

PRD: Increase customer text reviews

To increase the number of customer text reviews for the Food Delivery vertical

Team: Ratings & Reviews team, Zomato Food Delivery

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Status: In Review

Launching on: To be decided

Problem Definition

Zomato Gold users, who order frequently, find writing text reviews burdensome due to **lack of emotional connection** with the process. Solving this issue by increasing text reviews will enhance user decision-making and overall satisfaction, leading to higher engagement and increased revenue. With new customer growth plateauing, boosting existing user engagement through more reviews is crucial.

To know more about why text reviews are important to Zomato please refer to [this article](#).

Goals

Functional Metrics

- #Text reviews in a month
- #Text reviews by zomato gold users in a month
- %age of gold users who are reviewers
- %order reviewed per reviewer (gold user)

Non Functional Metrics

- Page load times (storyboard, chef & staff page,popup)
- Notification delivery rate
- Video load time

Non-Goals

- Developing non-technical solutions to increase text reviews

Validation of the problem

To validate the problem we rolled out a [user survey](#) where we got around **136** responses and then we conducted **8** user interviews to deeply understand the problem.

User Survey Insights

- Most users order from Zomato at least once a week.
- Over **60%** rely solely on ratings, not text reviews, when selecting restaurants.
- **65%** find writing text reviews too much effort.
- **35%** write reviews only for very bad or exceptional experiences.

User Interview Insights

- Negative reviews are driven by anger or a desire to warn others.
- Positive reviews are rare, driven by exceptional experiences or external prompts.
- Users value text reviews for high-investment decisions, like choosing hotels.

Conclusion: Writing text reviews on Zomato is effortful due to lack of emotional engagement in routine ordering.



Understanding the target audience

Target segment : **Zomato Gold Subscribers**

Reasons

- Gold users contributed **40%** of total food delivery GOV in Q2FY24.
- Membership grew from **2 million** in Q1FY24 to **3.8 million** in Q2FY24.
- Gold members have a higher average order frequency.
- They are more invested and receptive to behaviour changes.

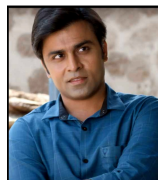
Also, as the engagement is high, the impact calculation show promising results:

Reviews generated per month by Zomato Gold Users

#Average monthly transacting users ~20m
% Monthly gold users X 20% (assumption)
% Gold users who are reviewers X **10%** (assumption)
#Average orders/month/gold user X ~5 (assumption)
% Order reviewed/reviewer X **10%** (assumption)
#No. of reviews = **0.2m**

If we increase % gold users who are reviewers by **20%** (%age increase) we will increase reviews by **20%** (%age increase)

User Persona



Abhishek Sharma, 30, Male, Bangalore, Product Manager, Zomato Gold user
"I order almost every week from Zomato but writing text review seems too much effort"

Lifestyle: Tech-savvy, busy professional, enjoys exploring new cuisines, frequents food delivery services.

Needs

- Seeks a seamless and efficient food ordering experience.
- Wants more detailed insights to make better restaurant choices.
- Prefers experiences that feel personalised and engaging.

Pain Points

- Feels it's too much effort to write reviews without a strong emotional connection.
- Ordering food has become a routine task with little excitement.

Solution: Incorporate Storytelling Throughout Order Journey

Problem: Users find writing text reviews too effortful due to a lack of emotional engagement during the ordering journey.

Solution: Evoke emotions through storytelling at various stages:

- **Pre-order:** Attach stories to special dishes about chef inspiration, special ingredients, and cultural significance.
- **Waiting for Delivery:** Show stories about the chef, packaging staff, cloud kitchen/cafe, CSR initiatives, and send sticky/text notifications with staff names. Give users the option to show appreciation for the stories.
- **Post-delivery:** Use notification and popup from chefs/owners/staff asking for reviews. Suggest ideas on what to write in text review.

To know how did we reach this solution & filtered out other solutions: head over to [this article](#)

Key Features ([Mindmap](#))

- **Story Attachments:** Allow restaurants to add stories of dishes, staff, chefs, restaurant.
- **Dish Details:** Display these stories alongside dish details for users to explore before placing an order.
- **User appreciation:** Give users a way to appreciate the chef and staff either by clapping for them or sharing it on social media.
- **Staff & Chef Stories:** Showcase stories about the chef, packaging staff, and other personnel involved in the food preparation and delivery process.
- **Notifications:** Send sticky or text notifications with staff names to personalise the waiting experience.
- **Review Requests:** Implement notifications and popups from chefs, owners, or staff asking for reviews after delivery.
- **Review Assistance:** Provide prompts or suggestions to users when writing reviews to streamline the process.

