

Zomato PRD

Increasing Text reviews on Zomato

Team: Individual

Contributors: Bhushan Maheshwari

Status: In Review

Launching on: 01/09/2024

Resources: Link to Previous Milestone (3) and previous research on Zomato!

A. Problem Definition

- **What is the problem?**
Less number of reviews & rating given by people post order
- **Who is facing the problem?**
Mostly faced by the users between age group 18-25 yrs., mainly from Tier 1 & 2 cities.
- **What is the business value that will be unlocked by solving the problem?**
As the number of reviews & ratings will increase,
 - This will build the customers trust with the platform.
 - Users can make quick decisions by seeing past reviews & will order more, thereby increasing the numbers of orders
 - Since the number of orders will increase the overall revenue and profit of the company will increase.
- **How will the target users benefit if the problem is solved?**
 1. Users will get more opinions & details about the restaurant or the food that they are ordering.
 2. This will increase their trust, improving their decision making
 3. Users can place their orders quickly by seeing the past reviews
- **Why is it urgent to solve this problem now?**
 1. Since the target user segment is the youth (age 18-25 yrs.) of the nation, so improving the ratings & reviews will help to maintain the brand value among them
 2. Will get better options to choose from thereby the orders will increase and hence the overall revenue
 3. Maintaining the retention rate.
 4. Boost brand reputation

B. Goals

1. *Increase in the reviews volume.*
 2. *Enhance user experience through the review process.*
 3. *Enhance user trust & engagement through the platform.*
 4. *Improve the user retention rate.*
- **Measurable Metrics**
 1. % of users who review
 2. % of users who order by seeing the reviews
 3. Retention rate after writing reviews
 4. Monthly Active Users (MAU)
 5. CTR of the notification rec for review

- **Why are these metrics important**

1. To see how many new users have joined after improving the rating & review system
2. Helps the company to understand the public temperament in regards with the changes
3. Helps to keep a check If there is any negative impact on the public?
4. Has the no. of actives users fallen or rose.
5. To Track the company's growth.

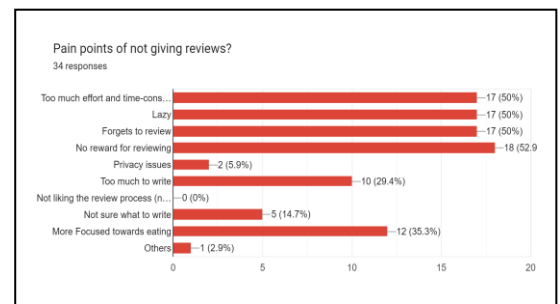
C. Non-Goals

1. *Increasing No. of Orders*
2. *Making existing customers to order more*

D. Validation of the problem.

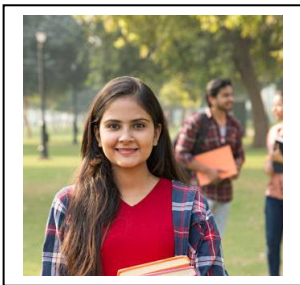
Insights from user research/data

1. From the User research it has been concluded that people don't leave reviews because they are lazy, take a lot time & effort to write a review & sometimes they even forget to do so.
2. People are also not aware sometimes what to write so prefer giving stars



E. Understanding the target audience

User Segment to focus:- User between the age 18-25 yrs.

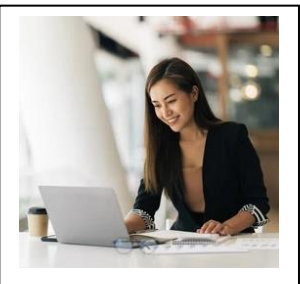


1. Kriti Sarda, Age 20 yrs., Student

Personal Traits: I am an engineering student who lives in a PG in Jaipur. Regularly orders food from Zomato as I don't like mess food

Goals: I am a foodie person, likes to try new type of food and dishes each time

Pain Point: 1. Due to insufficient reviews, not sure if that place is hygienic enough.
2. Don't get a clear idea what to order from which place.



2. Radhika Lamba, Age 23 yrs., Corporate Employee

Personal Traits: I am a corporate employee at a multinational company. I am a great cook, but usually very tired and don't get time to cook due to work pressure

Goal: I want to get a good, healthy dinner for myself that will make me more energetic for the next day

Pain Points: 1. Less reviews make me difficult to get more options.

