



A **TATA** Enterprise

Product Teardown

Team- Anonymous

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Overview

User
Persona

Address Map

User
Journey

Prioritization

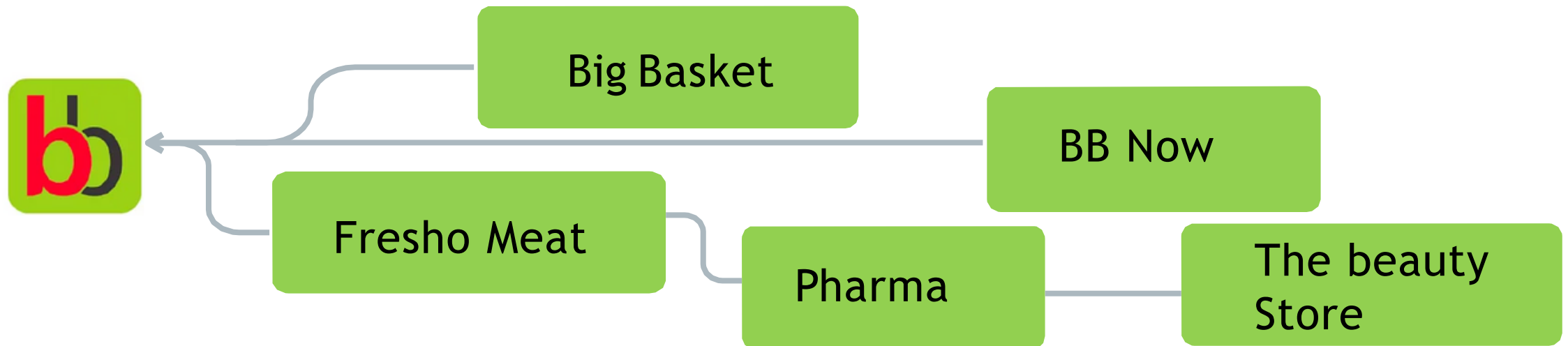
Suggestions

About

It is one of the leading internet-based grocery delivery platforms, streamlining the process of acquiring everyday necessities through a wide selection of products and user-friendly delivery choices

Core Values

- To make grocery and food shopping convenient, cost-effective, and time-saving for our customers while delivering quality products and exceptional service
- To become the most preferred and trusted destination for grocery and everyday essentials, offering convenience, quality, and value for money through online shopping



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Mr. Devang
(college student)
Age: 21

Devang is actively seeking discounts due to the limited availability of money. He actively seeks discount and buys from online platforms offering cheaper rates.

- Needs heavy discount due to money crunch
- Wants easy splitting of order so can bulk order with friends
- Wants a diverse range of products, as per liking
- Wants timely notification of upcoming sales and discounts

Ms. Meetali
(Banking professional)
Age: 30

Divya is a tech-savvy banking professional. She values convenience, quality, and fast delivery. She loves trying out new features. She does not wait for discounts during sales.

- Need good quality products, which are organic
- Highly concerned for family's health, and tracks expiry dates of products
- Finds it tedious to order different food products for cooking particular recipes
- Forgets when to buy refills for groceries that are finished

Mr. Atul Mehta
(Hindi Teacher)
Age: 50

Atul is not comfortable in using smartphones. He wants user user-friendly app, that he can easily navigate. Prefers buying offline due to high learning curve of using app.

- Finds it difficult to go through app navigation as he finds it overwhelming
- Most of the apps do not support vernacular languages
- Want delivery of daily consumable groceries
- Concerned that products delivered from online platforms may be expired, and it is not easy to verify them before buying

Overview

User Persona

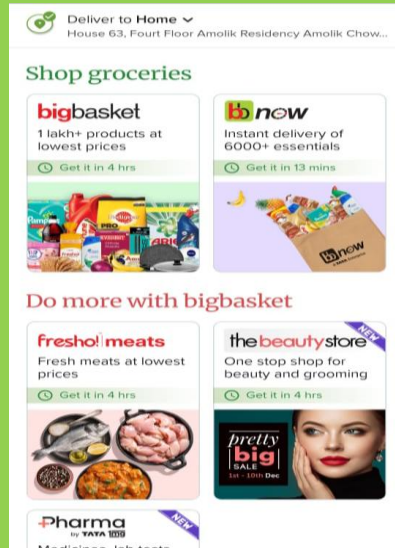
Address Map

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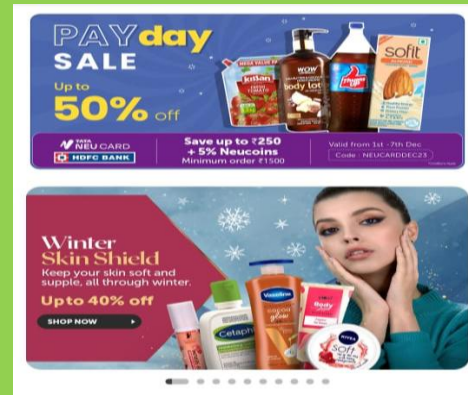
Prioritization

