



PRODUCT TEARDOWN

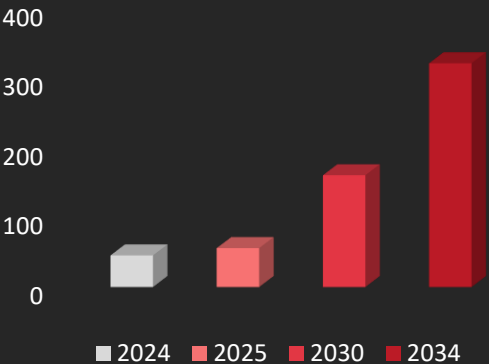
ZOMATO “GROUP ORDERING”

-BY ADITYA SUMAN



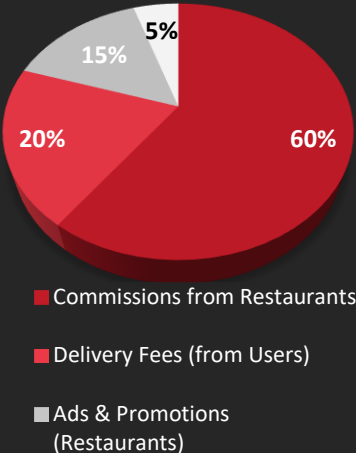
Market Value Projection

IMARC Group (USD Bn)



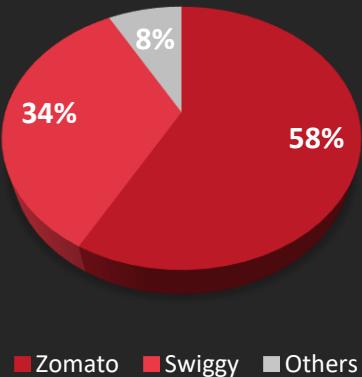
Revenue Source

Share (%)



Competitors Share

Market Share (%)



zomato



SWIGGY

Key Market Drivers

Convenience and Time-saving

Technological Advancements

Changing Dietary Preference

Increasing Disposable Income

Urbanization

Customer Behaviour

415

Avg. Order Value ₹

5.5

Avg. Order /user/month

60-70

Monthly Active Users (Mn)

35%

Growth in Tier-2 & 3

15%

Growth in Tier- 1 cities

Market Share (%)

58%

34%

Monthly Users

~80 million

~60 million

Daily Orders

~2.1 million

~1.7 million

Revenue (\$ Bn)

4.0

3.7

Profit/Loss(\$ Bn)

+0.08 (Profit)

-0.2 (Loss)

Quick Commerce

Blinkit (~\$1.2B)

Instamart (~\$1.3B)

Subscription model

Zomato Gold

Swiggy One

Strengths

Profitability, wider restaurant network, international expansion

Stronger cloud kitchen partnerships, better discounts, higher quick commerce growth

Weakness

Limited focus on discounts, slower quick commerce growth

Still loss-making, no international expansion



Zomato's Business Model

Key Partnerships

- Restaurants, cloud kitchens, and food chains.
- Delivery partners (freelance riders, third-party services)
- Payment gateways
- Marketing and tech partners
- Event organizers



Key Activities

- Platform maintenance, update
- Partnering with restaurants & delivery agents
- Marketing campaigns
- Ensuring timely delivery & food quality
- Data analytics for personalized recommendations

Key Resources

- Technology platform
- Delivery fleet and logistics partners
- Strong restaurant network
- Brand reputation and large user base

Value Proposition

- For Consumers: Convenience, Wide Selection, Transparent Information, Discounts & Offers
- For Restaurants: Increased Visibility, Order Management, Marketing Support, Data Analytics



Customer Relationships

- Personalized recommendations
- Loyalty programs & discounts
- 24/7 customer support
- Social engagement and influencer marketing

Channels

- Zomato mobile app (iOS & Android)
- Website
- Social media (Instagram, Facebook, X)
- Email marketing & push notifications

