



A **TATA** Enterprise

Introducing “Ezzy”
Your AI assistant Shopping Partner



Learn In Public Challenge : 3/5

Presentation by
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Agenda

1 Overview

2 Jobs to be done

3 Why EZZY?

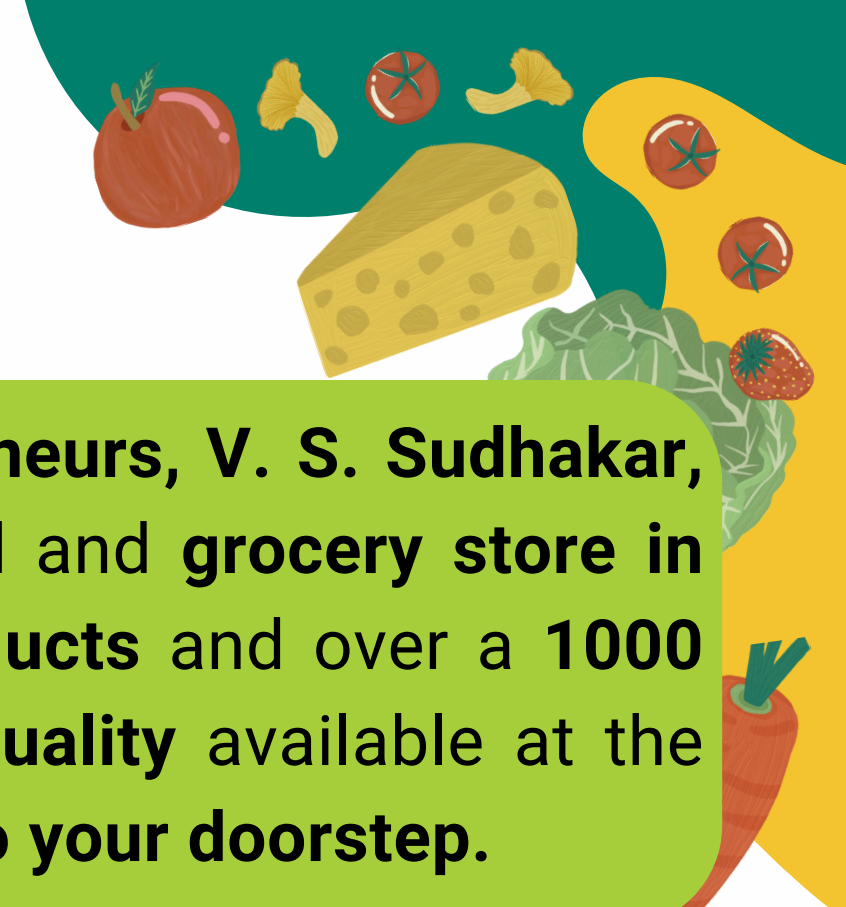
4 User Flow

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6 Key Metrics



OVERVIEW



About Me

BigBasket began as a tech startup company, **founded in December 2011 by five entrepreneurs, V. S. Sudhakar, Hari Menon, V.S. Ramesh, Vipul Parekh, Abhinay Choudhari.** It was the **first online food and grocery store in India,** and was **acquired by Tata Digital** at April, **2021.** They have more than **18,000 products** and over a **1000 brands** in their catalogue. One will find everything they are looking for having the **best quality** available at the **lowest prices.** You can select a **time slot for delivery** and your order will be **delivered right to your doorstep.**

Vision

Bigbasket.com allows you to walk away from the drudgery of grocery shopping and welcome an easy relaxed way of browsing and shopping for groceries. Discover new products and shop for all your food and grocery needs from the comfort of your home or office.

Revenue Stream

- Sponsored content
- Feature listing
- Purchases products from direct manufacturers/suppliers and adds a small margin to the cost price before vending them.
- Profits via enticing discounts, bundling strategies, and delivery fees.
- Profits and revenue are dependent on its private label products like Fresho, Royal Organic and more.

value propositions

- Convenience
- Wide Selection
- Competitive Pricing
- Customization and Personalization
- Reliability and Timely Delivery
- Easy Reordering
- Flexible Delivery Options
- Faster customer Service
- Almost no down time



BB Offers

- **bigbasket** : Select the time slot for delivery
- **bbnow** : Get Instant/Quicker delivery
- **thebeautystore**
- **Pharma by Tata 1 mg** : Medicines,lab tests,Heath Products, Consult doctors
- **The Organic shop**
- **Fresho Meats**

Market Share

- In the **Grocery** market in India, **bigbasket.com** is ranked **#1** with **> US\$750m** in 2023. Therefore, bigbasket.com accounts for **10.0% - 15.0%** of eCommerce net sales in this category.
- bigbasket is expected to end **FY24** with **revenues** of approximately **\$1.5 bn**

<https://shorturl.at/afty2> <https://shorturl.at/jlST5>

Competitors



Statistics

Revenue US \$1.2 B
50M + Downloads
4.7 Rating 1M+ Reviews
15 M + Order per month
30 +Cities In India
Search in 7 regional languages

JOBS TO BE DONE

WHEN

I want to look for diverse selection of grocery products

BUT

I struggle to find everything in local stores

PLEASE

provide a wide range of products with recommended brands, and quick recipes to cook with the items in the cart

SO

that I can quickly get fresh produce with all household items in a single platform and cook without spending extra time

Personalized Recommendations

Will Provide options based on your search history and purchase history.

