

Ecommerce Tipping Feature PRD

1. Business Objective:

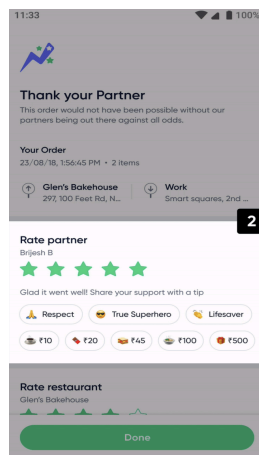
Why should an Indian customer ordering food or groceries online consider tipping the delivery rider? Unlike the Western perspective on tipping as an obligatory act, Indians tend to view tipping as something earned through the quality of the product or service. Some may even question the need to tip, given they are already paying delivery charges. This puts our delivery partners at a disadvantage since they lose on additional income. Our partners don't feel motivated enough to stay active on the platform due to the uncertainty that they might not get tipped even if they deliver an outclass experience. Imagine as a Blinzedu rider who has to face challenging conditions, work during odd hours, endure scorching heat, freezing cold or stormy weather; all to ensure timely delivery of an order and yet still not get rewarded for their hard work and dedication. To address this issue, it's crucial to provide our riders with an additional source of income, creating a sense of satisfaction and motivation to go the extra mile.

By introducing an in-app tipping feature, we shift from relying on customers to offer offline tips to a more transparent mechanism. This ensures that customers are aware of the option to tip our dedicated riders at various points in their user journey; therefore recognizing and rewarding their exceptional service. For the rest of the document, we'll go over the salient features of the proposed tipping mechanism, competitive analysis, designated metrics and roadmap for the selected features.

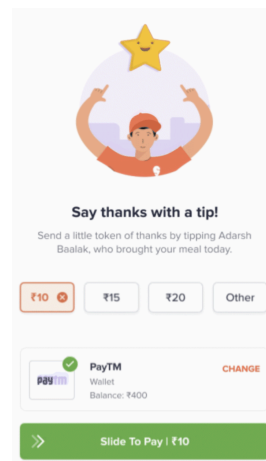
2. Competitive Analysis:

All our major competitors have tipping features in their app experience.

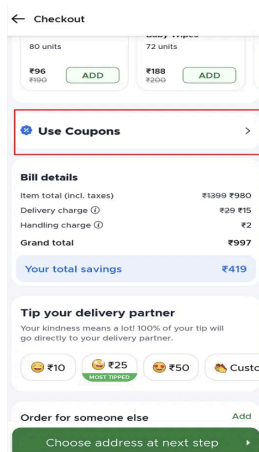
Dunzo



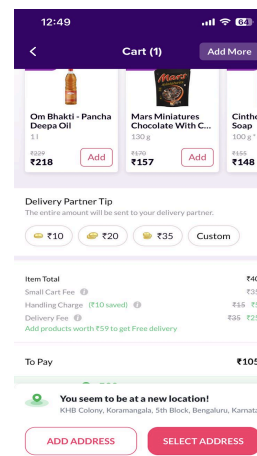
Instamart



Blinkit



Zepto



2.1. Comparative Summary

Feature	Instamart	Dunzo	Blinkit	Zepto
Pre-order tipping	Yes	Yes	Yes	Yes
Post-order tipping	Yes	Yes	Yes	Yes
Icons alongside tip values	No	Yes	Yes	Yes
Choosing preferred payment method for tipping	Yes	Yes	Yes	Yes
Tip limits (min and max)	Min: 10 Max: 1000	Min: 10 Max: 100	Min: 10 Max: Free text	Min: 10 Max: Free text
Customised event driven tip reminders (e.g rainy weather)	Yes	No	No	No
Rider stories	Yes	No	No	No
Tip reminder notifications	No	No	No	Yes
Reward badges for tipping	No	No	No	No
App credits/XP gain for tipping	No	No	No	No

2.2. Recommendations:

Based on the comparison shared in the last table, following features have been shortlisted.