Customer Segments

- Individual Customers (Students, Working Professionals, Families)
- Corporate Clients (Bulk Orders & Catering)
- Restaurants & Cloud Kitchens



Revenue Streams

- Commission from restaurants (10-25% per order)
- Delivery fees from customers
- Subscription plans (e.g., Zomato Gold, Pro)
- Advertisement revenue
- Event partnerships and ticket sales

Cost Structure

- Delivery and logistics expenses
- App development and server maintenance
- Marketing and promotions
- Customer support
- Salaries and operational costs






Group Ordering : The feature

This feature allows multiple individuals to contribute to a single Zomato order through a shared link. Instead of one person collecting everyone's orders and adding them to their cart, a host can initiate a group order, share a unique link, and invite others to add their desired items directly to the same cart from their own devices.

User Persona



Anjali: The Social Host

 28  Hyderabad  Designer

Goal:

A convenient, collaborative way for everyone to contribute to social food orders, ensuring a smooth experience that caters to diverse tastes without one person taking charge.

Pain Points:

- Deciding on a single person to place the order and handle payment.
- Friends feeling obligated to order what the host suggests.
- Difficulty in remembering everyone's specific requests.

"Love Hosting weekend house parties for friends"

Group Ordering : Target Segment

Friends & Social Groups- Looking for convenience, variety, and shared payment options.



Office Teams- Prefer scheduled orders, split payments, and bulk discounts





Families- Value affordability, combo deals, and diverse cuisines



Party Planners & Events- Need bulk orders, party platters, and quick delivery



Rahul: The Busy Manager

 32  Mumbai  Project Manager

Goal:

Efficiently organize daily team lunches for 10-15 people, avoiding manual collection & payment hassles with a quick, error-free system. Values time-saving solutions that ensure everyone gets their preferred order, boosting team morale


Pain Points:

- Spending too much time calling or messaging everyone for their lunch orders.
- Dealing with order discrepancies items.
- The difficulty of splitting costs fairly among team
- Ensuring everyone's preferences are catered

"Frequently organize lunch and late-night orders for my team"



Maya: The Family Coordinator

 45  Jaipur  Bakery Owner

Goal:

Needs to occasionally order for family dinners, catering to varied preferences with a straightforward and accurate process.




Pain Points:

- Remembering everyone's specific food requests.
- Finding it cumbersome to add multiple items for different family members to a single cart.
- Worrying about order errors.

“Love Having a hassle-free way to order dinner for the whole family”



Vijay: The Party Planner

 40  Bangalore  Event Planner

Goal:

To provide a seamless and enjoyable dining experience by efficiently managing food orders for diverse events, offering guest choice & catering to dietary needs with a streamlined, error-free, and time-saving process.

Pain Points:

- Time-consuming individual order collection.
- High risk of errors and confusion with varied food orders.
- Difficulty managing diverse dietary preferences.
- Complex logistics of offering personalized options within budget.

“Love Delivering memorable events, down to the very last delicious bite”

Consolidated Pain Points

Deciding on a single person to place the order and handle payment.

Friends feeling obligated to order what the host suggests.

Time-consuming process of collecting individual orders.

Dealing with order discrepancies and errors.

Challenge of remembering & catering to everyone's specific food preferences.

Cumbersome process of adding multiple individual items to a single cart.

Complex logistics of offering personalized food options within a budget.

Addressing the Pain Points

→ Distributes ordering to everyone, host manages final checkout.

→ Empowers individual choice; everyone orders what they want.

→ Allows simultaneous ordering by participants, saving host time.

→ Direct selection by individuals reduces miscommunication and mistakes.

→ Individuals ensure their own needs are met by ordering directly.

→ Each person adds their own items to the shared cart from their device.

→ Simplifies individual choice within the restaurant's offerings and budget.



User Journey

The host opens Zomato & selects a restaurant.



