

ZEPTO CAFE · PRODUCT CASE STUDY

From Trial to Habit

Building repeat confidence for office snack-break users inside the existing Zepto Cafe experience.

12% → 25%

30-day repeat rate

6 months

Target timeline

Office users

Snack-break moments

MISSION

Turning quick-commerce speed into a trusted daily food habit

Fresh snacks, beverages, and light meals in minutes for workday moments — coffee breaks, chai-time snacks, lunch gaps, and late working hours.

SUCCESS TARGET · 6 MONTHS

Today  12%

Goal  25%

30-day repeat order rate for office snack-break users.

Zepto Cafe

CONTEXT

What is Zepto Cafe

A preparation-led café on Zepto's dark-store model. Staff assemble, heat, and finish items — flash ovens for bakery, dispensers for drinks — then dispatch through the app. No offline storefronts.

THE MENU

Sandwiches, Maggi, coffee, pastries, samosas, puffs, momos, and other ready-to-eat items.

THE USERS

Urban office workers, students, and young professionals wanting fast, affordable food.

THE PROMISE

Premium café-like quality at lower prices, standardized for very fast delivery.

MARKET OPPORTUNITY

Strong trial, but a cautionary tale

THE OPPORTUNITY

Speed, curiosity, affordability, and discounts drive strong first-time trial — a high-quality, affordable café built on quick-commerce infrastructure.

THE SNACC LESSON

Swiggy's standalone snack app struggled — low-value orders had weak economics. Build repeat behavior inside the existing ecosystem instead.

Takeaway — win by turning trial into habit inside Zepto, not by launching a separate snack app.

What users told us

SURVEY SIGNALS

Users care most about freshness, taste, fast delivery, hot food, and healthy options. Biggest barriers: cafeteria preference, food not feeling fresh, limited availability, unreliable taste, and portion value.

Positive first order

Loved the coffee, momos, and tiramisu — near-premium quality at a lower price. But rarely reorders.

Poor first order

Sandwich felt stale, delivery ran late, options limited. Expected healthier salads and fruit bowls.

Strong trial hook, weaker repeat confidence.

PROBLEM STATEMENT

Office workers need a quick, reliable snack during short breaks — but Zepto Cafe does not yet create enough repeat confidence.

Users are unsure whether items will be fresh, tasty, filling, available at the right time, and worth the price versus cafeteria or nearby food. Trial does not automatically become habit.

FRAMING THE PROBLEM

Trial is not converting into repeat behavior

THE REASON

Office users do not yet trust Zepto Cafe enough as a predictable daily or weekly snack option.

PRIMARY BARRIER

Repeat confidence

Users try once, but repeat only when they trust the food will be fresh, tasty, filling, on time, and worth the price.

■ Zepto Cafe

WHY THIS PROBLEM EXISTS

Five friction points

1

Unclear availability during snack windows

Narrow craving windows are lost if Cafe is not visible right then.

2

Inconsistent freshness and taste

One poor experience raises perceived risk above the convenience benefit.

3

Portion value does not justify price

Users compare against cafeteria, stalls, and small restaurants.

4

Poorly organized choices for a quick moment

A large generic menu overwhelms a short break and drives drop-off.

5

Cafeteria feels safer and more predictable

Familiar, visible, low-risk — the default competitor for office snacks.

BUSINESS IMPACT

When trial does not become habit

Lower second-order conversion
after first trial

Lower Cafe page-to-order
conversion in snack windows

Lower repeat purchase frequency
among office users

Higher dependence on discounts to
drive orders

METRICS IMPACTED

**Primary: repeat order rate
among office users**

Supported by second-order
conversion, page-to-order
conversion, snack-window
conversion, quick reorder rate,
item-level satisfaction, and
monthly order frequency.

SOLUTION IDEATION

From brainstorm to priority

IDEAS EXPLORED

Snack Mode · Freshness & Trust
Labels · Snack Window Alerts ·
Office Combos · Item-Level
Feedback · One-Tap Reorder · Most
Reordered Near You · Healthy
Bites · Ready Fastest · Team
Snacks · Personalized picks · Cafe
loyalty rewards.

PRIORITIZED ON

Impact on repeat ordering

How strongly it builds repeat
confidence

Feasibility to build

Ships inside the current Cafe
experience

THE SOLUTION

Two big bets

Top Feature 1

Snack Mode

A dedicated office experience that organizes items around snack moments — Quick Coffee Break, Evening Snacks, Filling Under ₹149, Healthy Bites. Cuts decision effort in short breaks.

Top Feature 2

Freshness & Trust Labels

Simple labels on item cards — Fresh, Hot, Filling, Top Rated, Ready Fastest — that cut uncertainty about quality and value so users choose confidently.

