

Introducing you ***zomato*** coins!

Contribute to worthy causes,
and earn rewards.

✕ A nextleap assignment ✕

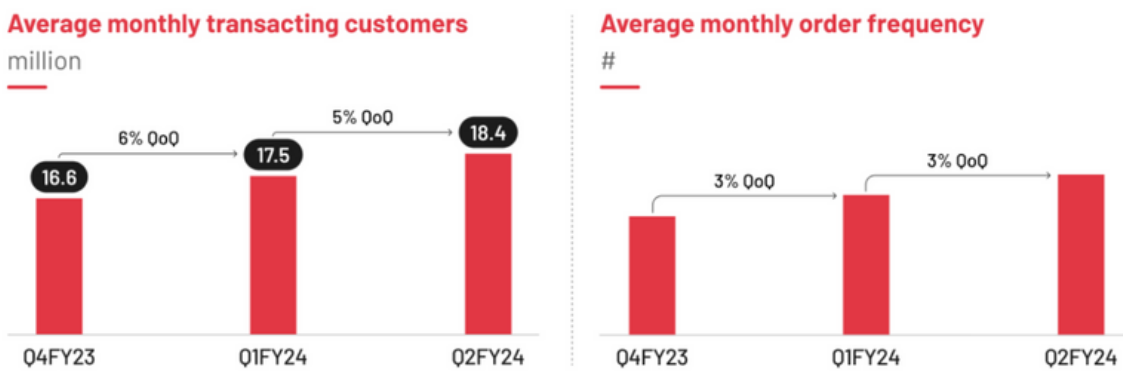


What is Zomato?

Zomato is a popular online food delivery and restaurant discovery platform founded in 2008.

“Better food for more people”

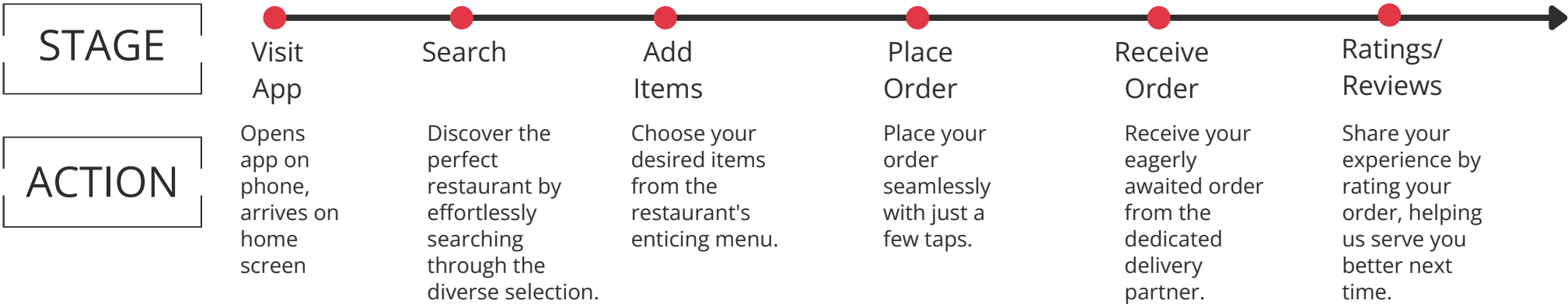
Zomato's mission statement is "better food for more people". The company aims to achieve this by helping people discover great places to eat around them. Zomato also empowers customers to discover new tastes and experiences across countries.



Note: Average monthly order frequency defined as average monthly orders divided by average monthly transacting customers in that period.

[Click Here for Data Source](#)

What is the current food ordering experience? (User Journey):



GOV (B2C business)*

INR 11,422 crore

▲ 47%

YoY growth

Adjusted Revenue

INR 3,227 crore

▲ 53%

YoY growth

Adjusted EBITDA

INR 41 crore

INR -192 crore (Q2FY23)