Add items to cart
Can add items to the cart based on text, voice & Image and will also recommend products from different brands before adding to the cart.

Generate Recipe
Can also generate recipe from the items added in the cart, or if not added can ask them if they would like to add the missing item in the cart.

Can order, make payment & Track order
It can also place the order, make payments and can track orders.

Can book for lab tests, doctors consultations and can also suggest doctors for consultation based on your symptoms.

Who am I?

Hi, I am Ezzy, an OpenAI assistant to help you buy groceries, beauty products or medicines that you desire without spending much time searching for the products.

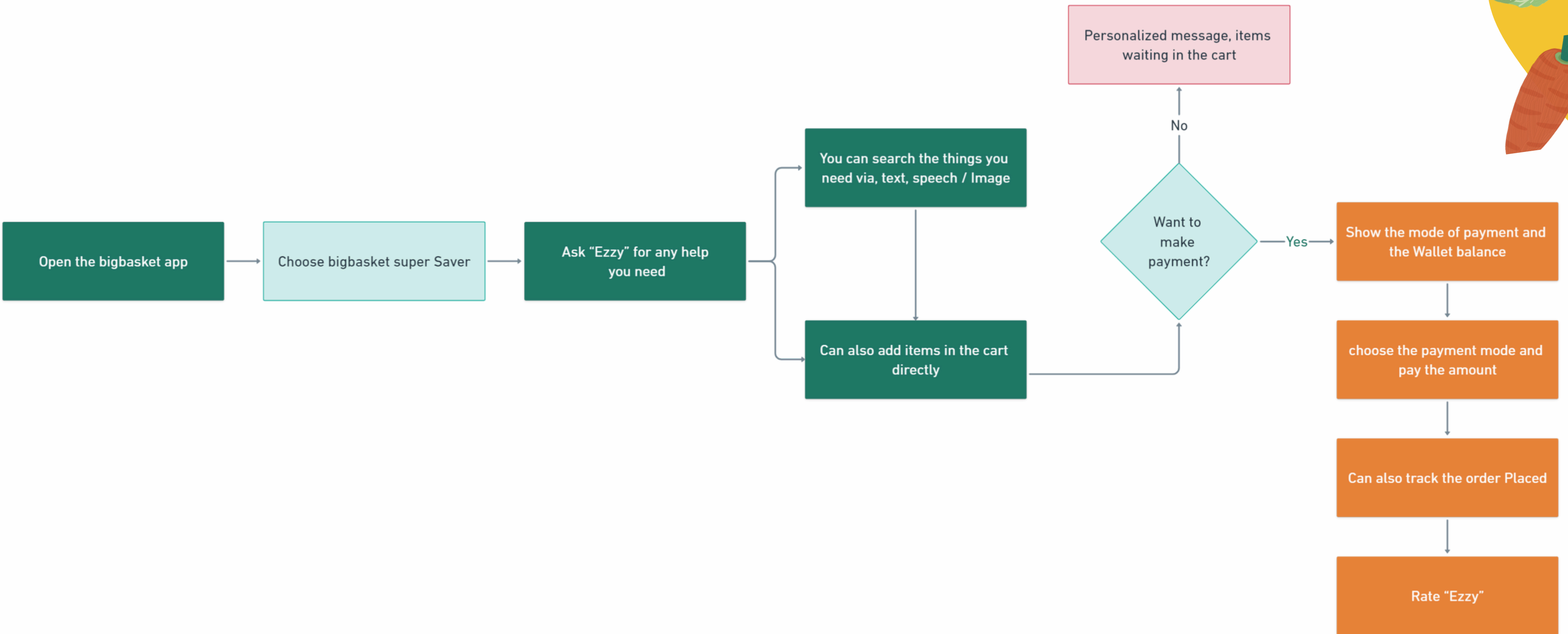


How many languages can I speak?

