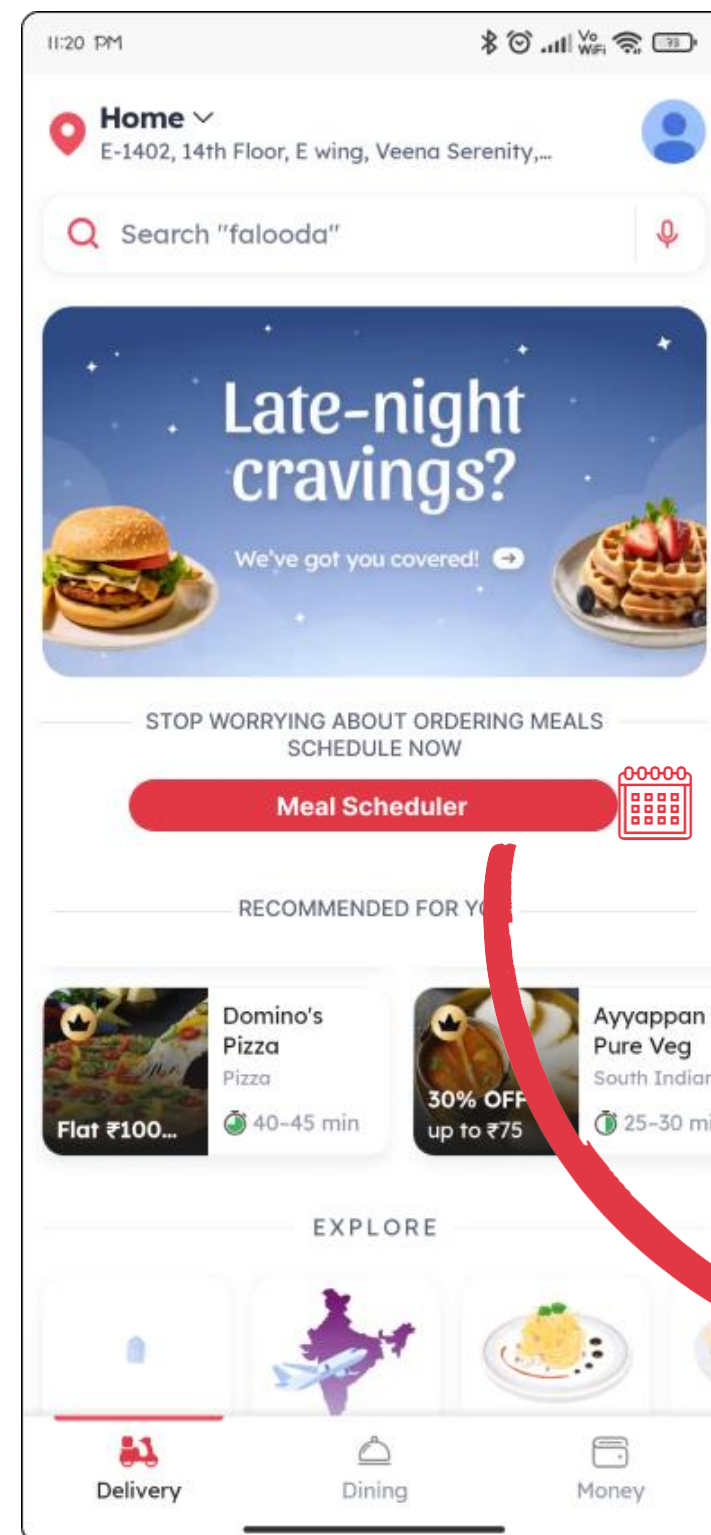
## Value to the users

- This feature will have the greatest impact on working professionals, who do not get time to think and order their meals everyday, because of their busy schedules.
- This feature will also be helpful for people who follow weakly diet plans.

### Hick's Law

The more options there are, the harder it is for users to take action.

## 1 Meal scheduler



### Success Metrics

- Increase in Number of Orders
- Increase in Frequency of Orders

## What is it?

Food reels feature will allow a user to explore and 'New Food options', based on short videos created by other real users.

## How will it work?

- On the bottom tab of the landing screen, 'Reels' will be added.
- Clicking on this, a new page will open up asking the user if they want to see reels for randomized or any specific cuisine.
- Post this, reels will start showing up, with 'Restaurant', 'Name of the dish', 'Price' tagged along with it.
- On this reel itself, an option will be available to directly add the item to cart.

## Value to the users

- This feature will act as a trusted source for foodies, who want to explore new dishes.
- This will also act as lovable feature for people who like food vlogging.
- Easy CTA 'Order Now' on the reel itself will act as a buddy, helping people to order something new and will save their time too.

