



# zepto

## Product Teardown: New User Onboarding and First Order

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## Overview

Zepto is a Mumbai-based startup founded in September 2020 by Aadit Palicha and Kaivalya Vohra, began operations in April 2021. It is a quick commerce platform designed to offer ultra-fast, 10-minute grocery delivery services. It was launched with the aim of providing customers with an efficient and speedy delivery experience, making everyday essentials easily accessible within minutes.

## Vision

- ★ **Ultra Fast Delivery:** To revolutionize grocery shopping by delivering products in as little as 10 minutes
- ★ **Accessibility and Convenience:** Making grocery shopping faster and easier with a user-friendly platform.
- ★ **Customer-Centricity:** Focusing on quality, reliability, and a seamless shopping experience.
- ★ **Sustainability & Efficiency:** Maintaining operational efficiency by optimizing dark store locations.
- ★ **Leading the Market:** Expanding rapidly in India and leading the market share in quick commerce.

## Numbers



Valuation (2023): ~ \$1.4 billion



5000+ products



10+ cities served, 200 dark stores



2 Million users



300+ dark stores planned



50000+ delivery partners

## Competitors





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## Target Users

Zepto primarily caters to busy urban dwellers who need fast grocery deliveries. Its customer base includes **young professionals, students, and families seeking convenience**. The service appeals to those who prefer using technology to save time. Zepto currently focuses on city areas, providing a straightforward and efficient online shopping experience.

## User Persona



**Name:** Rohan Sharma  
**Age:** 26  
**Occupation:** IT Professional  
**Location:** Bengaluru

### Bio

Rohan is an IT Professional based in Bengaluru. He is a bachelor and lives with his friends. He prefers online shopping over visiting physical stores, as it saves his time and energy while also helping him manage expenses more efficiently.

### Pain Points

Rohan, a busy professional, relies on grocery delivery due to his packed schedule but often worries about the quality of fresh produce. He struggles with not being able to find products easily and in stock. He finds extra fees for small orders frustrating. He also dislikes delivery and address related hassles.

### Needs and Goals

Rohan wants groceries delivered quickly to save time and values the freshness of fruits, vegetables, and perishables. He seeks an easy-to-use app with a clear interface and hassle-free buying experience. Additionally, he aims to minimize delivery fees while enjoying discounts and affordable pricing.



