

ZEPTO

*Product teardown :
New user onboarding*

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About Zepto

Zepto is a startup based in Mumbai that offers a 10-minute grocery delivery service.

- **Mission**

revolutionizing the way India shops.

- **Business Model**

Zepto emphasizes a dark store model, which facilitates faster order fulfillment without physical customer footfall. This model allows for efficient inventory management and reduced delivery times

- **Market Condition**

As per IMARC Group's analysis, the Indian online grocery market attained a value of \$6.8 billion in 2022. Looking ahead, the market is anticipated to experience substantial growth and is projected to reach \$37.0 billion by 2028.

Stats

13M+
MAU

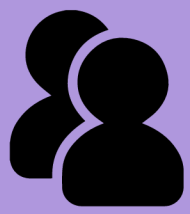
6Lac+
Daily
Orders

50K+
Delivery
Partners

20B+
Revenue

22%
Market
Share

5B USD
Evaluation



User Personas

User
Personas



User Journey
Mapping

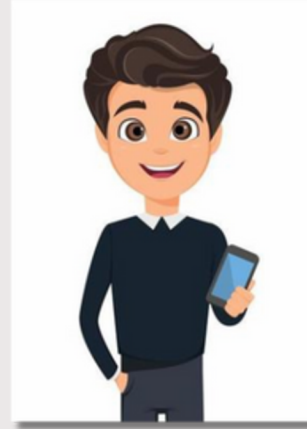


User
Experience



Key Metrics

Maresh 22 Yrs IT Professional Bangalore



Single, and lives in a hostel/PG.
Doesn't cook and mostly eats in
PG or orders through Zomato or
Swiggy.

Needs/Goals:

- To find a convenient way to shop for groceries and essentials without having to travel far from the hostel.
- Take advantage of discounts on snacks to enjoy your favorite treats without overspending.

Pain Points :

- Local stores are unavailable late at night, leaving no options for late-night cravings.
- Local stores do not provide discounts on his favorite snacks.

Riya Singh 32 Yrs
IT Professional Bangalore



Married, have a kid. She Spends
most of the time in office on
weekdays and doesn't really have
much time left on the day.

Needs/Goals:

- To ensure she always has fresh groceries and essentials without the hassle of visiting multiple stores.
- Maximize quality time with family by minimizing time spent on daily chores.

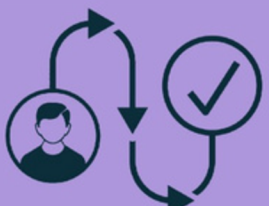
Pain Points :

- Local stores often lack budget-friendly options and offer fewer choices compared to larger supermarkets.
- Finds traditional grocery shopping time-consuming and prefers convenience.

