

Delivery System Redesign



This study aims to analyze the operational processes utilized by 10-minute delivery service models and to identify inefficiencies and uncover opportunities for optimization. The primary objective is to improve overall efficiency and streamline workflows, ensuring a more seamless and effective delivery operation.

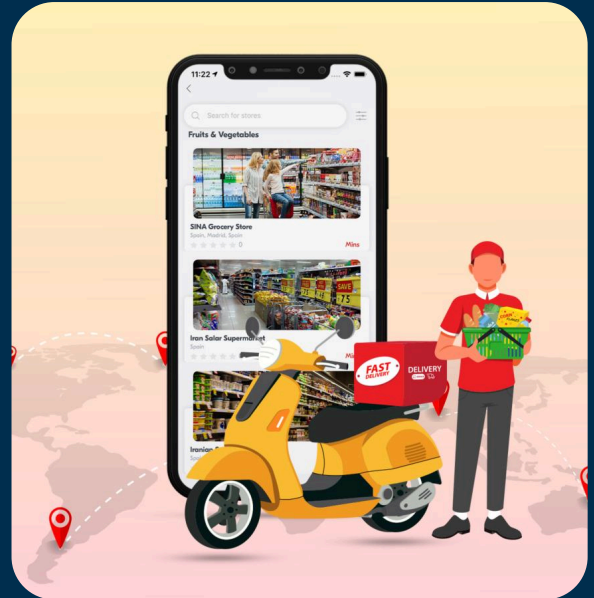
Yash Nadkarni

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Introduction

The rapid rise of ultra-fast delivery services like Blinkit, Zepto, and Swiggy Instamart has revolutionized the grocery retail industry, setting new benchmarks for speed and convenience. These platforms have redefined how urban, tech-savvy consumers access essentials, meeting their need for instant gratification. However, behind the promise of "10-minute deliveries" lies the complex challenge of designing delivery systems that are not only fast but also sustainable, efficient, and cost-effective.



In this context, designing an advanced and efficient delivery system is not just a necessity but a competitive advantage, enabling companies to fulfill their brand promise while enhancing customer satisfaction and operational profitability. This initiative explores the core principles and strategies for building such a system, tailored to meet the unique demands of India's evolving quick commerce landscape.



Player Stories



It was founded in December 2013 by Albinder Dhindsa and Saurabh Kumar.

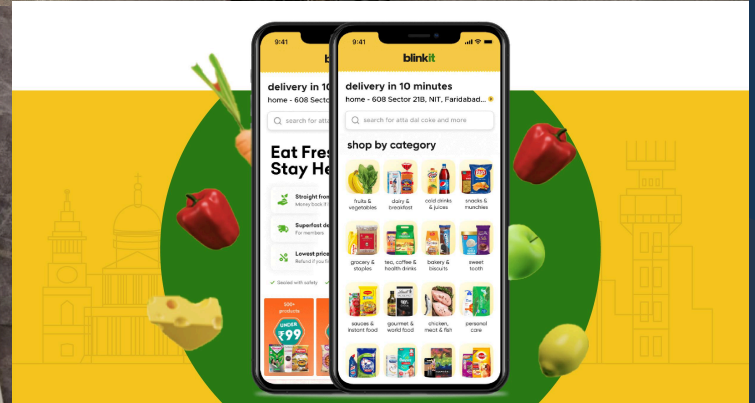
Description: Blinkit, formerly known as Grofers, is a leading quick-commerce platform in India. The company started as an online grocery delivery service and later expanded to offer a wide range of products, including daily essentials, fruits and vegetables, and packaged food.

In 2021, Grofers rebranded itself as Blinkit and shifted its focus to 10-minute grocery delivery. This move was driven by the growing demand for quick and convenient delivery services in India. Blinkit has since become one of the most popular quick-commerce platforms in the country, with a strong presence in major cities.

Blinkit's success can be attributed to a number of factors, including its strong technology platform, its wide range of products, and its efficient delivery network. The company has also been successful in attracting and retaining customers through its loyalty programs and promotions.



Blinkit is currently owned by Zomato, a leading food delivery platform in India. Zomato acquired Grofers in 2022 for \$450 million. The acquisition has helped Zomato to expand its presence in the quick-commerce market and to diversify its revenue streams.



Player Stories

zepto

Zepto is an Indian quick-commerce company founded in 2021 by Aadit Palicha and Kaivalya Vohra.

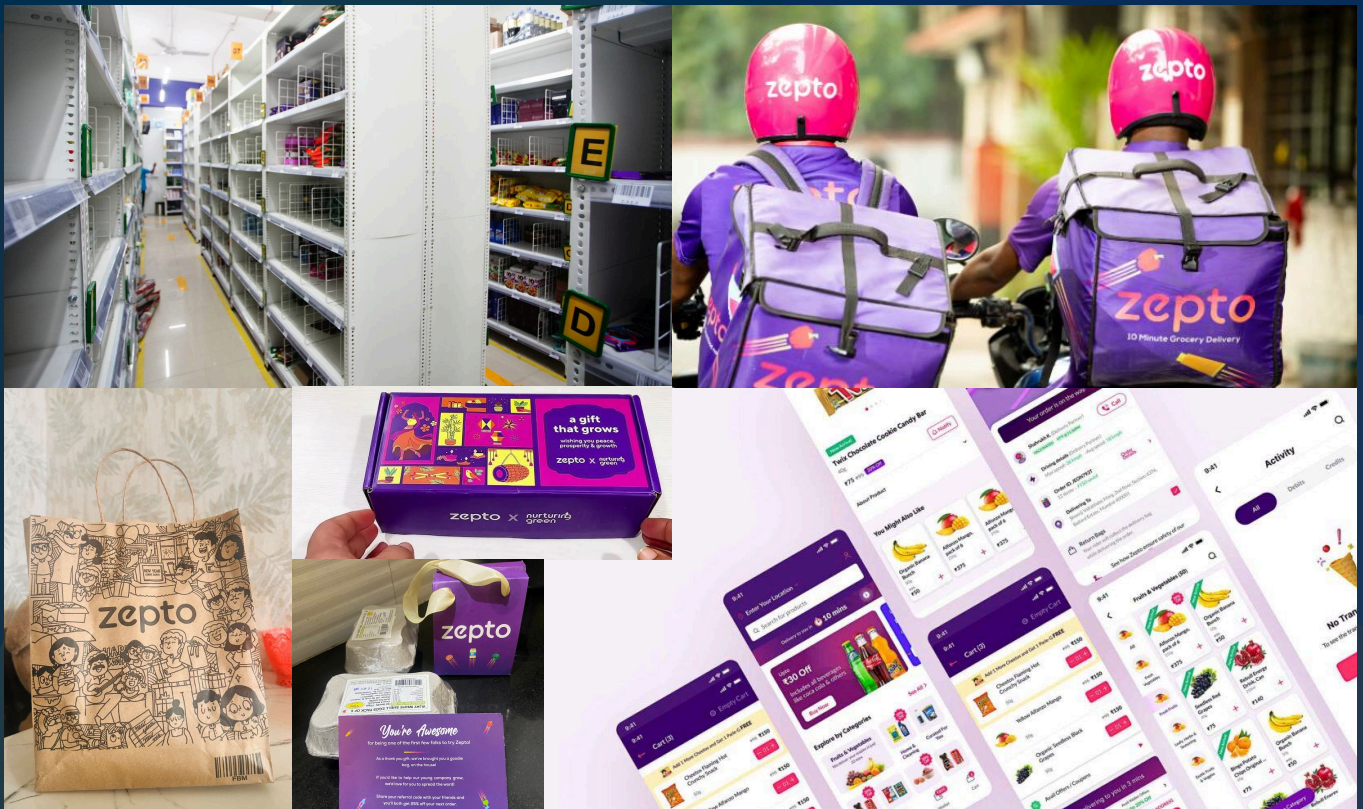
Zepto has emerged as a major player in the Indian quick-commerce market, but faces challenges like competition from other players (Blinkit, Swiggy Instamart, etc.), maintaining profitability, and ensuring long-term sustainability of the 10-minute delivery model.

Key Features:

- **10-Minute Delivery:** Zepto's core proposition is ultra-fast delivery of groceries within 10 minutes.
- **Dark Stores:** They operate a network of small, strategically located warehouses ("dark stores") to fulfill orders quickly.
- **Wide Product Range:** Offers a diverse selection of groceries, including fresh produce, packaged goods, and other daily essentials.
- **Technology-Driven:** Heavily relies on technology for order optimization, inventory management, and efficient delivery routes.

Reasons for Success:

- **First-Mover Advantage:** Being an early entrant in the 10-minute delivery space in India gave them a significant head start.
- **Customer Focus:** Prioritizing customer satisfaction through rapid delivery and a user-friendly app.
- **Strong Funding:** Secured substantial funding from investors, enabling rapid expansion and technological advancements.
- **Operational Efficiency:** Optimized logistics and inventory management to minimize delivery times and costs.



Player Stories



Instamart is the quick-commerce arm of Swiggy, a leading food delivery platform in India. It was launched in August 2020, amid the COVID-19 pandemic, to cater to the growing demand for on-demand grocery deliveries.