The host finds and clicks the "Group Order"



The host shares this link via WhatsApp, or other apps with the intended participants



Participants click on the link, which opens the Zomato app on their devices



Participants are directed to the same restaurant's menu within the shared group order session



The host can track the order status within the app



The host enters delivery details and make payment



The host proceeds to the checkout process



The host verifies the order for accuracy and completeness



Each participant browses the menu and adds their desired items to the shared cart

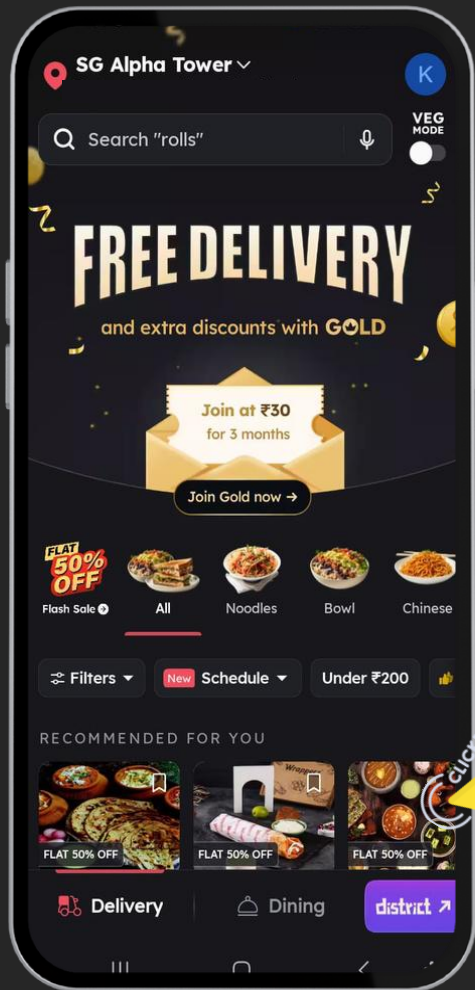


Friction Points

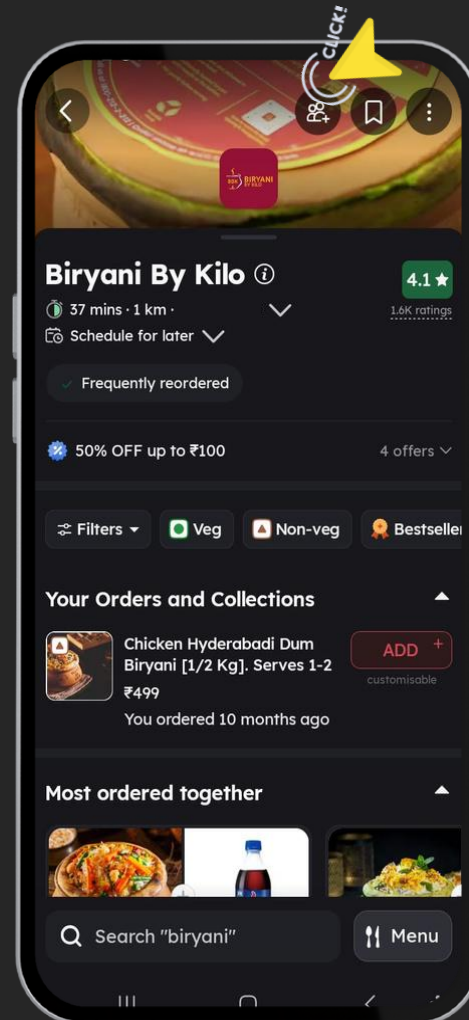
- Discovery of the Feature:** Users might not easily find the "Group Order" option within the app. Its placement might not be intuitive.
- Real-time Updates and Conflicts:** If multiple people are adding items simultaneously, there could be delays in real-time updates of the shared cart, potentially leading to confusion or accidental duplicate orders.
- Order Finalization Time:** If participants take too long to add their items, the host might need to chase them, or the order might time out.
- Restaurant Limitations:** Not all restaurants on Zomato might support group ordering initially. This could limit choices.
- Order Modifications After Submission:** Once the host finalizes and proceeds, making changes to the order will be done only when hosts unlocks.
- Lack of Communication within the Group Order:** This can create confusion and delay