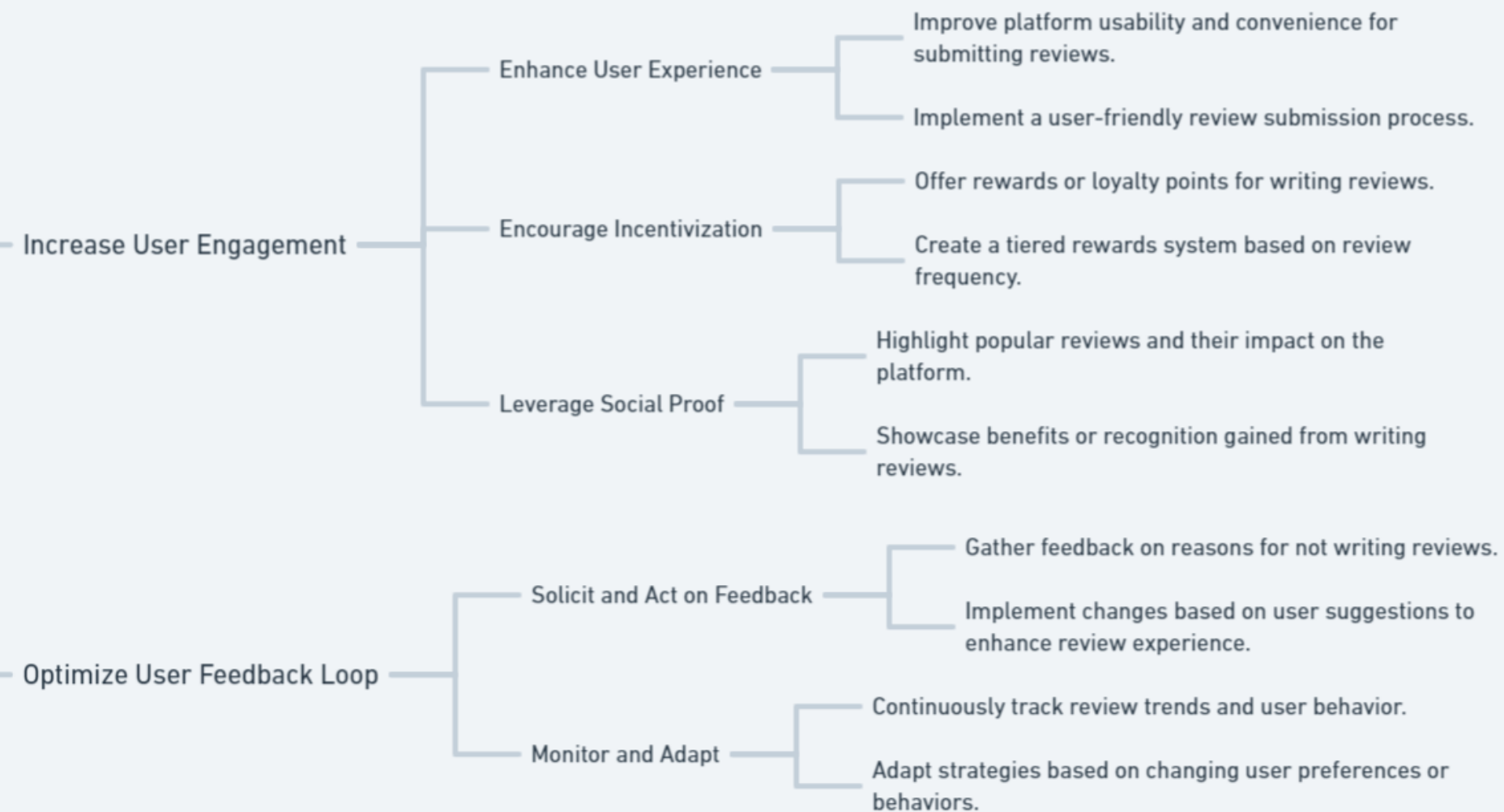
▲ INR 233 crore YoY improvement

Business Problem: Monthly, the number of new reviews on the platform is significantly lower compared to the number of users who visit the platform.

Users Problem: Users lack the motivation or perceived need to write reviews.

Methodology Used: Design Thinking -> Empathize, Define, Ideate, Prototype (Wireframes)

Increase reviews/ratings



User Pain Points

Generally, users don't feel the need to leave a review on Zomato. Over 70% of users read reviews without adding their own. 83.4% of people find the "add review" page boring and tend to leave without reviewing.

Why to solve it?

Validating the business issue reveals a lack of user motivation to contribute reviews despite 59M monthly users. With only 114m reviews over 15 years, incentivizing users to "Add Review" is crucial. Addressing this boosts review quantity, accuracy, user trust, and future revenue opportunities.

Opportunities

- Increase the need to open the app (e.g., via push notifications about frequently visited restaurants).
- Create motivation or solid reasons for users to add reviews.
- Enhance the "add review" UI by incorporating gamification.
- Raise awareness among users about the types of review systems available.



