

Grow basket size without slowing down Zepto

AOV Growth Strategy

User research • blockers • solutions • RICE prioritization

Built from the supplied Zepto AOV and Zepto AOV 2.0 decks

Research signals

The supplied directional survey identifies a small-basket pattern

Directional sample

10 Zepto users

Use these results to form hypotheses, then validate with broader behavioral data.

Working insight

Small, urgent missions and threshold behavior limit basket expansion before discovery can happen.

Explore new categories

0

Orders with 1-3 items

60

Stop at free-delivery

70

Baskets in ₹200-499

90

Source: Zepto AOV, p.2. 90%, 70%, 60%, and 0% reflect a 10-user directional sample.

Behavioral segments

Prioritize the missions most likely to cap basket size

PART 2 | SEGMENTATION

40%

Urgency grabbers

Run out, search, checkout. Small mission baskets and little browsing.

20%

Impulse snackers

Craving-led orders. Small intent, but more responsive to a relevant checkout nudge.

30%

Planned top-uppers

Routine restock with multi-category baskets. A positive behavior to learn from.

10%

Deal-driven

Offer-led sessions. Smallest group in the supplied sample.

Focus first: the 60% of users who are urgency grabbers or impulse snackers. Their current shopping mode structurally limits AOV.

Blockers and core problem

The journey rewards task completion more than basket expansion

PART 2 | PROBLEM FRAMING

Threshold becomes a finish line

Users stop once delivery becomes free instead of continuing the shop.

Cross-sell lacks context

Generic bestsellers do not match the item, occasion, or cart mission.

Search ends at retrieval

A literal item search does not surface useful companions or bundles.

Urgency narrows the mission

Users fulfill one known need and leave before discovery can occur.

Core problem

Zepto's AOV is lower than potential because the experience does not motivate or enable users to add relevant items beyond their immediate need.

Solution portfolio

PART 2 | SOLUTIONS

Address AOV at discovery, threshold, and checkout moments

DISCOVERY

Smart Basket Builder

Use cart and purchase context to recommend complementary products in one tap.

Milk → bread, eggs, butter

THRESHOLD

Progressive Rewards

Replace one free-delivery stop with milestones that make continued shopping worthwhile.

₹199 → free delivery
₹299 → cashback
₹399 → free item

CHECKOUT

Relevant Upsell

Show a small set of cart-matched suggestions before payment, not generic bestsellers.

Up to 3 relevant items

Design principle: use relevance and incremental value, not broad discounting, to earn the next item in the basket.

Smart Basket Builder

The first experiment should make the next best item obvious

Target moment

After a known item enters the cart

Show 2-3 relevant companions based on the cart's use case. A shopper can add each item in one tap and continue to checkout without a detour.

Why this should lift AOV

It turns a single-item mission into a relevant bundle without asking the user to browse.

Illustrative cart flow

1

Cart

Milk

2

Context

Breakfast
restock

3

Suggest

Bread · eggs ·
butter

4

Add

One tap

Hypothesis to test: relevant recommendation exposure increases items per order and AOV without harming conversion or checkout speed.

RICE prioritization

PART 4 | GROUP DECISION

Start with contextual recommendations, then sequence rewards and upsell

Initiative	Reach	Impact	Confidence	Effort	RICE	Priority
Smart Basket Builder	5	5	4	3	33.3	1
Progressive Rewards	5	4	4	3	26.7	2
Checkout Upsell	4	4	4	3	21.3	3
Smart Reorder+	4	3	4	3	16.0	4
Personalized Discovery	4	3	3	4	9.0	5
Gamification	3	2	3	4	4.5	6

Formula: (Reach × Impact × Confidence) ÷ Effort. Scores are a group decision input from the supplied 2.0 deck, not measured experiment results.

Experiment plan

Validate incremental basket growth before scaling

PART 4 | EXPERIMENT DESIGN

Audience

Eligible users with a cart that contains a known item or a clear occasion signal.