Suggestions

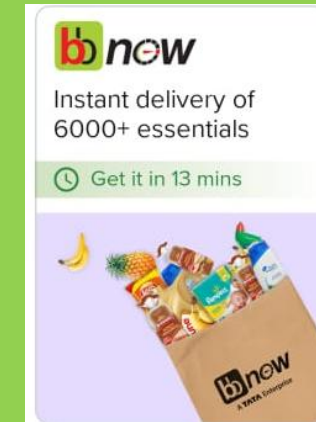
Simple UI



Cost



Quick Commerce



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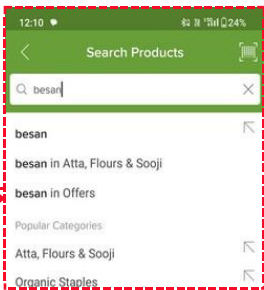
User Journey

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Home



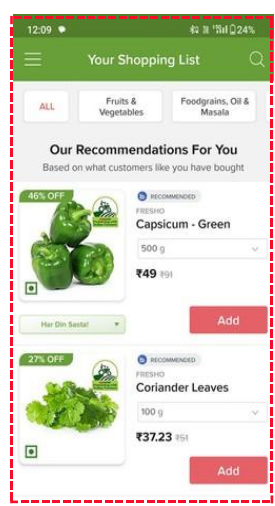
Search the product



Redeem the offers



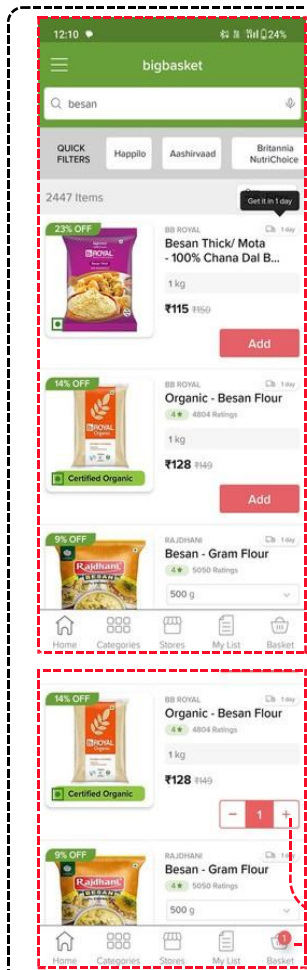
Product Search



Choose from recommendations



Options to purchase pharmaceuticals or BPC product

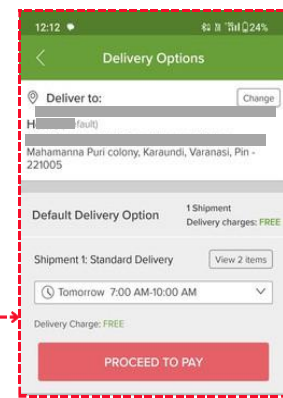


Proceed to checkout

While sliding the product Option to add the item for later purchase
Select the quantity

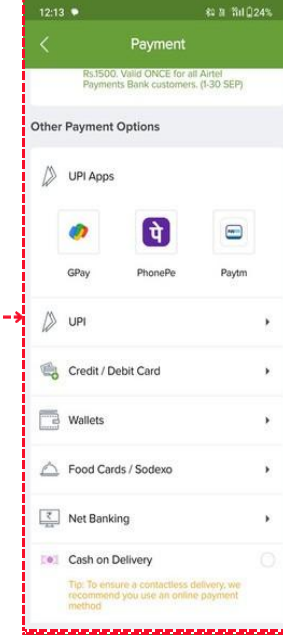
Item has been added to the basket

Product Selection and checkout



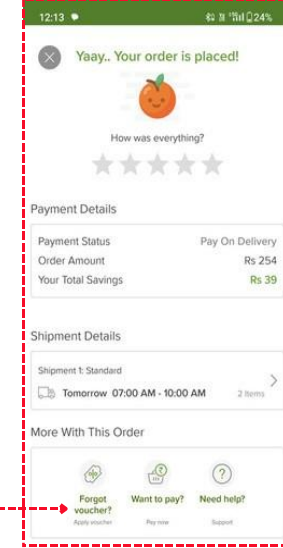
Select the time and date for the delivery

Post-order placement changes;



Multiple payment options with COD

Successful Payment



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Features	Reach (R)	Impact (I)	Confidence (C)	Effort (E)	Score = $R*I*C/E$	Priority
Support of Vernacular Languages	8	8	8	5	102.4	1
Suggest me ingredients when I search by Dish	7	7	6	9	32.6	5
Transforming into a Simplified GUI with a toggle button	8	7	8	7	64	3
Set reminder for Grocery Stock out	6	6	8	5	57.6	4
Ensure the expiration date of consumables is prominently shown in product description	9	8	8	9	64	2

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Vernacular Language Support

- Implement a seamless switch between languages within the app
- Enable vernacular language support in search functionalities
- Retention and Adoption

Expiration Date in Product Description

- Choose a strategic location within the product description where users can easily access this crucial information
- Establish a dynamic connection between the stock procured and the expiration date through the utilization of an ERP system
- Adoption

Simplified GUI

- Introduce a prominent toggle button for users to switch between simplified and advanced GUI modes
- Include a tutorial or help section explaining the features of the simplified GUI
- Adoption



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SHILLONG

Thank You

