



# Product Teardown

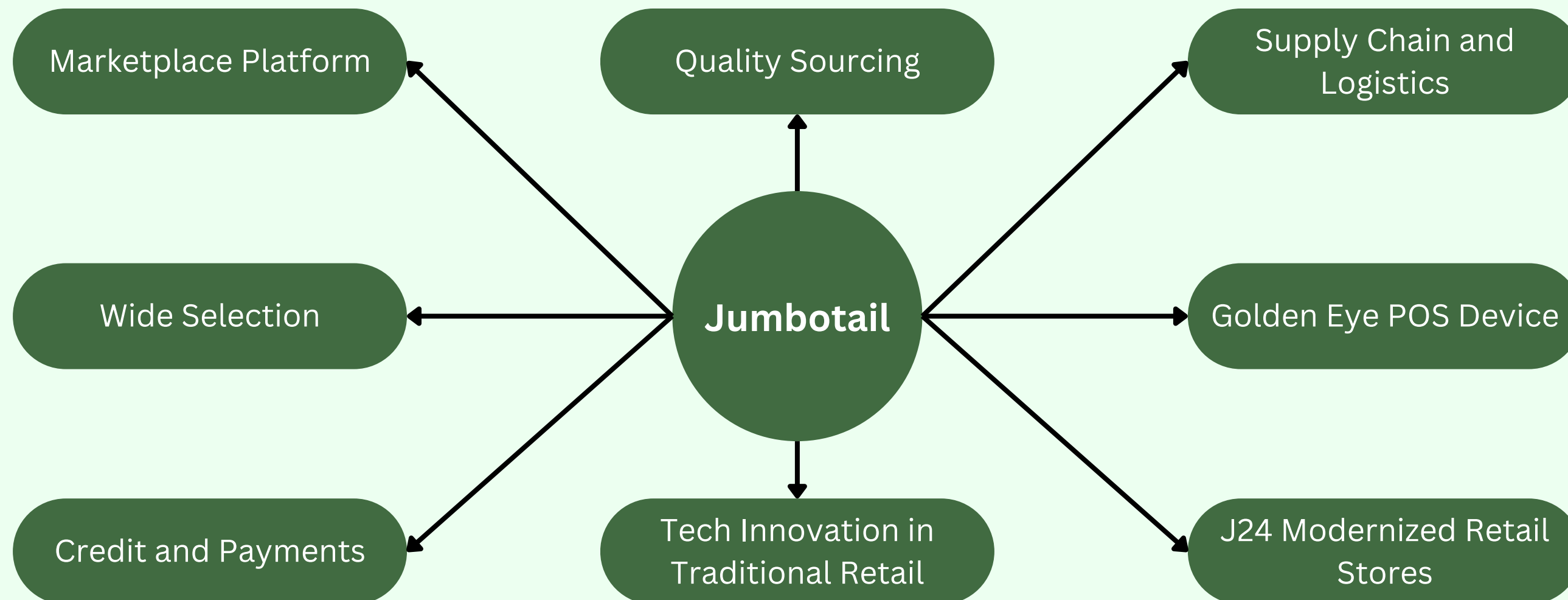
## New User Onboarding

Learn In Public Challenge (1/6)

**SUNDARA MOORTHY | PM C21**

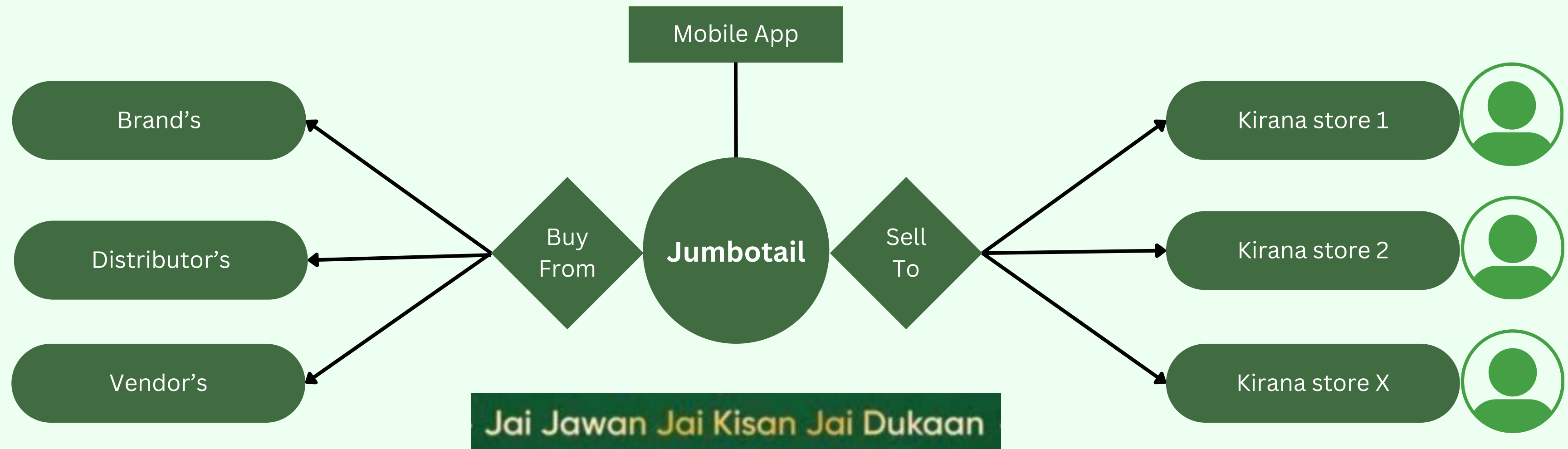
# Product Overview

- Jumbotail is India's leading B2B marketplace and New Retail platform, serving many thousands of mom-and-pop stores (“Kiranans”) pan India.
- It has 4 in-house, proprietary platforms - B2B online marketplace, Supply Chain and logistics, Fintech for SME Lending, and Retail platform that powers its J24 branded convenience grocery stores.