Recommendation	Reasoning
Pre-order tipping and event driven tip reminders	Incentivize the drivers to pick up orders knowing they are already tipped. Remind users to tip if drivers are working in unusual conditions e.g rain.
Post-order tipping and preferred payment method	Allow users to tip drivers based on their experience. Users shouldn't avoid tipping because they can't pay via their preferred payment method.
Icons alongside tip values	Shift the tipping mindset from monetary to a gifting exchange.
Tip limits	Avoid human error to prevent tipping exorbitant or negative numbers.
Custom tips and Rider diaries	Allow users to give tips other than the pre-populated options. Humanise the tipping experience by sharing details about their delivery partners.
Reward badges/XP gain	Incentivise users so they tip more to unlock rewards. More tips equals

for tipping	more income for drivers. Win win for everyone!
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3. **Feature Breakdown:**

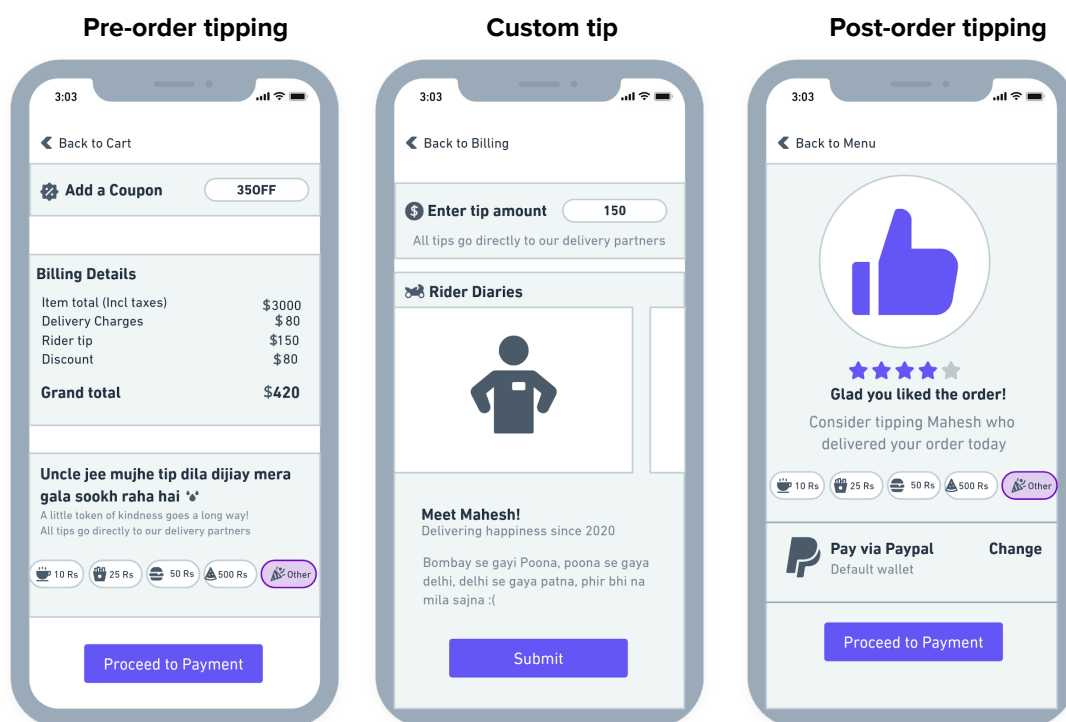
Features	Breakdown	Acceptance Criteria
Post-order tipping	Post-order tipping section	<p>Context: User is at the Review screen after order delivery.</p> <p>Verification list:</p> <ul style="list-style-type: none"> • If a user submits 3 stars and above, route them to a new screen to prompt for a tip. • Show a pre-populated list of tips with icons. • List includes amounts: 10, 20, 45, 100, 500 and Others button. • Show payment options once a tip is selected • Show success screen once tip is paid for.
	Other button to add a custom tip	<p>Context: User rated delivery experience 3 stars and above and selected Others button to pay for a custom tip</p> <p>Verification list:</p> <ul style="list-style-type: none"> • Route to a new screen that shows a text box (only accepts numbers) to add the custom amount. • Tip limit should be between 10-1000 Rs. • Show text to inform users that 100% of the tips go to our delivery partners. • Right below the text should be a picture of the rider along with their rider story. • Tap on the Continue button to proceed to payment options • Show success screen once payment is completed <p>Negative case: Show an error message if the input amount breaches limits.</p>
Pre-order tipping	Prepopulated tipping options	<p>Context: User is at the billing details screen right after confirming cart items.</p> <p>Verification list:</p> <ul style="list-style-type: none"> • Show a pre-populated list of tips between the Billing Details section and Proceed to Payment button. • List includes amounts: 10, 20, 45, 100, 500. • Icons must be shown alongside each tip amount. • Add a button titled "Other" to give a custom tip at the end of the tip list. • Show the selected tip amount added in the Billing Details section.

