

zomato

Delivering Delicious Happiness



**Product Teardown : Booking a table and Paying the bill
through Zomato Dining**



Created by: Aasiya Mansoori

About **zomato**

Zomato was launched by Deepinder Goyal and Pankaj Chaddah in 2008. Started as FoodieBay, now Zomato extends its services across borders and multiple subsidiaries with a mission to provide best food options in your locality.

2008- Launched as FoodieBay

2015- Launches Restaurant reservations

2018- B2B groceries store- Hyperpure

2020- Zomato pro

2015 - Launched as a food delivery product

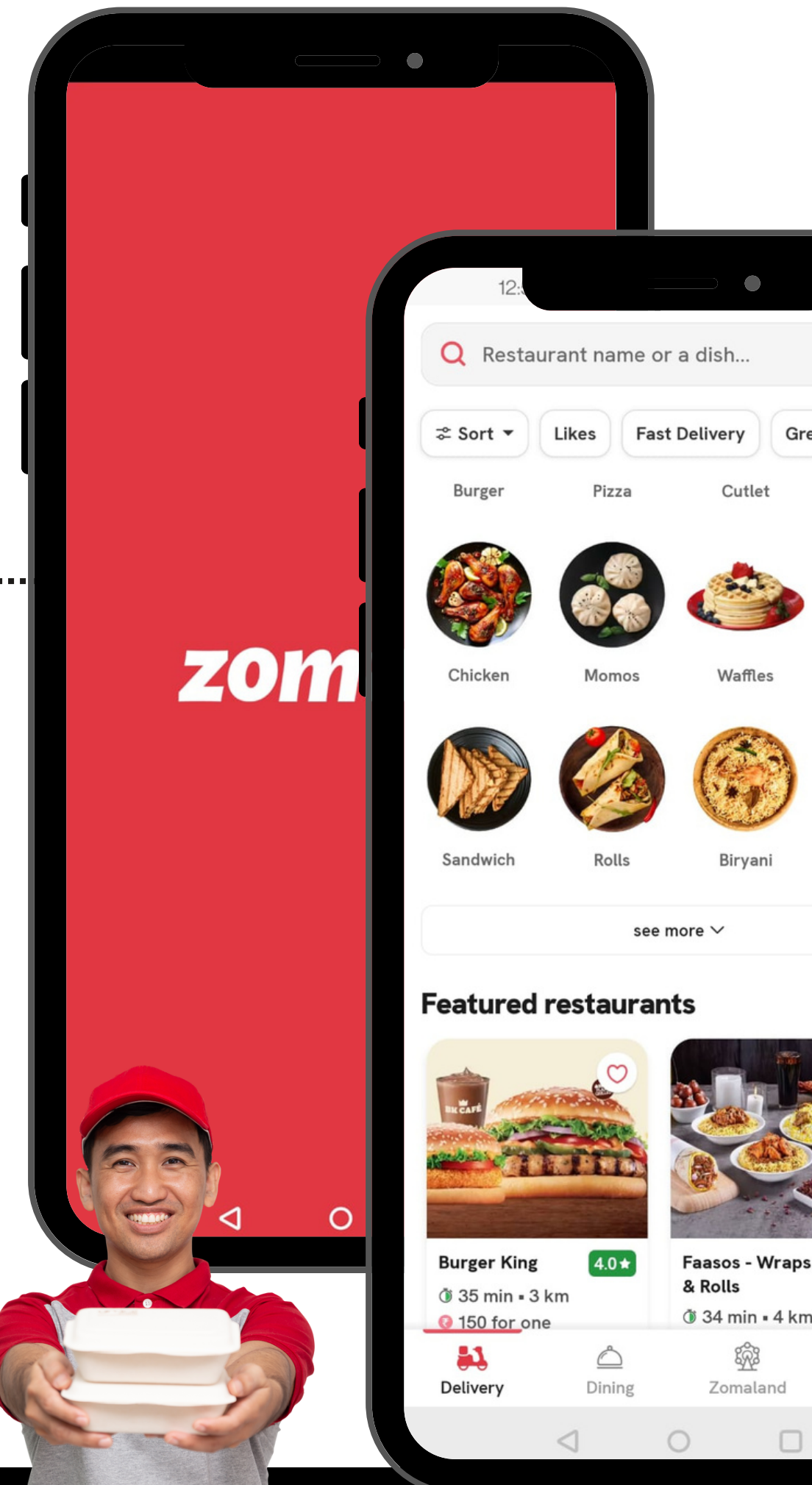
2017- Zomato Gold

2019- Zomaland- food carnival

Zomato's Business Model - Thrives on Advertising model

Restaurant Advertising	Online food Ordering	Subscriptions	Event Advertising (Zomaland)	Event tickets sale (Zomaland)	Consulting services (Zomato Whitelabel)
72% Revenue	2% Revenue	7% Revenue	4% Revenue	12% Revenue	3% Revenue

Source : StartupTalky



User Persona



Harsh Singhanian, 26

Professional Photographer
Travel enthusiast
A foodie

Harsh is a professional Photographer working with an agency in Delhi. He works as a freelancer as well. Collaborating with different businesses and fashion houses are his primary scope of work. He likes to travel and trek.

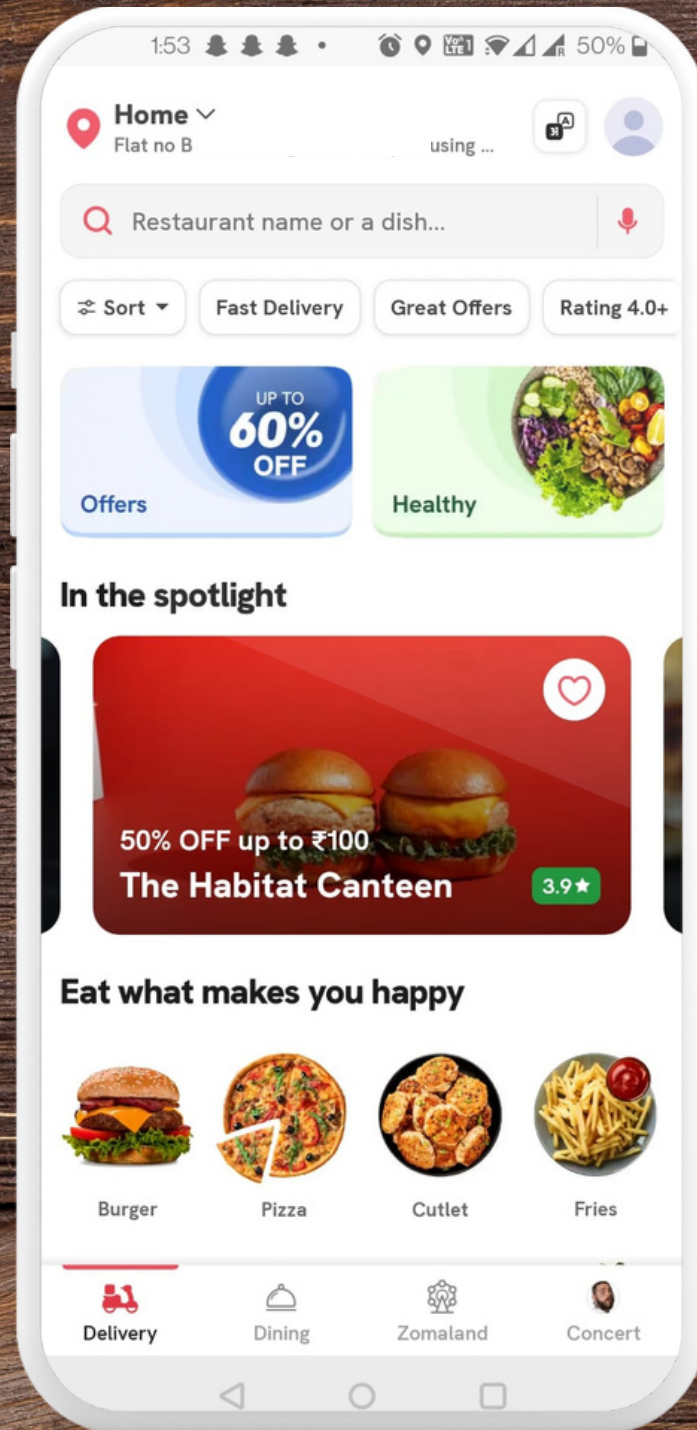
- Able to explore food places seamlessly.
- Hasslefree bookings. Good discounts are preferred.
- To be able to look for specific cuisine options.
- To be able to notify about special bookings with a prior notice.

