

# Driving Adoption of Zepto's Subscription Model

**Presented by:** vishnuvarthan venkatapthy

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zepto



10 Minute Grocery Delivery

## Research Approach

### Why Now:

- a. Talked to 20 Zepto users
- b. Used SurveyMonkey + informal interviews
- c. Asked about: shopping habits, frustrations, triggers, trust factors

# User Research

Conducted a survey with 20 users on SurveyMonkey

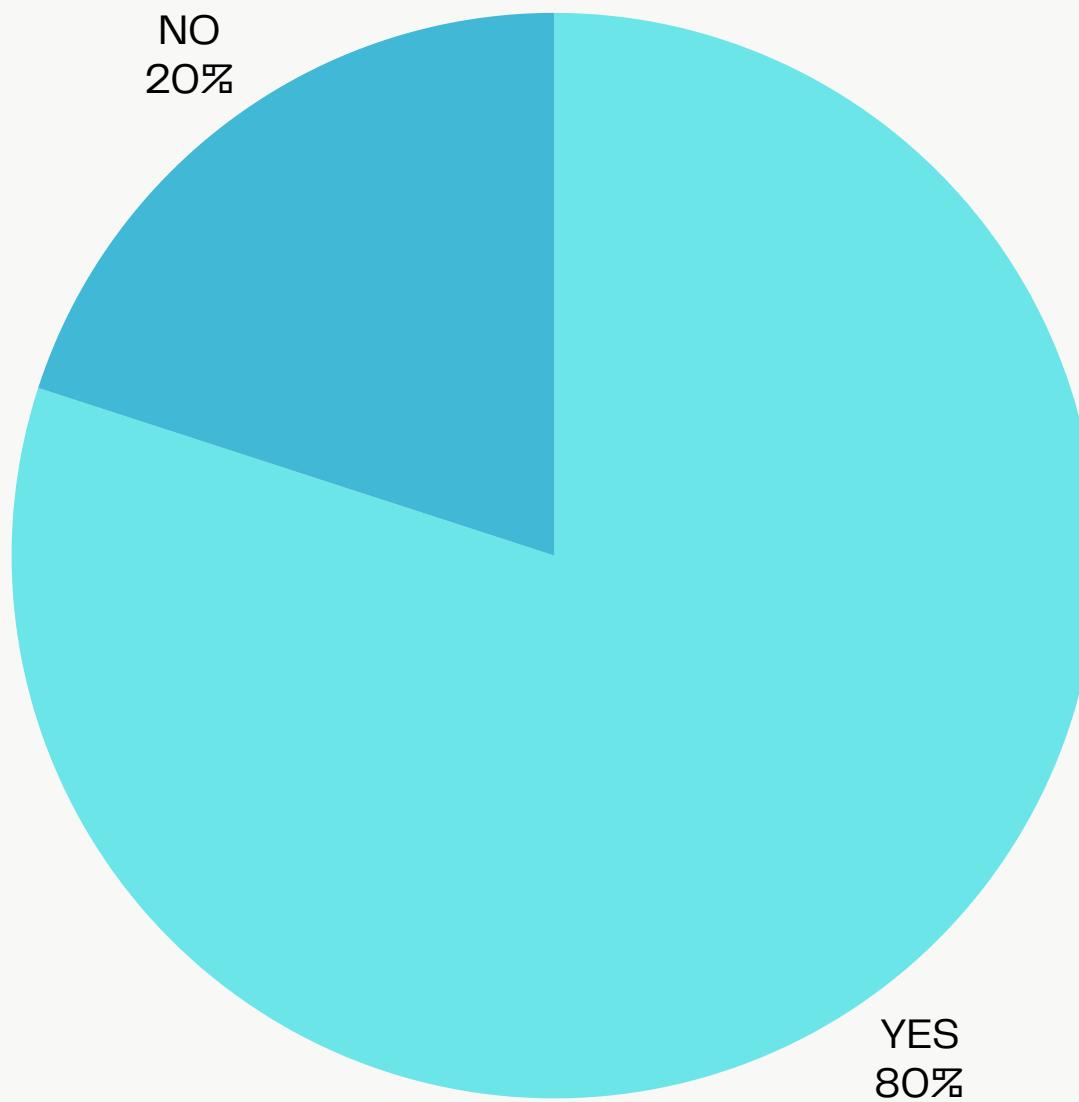


**Zepto Subscription Study**  
Take this survey powered by surveymonkey.com. Create your own surveys for free.  
[surveymonkey.com](https://www.surveymonkey.com)

