

Increasing Ratings and Reviews on Zomato

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Status: Brainstorming Phase

Launching on: 21/08/2024

Problem Definition

As per the survey conducted, there is significant reduction in the people writing reviews on Zomato for food delivery space. Reduction in the reviews leads to the decrease in user trust in the platform. Also due to less number of reviews (which works like a feedback system for restaurants to improve) there is reduction in the food and packaging quality.

- What is the problem?
 - Most people think that current ratings and review processes are complicated and time consuming processes.
 - There are no incentives provided by Zomato for doing this activity.
 - Some people forget to place the reviews.
- Who is facing the problem?
 - People from the age group 18 to 35. Working professionals and College students
- What is the business value that will be unlocked by solving the problem?
 - More reviews will lead to more user engagement. This will build trust with the overall platform services.
 - By solving this, there will be significant change in the feedback mechanism which acts as the leading factor for improving overall service.
- How will the target users benefit if the problem is solved?
 - This will help other users to make informed decisions.
 - This can be a good opportunity to earn incentives/discounts on next orders.
 - Simplified/innovative processes can help users write more reviews.
- Why is it urgent to solve this problem now?
 - Increasing the User engagement and user retention rate.
 - Increase in business revenue, brand trust, NPS and User Experience.

Goals

Our goal of this study is -

1. To increase the total number of reviews on the Zomato platform.
2. Simplify the existing review process.

Metrics to consider:

- **Functional**
 - **Business Metrics**
 - Increase review rate (Review Rate = # reviews / # orders)
 - Increase MAU
 - Check review page CTR
 - Incentive usage/redeemption rate
 - **Customer Metrics**
 - % Customers place reviews
 - % orders with reviews
 - Retention rate

- **Non-Functional**

- Users using the new features efficiently
 - If users facing issue - #Tickets raised by users
 - If user are happy - track referrals

- **Why are these metrics important**

- These metrics help us understand the user's interaction and engagement with the app.
- This will also help us know if users are satisfied with the improved rating and review process.

Non-Goals

- There are no any changes in the other features of the app

Validation of the problem

- Insights from user research:
 - There are around **60%** users who are not leaving the restaurant reviews.
 - **51.6%** of the users feel that there will be some discount/incentives provided for this activity and this will encourage them to leave more reviews.
 - **60%** People reported that they forget to place the review.
 - **72%** people think that putting reviews will help others to make the informed decision before placing the order.
- Insights from competitive landscape:
 - Food Delivery Space:
 - **Foodpanda India** : When it was active, Foodpanda encouraged users to leave reviews by offering discounts or vouchers as part of promotional activities.
 - **Swiggy**: Swiggy occasionally runs campaigns where users can earn Swiggy Money or discount vouchers by providing feedback or reviews on their delivery experience.
 - Other than food delivery space:
 - **Amazon India**: Amazon India offers its customers the opportunity to earn Amazon Pay balance or discounts. Active reviewers are sometimes invited to join the Amazon **Vine** program.
 - **Tata CLiQ**: Tata CLiQ runs periodic campaigns where customers who leave reviews on their purchases can earn vouchers or discounts that can be applied to future purchases.

Understanding the target audience

- Target User Segment:
 - As per the research, there are 90% of the people from age Group - 25-35 who frequently place the order on Zomato.
 - Mostly these are either Students or Working Professionals.
- User Persona, Goal, Pain Points and user journey:

Name	Saurabh
Age	27
Occupation	IT Working Professional
Marital Status	Single
About	Saurabh is busy working professional who orders the food from online food delivery platform frequently. His order frequency is almost 4 times a week.
Goal	1. He likes to try the food from different restaurants 2. He prefers to look into the reviews before ordering the food. 3. He would like to place the reviews.
Pain Points	1. He find the current review process is time consuming 2. There are no incentives provided for this activity which lacks in motivating to place the reviews. 3. Sometimes he forgets to place the reviews
User Journey	Opens the App->Seach the new restaurant->View the reviews->Select the Dish to order->View the dish specific review->Add Dish to Cart->Select the delivery Address->Make the payment->Order Delivered->Go to My Order page->Select Order->Provide the Reviews and Ratings.

Proposed Solutions:

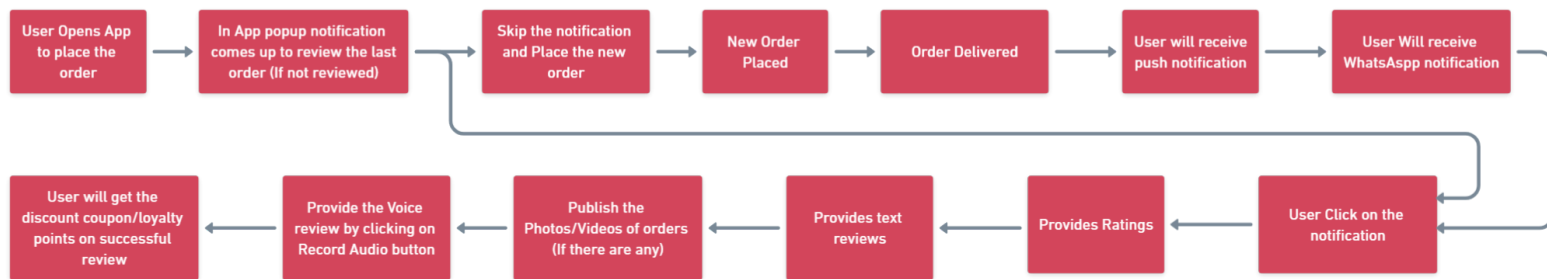
As per the study, it has been identified that on higher level user -