Goals

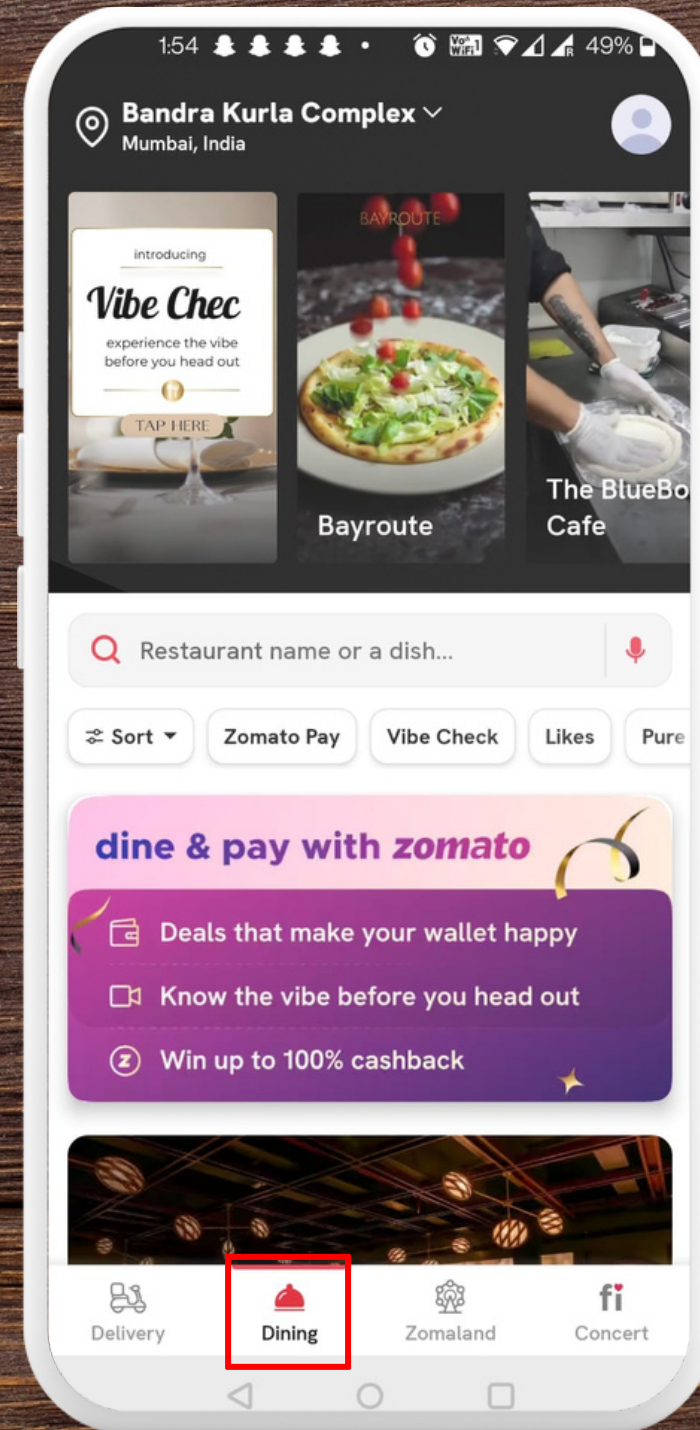
- Confused about a lot of options available.
- Hard to judge the credibility of the place.
- Booking a table on calls is a mess and sometimes a failure.

Pain Points

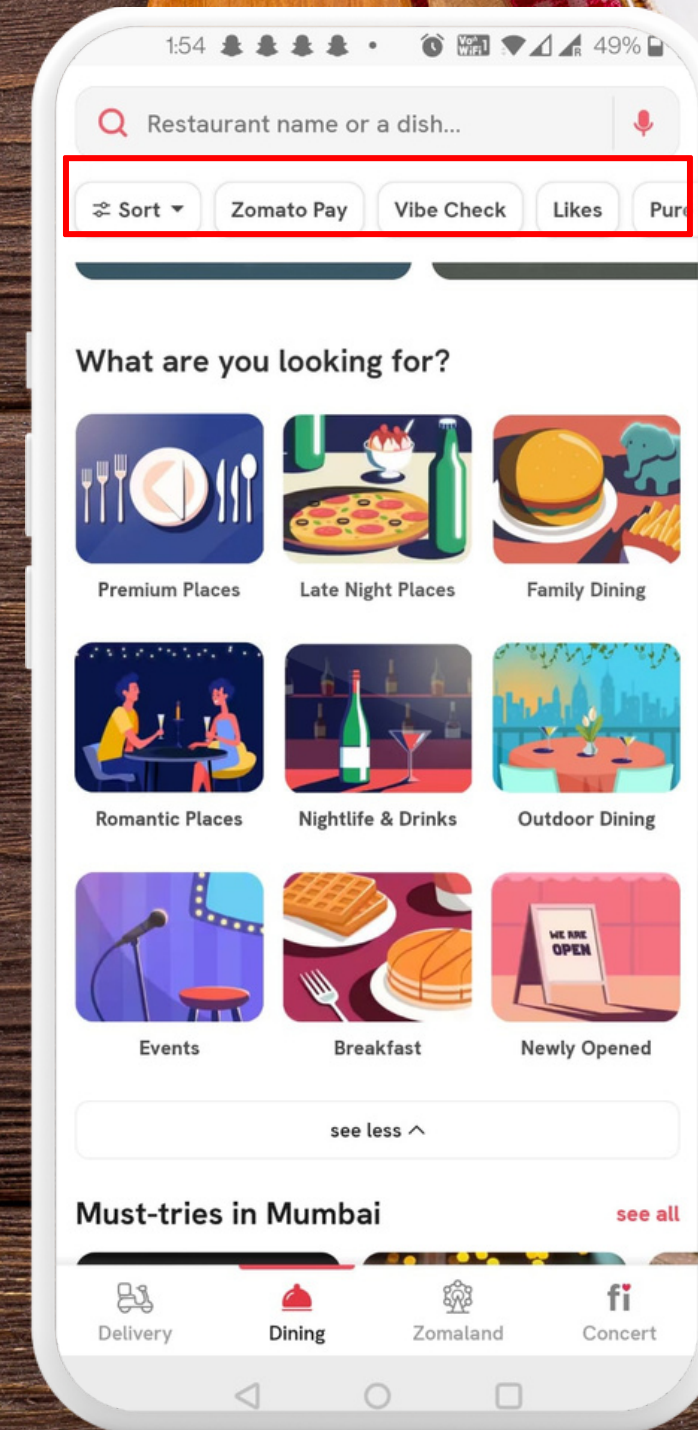
Zomato Dining User Journey - Searching a Restaurant