### The Power of the Tribe

We tend to follow the patterns of others in new or unfamiliar situations.

Social proofing is mandatory in this context.

## 2 Food Reels



### Success Metrics

- Increase in Number of Orders
- Increase in Frequency of Orders



## What is it?

Hyperpure label will be a new tag associated with restaurants who are partners with Zomato in the B2B vertical Hyperpure, acting as a measure to trust the restaurant for the ingredients being used.

## How will it work?

- For all the restaurants listed on the app, this new label will be shown as an indicator of purity in the ingredients being used while cooking.
- An additional filter with the name 'Purity' will also be added.

## Value to the users

- This feature will directly impact the users who believe in clean eating and healthy living.
- Although, healthy food options are available on Zomato under the 'Healthy' category, but this will be an additional source to ensure that the ingredients being used are good in quality.

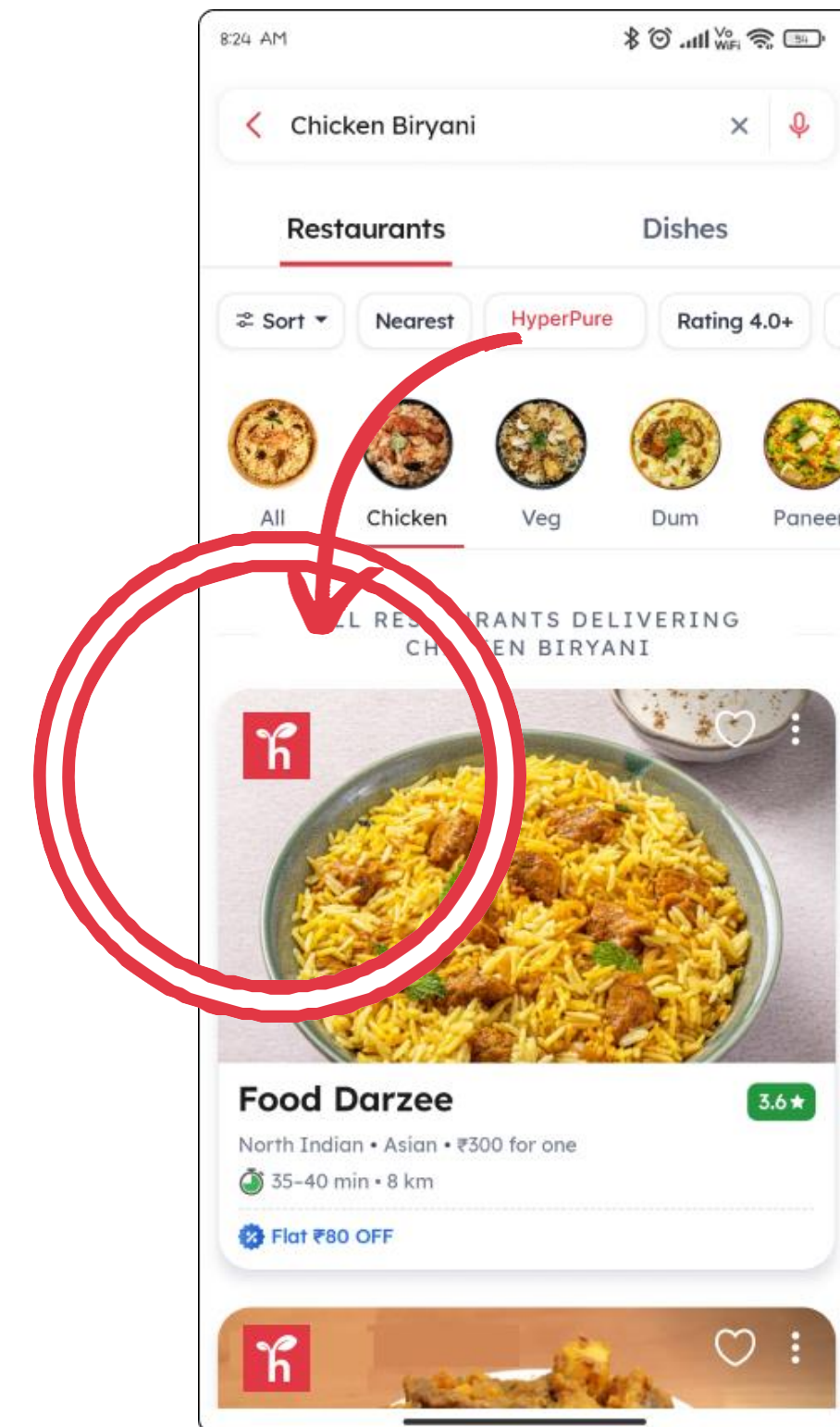
### Sensory Appeal

We are engaged by things that appeal to multiple senses. It is really powerful because users don't perceive them as marketing messages.

