

# zepto

Groceries delivered in 10 minutes

## The Case for Zepto's "Schedule My Order" Feature

With Zepto's new 'Schedule My Order' feature, you can pre-book your grocery deliveries at your preferred time.

No more last-minute rush—just fresh groceries, right when you need them!

-kiran Bandihal

# Introduction

Zepto is a quick-commerce grocery delivery platform known for its 10-minute deliveries. However, while Zepto is very quick, many users want the option to pre-book grocery deliveries at their convenience. The "Schedule My Order" feature aims to solve this by giving users the choice to pick their preferred delivery time slot rather than depending on instant delivery.

## Market Landscape

- The **quick commerce sector in India** was valued at **\$3 billion** in 2023 and is projected to reach **\$40 billion by 2030**.
- **Zepto** has increased its **market share** in India's quick commerce sector from **15% in 2022** to approximately **30% in 2024** as of January 2024.
- In metropolitan cities company has **32% market share**, having the second positioned player after **blinkit** which leads with **37%**.
- In Financial year **2024** company reported revenues of **₹4,454 crore** against **expenditures** of **₹5,747 crore**.

## Competitors Analysis

The Quick commerce market in India is competitive, with players including:

- **Blinkit:** The Zomato owned company having the **market share of 40%**, having a network of 639 dark stores.
- **Swiggy instamart:** Initially in **2022** had a **market share of 52%**, which got declined to 32% by January 2024.
- **Dunzo:** Initially was strong in hyperlocal deliveries and is backed by reliance retail have the **market share of 8%**.

# User Research and personas

To understand thoroughly the user pain point, The small survey was conducted and sent to around 100 regular users of the quick commerce platforms, The age group which the survey was sent between the 20-40 age group.

Out of 100 Users 60 of them responded to the survey and out of 60, 4 persons were interviewed one to one. The user pain points were as fallows:

- I wanted to gift my friend his birthday gift exactly at 12AM at night but i forgot to order it at exact time, If there was a facility to schedule the order i would have kept the timer and slept and the order could have delivered on time (AGE-21).
- Person working in a IT Company orders groceries but isn't home when the delivery arrives, leading to missed or failed deliveries as he was struck in traffic.
- A house-wife who is busy in her daily routine want to order fresh vegetables as she is held up in daily routine she forgets so she is in need of this future so that she can schedule it night before sleeping.



**Kavitha Agarwal**

**Age: 35**

**Location: Gurgaon**

**Occupation: House-wife**

Being a house-wife i have got a busy routine packing my husband's lunchbox to making my children's ready to their school. Being in metropolitan city it becomes difficult to get everything fresh. In busy routine it difficult for me to order the vegetables instantly.

## **Proposed feature: 'Schedule my order'**

Considering the pain points of the users of the quick commerce platform, being zepto my favorite application and seeking an opportunity to work with zepto as a Associate product manager proposing a solution that **solves the user pain point, increases the user retention and reduces the delivery failures.**

