

NextLeap LIP Challenge  
Teardown #2

# Ordering a Product Dunzo

A 4-5 min Read  
Aditya Bhatnagar



# Overview

Dunzo is an Indian company that delivers **groceries** and **essentials**, **fruits** and **vegetables**, **meat**, **pet supplies**, **food**, and **medicines** in major cities. It also has a separate service to **pick up and deliver** packages within the same city

Category - Shopping

Launched - 2014

Installs - 10mil+

Reviews - 4.27L

Rating - 4.7

### Services

Fresh Fruits & Vegetables	Snacks & Beverages
Breakfast & Dairy	Fresh Meat & Fish
Provisions	Medicines
Pet Supplies & Food	Pick up & Drop Services

### Revenue Stream

- Delivery Fees
- Commissions from Stores
- Surge Pricing
- Fees of Services

### Dunzo's USP

Unlike other on-demand meal delivery platforms, Dunzo completely owns the delivery layer. Dunzo hires delivery drivers and assumes all responsibility for delivering the order or delicately completing the task.

# User Persona



## Uday Pratap

**Male, 26 Years, Lives in Noida, HR Executive by profession, Married**

"Groceries and other things are essential but going out to buy them on the weekend takes lots of time. It is also difficult for my wife to manage this alone. Wish there was a way to get this delivered at my doorstep instantly."

### Goals

- Wants fresh and quality groceries at doorstep, instantly
- Wants to know when he might be running out of things
- Wants to plan shopping better along with his wife

### Pain Points

- Finds it tiring to visit stores to shop on weekends
- Often forgets the things he needs to buy
- Only gets UPI, card or cash as payment options

