Zomato Cubicle

(Create and order your food)
Author: Nikhil Rawal
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Background :

Zomato Cubicle is a feature that will provide a user more feasibility and it's very time saving for users when it comes to ordering food as per their time schedule. The feature is totally focused on the active user who forgets to order a meal or wants to schedule an advance order for a week. Here they can smoothly create their cube and order their own food. We need to improve after launching features by using agile methods on every backlog.
Cube allows users to share their cube with friends,where users can directly recommend their cube, which contains users' favorite dishes, meals, and restaurants.

Overall, this function is quite valuable for advanced users and may boost the capabilities of the Zomato app, allowing the user to utilize Zomato as their one-stop food shop.

Root Problem :

Most active users in a specific customer segment, which is office goers who order lunch daily from Zomato, usually forget to order on time, and find it irritating to go through the entire process of ordering lunch daily. Some problems faced by the user on a daily basis are remembering to order lunch in time, choosing a restaurant, deciding dishes, deciding the delivery location, payment process, etc.

Reason of building this :

What will we solve after building this feature -

- To make sure that, A certain % of users won't cut off with us and will use other food deliveries platforms.
- On the basis of our recent survey now, we have a duty to make sure that this specific customer segment will get freedom from orderding regularly, payment issues, and timing issues.
- So, Cubicle will solve this all problem in one, for i.e. if the user invests some time making a cube (block) where his most favorite orders and most ordered thing will be listed. Through this, users don't have to spend long-time selecting an order.

Customers :

Here customers pain-points are explained with category of customer (users) -

- The core customer segment is people, who use Zomato often, such as **office workers** or who **live alone** and order lunch from Zomato on a daily basis.
- The office goers are one of the most large % of total active users, who forgets to order on time or choosing what to order takes time or is stuck in the payment process.
- The survey shows that users are earning money competently and want to save time. That's why they are ready to spend money.
- Zomato Cubicle is primarily designed for advanced users who desire greater power and customization while reordering and using the app on a regular basis.

User Stories -

1. As an employee of xyz company, I want to be able to order meals in advance, So that I don't need to worry about my meal without going through an irritating and long process.
2. As a student living alone, I want to be able to select my food without taking too much time, so that I do not waste my time on the food selection process.

Current Data :

On this section we will evaluate a data of zomato with using few assumption -

Zomato average monthly active users from FY 2018-FY 2021, In the financial year 2021, the *average monthly active users* for Zomato were *32.1 million users*. (statia.com)

Zomato's previous record was over 4,000 orders per minute on New Year's Eve, but on an average Zomato gets 1.5 million orders per day in *India*.

After this Zomato launched a *"Hyper Local Delivery"* feature (Where users order will be delivered in 10 minutes)
which increased the average order value (AOV) from **250-350** Rs to **600-900** Rs**.**

If we assume 10% of orders are from office goers and alone living users then it would be approx 1,50,000.

Current User Journey :