User Flows & Wireframes

Please find here: [User flows and wireframes](#) (Wait for few seconds to load the page)

Technical Specifications

Major user & system actions

- Adding stories by restaurants
- Adding dish video by restaurants
- Marking dish 'chef favourite' by restaurants
- Showing storyboard on order tracking page
- Showing stories of chef and staff when user clicks on 'show chef/staff stories'
- Showing dish video when user clicks on play button near to dish
- User claps for a story
- User share stories on social media

Schema Changes

Table: Stories

Stores all the stories data uploaded by restaurants

Fields	type	details
<i>storyID</i>	text	PK
restroID	text	FK restaurants(restroID)
type	Enum	[CHEF, RESTAURANT, PACKAGING, CSR]
metadata	jsonb	Different metadata fields for different type of stories
photoURL	text	GCS url

Table: Dishes

Stores all the data of dishes like ingredients, etc

Adding new fields to the table like: videoURL to save dish videos, isChefFav to tag if the dish is chef fav

Stories	type	details
<i>dishID</i>	text	PK
.....	text	
.....	Enum	
videoURL	text	GCS url
isChefFav	bool	

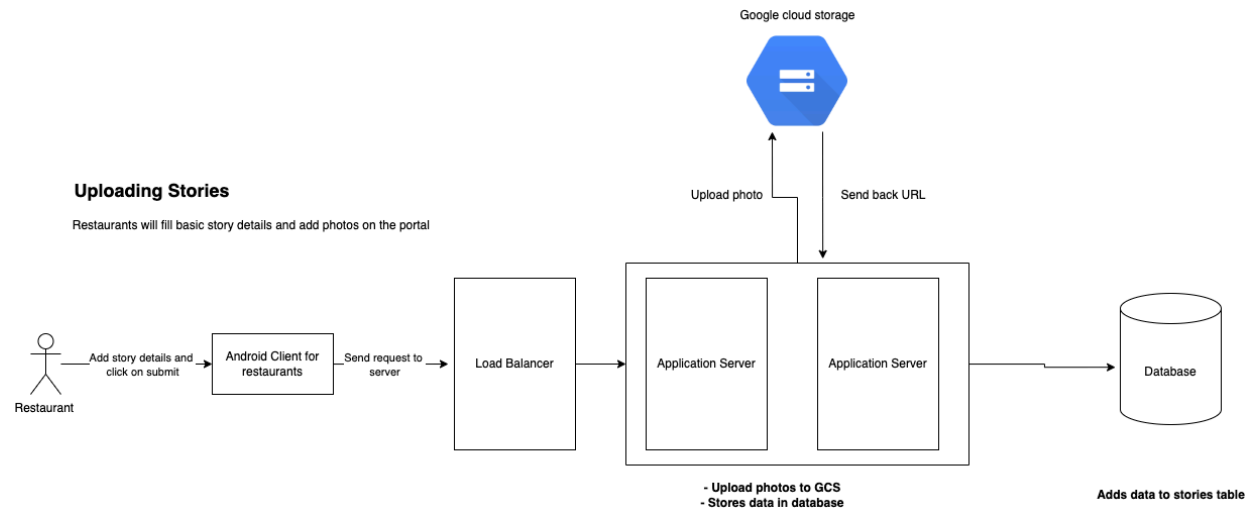
Table: Claps

Stores the data of claps received for the stories

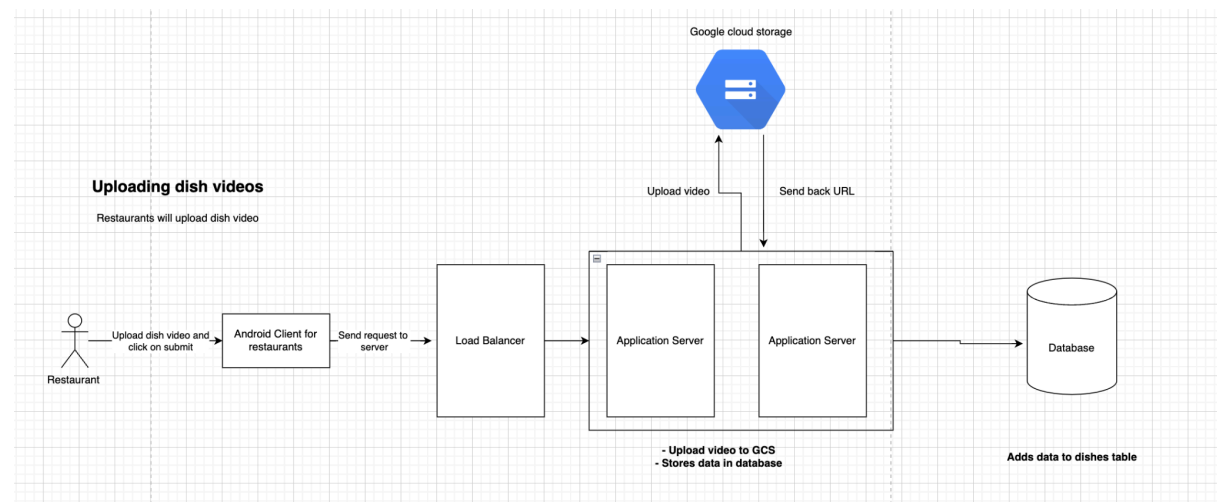
Stories	type	details
<i>clapID</i>	text	PK
storyID	text	FK stories (storyID)
userID	text	FK users (userID)
timestamp	timestamp with timezone	GCS url

System Diagrams

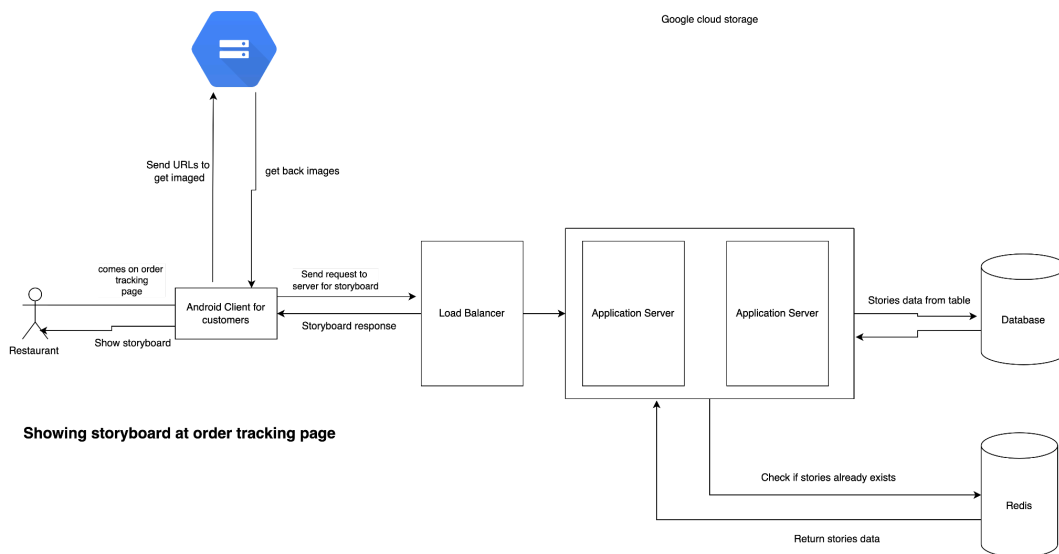
Uploading stories



Uploading dish videos



Showing storyboard



Showing storyboard at order tracking page

Risks & Mitigations

- **Scalability:** Automating content generation without losing quality.
