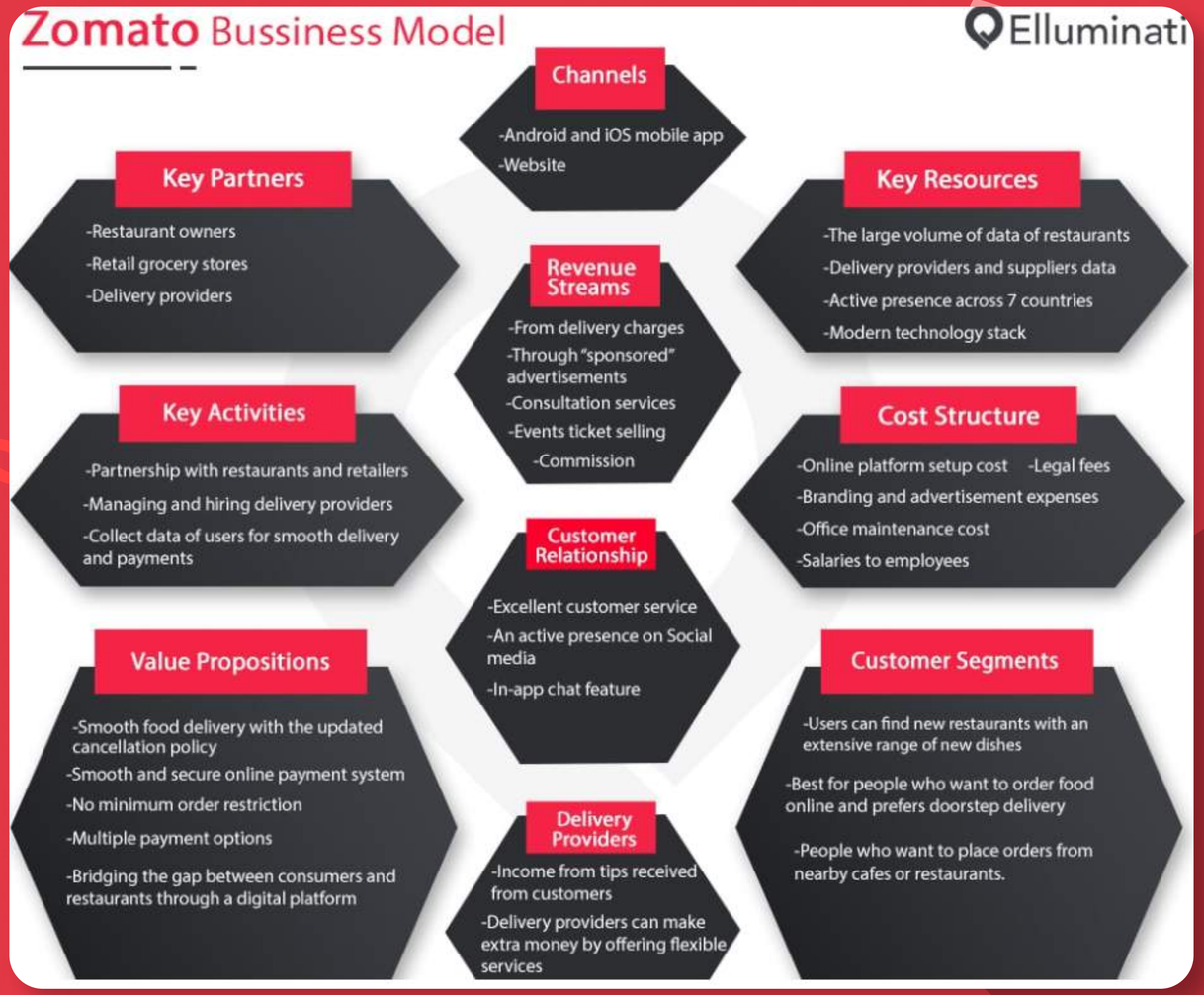


Product Teardown: “Ordering a Product”
Learn In Public Challenge 3

By Pratyush Singh

Overview

Zomato is an Indian restaurant aggregator and food delivery platform founded in 2008. It provides information about menus, and user-reviews of restaurants as well as food delivery options from partner restaurants in select cities.