Overview

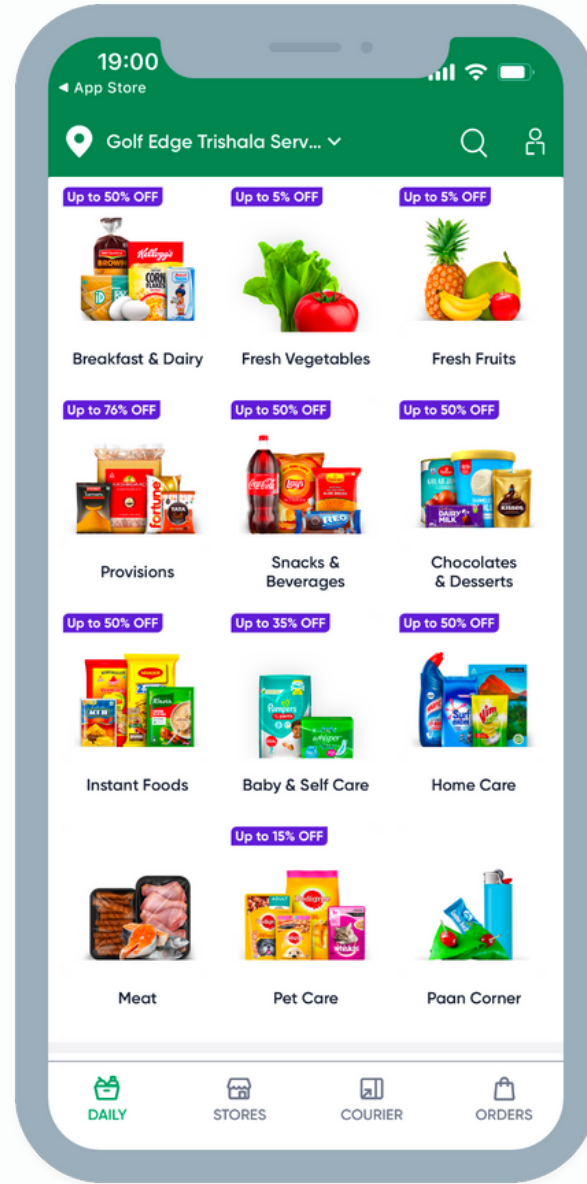
**User Persona**

User Journey

Improvements & Suggestions

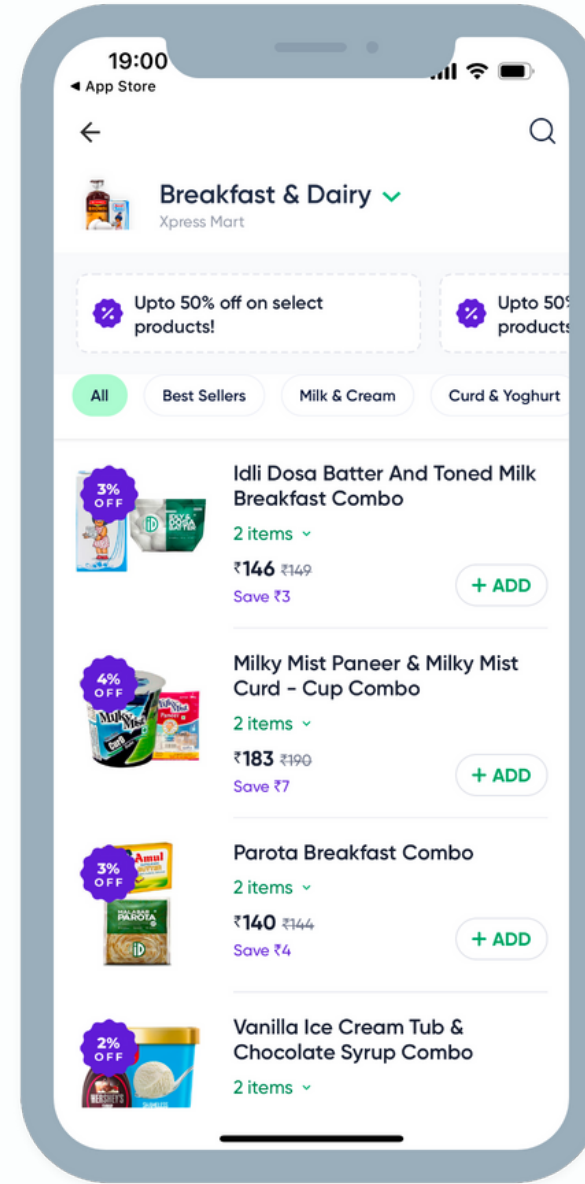
Key Metrics

# User Journey



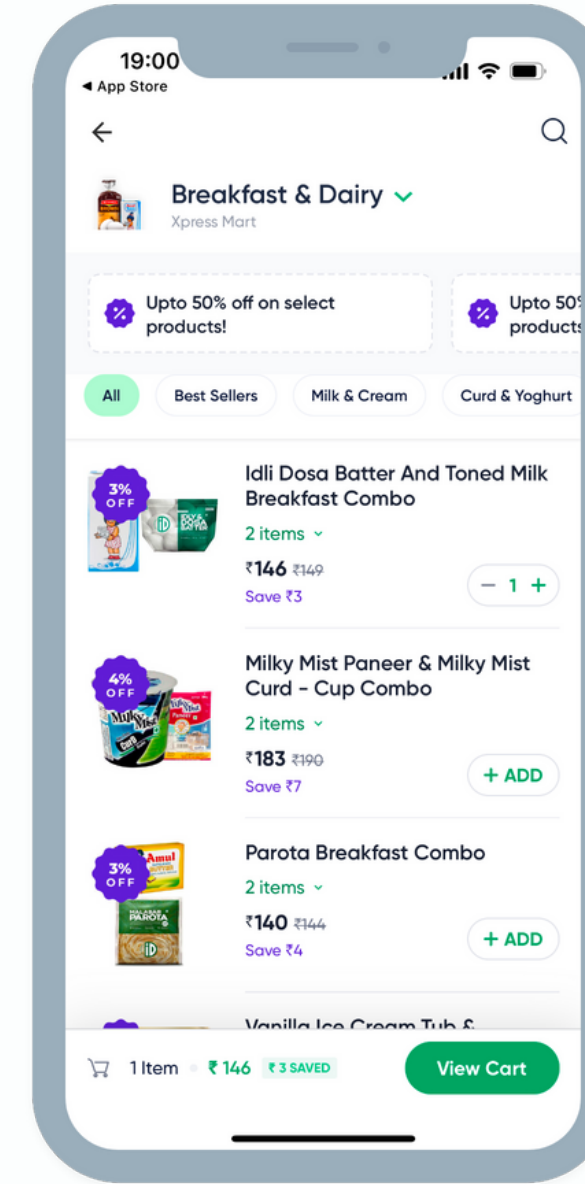
## Step 1: Select Catalogue/Service

From a variety of catalogues, select one or use search



## Step 2: Add items to Cart

Choose the items you want to buy