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User Journey



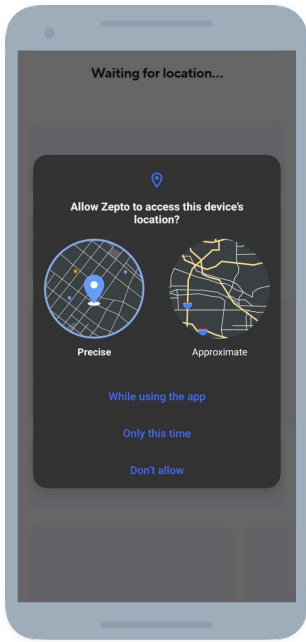
Experience Insights



Metrics

User Actions

Emotions

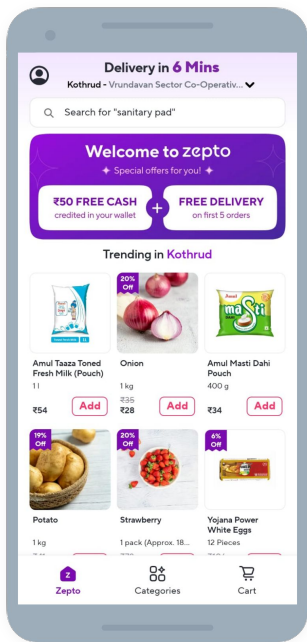


Location Permission

Grant Location Permission



Neutral

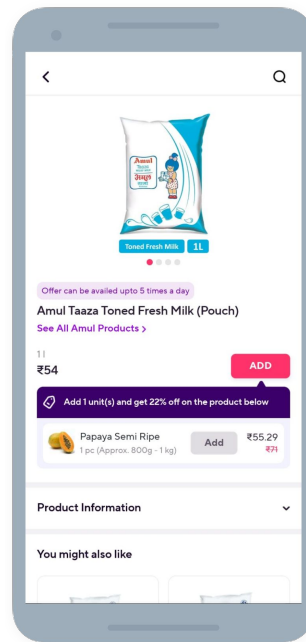


Home Page

Search and Browse Products  
Click on a product



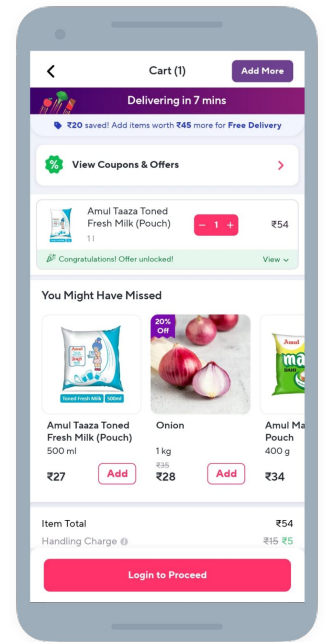
Excited/Overwhelmed  
On seeing new products



Product Page

Add product to cart  
Click on "view cart"  
(Appears after at least one product is added)

Happy  
To select this product



Cart Page

Add more products  
Continue browsing  
Click on "Login to Proceed"

Happy  
To buy this product



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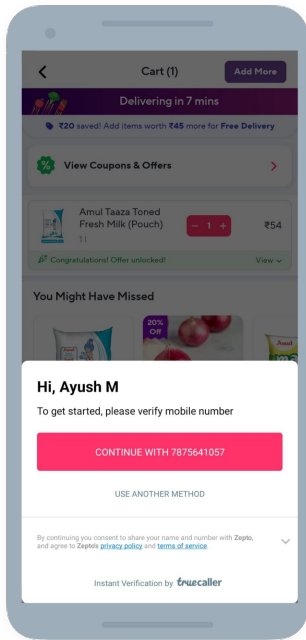
User Journey



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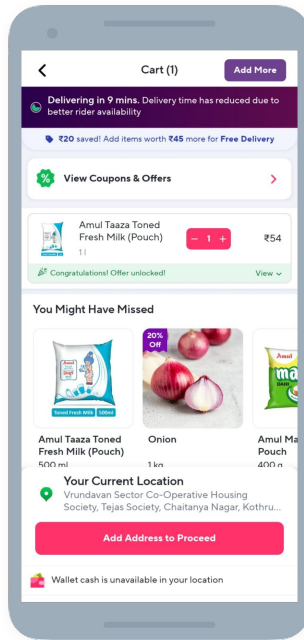
Login