GOOD-TO-HAVE · Snack Window Alerts · Office Combos & Value Bundles · Item-Level Quality Feedback

PRODUCT EXPERIENCE

A reliable office snack assistant

When am I eating?

LAYER 1 · SNACK
WINDOW

Morning Kickstart ·
Mid-Morning Fix ·
Desk Lunch · 4 PM
Snack Break ·
Late-Night Grind

What do I need?

LAYER 2 · NEED
FILTER

Ready Fastest · Filling
Under ₹149 · Healthy
Bites · Team Snacks ·
Quick Coffee Break

Can I trust it?

LAYER 3 · TRUST
LABELS

Fresh · Hot · Filling · Top
Rated · Ready Fastest

LAYER 4 · REPEAT BEHAVIOR — one-tap reorder turns a good
order into a habit

SNACK MODE IN ACTION

Pick your break. We'll pick the menu.

Curated for the 30-second decision.

Dynamic snack window

Session time auto-selects the moment — 9 AM shows Morning Kickstart, 4:30 PM shows 4 PM Snack Break. Users can still switch manually.

Office need filters

Filters work inside the window: Ready Fastest for quick items; Filling Under ₹149 for value; Healthy Bites for lighter picks.

Contextual discovery

The list adapts: chai, puff, samosa at 4 PM; Maggi, coffee, desserts for the late-night grind. No generic menu.

TRUST & SOCIAL PROOF

Confidence at a glance

MAX TWO LABELS PER CARD

Fresh

Hot

Filling

Top Rated

Ready Fastest

Vietnamese Cold Coffee — Fresh,
Top Rated. Veg Puff — Hot, Fresh.
Adrak Chai — Hot, Ready Fastest.
Cheese Maggi — Hot, Filling.

Most reordered near your office

"What Cyber Hub offices
ordered again this week."
Social proof kept as its own
section, not a card label —
because the problem is repeat
confidence, not trial.



USER JOURNEY

Closing the loop

Cart & checkout

"Your Office Snack Break" — items, price, and "Arrives in 9 minutes," with one add-on suggestion.

Order tracking

Received → Being prepared → Packed for freshness → Out for delivery.
Reinforces reliability, not just speed.

Item-level feedback

"How was your Cafe snack?" — rate taste, freshness, portion, and value. Weak items get fixed or hidden.

Repeat visit

Next window: "Repeat your coffee break?" shows the last order with a "Reorder in 1 tap" action.

Launch where the use case is strongest

OFFICE-HEAVY

MICRO-MARKETS

BKC Mumbai · Koramangala &
Whitefield Bengaluru · HITEC
City Hyderabad · Pune parks.

High density, predictable snack
windows, repeated weekday
demand.

MESSAGE, NOT DISCOUNTS

"Your office snack break, sorted
in minutes."

In-app banners, Cafe entry points,
and location-targeted nudges: "4
PM Snack Break is on — hot picks
near your office."

A self-reinforcing repeat loop

Snack Mode makes choosing easy → Trust Labels build confidence
→ good experience earns satisfaction → one-tap reorder drives
repeat → repeats power "Most reordered near your office."

PHASE 1

Labels

Trust labels on
Cafe cards.

PHASE 2

Snack Mode

Windows &
filters live.

PHASE 3

Reorder

One-tap repeat &
feedback.

PHASE 4

Social Proof

"Most
reordered" + A/B
test.

REVENUE IMPACT

Repeat rate is the growth lever

100k

office users on
Cafe

12→25%

repeat rate =
+13k repeaters

32.5k

added orders /
month at 2.5
each

₹180

average order
value

ADDED GMV

**₹58.5L / month ≈ ₹7
cr / year**

AT 1M-USER SCALE

**≈ ₹70 cr / year in
added GMV**

MEASURING SUCCESS

One north star, guarded carefully

NORTH STAR METRIC

30-day repeat order rate for office snack-break users: 12% → 25%

SUPPORTING METRICS

Second-order conversion · Cafe page-to-order conversion · snack-window conversion · quick reorder rate · item-level satisfaction · monthly order frequency.

GUARDRAIL METRICS

Delivery time in snack windows · label accuracy vs. feedback · complaint and refund rates · margin per order so combos stay profitable.

■ Zepto Cafe

RISKS & TRADE-OFFS

What could break trust, and how we

Inaccurate labels

Tie labels to real feedback; drop them if data disagrees.

Snack Mode too narrow

Keep full Cafe menu one tap away for non-snack needs.

Notification fatigue

Cap snack-window nudges; make them contextual, not constant.

Operational inconsistency

Guard delivery time and freshness within snack windows.

Combo margin pressure

Track margin per order so value bundles stay profitable; scope launch to office-heavy micro-markets first.

Turn office snack breaks into a trusted daily habit — moving repeat rate from 12% to 25% in six months.