Key Takeaways

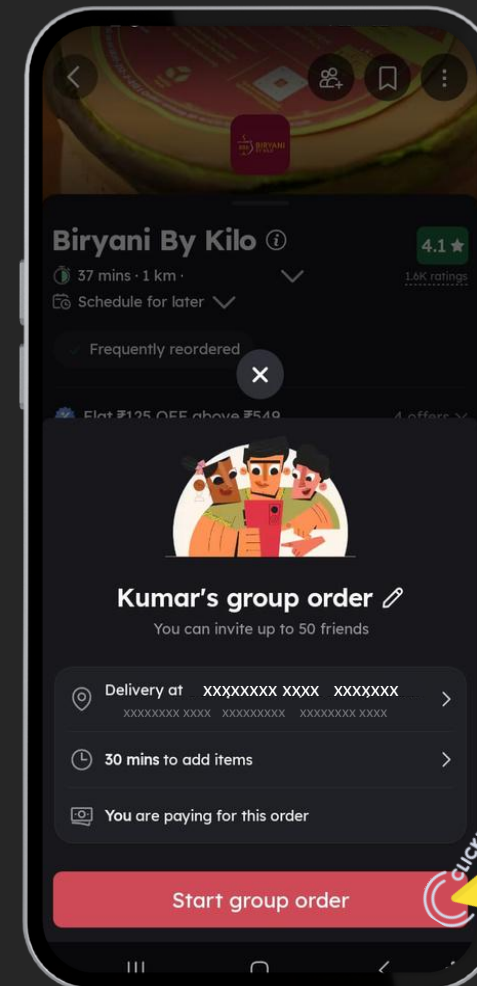
- Streamlining a complex social problem:** The feature emphasizes simplicity and ease of use, aligning with good UX principles. It reduces cognitive load by streamlining a complex task.
- Growth Principles:** The features leverages network effect by making it easier for groups to order, potentially leading to increased order frequency and average order value.