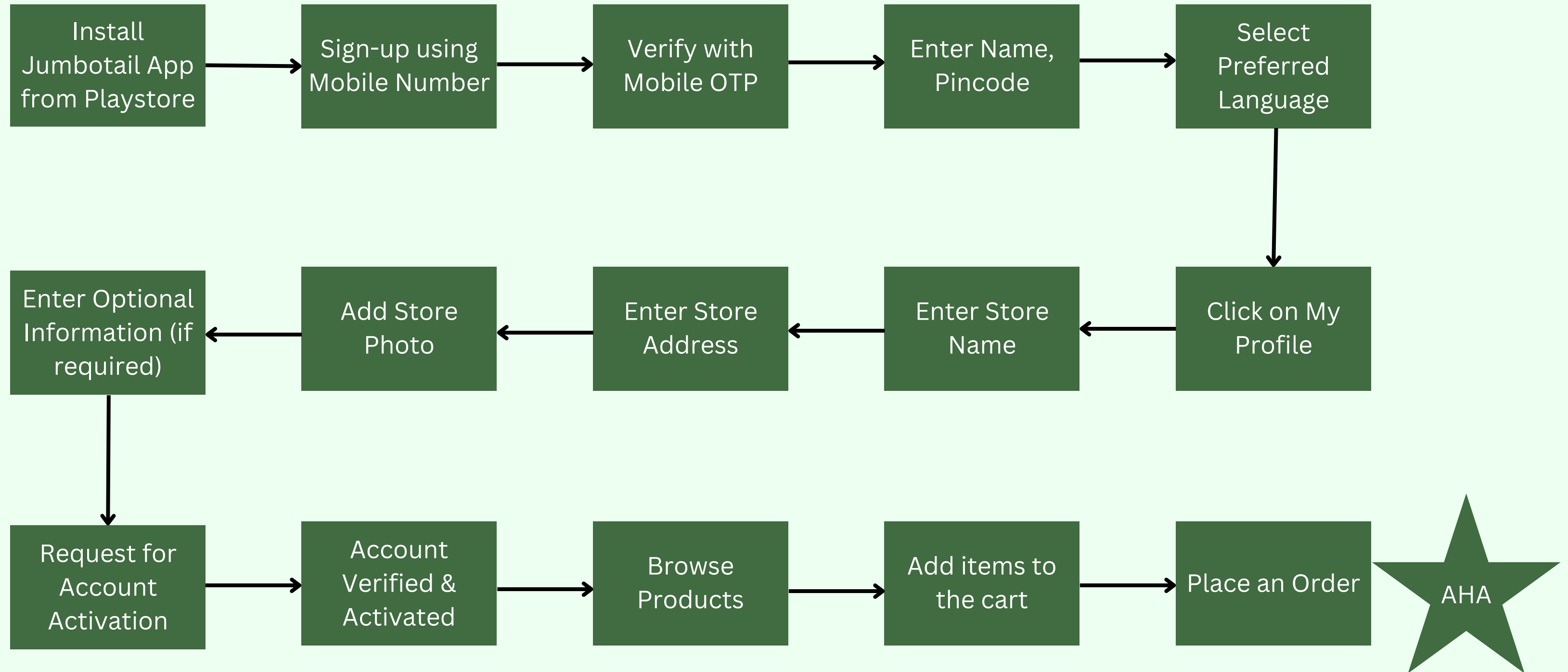


# Business Model

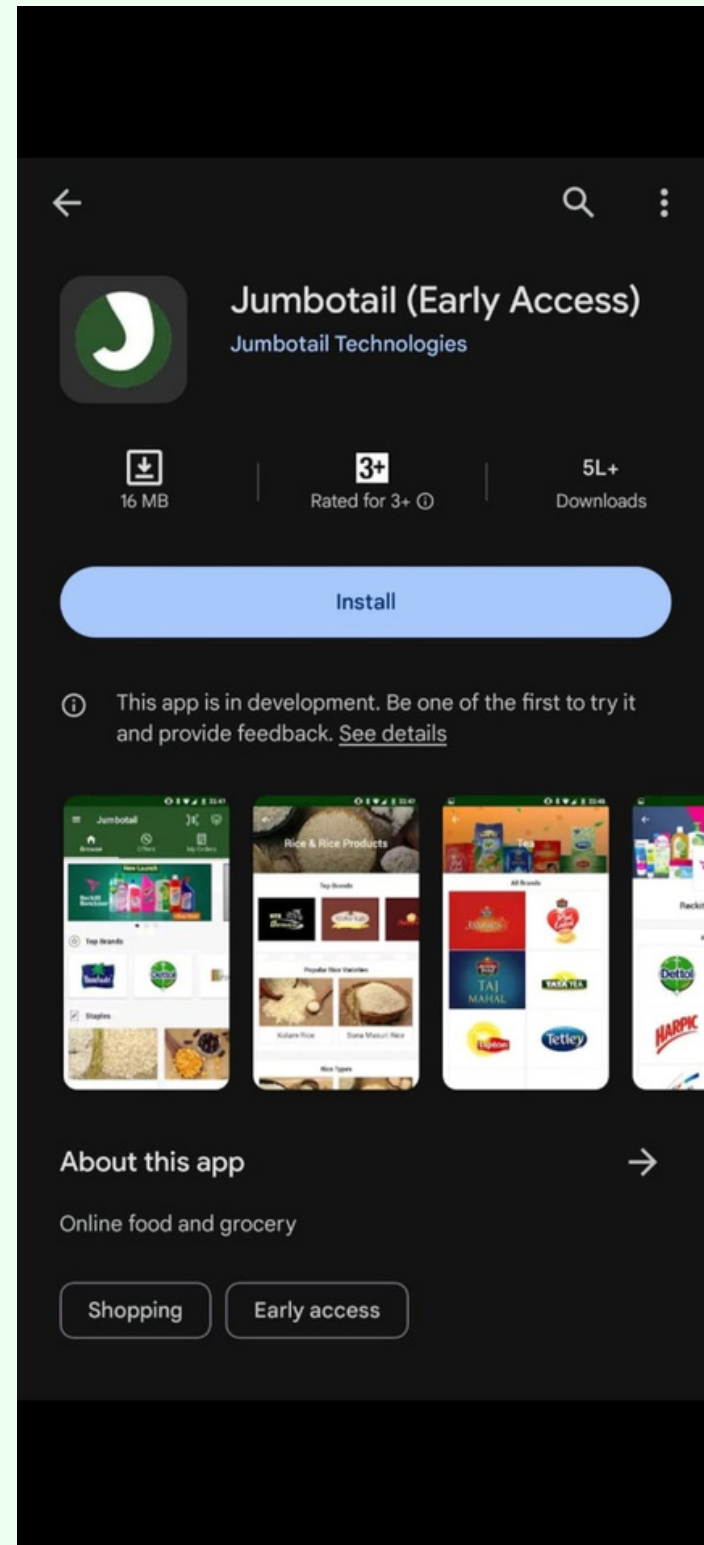
- Jumbotail sources FMCG and Staples items directly from multiple sources, utilizing its warehousing capacity for storage. Upon receiving mobile orders from customers, Jumbotail employs its efficient in-house supply chain and logistics system to deliver the ordered goods directly to the retailer's storefront.
- Competitors are Udaan, Solv, Metro, Shopkirana



