PROBLEM STATEMENT

- You've been hired as the Chief Product Officer at BigBasket.

- Despite consistent user feedback highlighting subpar online ordering experiences compared to competitors like Blinkit, Zepto, and Swiggy Instamart, characterized by unintuitive product displays, friction at every step, and outdated UI, you're determined to enhance your platform. To rival other q-commerce platforms, you aim to **implement three new features that streamline the entire order process**, addressing issues from product discovery to checkout, in a bid to **elevate user satisfaction and competitiveness within the market**.

Assumption: BigBasket Super Saver is considered

About **big**basket

- BigBasket is an Indian online grocery platform headquartered in Bangalore, India, and currently owned by Tata Digital.
- It delivers a wide variety of grocery items along with other household products ranging from bread to laundry detergents for customers to shop. The target motive of the company is to enable the ease of grocery shopping online to avoid traffic and the drudgery of supermarket visits.

bigbasket Super Saver

A rapid grocery delivery service by BigBasket, allows you to order daily essentials with the assurance of fulfilling orders in under two hours. It will also provide an additional 5% savings on a range of products. Beneficial for bulk ordering.

30+	15M +	25k +
Cities serviced	Orders per month	Products offered

bigbasket's Offerings

bb daily   **bb instant**

bb now   **bb supersaver**

Major Competitors

	bb	**blinkit**	**Swiggy instamart**	**zepto**	**Jio Mart**
# SKUs	25000+ SKUs	• 8000+ SKUs • Highest non-grocery SKUs	• 5000+ SKUs • Limited non-grocery SKUs	• 6000+ SKUs • Highest used for grocery	50000+ SKUs
Delivery Time	Depending on service can vary between 15 mins or 2hrs	Less than 15 mins	Less than 15 mins	Less than 15 mins	1-2 Days
Access	30-40 km	4-5 km	4-5 km	4-5 km	30-40 km

USER PERSONAS

Sara | 24 yrs | Young Professional

A tech-savvy young professional who lives with her roommate

Pain Points:
- Busy lifestyle with limited time for grocery shopping.
- Often forgets to place orders for recurring grocery needs.

Needs: She needs a single app to make a list and schedule an order as per her convenience

Sam | 35 yrs | Busy Working Parent

A married, working professional with kids

Pain Points:
- Juggles work and family responsibilities leaving little time for grocery shopping.
- Needs to make multiple searches to find all the required items everytime.

Needs: He wants a reliable system to ensure essential groceries are regularly restocked and wants a streamlined, efficient online shopping experience to save time.

Sita | 65 yrs | Elderly Homemaker

An elderly homemaker, living with her husband

Pain Points:
- Mobility issues make frequent grocery shopping difficult.
- Not very tech-savvy and find it difficult to navigate the app to find all items.
- Could forget to buy daily essential items.

Needs: She needs assistance in managing and scheduling grocery deliveries and prefers a system that provides regular and hassle-free delivery of essential items.

Feature #1: Shop with bb

User Pain Point:

Users want to eliminate the time-consuming and **cumbersome process of manually searching** for items on the app, especially when **purchasing in bulk**.