### Good Signifiers = Ease of Use

Signifiers are perceptible cues on the interfaces. They should be made simple so that the users can easily discover what do they mean and how to take action.

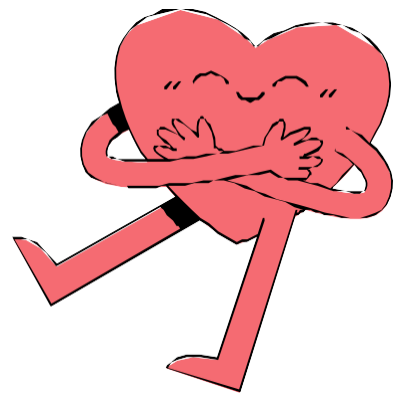
## 3 Hyperpure label



### Success Metrics

- Increase in Number of Orders
- Increase in Frequency of Orders





## What is it?

This feature will provide 'Personalized Experience' to the users, via

- Personalized Push notifications (4A)
- Recommendations (4B)
- Suggestions ChatBot (4C)

## How will it work?

- (A) We will send Personalized notifications to the user, based on their previous orders, with a direct CTA 'Add to Cart' button on the popup/ notification itself. After this, the user will only have to make the payment.
- (B) On the landing screen, we will provide 'Personalized recommendations' on what to order today, based on their previous orders and preference data we have.
- (C) We will integrate a AI ChatBot which will help the user quickly decide on what to order today. (Swiggy recently launched this\*)