User Journey Mapping



User
Personas



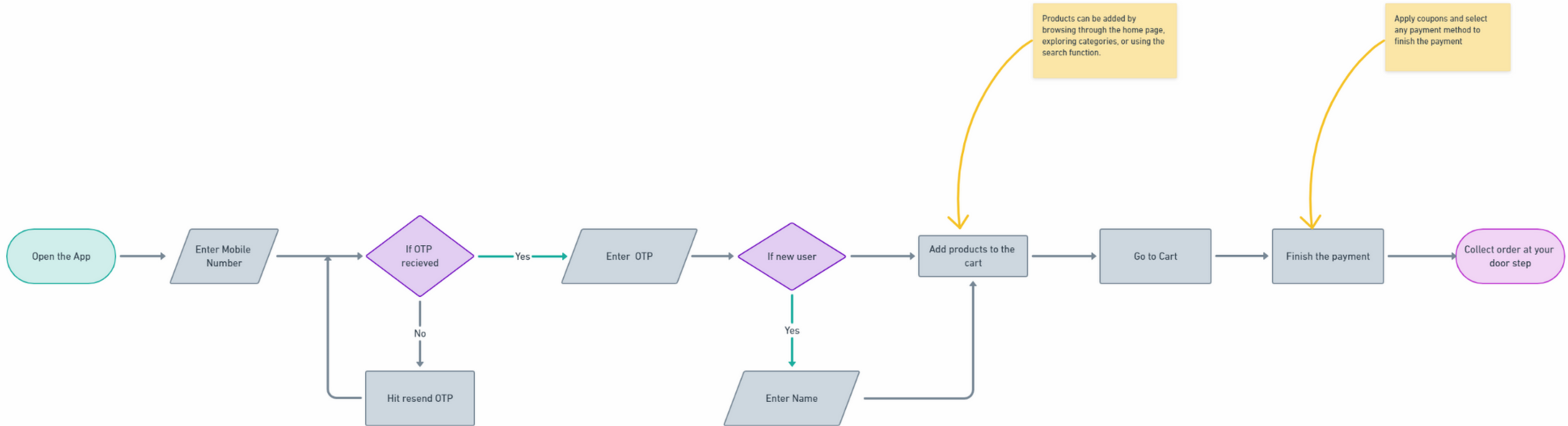
User Journey
Mapping



User
Experience



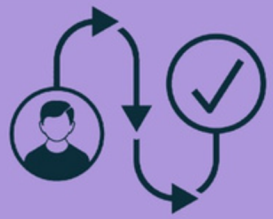
Key Metrics



User Journey Mapping



User
Personas



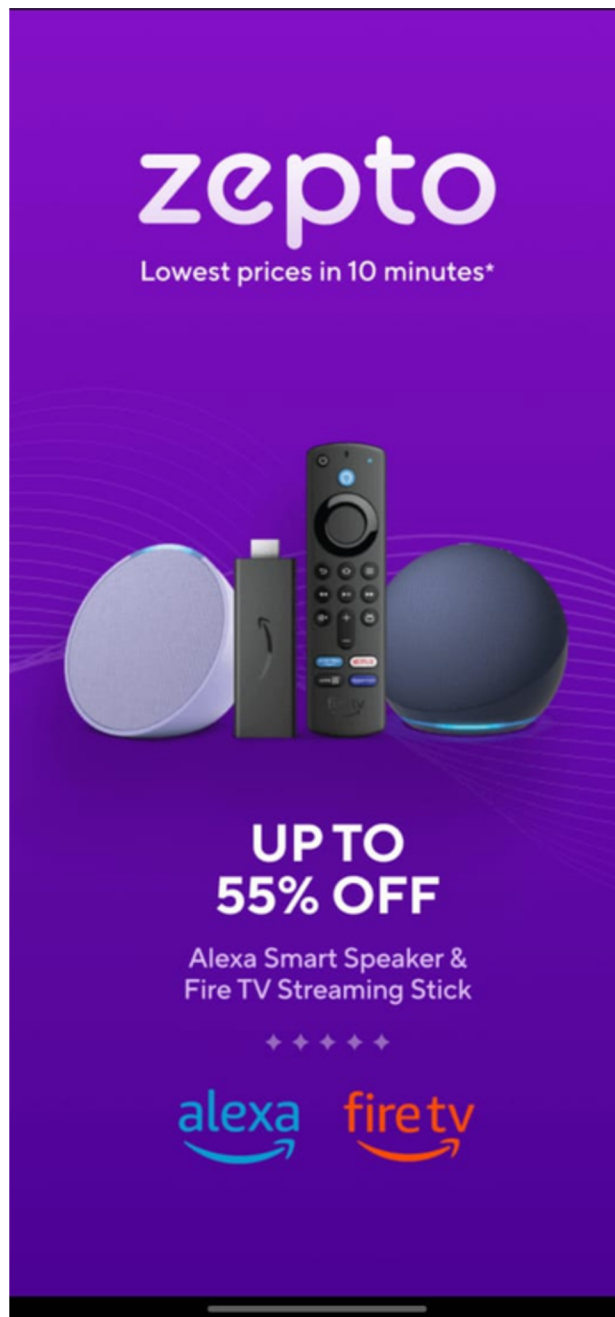
User Journey
Mapping



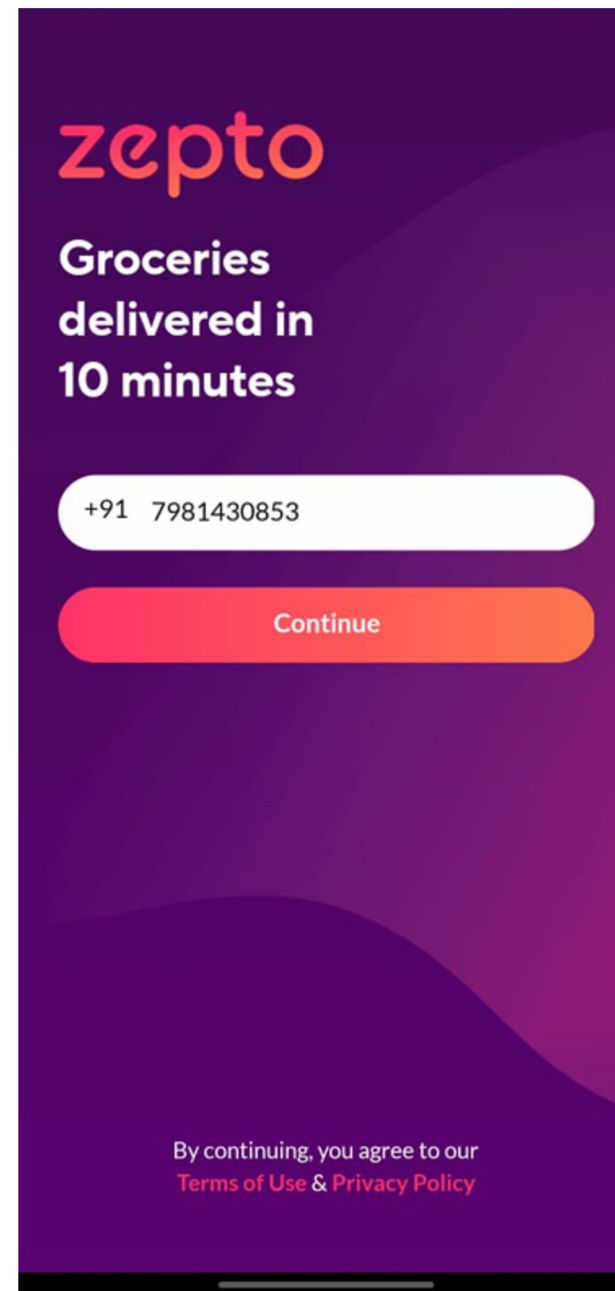
User
Experience



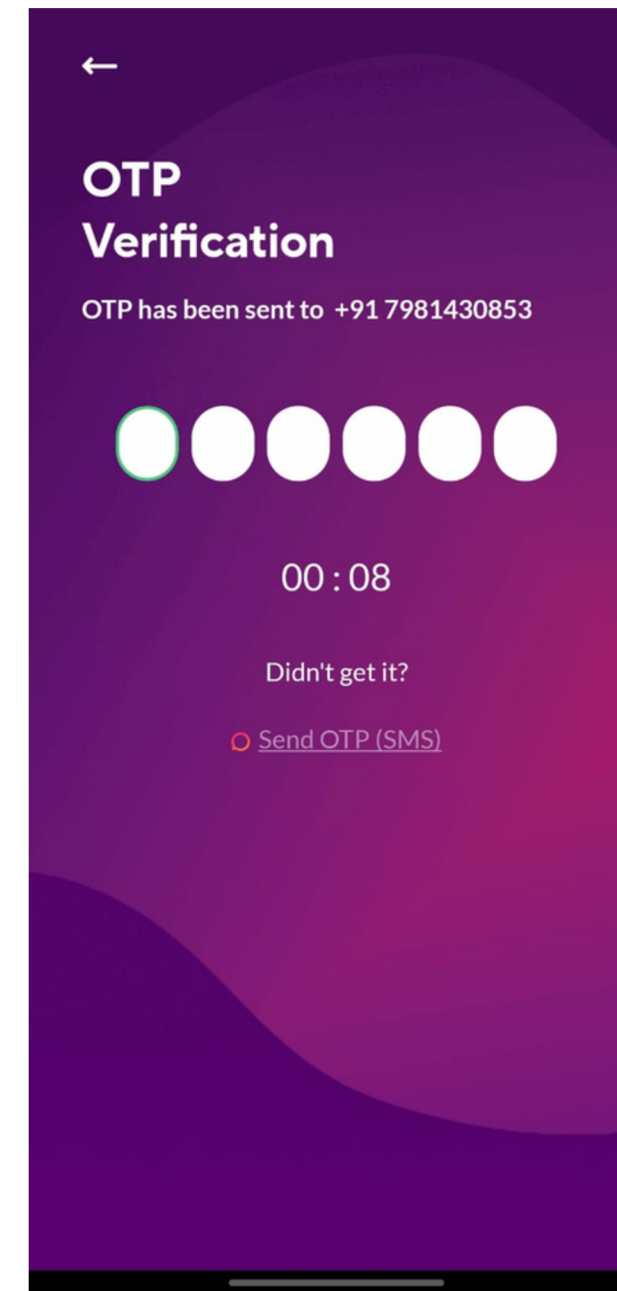
Key Metrics



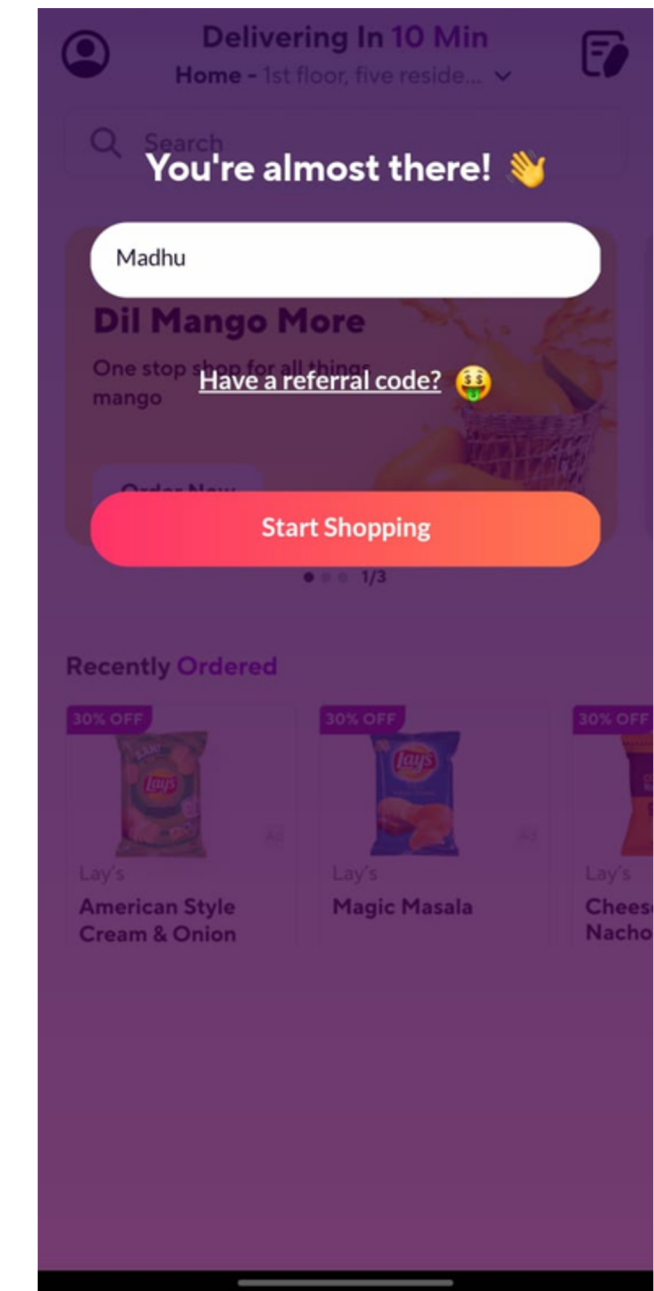
Step 1
Open the App



Step 2.1
**Enter Mobile
number and
continue**



Step 2.2
Enter the OTP

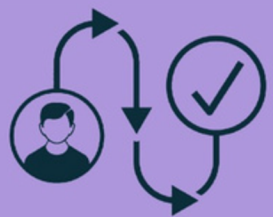


