

Dunzo Product Deck

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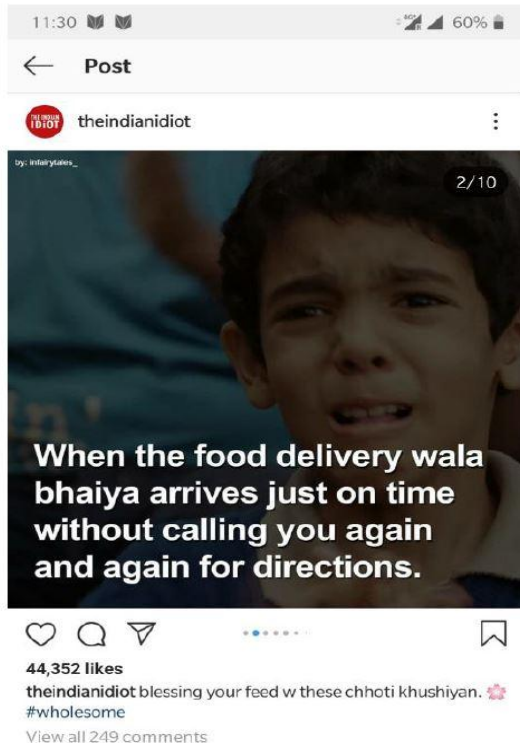
Suggest 3 changes that you would make to the Dunzo user app and how would you measure whether your solutions make the user experience better?

Given below are three changes or suggestions I want to make to the Dunzo User app:

1. Improvement to location identification and last mile delivery
2. Solutions to problems related to Amount and Relevance of notifications
3. Addition of Cross-selling and Upselling

Each of these problems are discussed in detail with the solutions in the next slides.

1. Problems related to location identification and last mile delivery



A good experience

Delivery Executive (Current Employee) – Bangalore City, Karnataka – June 29, 2017

There is no security in this job

And delivery executive will face **lot of problems while delivering the food**. Cannot contact executive helpline easily.. Poor response from the helpline..



Rahul Mandrai

★★★★★ 26 June 2020

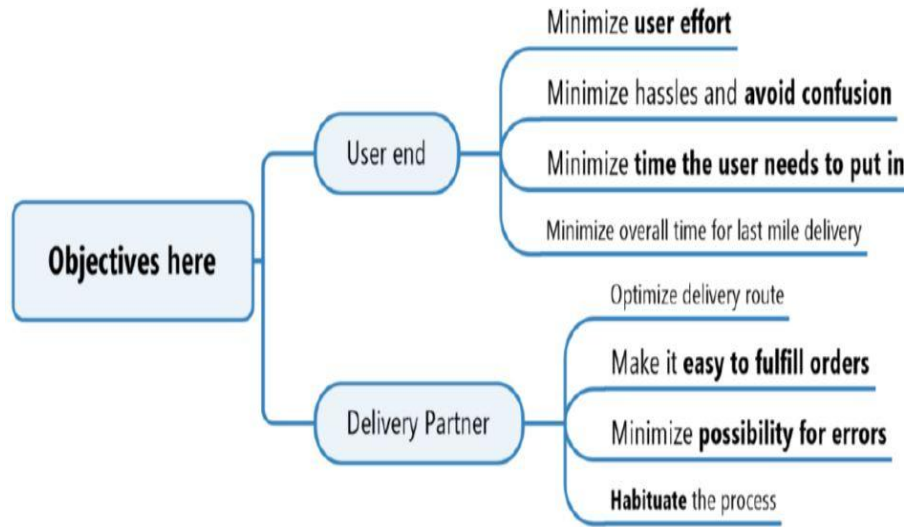


Swiggy app ever I have used. The delivery guy doesn't take care of what **location** is set, just blindly follows Google map and then if gets to wrong place calls and says I could not understand the map, what the heck!!!, Then charges me 300 for saying 'petrol lag gaya mera', illiterate peoples don't care of the delivery. Even after that the app charges me 275 for a delivery! That did not even reached the destination I wanted **Swiggy**! they don't even refund. Useless support

What do you dislike?