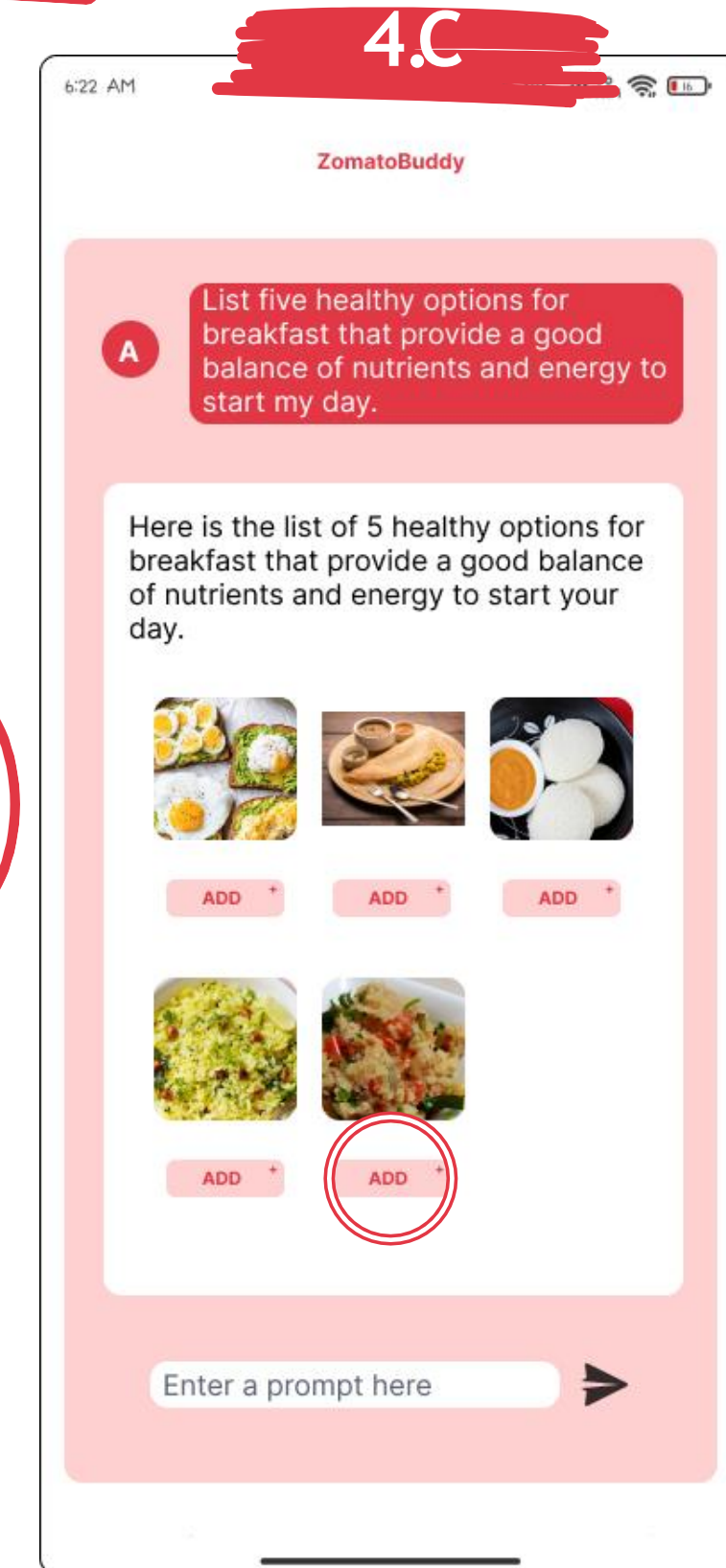
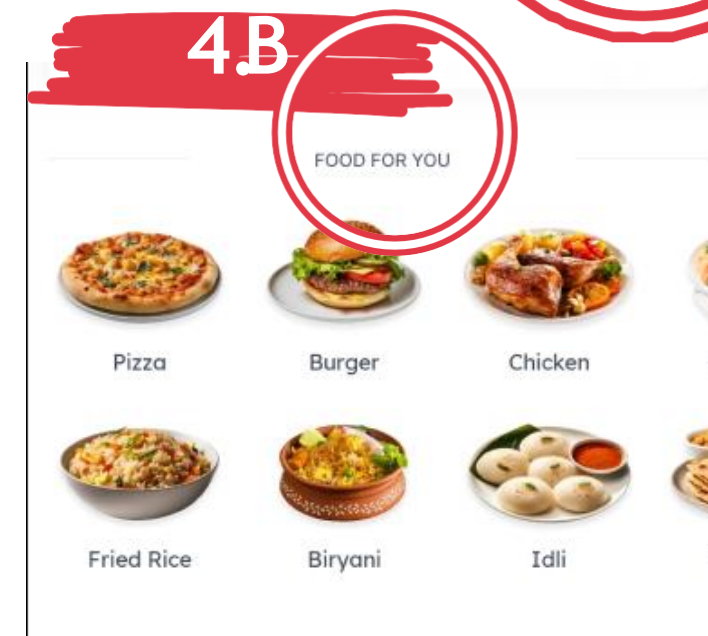
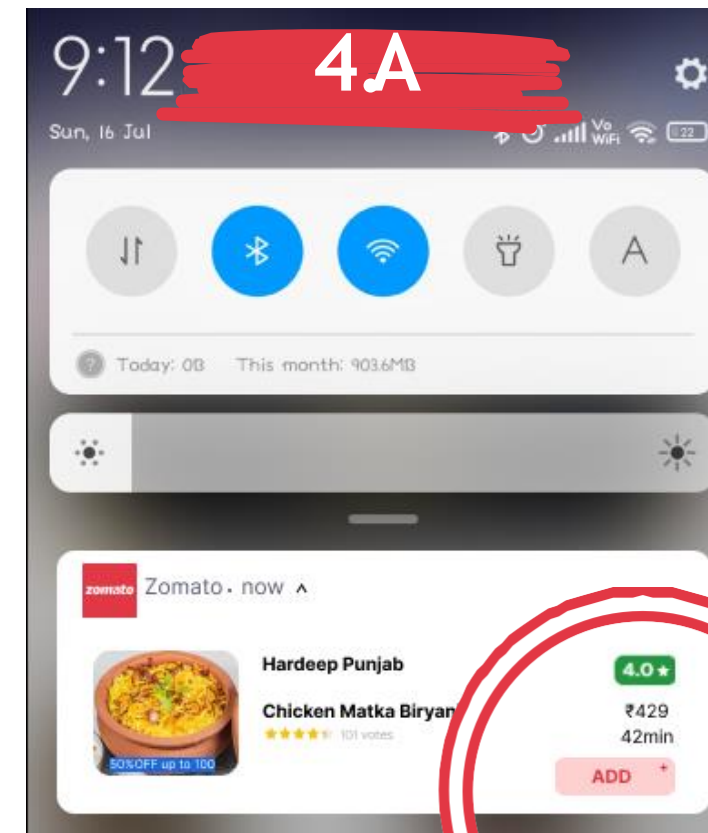
## Value to the users

- People who have been a customer to Zomato for a long time, definitely would love the personalized experience.
- This will save user's time required in deciding the order.
- Working professionals would love a 'Personalized push notification' with a direct 'Call-to-Action'.

### Personalization = Reduced Churn

Using previous experience and data to craft a better experience is key to remove repetitive and unnecessary steps.

## 4 Personalization



### Success Metrics

- Increase in Number of Orders
- Increase in Frequency of Orders



## What is it?

This will be an add-on for the students who are foodies but have a budget constraint. Student friendly coupon codes and membership offers will be made applicable here.