Rohit
Age: 21
Location: Hyderabad
Occupation: Student

User behaviour and needs:

- Mostly open Zomato at the time of ordering from restaurants.
- As time is not a big factor, love to keep searching about different restaurants and the reviews of the same from different users.

Pain Points:

- Often finds lack of need to write reviews on the platform
- Confused between various types of reviews and ratings on the platform.



Kiara
Age: 29
Location: Bangalore
Occupation: Working Professional

User behaviour and needs:

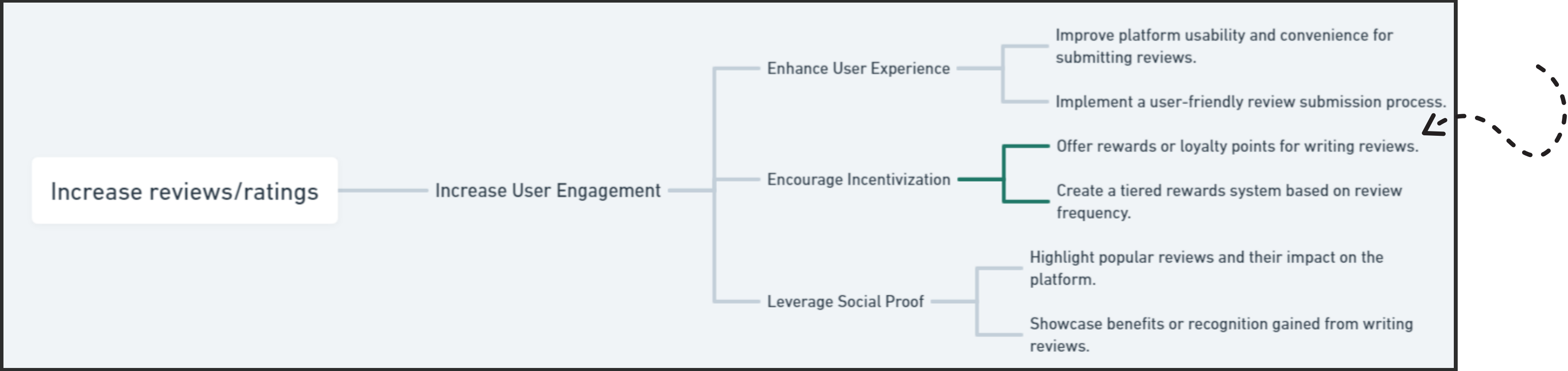
- Mostly search about new restaurants on the platform.
- The primary goal of searching is to get insights about new food items in the menu.
- Curious to see what kind of reviews her favourite restaurant has on the platform.

Pain Points:

- Finding accurate insight about her desired food items is hard.
- She is not feeling inspired to write a review for recently visited restaurants.

Reframing the problem Statement

- Users often lack the motivation to provide ratings and reviews on the platform as they perceive it as a waste of time without tangible benefits.
- Simultaneously, users grapple with confusion regarding the different types of reviews they can submit, leading them to abandon the idea of providing ratings and reviews altogether.
- The user interface for adding ratings and reviews is not engaging, causing users to leave the platform before completing the review form.



#P1 Best Restaurant to Work Awards:

Motivates restaurants to encourage customers to leave reviews. Provides users with insights into the best restaurants for ordering.

#P2 Zomato Coins:

Users receive 200 Zomato coins for reviewing a restaurant they've ordered from. These coins are redeemable for various rewards like coupons, Zomato Gold, etc., creating genuine motivation for reviews.

#P3 Give a Review to See All Reviews:

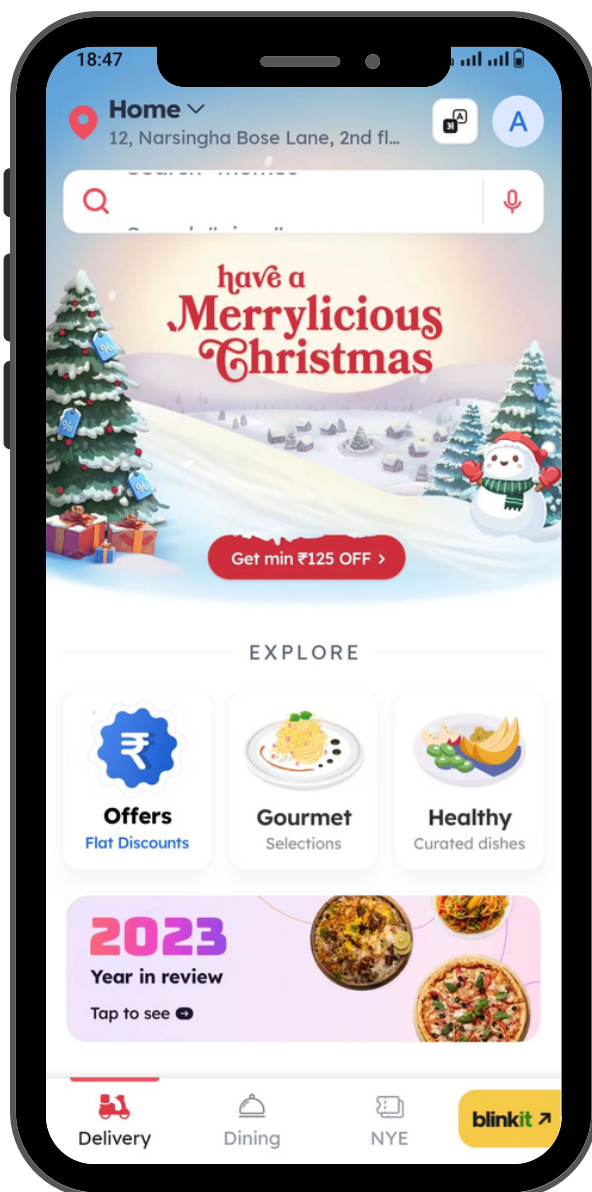
Users can access reviews for free for the first three per restaurant. Subsequently, they must give ratings and reviews to view more content, encouraging participation.

In above, green text header is ideated solutions to the problem statement.

Introducing Zomato Coins (Wireframing)

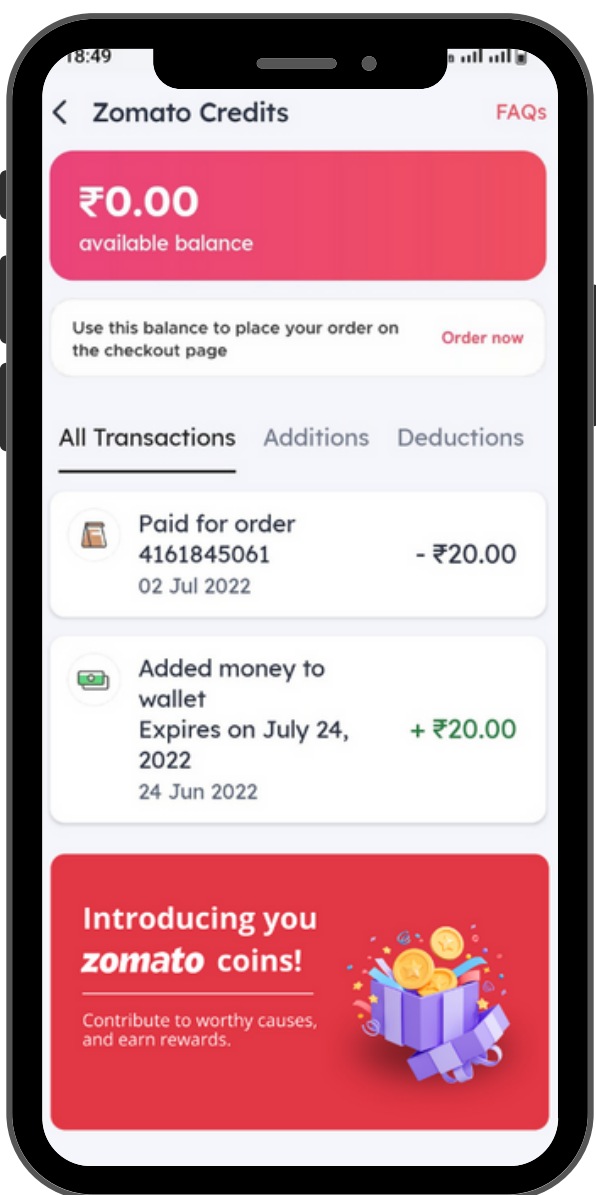
zomato

The homepage kickstarts the Zomato journey, guiding users through restaurant exploration, order placement, and eventual receipt of their selected items.