Nothing is wrong with this app just sometimes it's very difficult to add your location and delivery boy calls and ask for your address all the time which is frustrating because you are busy or in office where it's difficult to answer your phone.

What is the actual problem here?



PAIN POINTS

Additional delays of even a few minutes, avoidable extra effort, a bad interaction with the Delivery Partner etc. can significantly **hamper customer experience**.

Additional delays, avoidable confusion regarding location, network and GPS issues etc. at the last mile significantly **hampers Delivery Partners productivity**, esp during rush hours. Tiny delays add up at the end of the day.

A delivery partners usual answer to solve these last last mile issues: **CALL the customer**...

PS – As a habitual daily customer of Dunzo, taking calls everyday before delivery and passing on the same instructions to the delivery partner can **get pretty frustrating**.

What is the actual problem here? - Stakeholders

The Major stakeholders here are the Customers and the Delivery Partners. Let's look at both the cases

1. The Customer

As a habitual customer, I want items delivered to my door with minimal effort, I want to set-it and forget it!

- I might not know my location well (Can't guide the Delivery partner)
- I might not know the local language (might not be able to talk to the Delivery Partner)
- I might be busy with something (Can't take calls), and,
- Sometimes I just wanna chill and not move a muscle (Don't want to take calls)

2. The Delivery Partner

As a delivery partner, I want to optimize my time and finish delivery as fast as possible so I can get to the next one, But I rarely find the address easily!

- My GPS doesn't work well always
- My network is shaky
- All the buildings look the same, and,
- I just wanna finish this delivery quick

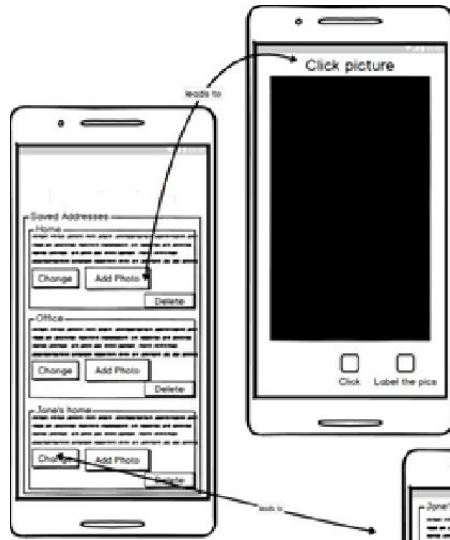
Phone calls might not be optimal for solving this issue because serious **communication gaps** between the customer and the delivery partner might exist as is evident from our stakeholders' personas in the previous slide.

The Solution - Linking Address to Photos

Step-by-Step Process

- Customers **upload pictures of their street**, buildings, and doorway on the app (max. 4)
- Each **address is linked to its own set of pictures**
- The delivery partner can swipe down from the **address info screen on their app and see the images**
- The images will be helpful in identifying the customers building and entry to the same
- Delivery partner saves time and effort from making the ‘call’
- Customer saves time and effort from having to attend the call and (try to) pass on instructions
- The feature calls for additions to both the customer app and the delivery partner app

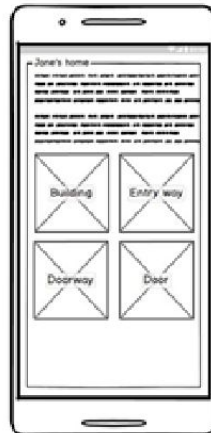
The Solution - Linking Address to Photos



On the Customer App

Users will be given an option to upload pictures of the building they're living in along with the street, hallways etc.