## How will it work?

- During onboarding and for already active users, a feature will be added under 'Profile' to scan and add a valid college or university ID. Here, by valid, we mean that the name of user, name of college and dates should be clearly visible.
- For these accounts, during checkout, some additional offers will be made applicable. Pricing for these will be decided after analyzing the trade-off between final revenue that will be generated from increase in orders and the loss in revenue due to these discounts.
- Similarly, pricing for the membership fees will be changed for these accounts.

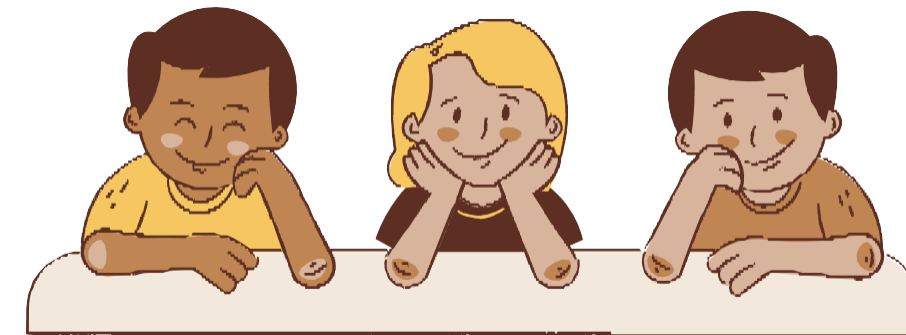
## Value to the users

- Students, who are not earning currently crave for food at lower prices. This will be a boon for them.

## 5 Student accounts

The screenshot shows a mobile app interface for 'Student Onboarding'. At the top, it says 'Student Onboarding' in red. Below this is a preview of a 'STUDENT ID CARD' for 'John Henry Smith' from 'UNTP UNIVERSITY OF NEW YORK IN PRAGUE'. The card includes fields for First Name, Last Name, Date of Birth, Validity, and ID No. A red arrow points from the ID card to a form below. The form has fields for Name (split into First Name and Last Name), DOB, ID, College, and Validity. A 'Save' button is at the bottom.

| Field        | Value                            |
|--------------|----------------------------------|
| Name (First) | John Henry                       |
| Name (Last)  | Smith                            |
| DOB          | 24.02.1997                       |
| ID           | 538221                           |
| College      | University of New York in Prague |
| Validity     | 30.09.2022                       |



### Success Metrics

- Increase in Number of Orders
- Increase in Frequency of Orders



## What is it?

Along-the-Way Stores features will list the on-route food outlets and convenience stores to the user, once an order is placed. This will be a boon to the users who want to order from multiple outlets that are very near to each other or want to have add-ons like softdrinks, etc.

## How will it work?

- When the user will land on the 'Cart' page, a list of add-ons along with the restaurants and convenient stores where these items are available, will appear on the screen.
- There will be a direct CTA "Add" button.
- If the user wants to have certain add-ons that cross the maximum allowed distance (~500m), a convenience fee would be charged.

## Value to the users

- This will have a direct impact on the users who order during the night time, especially the female users.
- This will also be loved by the users who want to place orders from multiple stores situated nearby, at a time.