Non-tech-savvy users might be unfamiliar with navigating the app.
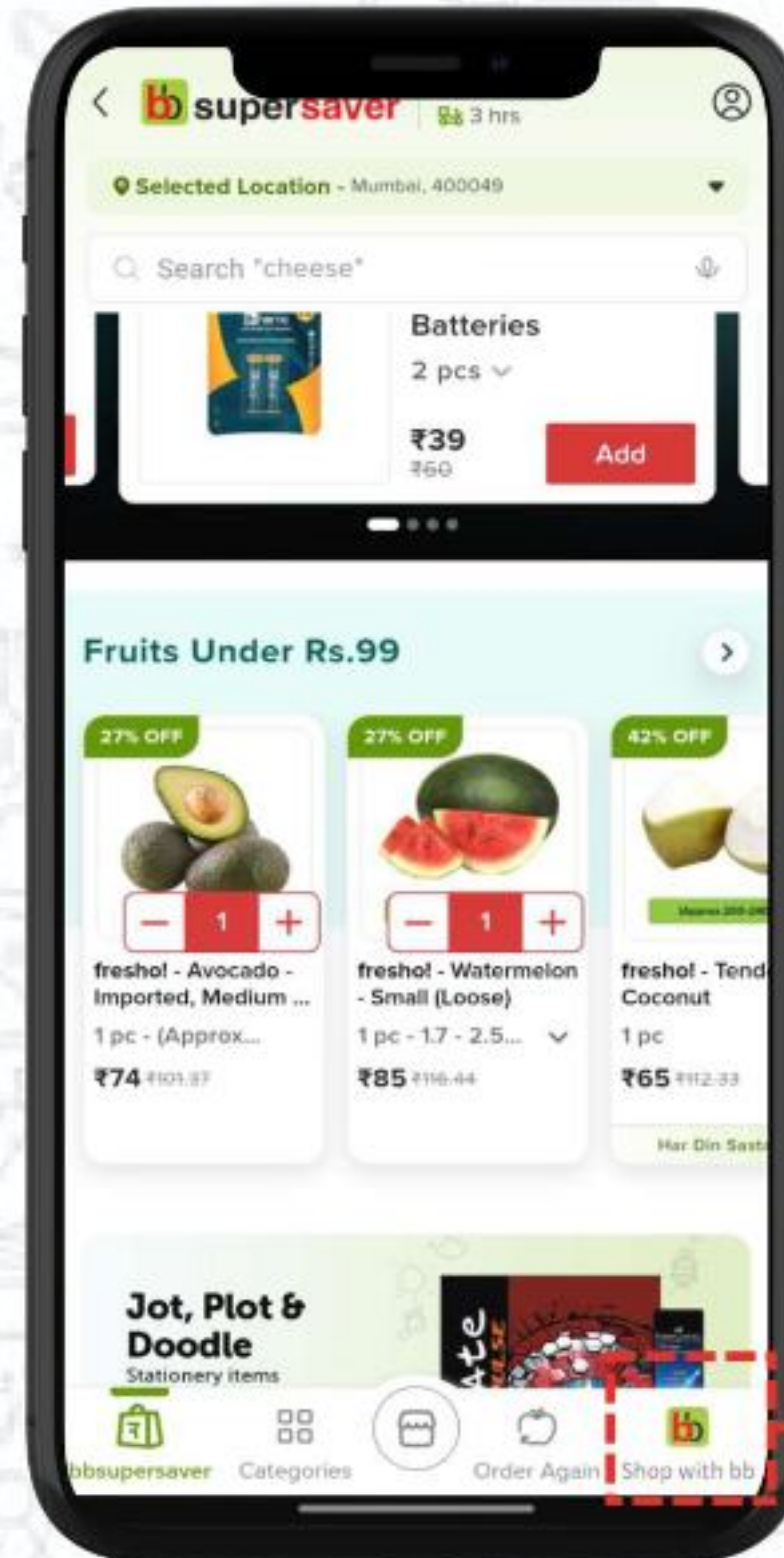
Feature Insights:

- **Multi-Input Flexibility:** This feature offers multiple input methods (scan, voice, type) to cater to diverse user preferences and needs.
- **AI-Driven Assistance**: Utilizes AI and OCR technology for scanning and recognizing handwritten lists, and NLP for voice input, providing an intelligent shopping assistant.

Value to User:

- Users can have a faster and an **efficient** shopping experience due to the reduced time spent on adding items to the cart.
- Users can have a **personalized shopping experience** that accommodates various user preferences.
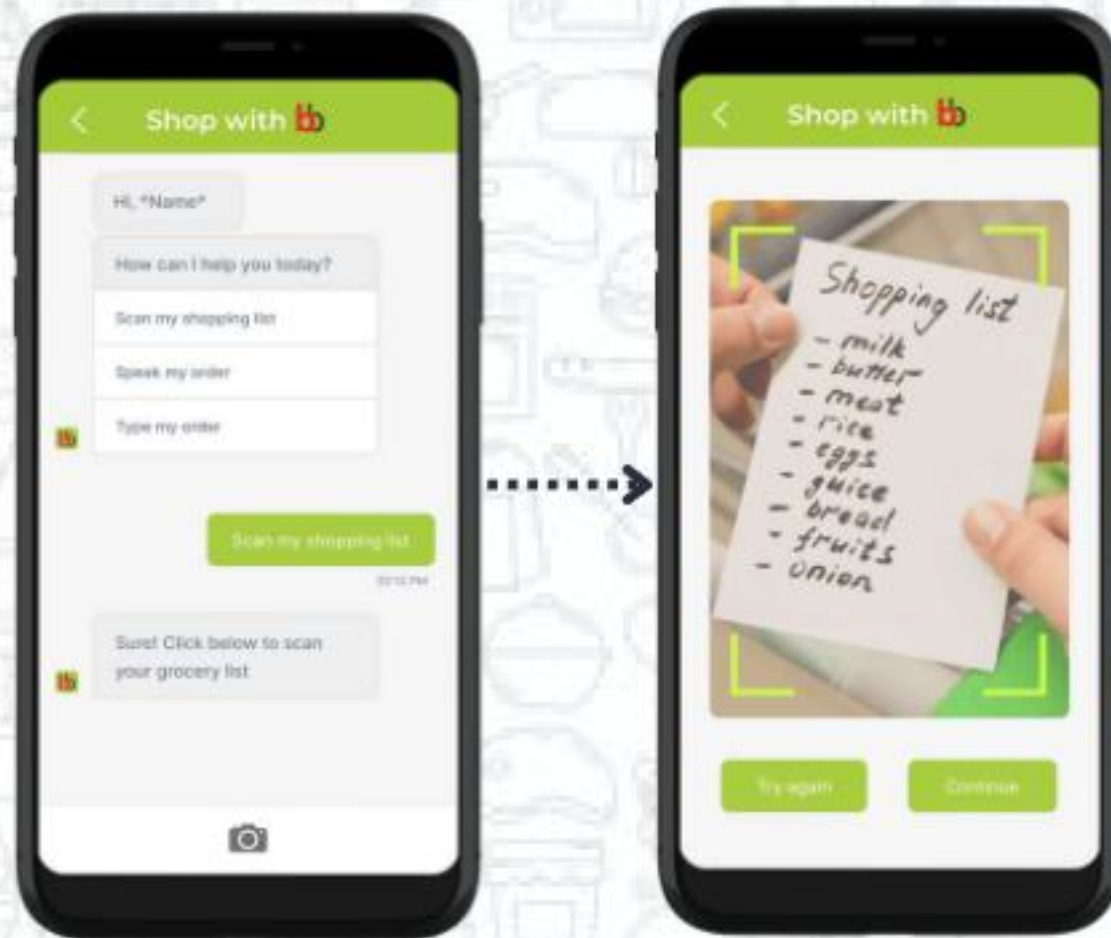- Eases purchase of bulk orders.

Value to BigBasket:

- **Higher Order Volume:** Streamlining the shopping process can lead to higher conversion rates and increased order volumes.
- Improved user satisfaction can lead to **higher retention rates**.
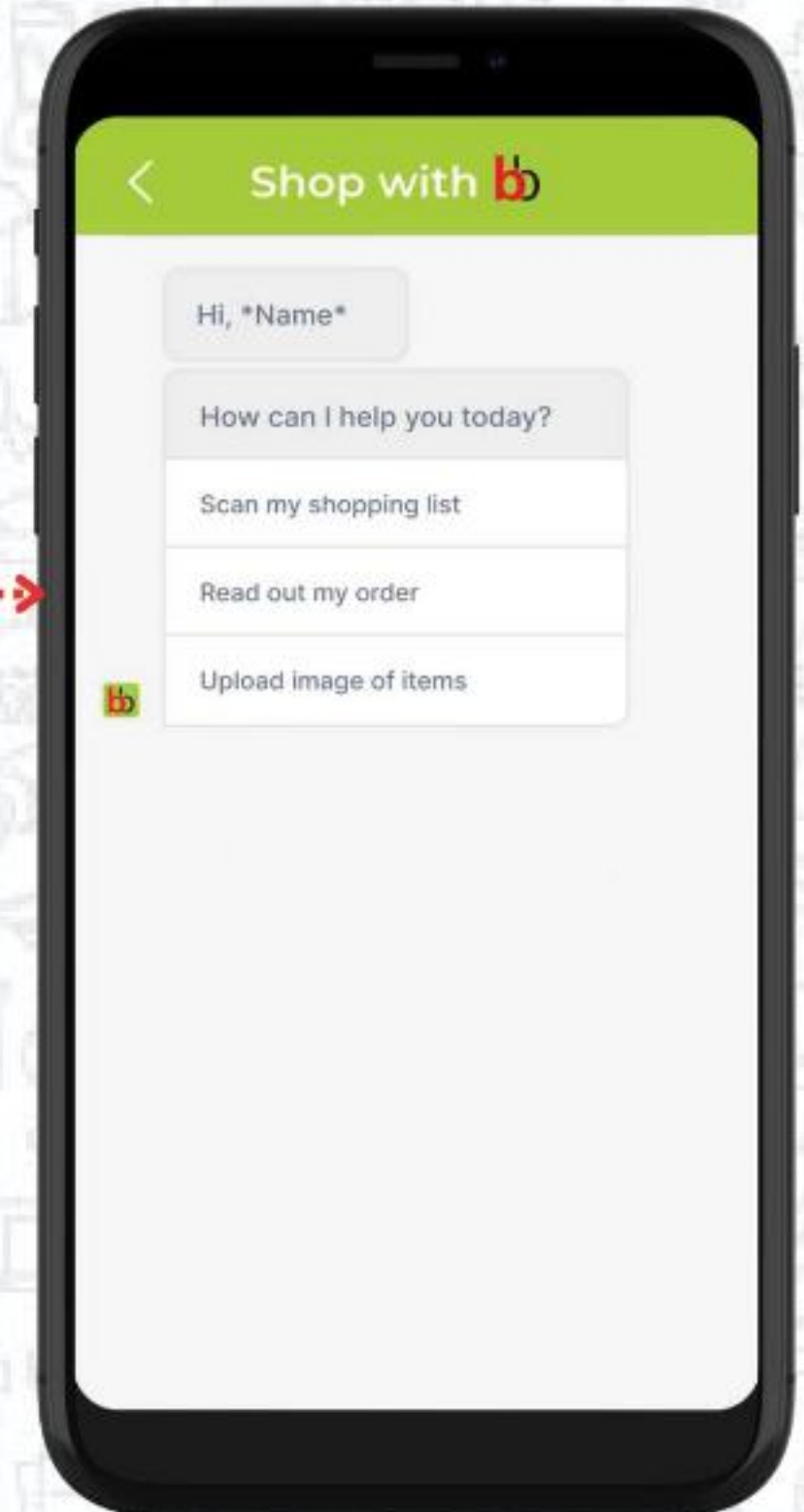
Shop with bb