1. Find the process is time consuming
2. There is lack of incentives
3. Forgetfulness on providing the reviews.

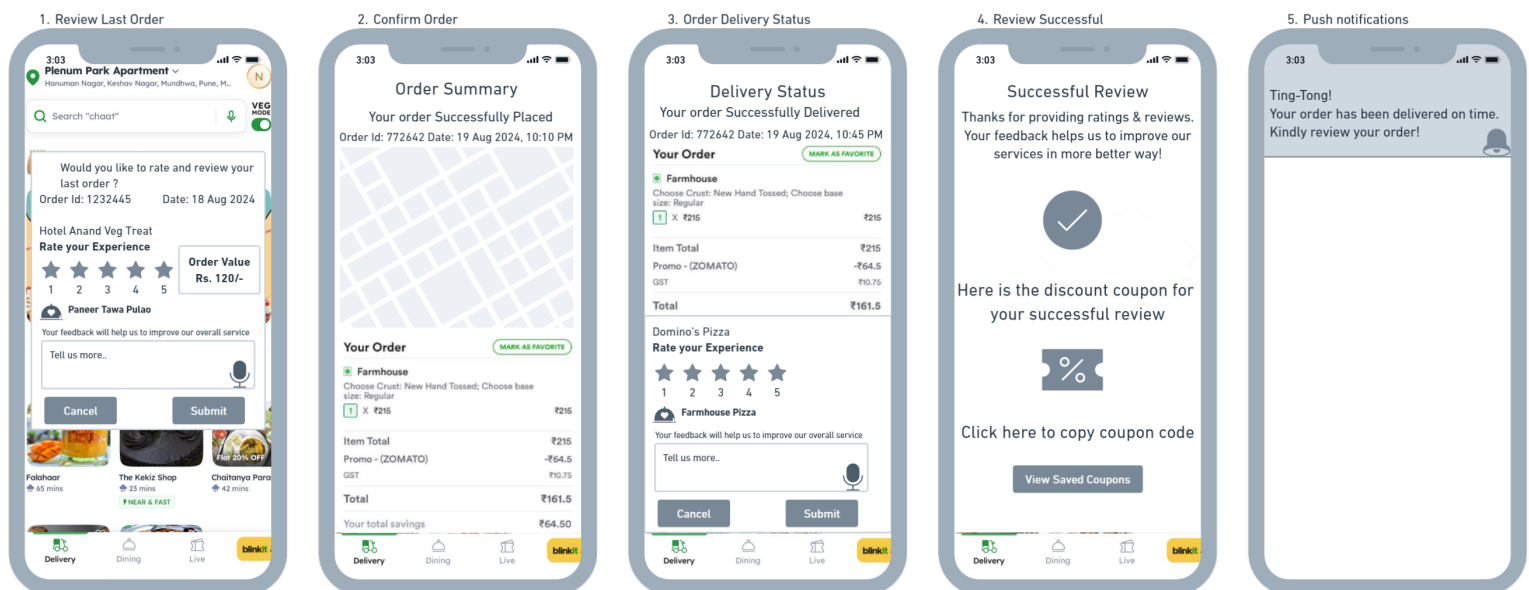
Considering all the above 3 factors, a possible one stop solution may be -

1. To provide the quick **push notification** along with **WhatsApp notification** (after specific time interval) to the user on successful completion of food delivery.
2. This notification will ask/remind users to provide their value feedback. Feedback can be in the form of **Voice Reviews** along with traditional ratings/text reviews.
3. On successful completion of the feedback there will be some **incentives** in the form of **Coupon code or Points** provided to the user.
4. On next order, in app notification will be there to **remind** the user to provide the **reviews on last order** if he/she has missed to provide.

User Flow:



Wireframes:



Key Features:

- Push notification reminders on placing new orders for last/past non reviewed order.
- WhatsApp reminder notification after specific time of order delivery.
- Voice Reviews which helps to record the Audio which further helps Restaurant and delivery partners.
- Incentives in the form of discount coupons or loyalty points.

Key Logic:

- **Algorithm changes:** New logic to be developed to provide discounts and loyalty points on successful review placement.
- **Schema changes:** Add new schema details for storing user details who place the reviews.
- **New Data types:** BLOB data type for Voice reviews, New field for storing discount value or loyalty points value.

Key Milestones

- Research and survey are completed
- Wireframes are ready
- Initial POC is completed.
- Development yet to start
- QA timelines : Unit testing and integration testing to be performed after development.
- Dogfooding : As a part of UAT.
 - Completed after POC
 - To be done after product development

Experimentation plan

- **A/B testing :** Create two versions of a product feature or components
- **Market testing :** Introduce a product to some customers to assess the market. (May be in specific demographics)
- **Regression testing :** Test the existing functionality of the product and make sure the existing features are working as expected.