### Create accurate prompts

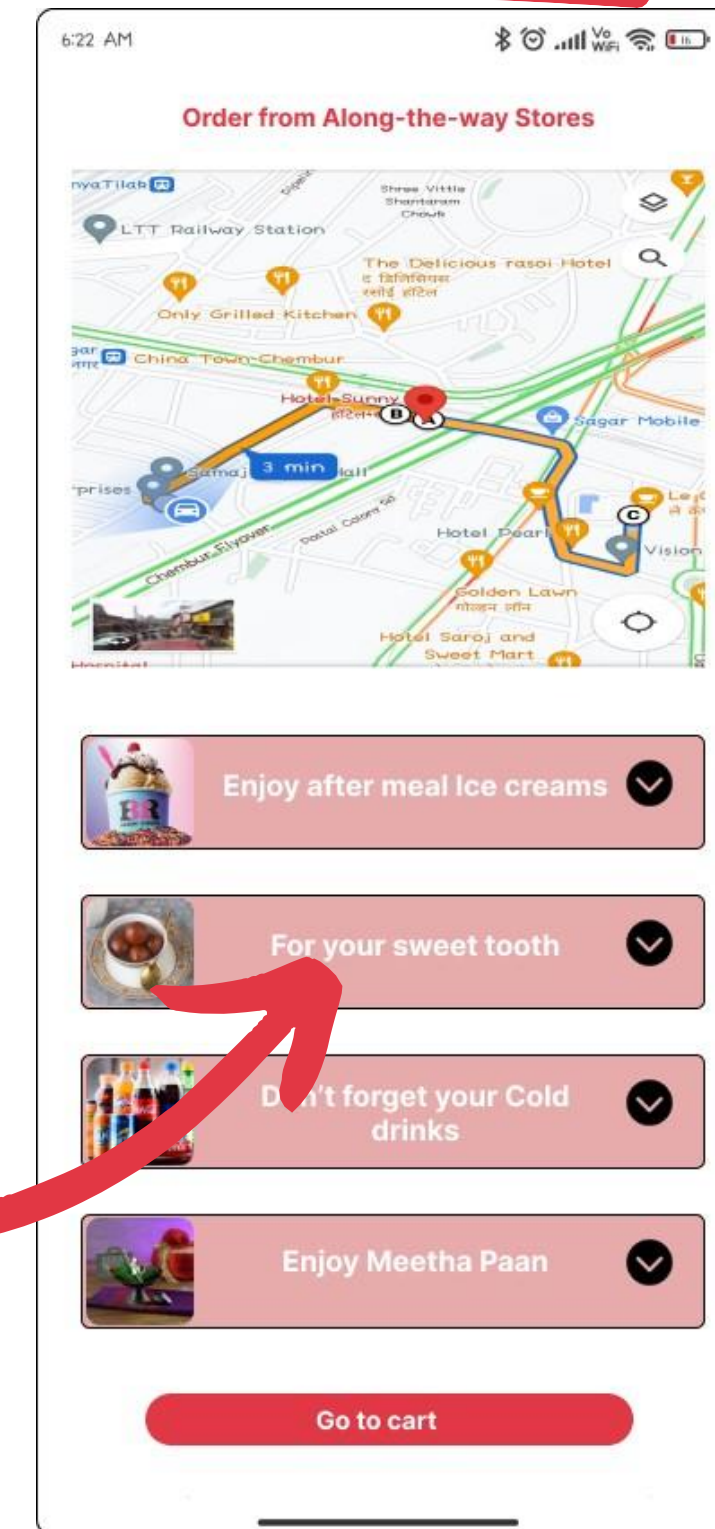
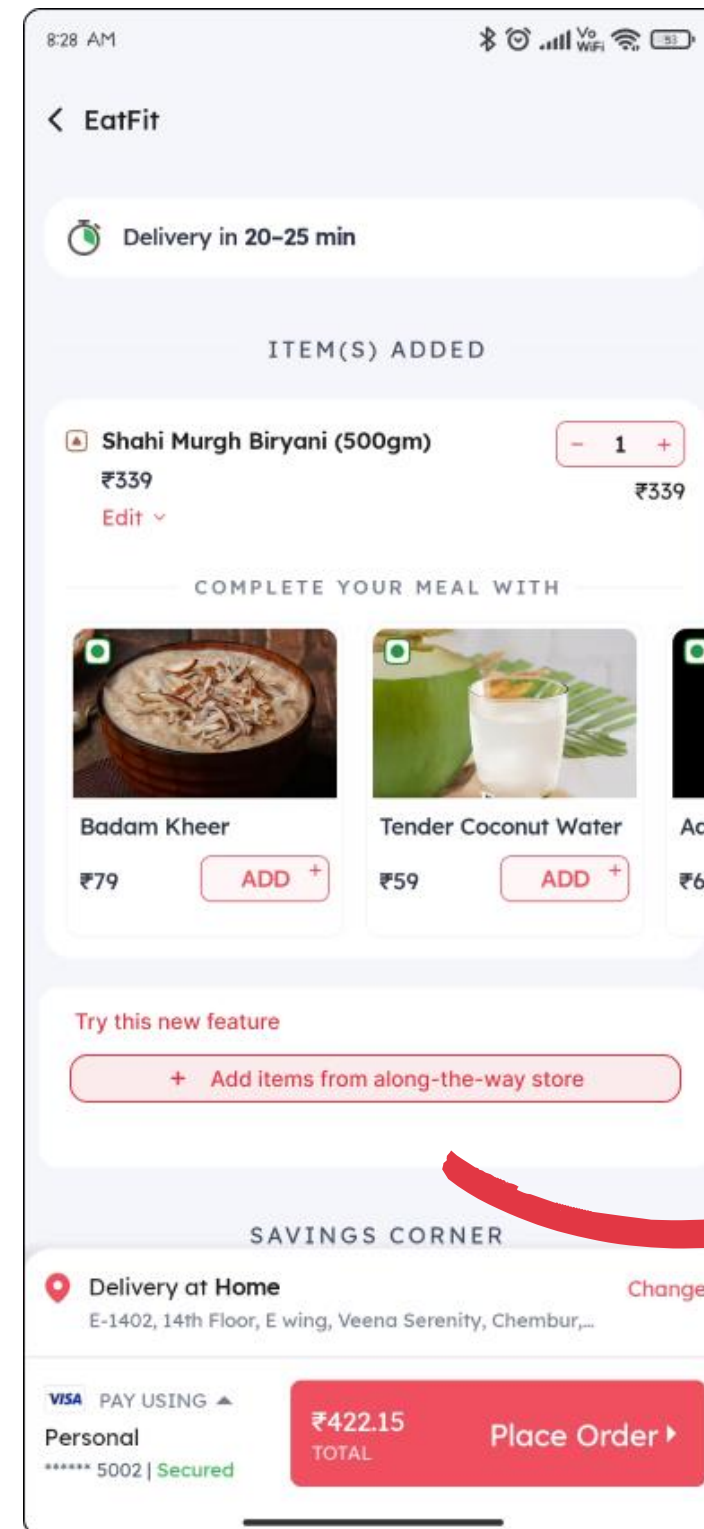
We have a few seconds to convince someone to interact with an option, so when we want users to adopt new features, they should be accurate.