Step 2.3
**Enter the Name
(Only for new users)**

User Journey Mapping



User
Personas



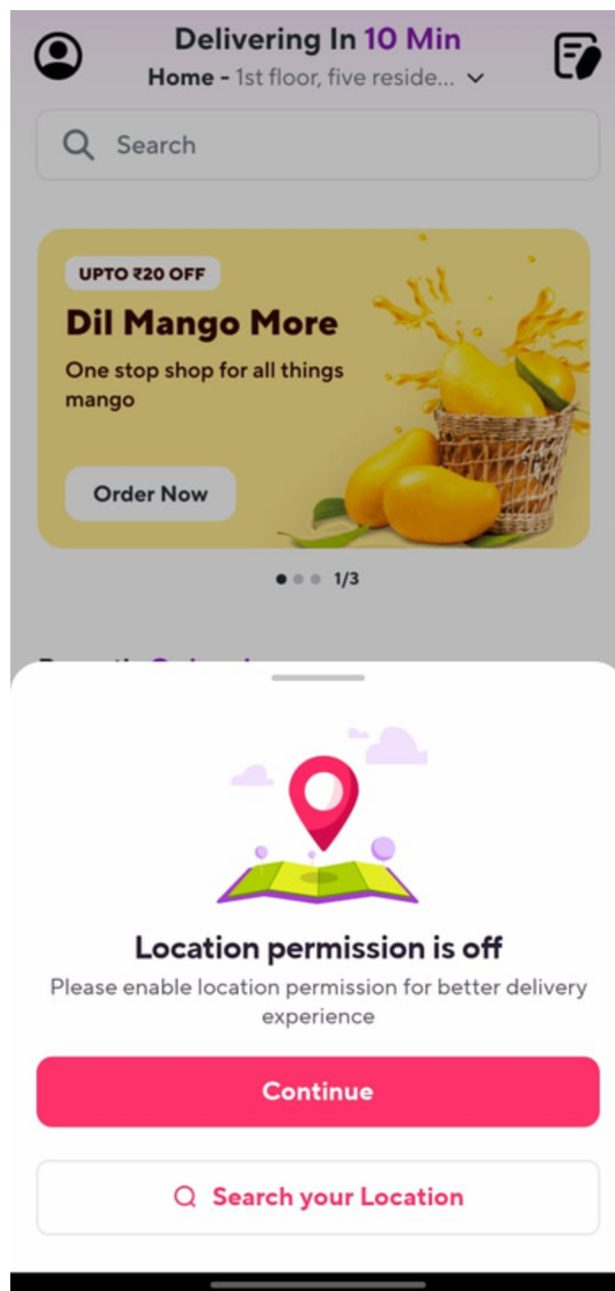
User Journey
Mapping



User
Experience

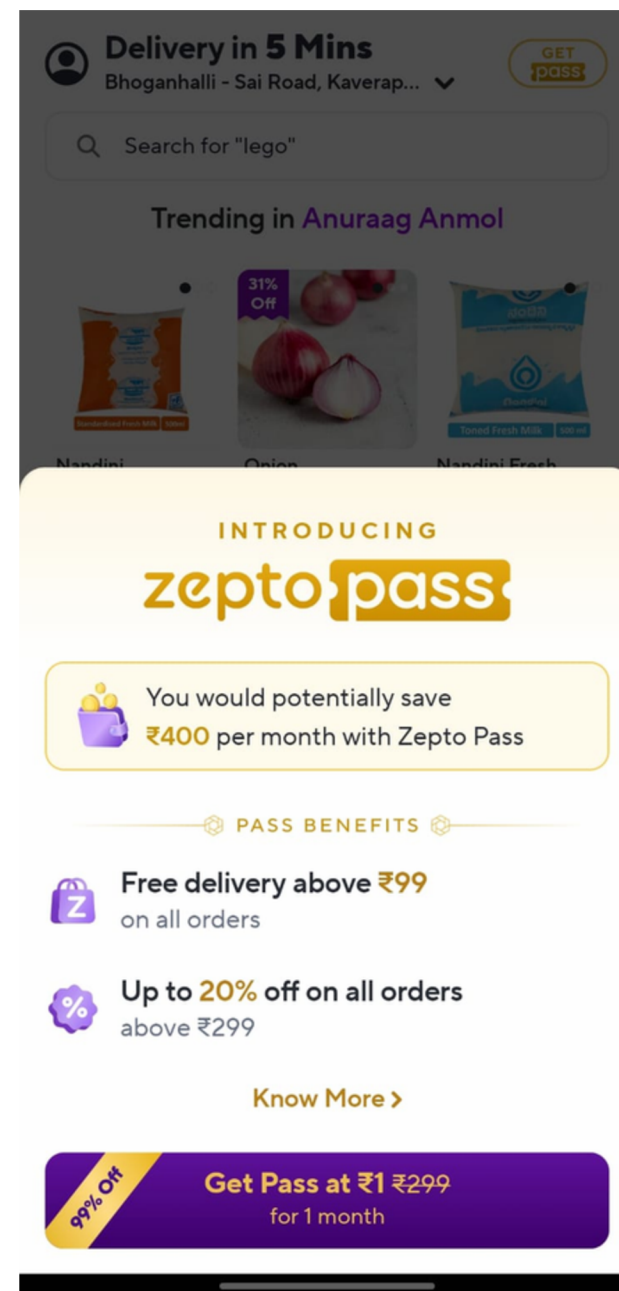


Key Metrics



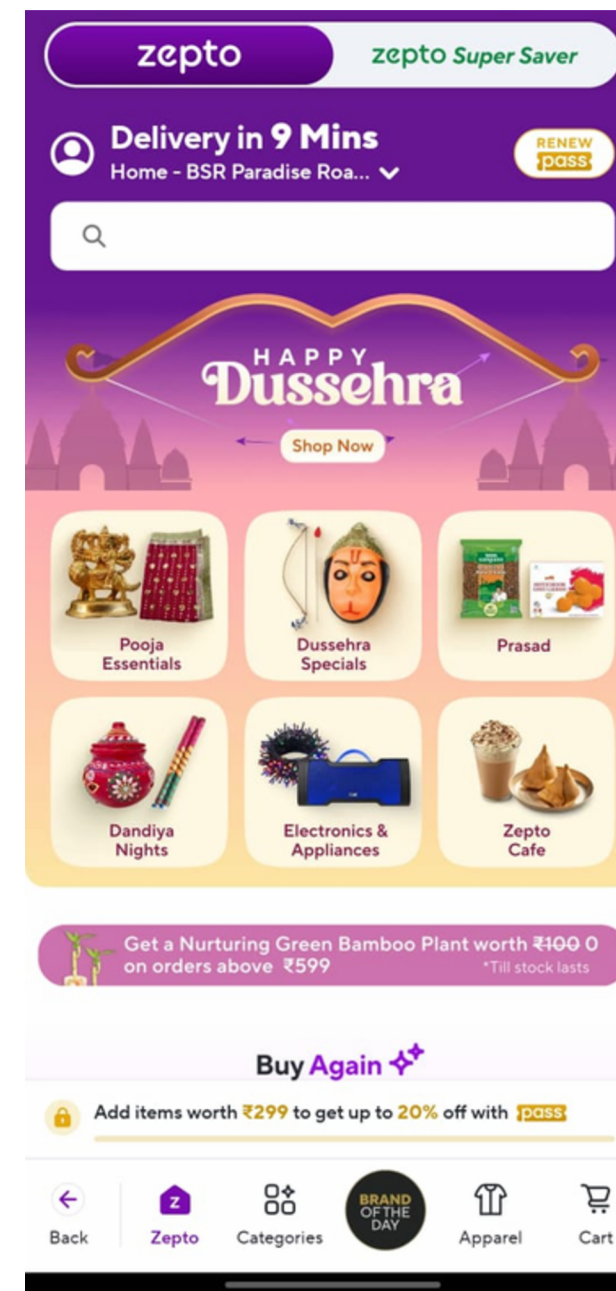
Step 3

Enter the loocation



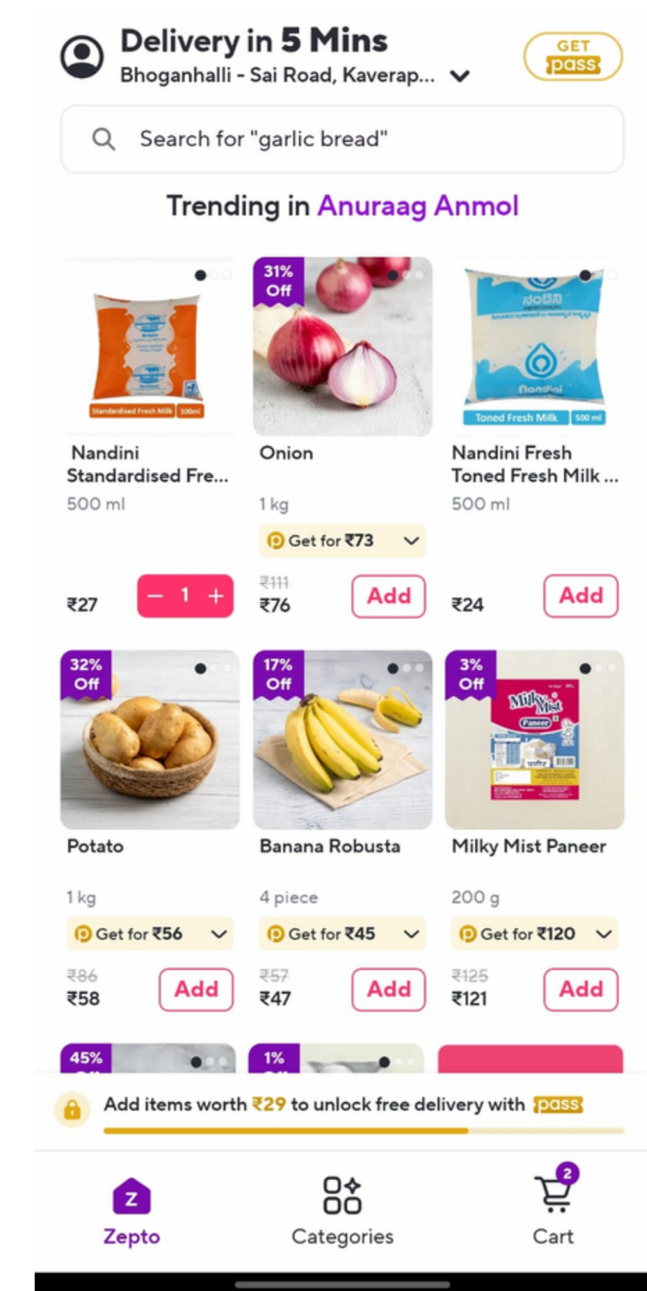
Step 4

**Buy pass if
required**



Step 5.1

**Explore the home
page**



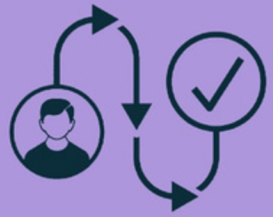
Step 5.2

**Add products from
home**

User Journey Mapping



User
Personas