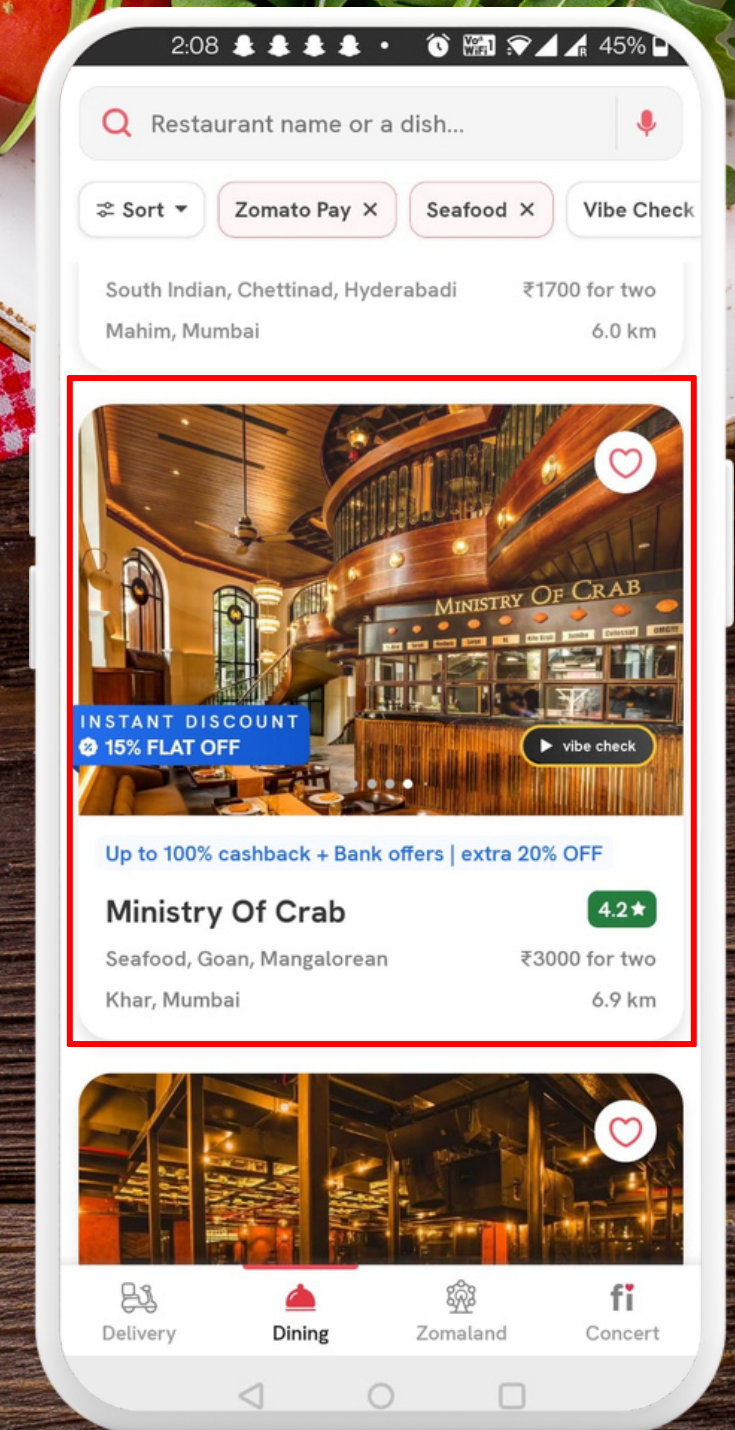
Opens Zomato



Selects the preferred location and goes to Dining tab

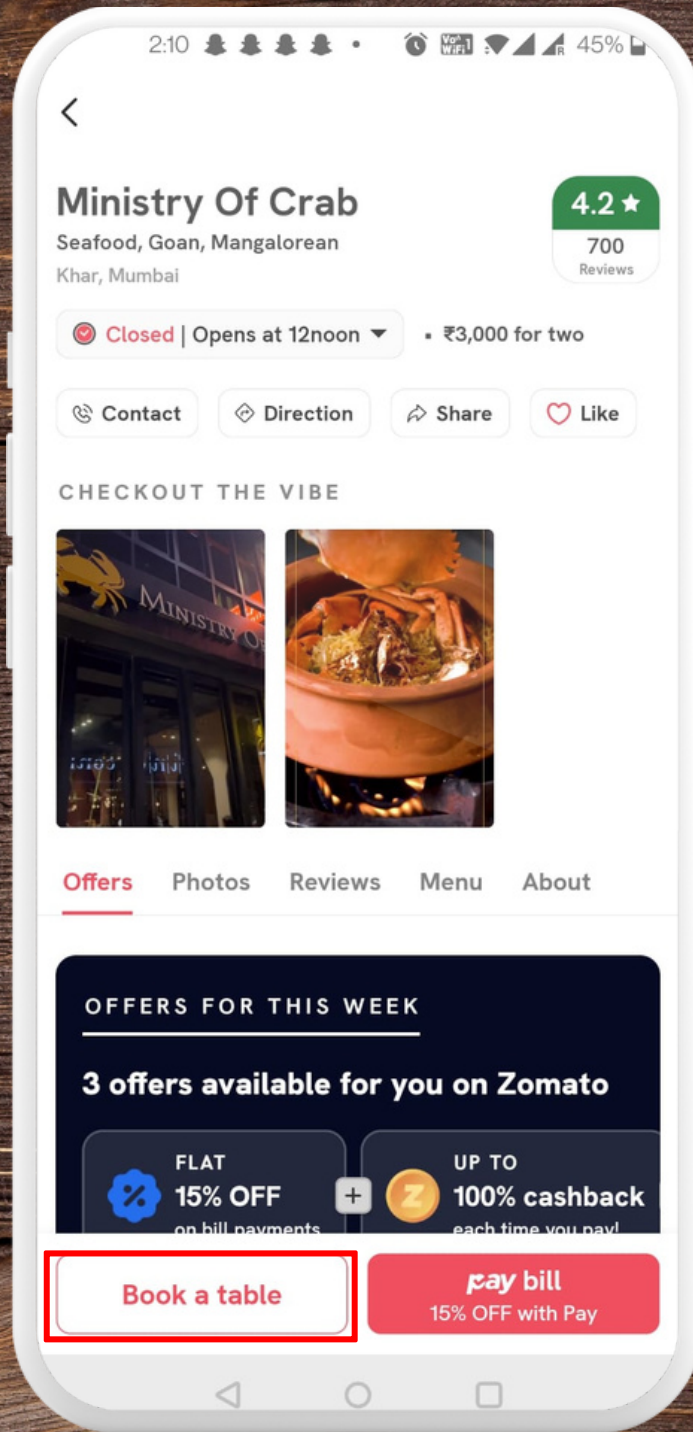


Selects filters from the tab above

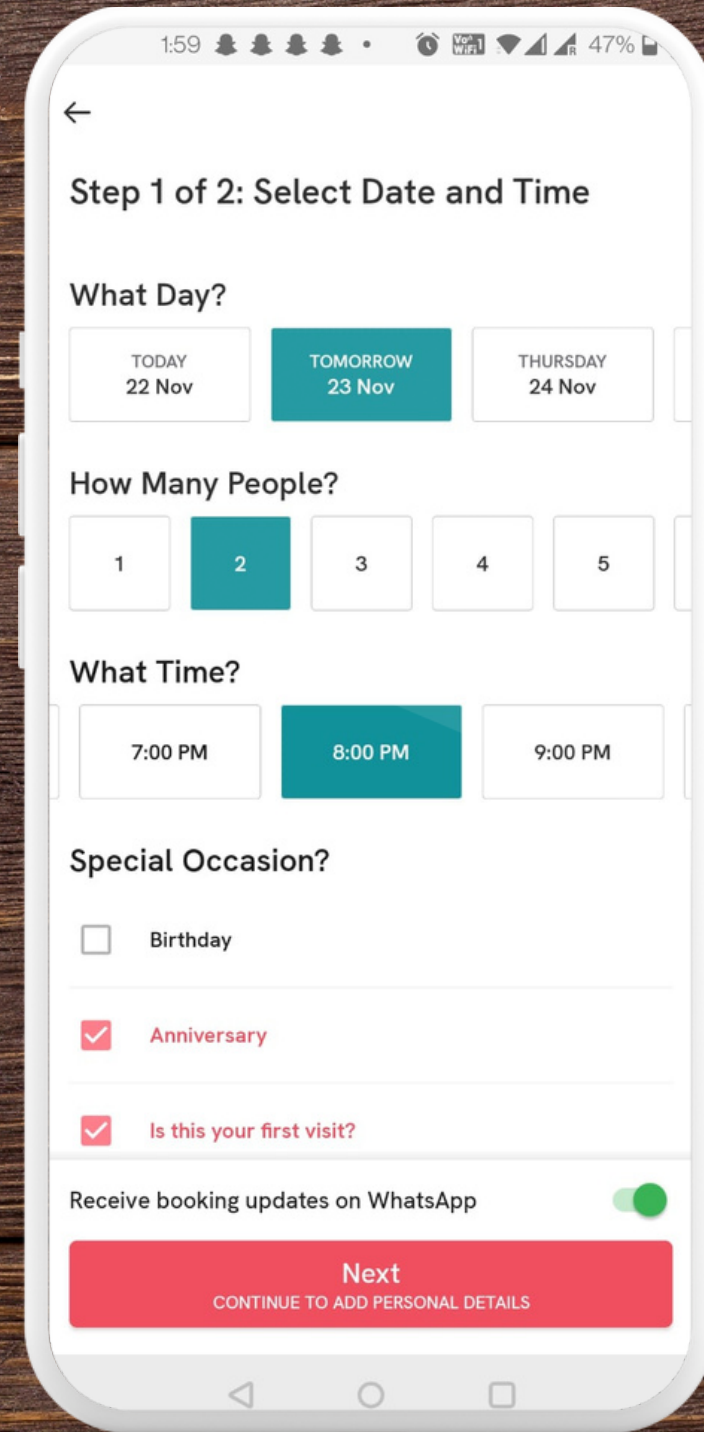


