

Reimagining User Engagement on Zomato

A product strategy to deepen retention, broaden discovery, and build a healthier relationship between users and food.

PRODUCT STRATEGY

ZOMATO



Made with GAMMA

Two Opposing User Mindsets

Every time a user opens Zomato, they arrive with one of two intentions. Understanding both is key to designing for each moment.

Comfort Seekers

Users who want familiarity. They reorder from the same restaurants, crave predictable meals, and rarely take risks — especially in the Indian market.

Adventure Seekers

Users who open the app with a sense of discovery. They want to explore new cuisines, try trending restaurants, and step outside their comfort zone.

The Comfort Food Opportunity

Humans are wired for familiarity. A personalized UI that surfaces frequent orders and favorite restaurants can reduce decision fatigue and increase repeat orders.

Personalized Home Screen

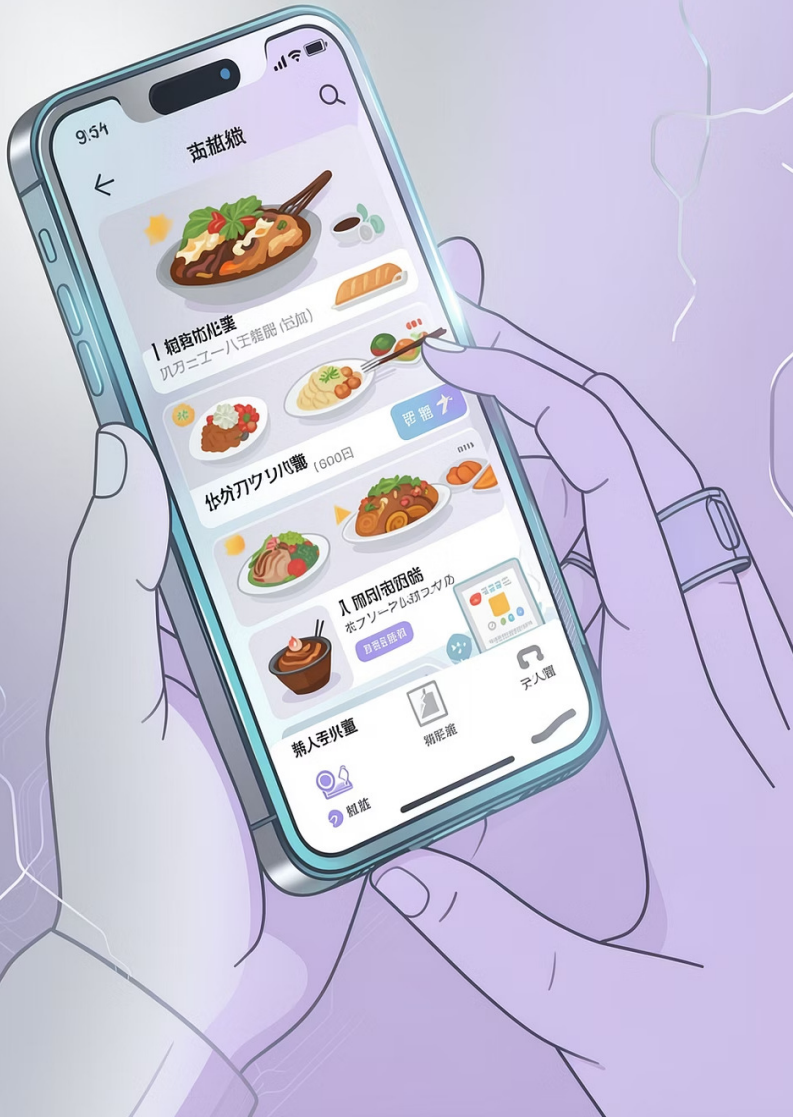
Auto-surface frequent restaurants and past orders on launch

