

# How would I improve Zomato

There are certainly various methods to improve an app or service and depends to a large extent on which area of focus we have in mind which needs improvement. Since the Problem statement is quite open-ended, I have focused on improving the Zomato mobile app by focusing on the 'Retention stage' by providing/introducing new features for the users.

## Metrics:

Since we have chosen improvement in 'Retention' stage, the main success metrics for the ideas proposed would be as follows:

- 20% increase in active users per month.
- 30% adoption of features discussed in this report within 2 months.

## Approach:

Before we proceed with ideas to improve retention it is imperative to identify the customers/target segments on which we can focus. I have then proceeded to provide certain pain points/insights pertaining to each of these segments. Finally, I will be discussing certain solutions to address these pain points.

## Target Group:

The segments I will be focusing on for this problem are :

- 'Working people': people who use the app during office hours
- 'Party people': people who use app while in a party/function or with a large group(5 or more) in mind.
- 'Lazy people': People who use app because they do/can not cook.

## Pain points/ Insights:

Some pain points or insights on each of the segments mentions above are as follows:

### 1. Working people:

- May order regularly
- Need the delivery to be fast and on time.
- Usually can not afford luxurious meals(due to time constraints).
- May have meals from nearby restaurants.

### 2. Party people:

- Order in bulk.
- Usually couple their order with beverages, desserts or other such items.
- Look for places with discounts on bulk deals.
- Orders generally revolve around similar items (Pizzas, beers, Chinese, etc.)

### 3. Lazy people:

- Order regularly
- Splurge on occasions
- Use different apps to find cheapest option

## Recommendations:

The following are some recommendations for the listed segments:

### 1. Features Working People:

- A 'tiffin' service with assorted dishes from nearby restaurants.
- Collaborating with existing tiffin service providers via a monthly subscription system.
- Pre-order meal which will deliver at specified time.
- Special offers for people who pre-order for couple days(3 days or entire week).
- Recommend popular restaurants locations within 5 min of their workplace.

### 2. Features for Party People:

- Pre-set discounts on orders whose total pass certain setpoint.
- Create 'packages' of popular bulk orders(dishes not necessarily from same restaurant) based on data analysis(eg. 5 medium pizzas+7 cokes,20 naans+ 1 Butter chicken+1 Chicken pyaaza+ 1 daal fry,etc.)
- Allow Restaurant reservations for group/event through app.

### 3. Features for Lazy people:

- Discount coupons or points as reward for regular ordering
- These points can be redeemed in next order. Therefore providing incentive to order again.
- Provide top suggestions based on user preferences.

### 4. Use of ML and AI:

Zomato can provide a highly personalized home feed to the user leveraging ML and AI as follows:

- Top suggestions of the day based on most common order on the app.

- Top suggestions(restaurants) for the user based on analysis of previous orders.
- Customised Packages/Orders for users consisting of different food items based on analysis of previous orders.
- Suggested 'Add-ons' based on dishes ordered using ML and data analysis.