Key Features:

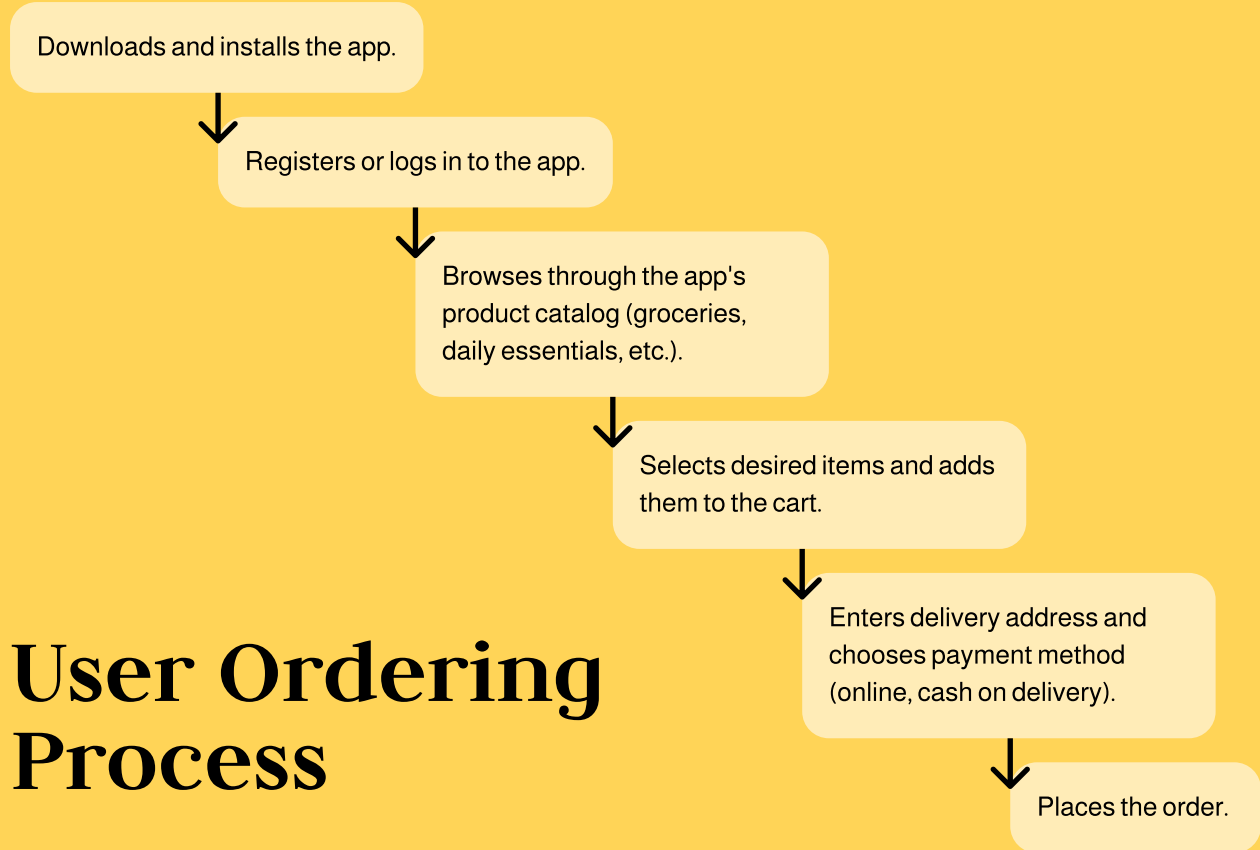
- **10-Minute Delivery:** Instamart aims to deliver groceries within 10 minutes, leveraging a network of dark stores strategically located across cities.
- **Wide Product Range:** Offers a diverse selection of groceries, including fresh produce, packaged goods, and daily essentials.
- **Technology-Driven:** Utilizes technology for efficient order management, inventory management, and route optimization.
- **Integration with Swiggy App:** Customers can seamlessly place Instamart orders within the existing Swiggy app.

Reasons for Success:

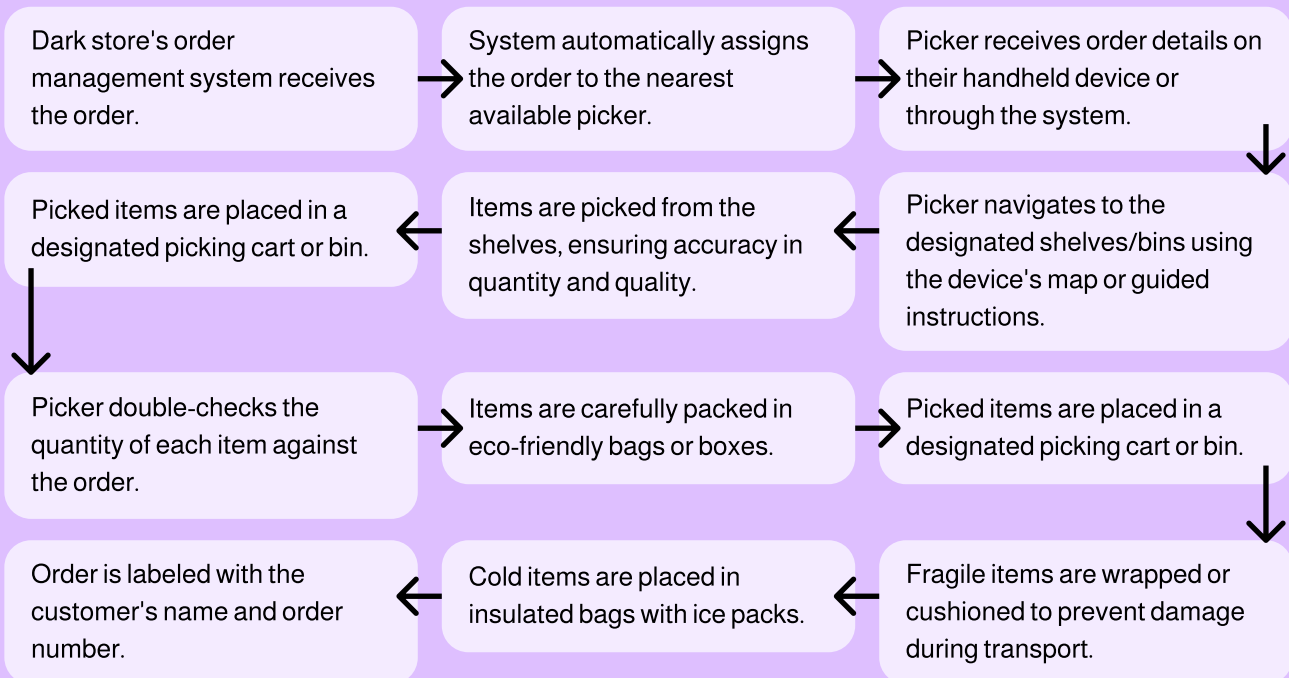
- **Leveraging Swiggy's Infrastructure:** Instamart benefited from Swiggy's existing technology, logistics network, and customer base.
- **Early Entrant Advantage:** Launching early in the quick-commerce space allowed Instamart to establish a strong foothold.
- **Customer Focus:** Prioritizing customer satisfaction through fast delivery, competitive pricing, and a user-friendly app experience.
- **Strong Funding:** Secured significant funding from investors, enabling rapid expansion and scaling of operations.



Existing Delivery System



Inside the dark store



Existing Delivery System

Packed order is transferred to a designated area for delivery partner pickup.



Order is assigned to the nearest available delivery partner based on location and order volume.



Delivery partner receives order details (customer address, delivery window) on their app.



Delivery partner picks up the order from the designated area at the dark store.



Delivery partner uses the app's GPS to navigate to the customer's address.



Delivery partner delivers the order to the customer's doorstep.

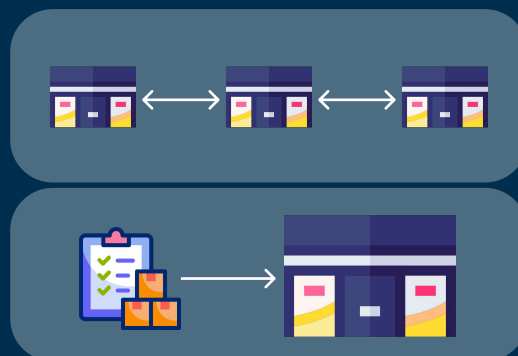
Delivery Partners Part

Existing Delivery System

The 10-minute delivery model is a complex system that relies on several factors to achieve its speed:

Dark Stores:

- **Strategic Location:** These small, local warehouses are strategically placed in densely populated areas, often within a few kilometers of customers. This proximity minimizes delivery distances.
- **Limited Inventory:** Dark stores focus on a curated selection of high-demand items, reducing the time needed to find and pick products.



Technology and Automation:

- **Order Management Systems:** Advanced software efficiently processes orders, assigns them to the nearest picker, and optimizes delivery routes.
- **Mobile Technology:** Pickers use handheld devices with built-in maps and inventory tracking, streamlining the picking process.
- **Automated Systems:** Some companies utilize automated systems for sorting, packing, and even picking items, further accelerating the process.



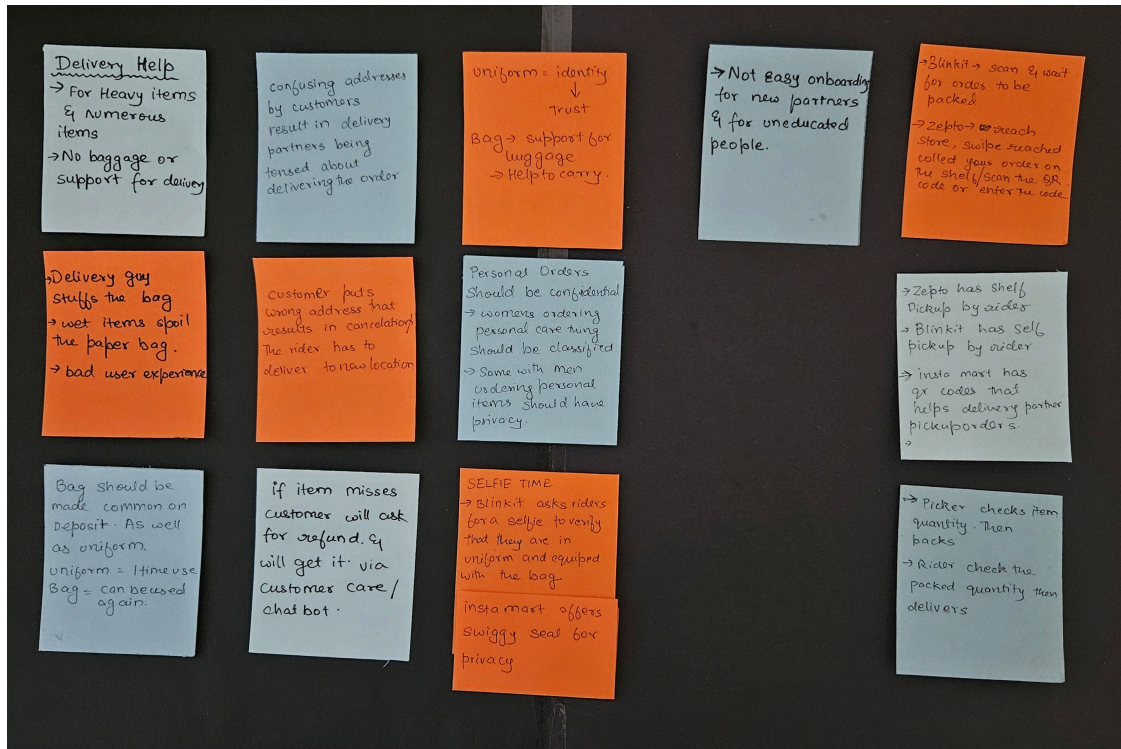
Efficient Logistics:

- **Dedicated Delivery Fleet:** A fleet of delivery partners is constantly on standby, ready to pick up orders and deliver them quickly.
- **Route Optimization:** Algorithms analyze real-time traffic and customer locations to optimize delivery routes, minimizing travel time.
- **Real-time Tracking:** GPS tracking allows companies to monitor delivery partners' locations and ensure timely deliveries.