One-Tap Reorder

Reduce friction for habitual orders — speed drives retention

Smart Reminders

Contextual nudges based on order history and time of day

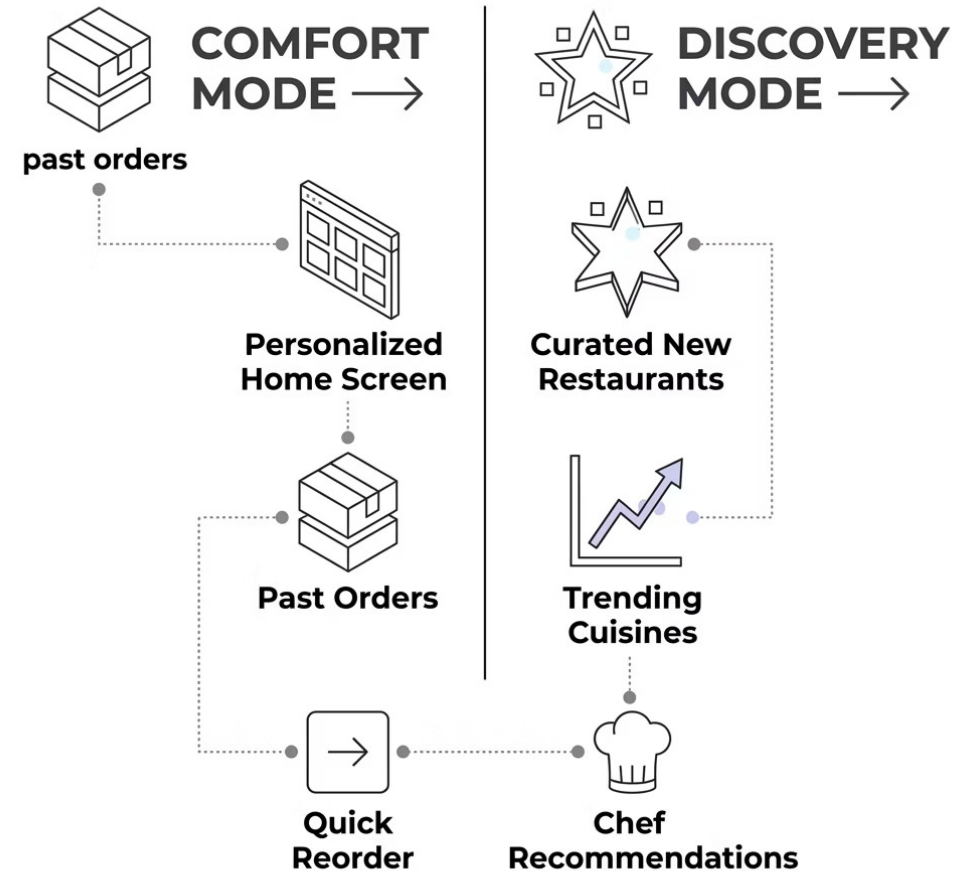


Discovery Done Right

The Paradox of Choice

Throwing too many options at users doesn't speed up decisions — it paralyzes them. Discovery should feel curated, not overwhelming.

- 📘 Users choose easily when they **want** to choose easily. Discovery should be optional, not forced.



Who Are Our Users?



College Students

High frequency, low cooking ability. Rely heavily on outside food. Value speed and affordability.



Young Professionals (20–35)

Living away from home. Emotionally crave home-cooked meals. Willing to pay for quality and nostalgia.



Occasional Orderers

Order infrequently. Price-sensitive. Often older demographics who value money over convenience.

The Home-Cooked Meal Gap

Zomato should invest in **home-cooked meal delivery** — not cloud kitchens, but real meals made by home cooks.

For Users

Young people aged 20–35 living away from parents deeply miss home food. This feature would be emotionally resonant and highly loved.

