THE PRODUCT F🚀LKS

Increasing Average Order Value for **DUNZO**

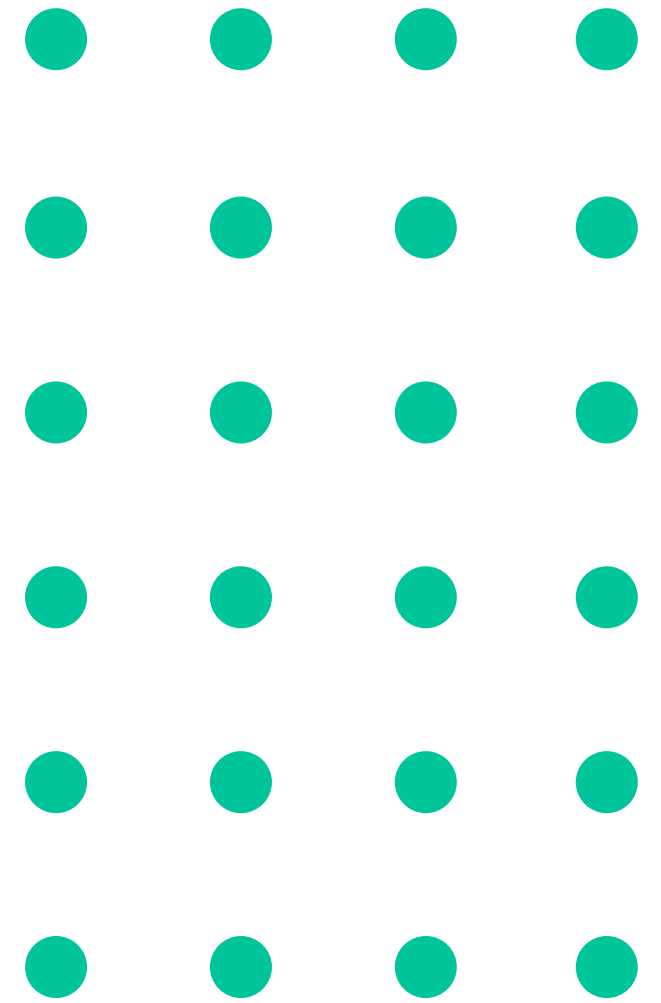A Product Teardown case Study

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About Dunzo

- Dunzo is a hyper-local on-demand delivery service in India. It delivers anything and everything such as Fruits, veggies, groceries and personal deliveries. For instance, if you forget some documents at home, Dunzo can get them to your office.
- It is currently providing services in the following cities – Bengaluru, New Delhi, Gurugram, Pune, Chennai, Mumbai, Jaipur and Hyderabad. Dunzo is helpful for people who do not want to go out, cannot go out for some reason, and want to buy or send over some product/item.
- Dunzo Digital Private Limited is the parent company of the hyper-local demand delivery service startup Dunzo. It was incorporated on July 8th, 2014.

Competitors

USER PERSONA #1

KRITIKA SINGH

ABOUT

Age: 32 years
Occupation: Business Women
Location: Mumbai, India
Archetype: The Planner
Household Income: 90k P.M

PAIN POINTS

- Not able to understand complex UI on most of the apps.
- On-time delivery and assured product quality.

CORE NEEDS

- To spend less time searching for each item she wants to purchase.
- Hassle free, simple to use shopping and checkout experience.
- Prefers on-time delivery over discounts.

HABITS

- She is a working women and runs her own beauty salon, also manages home, barely gets time to do shopping or go to supermarket.
- She is a planner and likes to buy groceries at start of the month
- She is not that comfortable with tech.

USER PERSONA #2

KAVYA SETHI

ABOUT

Age: 24 years
Occupation: Software Engineer
Location: Banglore, India
Archetype: The planner
Household Income: 120k P.M

PAIN POINTS

- Been used other apps, she wants to have a hassle free experience.
- On-time delivery and assured product quality.

CORE NEEDS

- To spend less time searching for each item she wants to purchase.
- Hassle free, simple to use shopping and checkout experience.
- Looking for quality products.

HABITS

- She is a working software engineer and barely gets time to do shopping or go to supermarket.
- She is a planner and likes to buy groceries at start of the month and fruits and veggies as per convenience.

USER PERSONA #3

KUMAR VARUN

ABOUT

Age: 32 years
Occupation: Bank Manager
Location: Pune, India
Archetype: The Everyman
Household Income: 100k P.M

PAIN POINTS

- Been used other apps, he wants to have a hassle free experience.
- On-time delivery and assured product quality.