Existing Delivery System

Currently, I'm immersed in the Discover phase of the Design Process. I dive deep into how our delivery partners operate, exploring every step from order selection to final delivery.



I've outlined several observations from the process. Each initiative has its strengths and weaknesses, and it's important for us to address both.

After we finish this process, we'll compare my findings with real reviews and the schedules and posts of delivery riders from various apps. This will help us see if others are facing the same challenges and if they are also reaping any rewards.

Existing Delivery System

Reviewing recent News updates

‘Swiggy Instamart ruined me...’: Delhi man’s condom order left him embarrassed at work; sparking a privacy debate that goes viral

TOI Lifestyle Desk / TIMESOFINDIA.COM / Nov 23, 2024, 20:30 IST

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A man in Delhi faced an embarrassing situation when his condom order from Swiggy Instamart arrived at his office reception in a transparent bag, exposing the contents. The incident, which went viral on social media, highlighted the need for discreet packaging by quick commerce services, especially for sensitive items. ...[Read More](#)



Image source: Instagram

Quick commerce services, such as Swiggy Instamart, offer the convenience of ordering essentials and having them delivered in a matter of minutes. While this speed is beneficial, it can lead to uncomfortable situations, especially when private or sensitive items are involved. A recent incident in Delhi highlights how something as simple as ordering condoms can turn awkward if delivery expectations aren't met, particularly when the packaging isn't discreet. This situation raised broader concerns about privacy in deliveries,

especially in professional environments.

Swiggy Instamart has adopted biodegradable bags for packaging in select regions. These eco-friendly bags are crafted from plant-derived materials that break down naturally within a short timeframe.

More concerning, the [Hyderabad](#) man said he got “zero info” on what to do at the store and was forced to ask other delivery agents for help. Most refused, citing work pressure, but one person agreed to train him.

At the Zepto store, he found no place to sit and a broken water dispenser, highlighting poor working conditions for gig workers.

Finally, he found “quite a few technical issues” with the partner app and said that some riders resorted to making a WhatsApp group to update order status as the app was not working.

“I’d love to see how much I made after every delivery. I don’t know how much I made after delivering 10+ orders,” he suggested.

The order accepting process can be quite challenging for new riders who may lack experience. As a result, they often find themselves seeking help from others.

Misleading tactics that create unrealistic expectations can confuse riders, leading them to believe they could earn around Rs.40,000 each month.

Next, he highlighted Zepto’s estimated earnings as unrealistic. The quick commerce platform claims that delivery partners can earn up to ₹40,000 a month.

“It’s hard to make 25,000 full-time, 40,000 is like god tier,” Dinesh opined, adding that Zepto should remove this “false hope” during the rider onboarding process.



Job Type

Please select how you want to work with Zepto

- ☐ **Full Time**
9 hours per day
🍷 Earn upto ₹40,000
- ☐ **Part Time**
4-5 hours per day
🍷 Earn upto ₹25,000
- ☐ **Sunday Only**
9 hours per day
🍷 Earn upto ₹12,000

Existing Delivery System

"This whole message is too gimmicky can you please don't give hope or false information to the riders after I delivered a few orders. I just know how hard it is to earn 50,000 and yes, my bonus is 2,000 didn't see how to get it or any terms and conditions (sic)," she wrote.

Sneha also demanded more transparency regarding Blinkit's free medical insurance policy for its delivery agents.

She also shared a photograph of a Blinkit store, pointing out the lack of proper seating or drinking water facilities for delivery agents.

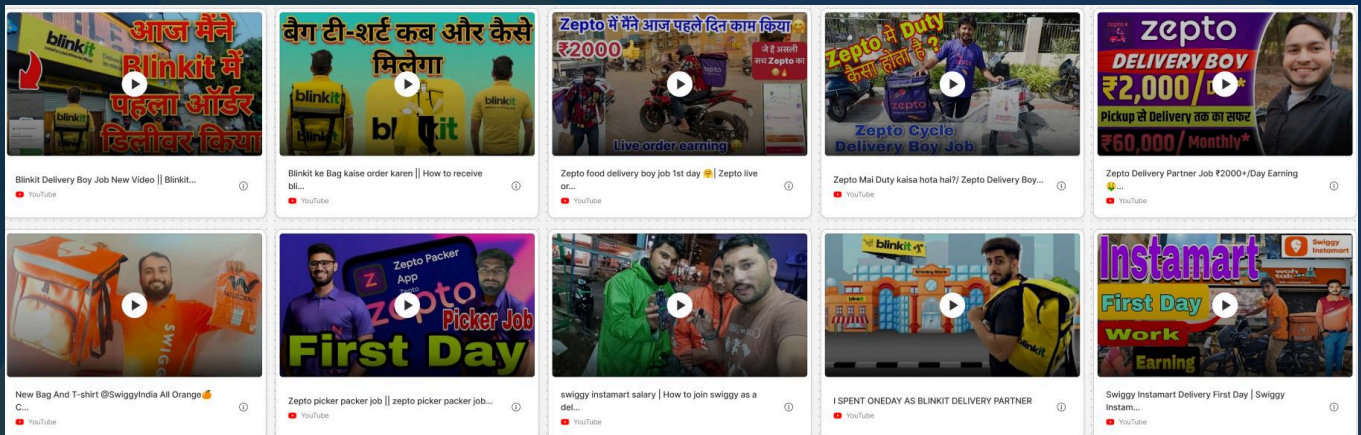
"The whole place is too messy to even stand. It would be great if you take care of the store as well," she said.

Sneha suggested the introduction of larger and durable paper bags to accommodate big orders, as the current bags often tear under the weight of the items.

Most changes might be included but still minimal things like packaging are still not taken care of



Reference Videos



Existing Delivery System

Rider Onboarding: Zepto

Choose App Language
Choose the language you want see in the entire app

☒ English En

☐ हिंदी Hindi ह

☐ ಕನ್ನಡ Kannada ಕ

☐ తెలుగు Telugu తె

☐ தமிழ் Tamil த

☐ বাংলা Bangla বা

Continue

Welcome to Zepto Delivery!

START EARNING IN 10 min

"Having been a rider for Zepto since 1.5 years, I'm really happy with the consistent earnings at Zepto!"
Syed - Bangalore

COMPLETE IN 3 STEPS

1 Personal Details
Phone, city & referral code

2 Work Details
Store, shift, vehicle & job type

3 Documents
Aadhar, PAN, Driving License, RC & Selfie

Need Help?

Continue

We've auto detected your city. This is the city where you will work.

Pune

Change City

Continue

Do you have any referral code?

If you have any referral code, please enter it below

Referral Code (Optional)

Skip & Continue

What's your marital status?

Please choose your marital status

Single

Married

Continue

Select Vehicle

License & RC documents required for Bike

☒ Bike

☐ Electric bike

[I don't own a vehicle](#)

Select Store

Please Select the Vehicle first
Select the vehicle to see available stores

Continue

Select Vehicle

License & RC documents required for Bike

☒ Bike

☐ Electric bike

[I don't own a vehicle](#)

Select Store

Please Select the Vehicle first
Select the vehicle to see available stores

Continue

Zepto - No Vehicle - EV Interest Form

Aapne No-Vehicle option choose kiya hai, hum aapko electric scooter dilane mein help karenge

Next

Clear form

Zepto - No Vehicle - EV Interest Form

Aapne No-Vehicle option choose kiya hai, hum aapko electric scooter dilane mein help karenge

Next

Clear form

Get vehicle From Zepto

Zepto - No Vehicle - EV Interest Form

Next

Clear form

Select Vehicle

License & RC documents required for Bike

☒ Bike

☐ Electric bike

[I don't own a vehicle](#)

Select Store

Please Select the Vehicle first
Select the vehicle to see available stores

Continue

Select Vehicle

License & RC documents required for Bike

☒ Bike

☐ Electric bike

[I don't own a vehicle](#)

Select Store

Please Select the Vehicle first
Select the vehicle to see available stores

Continue

Job Type

Please select how you want to work with Zepto

Full Time

Part Time

Continue

Upload Documents

Please submit the below documents for verification & upload originals to avoid rejection

Submit Documents

Existing Delivery System

Review Points

Languages are compatible according to location access, but could add more like:
Malayalam
Urdu
Gujrati

Prior information of the steps. So the user can be ready with the documents. once the process starts

Auto Selects city and gives option to manually change based on location preference

Asking for marital status seems like a very unnecessary step providing that there will be no benefits of this information to the user

Great that zepto is helping the drivers get a vehicle. but the number of clicks to get to the form is 3 when it could easily be reduced to 1

There is an untitled section in the form, that can be confusing, this section should be removed and made into 1 form

Use of goal gradient principle, which shows how close the user is in completion of the process of onboarding