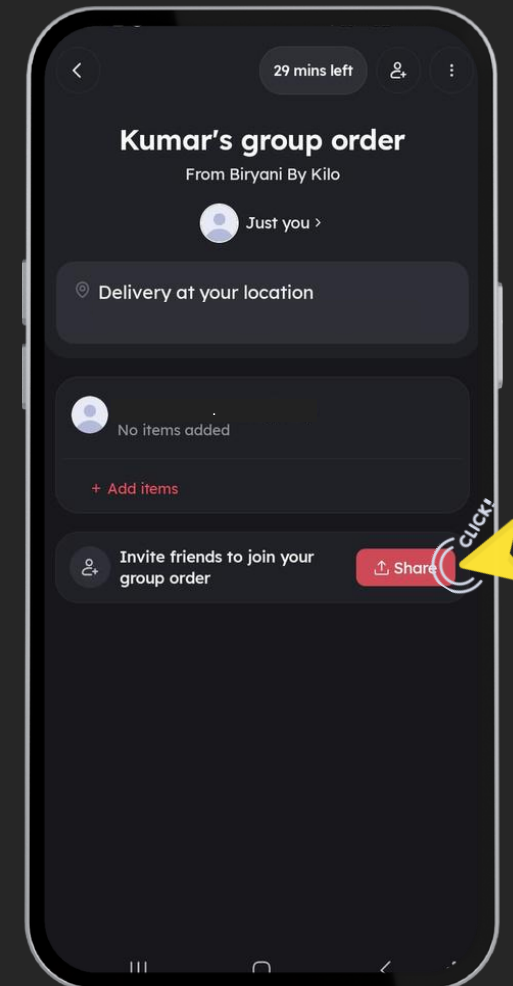
User selects a restaurant



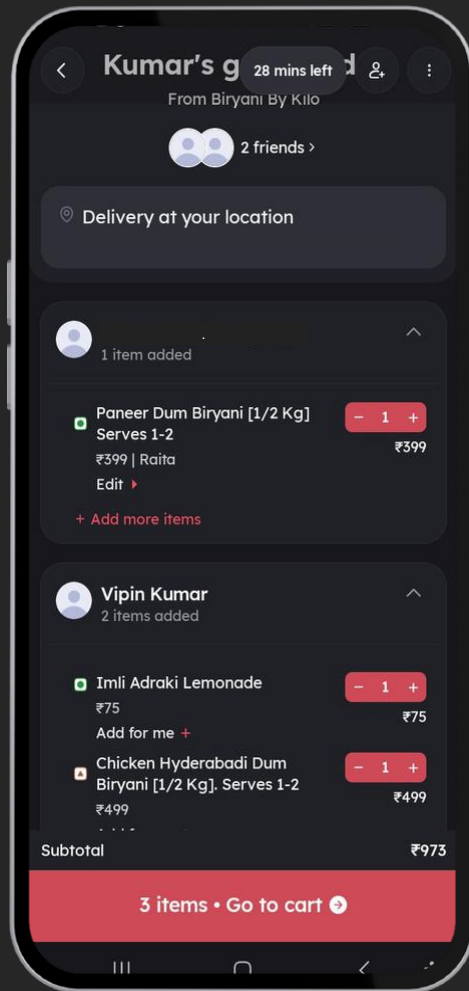
Clicks on the "Group Order Icon"



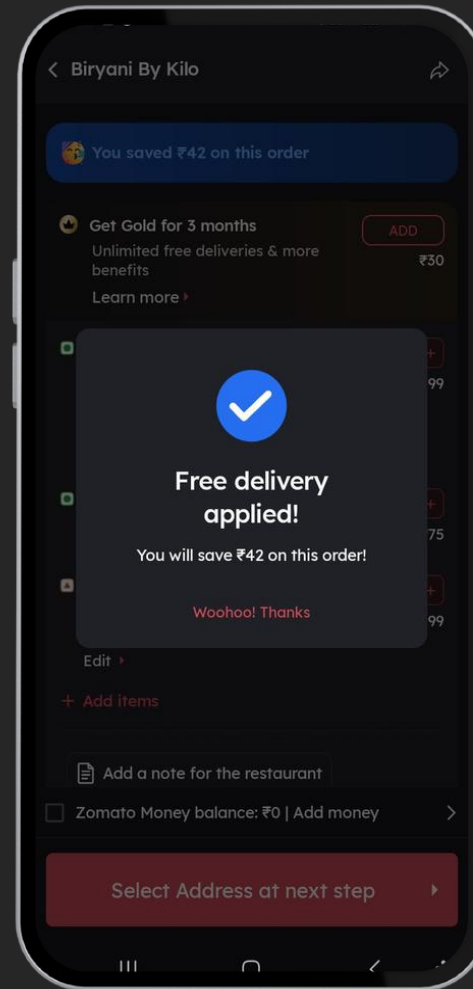
User taps on "Start Group Order"