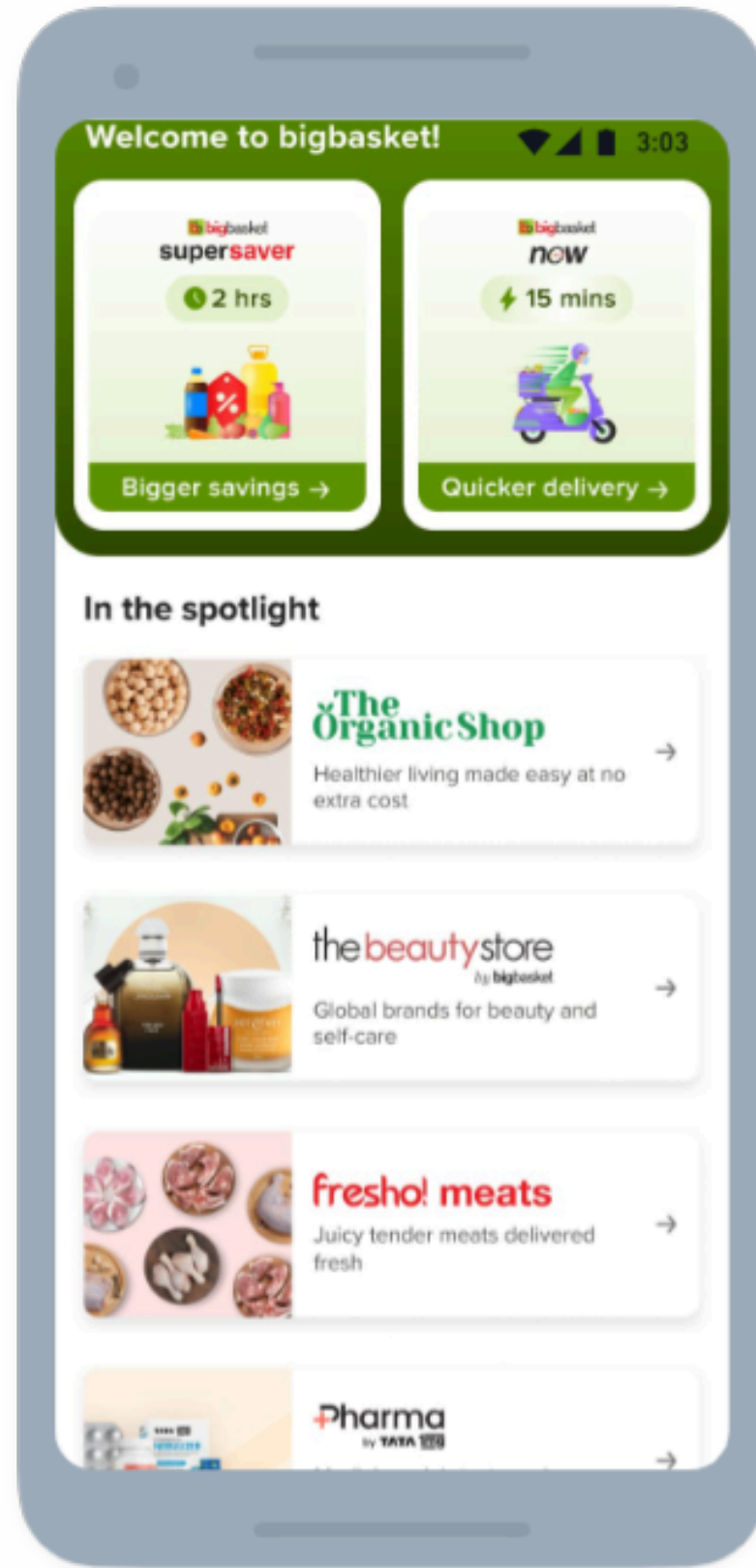
I can speak in English as well as all the regional languages.

How can I make things easier for you?