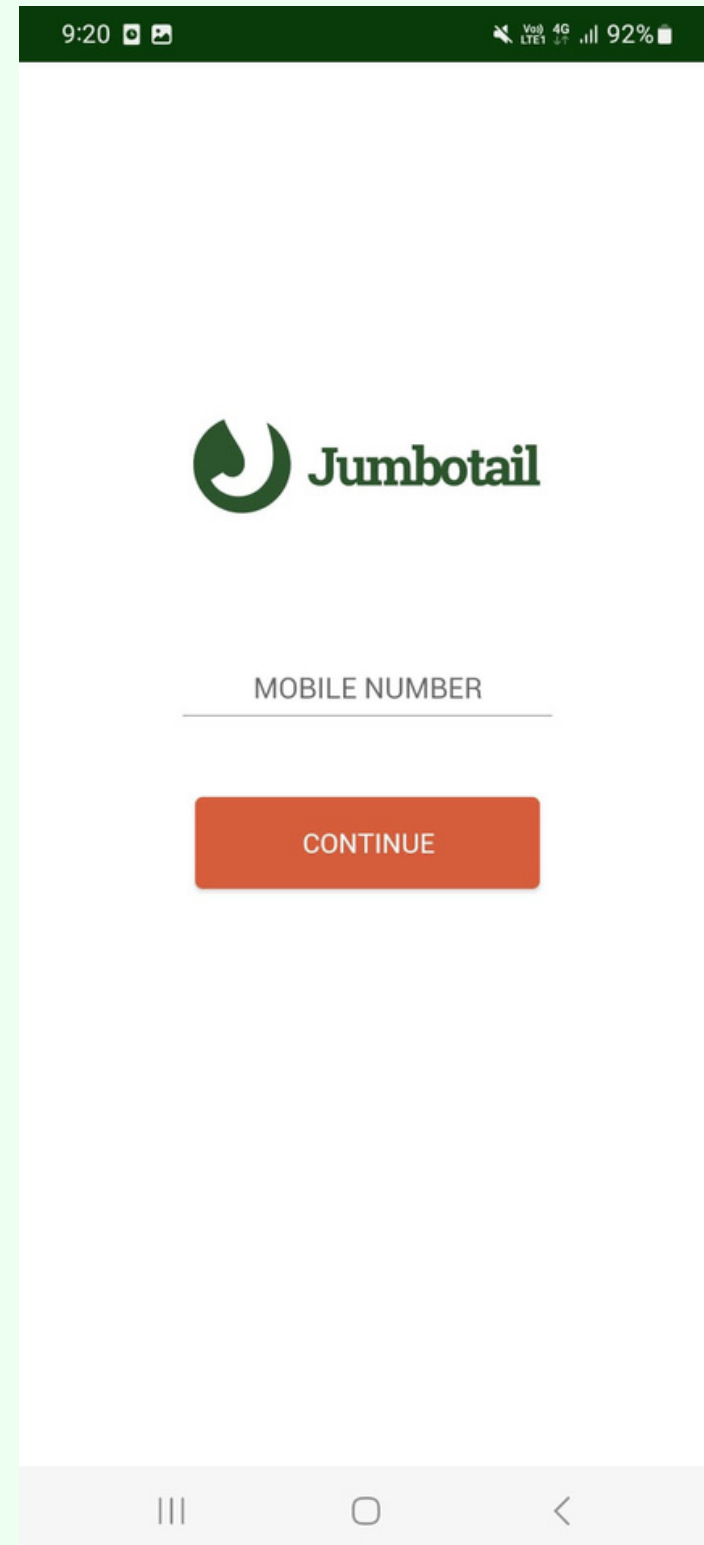
# User Journey Flow



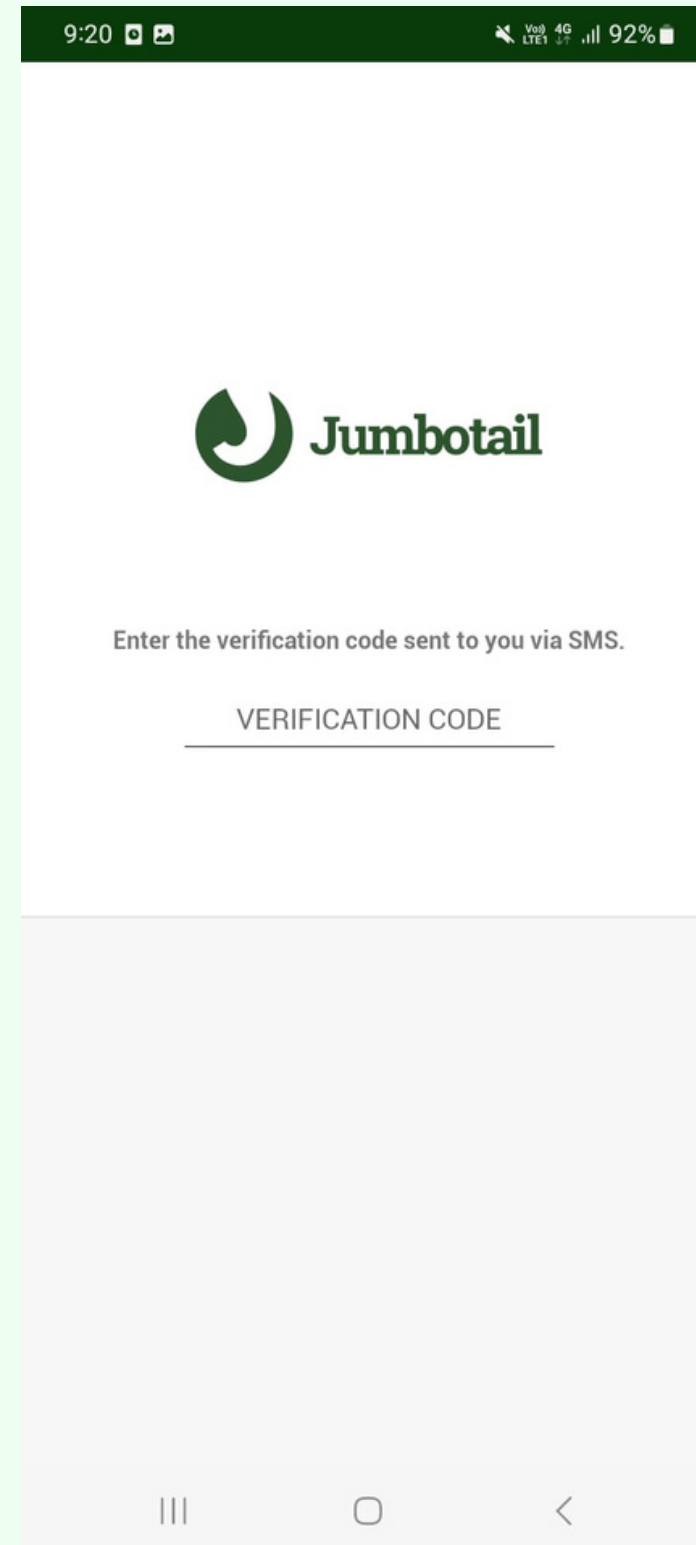
# User Journey Map - Phase 1 (Basic Details)