CORE NEEDS

- To spend less time searching for each item he wants to purchase.
- Hassle free, simple to use shopping and checkout experience.
- Looking for quality products.

HABITS

- Uses traditional ways to purchase groceries and fruits but wants to try out new and sufficient ways.
- He have a kid so wants purchase good quality products

Problem Statement

- Dunzo is looking to come up with ways to get young couples and families with kids to engage more with their platform and as a result, increase their AOV by 30-40%. Here, you are allowed to make an assumption for the based Average Order Value while targeting a cohort and frame your solution respectively.

- Try to devise some product strategies/features or growth campaigns that will help Dunzo increase its Average Order Value. Research user spending behaviors for grocery and food shopping and how they differ for different dates in a month for these user cohorts and try to build an understanding of what would work best for them.

Goal

- To introduce some product features/improvements so as to help Dunzo daily (grocery delivery) increase it's Average Order Value considering young couples and families with kids as a main user persona.

User Journey
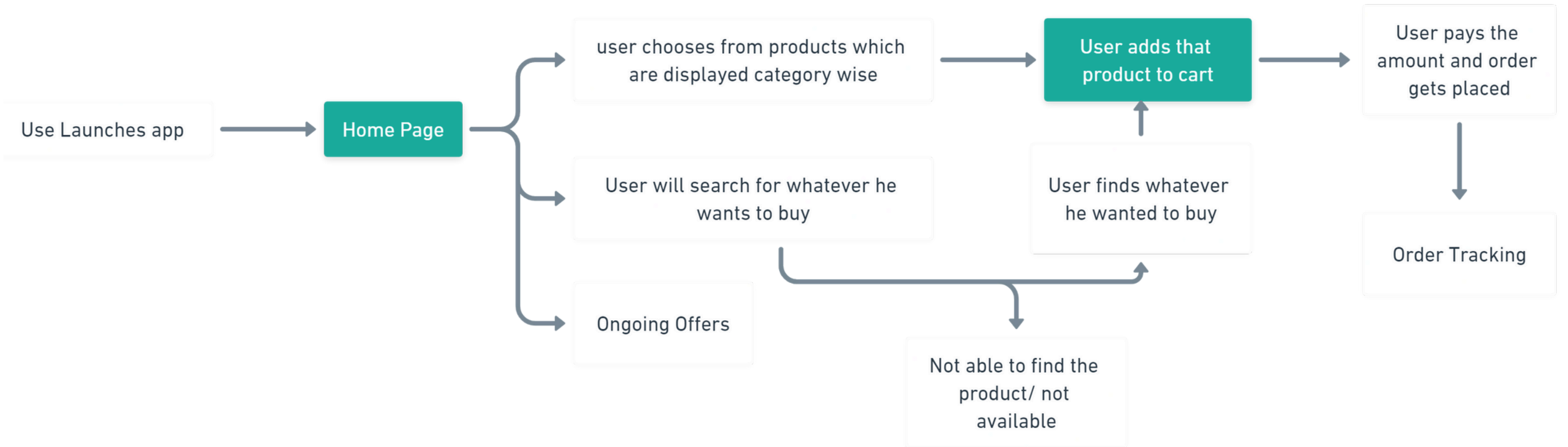
Problem Identification

1. For users who are not that tech savvy, user flow must help user find whatever they intend to find.
2. Most of the users from focused user persona, tend to buy groceries at one go for a month as most of them have a planned budget for groceries.
3. Search feature shows not found as a result for some of the products.
4. Engagement between products bought through impulse and user while check-out could be increased.
5. Recommendation engine for frequently bought together products could be improved.

Solutions

1. Recommending Search Input related products instead of showing not found as a result.
2. Save my list - Saving monthly order of users
3. Recommendation engine for frequently bought together and impulse driven products purchase could be improved.

