

## Name of Study: Customer experience research for Dunzo

Date: 15/02/2022.

### Executive Summary:

To know in detail about the user experience of Dunzo customers, I conducted a usability study on Dunzo users, which included 5 people of various age groups, gender, occupation, and tech-savviness. I asked them a few questions about their likes, dislikes, ease, and difficulty level in app usage. Based on the response, I got from my study, I have prepared this report which summarizes pain points, frustrations, and satisfaction levels of customers while using the app.

### Goals:

Identifying usability issues and opportunities for improving design.

### Key Findings and Recommendations

Observation	Recommendation	Customer Impact
Finding 1		
Users were not able to add items while opting to repeat order.	“Add items” button and moving the order to cart can make reordering more accessible.	High
Finding 2		
No option for log out.	Include a logout button (same is present on the desktop version).	High
Finding 3		
Account setting page is blank.	This page is not needed as everything is already available separately.	High
Finding 4		
Unable to use reorder functionality if only 1 item is out of stock.	Allow available items to move in cart so user have freedom to order easily.	High
Finding 5		
No option for scheduling in advance for repetitive orders.	A new feature for ordering same orders could be an approach.	Medium

*\*\*These recommendations are rated on an impact scale. Items rated high can contribute to the user's inability to perform critical functions within the site. Items rated medium can contribute to errors or frustration. Items rated low are minor nuisances, but do not affect the user's ability to perform critical interactions on the site.*

**Methodology 1: (Qualitative method)**

**Usability Test:** Testing was done using summative on-site and video call in a controlled setting. A series of preliminary steps were taken to ensure on-site user testing was conducted efficiently and ethically. The task was decided to get details of how the user might perform tasks. It also provided details and depth such as hesitations, body language, and in-person questions and reactions.

- a. Describe the homepage, talk about what you think the features are.
- b. Login into the app as a new user and log out.
- c. Go to send packages screen and try to book a package from home to office.
- d. Reorder an existing order and modify the order with a couple of items.

**Why these tasks?**

- a. To better understand the behavioral aspect and pain points of users.
- b. Easy to perform task.
- c. Designed based on survey results and secondary research.
- d. To understand the reorder feature issue.

5 users agreed for usability test and complete task

**Observations-**

Users find the overall UI of Dunzo satisfying and easy to use.

Discounts and offers remain the primary motivational factor to avail services of an app.

Some users hinted towards loyalty programs as they use Dunzo 3 times a week.

Users get frustrated while adding long list and simply avoids the whole process which highly impacts the business.

Participant Details	User 1	User 2	User 3	User 4	User 5
Age	32	35	20	29	38
Gender	M	F	F	M	F
Tech savvy	Yes	Very little	Yes	Yes	Moderate
Occupation	Manager (sales)	Housewife	Student	Freelancer (developer)	Teacher
Competitor apps used	Wefast	Blink it	Wefast, Bink it	Big basket, Swiggy	Blink it