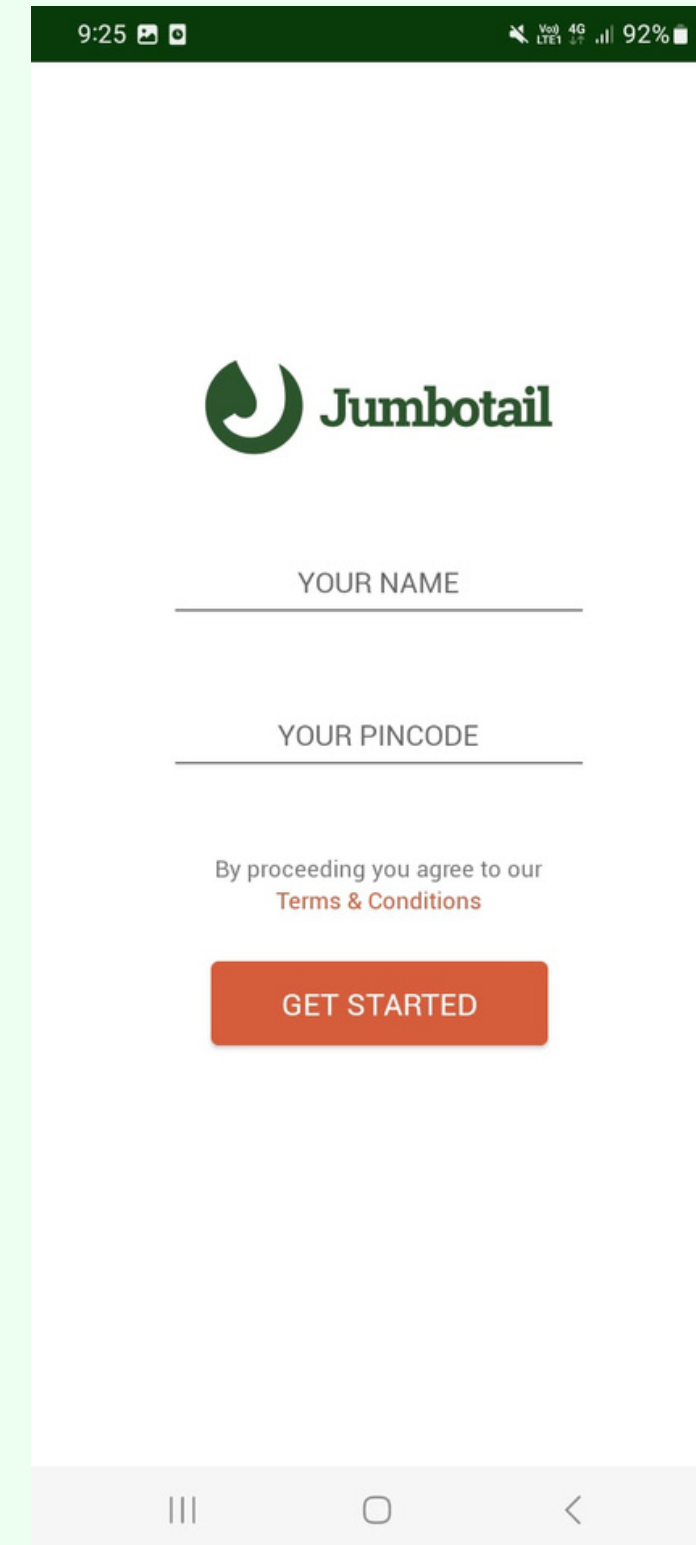
**Step 1**  
**Install app from Playstore**