### Sensory Appeal

We are engaged by things that appeal to multiple senses. It is really powerful because users don't perceive them as marketing messages.

**6**

## Along-the-Way Stores

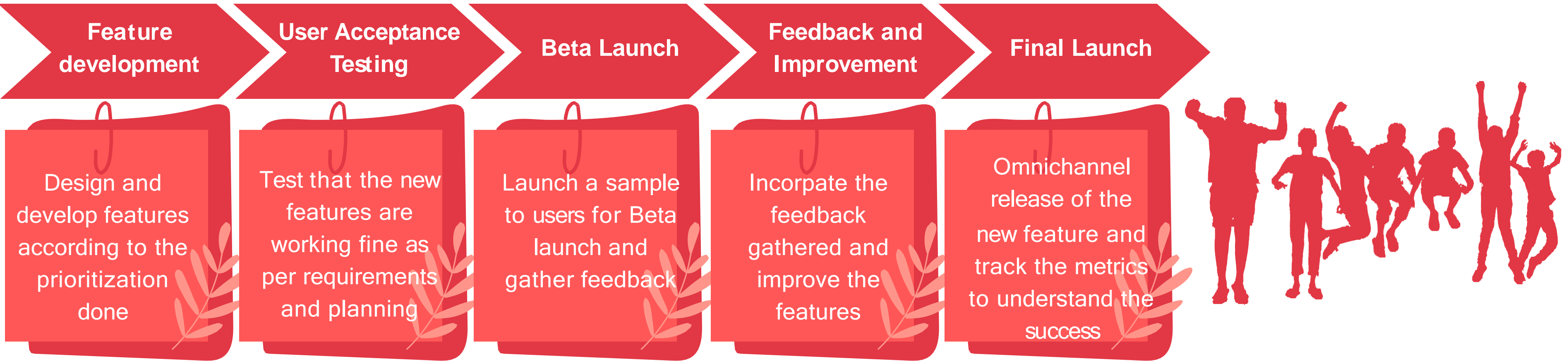


### Success Metrics

- Increase in Number of Orders
- Increase in Frequency of Orders
- Increase in Order Value



| Overview                     | User Persona | User Journey                | Solutions  | Prioritization              | GTM Strategy |
|------------------------------|--------------|-----------------------------|------------|-----------------------------|--------------|
| Features (Solutions)         | Reach        | Impact<br>(1: Low, 5: High) | Confidence | Effort<br>(1: Low, 5: High) | Score (Rank) |
| Meal scheduler               | 70%          | 4                           | 85%        | 4                           | 0.60 (2)     |
| Food reels                   | 90%          | 4                           | 60%        | 4                           | 0.54(5)      |
| Hyperpure tags               | 70%          | 2                           | 80%        | 2                           | 0.56 (4)     |
| Personalized User Experience | 95%          | 5                           | 100%       | 5                           | 0.95 (1)     |
| Student-friendly schemes     | 50%          | 5                           | 70%        | 3                           | 0.58 (3)     |
| Along-the-Way Stores         | 85%          | 3                           | 80%        | 5                           | 0.40 (6)     |

**Leverage Existing Customer base**

Zomato already has a large customer base. Push notifications and in-app notifications can be used to promote the features.

**Leverage Social Media**

The target segment for Zomato is largely active on Social media applications as well. So, social media can be leveraged to create a buzz and communicate the new value proposition to the users.

**Primitive methods**

Zomato delivers a large number of orders everyday, along with which a 'creatively printed paper' can be delivered to promote the new offerings.