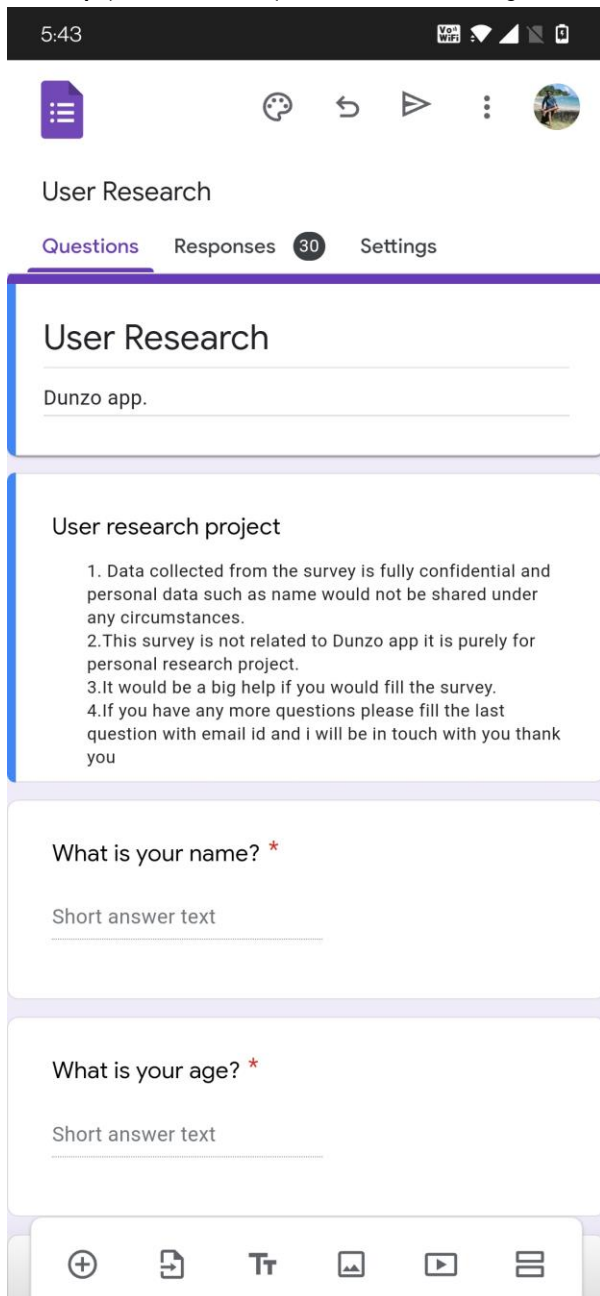
## Detailed Findings:

Few key findings emerged throughout the test; these are some derivations of what users described while using the app:

- Users found the home page accessible and organized
- UI is clean and easy to understand
- Searching bar must suggest nearby store based on current/ saved location.
- Added to pick and drop document from home to office but not going through with it when a user removes both addresses but is unable to remove selected package contents i.e., the send package remains in the cart and there is no way of clearing cart unless you add another item which will then clear the cart.

## Methodology 2: -

Survey (Quantitative): Link of the Google form used for survey - <https://forms.gle/M7HqicUfTwcLCgg3A>



The screenshot shows a mobile interface for a Google Form. At the top, the time is 5:43. The form title is 'User Research' and it has 30 responses. The form content includes a title 'User Research', a subtitle 'Dunzo app.', and a section titled 'User research project' with four numbered points. Below this are two required short-answer questions: 'What is your name?' and 'What is your age?'. The bottom navigation bar contains icons for adding questions, editing, text, images, video, and a list.

5:43

User Research

Questions Responses 30 Settings

### User Research

Dunzo app.

#### User research project

1. Data collected from the survey is fully confidential and personal data such as name would not be shared under any circumstances.
2. This survey is not related to Dunzo app it is purely for personal research project.
3. It would be a big help if you would fill the survey.
4. If you have any more questions please fill the last question with email id and i will be in touch with you thank you

What is your name? \*

Short answer text

What is your age? \*

Short answer text

30 people responded to survey questions which were as follows

- What is your name?
- What is your age
- Gender
- Do you use Dunzo app?
- How frequently do you order household items in a week?
- Would you prefer to go out grocery shopping or have everything delivered to your place?
- How frequently do you use Dunzo for ordering household items in a week?
- Do you use reorder feature in Dunzo app?
- Are you satisfied with the current reorder process in Dunzo?
- On a scale of 1-5 (5 being the best) rate your experience for Dunzo?
- Experience with Dunzo.

**Participants for survey included.**

Number of participants - 30 (Male-22, Female-8)

Average age - Around 25

Selection criteria - People who use hyperlocal delivery system.

100% of participants were familiar with Dunzo.