	Other button to add a custom tip	<p>Context: User has tapped on Other button from the pre-populated list</p> <p>Verification list:</p> <ul style="list-style-type: none"> • Route to a new screen that shows a text box (only accepts numbers) to add the custom amount. • Tip limit should be between 10-1000 Rs. • Show text to inform users that 100% of the tips go to our delivery partners. • Right below the text should be a picture of the rider along with their rider story. • Tap on the Continue button to go back to the billing details screen. • Show the selected tip amount added in the Billing Details section. <p>Negative case: Show an error message if the input amount breaches limits.</p>
	Customised event driven tip reminders (e.g rainy weather)	<p>Context: User is at the billing details screen right after confirming cart items.</p> <p>Verification list:</p> <ul style="list-style-type: none"> • Show custom title for tipping section in case of rain or any unforeseen circumstance e.g. "It's a rainy day today, don't forget to tip your rider!". • Display sub-text right below title text • Character limit: 60 for title and 90 for Sub-text characters <p>Negative case: Show an error message in case of character limit breach.</p>
Reward/XP Gain	XP Increase	<p>Context: User has tipped a delivery driver through the app.</p> <p>Verification list:</p> <ul style="list-style-type: none"> • Increase XP points: <ul style="list-style-type: none"> By 25 for tips between 10 and 50 By 35 for tips between 50 and 500 By 50 for tips >500 • Users can redeem these points to unlock store credits

4. **Success Metrics:**

Metric Type	Definition	Target Increase
Revenue: Delivery partner (NSM)	%increase in partner revenue via tips	10%
Adoption (L1)	% of tipping users	11%
Engagement (L2)	%of tips per users	5%

5. **Wireframes:**



6. **Roadmap:**

Feature	Priority	Impact	Effort	Timeline
Post-order tipping: Prepopulated tips	P0	4% of increase in tipping users	S	Week 1
Post-order tipping: Custom tips	P0	2% of increase in tipping users	M	Week 1
Pre-order tipping: Prepopulated tips	P1	3% of increase in tipping users	S	Week 2
Pre-order tipping: Custom tips	P1	2% of increase in tipping users	S	Week 2
Pre-order tipping:				

Customised event driven tip reminders	P2	3% increase in tips per user	L	Week 3 and 4
Reward/XP Gain	P3	2% increase in tips per user	S	Week 5

6.1. Prioritisation reasoning:

As per our hypothesis, the Indian consumer considers tipping as part of an excellent experience when it comes to a product/service. Therefore, we will prioritise post-order tipping first and then the pre order. This will enable us to gather more data about users that will help us augment what needs to change to make the tipping system better. In order to really entice users to tip before an order, customised tip CTAs will come in very handy so that is targeted right. Finally, XP gain will be targeted to incentivise users for tipping therefore increasing rider revenue and satisfaction