Stats

21.4M
Visits last month

2.11%
Down from last month

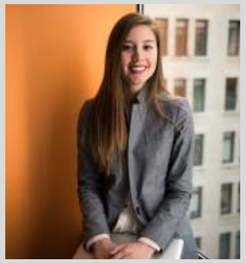
50.92%
Bounce rate

00:02:20
Avg. visit duration

3.27
Pages per visit

zomato

User Personas



Ria Sharma

28
Product Manager
Married
Bangalore

Personality

Foodie
Techie
Extrovert

Brands

Starbucks
Pizza Hut
Apple

Bio

Ria Sharma is a Product Manager in Bangalore. She lives with her husband who is a Software Engineer. They spend most of their time in the office. Ria sometimes feels tired after work and does not want to cook. Buts she has to cook because her husband doesn't know cooking. They don't want to dine out too because they are tired.

Goals

Want to get food anytime, anywhere.
Can use any payment method.
Can track food easily.
Wants fresh food.

Frustrations

Not clear veg/non-veg marks.
Different prices on app vs restaurant.
Delivery person not picking the call

Motivations

Special offers.
Fast deliveries.



Akshit Bansal

22
MBA Student
Single
Mumbai

Personality

Introvert
Analytical
Active

Brands

Android
Chai Point
McDonalds

Bio

Akshit Bansal is currently studying MBA in Mumbai. He spends his day either in college or in hostel. He is an introvert and does not like to go out. Also, he is new in the city and does not know much about it. He likes fast food but faces many difficulties like price, place, variety, etc.

Goals

Can get food at his hostel door.
Time-saving.
Clear price.
Less quantity.

Frustrations

Late delivery.
Time-consuming process.
Difficulty in locating past orders.

Motivations

Special offers.
Convenience.

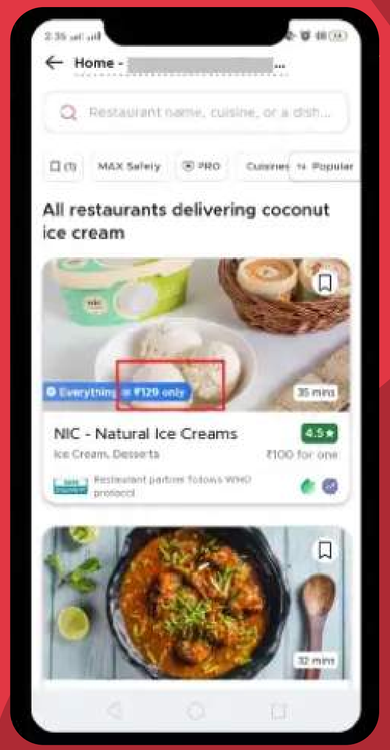
User Journey - 1/2

Step 1



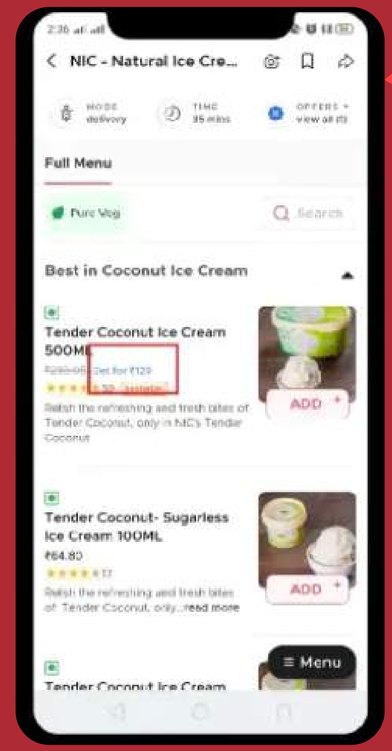
Open the zomato app
“Excited”

Search what you want to order
“Anxious”



Step 2

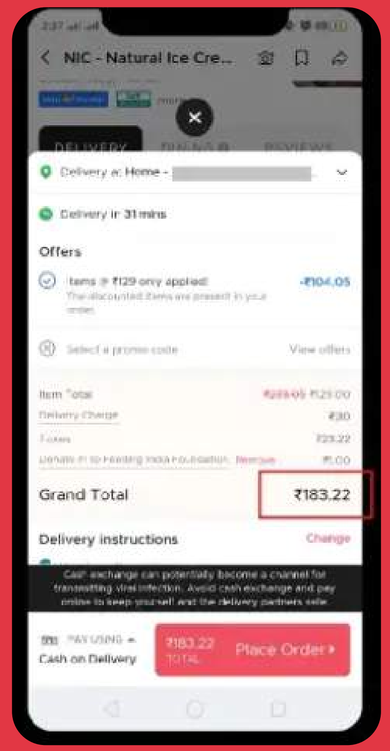
Step 3



Add for checkout
“Happy”