- Users can order food as usual, standard approach to order food on Zomato is to search by restaurant or dish type, such as Burger or pizza, then add to cart, pay, and wait for delivery.
- On the other hand, users may simply reorder his supper based on prior delivered food from previous orders.
- Also, Hyper Local delivery is one side good solution where users can get their order within 10 minutes but it's not scalable as it has very selected cities and restaurants. Users can save their time through this feature, It requires too much dark storage and proper path. There is less possibility that office users will find this feature relevently useful.
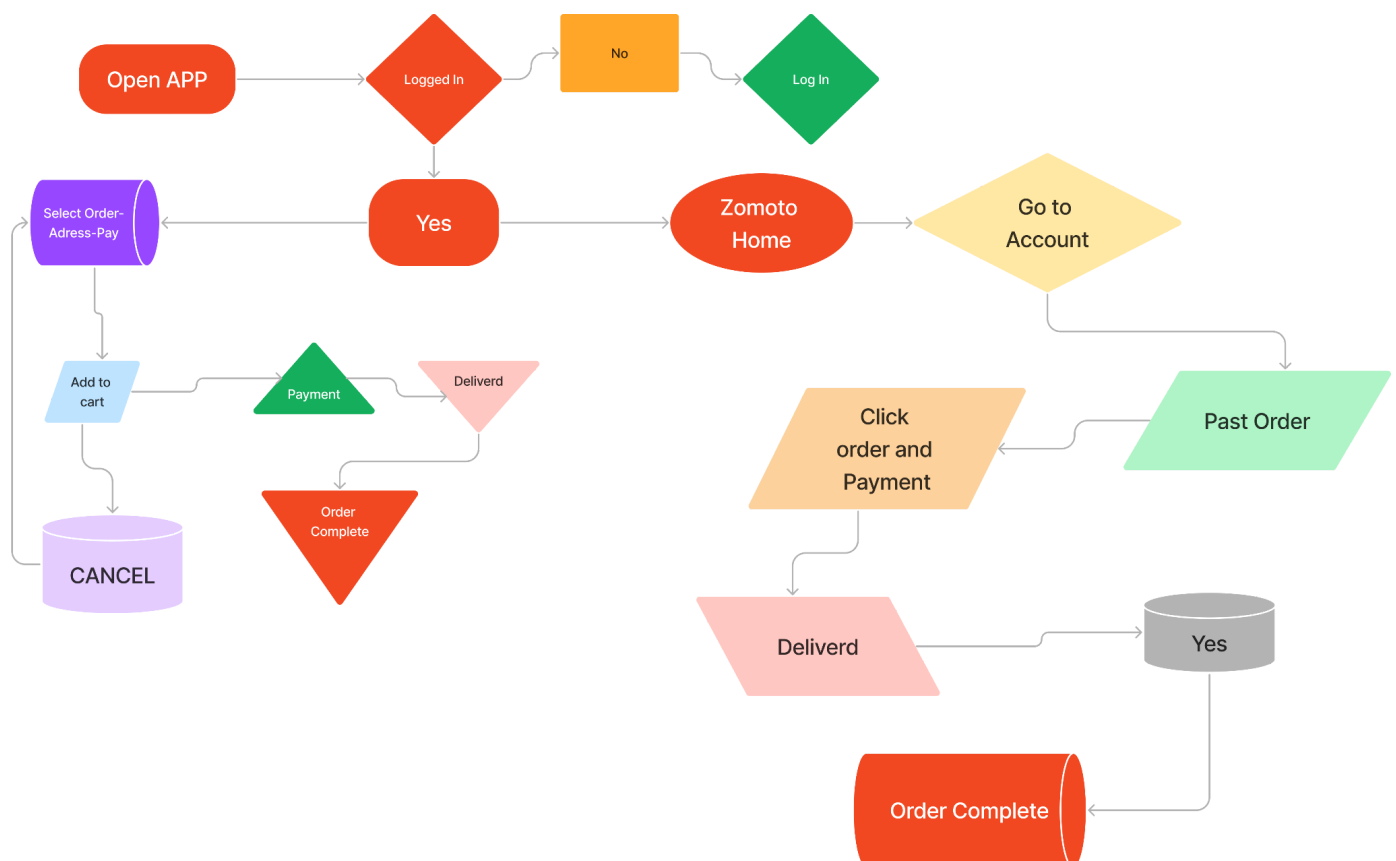
Solution (Feature) :

Adjustable in the case of an error without affecting customer experience -

Zomato cubicles are a very minor feature compared to other zomato products such as blinkit, zomato book, zomato whitelabel, etc. It won't impact the entire Zomato, but yes, it can improve the business of food delivery because it is totally focused on the customer who forgets to order or wants to order in advance.

Similar/Additional Ideas:

The entire problem starts with the group of users who are living alone or are office employees. With this, we can consider whether college or student group users are also facing the same issues. Sometimes users are facing a problem when it comes to delivery, i.e., finding the exact building, floor, or room.
As an additional feature, we can add bookmarking of the meal. From this, users can create a personalized list of meals and it will be shareable like a spotify music playlist to other users.
Similarly, a customer can drop a picture of his doorstep while ordering the meal, which will be helpful for delivery.
If any user wants to set a weekly advance order, it can be easily done through Zomato Cubicle, where the user can simply schedule his order on weekends by picking suitable cubicles as per his needs and setting them within easy methods.

Solution :

Zomato cubicles allow users to create customizable food collections from all of the Zomato app's options. Considering the following scenario:
The user creates a cube called "Proper Office Meal Cube" in which he or she puts several items that he/she would normally order when eating lunch at the office. You can make your own cubicle and then order it by going to that cube and adding the entire cubicle to the cart and paying quickly.
This saves time consuming picking and browsing. You can also set frequent reminders to remind yourself to order lunch. For example, you might create a cube called "Crazy Party Cube" and add some things to it, as well as set a weekly reminder to remind you to order.