	A	B	C	D	E	F	G	H	I	J	K
	What is your name?	What is your age?	Gender	Do you use Dunzo app?	How frequently do you order Household items in a week	Would you prefer to go out grocery shopping or have everything delivered to your place?	How frequently do you use Dunzo for ordering Household items in a week?	Do you use reorder feature	Are you satisfied with the Reorder process in Dunzo	On a scale of 1-5 (5 being the highest)	Few words for Dunzo.
1	***	24	Male	Yes	Twice	Both	Once	No	NA	5	I wish I could give Dunzo a 10 rating it had saved me by delivering important documents to the client.
2	***	23	Male	Yes	Once	Both	Once	Yes	No	2	Had to add whole list to cart while reordering if I have to add one item also which is very annoying.
3	***	27	Male	Yes	Once	Both	Once	No	NA	4	Just dunzo it
4	***	28	Male	Yes	Once	Both	Once	No	NA	3	Customer service could be better good
5	***	23	Female	Yes	Once	Both	Once	Yes	No	1	If I am reordering something and only 1 item is out of stock it does not let me use the reorder button.
6	***	19	Female	Yes	Once	Both	Once	Yes	Yes	3	NA
7	***	27	Male	Yes	Once	Both	Once	No	NA	4	good app easy to use
8	***	24	Female	Yes	Once	Both	Once	Yes	Yes	3	NA
9	***	26	Male	Yes	Twice	Both	NA	No	NA	1	Customer service is very bad
10	***	22	Male	Yes	Twice	Both	NA	No	NA	2	NA
11	***	27	Male	Yes	Once	Both	NA	No	NA	1	Serves is poor
12	***	28	Male	Yes	Twice	Both	Once	Yes	Yes	3	Instant grocery delivery is superb, but customer support is little poor
13	***	26	Male	Yes	Once	Both	NA	No	NA	2	NA
14	***	21	Male	Yes	Once	Both	Once	Yes	Yes	5	Gets most of the task done without much hassle, delivery partners abide by the protocol and make sure that they hand it over to the right person.
15	***	28	Male	Yes	Once	Both	NA	No	NA	1	Unable to get refund
16	***	22	Male	Yes	Once	Both	Once	Yes	Yes	4	NA
17	***	25	Male	Yes	Once	Both	Once	Yes	Yes	5	Dunzo helps a lot with everything
18	***	27	Male	Yes	Once	Both	Once	Yes	Yes	5	Problem hai Dunzo karle bhai
19	***	23	Male	Yes	Once	Both	Once	Yes	Yes	4	Good quality, fastest delivery and

**The Data which is collected shows a lot of touch points. (Below is the analysis of the data collected from 30 respondents)**

Frequency	How frequently do you order household items in a week?	How frequently do you use Dunzo for ordering Household items in a week?
Once	21	20
Twice	7	2
More than twice	2	0
NA	0	8
Total	30	30

From the above data we can conclude several things

1. Participants use Dunzo for not only groceries but also for pick and drop of items.
2. 21 participants order groceries once a week out of which 20 use Dunzo.
3. 7 participants order groceries twice a week, but Dunzo is used by 2 participants only.
4. None of the research participants used Dunzo more than 2 times in a week.
5. 9 participants don't use Dunzo for groceries delivery out of whom 5 users had some negative experience and 4 user use Dunzo for pick and drop services.
6. There are factors which effect the buying habits of users such as Discounts, Sample products, cost of delivery and delivery time.
7. Participants tend to shift between apps to get a better deal for their weekly list.
8. 18 participants use reorder feature out of which 3 participants face problem while using the feature.

### **Assumptions:**

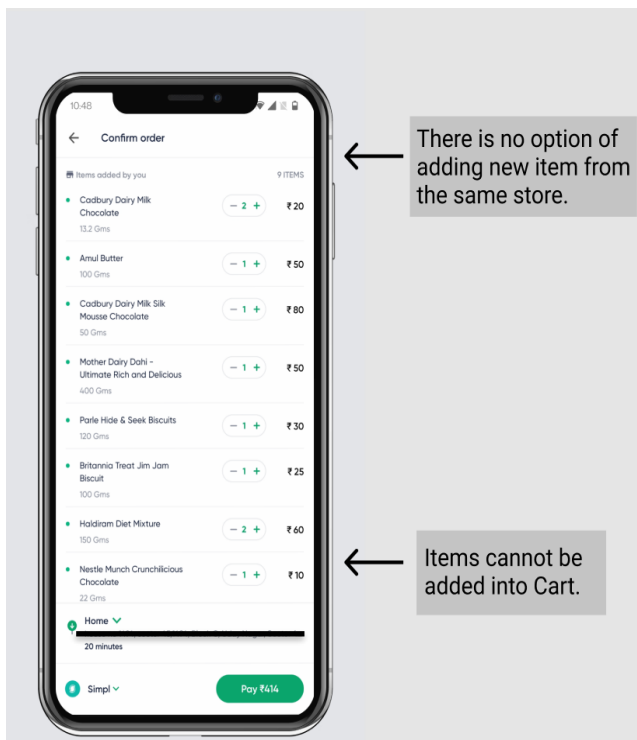
1. The table showing 21 one-time user and 20 Dunzo user are not same users.
2. The participants were selected on the basis if they have availed any service or are existing users of Dunzo.