USER FLOW

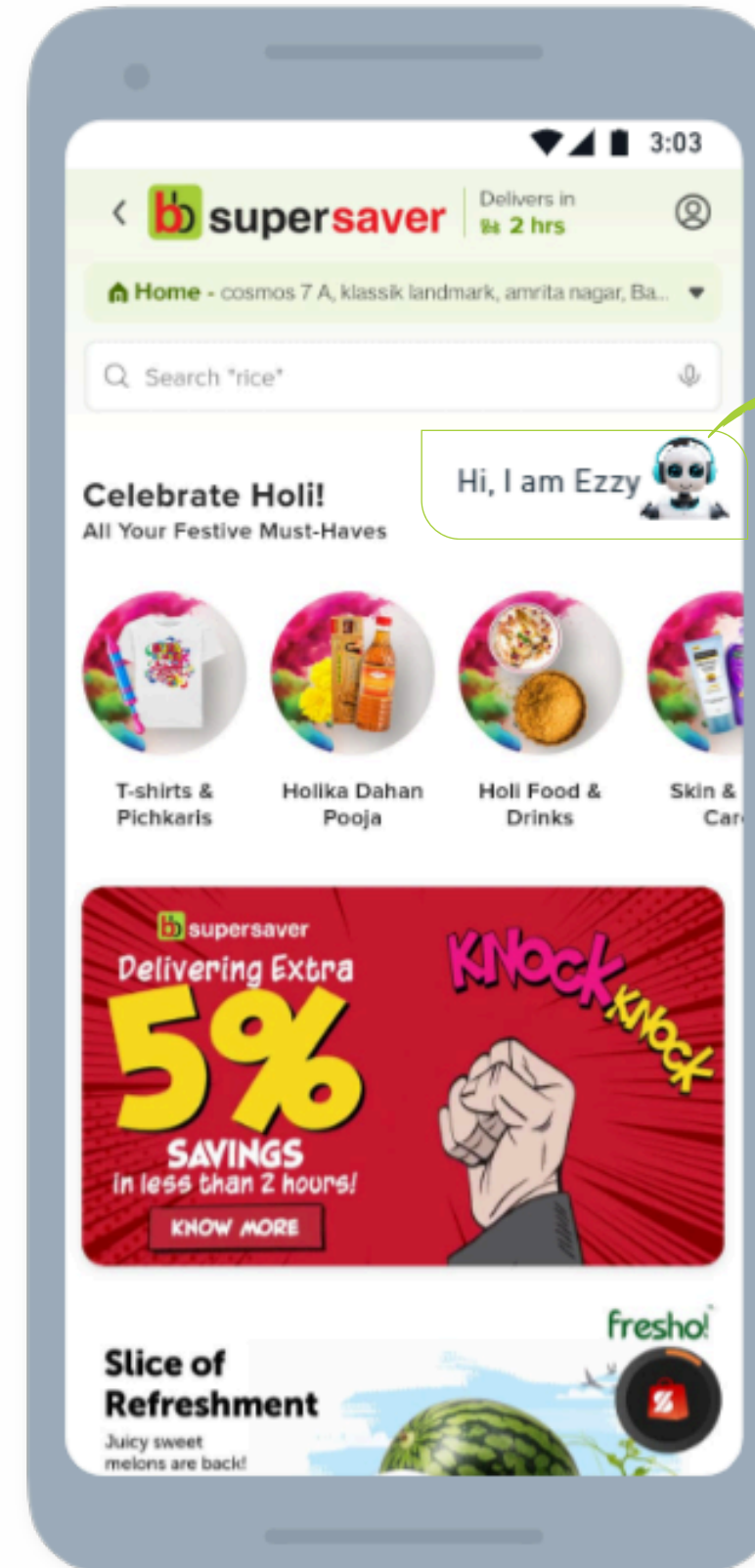


WIREFRAMES



User will open the big basket app

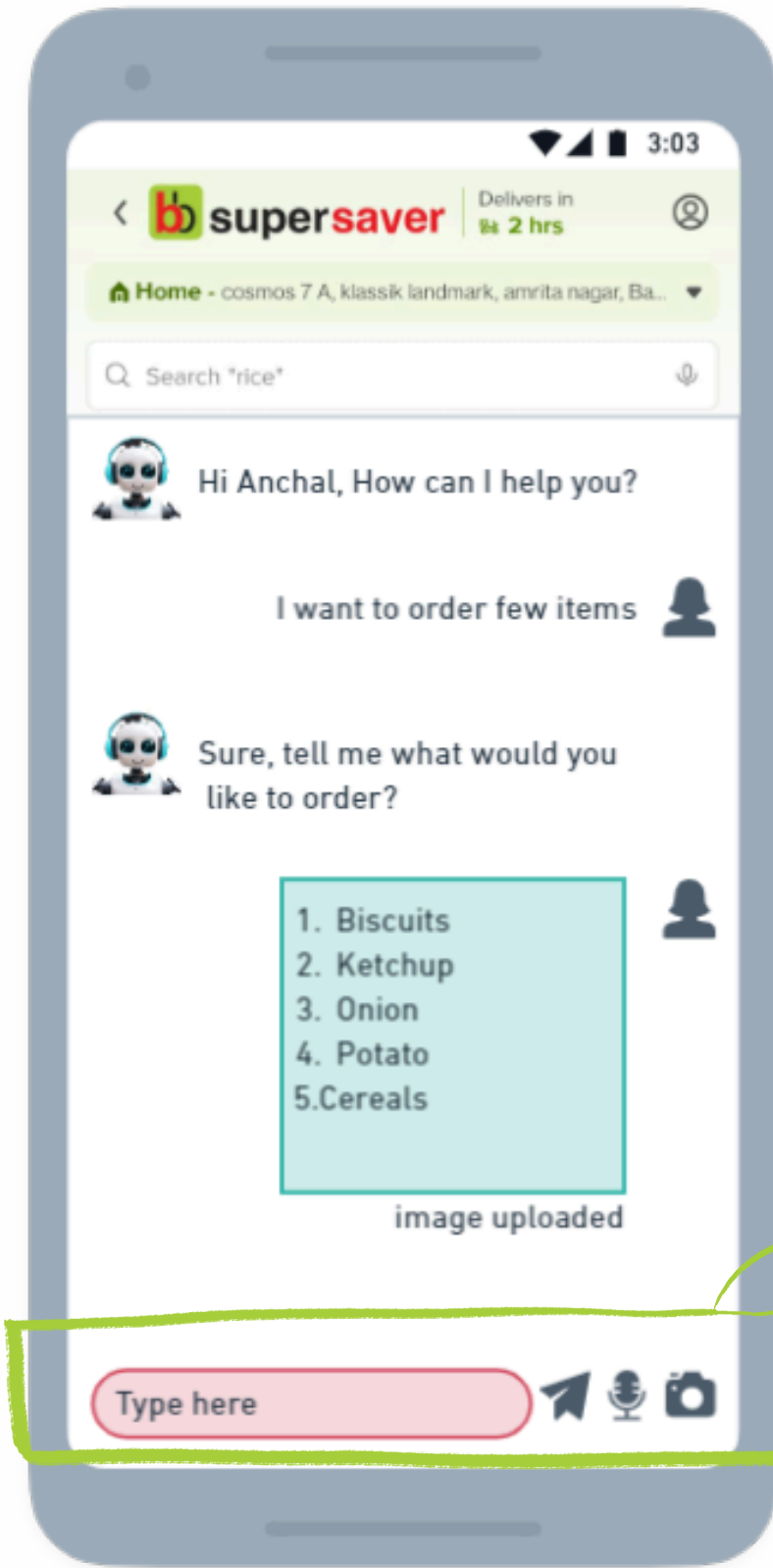
Open Big Basket Saver



User is on the home page of the bigbasket super saver