Login via Truecaller  
OR  
Enter phone no. + verify OTP

User Actions

2 😊 / 😓  
Amazed or Annoyed  
Depending on seamlessness of login process

Emotions

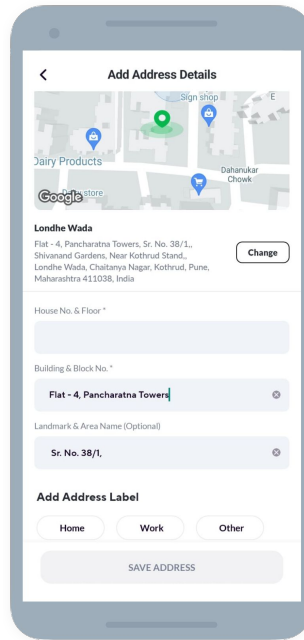


Cart Page

Add more products  
Continue browsing  
Add Address to proceed



Neutral

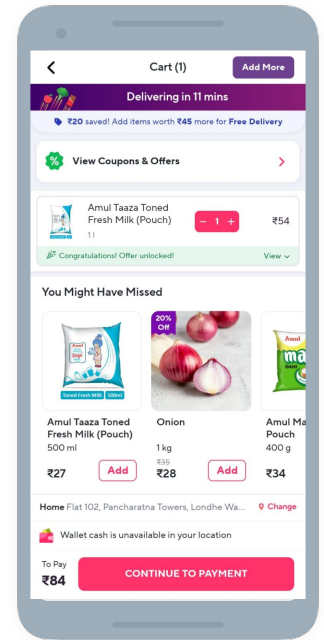


Address Addition

Select Location  
Type Block/Flat No.  
Add Address Label  
Save address



Disappointed  
To select location and manually enter address



Cart Page

Add more products  
Continue browsing  
Continue to Payment

3 😞

Confused  
To be back on the cart page



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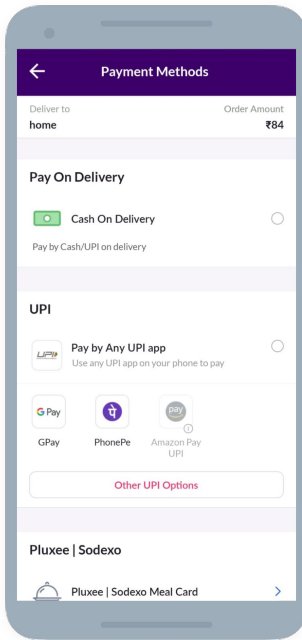
User Journey



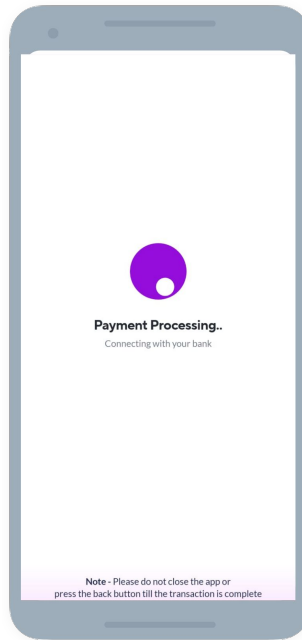
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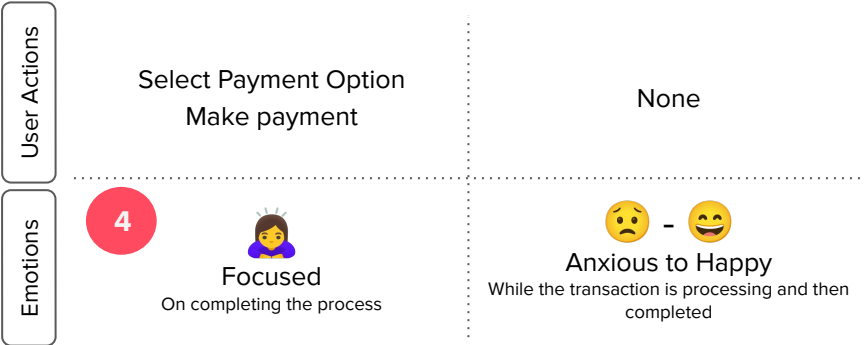
Metrics



Payment Methods



Payment Processing + Completion



## UI/UX Remarks

**1 Homepage Experience:** While the homepage design is neat, some new users may feel overwhelmed on seeing lots of products. Assistance could be provided in the form of a tutorial which would familiarise them with the layout and journey.

**2 Truecaller Login:** Login via truecaller is seamless and removes major friction (Entering phone no. and OTP). However, all users may not have truecaller enabled, so coverage could be a concern.

**3 Cart Page Repetition:** Throughout the first order journey, cart page appears a total of **3 times** (after cart addition, login, and address addition). This repetition unnecessarily lengthens the funnel and could lead to confusion and dropoffs.

**4 Inconsistent UI:** The UI of the payment methods page is different than rest of the app (E.g. purple top bar, while rest of the app has white top bar). This portion of the app is also laggy compared to the rest of the app.