## Step 3: Select Quantity

Add the quantity of items that you want to buy

Overview

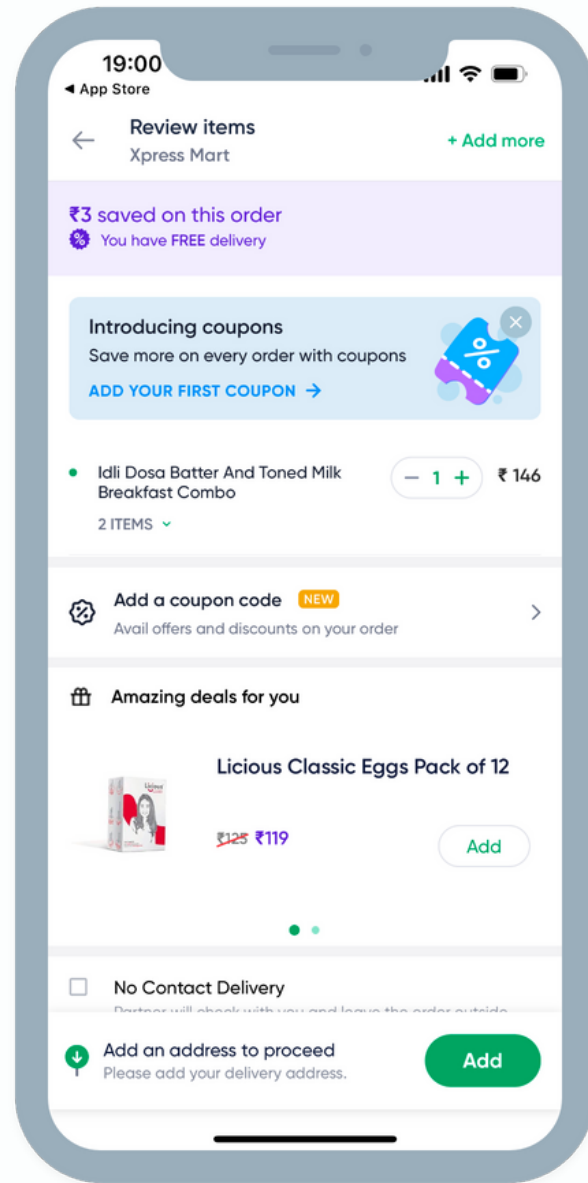
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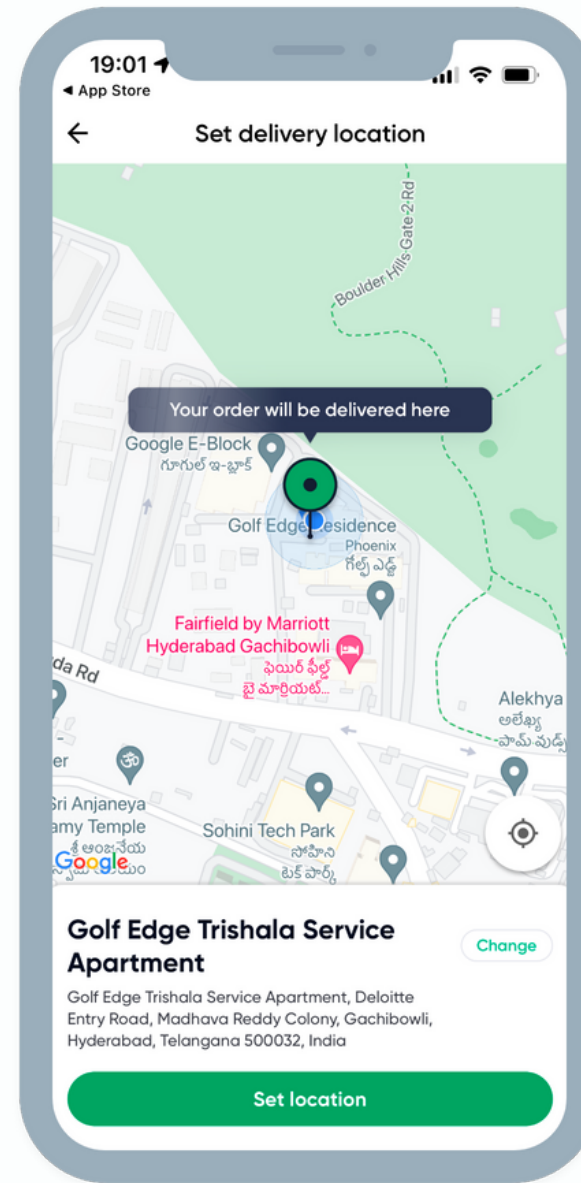
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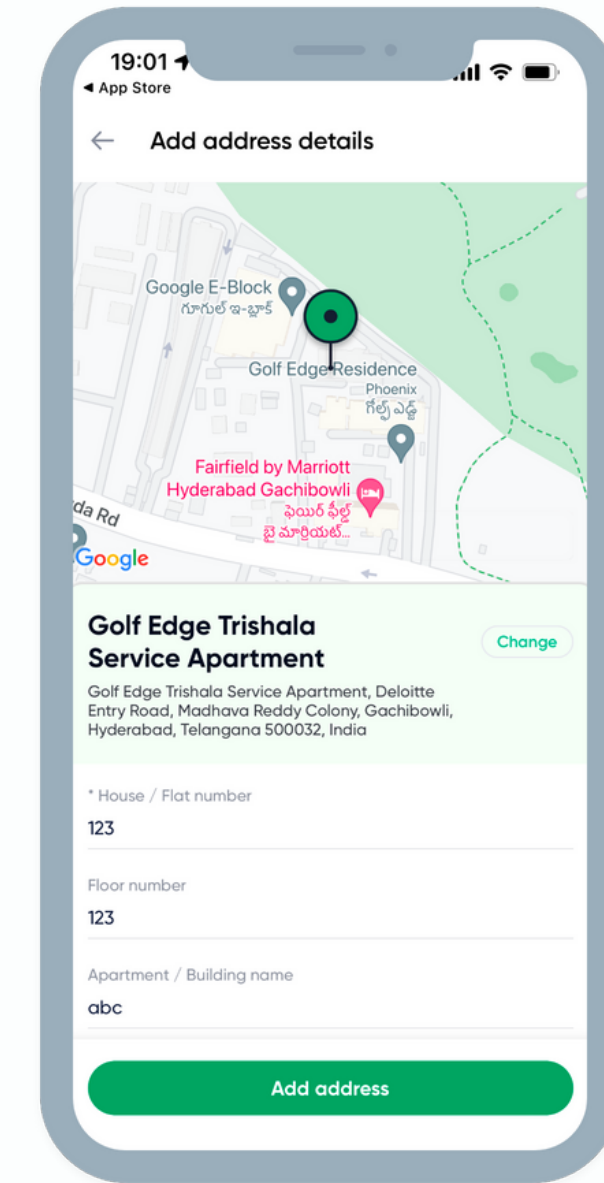
**Step 4: Proceed to checkout**