A Zomato Cubicle will be easily visible into the user Account menu. Where users can find the option of Cubicle, also they can see other features such as rating, past order, favorite order etc. Now the user clicks on Zomato Cube.
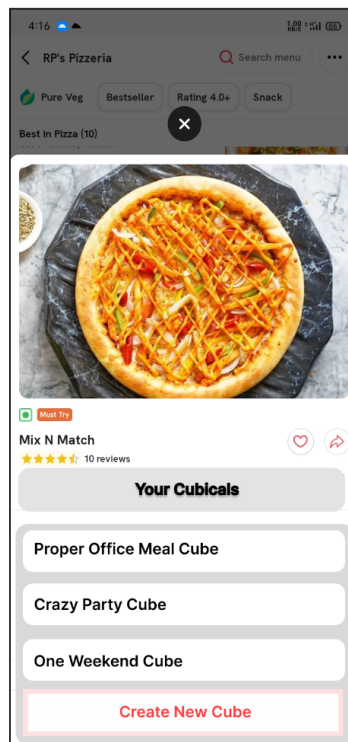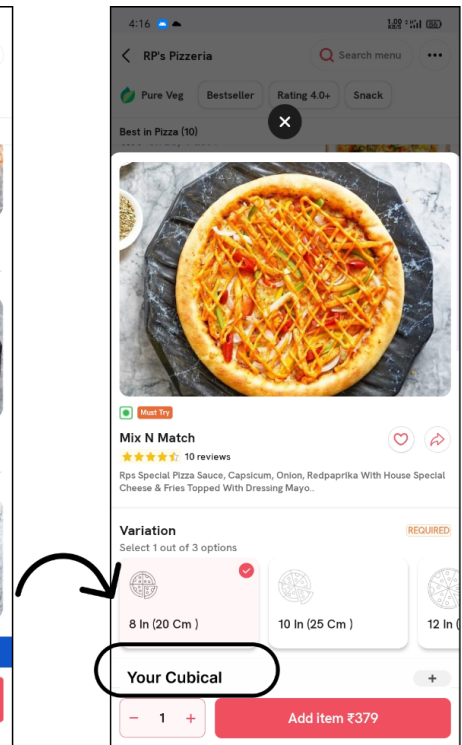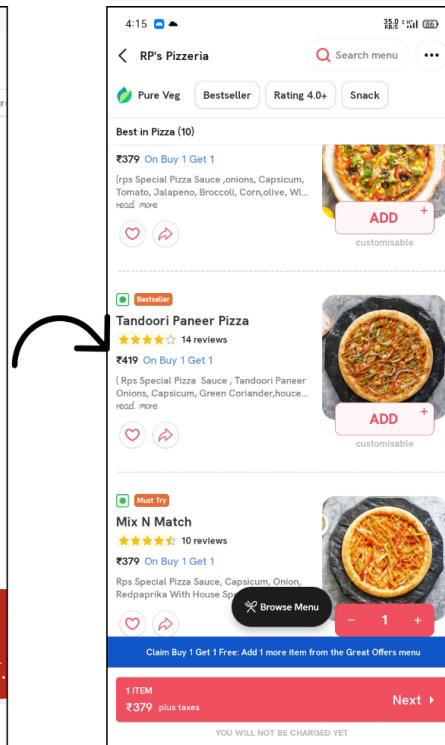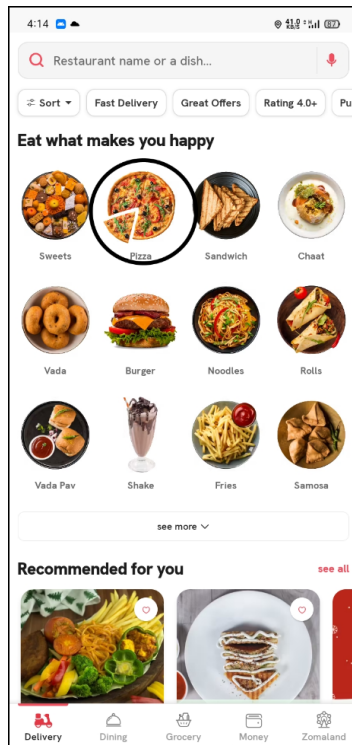
and can see on his/her cube which is personalized by self which contains different restaurants and dishes.