### **Strengths**

- Description of strength or item not to change.
  - a. No minimum order value.
  - b. Customer trust.
  - c. Fast delivery & deliver anything anywhere within city limit.
  - d. OTP verification and no contact delivery.

### Some User quotes from 30 Participants.

- “I wish I could give Dunzo a 10 rating it had saved me by delivering important documents to the client.”
- “They are well priced for the services they offer I love the UI.”
- “Very good service indeed to save our time exertion and not forgetting the traffic.”
- “Worst damage policy control.”
- “Had to add whole list to cart while reordering if I have to add one item also which is very annoying.”
- “If I am reordering something and only 1 item is out of stock it does not let me use the reorder button.”
- “If I face some issue while reordering 20 items, I will not add all in cart one by one rather pick it up while coming from office from the store”.



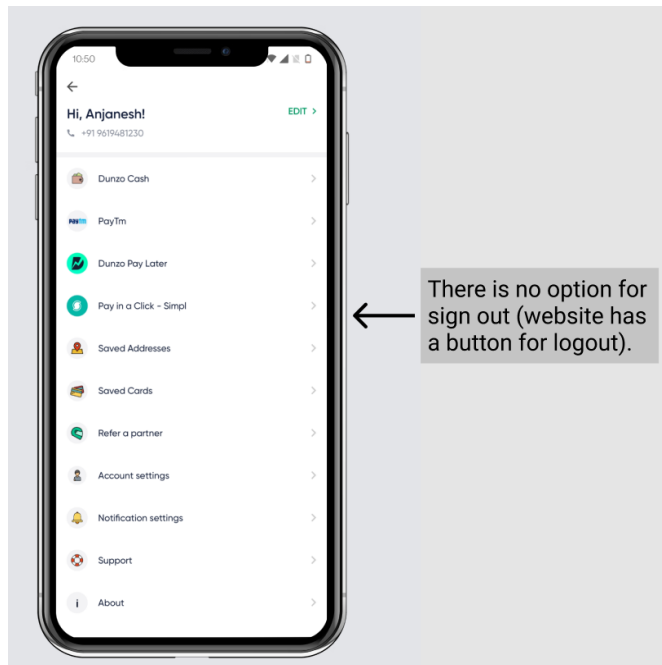
**Finding 1:** Users were not able to add items while opting to repeat the order. While performing task 4 users were unable to add items from the store when reordering items.

**Recommendation:** While using the repeat order there should be an add item button on the confirm order page which would direct to the store page to add more items also as soon as new items are added the whole order will move to the cart.