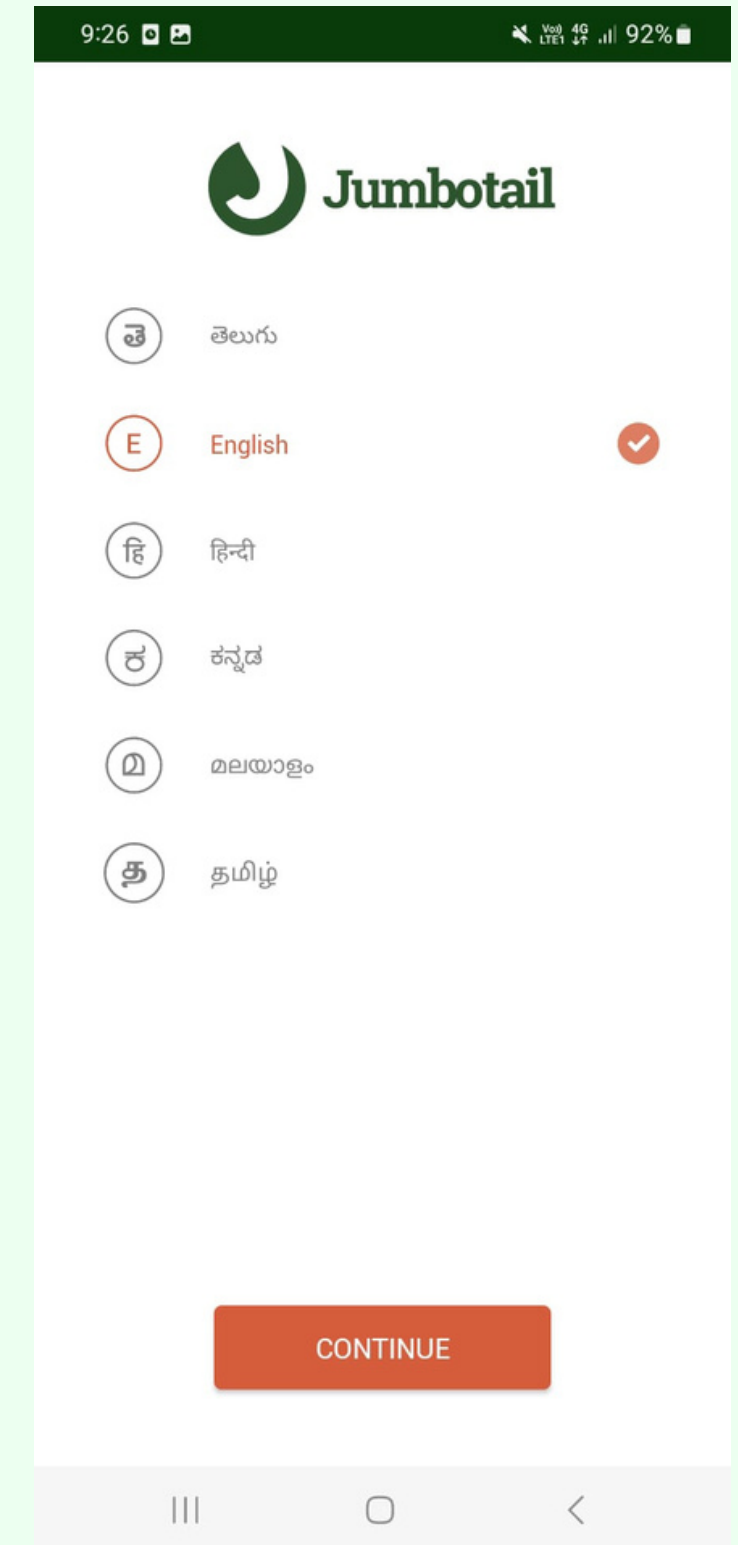
**Step 2**  
**Enter Mobile Number**



**Step 3**  
**Enter Verification Code**



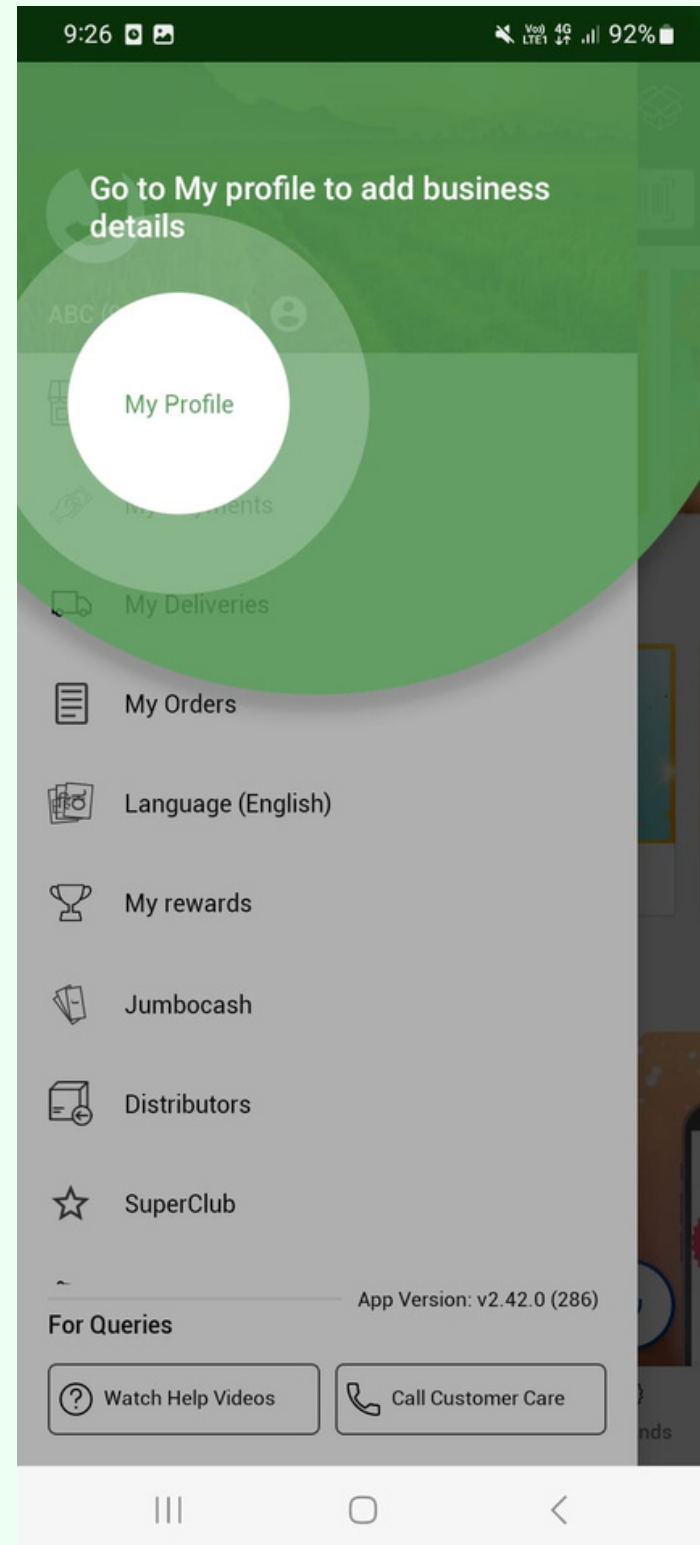
**Step 4**  
**Enter Name, and Pincode**