1. Recommending Search Input related products instead of showing not found as a result.

User will be recommended some related products to the search, if searched product is not available or misspelled instead of showing 'not found' as a result.
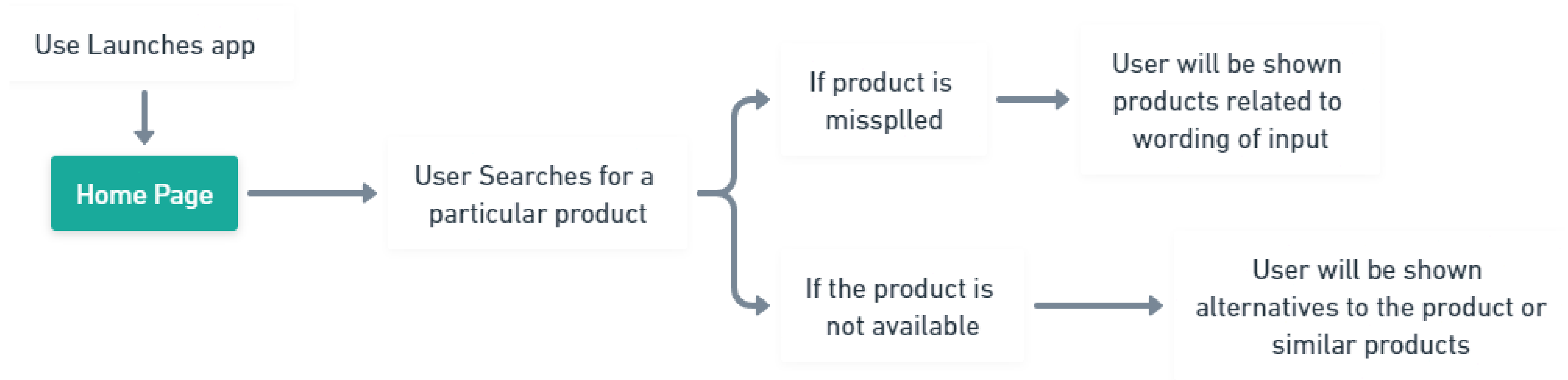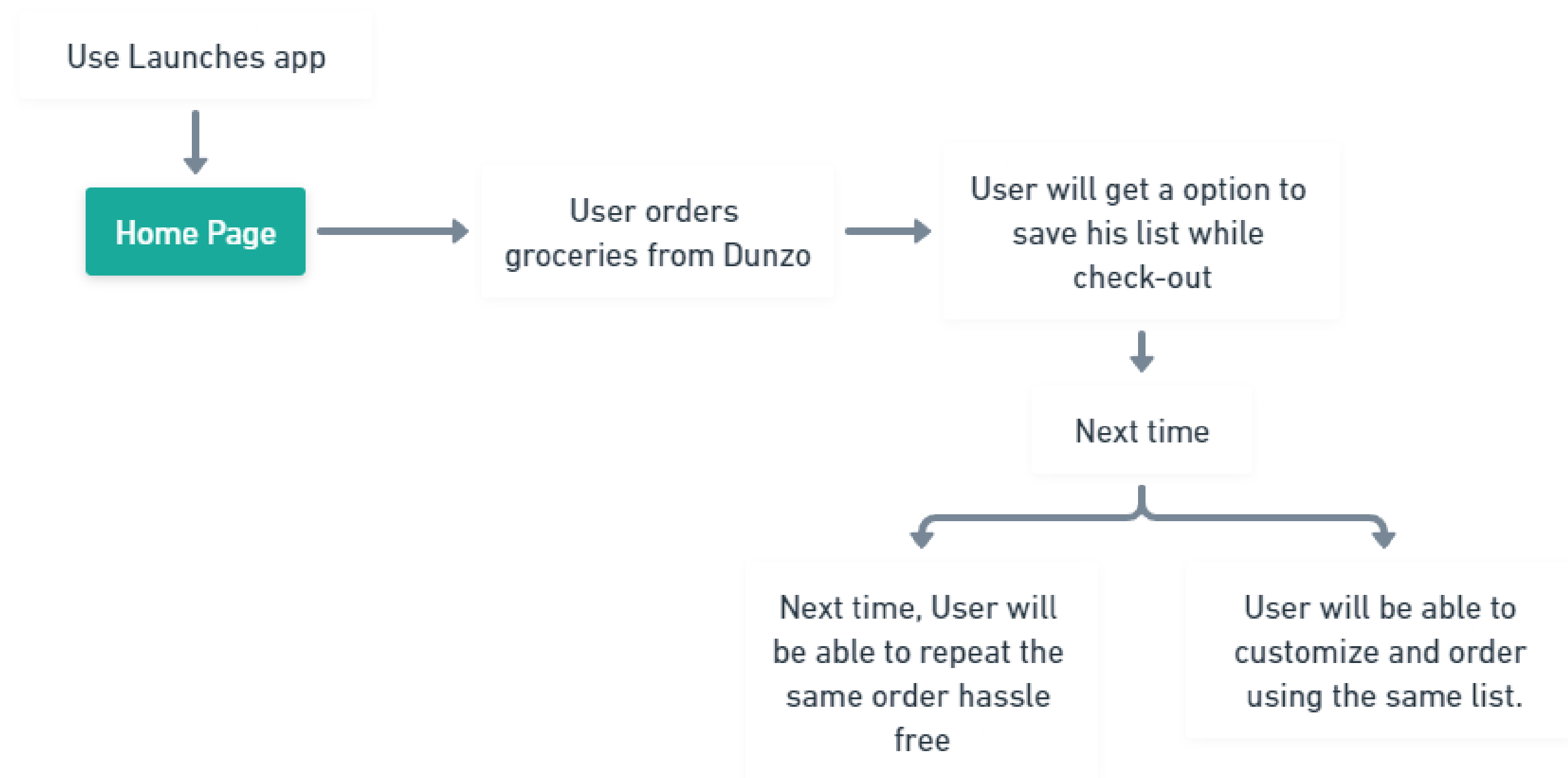