Each address will have an optional field to add or change pictures

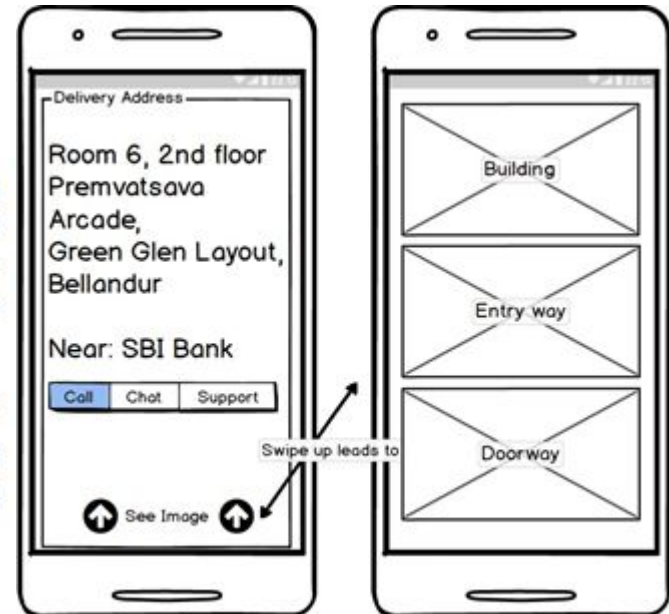


The photos are **downloaded** and **stored** into the partner's phone's cache memory **when the order confirmed for delivery itself** so data or network issues down the line will not affect its efficacy ☐

The simple swipe up gesture revealing the photos means minimal effort to locate the building and entry way ☐

For the Delivery Partner

The Delivery partner can now see the images and compare them with what is in front of him



Measuring success - KEY METRICS

Context:

- Even a simple delay of a few minutes can downgrade stakeholder experience
- For the Delivery Partners their productivity is paramount
- For the Customer order fulfilment shouldn't involve confusion or intervention
- Customer loyalty, repeated use and engagement is key to increasing market share

How to measure success:

- (Occasional) **Net Promoter Score (NPS)** surveys to customers while rating delivery partner ⇒ Higher the better
- **Cohort analysis** to gauge customer adoption of the feature ⇒ Customers who order **frequently to the same address** should ideally adopt the feature faster
- **Mean time for last mile delivery** (time required for order fulfilment after partner is at the location) ⇒ Lower the better
- **Number of phone calls between delivery partner and customer** ⇒ Lower the better (Zero is the aim)
- Increase in **mean efficiency of delivery partner**, esp during rush hours ⇒ **Number of orders fulfilled per hour** should increase from the **accrued saved time**
- Increase in **Delivery partner utilization** ⇒ Optimal utilization of delivery partners
- Increase in **setting up time for new users** will ensure if users are accepting the feature or not even though it's an inconvenience to the user in the starting.

2. Solution to problems related to Amount and Relevance of notifications

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Nishant Agrwal
★★★★★ 25 June 2020

Best app ever! Errand boys for hire! The service is great. The people are polite. The chat oriented user experience is awesome. Keep it up guys! Edit: Changed the rating from 5 to 1 because this app has started shoving promotions in your face. And the promotion notifications are also under the category of "Task Update", so you can't turn them off selectively.

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Bapusaheb Patil
★★★★★ 25 June 2020

Too many notifications. Search feature is a nightmare and hard to use.
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Susheel Chandradhas
★★★★★ 24 June 2020

Using the main notification channel for promotion is just not on... There's only so much patience a person can have. Uninstalled as a result. Let me know when you have a mutable promotions only notifications stream that's separate from delivery notifications and I'll consider reinstalling. Until then, Adios!
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MadrulZZZ
★★★★★ 4 June 2020

Uninstalled because of the constant notification on offers and marketing. Yes we can turn off notifications for the app in settings, but pushing notifications everyday is just spamming. Too many sales Alerts!
- 

Apoorv Misra
★★★★★ 22 June 2020

Great idea and good service. Giving only 3 stars because the app has highly intrusive push notifications which keep showing irrelevant ads several times a day.

What is the actual problem here?

PAIN POINTS

Having an additional increase in the number of notification (**Amount**) can significantly **hamper customer experience**.