2. Sometimes bored by that same dinner, so need some change, Less healthy choice makes difficult for me to choose.

3. Mostly give reviews, but sometimes forget due to lack of reminders.

F. Solution

Solutions:

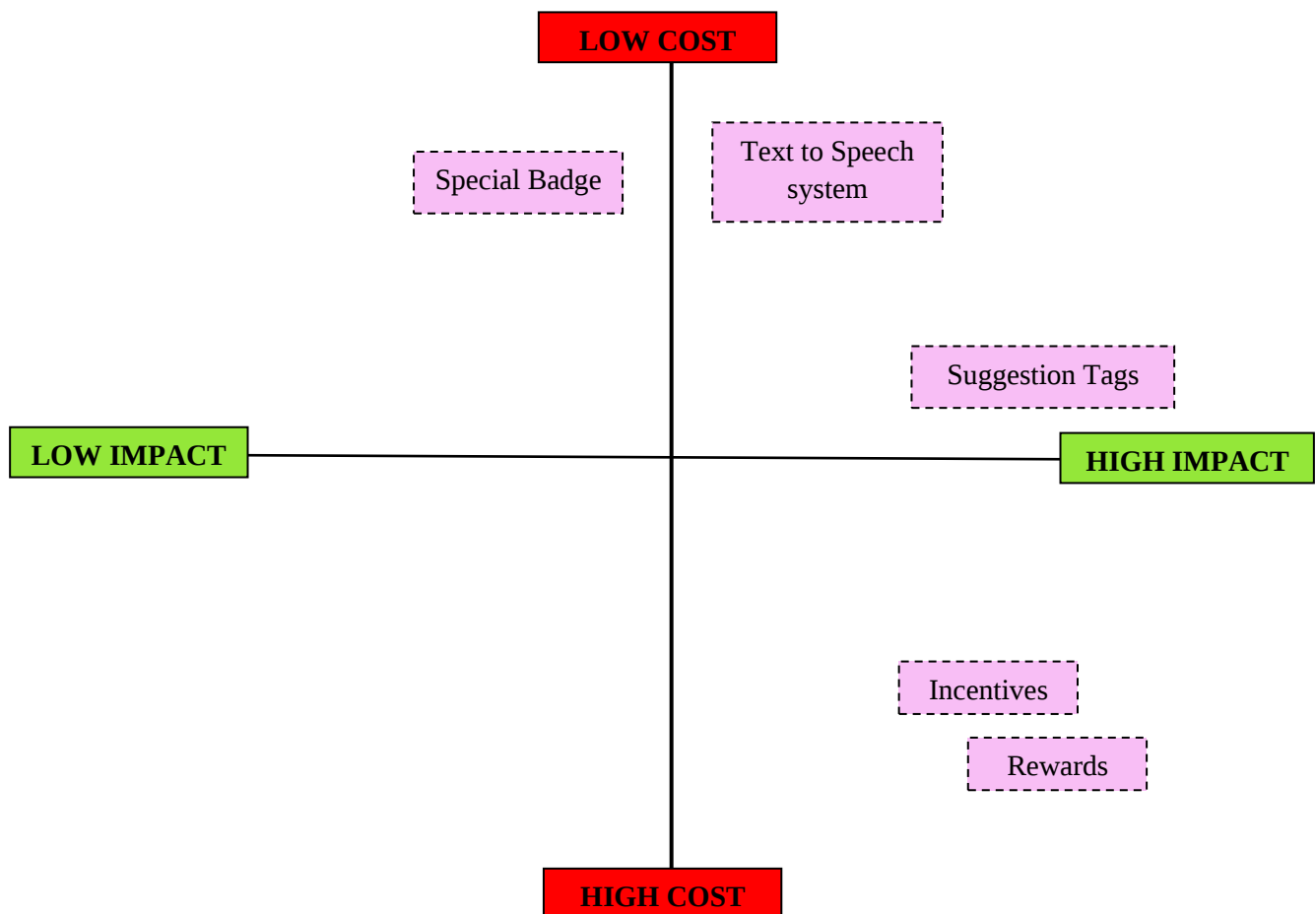
1. Increase the value of the user for the effort that they are taking:

- Users should be rewarded for a successful review
- Incentives should be provided.
- Should be provided with a badge like “Top Reviewer” or “Review Specialist” which will encourage them.