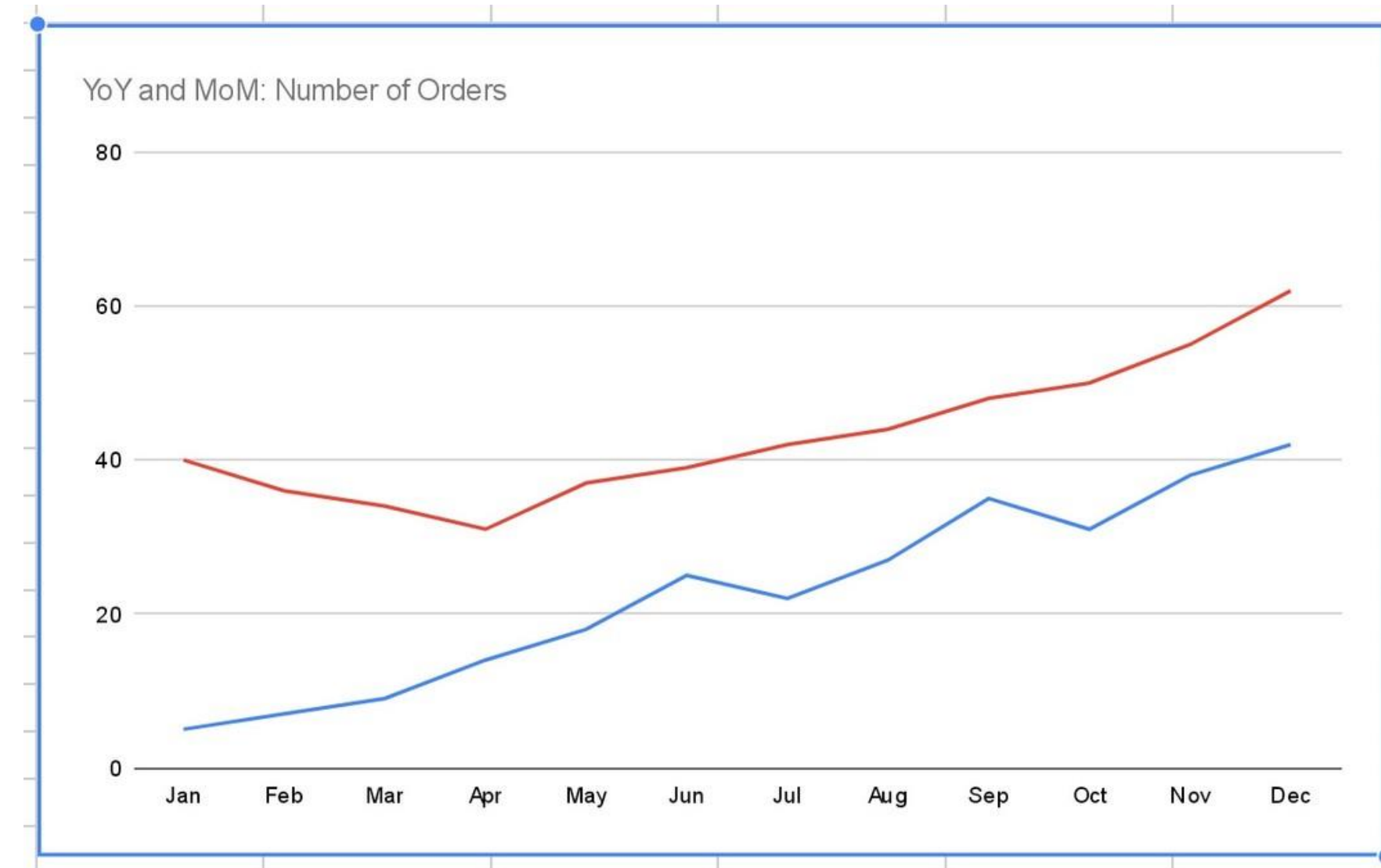
## SUCCESS METRICS

1. Increase in Average Order Value
2. Number of New Student accounts activated
3. CTR and Orders placed via Personalised Push notifications
4. Number of Orders placed using Personalized recommendation
5. Number of scheduled meals delivered  
(Total | Unique users)
6. Weekly Active Users on Food reels
7. Number of orders placed for restaurants with Hyperpure label
8. Number of Along-the-Way deliveries completed

### North-Star Metric



Increase in Number of Orders completed





A top-down view of a dining table with a roasted chicken, various side dishes, and people's hands. The table is set with white plates, gold cutlery, and a glass of red wine. The food includes a whole roasted chicken, roasted vegetables, a cheese platter, and a bowl of soup. The text "Thank you!" is overlaid in the center.

**Thank you!**