For Home Cooks

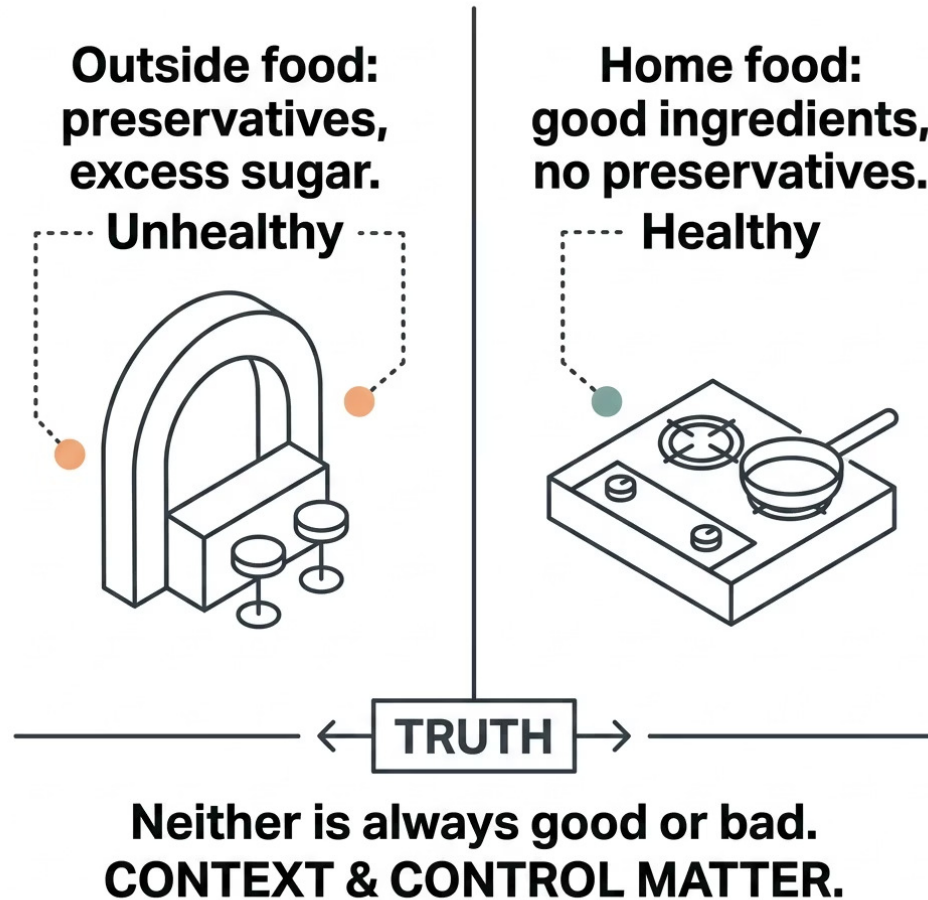
Creates income opportunities for skilled home cooks who aren't currently monetizing their talent.

For Zomato

Opens an entirely new supply category with high emotional loyalty and repeat purchase behavior.



Breaking the Health Stigma



The Real Problem

Users associate Zomato with **guilty pleasure**. Restaurants optimize for taste, not nutrition — more preservatives, more sugar, more cravings.

Home-cooked food isn't made to *win you over* — it's made to *nourish you*. Zomato should bridge this gap.

- ✅ Goal: Make users associate Zomato with **positive, guilt-free food experiences**.

Give Users Control Over Their Meal

What if users could customize not just *what* they order, but *how* it's made?