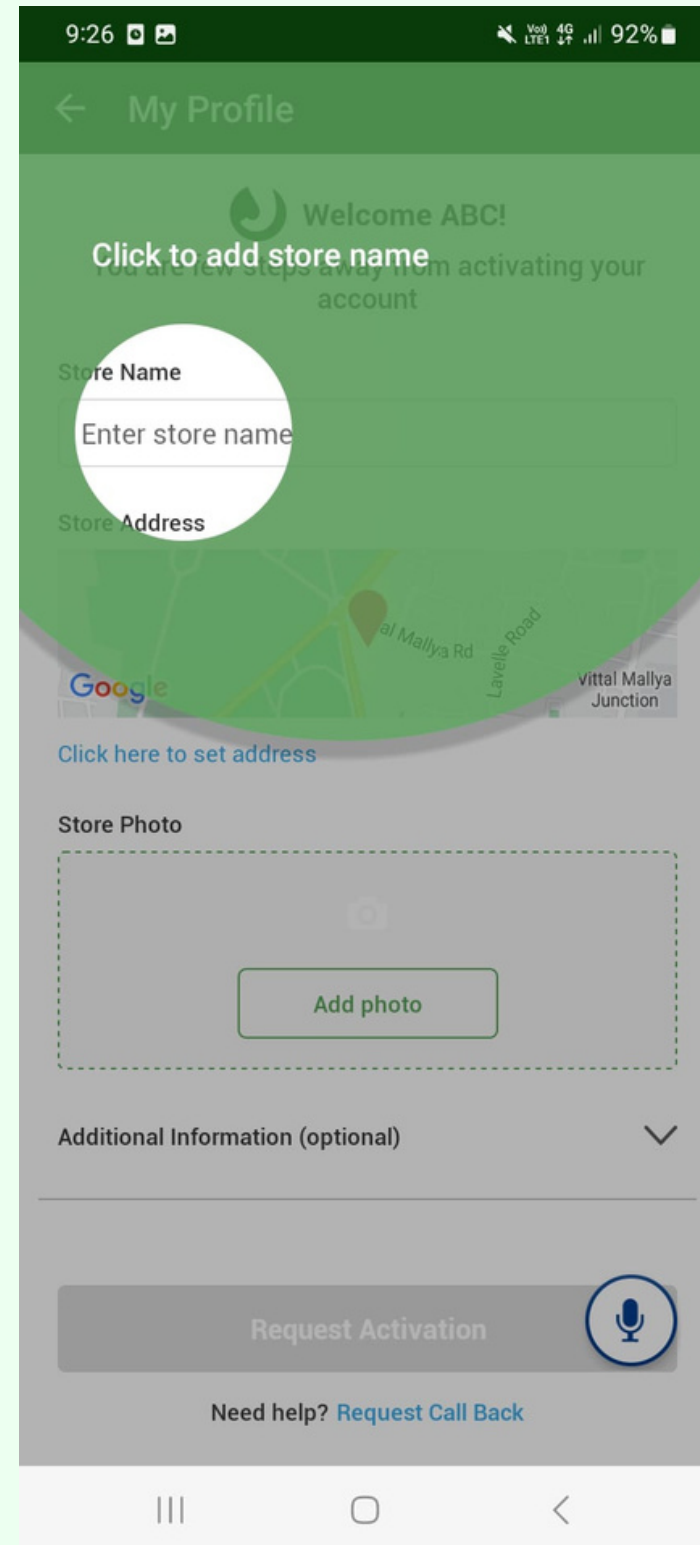
**Step 5**  
**Select the language**



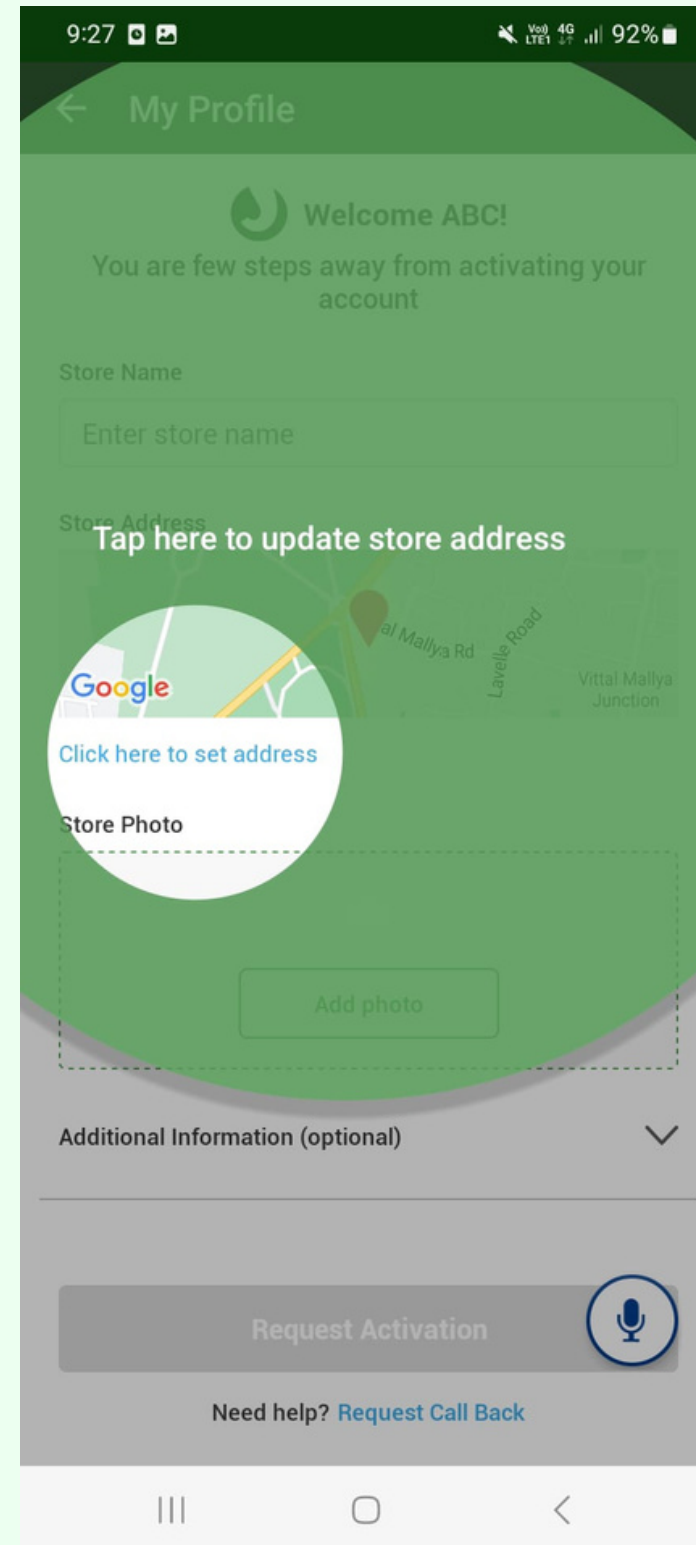
# User Journey Map - Phase 2 (Store Details)