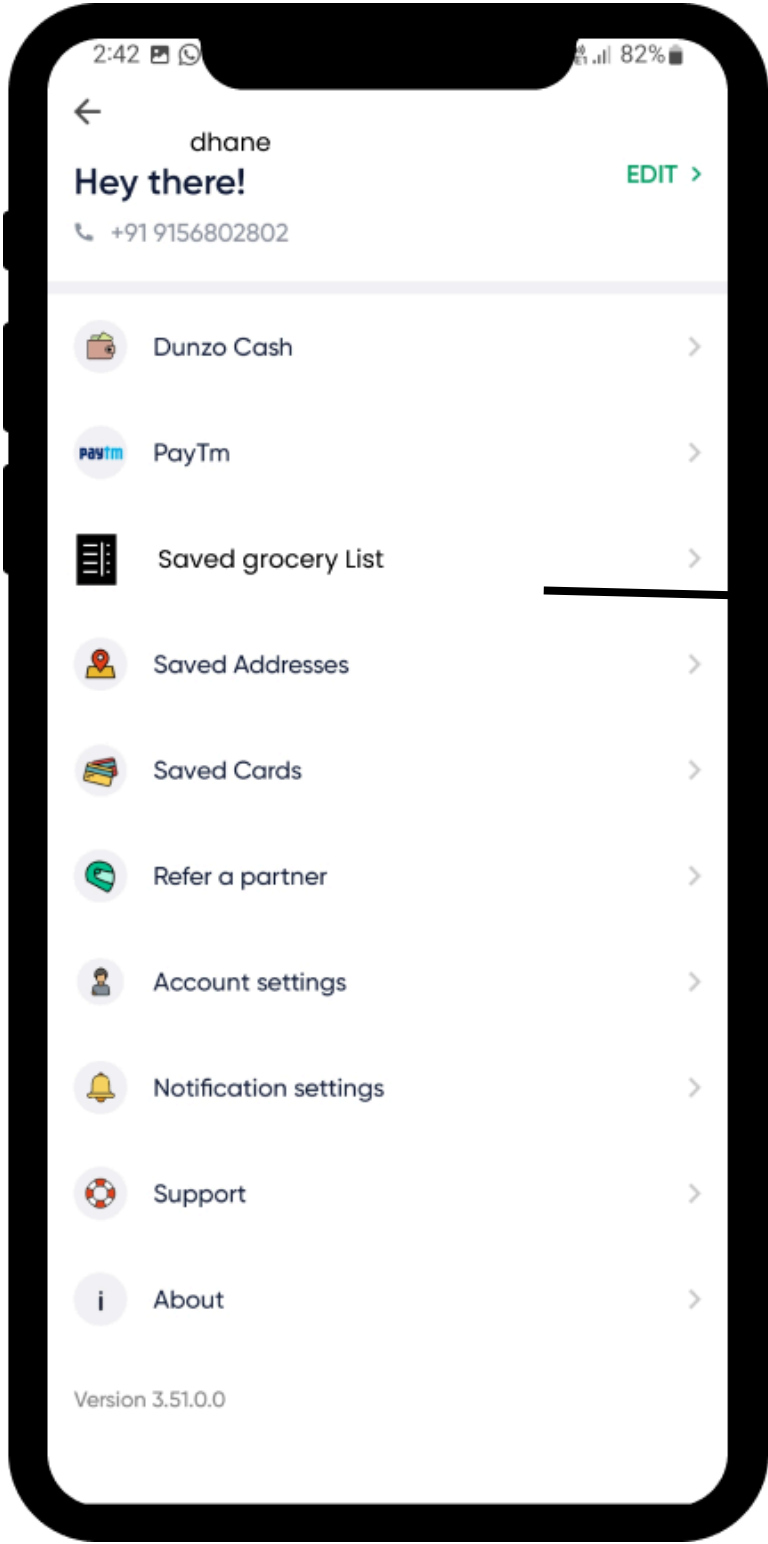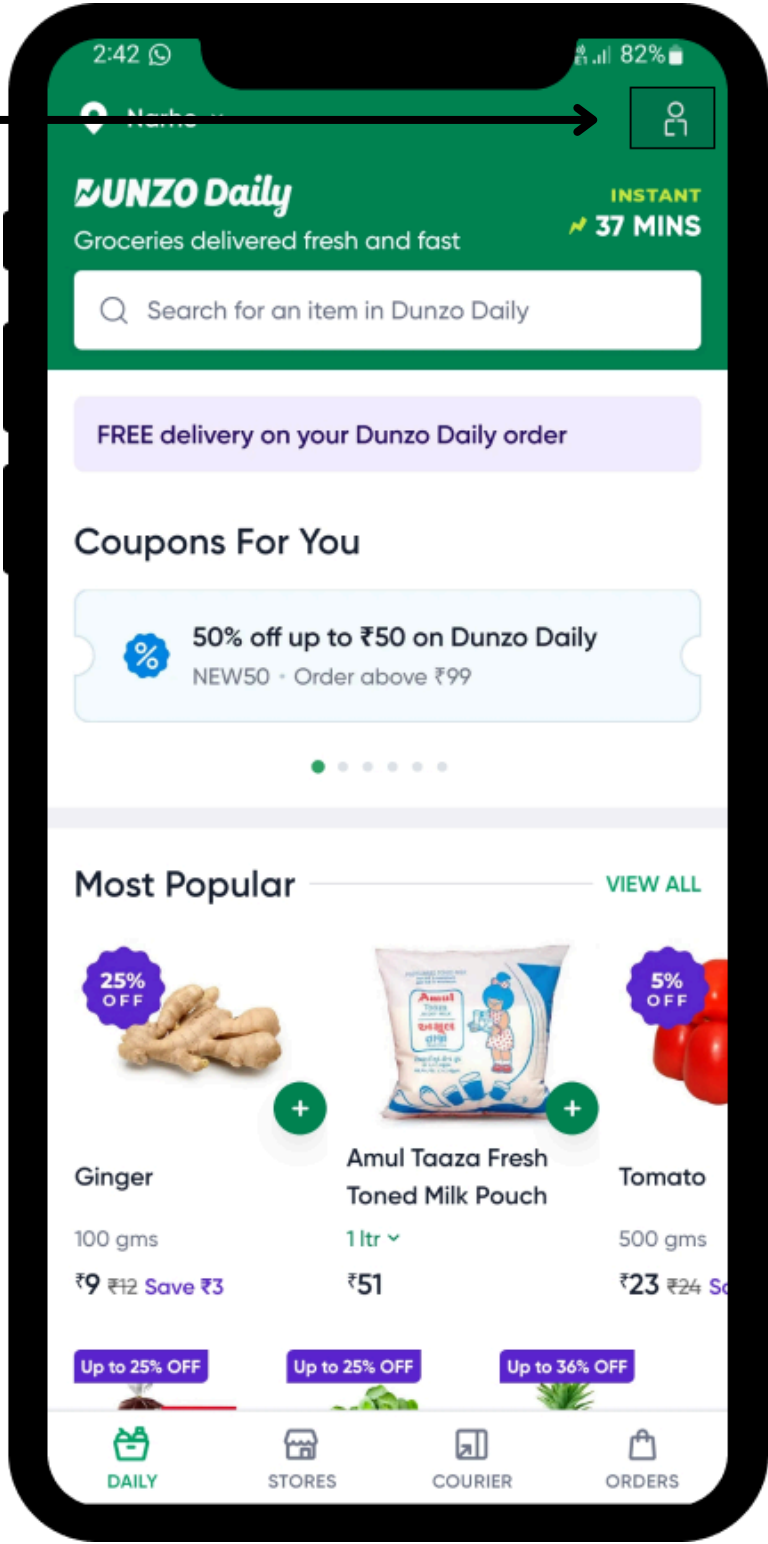
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