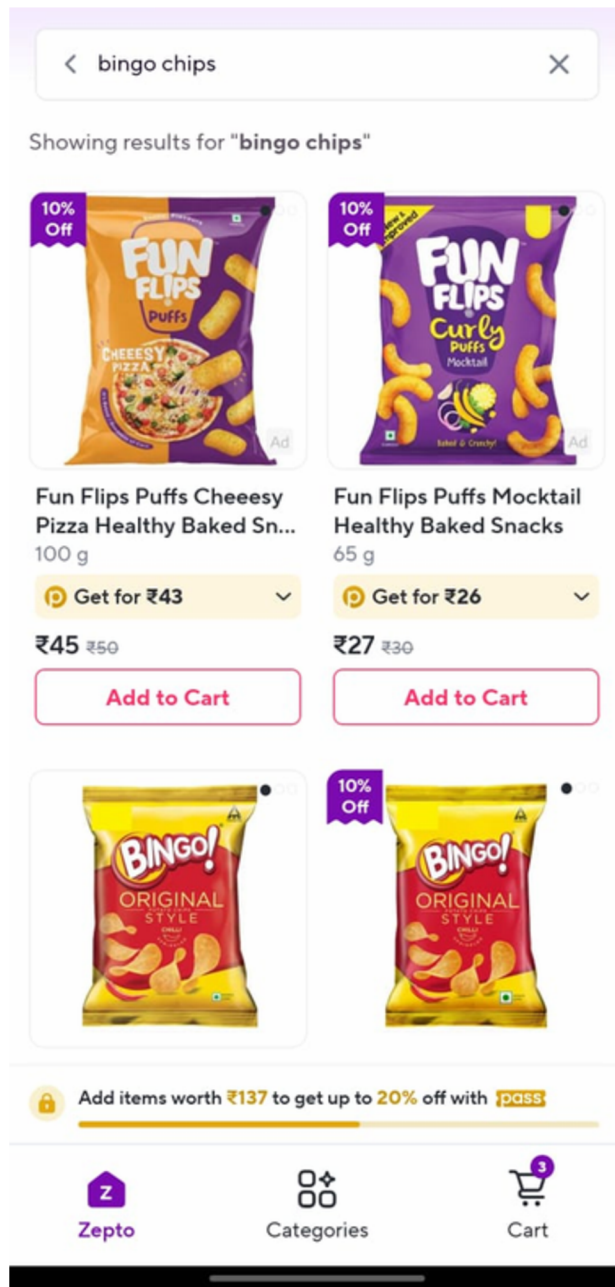
User Journey
Mapping



User
Experience

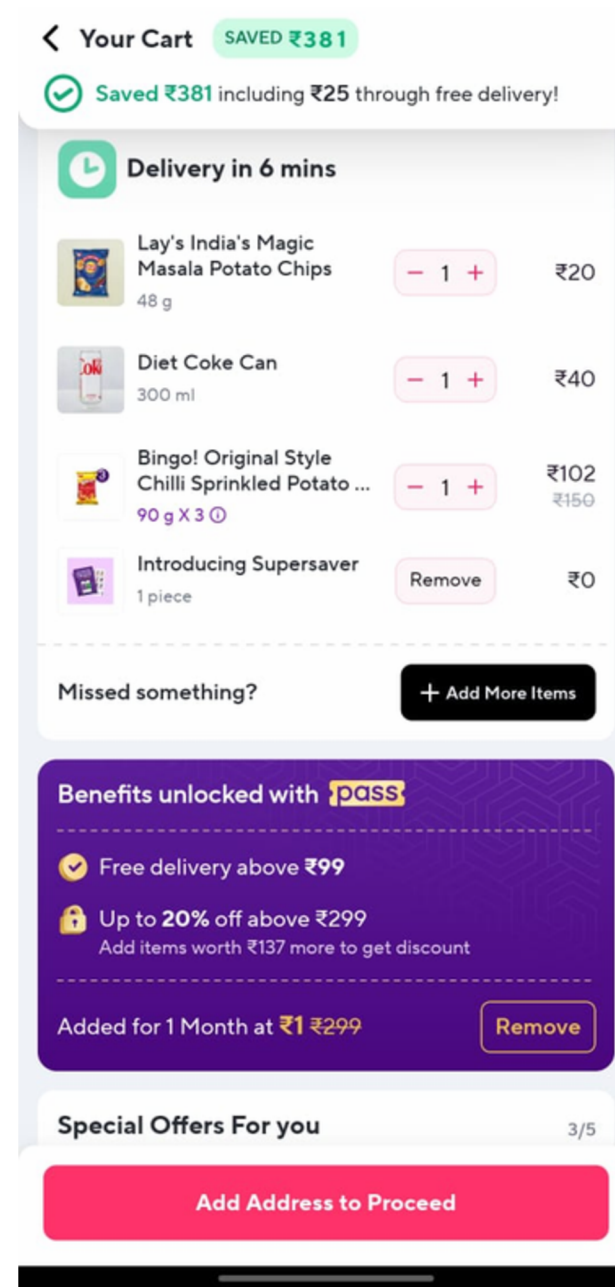


Key Metrics



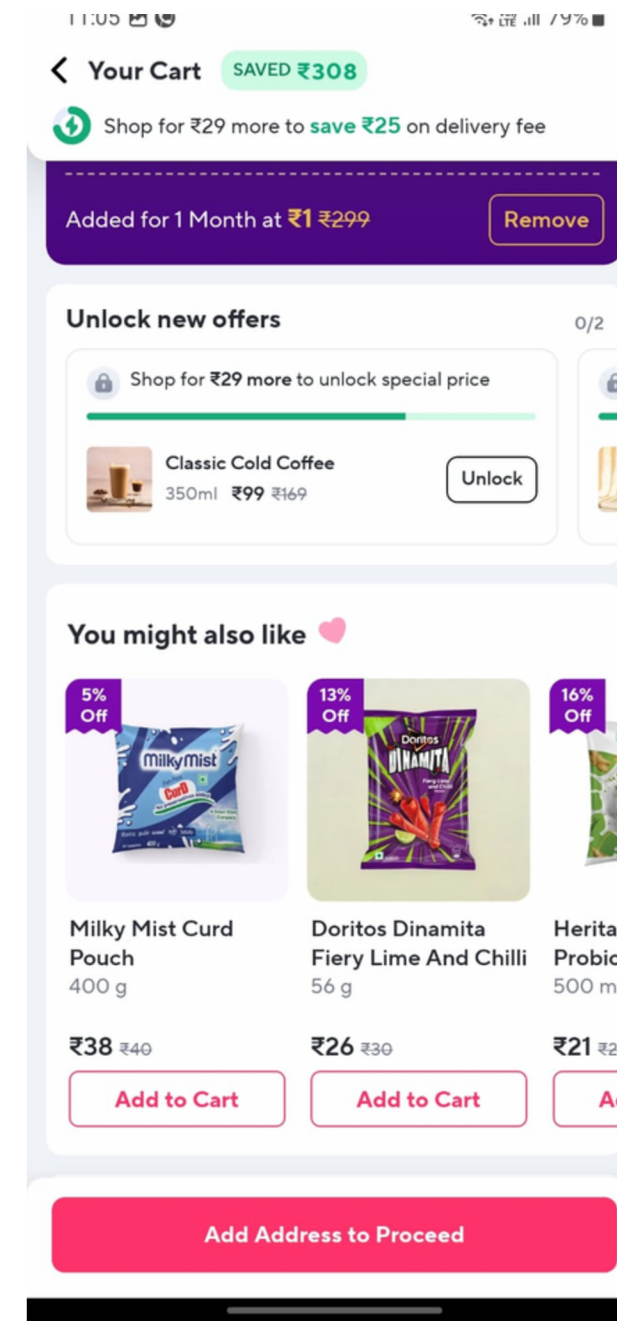
Step 5.3

Search and add products to cart



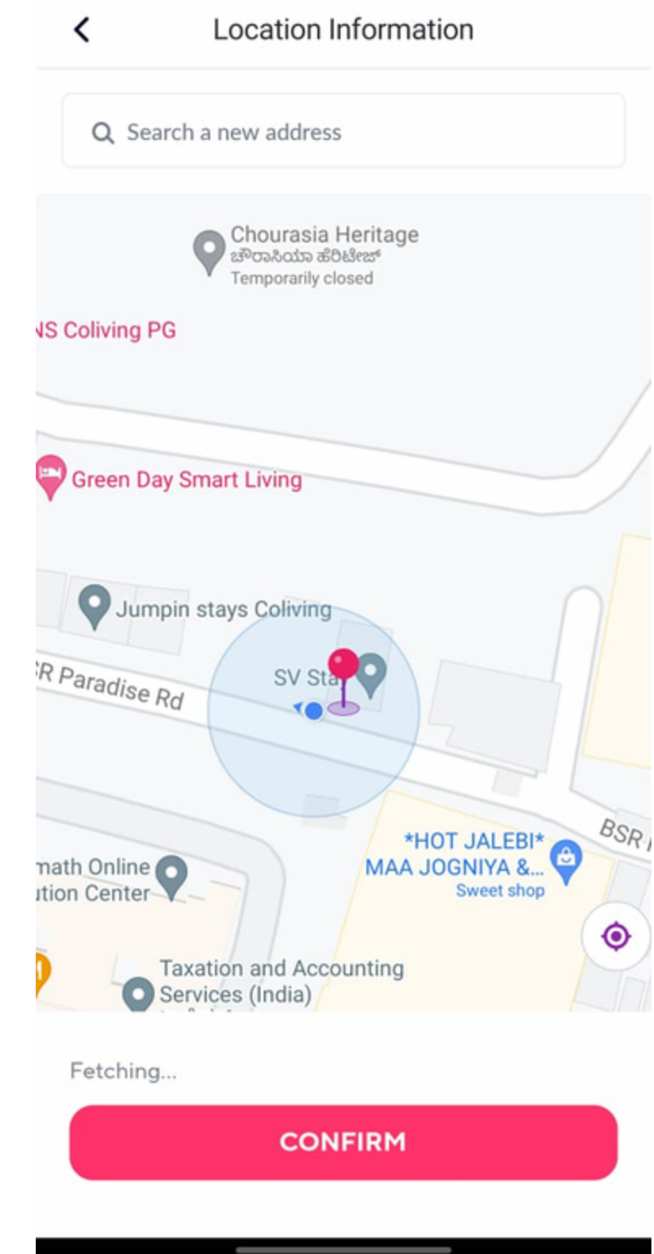
Step 6.1

Go to cart and adjust the items and quantity if required



Step 6.2

Explore the offers and suggestions and click on add address button



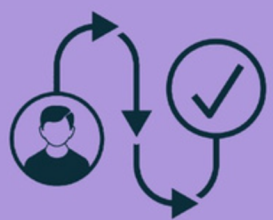
Step 7.1

Confirm the exact location

User Journey Mapping



User
Personas



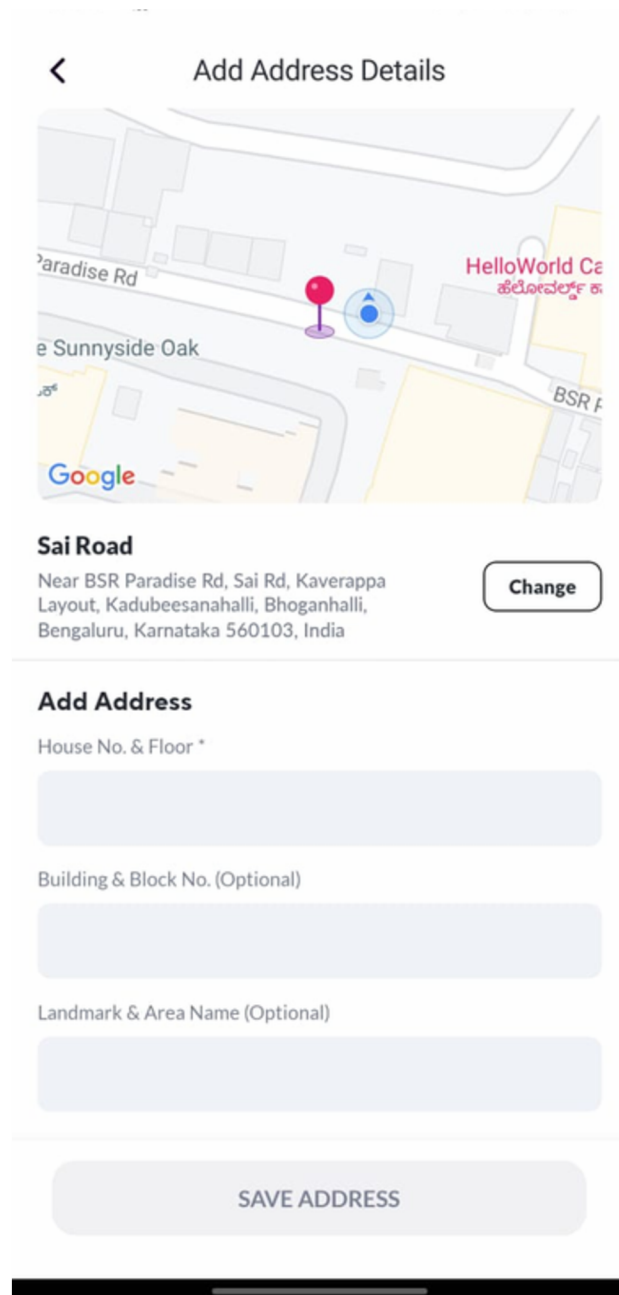