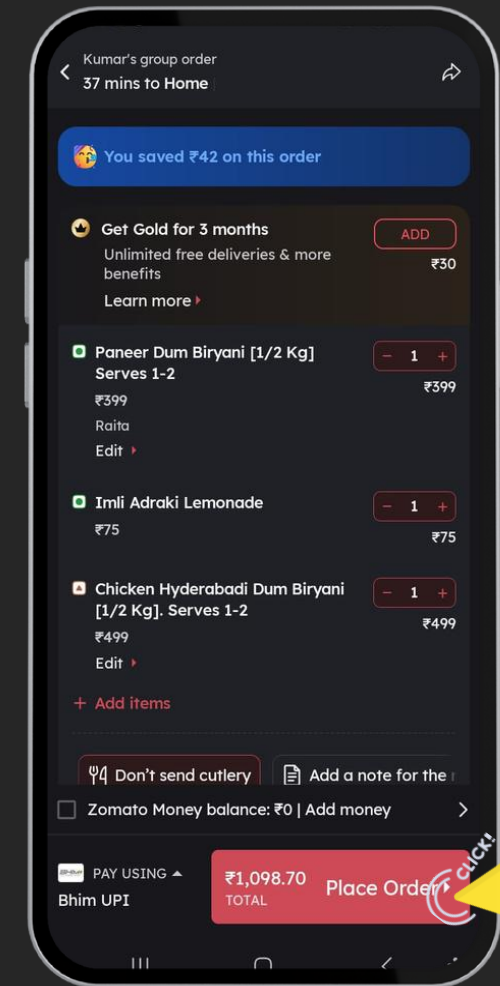
User is prompted to invite friends via a shareable link and friends click the link to join



Everyone browses the menu and adds their items to the shared cart



Users are happy since Free Delivery is applied

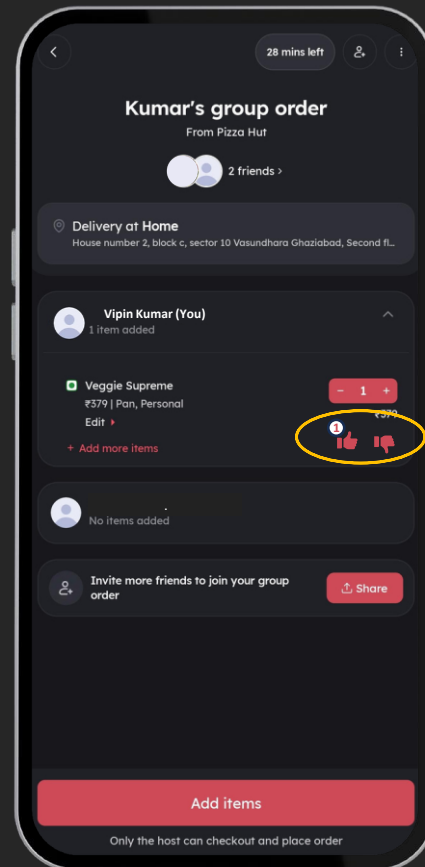
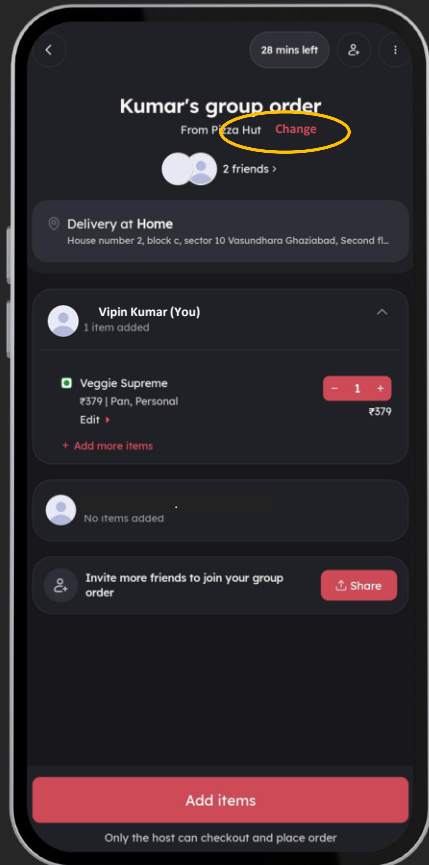


The host reviews the final cart and confirms the order

Product Improvement

Order from Multiple Restaurant

- Currently all members of a single group order must order from the same restaurant. Ordering from multiple restaurants in a single group order should be supported.
- Initially the restriction on restaurants can be made on the proximity basis to avoid extra logistic cost.