## Scan My Shopping List

Target User: Sita, Sam

User Pain Point:
Users prepare a handwritten list and may need to manually enter and search for the items .

Feature Insights:
- **OCR Technology:** Utilizes Optical Character Recognition (OCR) to accurately read and interpret handwritten text.
- **Seamless Integration:** Automatically matches scanned items to the app's inventory for easy addition to the cart.

Read Out My Order
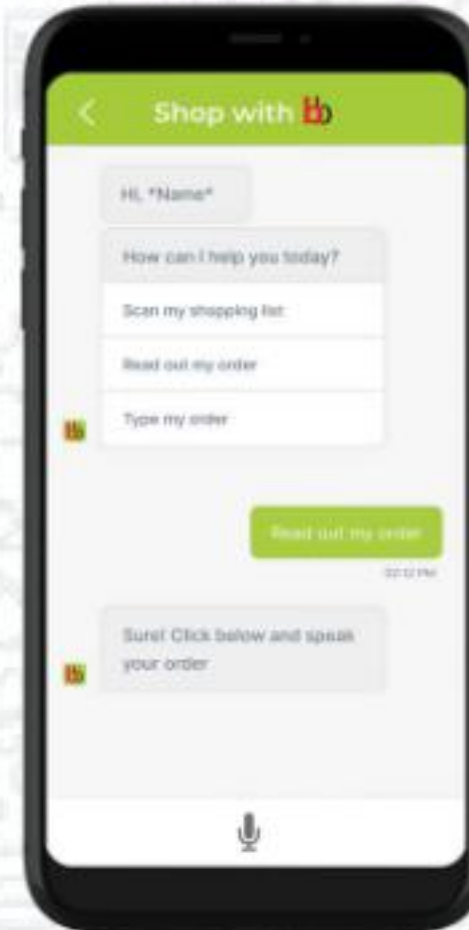
Target User: Sita

User Pain Point:
Users sometimes find it difficult to type or navigate the app, or prefer the convenience of speaking their order

Feature Insights:
- **Voice Recognition:** Leverages Natural Language Processing (NLP) to accurately understand and interpret spoken words.
- **Real-time Feedback:** Post-speaking, the bot confirms the order