User Journey
Mapping



User
Experience

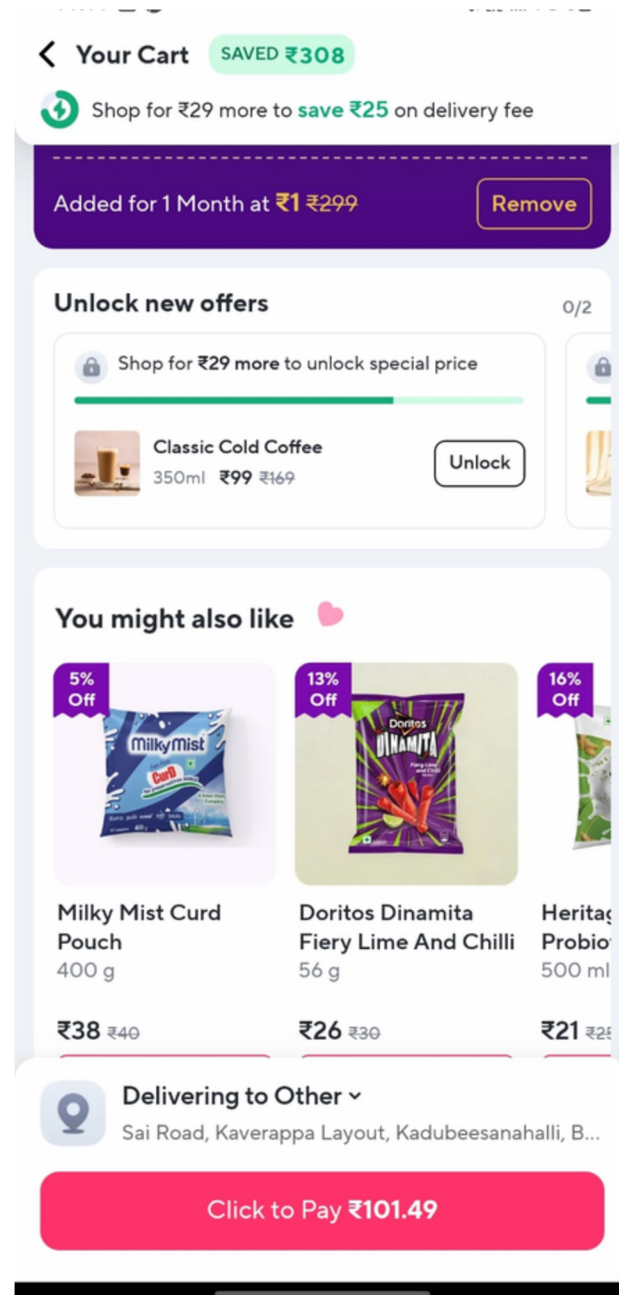


Key Metrics



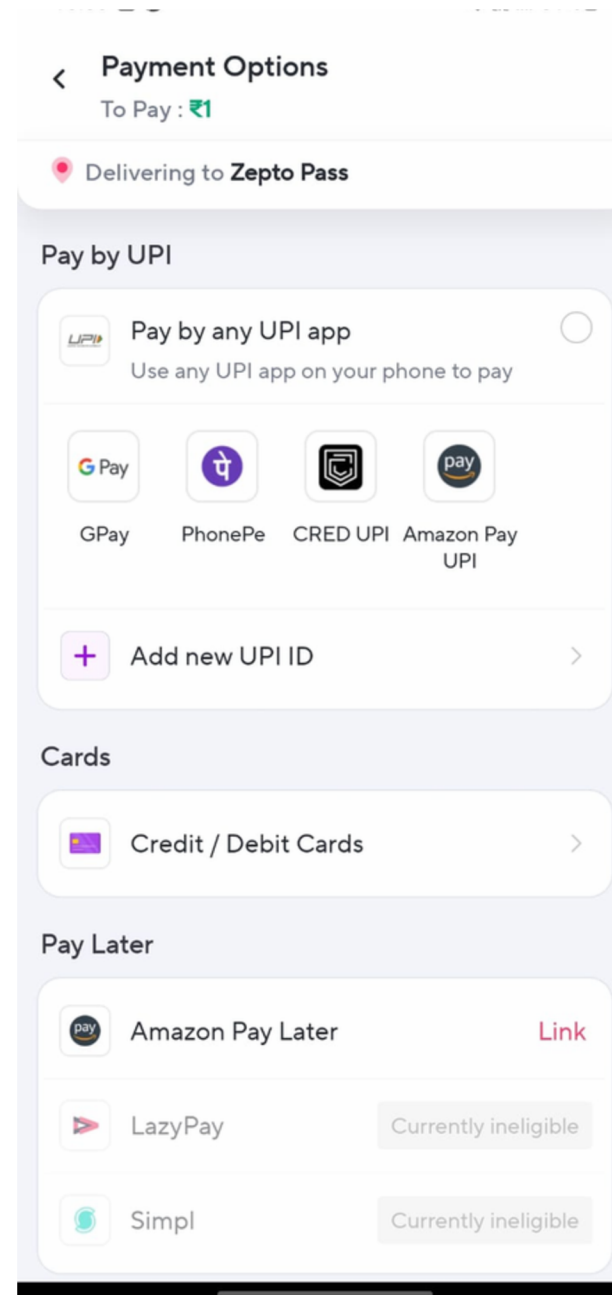
Step 7.2

**Fill the address
details**



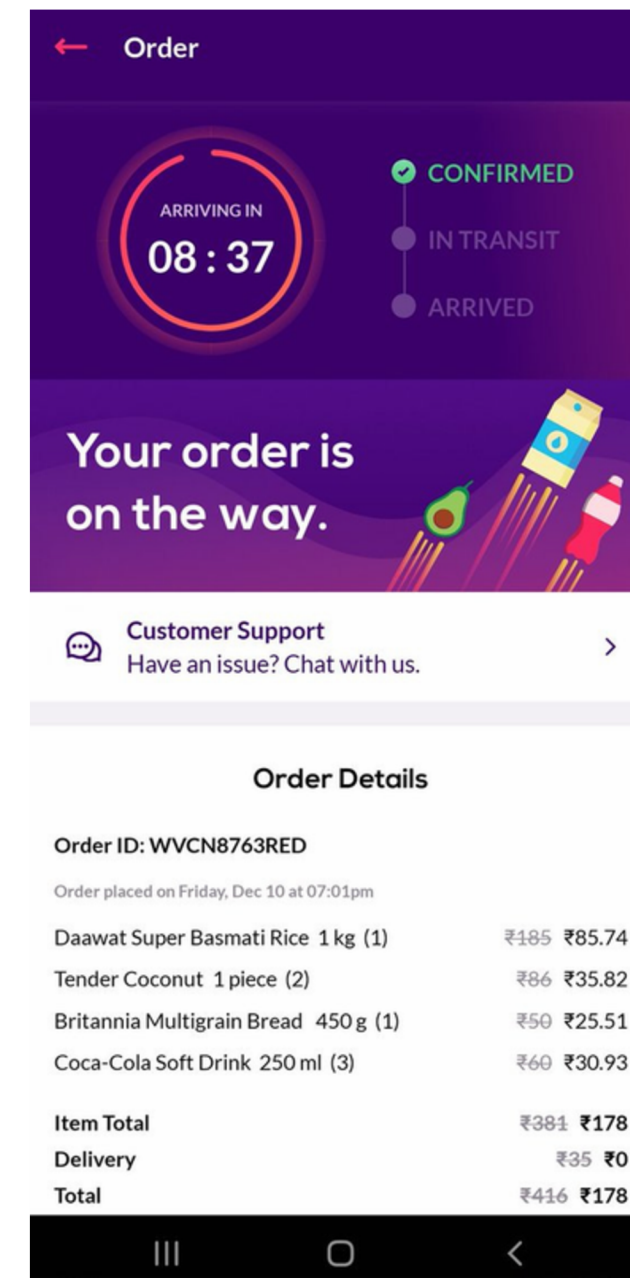
Step 8.1

Click on pay button



Step 8.2

**Select a payment
option and finish the
payment**



Step 9

**Order confirmation
and updates**

Order Details

Order ID: WVCN8763RED

Order placed on Friday, Dec 10 at 07:01pm

Daawat Super Basmati Rice 1 kg (1)	₹185	₹85.74
Tender Coconut 1 piece (2)	₹86	₹35.82