Move to the cart in order to checkout



**Step 5: Add Address**

Add the address where you want the delivery



**Step 6: Address Details**

Provide the precise location for the delivery

Overview

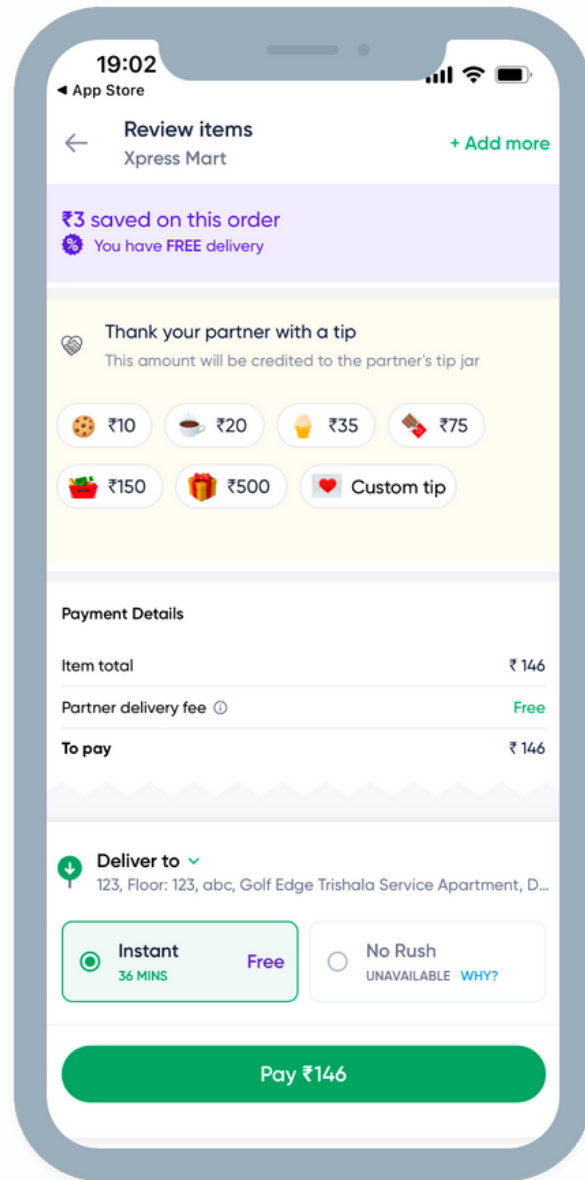
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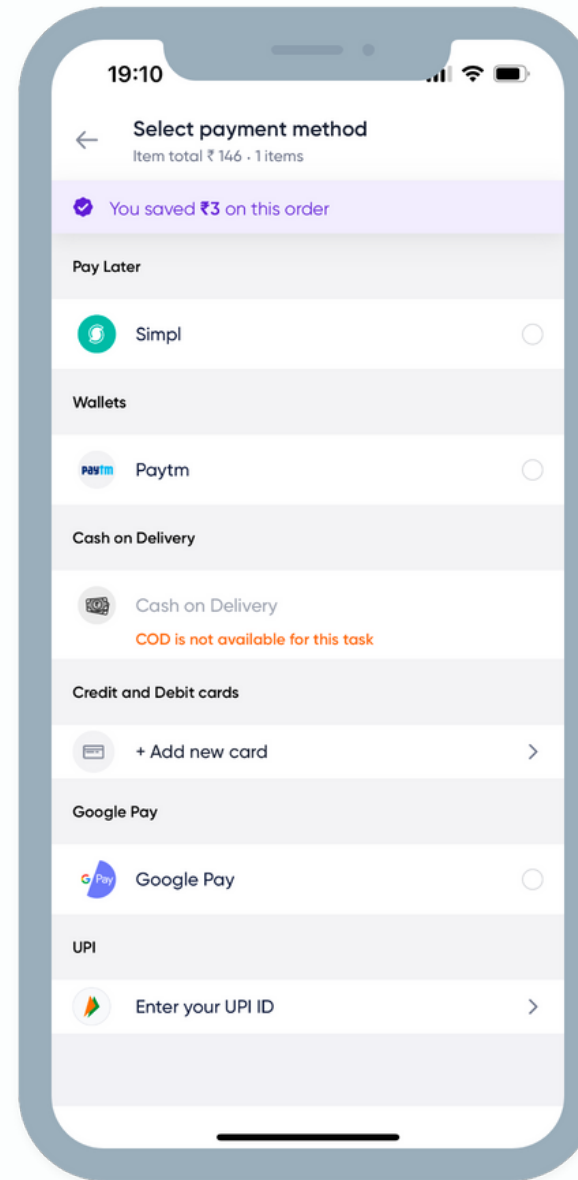
Key Metrics