Recommendations that help user to make quick decisions, and save time

Consistency in UI design



Needs to be changed immediately



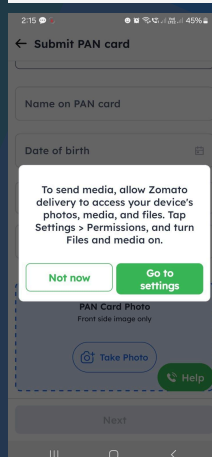
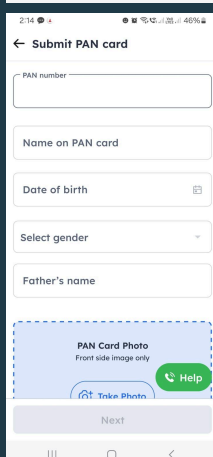
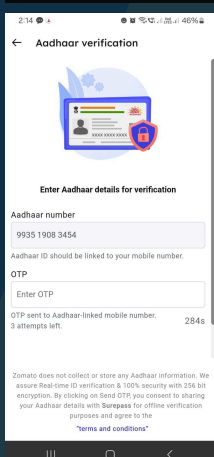
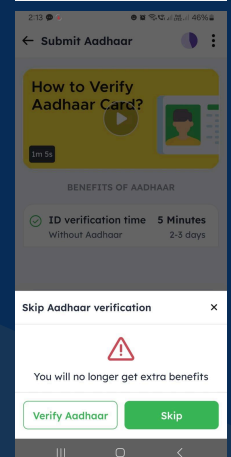
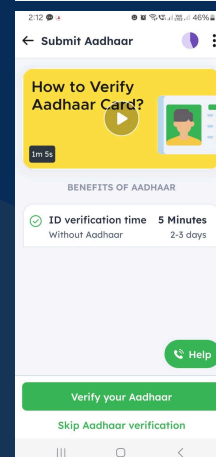
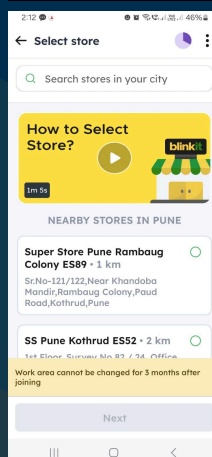
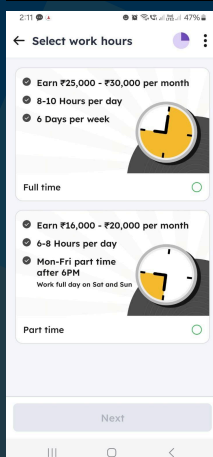
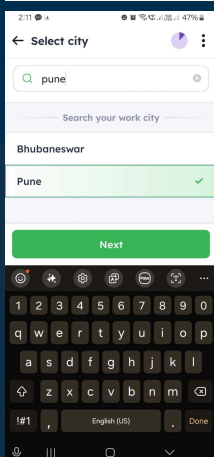
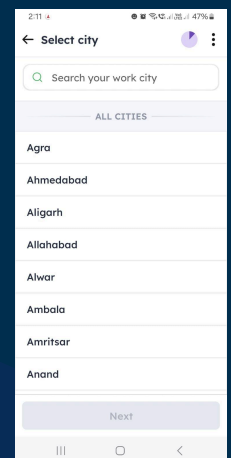
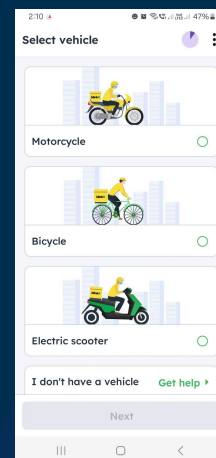
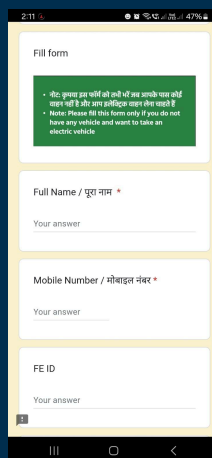
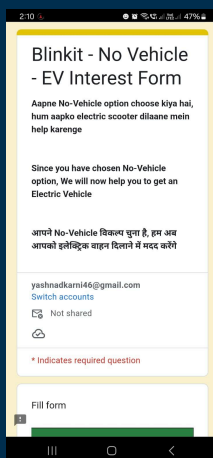
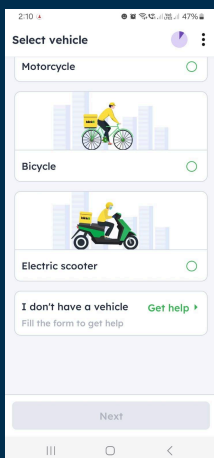
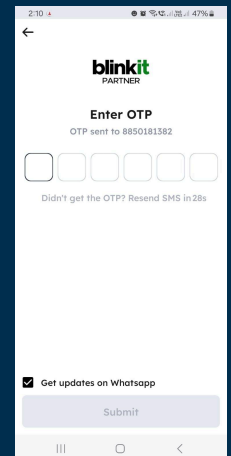
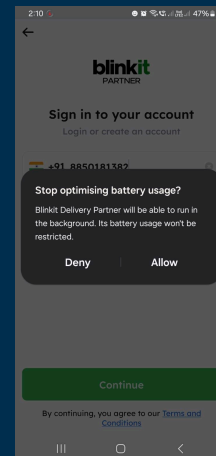
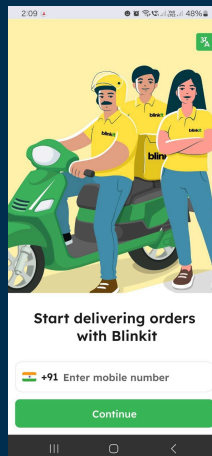
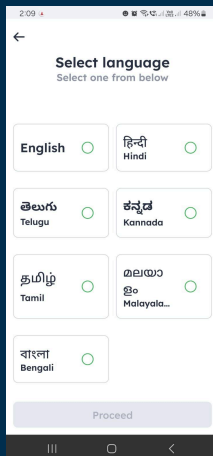
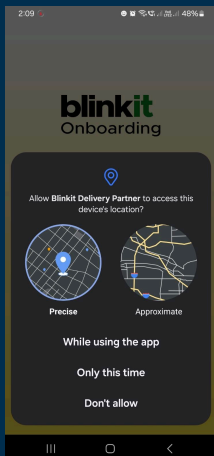
Can be changed



Great Experience

Existing Delivery System

Rider Onboarding: Blinkit



Existing Delivery System

Review Points

Languages are not compatible according to location access, should add Marathi as a language.
few more additions can be:
Urdu
Gujrati

App alerts for every decision it takes

Users have to manually select their city even after giving the location access

The clear address of the stores is mentioned, that helps user know the clear location

Videos for guidance

Alert saying: "you will no longer get extra benefits"

The benefits are not mentioned, what will be the loss is not explained clearly

Use of goal gradient principle, which shows how close the user is in completion of the process of onboarding, but the depiction is not clear and looks like a clock

Recommendations that help user to make quick decisions, and save time are not provided

Why would i allow a 3rd party apps permission when i already approved Blinkit delivery's permissions

To send media, allow Zomato delivery to access your device's photos, media, and files. Tap Settings > Permissions, and turn Files and media on.



