

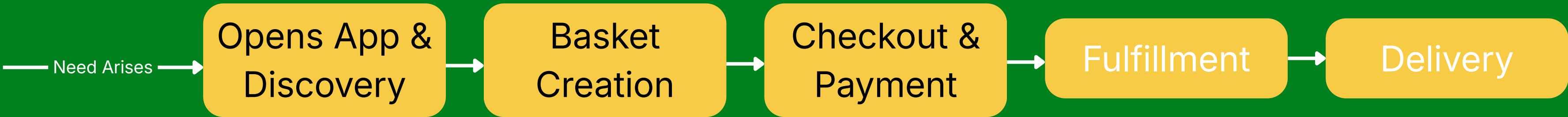
Core User Problem

Urban users frequently face small, time-sensitive household needs where the effort of going out or waiting outweighs the value of the item itself

Key usage contexts

- Routine top-ups (daily essentials, snacks, beverages)
- Contextual gaps (mid-cooking, guests, forgotten items)
- Time-constrained households outsourcing effort

End-to-End User Experience



Frictions

Fulfillment

Demand spikes create operational volatility

- Peak-time clustering increases pick & pack stress, increasing the error rate

When users choose Blinkit over alternatives

User situations	Why Blinkit is chosen
Immediate, small-basket needs	Shorter perceived decision-to-delivery loop than other quick-commerce options
Low planning tolerance moments	Faster mental resolution when users want “done now” over “best option”
Time-constrained weekdays	Lower cognitive effort vs store visits or scheduled grocery

Delivery

Uncontrollable last-mile variability

- Traffic, batching, and rider availability introduce uncertainty beyond product control

Where Blinkit Creates and Loses Value

Value Creation

- High-frequency usage driven by convenience
- Willingness to pay in time-sensitive moments
- Dense urban fulfillment via dark stores
- Habit formation for repeat household needs

Value Leakage

- Thin last-mile margins
- Delivery partner load volatility during peaks
- Error and refund costs rise with basket size
- Trust erosion from fulfillment/delivery misses

Key Insights

*Blinkit's scalability is **constrained** less by speed and more by its ability to make **demand predictable** without breaking the perception of immediacy*

Recommendation

Flexible Replenishment Presets: User-defined essential baskets that can be scheduled weekly or monthly, while still fulfilled through quick commerce.

- Encourage repeat baskets and replenishment patterns
- Introduce flexible replenishment presets (weekly/biweekly/monthly) for essentials
- Nudge off-peak ordering without removing immediacy

Business Impact

Higher **AOV** through preset baskets, improved demand **predictability**, reduced delivery **volatility**, and stronger user **LTV**.

Blinkit scales by shaping demand, not by pushing speed alone.