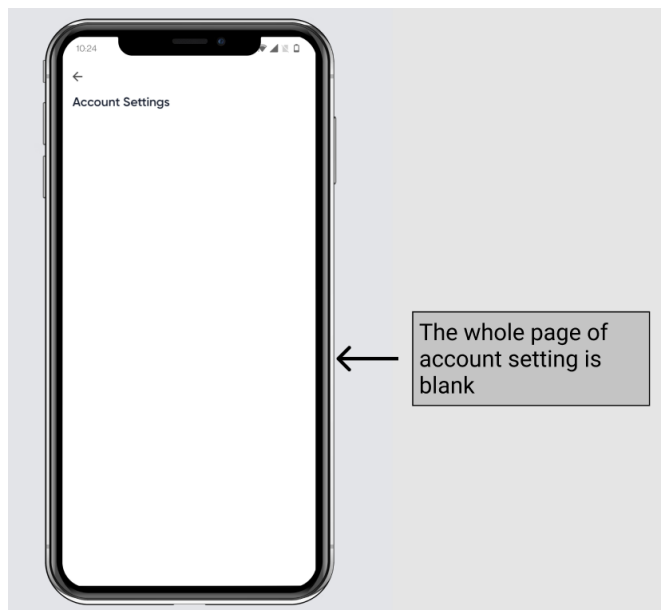
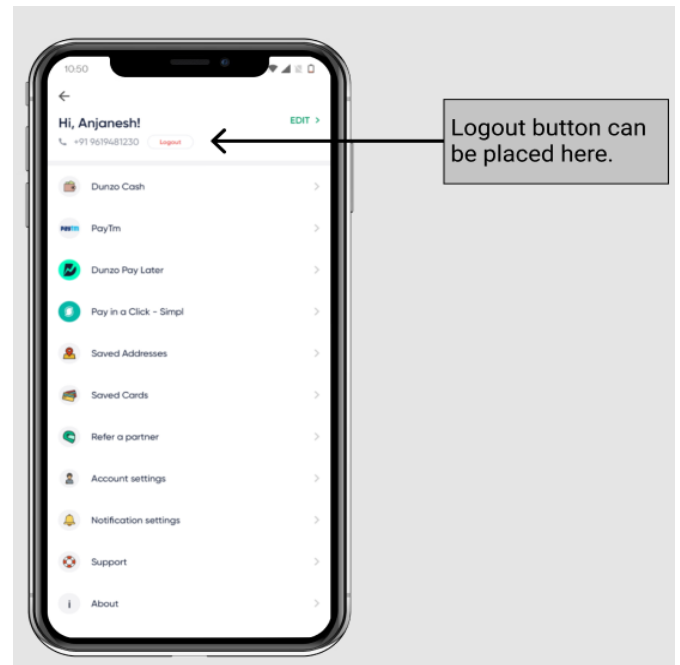
Refer this link for working prototype: -

<https://www.figma.com/proto/ou6jQ5mXLZiN-WxJlbTaeqG/Untitled?node-id=2%3A13&scaling=scale-down&page-id=0%3A1&starting-point-node-id=2%3A13>

**Finding 2:** No option for log out.

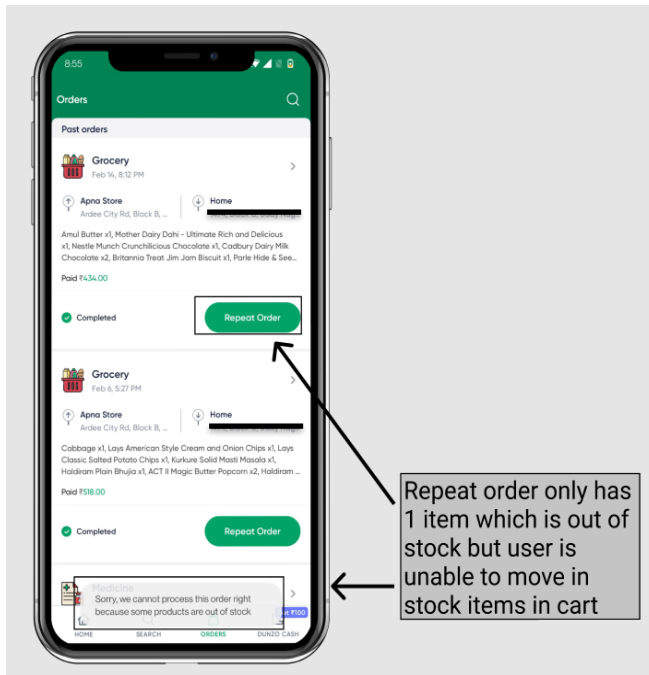


**Recommendation:** Include a logout button (same is present on the desktop version)



**Finding 3:** Account setting page is blank

**Recommendation:** The account setting page must have basic functionality like Cards management, paying options to support, and other in-app settings as for Dunzo all this is separately mentioned in the app, so the account setting page is irrelevant.



**Finding 4:** Unable to use reorder functionality if only 1 item is out of stock.

**Recommendation:** Allow available items to move in the cart so users have freedom to order easily.

## Strengths

- Description of strength or item not to change
  - e. No minimum order value.
  - f. Customer trust.
  - g. Fast delivery & deliver anything anywhere within city limit
  - h. OTP verification and no contact delivery

**Conclusion:** Dunzo app has solved a major user problem that we all face in our day-to-day life, the app has a clean UI with ease of use on the other hand from a UX perspective some pain points lead users to switch to accessible alternatives these findings can be used in favor of Dunzo to create a positive impact on overall business.