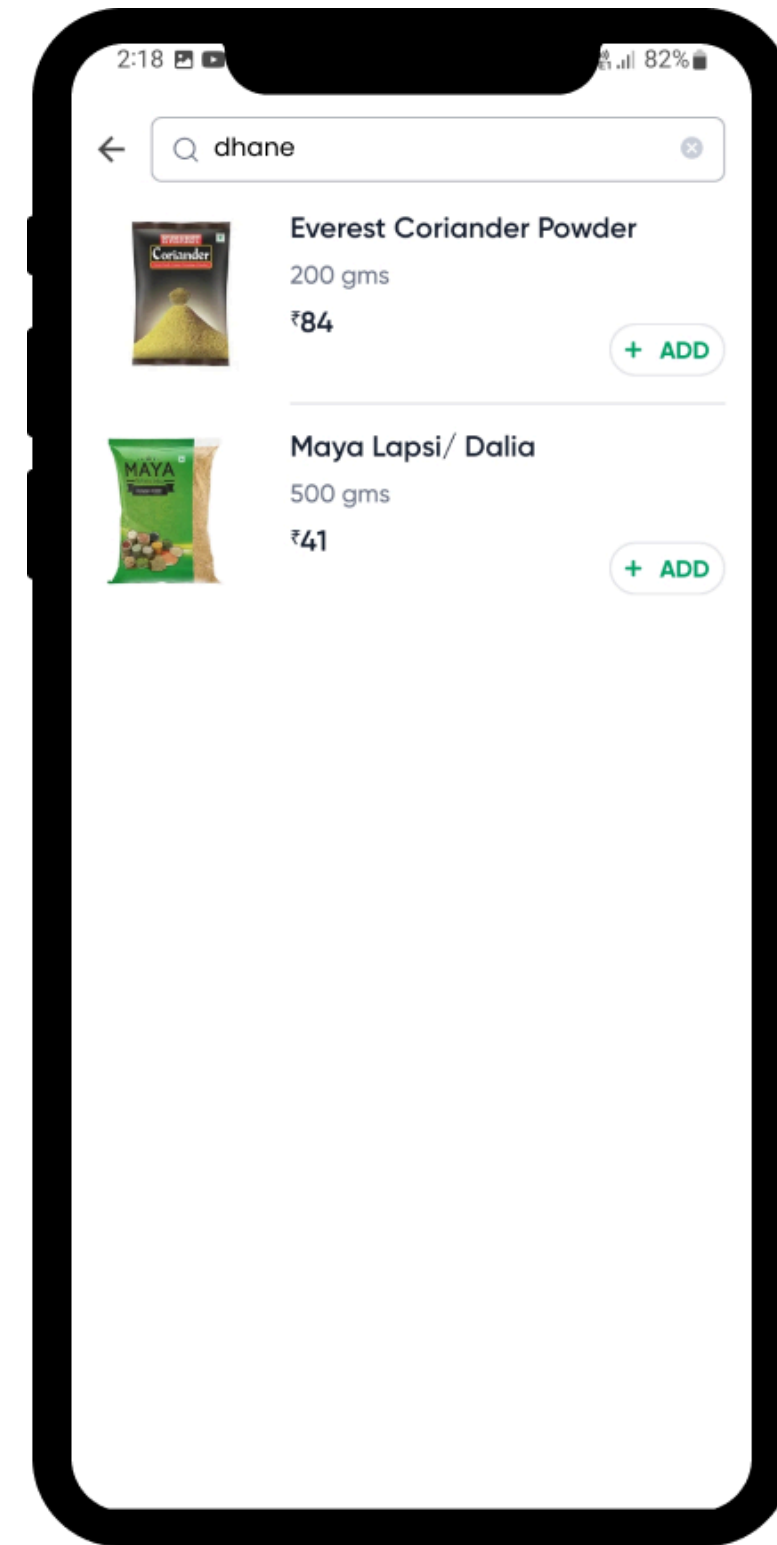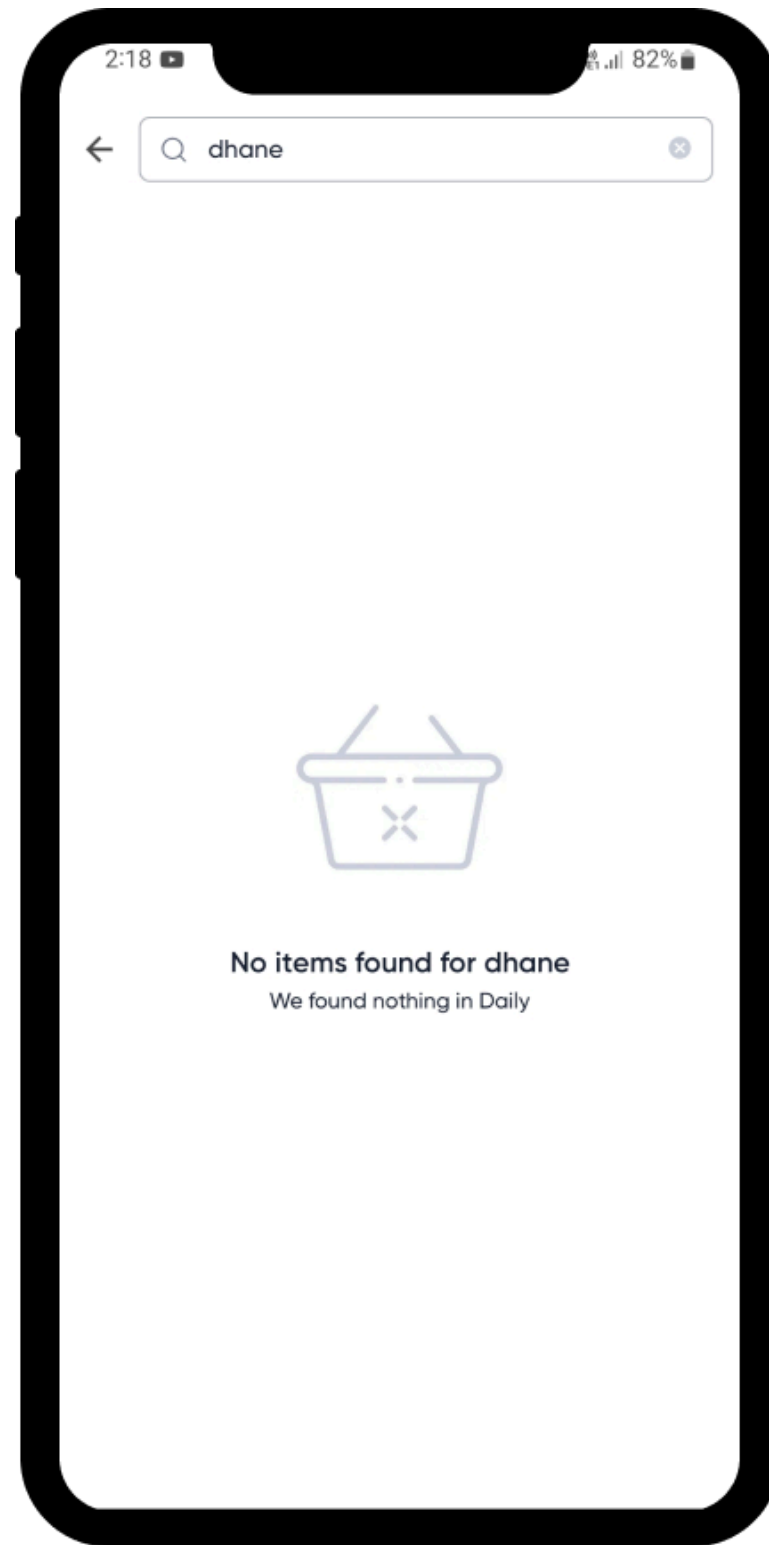
2. Save My Grocery List