Needs to be changed immediately



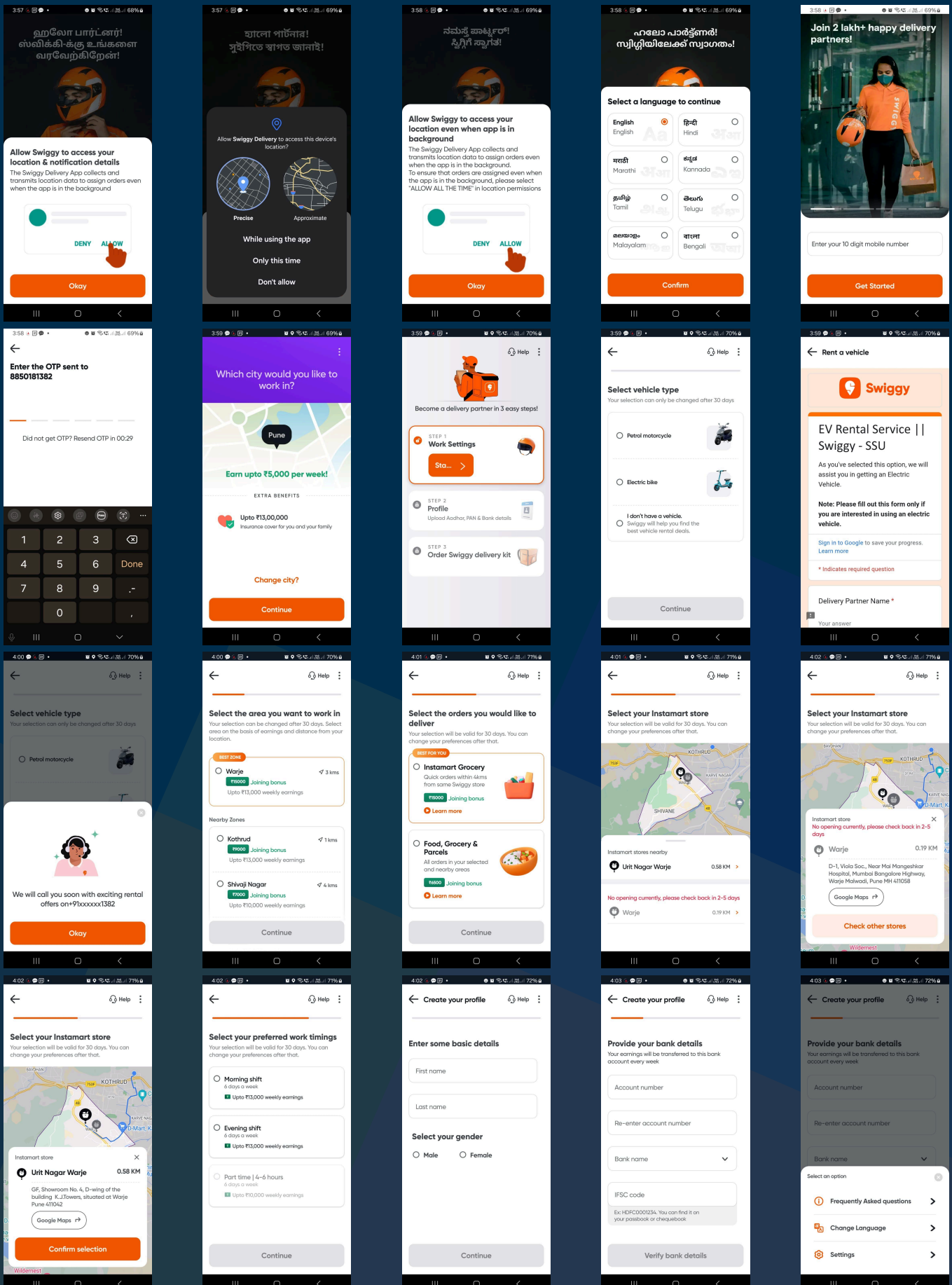
Can be changed



Great Experience

Existing Delivery System

Rider Onboarding: Swiggy Instamart



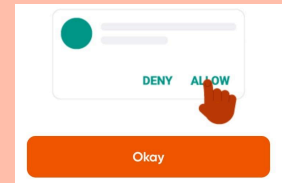
Existing Delivery System

Review Points

Languages are compatible according to location access

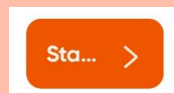
Prior information of the steps. So the user can be ready with the documents. once the process starts

In the image it is showing allow or deny but in real there is only one button to press okay



Auto Selects city and gives option to manually change based on location preference

Some elements could be made mobile compatible, because the text is getting squeezed in the button



Takes number from the user and contacts them personally for more guidance.

Use of goal gradient principle, which shows how close the user is in completion of the process of onboarding

Recommendations that help user to make quick decisions, and save time are provided

Gimmicky when it comes up to the showing of how much the delivery partners will earn. As it shows Rs.13000 weekly earning

Asks to select shifts, which can also be done later as the job is a part time thing

Shows the radius user will be serving, but could have given the complete address first

Alerts messages for errors and unavailability are provided to minimize the errors



Needs to be changed immediately



Can be changed

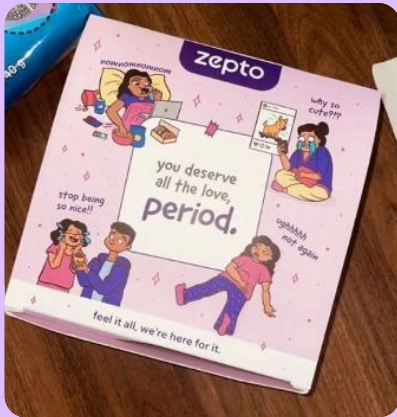


Great Experience

Existing Packaging

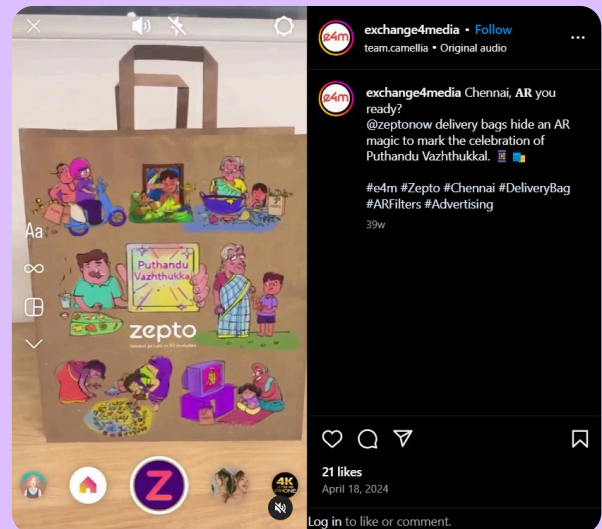
Packaging: Zepto

Zepto isn't just delivering groceries anymore... but is breaking taboos and sparking smiles with thoughtful initiatives like their free Period Care Package



Zepto bags with an AR experience

<https://www.instagram.com/exchange4media/reel/C55-73Dvm64/>



Zepto gifts



Existing Packaging

Packaging: Blinkit

Blinkit delivery bags - different sizes



Blinkit delivery bags - with festival appropriate designs on the bag

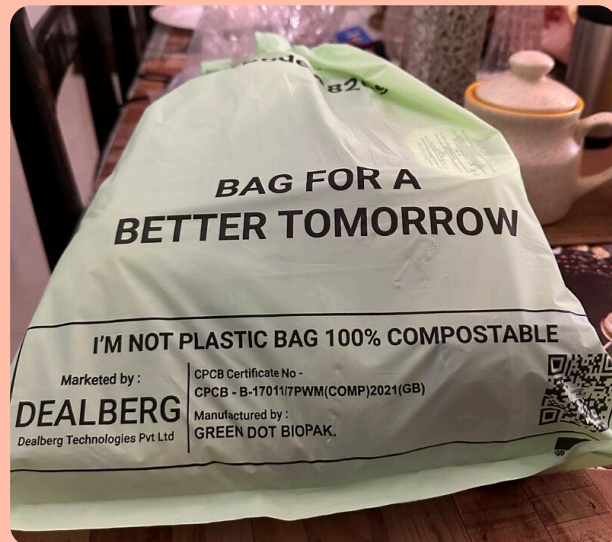
Existing Packaging

Packaging: Swiggy Instamart

Swiggy Instamart delivery packaging



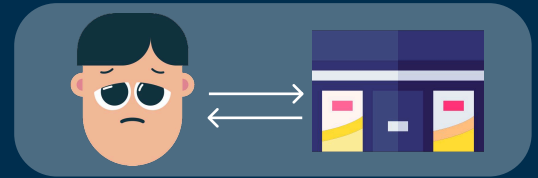
Swiggy Instamart uses bio bags they are transparent
They use paper bags some times with a seal.
They sometimes send gift packages, mostly during festivals.
Swiggy Instamart has few bags with doodles.



Existing Packaging

How does this benefit the company?

In the traditional experience of visiting a store to make a purchase, the process often feels routine and predictable. However, imagine a store that transforms this monotony by embracing festival-themed decorations, offering sweets during celebrations, and curating a memorable, immersive environment. Such an approach captivates customers, fostering a sense of delight and creating lasting impressions.



Modern quick-delivery platforms are moving beyond mere transactions, aiming to establish profound emotional connections with their customers. These platforms are redefining the customer experience by incorporating creativity and unique vibes into every touchpoint. For instance, a large QR code displayed on delivery bags piques curiosity. When scanned, the QR code could bring whimsical doodles to life, offering an enchanting interactive experience. This journey—from initial curiosity to joyful engagement—helps solidify a deeper bond between the platform and the customer.



Similarly, gift packages accompanied by heartfelt, creative messages add a personal touch that leaves customers feeling valued. The joy of receiving thoughtful surprises like care packages or promotional freebies enhances brand perception and encourages loyalty. Considering the relatively low costs involved in handling and packaging compared to the price points these platforms charge, such initiatives are highly effective. By creating unique, delightful experiences, companies carve a special place in customers' hearts, thereby increasing repeat usage and long-term engagement.



Existing Packaging

Issues with the packaging

Like most orders which can be personal to someone, like condoms, pads, or personal care products should be sealed so the delivery partner has no access to see the items.

Items like ice-creams / vegetables/ cold sauces kept in cool storage have a layer of moisture that tears the paper bag and it becomes a issue to carry the items.

Bio bags are costlier than the paper bags, also they are transparent, and don't give a feeling of creativity or an emotional connect.

Riders with personal bags often stuff these paper bags in their bags causing them to tear and then the carrying it becomes difficult

These bags are only suitable for small light weight items like groceries, light weight electronics.
but not for a 5L water can

Delivery Bags

Zepto

Zepto some times offers reusable bags for deliveries. theses bags are filled with the items and given to the partner.

after completing the delivery the partner is supposed to return this bag at the store. The process of returning is that the delivery partner has to scan a bar code on the delivery bag, then scan a the bar code displayed on the store/ restaurant, and submit the bag to the person.



IndiaMART > Carry Bags and Multiutility Bags & Pouches > Bags > Logistics Delivery Bags

Uly Coated Zepto Delivery Bag

₹ 480/Piece [Get Latest Price](#)

Size/Dimension	14 x 14 x 14 inches
Bag Type	Logistics Delivery Bags
Material	Uly Coated
Pattern	Printed
Bag Capacity	15 L
Color	Purple
Minimum Order Quantity	50 Piece

[Get Latest Price](#)

Blinkit

Blinkit delivery partners have to buy the assets from their apps after onboarding, there is no official replacement for the bag if it gets damaged, also difficult to hook it on to the vehicle



Delivery Bags

Swiggy Instamart

Swiggy Instamart some times offers reusable bags for deliveries.

theses bags are filled with the items and given to the partner.

after completing the delivery the partner is supposed to return this bag at the store.