These cubes are simply accessed from the HOME page, and the user may order food quickly and conveniently. A Cube also provides reminders before the actual mealtime. For example, if you create a Monday lunch cube, it will send a notification on Monday before lunch so the user does not forget to order.
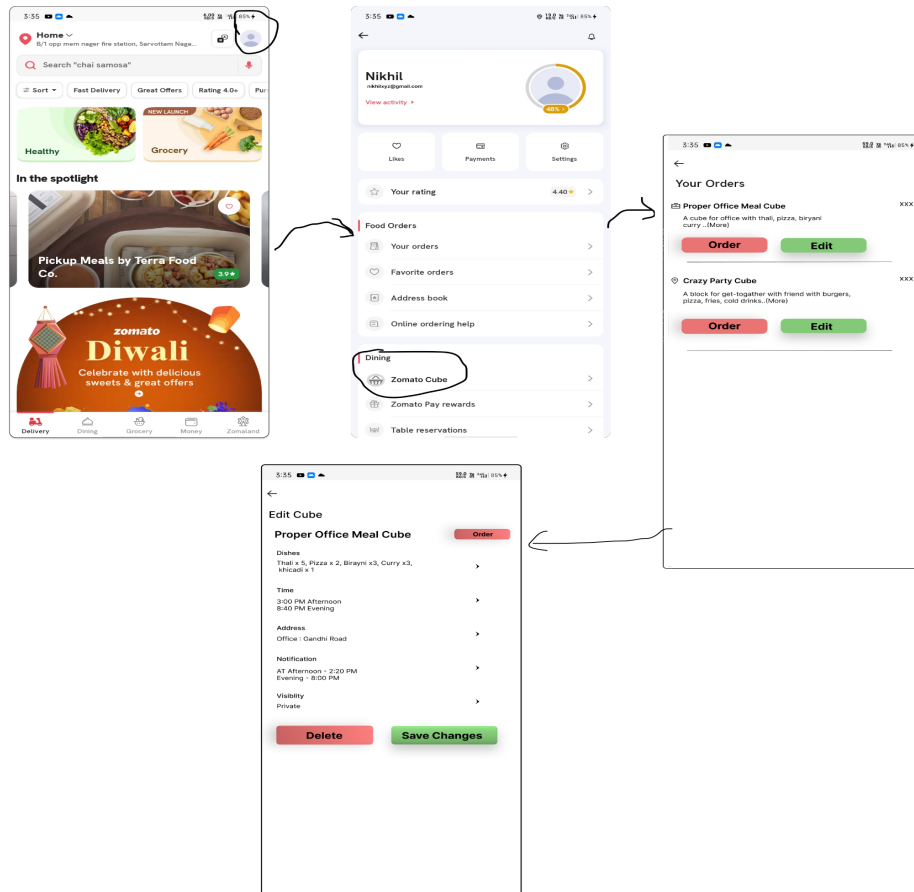

For each meal, hour of the day, and day of the week, you can also come up with your own combinations. The user can then simply go to his or her cube and click "order" whenever they are hungry.

This makes regular meal ordering very easy and also predetermined; all that is required is confirmation each time you want to order, and the notice reminds you to do so. Users may share cubes with their pals, allowing others to consume what the user advises. After all, "pleasure exists only when it is shared." As a result, users can exchange cubes and create their own combinations every day, saving time

New User Journey :