 - Mitigation: Use natural language processing (NLP) and machine learning (ML) algorithms to generate personalised stories based on user preferences and restaurant inputs.
- **Content exhaustion:** Limited content about chef and staff and due to this customer getting bored.
 - Mitigation: Rotate and refresh stories regularly to keep content fresh and engaging. Explore user-generated content, behind the scene contents and collaborations with influencers or guest chefs to expand storytelling options.
- **Accuracy:** Ensuring stories are truthful to avoid customer mistrust.
 - Mitigation: Assign content moderators to fact-check and verify stories before publication. Provide transparency about the sourcing of information and encourage feedback from users to correct any inaccuracies.
- **Data Privacy:** Handling personal data responsibly with consent.
 - Mitigation: Obtain explicit consent from users before collecting personal data for storytelling purposes. Continuous checks if someone is using the personal data in a wrong way.
- **Negative Reviews:** Managing expectations to avoid amplified disappointments.
 - Mitigation: Highlight a variety of stories, including challenges and successes, to provide a realistic portrayal. Respond promptly and empathetically to negative reviews, offering solutions or compensations where appropriate
- **Cultural Sensitivity:** Carefully handling cultural stories to avoid offence.
 - Mitigation: Educate content creators and moderators about cultural nuances and sensitivities. Consult with cultural advisors or community representatives when crafting stories related to specific cultures or traditions.