Type My Order
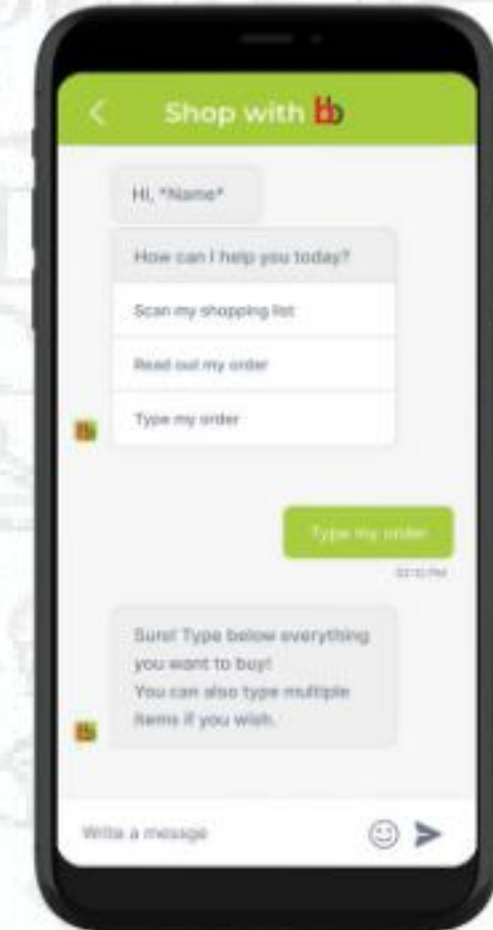
Target User: Sara, Sam

User Pain Point:
Users who want to purchase bulk orders, want to search and add for multiple items at once

Feature Insights:
- **Batch Entry:** Enables users to type out their entire list in one go for faster processing.
- **Item Matching:** Matches typed items to the app's inventory for easy addition to the cart.

Feature #2: bb Schedule

Target User: Sara, Sam

User Pain Point:
- Users are not able to receive deliveries at their preferred times, which may lead to **missed deliveries**, and those wanting to place an order at a later time may end up forgetting
- Users have to **manually place orders for repeated purchases**.

Feature Insights:
- **One-Time Scheduling:** Allows users to set specific dates and times for one-time deliveries.
- **Regular Delivery Scheduling:** Users can schedule regular deliveries on specified days of the week, simplifying the process for repeated orders.
- **Linked to bbWallet:** It is linked to bbWallet, allowing users to automate payments for the scheduled deliveries.