# User Journey



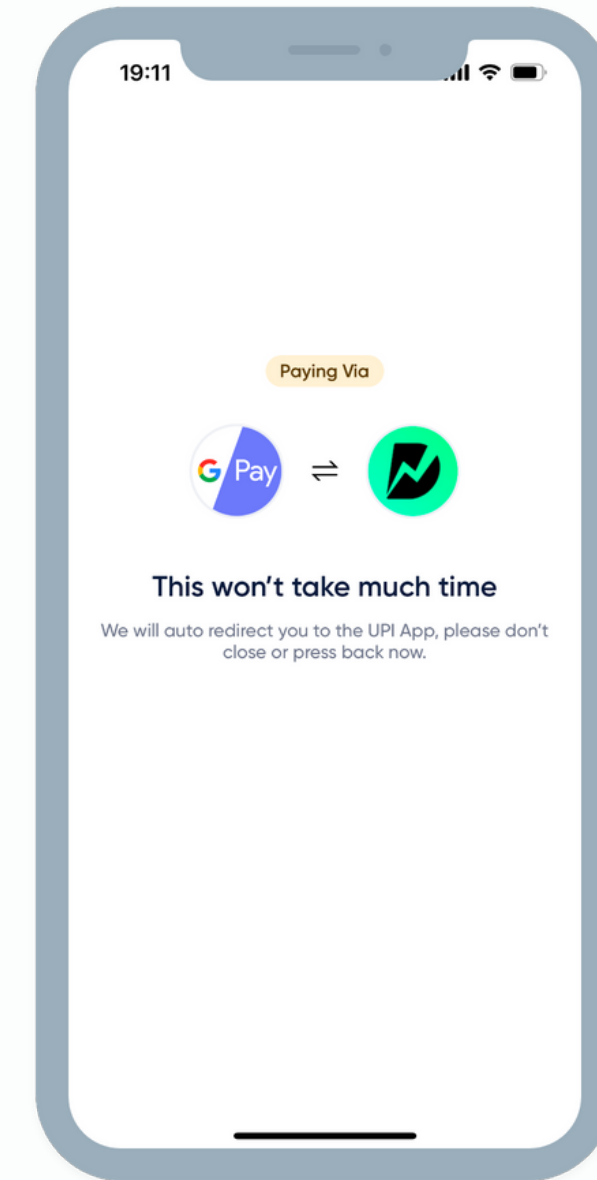
## Step 7: Schedule Delivery

A navigation pane to access all your leagues



## Step 8: Add Payment Method

Add a payment method (Wallet, Pay-Later, UPI)