Variants

Control: current journey
Variant A: Smart Basket Builder
Variant B: Progressive Rewards
Variant C: combined

Decision rule

Scale only if incremental AOV and items per order rise while guardrails remain stable.

Primary measures

AOV · items per order · attach rate

Guardrails

Conversion · cart abandonment · **CSAT** · **delivery time**

Roadmap and decision

Learn fast, protect conversion, then deepen personalization

CLOSE | NEXT STEPS

NOW

Smart Basket Builder

Prove that relevant companions increase items per order.

NEXT

Progressive Rewards

Test whether milestones extend shopping beyond free delivery.

LATER

Personalized Discovery

Use learned affinity signals to expand category exploration.

Decision ask

Approve a controlled Smart Basket Builder test first. Evaluate the source deck's 10-15% AOV target as a hypothesis, alongside conversion, retention, CSAT, delivery time, and cart abandonment.

The first milestone is evidence of incremental, margin-aware basket growth, not a rollout decision by default.

Research method & survey limits

Real primary research is the evidence base; claims remain directional.

METHOD

10-question structured survey
10 quick-commerce users
Zepto / Blinkit / Instamart users

Covered: basket size, frequency, intent, category diversity, thresholds, discount sensitivity and expansion triggers.

KEY OBSERVATIONS • n=10

90%: baskets below ₹500
60%: typically 1–3 items
40%: urgency-led intent
70%: 2–3 categories

These numbers are sample signals—not market share.

RESEARCH ETHIC

No interview responses were invented.

Use findings to form hypotheses, then validate with behavioral analytics, larger research and controlled experiments.

Survey limitation: small convenience sample → suitable for framing, not for proving causality or forecasting impact.

Problem statements & root cause

Frame the AOV issue as a behaviour-and-system problem, not simply a promotion problem.

01 • COMPLETED MISSION CEILING

USERS CURRENTLY

Users currently treat Zepto as a single-item tool and stop when the immediate need—or delivery threshold—is met.

BECAUSE

Because the experience rewards fast search and checkout more than relevant discovery.

WHICH RESULTS IN

Which results in baseline baskets with little browsing or AOV growth.

02 • MISSING PAIRING ENGINE

USERS CURRENTLY

Users currently add only the product they came for.

BECAUSE

Because search and cart prompts are not consistently contextual to the purchase mission.

WHICH RESULTS IN

Which results in missed multi-item pairs and persistently low basket value.

Root-cause hypothesis: fast retrieval and conversion may be better optimized than guided basket-building. Validate through query, attach-rate and usability analysis.

Updated solution sequence

Start with a contained learning experiment; deepen relevance only after the premise is proven.

NOW • Mystery Box

Threshold completion has no rewarding next action.

₹49 / ₹99 curated surprise item, category guardrails, non-repeat logic and an explicit skip.

Rationale: curiosity + small reward.

NEXT • Flash Shelf

Cart completion ends discovery.

3–4 contextually relevant items shortly before payment; transparent price and fast skip.

Rationale: timely choice architecture.

LATER • AI Shopkeeper

Literal search misses the mission behind the item.

Intent-led editable cart with explainable companion items.

Rationale: lowers thinking cost.

All three are hypotheses. Prioritize incremental ACV and margin while safeguarding conversion, time-to-pay, opt-out and trust.

Final prioritisation & success measures

Team judgement favours Mystery Box as the first experiment; success means healthy incremental value.

Initiative	Impact	Effort	Confidence	Risk	RICE	Rank
Mystery Box	9	5	7	3	105	1
Flash Shelf	8	6	8	5	77	2
AI Shopkeeper	9	9	5	9	45	3

WHY MYSTERY BOX NOW

Low-complexity test of willingness to add one more item; clear margin and conversion guardrails; rapid learning before deeper personalization.

Primary

Incremental AOV uplift

Behaviour

Attach rate • items/order

Economics

Incremental margin/order

Guardrails

Conversion • time-to-pay • opt-out

RICE = (Impact × Confidence) ÷ (Effort × Risk) • adopted team judgement scores, not business forecasts.