They are also given delivery bags after working for some time period, free of cost and also replaced incase there is a damage



IndiaMART > Carry Bags and Multiutility Bags & Pouches > Bags > Food Delivery Bags

Black Nylon Swiggy Instamart Bag

₹ 170/Bag [Get Latest Price](#)

Bag Type	School Bags
Bag Capacity	20 Litre
Material	Nylon
Brand	Hot Shot
Pattern	Printed
Color	Black
Minimum Order Quantity	200 Bag



MoSCoW method

- Easy and minimal onboarding steps.
- Explanation of the interface for new users
- Language access.
- Guidance via app for picking up to delivering orders
- Privacy to order by sealing it
- Option to opt for delivery bags for heavy/ more number of items
- An efficient help center to reach out for incase of emergency related to orders/ account
- efficient picking methods so that it takes least amount of time to pick and pack orders
- efficient scanning methods to make sure the order is complete and no items are missing
- easy hand over process, from store to delivery partners so that no time is wasted.
- packaging specially designed for heavy items to be carried easily on vehicles (scooter/bike/ cycles)

M

- Free Delivery bag for all riders, which can be submitted back to the store, on deposit basis, at any time
- Guidance and instructional videos in user suitable language
- the app should have consistency in each steps and visuals
- Instructional and information pop up messages should be clear and easy to understand
- Packaging used by the store should be apt according to the order size
- order picking should also be qr based so that the store knows that the particular order is picked by the delivery person and the shelf is empty to be re racked.
- every shelf should be assigned a number or alphabet that makes it easy to navigate
- two factor order scanning to make sure the quantity is correct

S

C

- Auto items dispensed out according to order
- Interactive delivery bags, filled with doodles and portraying festival or creative themes
- gift cards/ funny quotes/ inspiring messages with each order
- gift packs with creative box packets
- care packages showing emotional sensitivity towards customers
- chairs to sit at the stores for the delivery partners till they receive their orders
- water refilling facility for riders and staff workers

W

- Unrealistically high salary depictions
- Rejection for demand of a delivery bag

Design Phase

UI Redesign for delivery partners



Re designing the complete onboarding experience



Re designing the order accepting screens

Points to keep in mind

- Keep consistency in the design
- Follow the guidelines
- Reduce user errors and allow backtracking
- Inform user of every steps clearly
- Use easy and understanding language

Packaging Re design



Updating the packaging



Adding a privacy and easy checkout



Packaging to carry Heavy items

Points to keep in mind

- Don't tamper with brand visibility
- More creativity less cost
- Creativity should involve engagement
- Packaging should create a memory
- Try to make emotional connect with the customer
- Add a scanner
- Make packaging durable and easy to carry

Picking to Rider receiving



Re designing the way a picker packs the bags



Easy pickup of the order by the rider

Points to keep in mind

- Don't tamper with brand visibility
- More creativity less cost
- Creativity should involve engagement
- Packaging should create a memory
- Try to make emotional connect with the customer
- Add a scanner
- Make packaging durable and easy to carry

Information Architecture

For Onboarding of a Rider (Existing UI)

Permission Access

Ask for location access

Ask Permission to send Notifications

Ask Permission to access media and contacts

Language Selection

Ask the user to select their preferred language

Contact info

Ask for Mobile Number

OTP sent on the mobile number

Auto fill the OTP

Mobile Number registered

Start of Onboarding screen

Select vehicle type

If don't have vehicle direct to the rental form

Location option to choose manually

Ask to select working type preference

Tell the time per day & days per week

Estimated earnings

Select the store to work with

Ask users full name as on Aadhaar card

Ask Aadhar number

OTP

Ask Pan Number

Date of birth

Gender

Fathers name

Ask user to submit a document/ image

Ask Bank Details

Ask Bank name

Ask Bank account number

IFSC code

Ask user to submit a selfie of themself

Pay Onboarding fees

Then Download new app

Open new app

Permission Access

Ask for location access

Ask Permission to send Notifications

Ask Permission to access media and contacts

Language Selection

Ask the user to select their preferred language

Contact info

Ask for Mobile Number

OTP sent on the mobile number

Auto fill the OTP

Mobile Number registered

Terms and Conditions

Ask to accept Terms and Conditions

Nominee Details

Nominee name

Nominee relation

Nominee D.O.B

Nominee contact info

Training

User must watch training videos

Information Architecture

For Onboarding of a Rider (Updated UI)

Permission Access

Ask for location access

Ask Permission to send Notifications

Ask Permission to access media and contacts

Language Selection

Ask the user to select their preferred language

Contact info

Ask for Mobile Number

OTP sent on the mobile number

Auto fill the OTP

Mobile Number registered

Start of Onboarding screen

Show the clear steps that will be followed, state the documents that will be required further in the process

Personal Details

Restate the selected area

Ask user to verify the location

If needed give an option to change manually

Ask for a referral code in case there is

Work Details

Select vehicle type

If don't have vehicle direct to the rental form

Select the store to work with

Recommend best store based on nearest location and earning

Ask to select working type preference

Tell the time per day & days per week

Estimated earnings

Document submission

Ask users full name as on Aadhaar card

Ask Aadhar number

OTP

Ask users full address as on Aadhaar card

Ask Pan Number

Date of birth

Fathers name

Gender

Ask user to submit a document/ image

Ask Drivers License document/ image

Ask Vehicle Number

Ask Vehicle RC document/ image

Nominee Details

Nominee name

Nominee relation

Nominee D.O.B

Nominee contact info

Bank Details

Ask Bank Details

Ask Bank name

Ask Bank account number

IFSC code

Photo verification

Ask user to submit a selfie of themselves

Pay Onboarding fees

Terms and Conditions

Ask to accept Terms and Conditions

Training

User must watch training videos

Information Architecture

For Accepting order (Existing UI)

Offer checking

Feed

Check Gig Incentives for Daily and weekly

Id Activation

Feed

Book and go online

Select available dates

Select Gigs

Book the Gigs

Confirm the Gigs

Press Go Online

Take A selfie

Verify the selfie to submitted photo

Press go online now

Store scanning

Reach to the QR in the store

Scan the QR in the store

Wait for order notification

Accepting Order

Order appears

Swipe to accept order in time

Picking Order

Order Packed Notification

Click okay I am picking

Order Id and details and customer details

Verify the items in the order

Swipe to Pick the order

Rate the store

Rate the store behavior

Reach Drop

Customer name and address

Option to call /chat

Option to use google map to reach drop location

Swipe when reached dropping point

Order delivering

Give order to customer

Verify the receiver

Swipe Order delivered

Rate the Customer

Rate the customer behavior

Earning per order

Congratulate on delivering order

Show trip earning, distance, time

Click to deliver next order

Reaching the store

Use maps to reach the store

RE - STORE SCANNING

Information Architecture

For Accepting order (Updated UI)

Offer checking

Feed

Check Gig Incentives for Daily and weekly

Id Activation

Feed

Book and go online

Select available dates

Select Gigs

Book the Gigs

Confirm the Gigs

Press Go Online

Take A selfie

Verify the selfie to submitted photo

Press go online now

Store scanning

Reach to the QR in the store

Scan the QR in the store

Wait for order notification

Accepting Order

Order appears

Swipe to accept order in time

Picking Order

Order Packed Notification

Shelf allotted to the order and quantity

Order Id and details and customer details

Click okay I am picking

Scan a QR code on the bag

Pickup Confirm

Rate the store

Rate the store behavior

Reach Drop

Customer name and address

Option to call /chat

Option to use google map to reach drop location

Swipe when reached dropping point

Order delivering

Give order to customer

Verify the receiver

Swipe Order delivered

Rate the Customer

Rate the customer behavior

Earning per order

Congratulate on delivering order

Show trip earning, distance, time

Click to deliver next order

Reaching the store

Use maps to reach the store

RE - STORE SCANNING

Brand Guidelines

Logo

Primary logo



Primary logo colour

Secondary logo



Secondary logo colour

Colour palette



Logo do's & dont's



Brand Guidelines

Typography

Okra
Okra
Okra
Okra
Okra

Okra is a clean, modern sans-serif typeface that perfectly encapsulates our brand essence. It works well for our English and vernacular communications. Stick to Okra for all the collaterals for blinkit.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Okra

H1

Okra

H2

Okra

H3

Okra

H4

Okra

H5

Okra

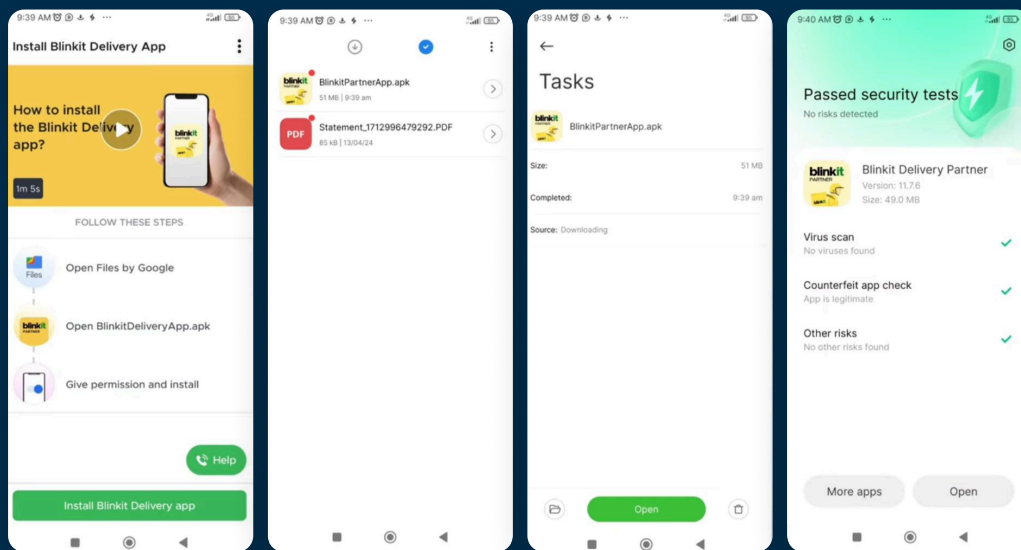
H6

Findings During Design Phase

During the app design process, I gained a comprehensive understanding of the user flow, particularly with the Blinkit delivery app. It became clear that this app is solely for onboarding. Once users finish the onboarding process, they must download a separate app to receive their orders.

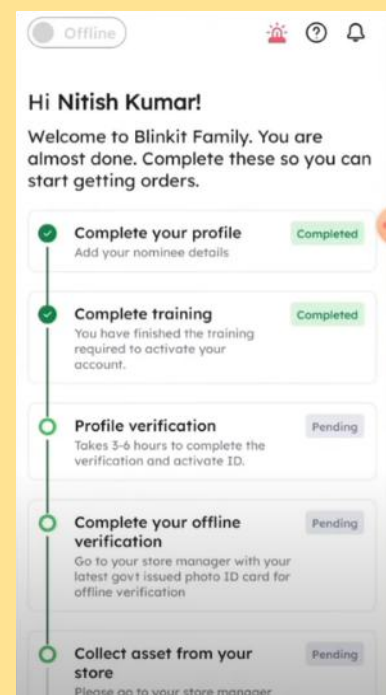
Here are some challenges associated with downloading this additional app:

- It takes up extra storage on the device.
- Users have to log in again, repeating much of the initial process.
- All permissions need to be accepted once more.