Edge cases handling

- No stories available for a restaurant: When there are no stories available:
 - There won't be any play button beside the dish
 - There will be no option for 'chef/staff stories'
 - There will be no storyboard on order tracking page
- Dish video is not loaded properly
 - Show generic text related to dish
- Sticky/text notifications fail to send
 - Try it after a period of time and even then it fails then leave it.

Launch Plan

As storytelling is about evoking emotions the general theme of marketing can be:

'Behind Every Meal, There's a Story Worth Telling'

Messaging Ideas

- **Heartfelt Gratitude:** "Discover the heartfelt stories of the chefs, packagers, and delivery staff who bring you the food you love. Appreciate their dedication and passion with every bite."
- **Quality and Care:** "Experience the journey of your food, from the chef's inspiration to the careful packaging and delivery. Each meal is a testament to their hard work and devotion."
- **Emotional Connection:** "Feel the connection with those who make your dining experience memorable. Their stories add flavour to every dish and warmth to every delivery."

Channels

- **Social media campaign:** Use hashtags like #MealStories, #UnsungHeroes, and #BehindEveryMeal to encourage users to come to the Zomato app and read these stories and share their experiences and appreciation.
 - LinkedIn can be used as a hook where our CEO can introduce this feature with his personal story
- **Email Newsletters:** Launch this feature by sending emails highlighting the theme and attaching the story of a chef from their last order (if available).
- **In-App Notifications:** Personalised pop ups and notifications highlighting the latest stories and encouraging users to engage and leave reviews.
- **Highlighting the entry points:** We can highlight the entry point to see 'chef & staff stories' to catch the attention of the user on the restaurant page.

Launch Readiness

Key Milestones

Design Phase

- Design Complete:
 - Timeline: 4 weeks
 - Deliverables: Finalised designs ready for development, design documentation.

Development Phase

- Backend Development:
 - Timeline: 4 weeks
 - Deliverables: Database setup, APIs for story content management, integration with existing systems.
- Frontend Development:
 - Timeline: 4 weeks (Parallel with backend development)
 - Deliverables: Web and mobile UI implementation, integration with backend APIs.
- API Integration
 - Timeline: 1 week
 - Deliverables: Integration with backend APIs.

Quality Assurance Phase

- Initial Testing:
 - Timeline: 2 weeks
 - Deliverables: Identified bugs and issues, initial test cases.
- Bug Fixes & Refinements:
 - Timeline: 2 weeks
 - Deliverables: Resolved bugs, improved user experience.
- Final QA:
 - Timeline: 1 week
 - Deliverables: Final test cases, user acceptance testing (UAT) sign-off.

Launch Preparation

- Marketing Materials & Campaigns:
 - Timeline: 2 weeks (Parallel with QA phase)
 - Deliverables: Email templates, social media content, in-app notifications
- Beta Testing Rollout:
 - Timeline: 1 week
 - Deliverables: Beta access to select users, collection of feedback.
- Full Launch:
 - Timeline: 1 week after Beta Testing
 - Deliverables: Public announcement, feature available to all users, monitoring and support setup.

Future iterations

Scope of next versions

- **Interactive Stories:** Enable users to interact with stories through multimedia elements such as videos, audio clips, and interactive infographics.
- **AI for content generation:** Use AI to generate personalised stories based on restaurant inputs.
- **Content Performance:** Analyse which types of stories resonate most with users to guide future content creation.
- **Localised Stories:** Create stories that are tailored to different regions, incorporating local culture, ingredients, and traditions.

Ideas parked for later

- **Chef and Influencer Collaborations:** Partner with well-known chefs and influencers to create special story content.
- **Behind the scenes content:** Creating content on how chefs are creating live dishes and how the packaging is happening.
- **Virtual Kitchen Tours:** Offer virtual tours of kitchens and food preparation areas using AR technology.