Selects a restaurant from the list according to the preferences

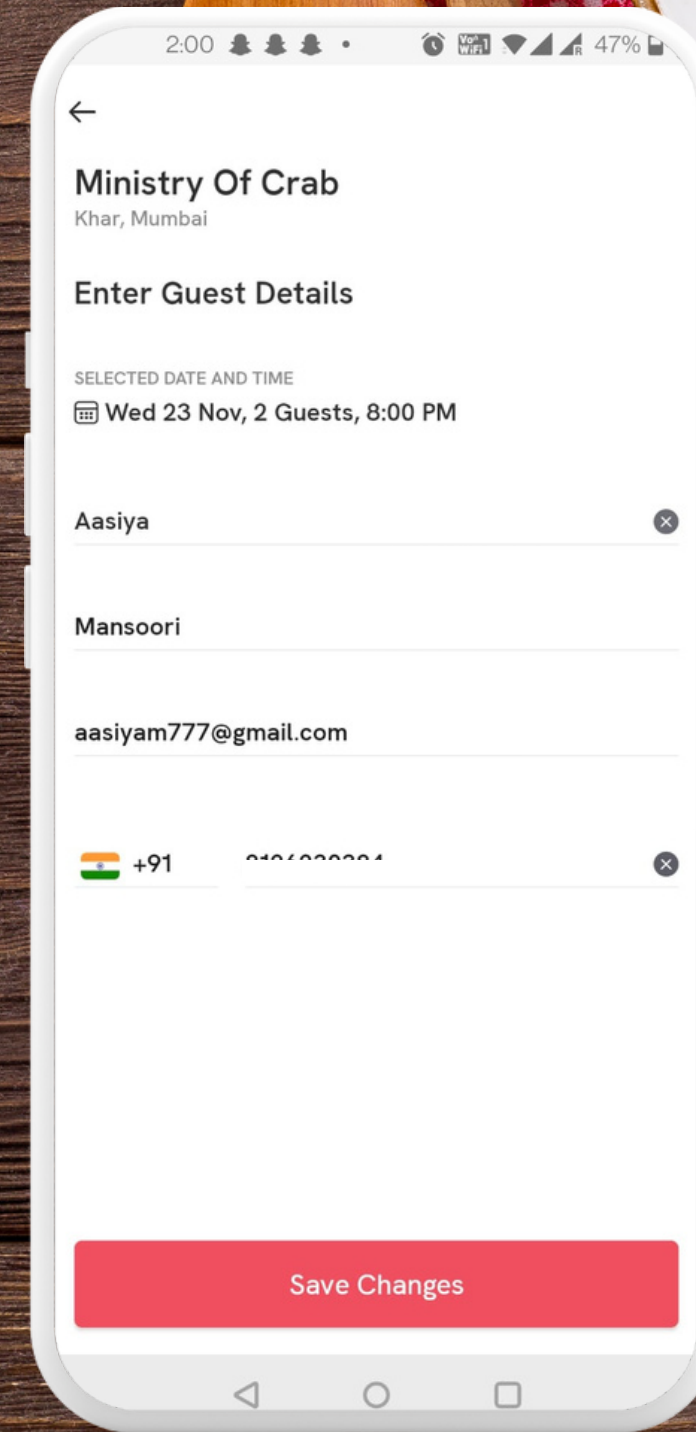
Zomato Dining User Journey - Booking a table



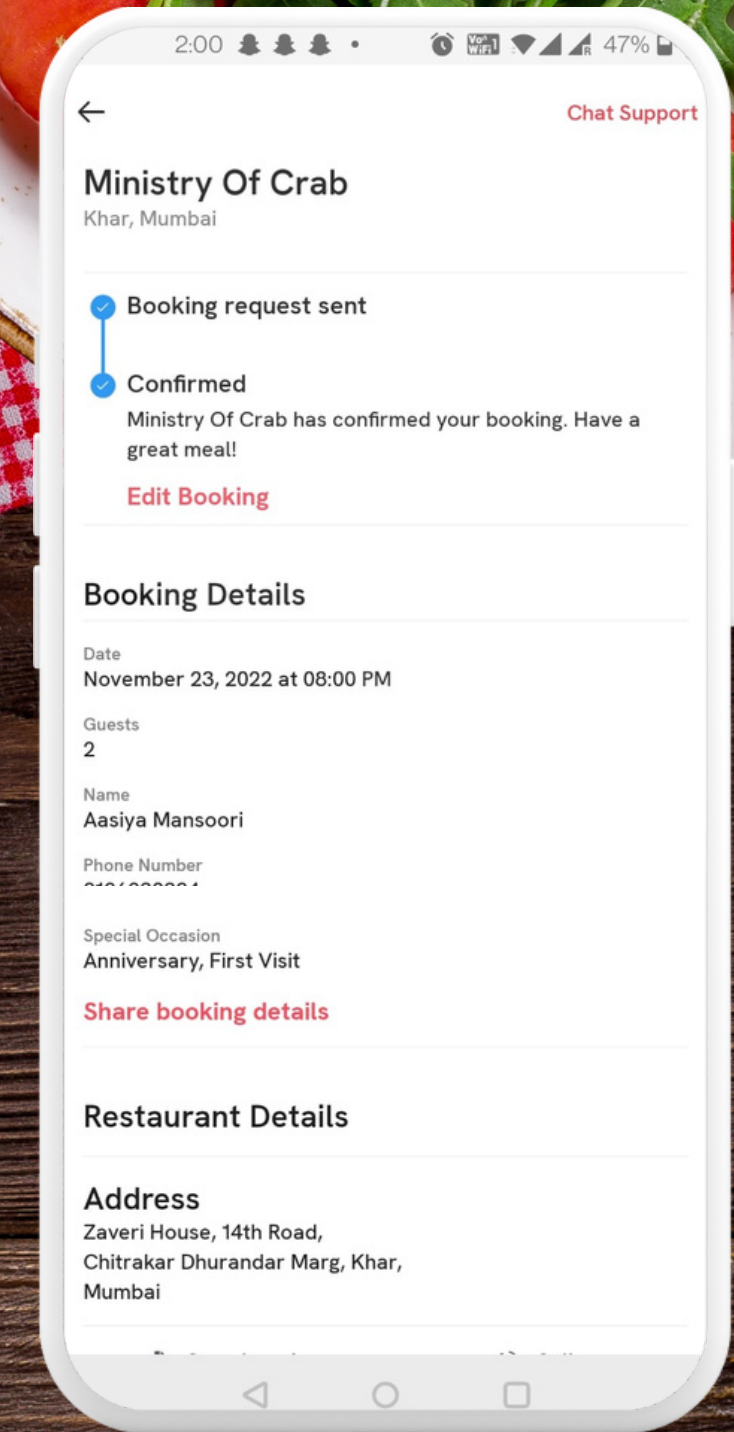
Opens the restaurant page and proceeds with booking a table



