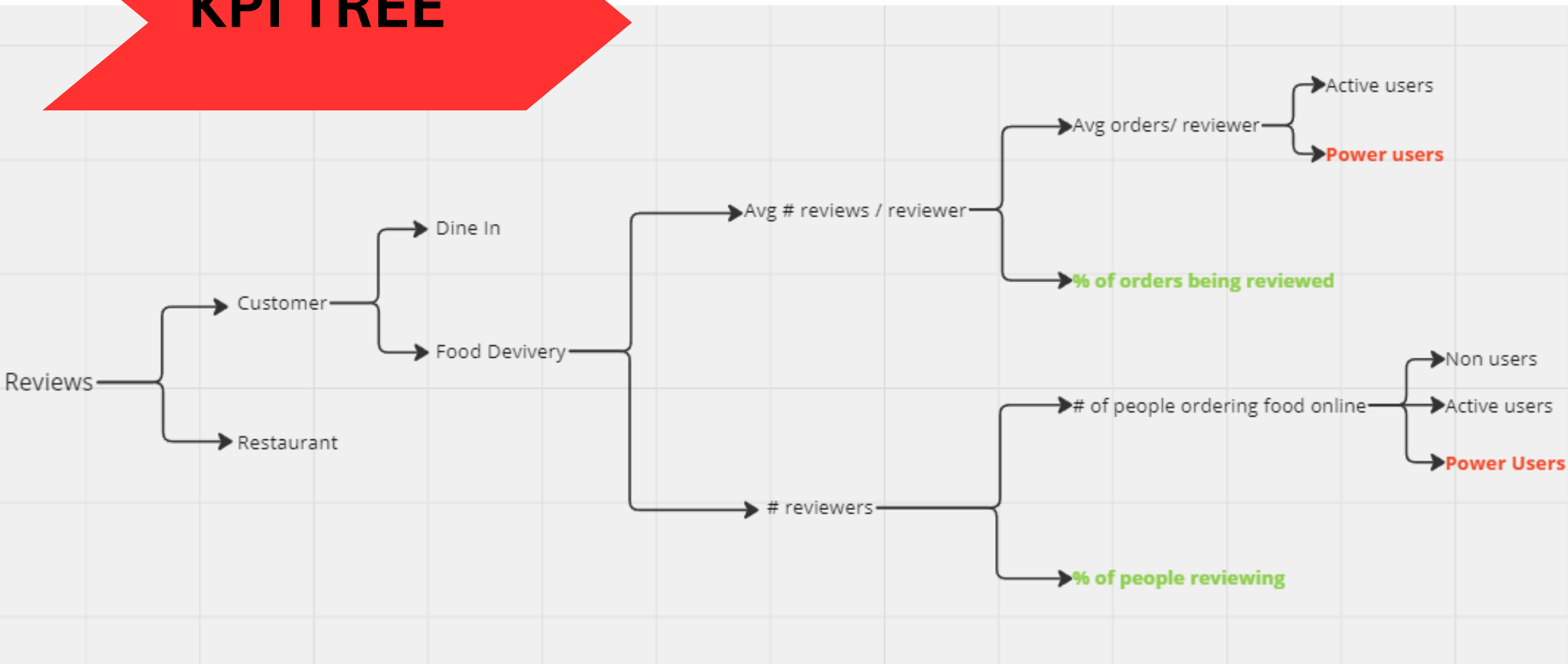


# USER SEGMENTATION

## KPI TREE



# MAU = **17M** report  
 X Avg order/user/month = **~3**  
 X % of reviewers = **1.5%**  
 X % of orders reviewed /reviewer = **16%**

## # REVIEWS

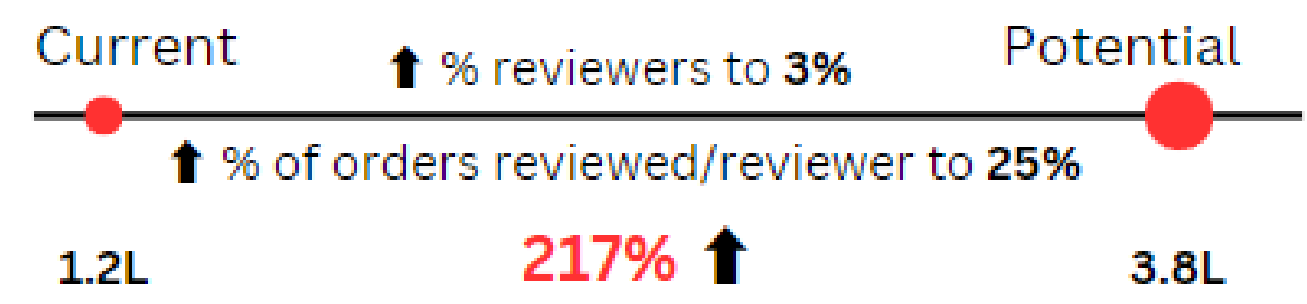
.....  
 = **1.2L**

## TARGET SEGMENT

- I am choosing the **POWER USERS** as the target segment.
- Power users are users who order **3 or more** times a month.
- As they order more, even if they review less percentage of orders their overall impact would be higher.
- They have very good insights as they order a lot.
- These users a **tech-savvy**

## HYPOTHESIS

- Users might not be aware of the reviewing feature.
- Users find it time consuming.
- Users have no motivation to write a review.
- Users are not content creators so they don't know what exactly to write.
- Users dont see a clear benefit of writing a review.



# USER RESEARCH

## USER PERSONA



### Abhijit Pandey | 32 | Software engineer | Bangalore

He order food almost **trice** on weekends as his **cook** doesn't come on **weekends**. He is recently **married** and stays with his wife, both have **hectic** schedules(he has a **startup** on which he works during weekends) and don't know how to cook good food, both are into **fitness** so they order **healthy** meals from a **specific** restaurant. He always rates the delivery agents but doesn't see any **benefits** writing reviews and finds it **time consuming**.

### Pain Points

- He finds the review writing process time consuming, and often forgets writing reviews.
- He doesn't see any benefit.

### Goals/Needs

- Has a hectic schedule so want the process to be quick.

### JTBD

**When I** want to write a review on **zomato**

**But I** find it a waste of time

**Help me** find value in adding a review

**So that I** can share my experience with everyone

## SURVEY INSIGHTS

- 80% are millennials and GenZ.
- 70% Males 30% Females.
- 50% are from tier-1 cities rest are from tier-2 and rural areas
- 50% use swiggy and 50% use zomato
- Only 30% are paid members
- 80% fall in our target segment (=>3orders/month)
- 50% look at discounts, 20% look at delivery speeds,20% take friends recommendations before placing an order online.
- 50% check reviews before ordering online.
- 50% do not write reviews and 50 % writes sometimes.
- 70% feel time constraints and 30% feel tedious process for not writing reviews online.
- 60% feel a simplified process, 20% feel incentives, 20% feel more visibility,would make review experience better.

# Understanding The Problem

## What is the true problem?

- Users do not see value in writing reviews
- They feel its waste of their time

## How do we know its a real problem?

- From our survey 50% do not write reviews
- Only 1.5% orders have text reviews on zomato

## Who are the customers facing this problem?

- Frequent users (3+ orders/ month)

## Why should we solve the problem now?

- More reviews = more data
- Can lead to more orders
- Generate trust among users

## What is the value generated by solving the problem?

- For Restaurants: Understanding user base helps them gain relevant insight to be relevant in competitive market .
- For Customers: Make informed choices, explore more restaurants, avoid bad experience.
- For Zomato: Increased trust.