Britannia Multigrain Bread 450 g (1)	₹50	₹25.51
Coca-Cola Soft Drink 250 ml (3)	₹60	₹30.93

Item Total	₹381	₹178
Delivery	₹35	₹0
Total	₹416	₹178

User Experience - Key takeaways



User
Personas



User Journey
Mapping



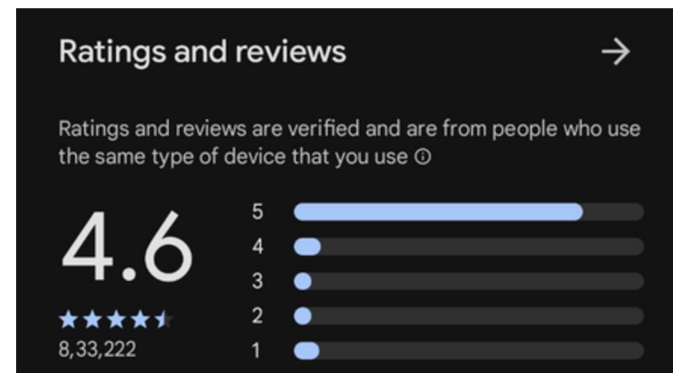
User
Experience



Key Metrics

Overall Experience

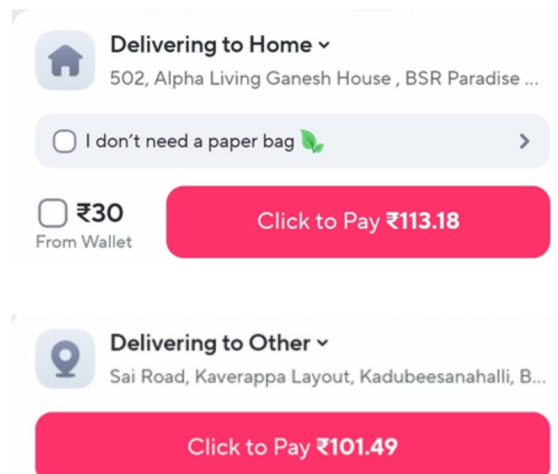
Although there are few hiccups, the overall experience is good



Ratings over playstore

Zepto Wallet issues

- *Zepto users cannot select a wallet option on the checkout page.*
- *The wallet option appears inconsistently.*

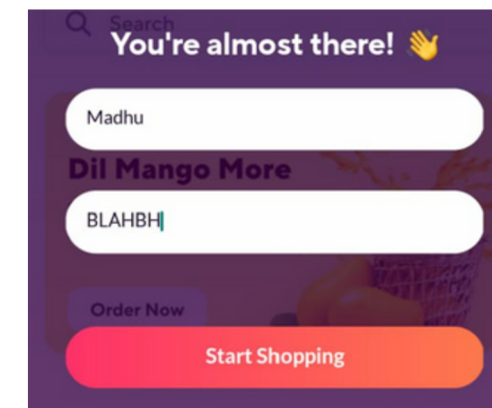


★★★★★ 11/10/24

10/11/24 I've been using the Zepto app for a while, and overall, I like the convenience it offers. However, I've run into a recurring issue when trying to use my Zepto Wallet cash. Every time I go to place an order, I don't get an option to use my wallet balance at checkout. This has been frustrating, as I'd like to utilize the funds in my wallet. I hope this issue gets resolved soon so I can enjoy a smoother experience on the app. not able to use the wallet amount, this is really irritating.