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## Pros

-  **Delayed Login:** Users have the option to browse products without login and entering address. These steps are asked later in the funnel while checking out. This reduces friction and commitment from users.
-  **Seamless Truecaller Login:** Simple, one-click login via truecaller, reducing friction. OTP based login if truecaller not enabled.
-  **Welcome offers:** Rs. 50 cash (zepto wallet) and free delivery on first 5 orders. This incentivises new users to order.

## Cons

-  **Tedious Address Addition:** Users need to add address manually even after selecting the location on the map, this creates a poor experience. Sometimes the auto-selected location is inaccurate, leading to confusion.
-  **No Option to cancel/modify order:** In case the user orders by mistake, there is no option to cancel or modify the order, which can be frustrating.
-  **Min. Order value for free delivery:** While free delivery is offered, it is only on minimum order value of Rs. 99. This is mentioned only on the cart page.

## Recommendations



**Simplify Address Addition:** Users shouldn't need to enter the address manually after selecting the location from the map pin. Competitors such as Zomato and Swiggy have society names that show on the map which can be selected. This will reduce unnecessary duplication of effort.



**Reduce landing on Cart Page repeatedly:** The buying journey repeatedly lands to the cart page (after login and address addition apart from initial cart addition). The journey could be shortened by directly leading to payments after address addition. This would reduce drop-offs in the funnel.



**Tutorial for app navigation:** Since new users can get overwhelmed when viewing the app for the first time, a tutorial could be introduced to familiarise the user with the app layout and the next steps to purchase.



**Payments Page UI:** The user interface of the payments page is significantly different than the rest of the app. For example, the top bar is purple, while rest of the app has white top bar (among other differences). It needs to be made more consistent.



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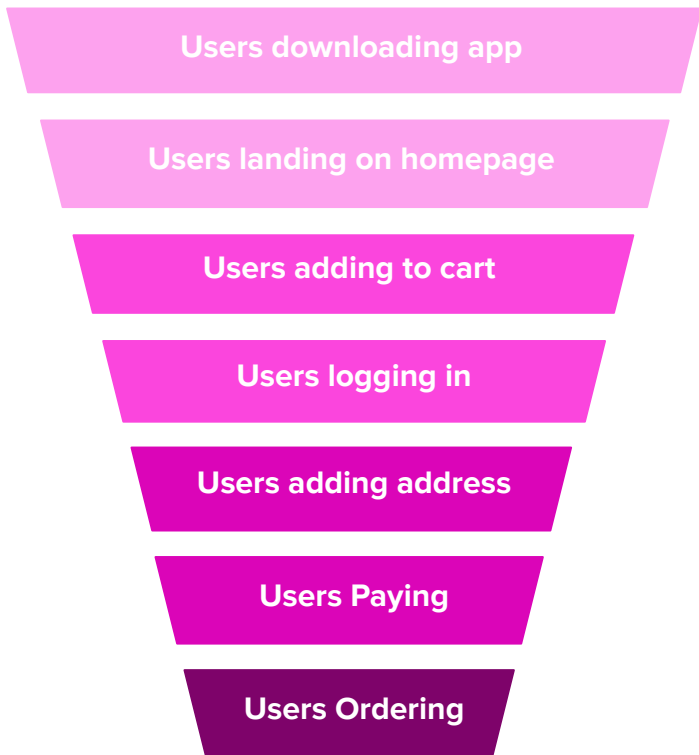


Experience Insights



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## Funnel View



Top-Funnel

Mid-Funnel

Bottom-Funnel

## Metrics

### Top of the funnel reach

No.of App Downloads

No.of New Users landing on homepage

### Mid-funnel metrics

No.of Users adding products to cart

No.of first-time logins

Address Addition Success Rate

Payments Success Rate

### North Star Metric: New User Conversion

No.of Users ordering for first time

Total new downloads

# Thank You!



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