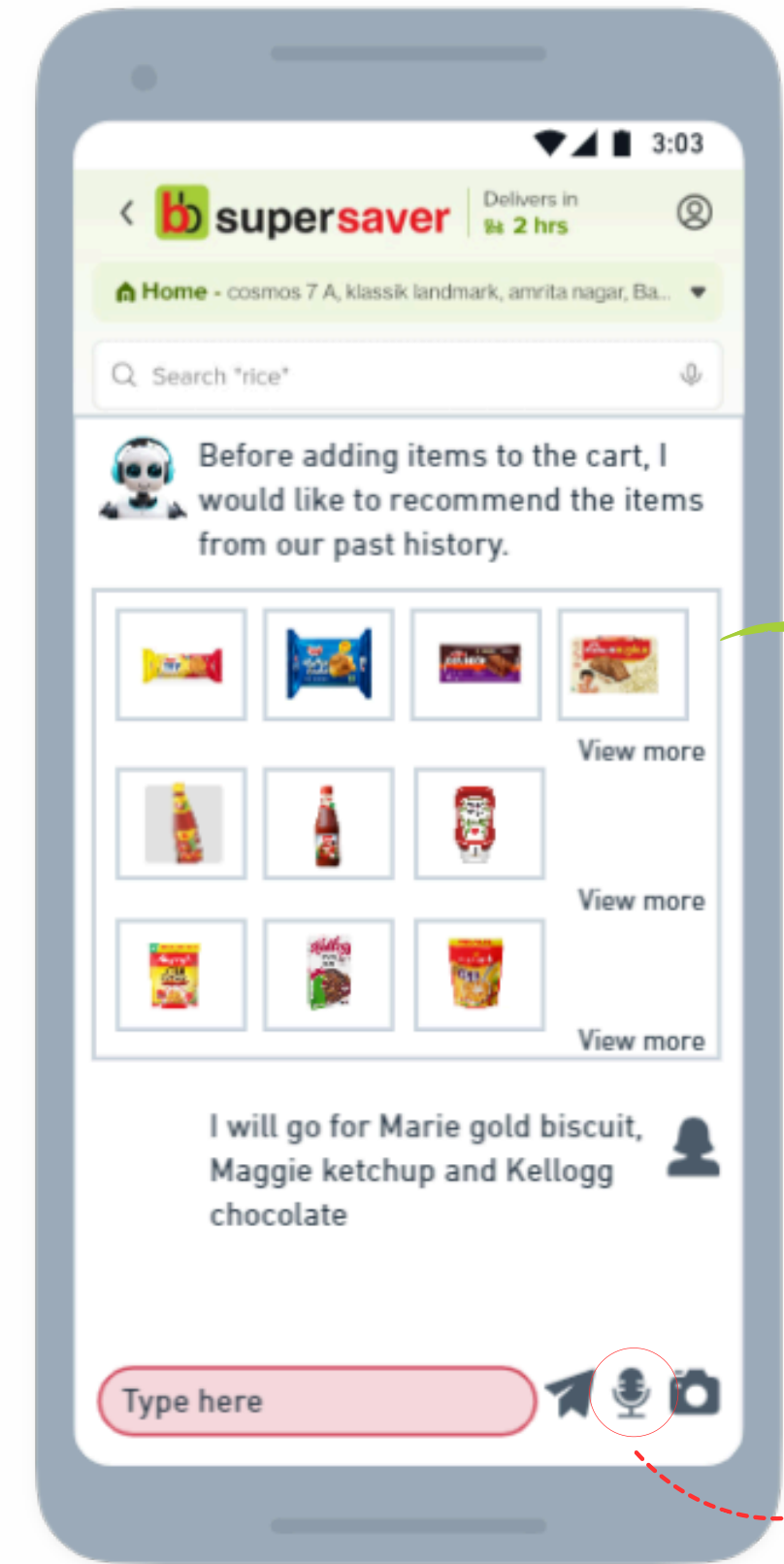
Get ready to explore the exciting new product feature "Ezzy" dedicated to assist you.





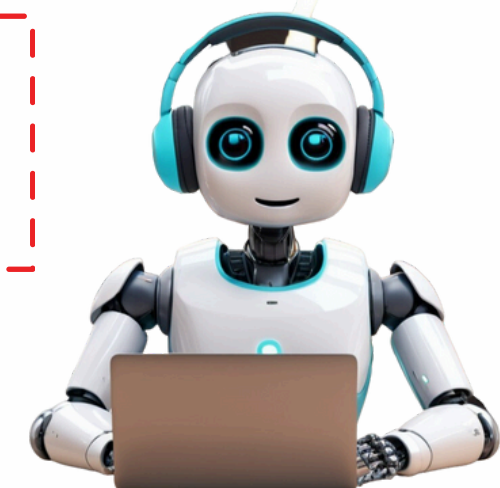
User can list out the items through **text**, **voice** or **image**