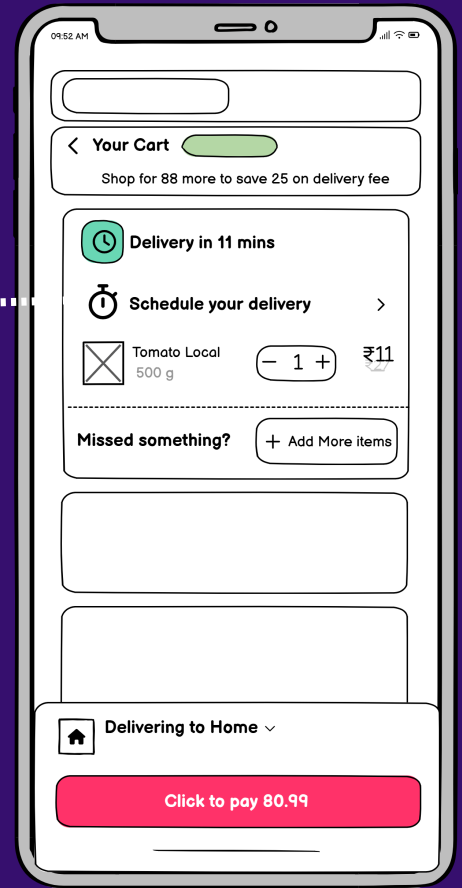
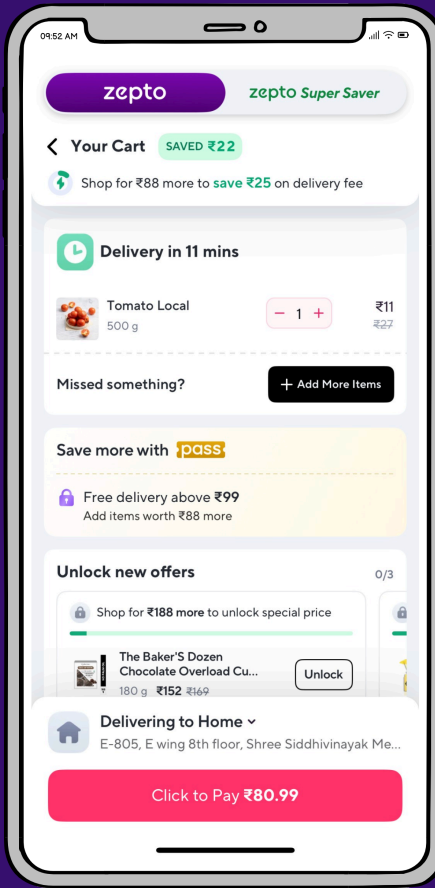
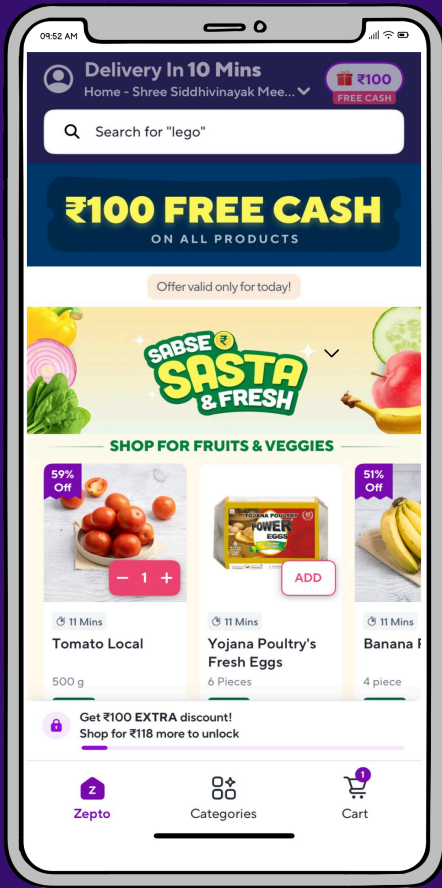
### **The feature works as follows:**

1. User add the products to their cart and go to checkout.
2. New "Schedule My Order" option appears.
3. Users can:
  - Select a date & time slot (e.g., 8-10 AM, 6-8 PM).
  - View real-time slot availability.
  - Get reminders before delivery.
4. Zepto's system ensures inventory availability for scheduled slots.
5. Users get real-time tracking & notifications.
6. Products get delivered.

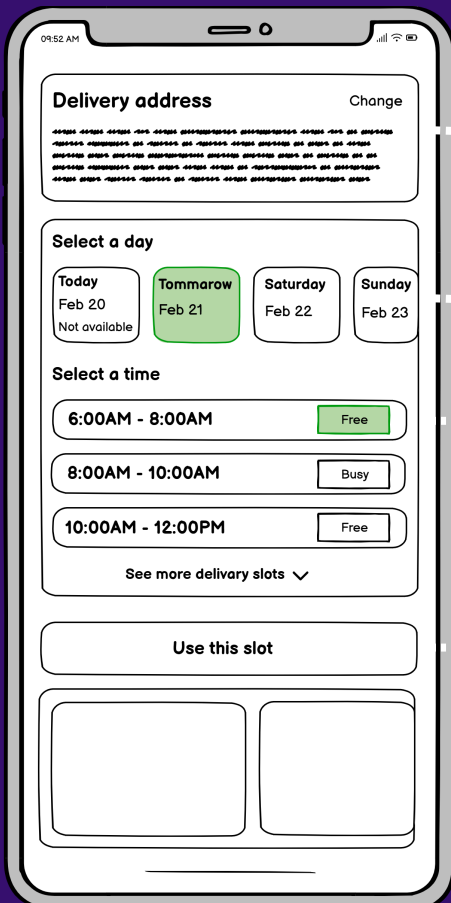
### **Zepto can add the additional features and Enhancements like:**