Selects the Date, No. of people, Time and additional information for the booking

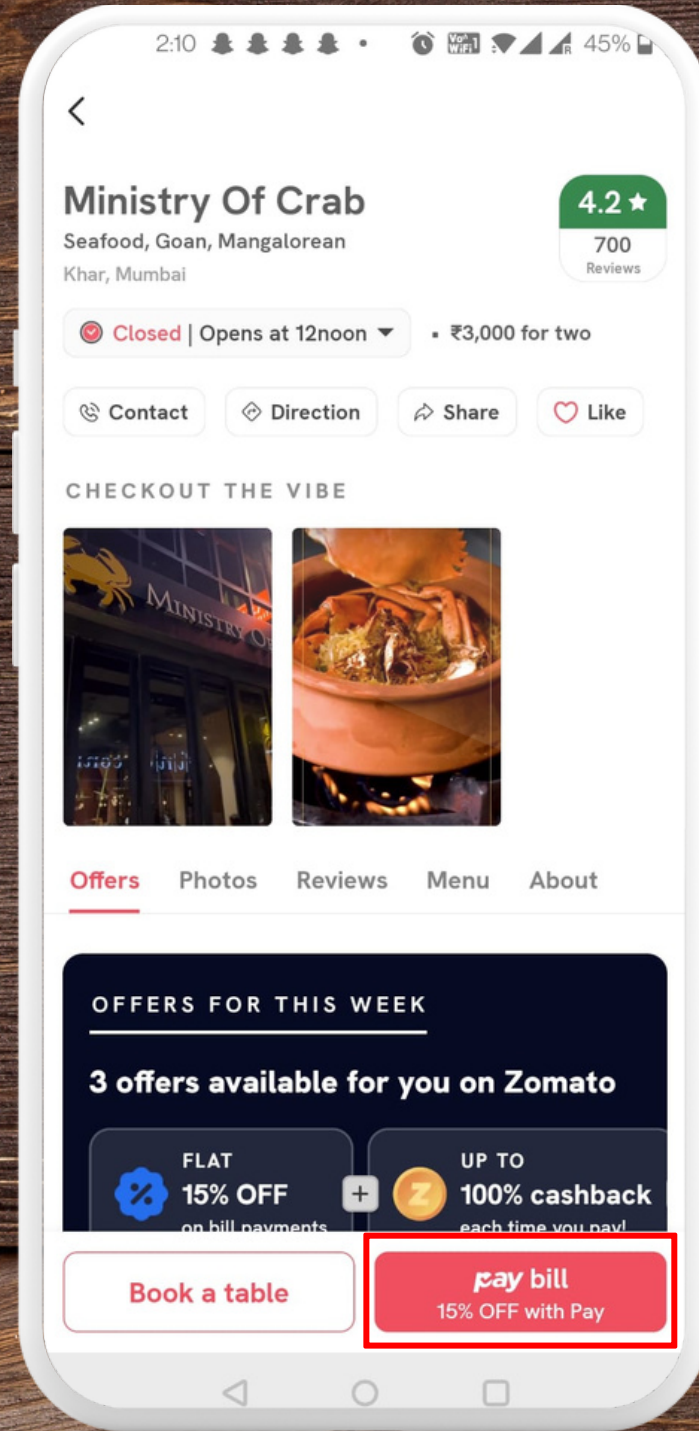


Selects the Date, No. of people and Time for the booking

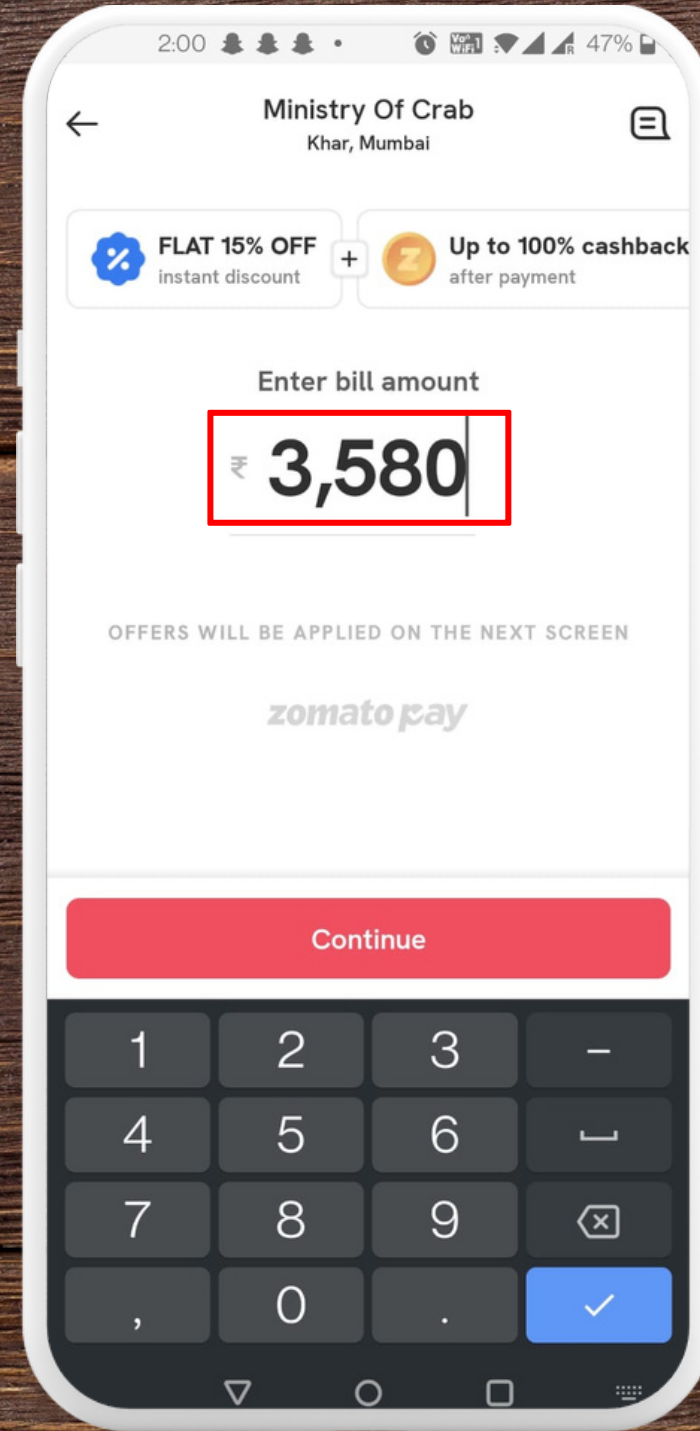


Booking successful. Booking details available along with the option to edit it.