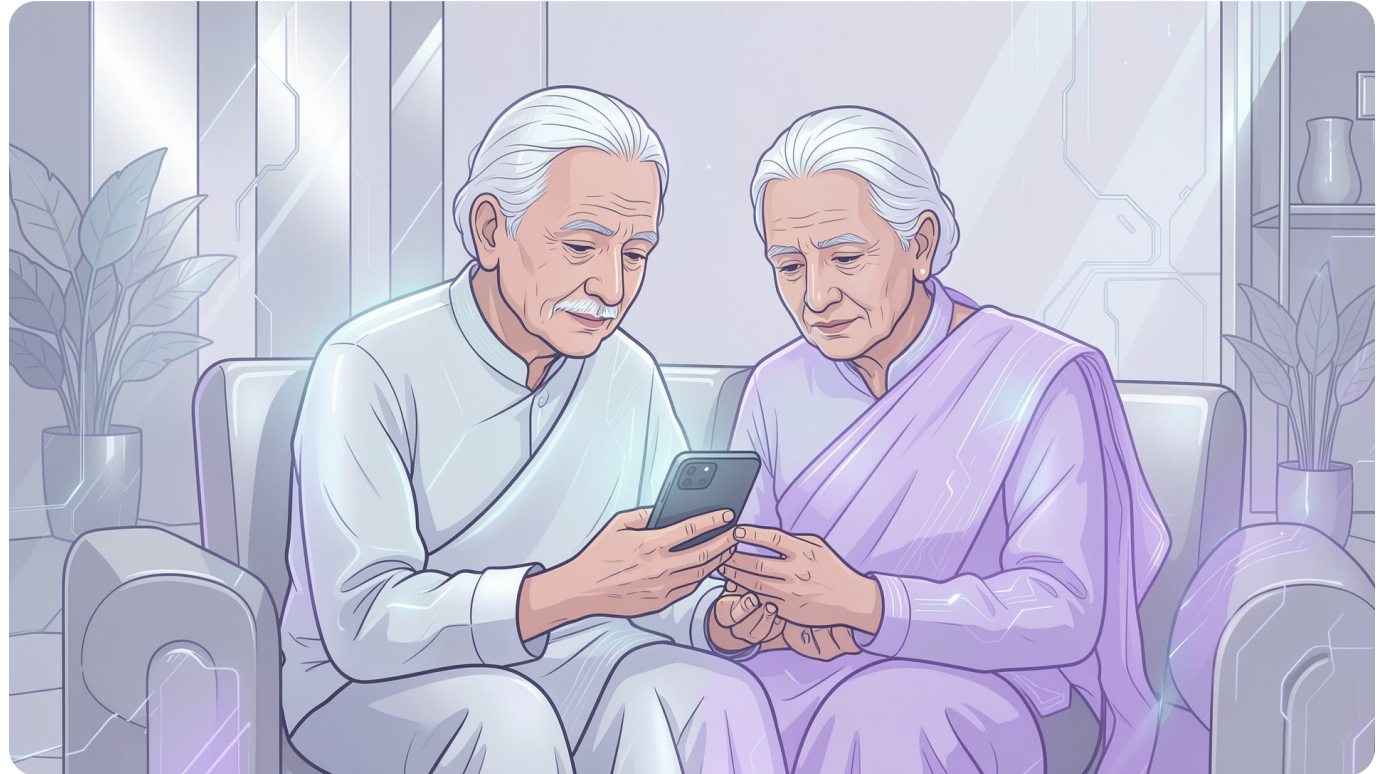


Allowing users to specify ingredients and portion sizes transforms Zomato from a delivery platform into a **personalized nutrition partner** — increasing trust, loyalty, and order frequency.

Reaching the Price-Conscious User

The Generational Divide

Younger users rarely question platform fees or delivery charges. Older, wiser users — like our parents — are far more price-sensitive and often avoid the app entirely.



Young Users

Prioritize convenience over cost. Less fee-sensitive.

Older Users

Value money. Avoid apps with hidden charges.

- ❑ Transparent pricing and value-focused bundles could unlock a massive underserved demographic.

North Star: Successful Orders Delivered

The metric that matters most is the **number of successful orders placed** — a direct signal of engagement, satisfaction, and retention.



Emotional Connection

Home-cooked meals + comfort features = positive brand association



User Control

Ingredient and portion customization builds trust and repeat usage



Broader Reach

Price transparency unlocks older, value-conscious demographics