Users will be able to save their monthly grocery shopping list, minimizing the efforts to add all the same items to cart one by one in each month. and repetitive purchases will surely yield a higher A.O.V.

Wireframes

From Profile section, user can access to his/her saved lists.

From here user can either repeat the same order or customize it as per the needs.

3. Products Recommendation while checkout

Recommending users with frequently bought together products and products related to products which are in the users cart, will push user to make a impulse driven purchase which can help increase AOV.
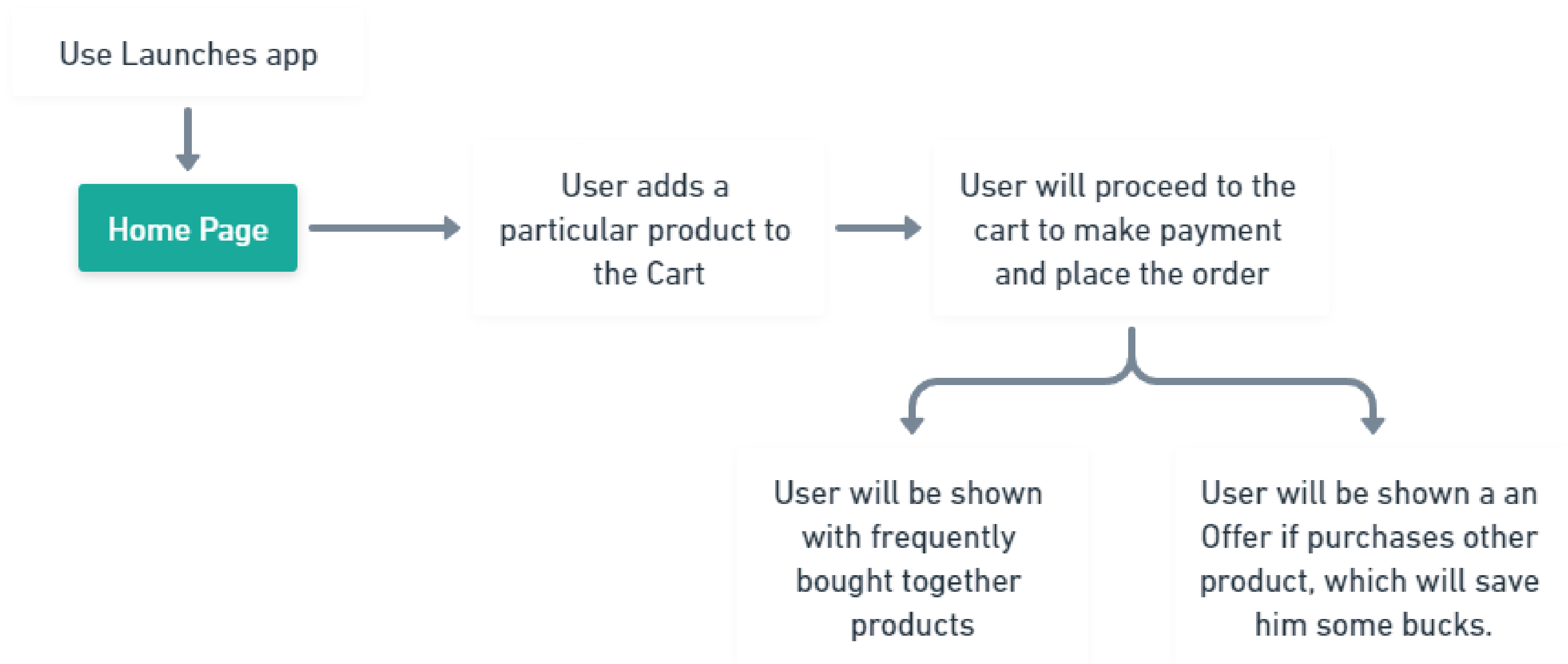
Metrics:

Feature	Metrics
Save My Grocery List	1. Number of users saving their list while check-out 2. Increase in Average Average Order Value 3. Number of users re-ordering from same list or customizing it.
Products Recommendation while checkout	1. Number of users adding recommended products to the cart and purchasing it. 2. Increase in Average Average Order Value
Recommendation Based on Search Input	1. Number of user adding recommended products to cart after an misspelled search

Prioritization:

Feature	Reach (per 100 customers)	Impact (1-5)	Confidence (%)	Efforts (person-months)	Final score
Save My Grocery List	60	4	80	4	4800
Products Recommendation while checkout	90	3	70	5	3780
Recommendation Based on Search Input	50	3	70	5	2100

Go to Market Strategy:

1.FEATURE DEVELOPEMENT

For all of the feature after doing extensive user research and analysis
we will start features development and technical development

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2.PRE-LAUNCH

We will release features for 1% of customers and company employees, where we will get honest reviews from them and evaluate features.

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3.BETA VERSION LAUNCH

We will launch the features after complete evaluation after prelaunch to 10% of our early customers

5.RELEASE

After making changes and improvements as per user reviews and feedback we will rollout final version of features.

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4.EVALUATION AND FEEDBACK

We will get reviews from the customers through rating and interviewing some of the users and we will do improvement if anything found to be improved.

Thank you for reading!