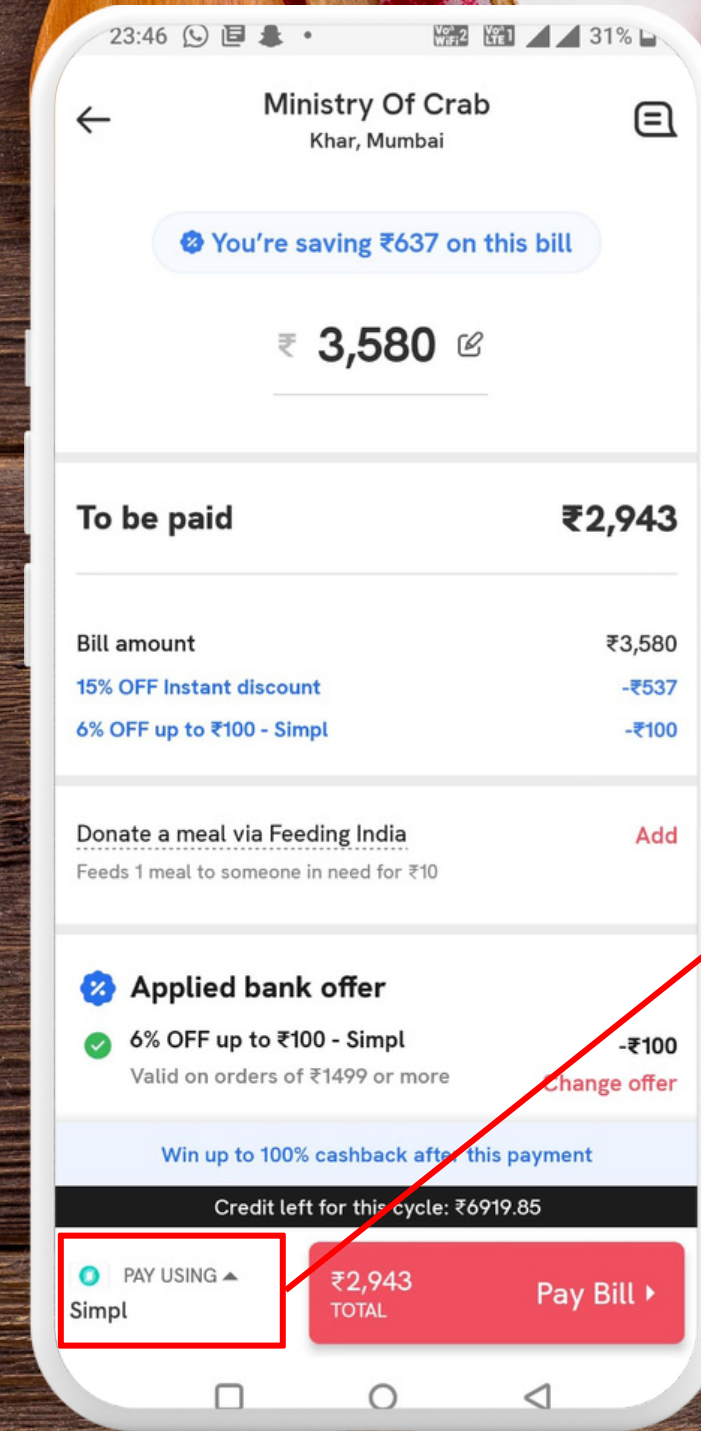
Zomato Dining User Journey - Paying the bill



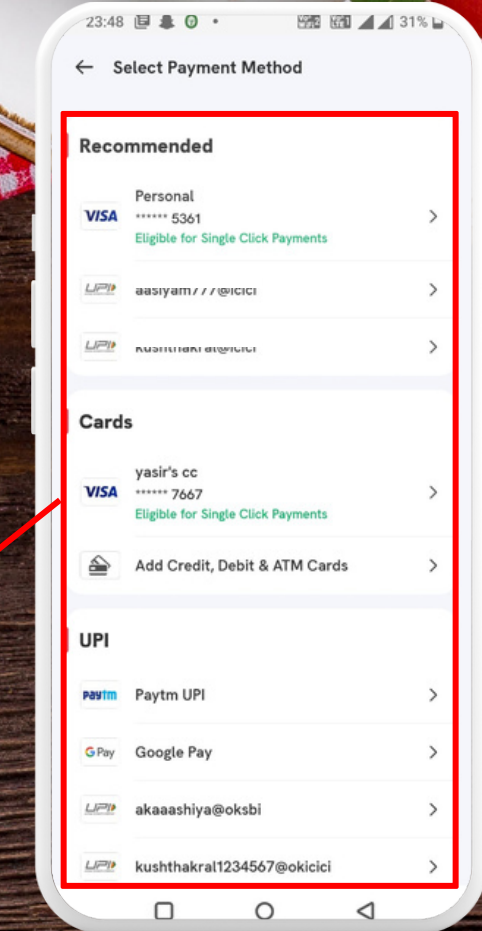
After the meal, opens the Zomato app and searches for the Restaurant to pay the bill



Enters the Bill amount to get the discount.



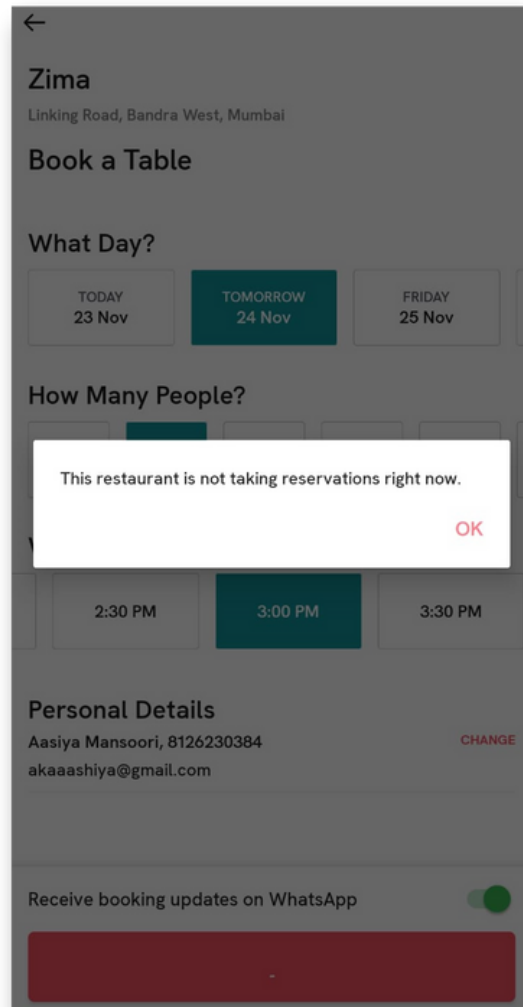
Enters the Bill amount to get the discount.



Different payment modes can also be selected

Friction points in User Journey

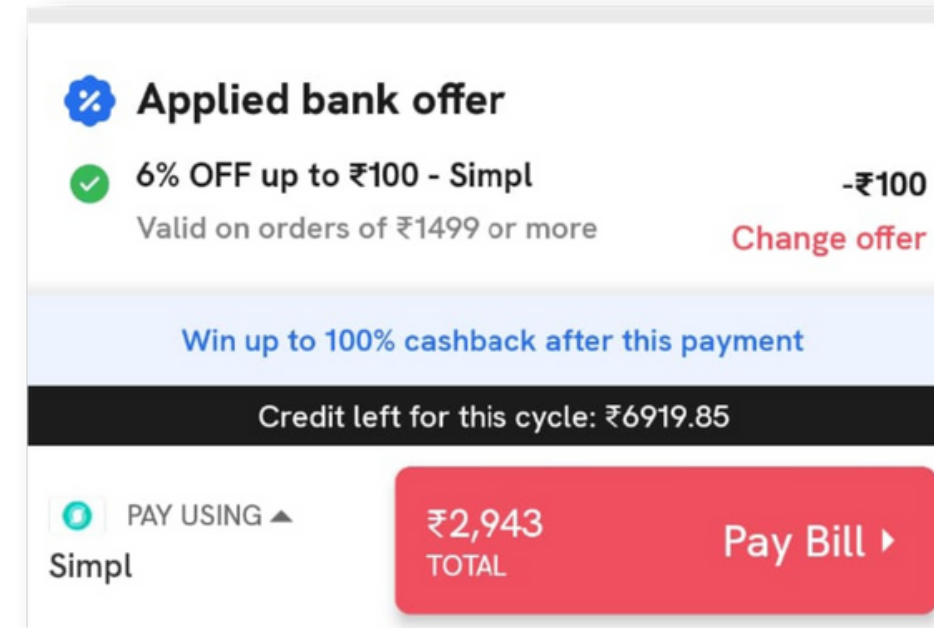
Booking a Table



While booking for a table, the users goes ahead with reservation details. But when the user proceeds with saving the booking, a pop up comes up saying the restaurant is not accepting reservations at that time. Thus, the user has to select another place for reservation.