1. Giving an option to reschedule and cancel order before dispatch of product.
2. Adding AI feature which suggests best slots based on past orders.
3. Giving the customer 'Auto-schedule order' Option which user can setup weekly/monthly for grocery deliveries.

# Wireframes and UI Design



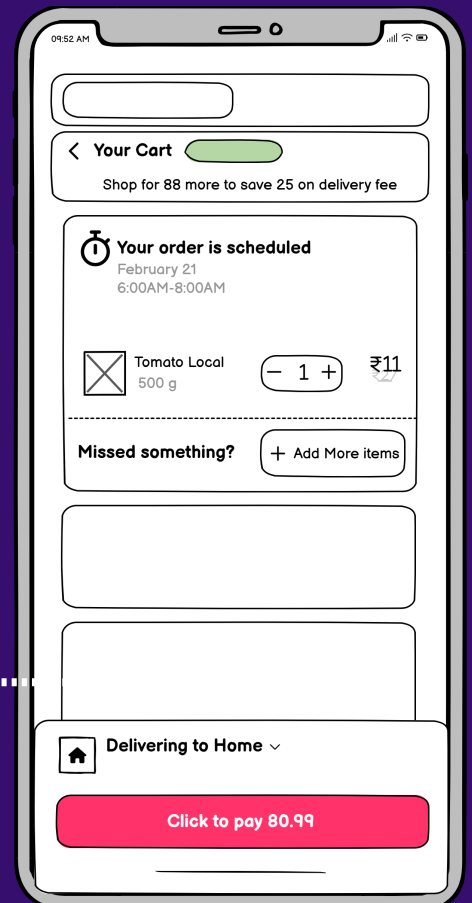
User is given the option to schedule the delivery.



User is given option to change the delivery location

User can select the delivery date and time

After selecting date and time the user clicks on this and user is taken back to the page



# Key metrics to track

## Adoption and usage metrics :

- **Feature adoption rate** - % of users opting for scheduled orders.
- **Scheduled orders vs instant orders** - Ratio of scheduled to instant deliveries.
- **Recurring order usage** - % of users setting up automatic recurring orders.

## Engagement and retention metrics :

- **Order frequency** - Changes in how often users are places orders after using the scheduling feature.
- **Retention rate** - % of users returning to app after using this feature.
- **Churn rate** - % of users who stop using the feature or the app.

## Operational Efficiency metrics :

- **Delivery success rate** - % of scheduled orders delivered on the first attempt.
- **Reschedule/Canceling rate** - Frequency of users modifying or cancelling orders.
- **Slot utilization rate** - % of available slots filled.

## Revenue and business impact :

- **Average order value (AOV)** - track of weather users buy more when scheduling the orders.
- **Revenue Growth from Scheduling** - Additional revenue generated through this new feature.

## Customer satisfaction and feedback :

- **NPS (Net promoter score)** - How likely the users are to recommend the app after using the feature.
- **Customer support tickets** - volume of support ticket requests coming related to scheduled orders.

# Business and user impact

## Business Benefits :

- **High user retention** - Customers start relying on Zepto for planned shopping
- **Reduced delivery failures** - Scheduled slots will reduce the last minute cancellations.
- **More subscription capacity** - users may pay extra for the priority slots.

## User Benefits :

- **More convenience** - Users don't have to rush for instant deliveries.
- **Better planning** - Grocery shopping can be automated by the households.
- **Less delivery issues** - No missed orders due to unavailability of the product.

## Conclusion

The “**Schedule my order**” feature will enhance the zepto's service to customers by providing the flexibility, reducing failed deliveries and also improve the customer experience. with the strong market demand and the positive business impact, this feature can be the game-changer in the quick-commerce industry.