2. Decrease the user time & effort

- A suggestion based review system should be introduced that helps users with AI generated key word.
- Star review system should be introduced for those reviewers who don’t have much idea what to write
- Text-to-Speech system (hand free typing) should be added as a key feature for the users who are lazy, and also so that they can review while eating.

PRIORITISATION OF KEY FEATURES:



Key Features of the prioritised solution:

1. Highlight Key word while reading the reviews
2. User Badge making them feel special
3. Suggestion Tags
4. Voice Recognition

The image displays a sequence of eight mobile app screens illustrating the user journey from order confirmation to review submission. The screens are arranged in two rows of four, connected by arrows indicating the flow.

Row 1:

- Order confirmed:** Shows "Your order has been confirmed" with a green checkmark and a map.
- Delivery Status:** Shows "Your Order Has been delivered" with a green checkmark and a map. A purple box highlights the "Click here to Review" button.
- Weekly Contest:** Shows "Reviewing for Order Id 001AB" with a list of questions and a "Click here to Review" button.
- Congratulations:** Shows "CONGRATULATIONS" for participation in the weekly contest, with a "Results will be notified via SMS also, #StayTuned" message.

Row 2:

- Reviewing for Order:** Shows "Reviewing for Order Id 001AB" with a list of questions and a "Click here to Review" button.
- Confirmation Page:** Shows "Your review has been successfully submitted" with a green checkmark and a "Review your past orders" button.
- Rate your order:** Shows "Click here to Rate your order!" with a star rating and a "Submit" button.
- Thanks for your feedback:** Shows "THANKS FOR YOUR FEEDBACK!" with a "Voice Assistant" button and a "Submit" button.

Arrows indicate the flow between screens: from "Order confirmed" to "Delivery Status", "Delivery Status" to "Weekly Contest", "Weekly Contest" to "Congratulations", "Congratulations" to "Reviewing for Order", "Reviewing for Order" to "Confirmation Page", "Confirmation Page" to "Rate your order", and "Rate your order" to "Thanks for your feedback".

The feature of giving suggestion to users while reviewing is highlighted by a purple box around the "Click here to Review" button on the "Delivery Status" screen.

Voice Assistant

Made with Whimsical

G. Launch Readiness

KEY MILESTONES:

[illegible]

- ✓ **WEEK 1:**
 - It involves the designing phase of the feature wherein the designing team will make out the UI, ensuring the font, colours etc to be perfect
- ✓ **WEEK 2 & 3:**
 - Here the work is transferred over to the developer team if the company.
 - These includes the Front End Developers & the Back End Developers.
- ✓ **WEEK 4 & 5:**
 - Quality Assurance team ensures that the feature designed & developed is up to the mark and as per expectations or not
- ✓ **WEEK 6:**
 - Internal Testing identifies bugs & issues at the initial step
- ✓ **WEEK 7:**
 - Bugs are fixed, Experience is improved
- ✓ **WEEK 8:**
 - The feature is launched and rolled out. Public announcement, feature available to all users, monitoring and support setup.
- ✓ **WEEK 9 & 10:**
 - Feedbacks are taken from the user upon the new feature launched.

Key Stakeholders involved

1. Engineering team
2. Quality Assurance (QA) Team
3. Design Team
4. Marketing Team
5. Customer Support Team

H. Future iterations

Scopes for the next Version could be:

- Similar type of key words should be given as a suggestion as per the user types his / her reviews
- AI should be introduced that should automatically suggest the user by scanning the past reviews, enabling user to pick the food fast.

I. Risks & Mitigations

Brainstorm things that can go wrong and how you plan to avoid them

RISK	MITIGATION
There is a high chance that giving incentives on a successful review won't increase the business of the company	1. Initially those rewards should be given that don't affect the company financially. 2. If the company sees that they gain business by doing this, then they should invest money by giving rewards involving company's finance. 3. Again after introducing this , the employees should continuously keep a check on the trends , if there is a negative impact, the scheme should be revised accordingly
After the release of the suggestive based review system, there is a high chance that user randomly select any option, instead of reading and properly giving review, just for the sake of reviewing & earning a reward	The suggestions provided should be to the point. Before finally submission of the reviews there should be an option to reconfirm the user's input.

J. Appendix

- Link to competitive analysis [{LINK}](#)
- Link to user research [{LINK}](#)
- Link to data analysis [{LINK}](#)