Can be avoided by notifying the customer about the restaurant not accepting reservations. Or removing/Disabling the **Book a Table** CTA.

Paying the Bill

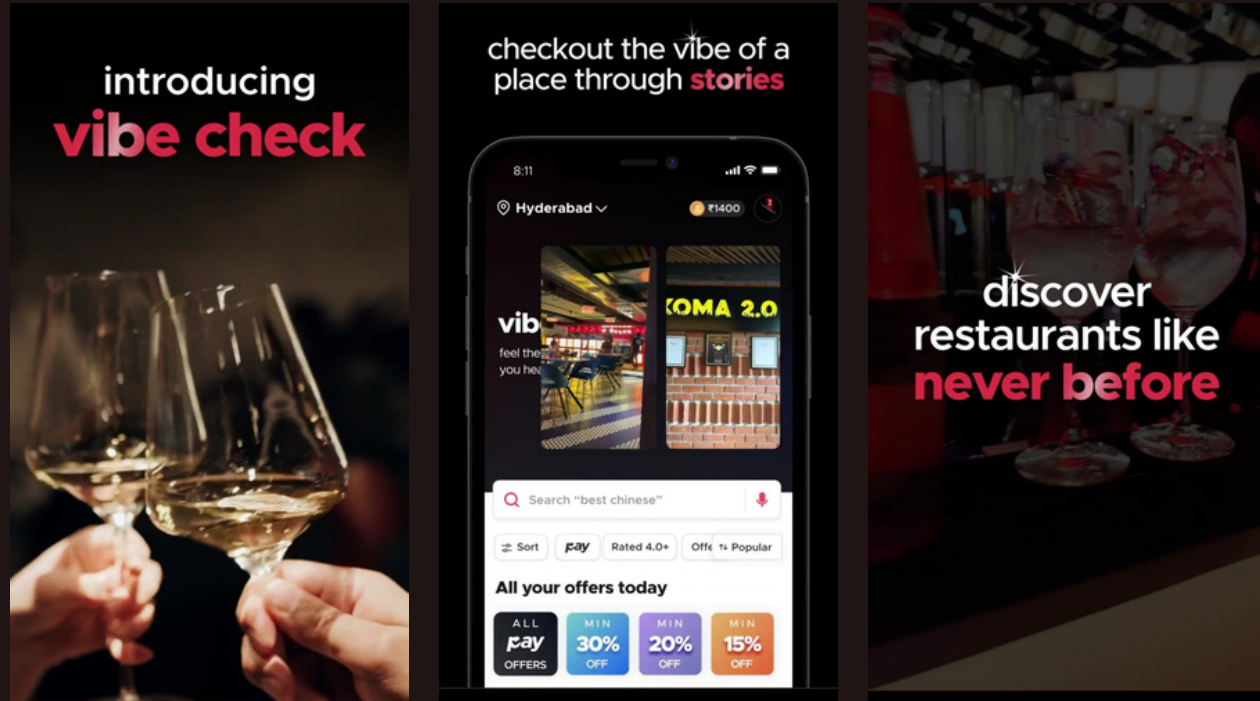


When the user goes ahead with paying the bill, bank offers are automatically applied according to the payment method selected.

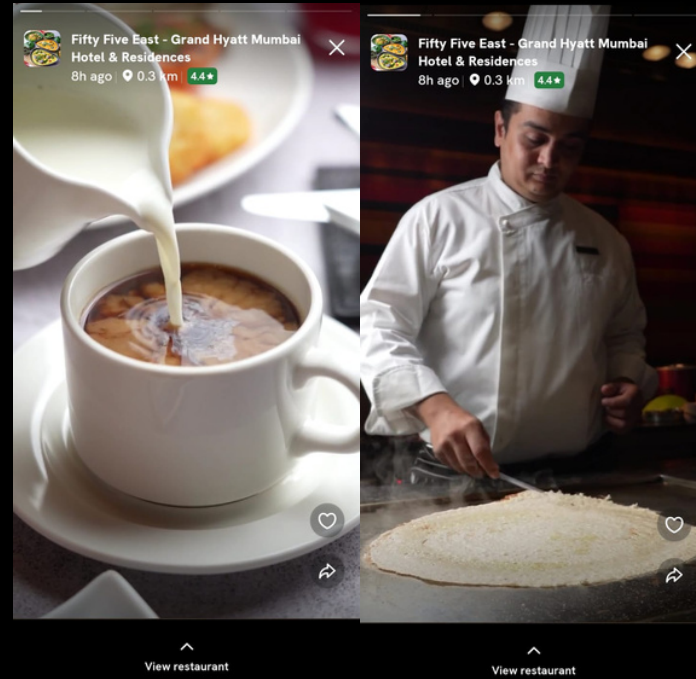
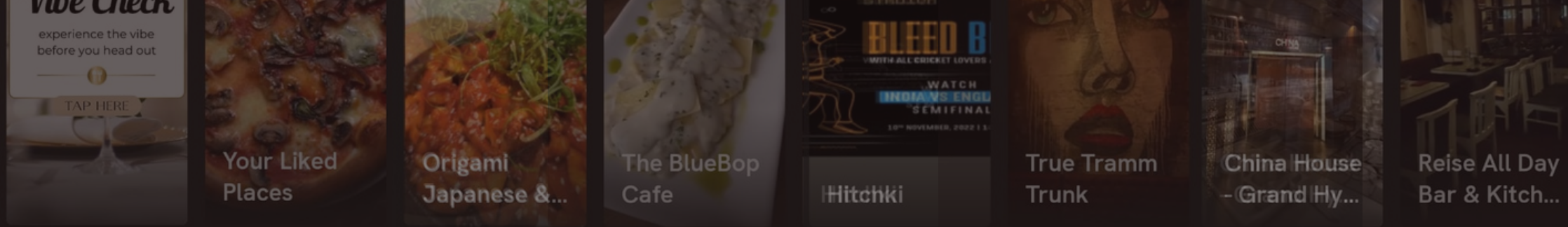
The user expects to look for other offers from different banks and select a suitable option.

An option of viewing other bank offers can be provided. It is already available on the Zomato interface in Zomato delivery mode in the form of coupons where other bank offers are provided.

Outstanding UX element

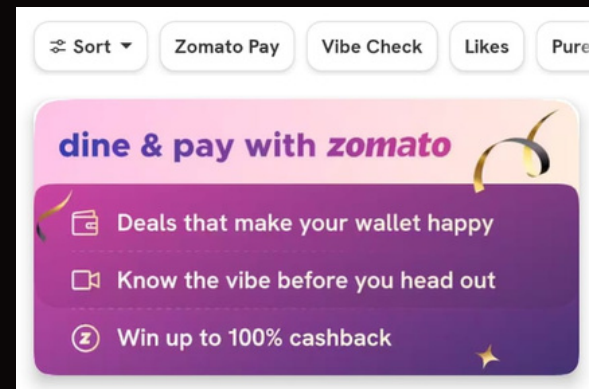


Zomato recently rolled out a feature called **Zomato Vibe check**. It allows its users to "Check the Vibe" of the place before stepping out or to checkout the places in an immersive way

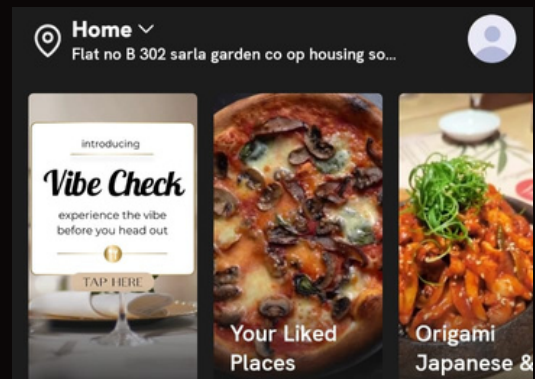


Users have the option of looking at the photos of the ambiance, food and restaurant but many users prefer to go on Instagram to search the place and understand its "Vibe".