## Step 9: Payment Gateway

You will be redirected to the payment gateway for payment

Overview

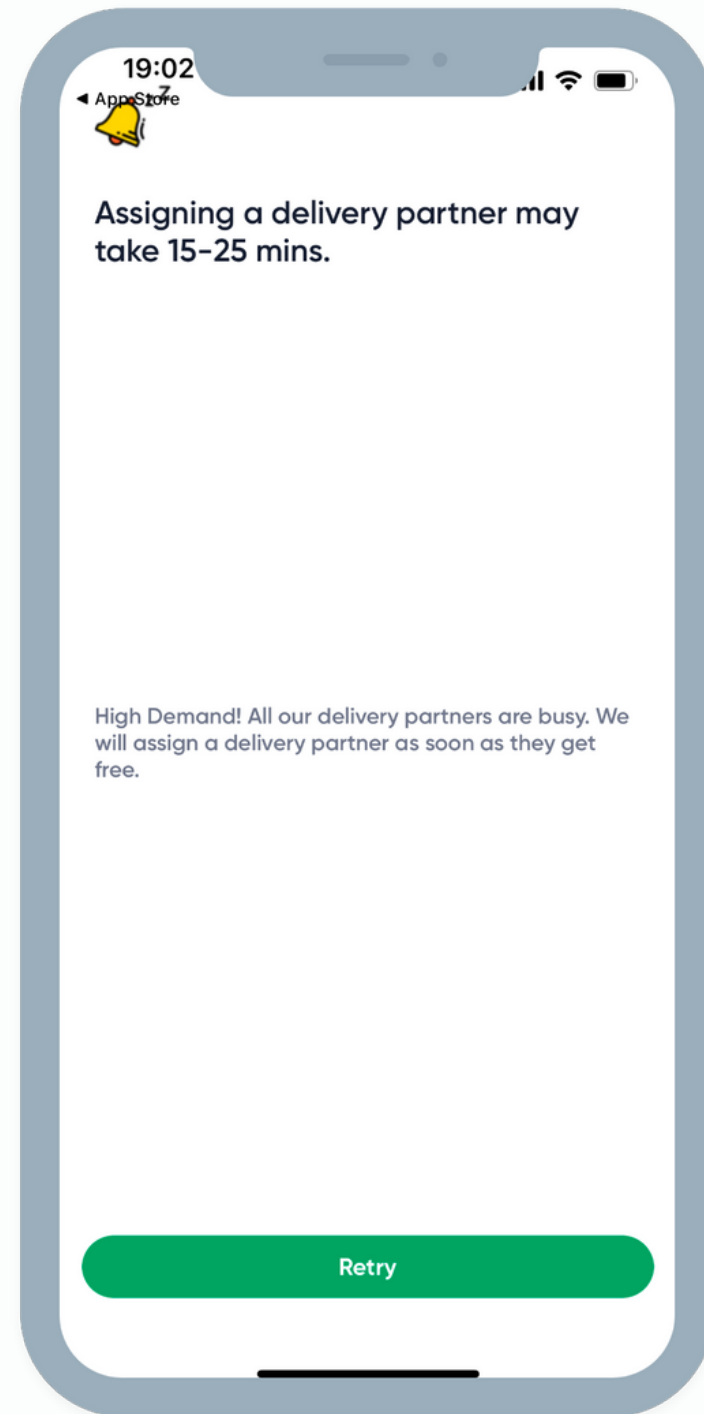
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# Improvements & Suggestions