Seamless Experience with Quick Deliveries

- *The app is very convenient to use.*
- *Quick account setup: Minimal steps for registration, allowing users to start browsing and placing orders within minutes.*
- *User details were collected at different points throughout the journey, ensuring the process remained engaging and seamless, preventing users from feeling overwhelmed or bored.*
- *The delivery service is very quick and reliable.*



Simple details page for new users

★★★★★ 10/10/24

Zepto is amazing for quick grocery deliveries! The app is easy to use, has great prices, and the deliveries are always super fast. It's now my go-to for fresh produce and daily essentials. Highly recommend

★★★★★ 11/10/24

"Game-Changing Grocery Shopping Experience! I've been using Zepto for my daily groceries, and I'm blown away by the convenience, speed, and quality! *Pros:* 1. Lightning-fast delivery (under 10 minutes!) 2. Wide selection of products, including fresh produce and essentials 3. User-friendly app interface 4. Competitive pricing and regular discounts 5. Excellent customer support

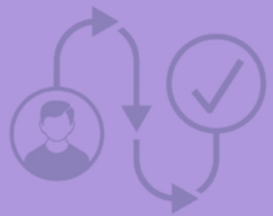
★★★★★ 11/10/24

Loving this app so much. It literally delivers so Fast. I got introduced to Zepto and its so crazy to me that they have a cafe which is phenomenal with those rates (living in mumbai). The new app update and interface is also so good! It's so easy to navigate in zepto.

User Experience



User
Personas









User Journey
Mapping



User
Experience

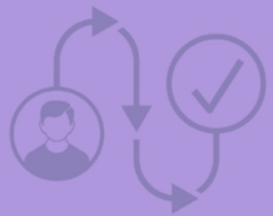


Key Metrics

	Login/ SignUp	Explore Products	Cart Page	Add Adress	Payment Page	Order Page
Rating	 4/5	 5/5	 3/5	 5/5	 3/5	 4/5
Pros	Very simple and easy onboarding.	Functional and simple UI for easy navigation and discovery of products.	Good suggestions and offers at the end	Simple and minimal details are required	Lot of payment options	Majority of the required information is present
Cons	Referral code option is not working	NA	Zepto wallet balance is not visible over here	NA	Wallet option is not visible even here	Live order tracking via map is not available.
Ideas/ Suggestions	Fix the bug for referral code option	NA	Give a feature for selecting wallet in cart page	NA	Add zepto wallet option for partial or full payments	NA



User
Personas



User Journey
Mapping



User
Experience



Key Metrics

Key Metrics

North Star Metric

$$\frac{\# \text{First-Time User Order} \star}{\# \text{Total signups}}$$

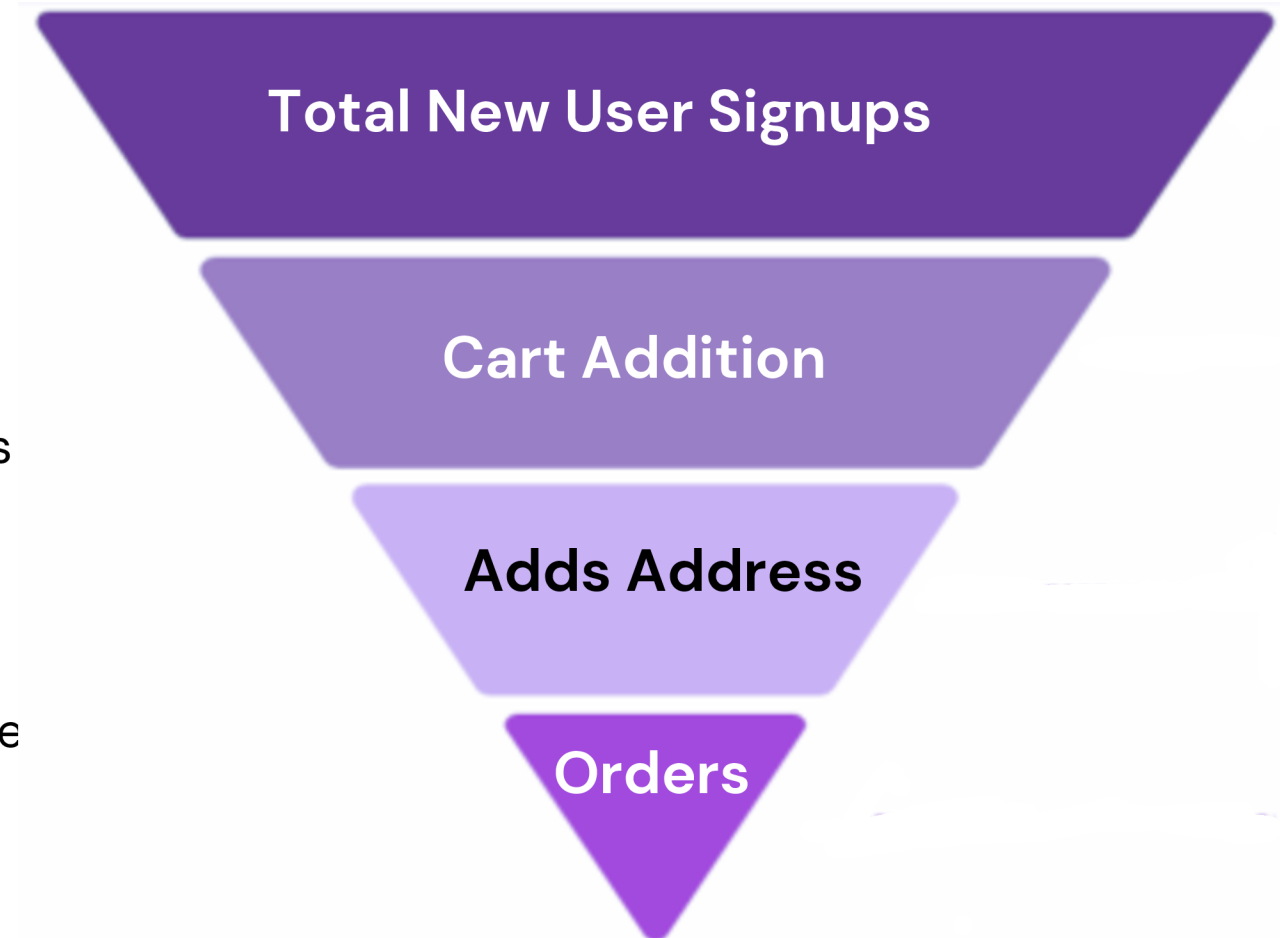
- "First-Time User Order": Total number of orders placed by newly signed-up users
- "Total Signups": Total new registered users.

L1 Performance Indicator (Primary Indicator) :

- **First-Time User Order:** Total number of orders placed by newly signed-up users
- **Total Signups:** Total new registered users.

L2 Performance Indicator (Secondary Indicator) :

- **App Engagement Rate:** Percentage of new users who browse products or engage with the app within the first session.
- **Cart Abandonment Rate:** Percentage of users who add items to the cart but do not complete the purchase.
- **Cart Addition Rate:** Percentage of new users who add at least one item to their cart.
 Formula: $(\text{Users Adding to Cart} / \text{Total New Sign-Ups}) \times 100$
- **Referral Usage Rate:** Percentage of new users who attempt to use referral codes during sign-up.
- **Time to First Order:** Average time taken by new users to place their first order after signing up.



THANK YOU