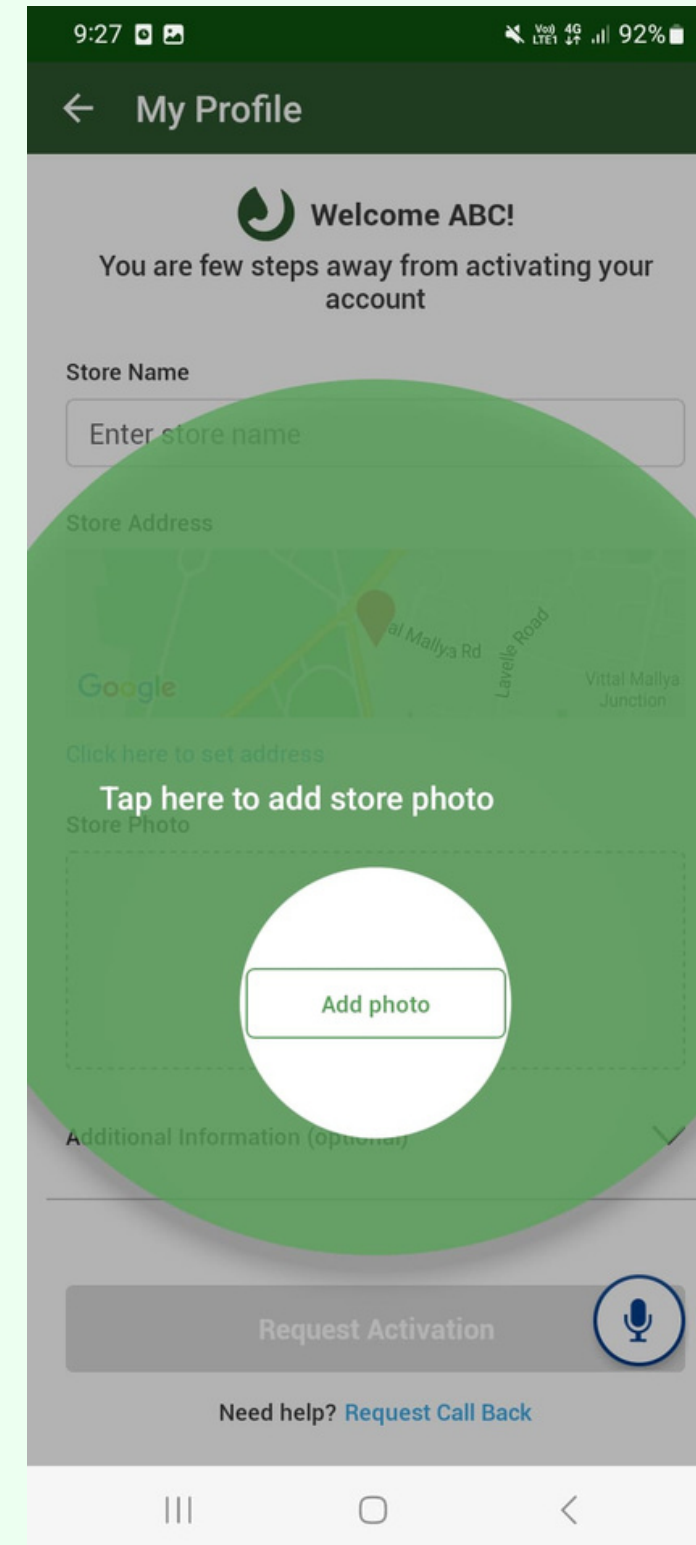
**Step 6**  
**Click on My Profile**



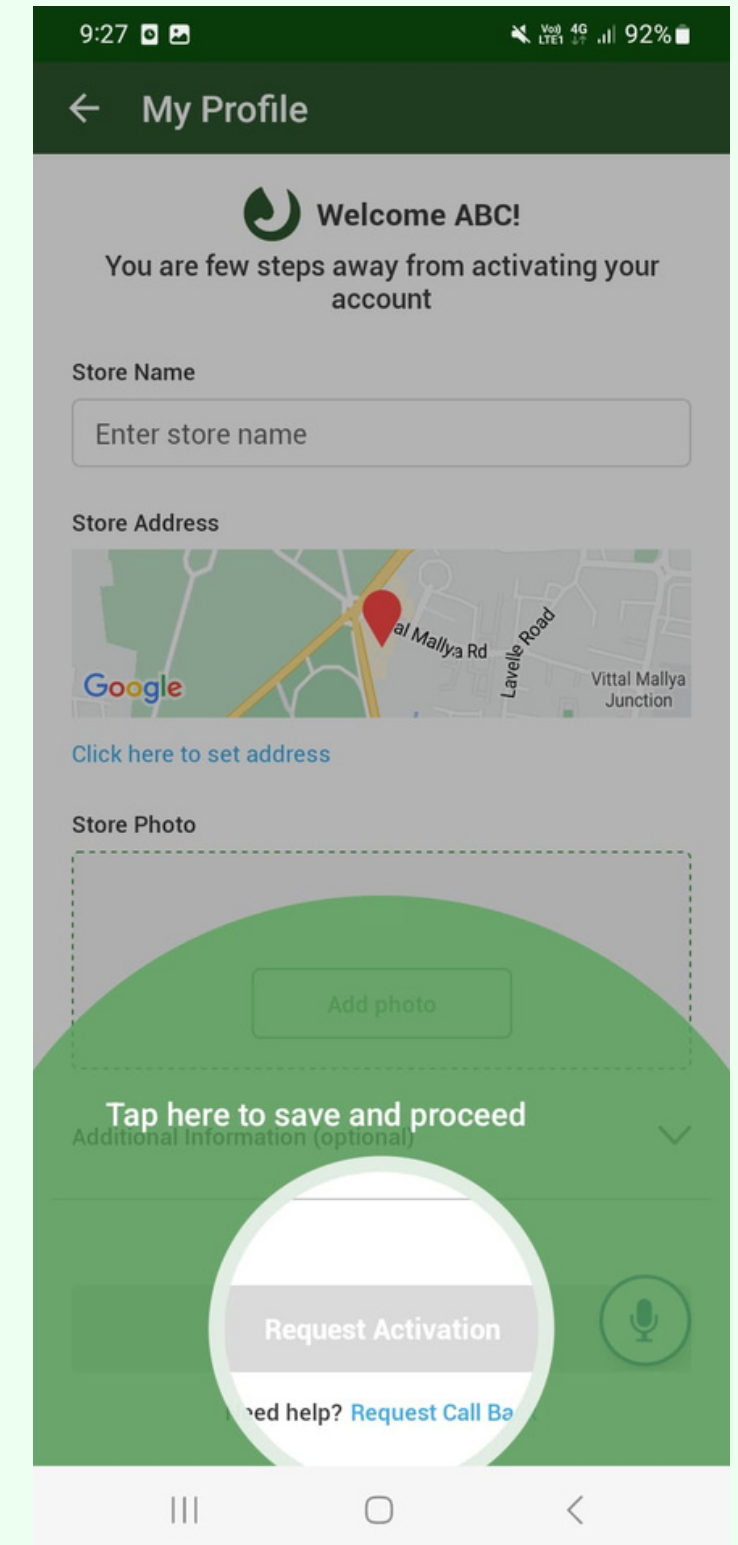
**Step 7**  
**Enter Store Name**



**Step 8**  
**Set Store Address**

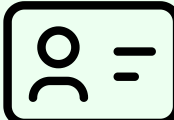


**Step 9**  
**Add Store Photos**




**Step 10**  
**Request Activation**

# User Persona

-  Latha, a mother of two kids, has been running her two-decade-old grocery store - Sapthagiri General and Provision Store - in Begur, next to Electronic City in Bengaluru, where kirana stores are scanty.
- **Pain Points:** Along with her husband, Latha would earlier tediously **travel miles** to the nearest wholesale market to procure commodities for their shop. As they bought in bulk, she would be **forced to reduce rates** and **book a loss** when prices for a commodity dropped. Failing to match the consistency and efficiency of modern stores, Latha's family soon ran into a severe **financial crisis**. However, life has been much easier for the family in the past two years. What changed?
- **Solution:** Latha signed up with Jumbotail which helped her to procure staples and consumer goods through the mobile application with values like wide selection, quality, ease of experience, storefront delivery, credit facility, return policies, etc.
- **Content Source Link:**  
<https://www.newindianexpress.com/business/2019/Nov/09/kirana-stores-go-digital-get-storefront-delivery-with-jumbotail-2059538.html>



# User Experience




“Jumbotail has made  
**my life easy**”