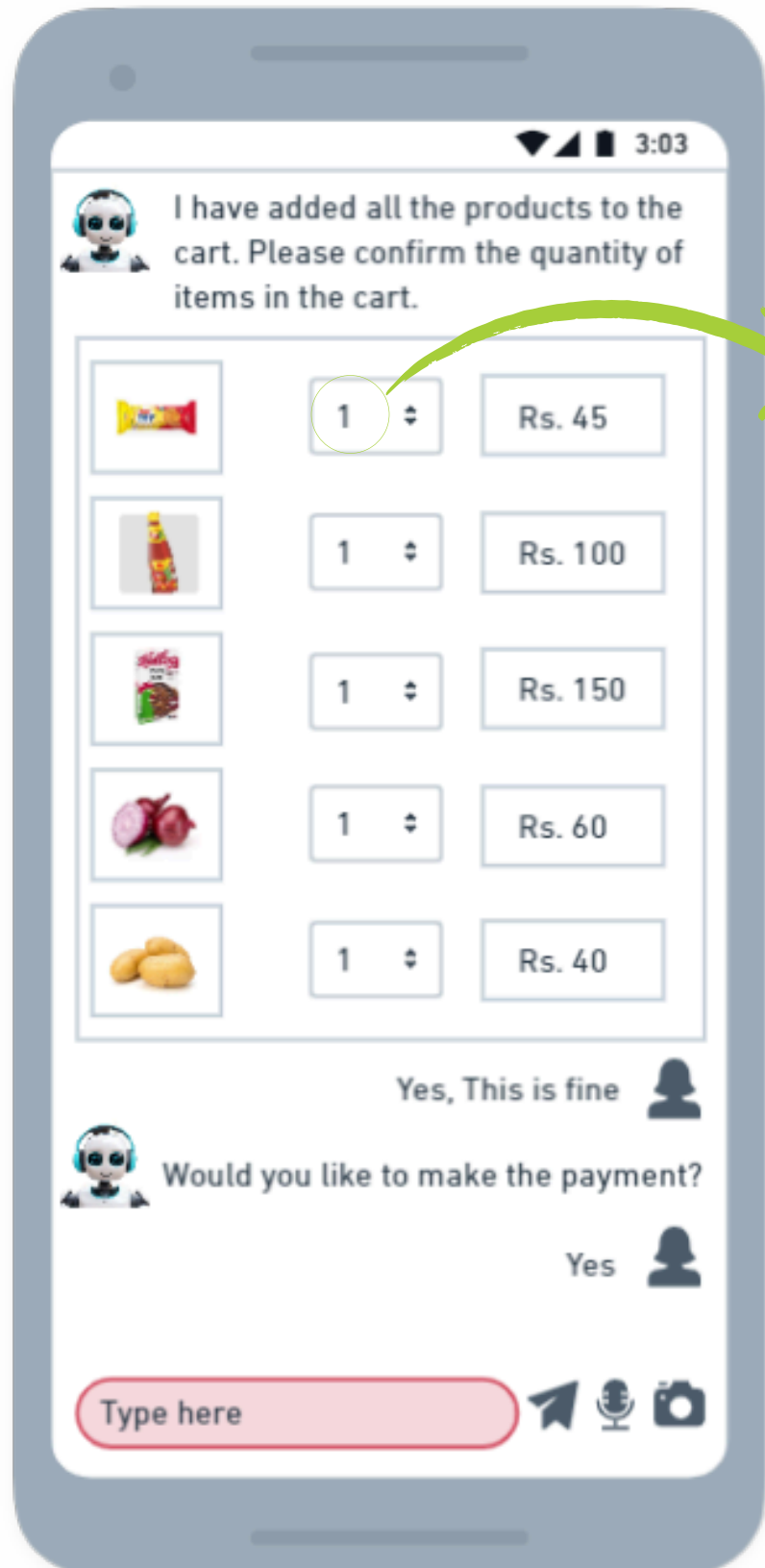
User wants to upload the list of items, so using the camera feature she uploads it.



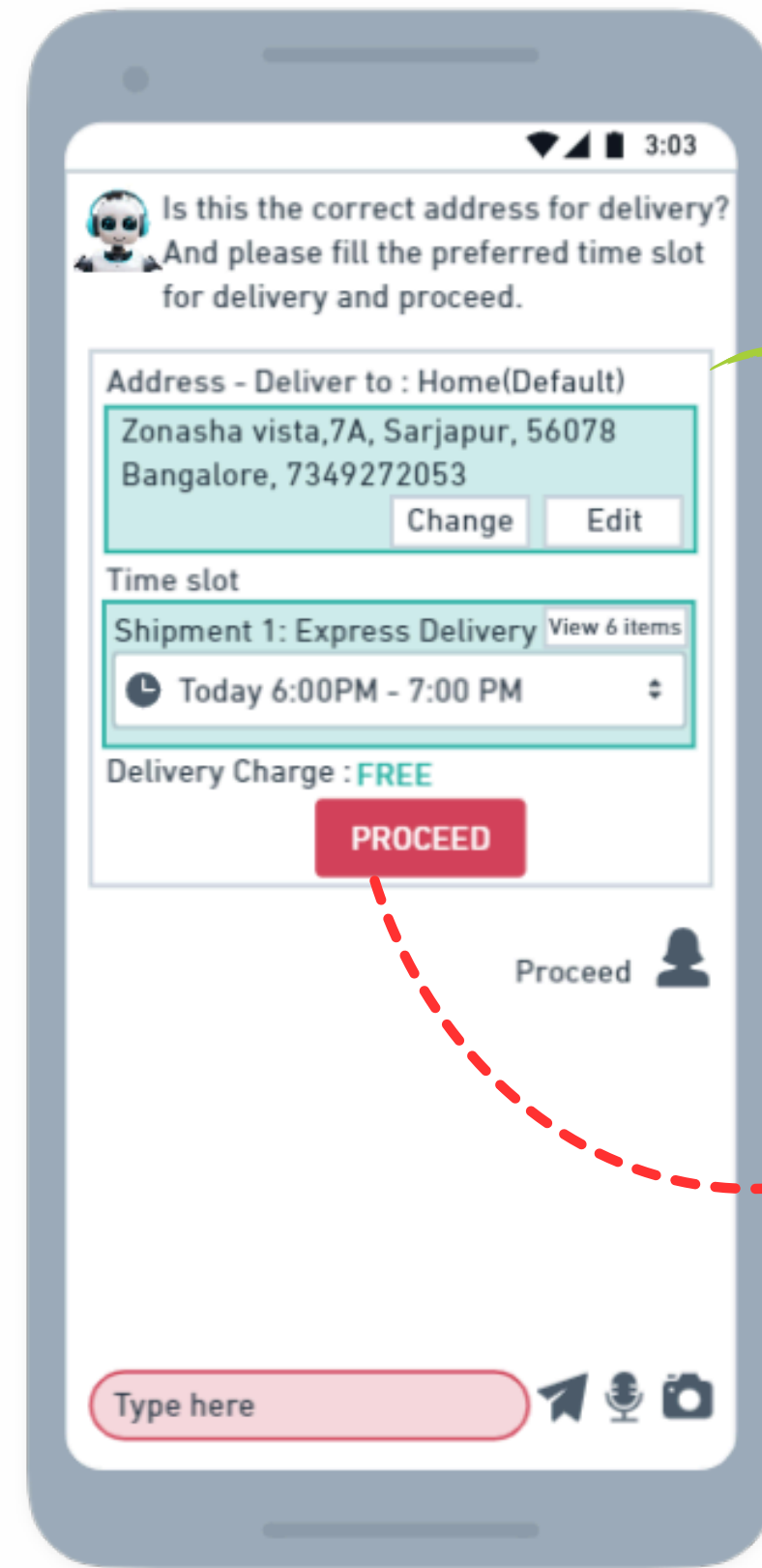
User will get the list of recommended items or they can explore more options in those particular sections