Value to User:
- Users can **plan their deliveries** according to their schedule, ensuring they are available to **conveniently** receive them.
- Provides peace of mind with **predictable and reliable delivery schedules**, improving overall satisfaction.
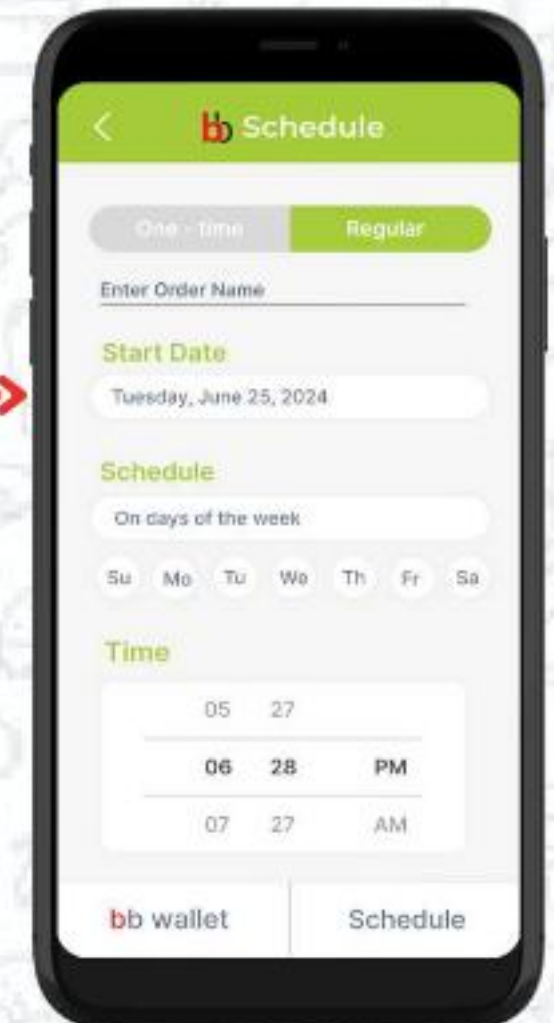
Value to BigBasket:
- **Higher Order Frequency:** Regular delivery schedules can lead to more consistent and frequent orders, boosting sales.
- Better predictability in delivery schedules can **improve logistics and inventory management**.
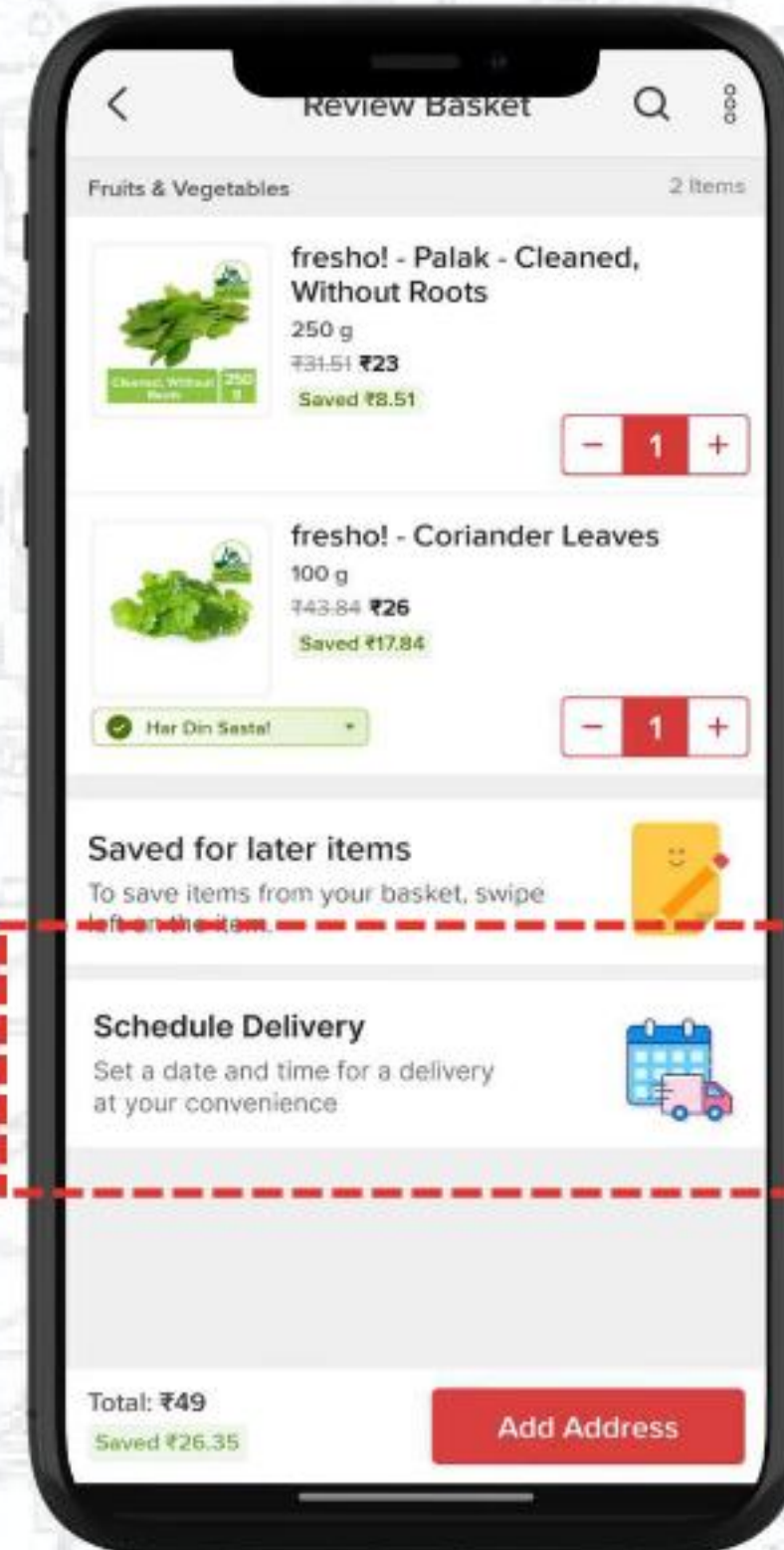
One-time Schedule
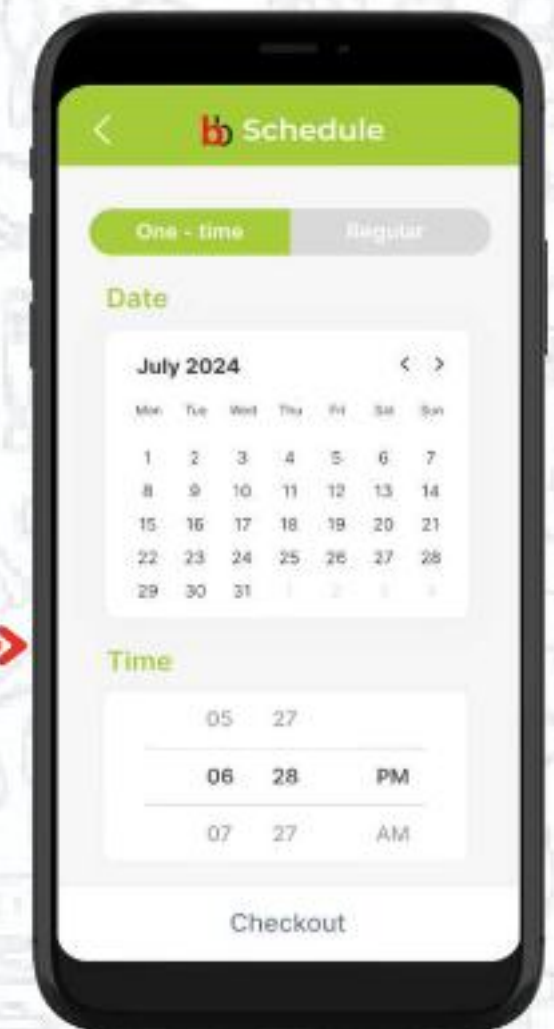
Regular Schedule