Receiving notifications which are **not relevant** to the customer can significantly **hamper customer experience**.

Outcome – As a habitual daily customer of Dunzo, **receiving too many notifications or notification irrelevant** to the customer everyday **get pretty frustrating**.

STAKEHOLDER

The main stakeholder here is the customer.

The Customer

As a habitual customer, I do not want to receive a lot of notifications from the app

- I might be busy with something and do not want to be disturbed by the notifications
- I might not want to open the app to see a notification which is irrelevant to me
- I might be using my phone for something else (work, games, etc) and do not want to be disturbed by the notifications
- I do not want to miss out on relevant notifications along with the irrelevant ones

The Solutions

Since the problem is two-fold, there are two solutions to this.

Solution 1 - Provide user an option to select the number notification to be received per day and taking regular in-app survey regarding the same - Solution to the amount of notifications

- Dunzo can provide the user with an option to select the number of notifications he/she wants to receive per day.
- The user can enable this option and keep changing the number of notification as per the necessity or the mood of the customer.
- Regular in-app customer experience survey can be conducted which will help Dunzo to gauge if this is a problem to a sizeable user base.
- Thus the user won't receive too many notifications which can frustrate him. If he/she still gets more number of notification, the user can reduce the number again.

Outcome of both the solutions combined - After implementation of both the solutions, the **user will receive less open notifications and more targeted notifications.**

Solution 2 - Use ML algorithms to identify what items the user buys and thus show only relevant notification to the user - Solutions to the relevance of notifications

- Using ML algorithms or by doing manual work, Dunzo can easily identify what the customer actually wants by using the app
- Once the app knows what the user prefers, it can show notifications and promotions which are only relevant to the customer
- Thus the User will only receive notifications relevant to the user
- Also, by analyzing the **number of clicks per notification**, Dunzo can identify if the notifications are actually relevant to the user

Measuring success - KEY METRICS

How to measure success:

- (Occasional) **Net Promoter Score** (NPS) surveys to customers frequently regarding new features $\Rightarrow$ Higher the better
- **Cohort analysis** to gauge customer adoption of the feature $\Rightarrow$ Customers who faces the issues should ideally adopt the features faster
- **Number of clicks on notification** will ensure if the app is showing only relevant notifications to the customer $\Rightarrow$ Higher the better
- **Number of users using the features** will ensure if the users are accepting the features $\Rightarrow$ Higher the better
- **Number of reviews or complaints regarding the amount of notification or relevance** in play store or App Store will ensure if the users are accepting the features $\Rightarrow$ Lesser the better
- **Retention rate** will ensure if the user experience are improving due to the new features $\Rightarrow$ Higher the better
- **Churn rate** will show if the user experience is improving or not $\Rightarrow$ Lesser the better

3. Addition of Cross-selling and Upselling to Dunzo

Upselling is the practice of encouraging customers to purchase a comparable higher-end product than the one in question, while **cross-selling** invites customers to buy related or complementary items.

A customer going through the items in a store would prefer to see more option of the same item, basically a more premium item and would also like when the app or the store suggests items which are related or complementary. This is something which is beneficial to the user, the partners and Dunzo.

Let's look at the stakeholders here:

The Customer

As a habitual customer, It would be great if Dunzo could suggest me premium brands of the same item or complimentary items.