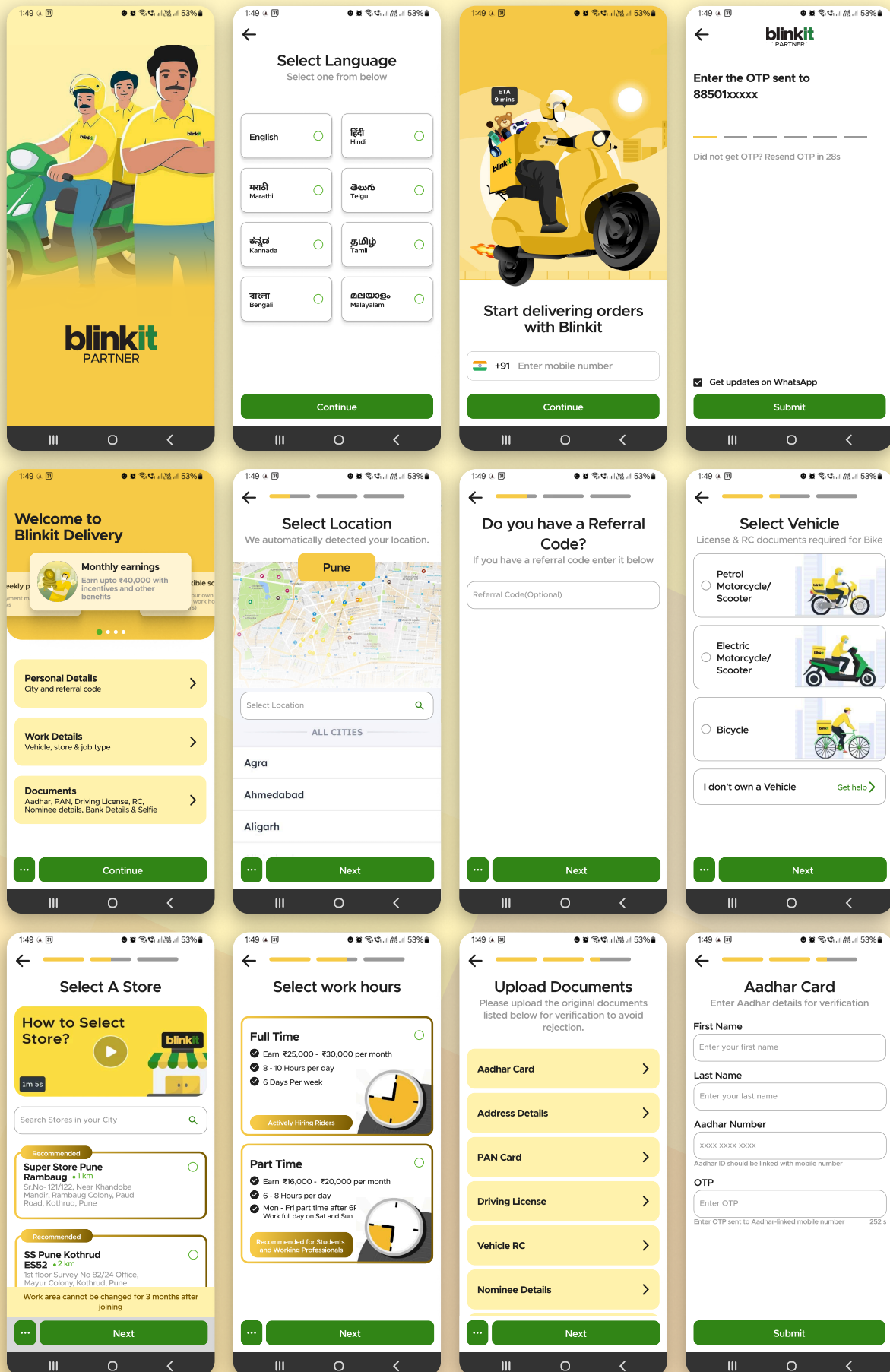


After downloading the second app, riders still need to go through several steps to finish their profile and begin delivering orders.

According to me there should be only one app for this.



Onboarding UI (Re Designed)



Onboarding UI (Re Designed)

1:49

←

Address Details

Enter your Permanent Address

Your Address

Enter your Flat no, Apartment

Area, Street

Town/City

State

Pin code

Landmark(Optional)

Submit

1:49

←

Upload Documents

Please upload the original documents listed below for verification to avoid rejection.

Completed

Aadhar Card

Completed

Address Details

PAN Card

Driving License

Vehicle RC

Nominee Details

Next

1:49

←

PAN Card

Enter PAN details for verification

PAN number

Enter your PAN number

Fathers Name

Enter your Father's name

Aadhar Number

Male

Female

Others

PAN Card Photo

JPEG, PNG, PDF, up to 50MB

Take Photo

Submit

1:49

←

Driving License

You should have a permanent driving

Driving License Photo

JPEG, PNG, PDF, up to 50MB

Take Photo

Submit

1:49

←

Vehicle RC

Upload the vehicle's RC.

Vehicle Number

Enter your Vehicles Number

Vehicle RC Photo

JPEG, PNG, PDF, up to 50MB

Take Photo

Submit

1:49

←

Nominee Details

Nominee Name

Enter your Nominees name

Relation with Nominee

Nominee relationship

Nominees date of birth

dd/mm/yyyy

Nominees Mobile number

Enter Mobile Number

Verifying your Bank Account might take up to 1 minute

Submit

1:49

←

Bank Account Details

Set up your bank account for payments

Bank Name

Select your Bank

Account Number

Enter your Account Number

Confirm your Account Number

IFSC Code

Enter your Bank IFSC Code

Verifying your Bank Account might take up to 1 minute

Submit

1:49

←

Upload A Selfie

Your photo will be utilized for completing your ID and for additional verification purposes.

Face should not be covered

Photo should not be in dark

Background should be white

Click Selfie

1:49

←

Make Payment

2 Blinkit T-shirts and a delivery bag

After completing onboarding

POPULAR

Pay full amount

₹490

₹209 Off

₹699

Pay weekly Installments

₹99

₹150 Every week for next 4 weeks

Now

Make Payment

1:49

←

Congratulations!!

You have completed your profile

Welcome on board Yash!

Complete few more easy steps and start delivering orders as a Blinkit Delivery Partner

Continue

1:49

←

Hi Yash,

Welcome to Blinkit Family! You are almost done, now complete the following steps to start getting orders

Completed

Complete your profile

Complete Training

Learn about delivering orders, payouts, benefits and more

Profile Verification

Takes 3 - 6 hours to complete the verification and activate ID

Offline Verification

Go to store manager with your latest govt issued photo ID card for offline verification