- Krishna Provision Store



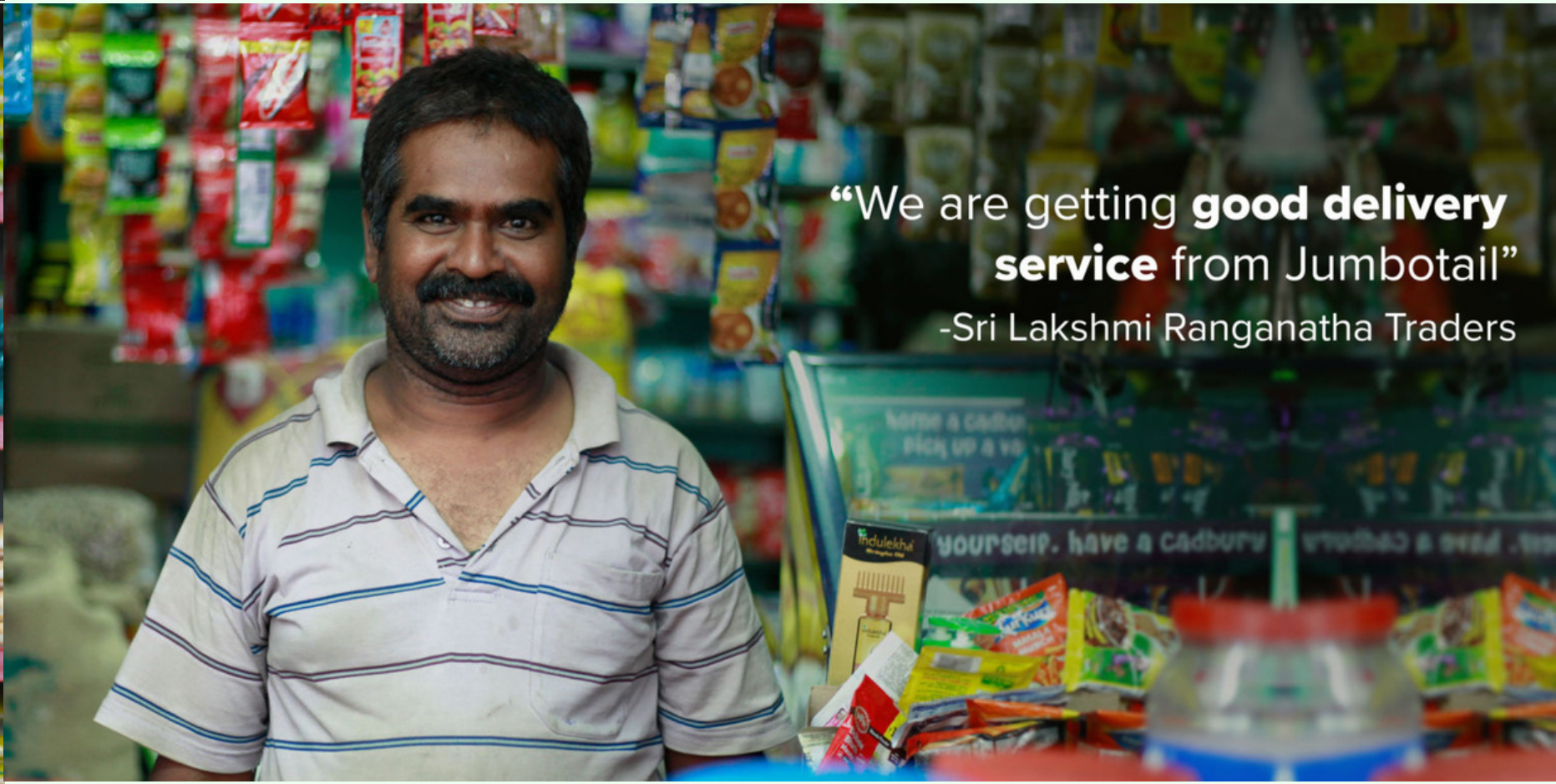
“Today, I can sit in the shop  
and **take care of my business**  
as well as **my family.**”

- Mahalakshmi provision store



“Jumbotail has helped me  
**concentrate on my business**”

-Golden Mart

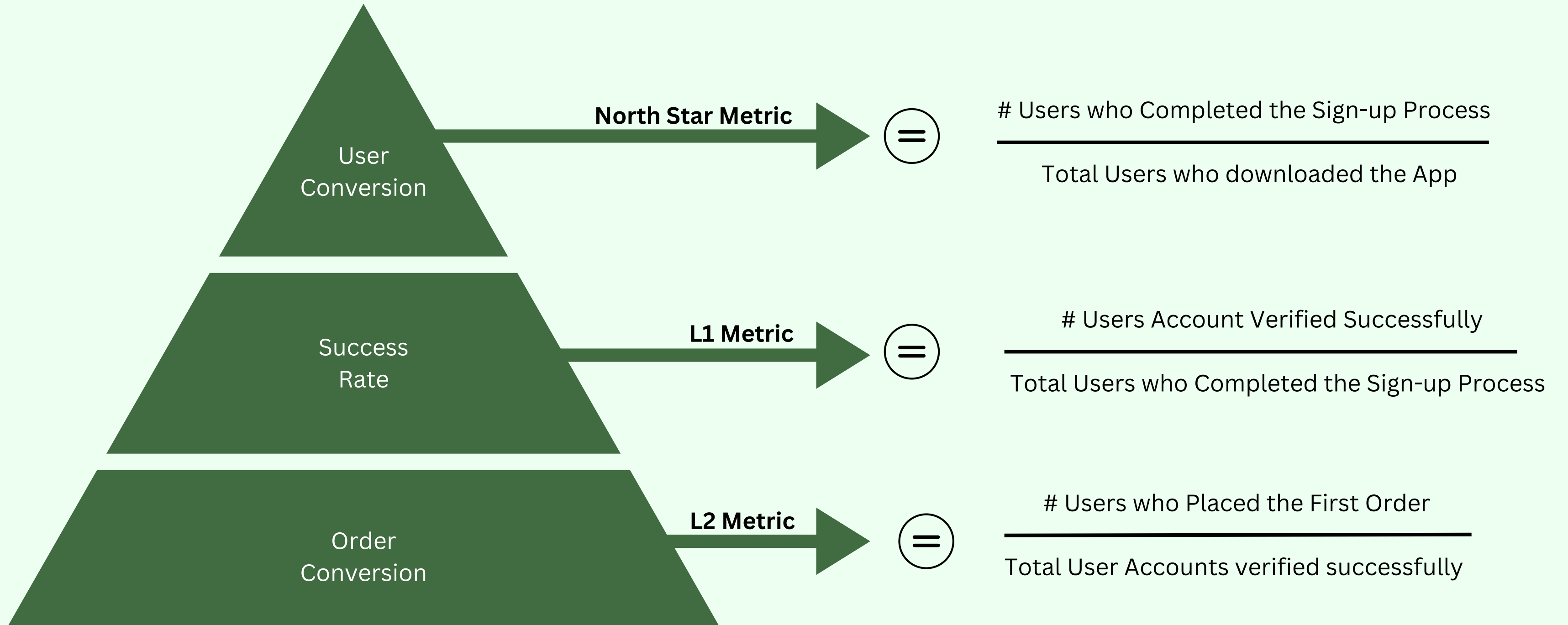


“We are getting **good delivery**  
**service** from Jumbotail”

-Sri Lakshmi Ranganatha Traders



# Key Metrics



# Feedback and Recommendations

- Enabling User Review Feature in Playstore: Reviews provide valuable insights on what users like, and dislike, and what improvements they suggest. Apps with higher ratings and positive reviews are more likely to be featured and recommended by the Play Store, increasing visibility and thus building powerful social proof.
- Enhancing Resend OTP Feature: Users may face issues such as network delays or problems with their mobile devices or entering the wrong OTP by mistake, leading to the non-receipt of the OTP. The resend feature allows users to request a new OTP, ensuring they can complete the authentication process successfully.
- Implementation of Logout Feature: The logout feature can help safeguard a user's privacy, if the user wants to re-login for any specific reason. Users expect to find a way to log out, and the absence of such a feature may lead to frustration and confusion.
- Context about Pincode field: During the new user onboarding in the app, there's a step where users need to fill in their Pincode. Specifying whether the user should fill Pincode of their Kirana store or their residence pincode can bring more clarity, which will ensure users understand the field correctly and provide relevant information.



**Thank You**