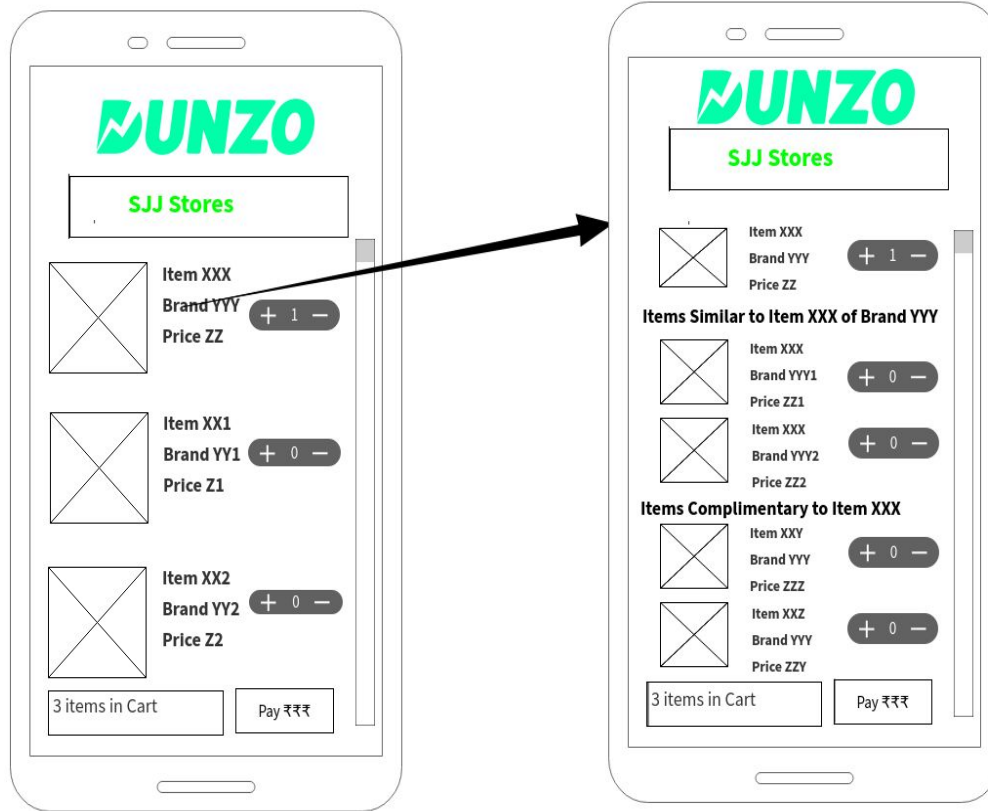
- I might not know which all items I want to buy from a store.
- It would be great if Dunzo could show me items which can go along with the item I want to buy.
- I would really like if Dunzo could show me more premium brands of the same item I want to buy.

The Shop Partner

As a partner of Dunzo, I want to sell maximum items using Dunzo.

- I want to sell the premium brands of the same item as well.
- I want to show the customer complimentary items also, which if they buy will increase my revenue.
- I want to sell as much items as possible to a single customer.

The Solution and Implementation



Step-by-Step Process

- Customer goes to a particular store in the app to buy a certain item.
- Once the customer clicks, on the particular item he/she wants to buy from the store, a new window opens which shows more items from premium brands and items which are related or complimentary to the same item.
- The customer can now browse through this items and can decide which all to buy.
- The pictorial representation of this is show in the wireframe to the left.

Benefits of this implementations

- This will improve user experience.
- This will increase the revenue for the partners as well as Dunzo.

Measuring success - KEY METRICS

How to measure success:

- **Average Revenue and sales per partners** will ensure if more people are using the feature or not $\Rightarrow$ Higher the better
- **Increase in revenue of Dunzo** is an **Indirect** reflection of the acceptance of the user to the new feature $\Rightarrow$ Higher the better
- **Number of additions from Premium and Complimentary window to cart** will ensure if customers are accepting the new feature or not $\Rightarrow$ Higher the better
- (Occasional) **Net Promoter Score (NPS)** surveys to customers frequently regarding new features $\Rightarrow$ Higher the better
- **Average time spent by customer on the Premium and Complimentary window** will ensure the if customers using the feature or not $\Rightarrow$ Higher the better
- **Number of users using the features** will ensure if the users are accepting the features $\Rightarrow$ Higher the better
- **Retention rate** will indirectly ensure if the user experience are improving due to the new features $\Rightarrow$ Higher the better
- **Churn rate** will indirectly show if the user experience is improving or not $\Rightarrow$ Lesser the better

Thank you