User replied using the audio mode





User can edit the quantity of the items

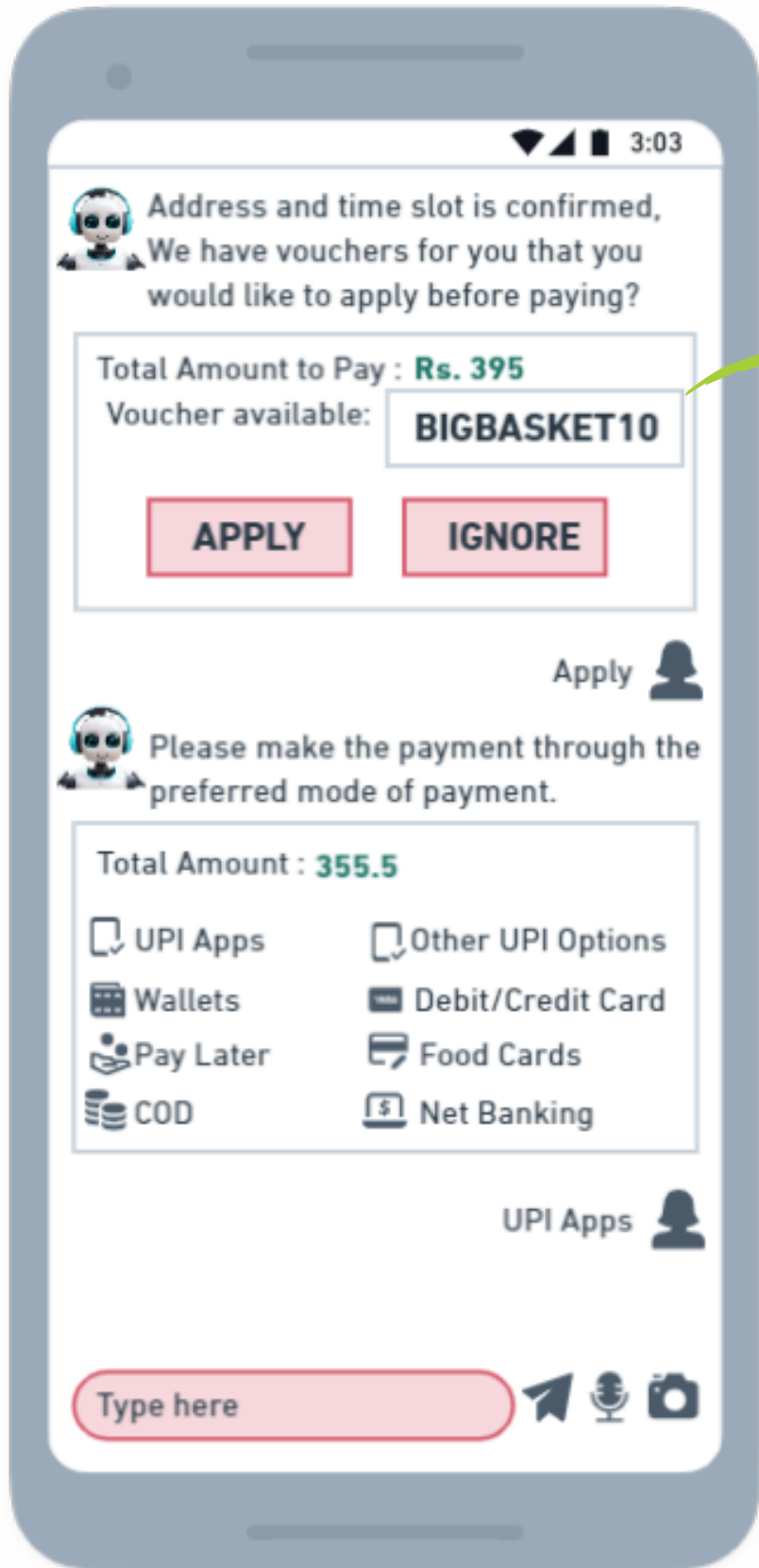


User can change/Edit the address directly from here and choose the preferred time slot for delivery.