Homepage

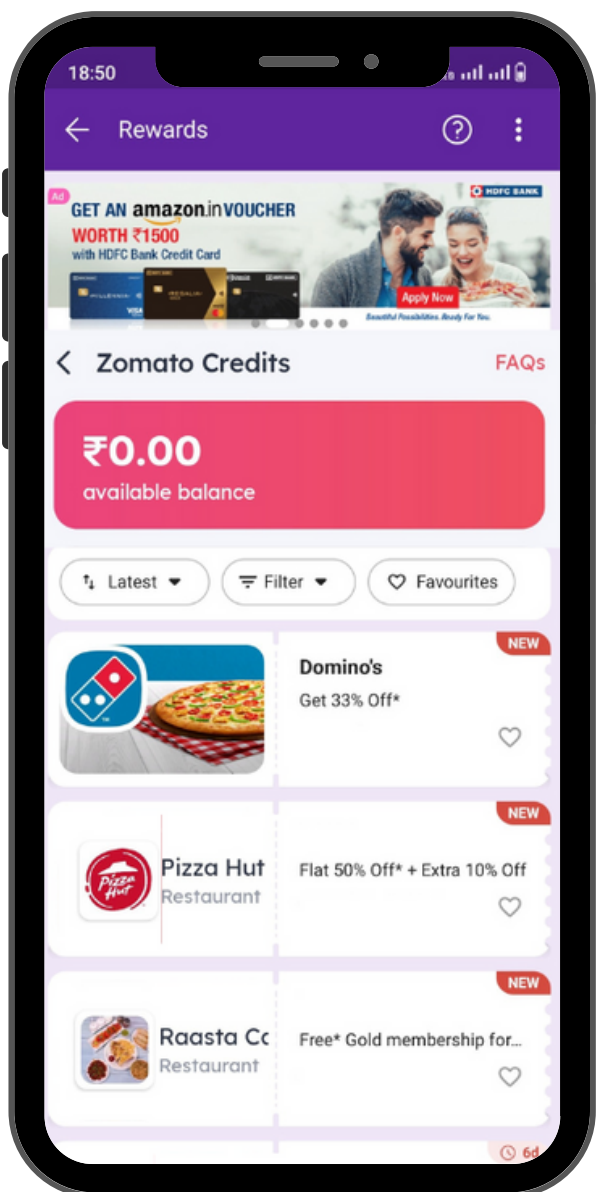
After enjoying their meal, users can leave reviews and ratings, earning reward points as an incentive for their participation.



Credits Page

Within the Zomato credit page, the Reward Section showcases exclusive offers from various restaurants. Users redeem earned coins for discounts or special perks.

Users view earned points in the Zomato credit page. A dedicated 'Rewards' tab provides access to available redemption options based on earned coins.



Rewards Page

For Zomato Business:

- Increased ratings and reviews due to genuine motivation.
- Enhanced advertising revenue potential.
- Improved trust among users due to more accurate content.

For Zomato Readers:

- Access to more ratings and reviews enhancing the reading experience.
- Increased trust through more accurate content.

For Zomato Writers:

- Genuine motivation through rewards like Zomato coins.
- Sense of accomplishment leading to diverse reviews.

Explanation about Virtual Zomato Coins:

- Rewards like discount coupons hold significant value for Zomato's user base.
- Providing real money would escalate costs; curated rewards have a more substantial impact.

Type	Priority	Metrics
Engagement	Med	Click-through rate (CTR) of the Rewards tab. Percentage of users writing reviews after clicking the "write review" button.
Conversion	High	Average time spent on the rewards tab per user per month. CTR of the "Write a Review to Redeem" button.
Retention	High	Percentage of reviews by previously inactive users per month.
Referral	Med	Number of users sharing rewards news via the share button per month.

Pitfalls	Mitigations
Users creating fake accounts or submitting dishonest reviews.	Use robust security measures like account verification, IP tracking, and AI algorithms to detect fraud. Promote genuine participation with clear guidelines and fair rewards.
Technical glitches disrupting user experience during challenges.	Test thoroughly before launching challenges, ensuring platform stability. Provide dedicated support for quick issue resolution and transparent communication with users.
User fatigue due to continuous or frequent challenges.	Maintain a balanced schedule and variety in challenge themes, durations, and types. Gather user feedback to gauge tolerance and preferences for challenge frequency.
Competitive challenges fostering negative interactions among users.	Cultivate a positive community by nurturing healthy competition and stressing constructive feedback. Encourage learning from others' experiences rather than solely focusing on winning.