## Friction Point

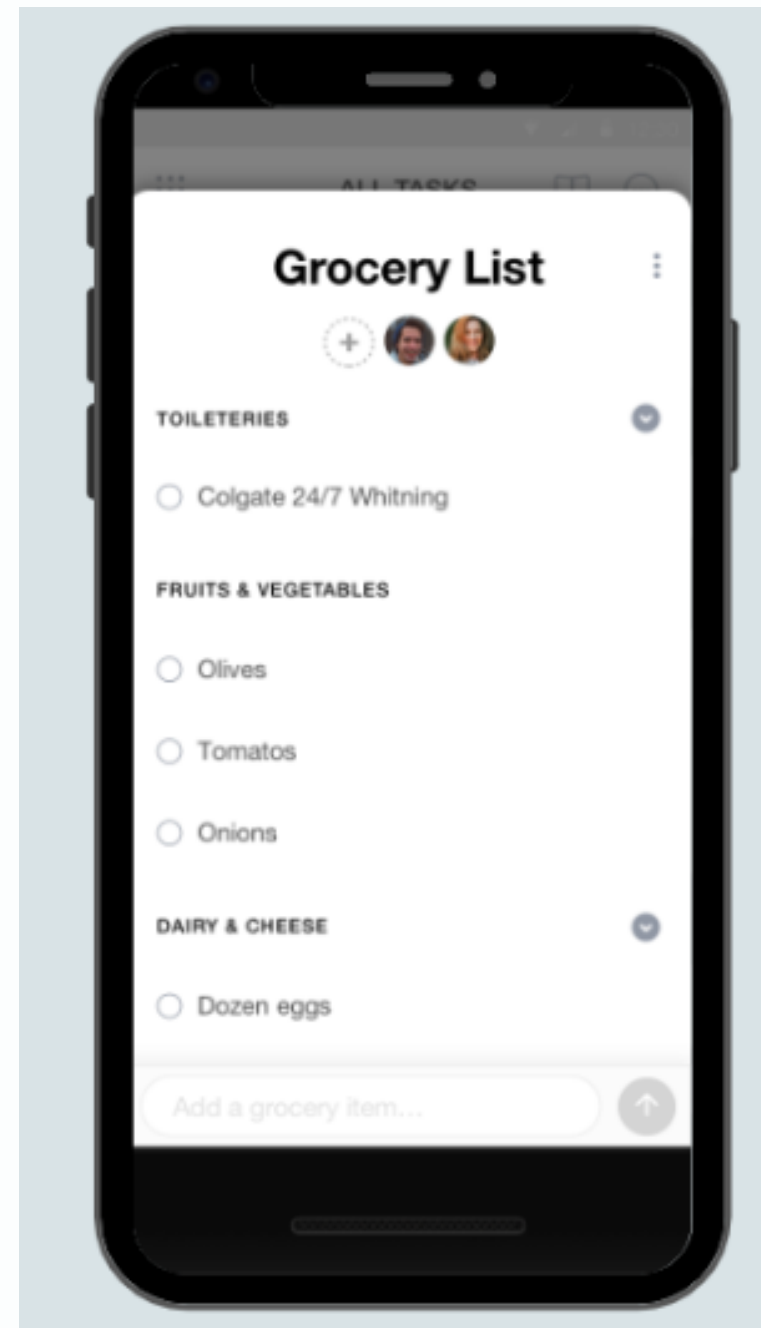
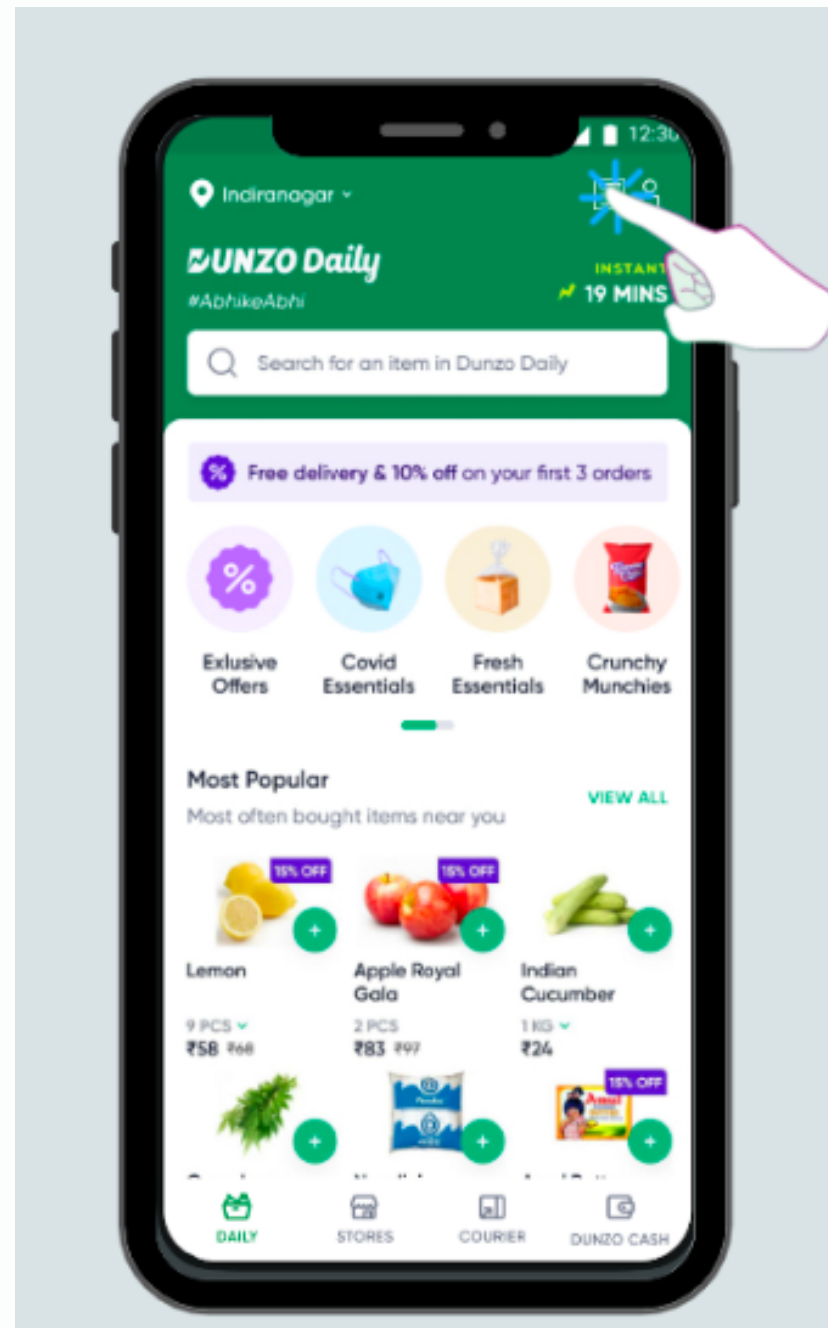
- While trying to order something on Dunzo, you will follow certain steps before you land at the payments page.
- But a major problem that I have encountered is that if there's an unavailability of delivery partners, the app would not tell you in the beginning but the message on the left is displayed right before you are about to make the final payment for your order.