User replied by clicking on the button

User wants to make the payment as well



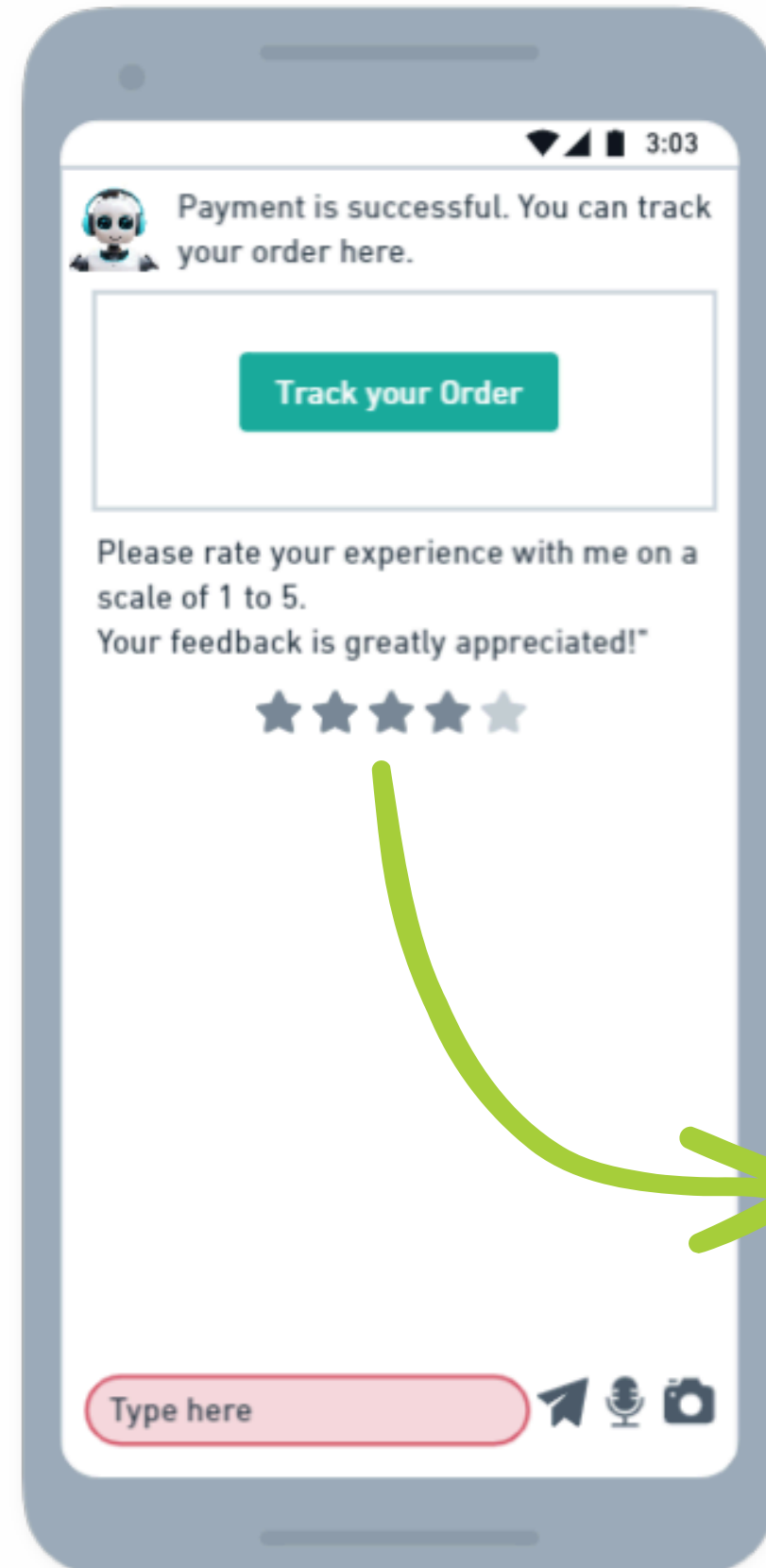


User wants to make the payment through Upi and paid the amount.

The user clicks on Upi Apps and was sent to the Payment gateway to pay the amount.

We will also provide available coupons to the Users. They can reply by clicking on the button.

The Total amount is displayed, and the user can now choose their preferred mode of payment.



Order is placed and can be tracked by user now

The user will receive the payment success message. The user can now track their order.

User can now rate "Ezzy" based on the conversation they had.



KEY METRICS

$$\text{Order Completion Rate} = \frac{\text{No of Orders Completed using "Ezzy"}}{\text{Total No of Orders}}$$

$$\text{Average Order Value} = \frac{\text{Total Revenue}}{\text{No of Orders done using "Ezzy"}}$$

$$\text{Repeat Purchase Rate} = \frac{\text{No of Repeat Orders}}{\text{No of Unique Customers}}$$

$$\text{Churn Rate} = \frac{\text{No of Customers Lost}}{\text{Total No of Customers}}$$

$$\text{Click-Through Rate} = \frac{\text{No of Clicks on a Call-to-Action (CTA)}}{\text{No of Impressions}}$$





THANK YOU FOR
WATCHING!