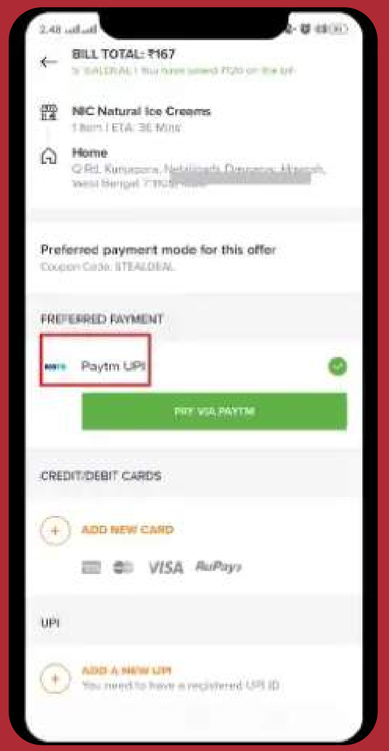
User Journey - 1/2

Step 4



Confirm location & Select payment method
“Focussed”

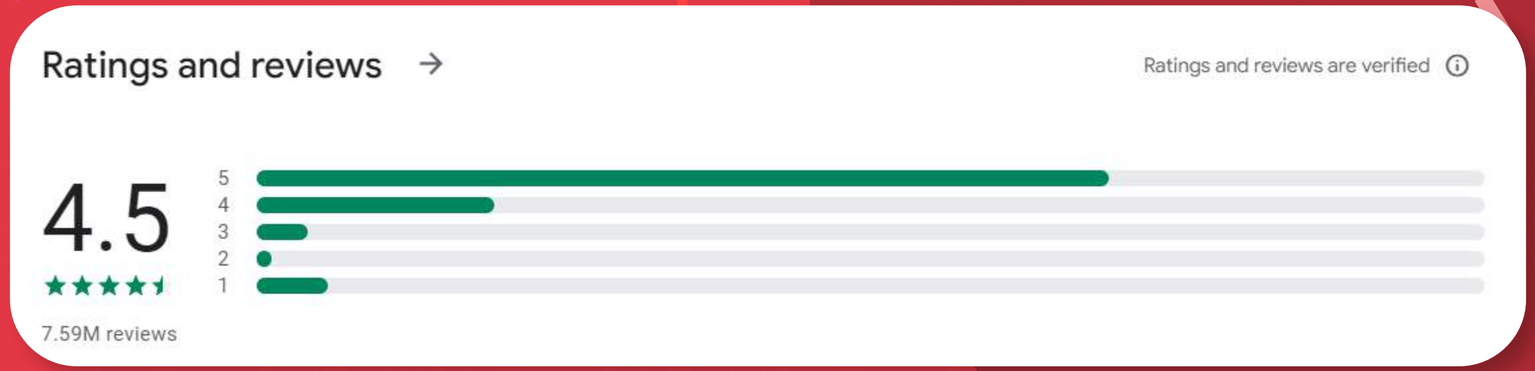
Step 5



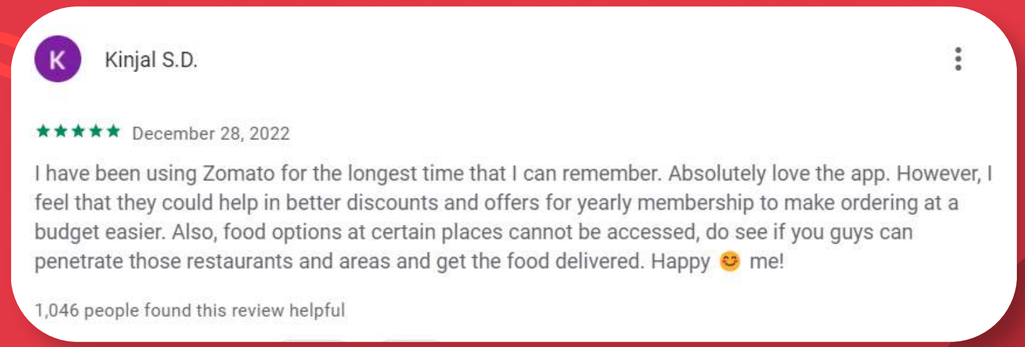
Make Payment
“Excited & Anxious”