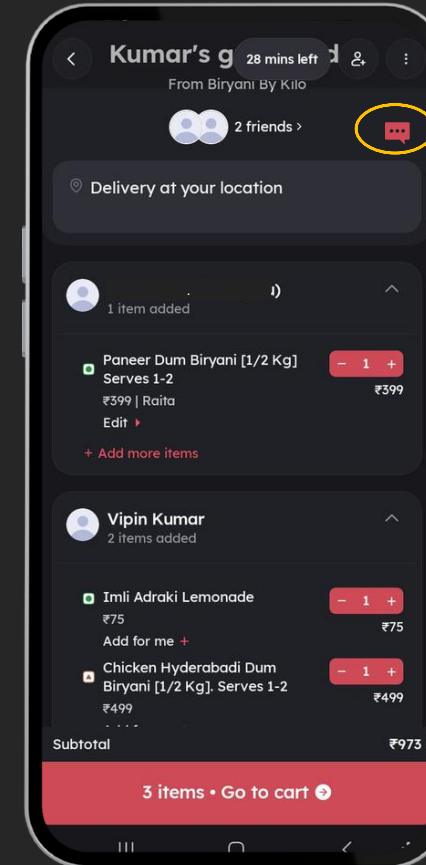


Voting system for choosing dishes

Voting will streamline group decisions, ensuring everyone's voice is heard and reducing ordering conflicts. This fosters a more inclusive and efficient dining experience, especially in diverse cities like Bengaluru.

Enhanced Communication:

Integrated chat facilitates real-time coordination, resolving menu questions and dietary needs instantly. This ensures smoother group orders, minimizing confusion and enhancing the overall dining experience



Few more suggestions

Split Payment

Currently, Zomato's group ordering feature typically involves a single payment made by the host. Payment splitting within the app for group orders can be a useful feature.

Limited Time Window

A configurable limited time window set by the host, rather than a fixed time of 30mins.



Key Metrics

Problem

Hassle of Coordinating Orders Manually

Order Abandonment

Planning food for a house party, office lunch, or weekend meetup was chaotic — multiple orders, multiple delivery fees.

Solution

Zomato lets the host **create a group order link** that friends can join and adds their own items

Group ordering **reduces individual cost** and **makes it social** — encouraging more people to join in. The psychological nudge of “everyone’s ordering together” boosts participation

One group order ensures **all items arrive together**, with fewer delivery fees and a smoother experience.

Key Metrics

Group Order Adoption & User Engagement

(L1 Metric) Number of Group Orders Initiated
(Weekly/Monthly): Tracks the overall adoption and usage of the feature.

(L2 Metric) Number of Participants per Group Order: Number of people on average are using the feature.

(L2 Metric) Group Order Link Click-Through Rate (CTR): Measures how effectively the feature is being promoted within the app.
 $CTR = \left(\frac{\text{Users Who Clicked Group Order}}{\text{Users Who Saw Group Order Feature}} \right) \times 100$

Group Order Completion & Time Efficiency

(L2 Metric) Order Abandonment
(Group Orders Not Completed/ Total group order started)

(L1 Metrics) Average Time to Complete Group Order:
 $\frac{\text{Total Time for All Group Orders}}{\text{Total Number of Group Orders}}$

(L1 Metric) Group Order Completion Rate: Measures how often group orders are successfully completed.

Group Order Impact on Revenue & Customer Value

(L2 Metric) Large Group Order Frequency
(Orders with 5+ Participants)
 $\left(\frac{\text{Completed Group Orders with 5+ Users}}{\text{Total Group Orders with 5+ Users}} \right) \times 100$

(L1 Metric) Group Order Size :
(Total Items in Group Orders/ Total group orders)

(L2 Metric) Customer Feedback Related to Group Order: Gathers user opinions on the feature's ability to simplify event planning

(L1 Metric) Average Order Value of Group Orders
Compares group order spending to individual
 $\frac{\text{Total Revenue from Orders}}{\text{Total number of orders}}$



Thank You