Feature #3: Checkout Button

Target User: Sita, Sara, Sam

User Pain Point:

The current basket icon is poorly placed and not visble and makes the checkout a lengthy process.

Feature Insights:

- **Prominent Placement:** The checkout button will appear at the bottom of the screen, ensuring it is always visible and easily accessible as users browse and add items.
- **Real-Time Updates:** Displays the number of items and total price, updating in real-time as users add or remove items from their cart.

Value to User:

- Users can proceed quickly due to the **reduced number of steps** required to proceed from product discovery to checkout, streamlining the overall shopping experience.
- Users are informed about their current cart status, including number of items and total cost.

Value to BigBasket:

- **Enhanced User Engagement:** By improving the user experience and reducing friction, users are likely to spend more time on the app, exploring and adding more items to their cart.
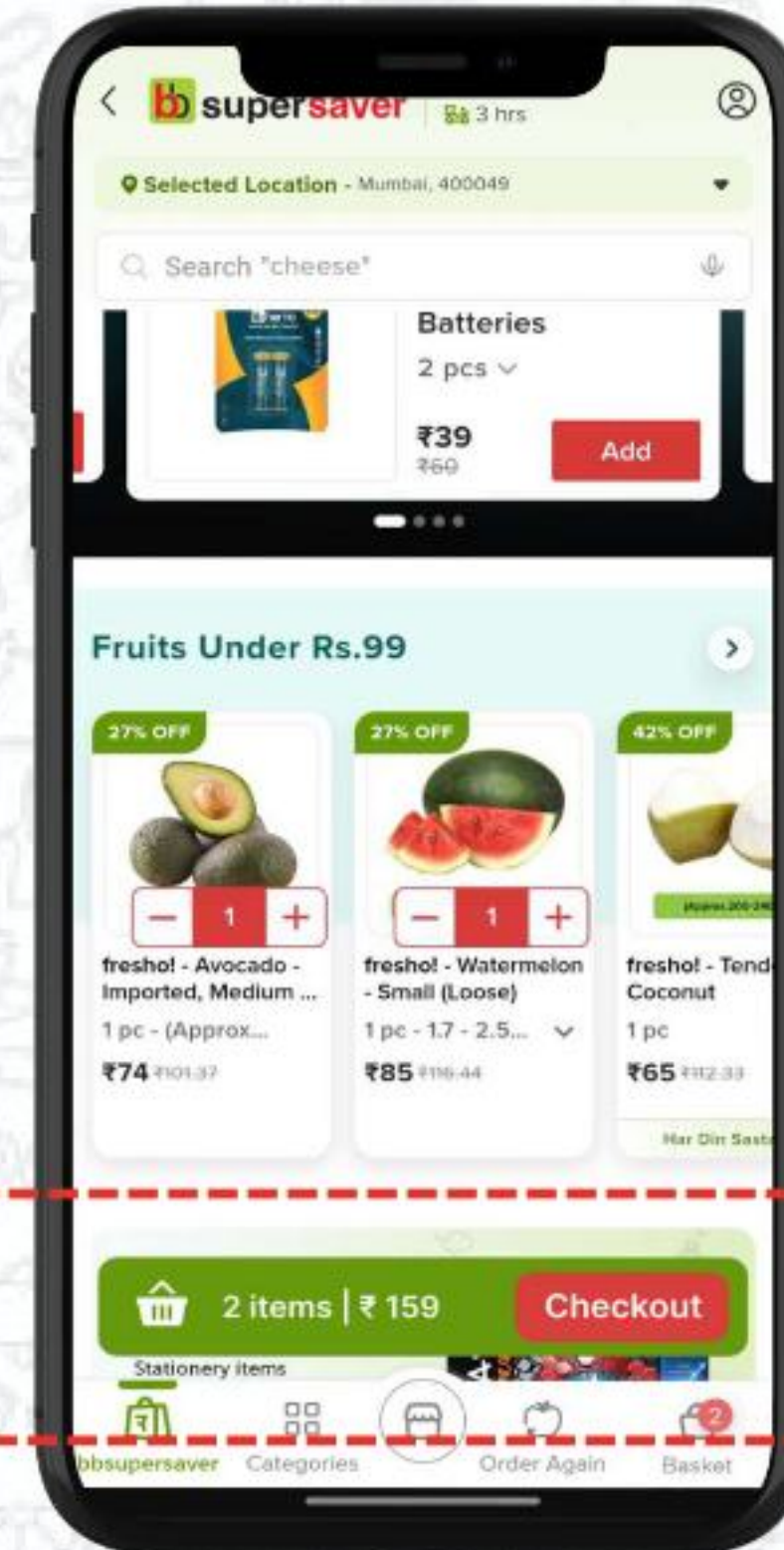
A properly visible checkout button displaying the total items and cost