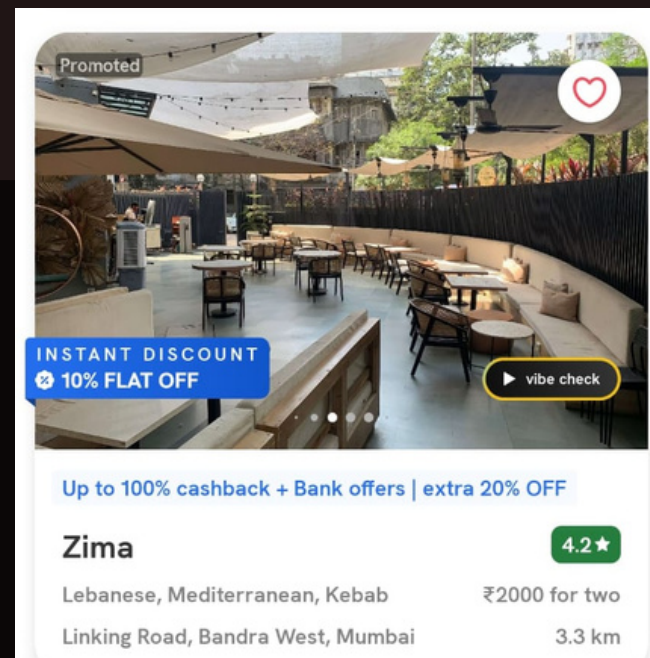
Zomato is trying to bridge the gap between Instagram stories and itself by posting stories for the restaurants. Because while a picture speaks a 1000 words, a video will dive into the experience users are looking for.



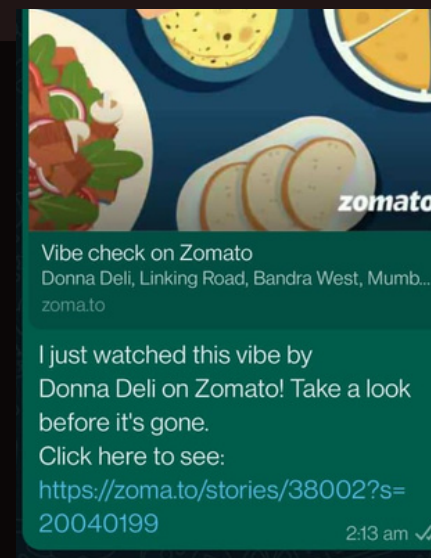
Tab in the filter- Nudging the user to use the feature



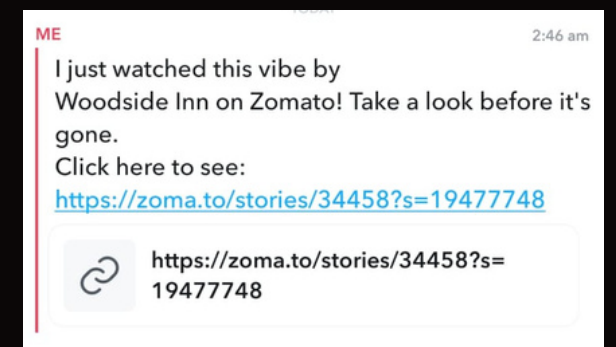
Stories banner on top of the dining section



Vibe check button on applicable restaurant tabs

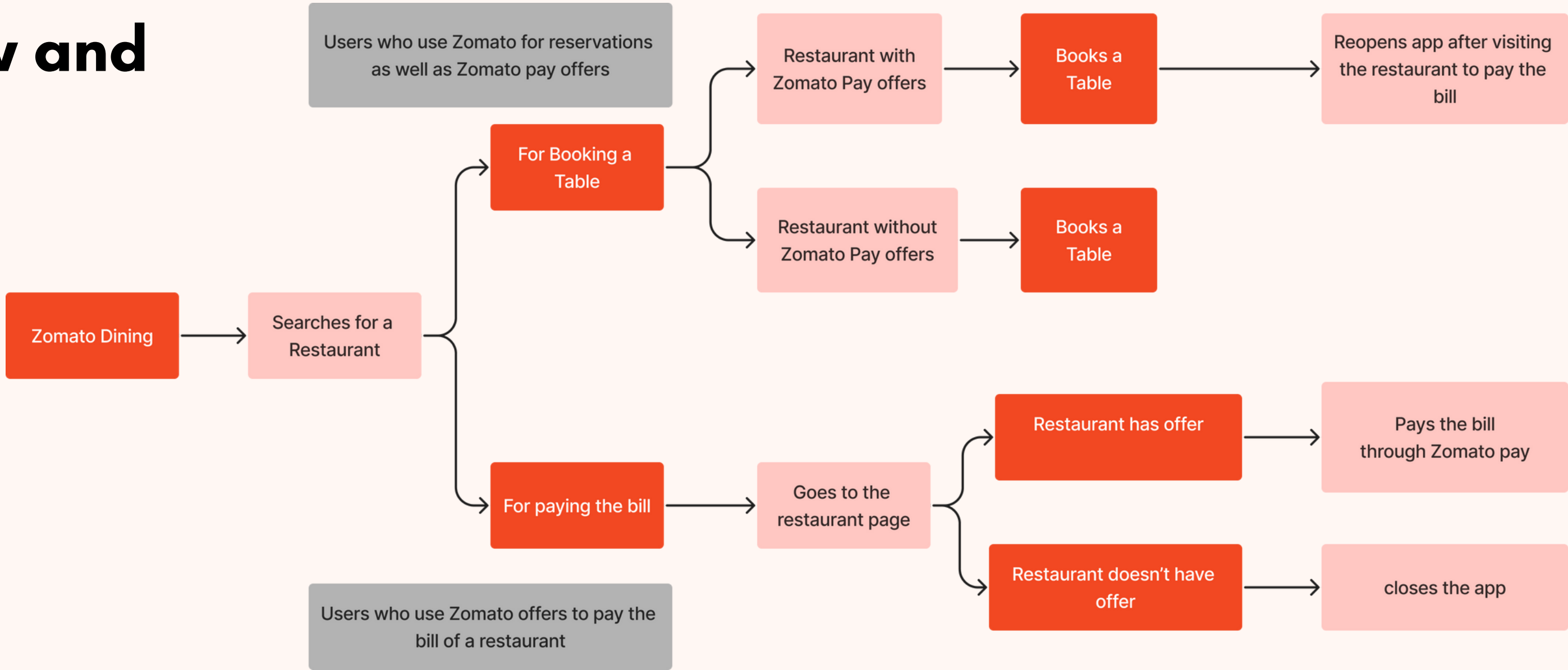


Social media shares



User Flow and Metrics

User flow and Metrics



% of users who are booking a table in restaurants which are listed on zomato pay offers

Indicator of the performance of the Zomato pay offers listings. Will give us numbers to understand whether users are preferring Restaurants with Zomato offers or not

No. of reservations made by the user/week/month

Measures the no. of reservations being made and the activity/engagement of the users booking a table

No. of users paying bill through Zomato Pay

Measures the usability of the Zomato pay feature

Sources: Startuptalky.com | <https://iide.co/> | <https://www.scribd.com/> Product Mint

*Thank you for
reading!*