This section presents how users will access the feature of Zomato cubicles from the "Home Screen" of the app. After reaching the app, users can easily create, edit, and order the cubicle.
Also, have already mentioned in the solution section how a user can add a specific food item or meal to his/her cube.
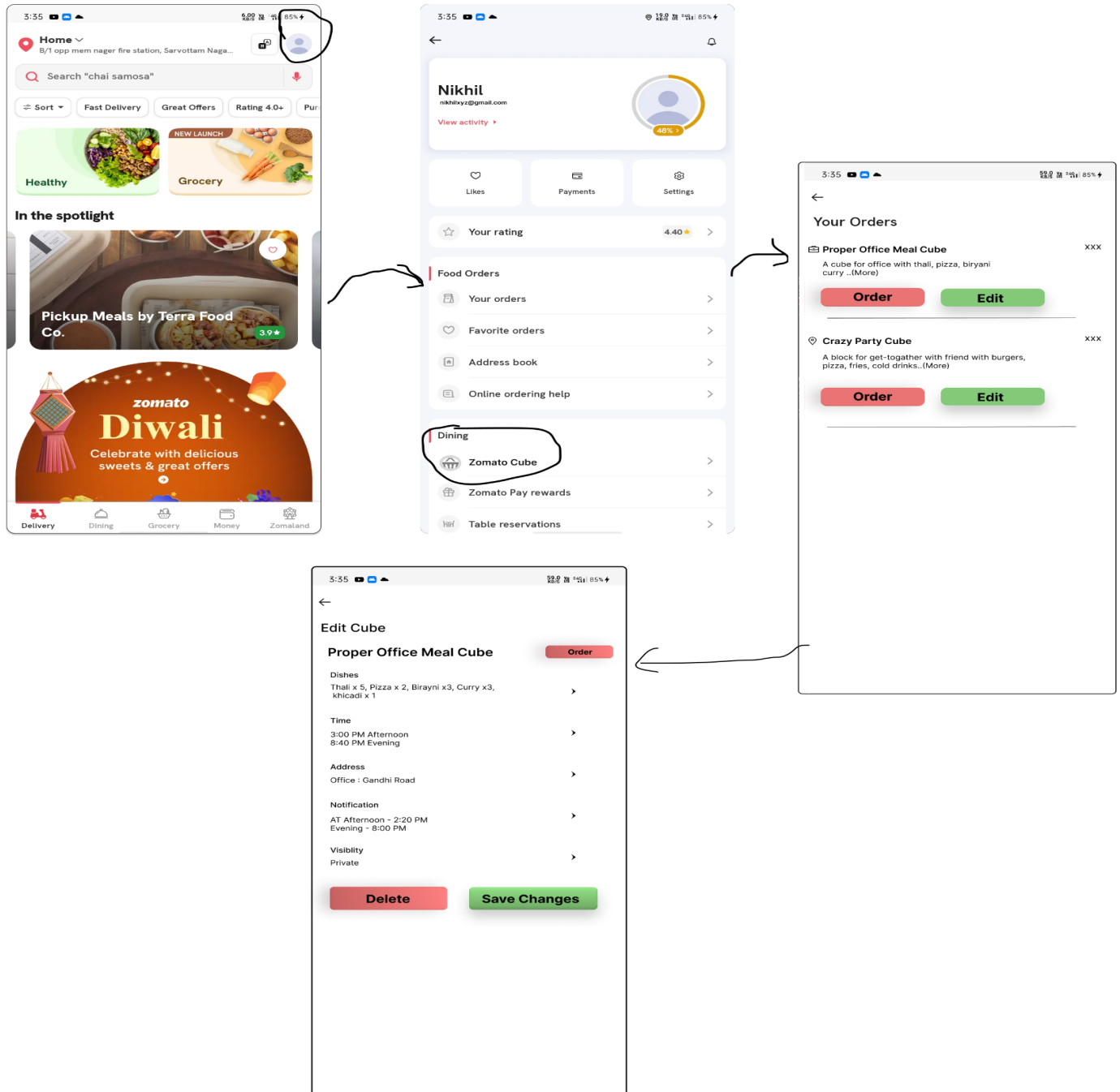
Product Pricing :

Since our feature is an additional feature with other features, Product pricing depends on how much this feature is market-fit.
So, we have two options for determining cost: value-based pricing, which is based on the value of features, and cost-plus pricing, which is based on how much it cost to make and launch this product. We can go with competitor pricing since this kind of feature has not been introduced by anyone in the market yet.
So, we can take into consideration hybrid pricing by mixing the two methods mentioned above.

Metrics and Assessment :

Here we'll look into the success metrics and practices that will increase our clarity toward the product. This will help us measure and improve our rate of success.

- **The number of times the Cubicle Menu was accessed** - This will tell us how many times each user attempted to access the Zomato Cubical, which will allow us to determine the feature's awareness and usefulness.

- **The frequency with which Cubes were utilized for ordering** - It will give us information about how beneficial individuals found the Cubes feature.

- **Number of Cubes created by users** - This will explain us about the time and work investment made by each user to save time in the future.

- **People can share Cubes with each other** - To determine how much they loved the feature and whether or not their friends ordered based on their suggestions.

- **The average time it takes users to order** - While our major goal was to decrease the time it takes and after this feature how much time customers take ordering meals in cubes.

- **Respond on cubes notification** - In this metric we have to analyze users' responses toward our cubicle notifications and order food.

- **More orders from active users** - Although this feature must cut order time and ease of reordering, active users' orders must increase slightly.

Dependencies :

Here are some internal dependencies -

Zomato Pre-Order: Zomato's pre-ordering feature, users can also use cubicle features since it already has an advance order or order scheduling feature in the pre-order system. Then users can schedule their weekly orders within a set time limit as per their needs.

Zomato Pro Membership: It's an additional feature by charging a minor cost, so users can get extra benefits such as free delivery, coupons, free booking, buy one-get one etc. We can offer more exciting cube features to premium users.

Launch Strategy :

To release this feature, we will follow a basic plan, introducing it as a beta feature and releasing it in a few cities to a few active users. After this, we can see how users are using the feature and will use this insight to improve the feature and, at last, it will launch for all.
With this, we can offer this feature to our active pro users and they will give us the best feedback since they are already using similar features on a regular basis.

Following the first launch, we must increase user knowledge of this function, which may be accomplished through emails, press releases, and social media. This is due to the fact that we require users to invest some time in creating their cubes, and their experience, as well as the quantity of orders placed by them, will greatly improve.