PRIORITISATION

Feature	Reach (Out of 10)	Impact (Out of 10)	Confidence (Out of 10)	Effort (Out of 10)	Rice Score (R*I*C/E)
Shop with bb	5	8	7	10	28
bb Schedule	7	8	8	8	56
Checkout Button	10	6	9	4	135

Prioritisation :   Checkout Button   >   bb Schedule   >   Shop with bb

FEATURE-LEVEL SUCCESS METRICS

Shop with bb

Feature	Success Metrics
Scan my list	• # times users scan their handwritten shopping lists • Percentage of scanned lists that lead to completed purchases • Error rate of mismatches in the scanned items
Read my list	• Frequency of voice input usage for adding items to the cart • Percentage of correctly identified items from voice input • Percentage of voice-added items that lead to completed purchases
Type my list	• Frequency of users typing out their shopping lists • Percentage of typed lists that result in completed orders • Accuracy of detecting multiple items typed

bb Schedule

Feature	Success Metrics
One-Time Delivery	• Usage Rate • On-Time Delivery Rate: Percentage of deliveries made at the scheduled time • User Satisfaction
Regular Scheduled Delivery	• # Users subscribing to regular delivery schedules • Percentage of users continuing to use the regular delivery feature over time • Order frequency per user opting for regular deliveries • On-Time Delivery Rate

Checkout Button

Feature	Success Metrics
Checkout Button	• Click-Through Rate • Conversion Rate: Percentage of users who complete purchases after adding items to the cart • AOV initiated through the new checkout button

HIGH-LEVEL SUCCESS METRICS

Success Metrics	Tracking
Overall Conversion Rate	Percentage of users who complete a purchase
Gross Merchandise Value (GMV)	Total sales value of all orders placed
Repeat Purchase Rate	Percentage of users making multiple purchases over time
Customer Lifetime Value (CLV)	Average revenue generated per user over their lifetime
Net Promoter Score (NPS)	Measure of user willingness to recommend the app to others
Customer Satisfaction Score (CSAT)	Average satisfaction rating given by users
Retention Rate & Churn Rate	(# returning user) / (# total number of users), usually tracked over monthly cohorts, 1 - Retention Rate

GTM STRATEGY

Feature Development

Beta Launch

Post Launch Support

Release

We can conduct surveys and market research with existing users to gather insights from current users about their shopping habits and preferences to tailor the features to meet user needs

We will launch the new features to a select group of beta testers and gather feedback on usability, functionality, and any bugs or issues.

We will use the feedback to refine and improve the features and provide in-app guidance with interactive walkthroughs

After making the changes as per feedback, we will roll out the final version of the features by the next month