## Improvement

- Dunzo has a good feature of showing how much estimated time it will take for them to deliver an order to the user's location on the landing page itself. It can simply add a view which shows the availability of delivery partners nearby.
- Doing this is better than showing unavailability at the end as it really annoys the user leading to a higher churn rate because of a bad experience.

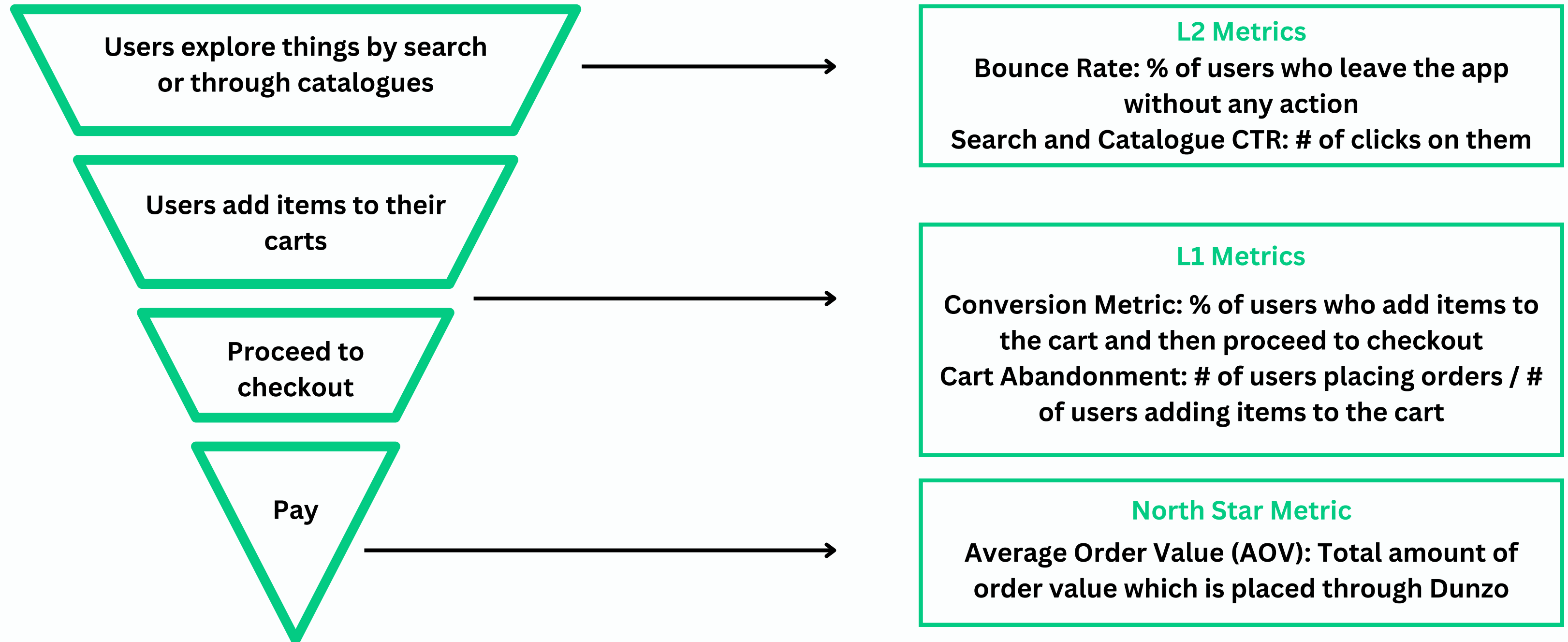
# Improvements & Suggestions

## Dunzo Lists



- This is an interactive, collaborative shopping planning tool which can be integrated within Dunzo. It allows the user to add other members and add items for shopping.
- This not only solves the pain point of forgetting things that a user might want to order but also helps us increase the AOV as now more items are ordered.
- We can use the recommendation system of Dunzo here and help users add items from different catalogues.
- We can also set/give reminders for them to add things to the list in case they are running out of something. This can be gauged on the basis of the order frequency of that item and the time when it was last ordered.

# Key Metrics



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