zomato

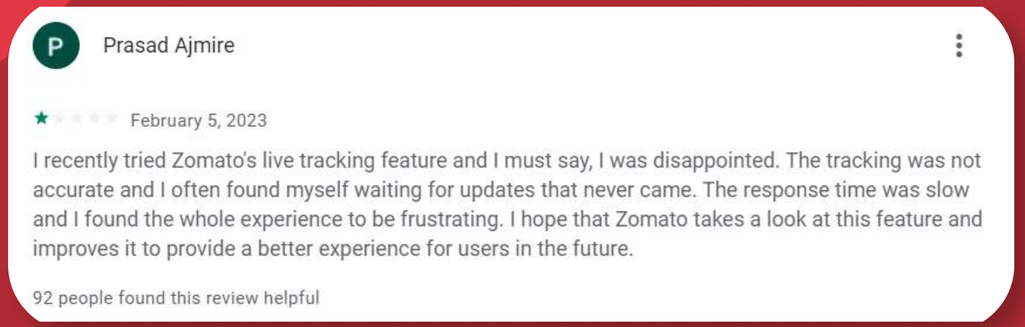
User Experience



The Good



The Bad

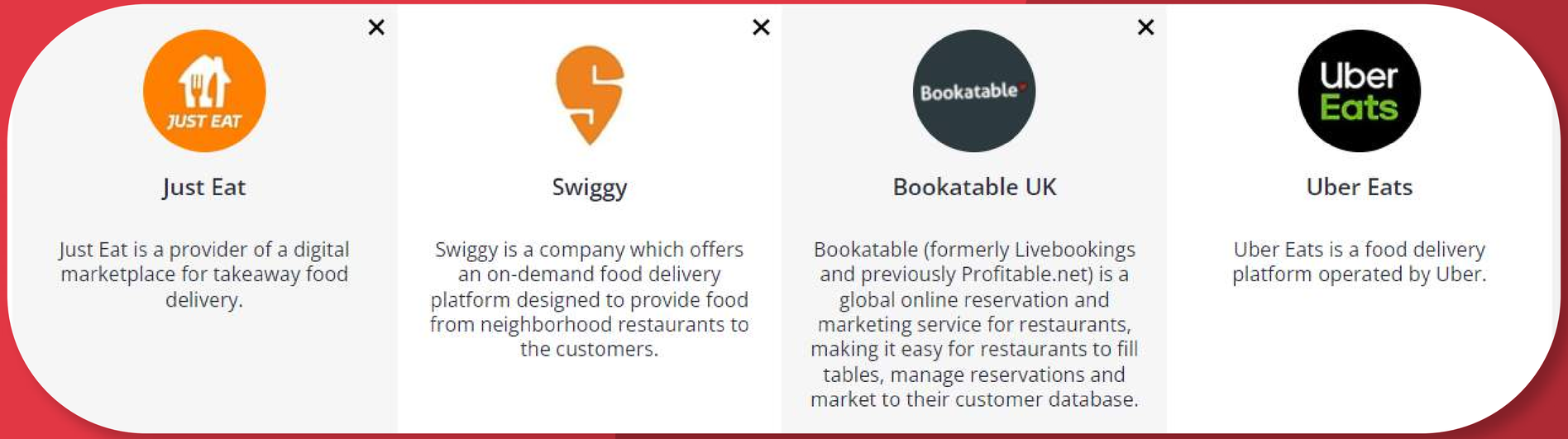


zomato

Recommendation

- Live tracking of order needs to be improved. Users found it to be inaccurate & slow.
- A lot of users complained about the post-order customer service. Better customer service should lead to increase in repeat users.
- Users also complaint about a lot of hidden charges. The transparency on the checkout page needs to be improved.

Competition



zomato

Metrics

North Star metric: No. of orders daily

L1 metrics

- Avg. Order Value
- Weekly Active Users
- No. of new users per month

L2 metric

- Bounce rate

Thank You for your time :)
Please provide your feedback.