	A	B	C	D	E	F	G	H
1	ID	Age	Essentials	Frequency	Script	Why Not Subscribed	What Would Convince	Most Important Feature
2	1	26	Milk, Fruits	Daily	No	Don't trust freshness	Free trial + refund	Freshness Guarantee
3	2	21	Snacks, Milk	Weekly	No	Needs change every week	Cancel anytime	Easy Pause/Cancel
4	3	38	Milk, Vegetables, Sugar	2-3x per week	Yes	-	Already tried on BigBasket	Morning Delivery Slot
5	4	62	Milk, Fruits	Daily	No	Hard to set up	Help via WhatsApp	Customer Support
6	5	29	Milk, Staples	Weekly	No	Fear of lock-in	Trial discount	Clear Discount
7	6	52	Milk, Fruits	Daily	No	Don't trust freshness	Guarantee + refund	Freshness Guarantee
8	7	23	Snacks, Fruits	Occasionally	No	Needs change every week	No-commitment trial	Easy Pause/Cancel
9	8	33	Milk, Vegetables	2-3x per week	Yes	-	Easier app controls	Morning Delivery Slot
10	9	19	Milk	Daily	No	Fear of lock-in	Free cancellation	Easy Pause/Cancel
11	10	41	Vegetables, Fruits	Weekly	No	Price not attractive	Clear discount	Clear Discount
12	11	28	Milk, Fruits	Daily	No	Don't trust freshness	Trial + reviews	Freshness Guarantee
13	12	55	Milk, Staples	Weekly	No	Price not attractive	Loyalty benefits	Clear Discount
14	13	65	Milk	Daily	Yes	-	Trusted shop only	Morning Delivery Slot
15	14	20	Snacks	Occasionally	No	Doesn't need fixed plan	Cashback on trial	Easy Pause/Cancel
16	15	39	Milk, Fruits	2-3x per week	No	Fear of lock-in	Cancel anytime	Easy Pause/Cancel
17	16	30	Vegetables	Weekly	No	Hard to set up	Simple UI	Customer Support
18	17	22	Milk, Snacks	2-3x per week	No	Needs change every week	One-tap pause	Easy Pause/Cancel
19	18	47	Fruits, Vegetables	Weekly	No	Don't trust freshness	Freshness guarantee	Freshness Guarantee
20	19	36	Milk, Vegetables	Daily	Yes	-	Discount for loyalty	Morning Delivery Slot
21	20	61	Milk, Fruits	Daily	No	Fear of lock-in	WhatsApp confirmation	Customer Support

# Key Research Insights

**80% of respondents have never tried a subscription**



## Top barriers

1. Lack of trust in freshness
2. Fear of being “locked-in”
3. Price not attractive
4. Setup feels complicated

## Top motivators

1. Free trials & discounts
2. Easy pause/cancel options
3. Freshness guarantees
4. Morning delivery slots

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# Persona 1: Radhika (Working Professional, 29)

**Habits:** Orders milk & staples weekly after work

**Pain Points:** Feels apps are unreliable for fresh items, worried about getting stuck in a plan

**Expectations:** Wants trial discounts, flexible cancellations

**Quote:** "What if I travel? I don't want to pay for milk I won't drink."

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# Persona 2: Arjun (Student, 21)

**Habits:** Buys snacks and milk weekly, schedule changes a lot

**Pain Points:** Doesn't need fixed supplies, worries about wasting money

**Expectations:** Flexible system with pause option

**Quote:** "Some weeks I need fruits, some weeks I don't. It should adjust."

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# Persona 3: Meera (Retired Homemaker, 62)

**Habits:** Orders milk & fruits daily for family

**Pain Points:** Finds app setup confusing, doesn't trust freshness

**Expectations:** Wants simple onboarding & customer support

**Quote:** "If someone guided me on WhatsApp, I'd try it."

# Problem Statements

1. Users hesitate to subscribe due to trust issues with freshness
2. Fear of being locked into plans without flexibility
3. Subscription setup feels complicated for older/non-tech users
4. Users want clear value (discounts, rewards) before committing



# Solution Ideas

Features	Statement
Freshness Guarantee	<ul style="list-style-type: none"><li>• Replace/refund if unsatisfied</li><li>• Builds trust in quality</li></ul>
One-Tap Pause/Cancel	<ul style="list-style-type: none"><li>• Freedom for students &amp; travelers</li><li>• Reduces fear of lock-in</li></ul>
Free Trial Week	<ul style="list-style-type: none"><li>• Try before committing</li><li>• Lowers adoption barrier</li></ul>
Morning Delivery Slot	<ul style="list-style-type: none"><li>• Predictable timing, esp. milk</li><li>• Convenience = stickiness</li></ul>
WhatsApp Onboarding	<ul style="list-style-type: none"><li>• Simple setup for elderly</li><li>• Improves adoption in low-tech users</li></ul>
Loyalty Rewards	<ul style="list-style-type: none"><li>• Discounts for long-term subscribers</li><li>• Encourages retention</li></ul>

# RICE Prioritization Table

Idea	Reach (1-5)	Impact (1-5)	Confidence (1-5)	Effort (1-5)	RICE Score
Freshness Guarantee	5	5	4	2	<b>50</b>
One-Tap Pause/Cancel	5	4	4	2	<b>40</b>
Free Trial Week	4	4	4	3	21
Morning Delivery Slot	3	3	3	2	13.5
WhatsApp Onboarding	3	3	3	3	9
Loyalty Rewards	3	2	4	3	8

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# Final Recommendation

## Most Important Feature

- Build trust & flexibility first (Freshness Guarantee + Easy Pause)
- Use Free Trials as onboarding hook
- Add loyalty and support features as long-term retention levers
- Focus: Ease, Trust, Value

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# Next Steps

- Pilot subscription with freshness guarantee & pause option
- Track adoption & cancellation rates
- Layer discounts/loyalty for high-use customers
- Expand to WhatsApp & other user-friendly onboarding