Collect crate from store

Next

1:49

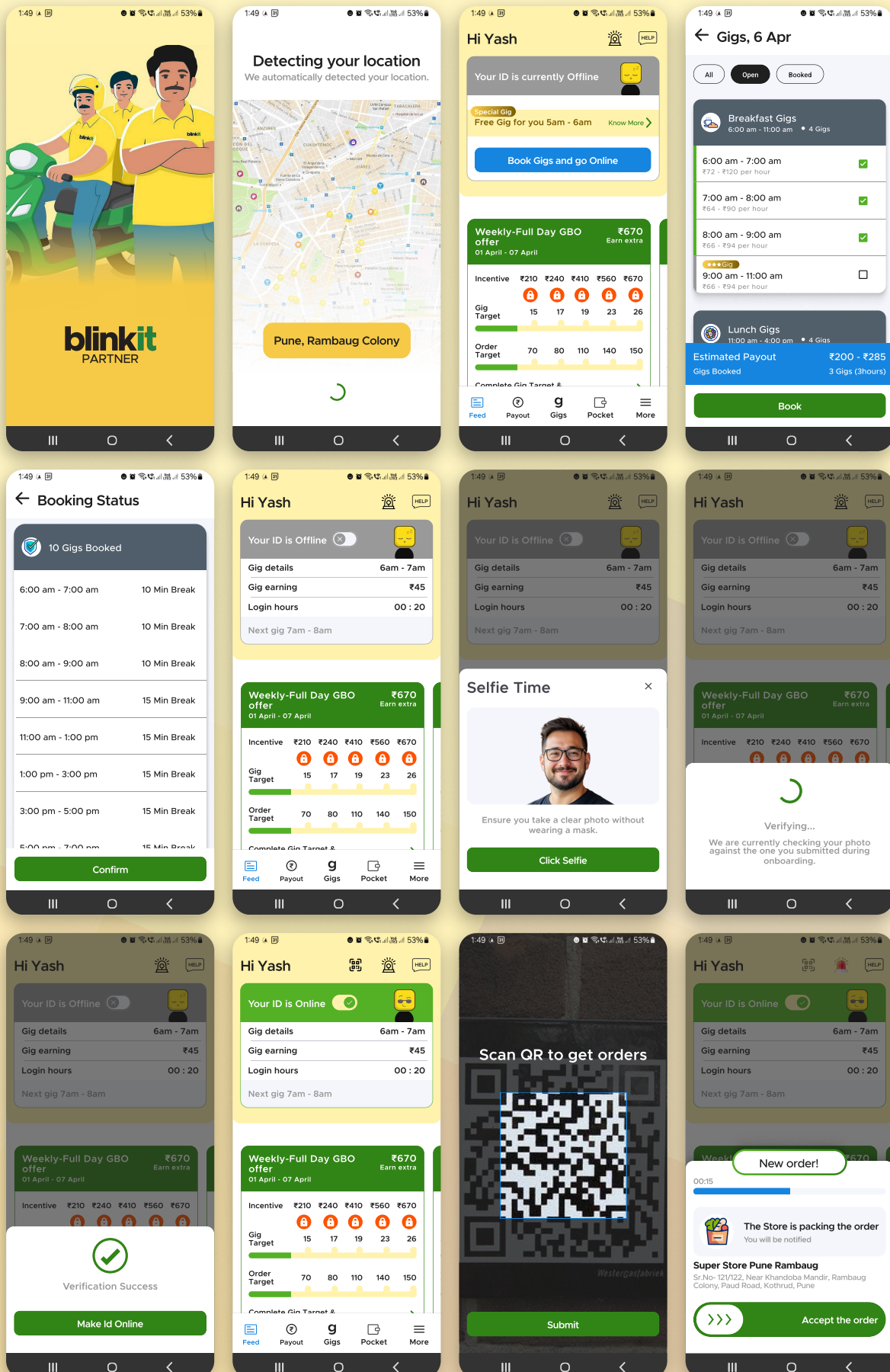
←

You have completed all the steps

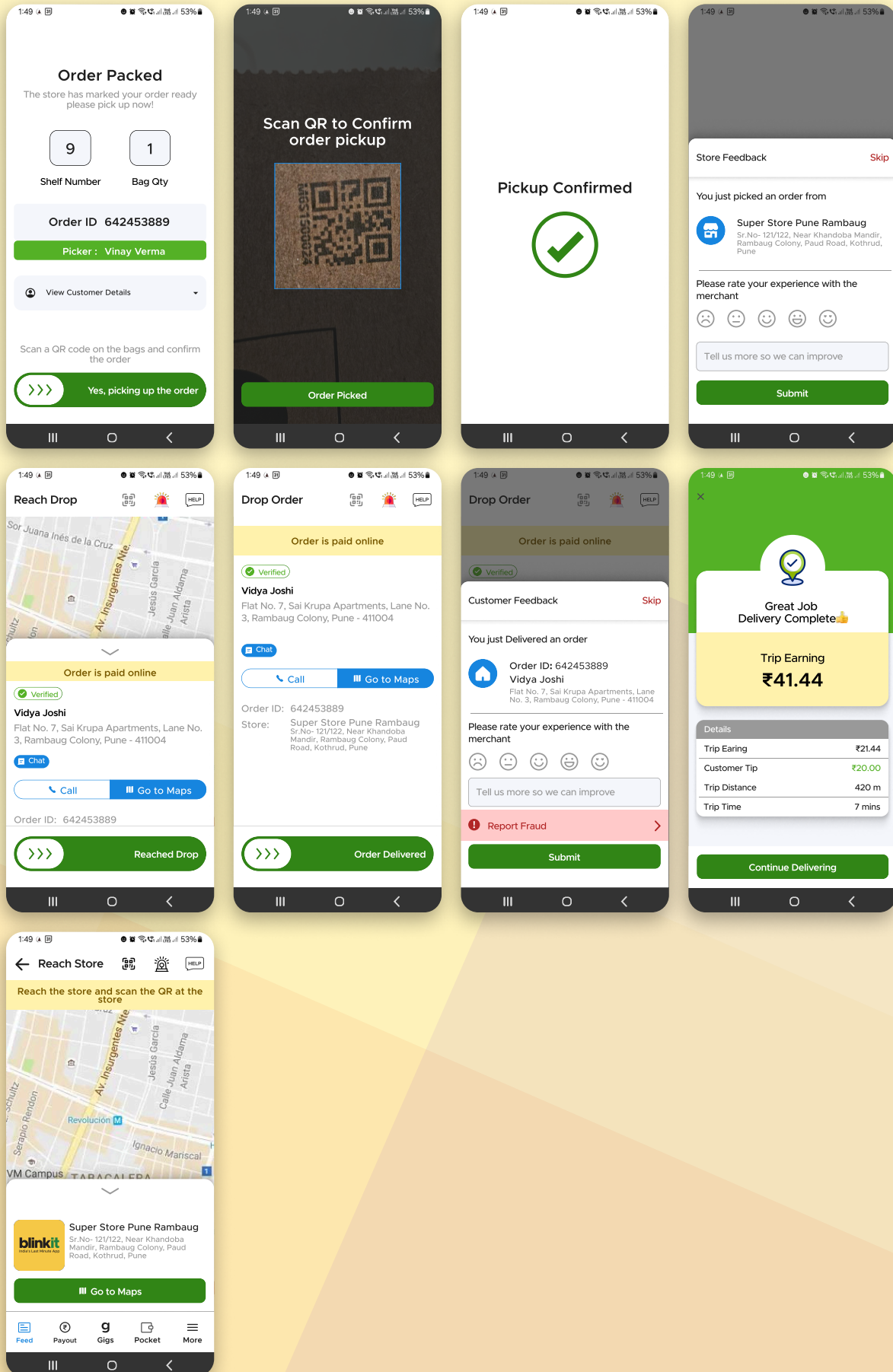
Start Delivering Orders

Continue

Order Receiving UI (Re Designed)



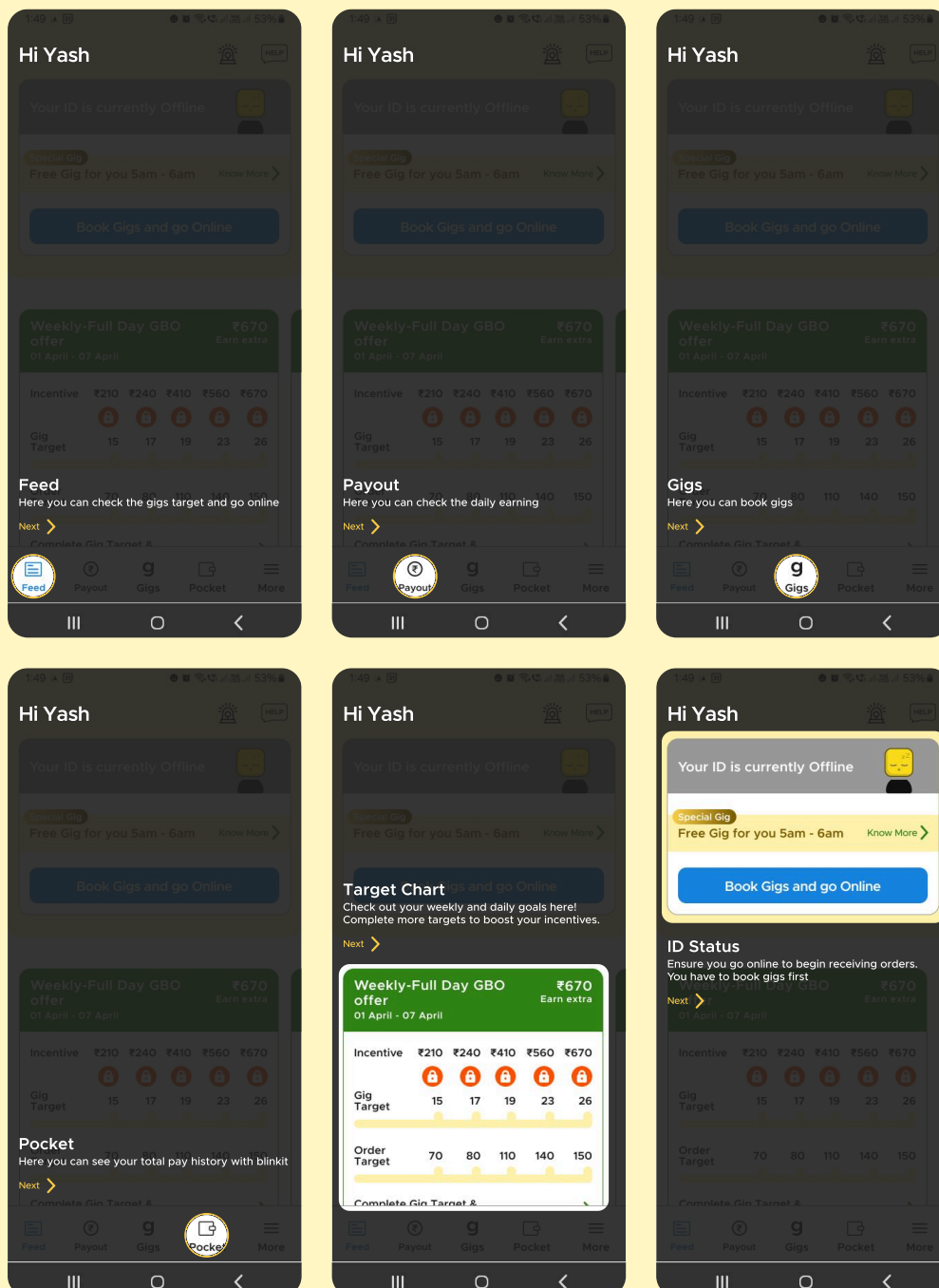
Order Receiving UI (Re Designed)



Introducing to the App

Explaining the interface

Upon opening the app for the first time, delivery partners should receive a comprehensive overview. This initial app tour will highlight the key features that are essential for them.



Packaging Updates



Small Bag

Can hold up to 3-4 kg of weight

Has a seal sometimes



Big Bag

Can hold up to 7-8 kg of weight

Does not have a seal

Picker packing flow Existing

Picker receives a packing order



Picker places the orders in the basket



Picker packs the order in the bag



Picker gives the order to delivery partner

Packaging Updates

Goals

Privacy

Delivery partner should not have clue what's inside the order while delivering it to customer

Interaction

Every delivery should come with a surprise to the customer. This should evoke the feelings of empathy and connectedness to the brand

Durability

Delivery bags should be durable and be able to support the weight of the items into it

Steps to achieve the goals

Privacy

- Add a double sided sticky tape to the bag making it to be sealed easily without an external seal/tape
- Reduce interaction between picker and delivery partner by a QR code on the bag

Interaction

- Use apt doodles related to the festivals
- create a AR experience for the users
- Give festive gifts with minimum order value
- Give message flyers customized for users based on their order history

Durability

- Every item has its listed weight, every bag also has its maximum holding capacity, divide the items in such a way that it tells the picker to use multiple bags and tells the items each bag will hold



Picking to Rider receiving

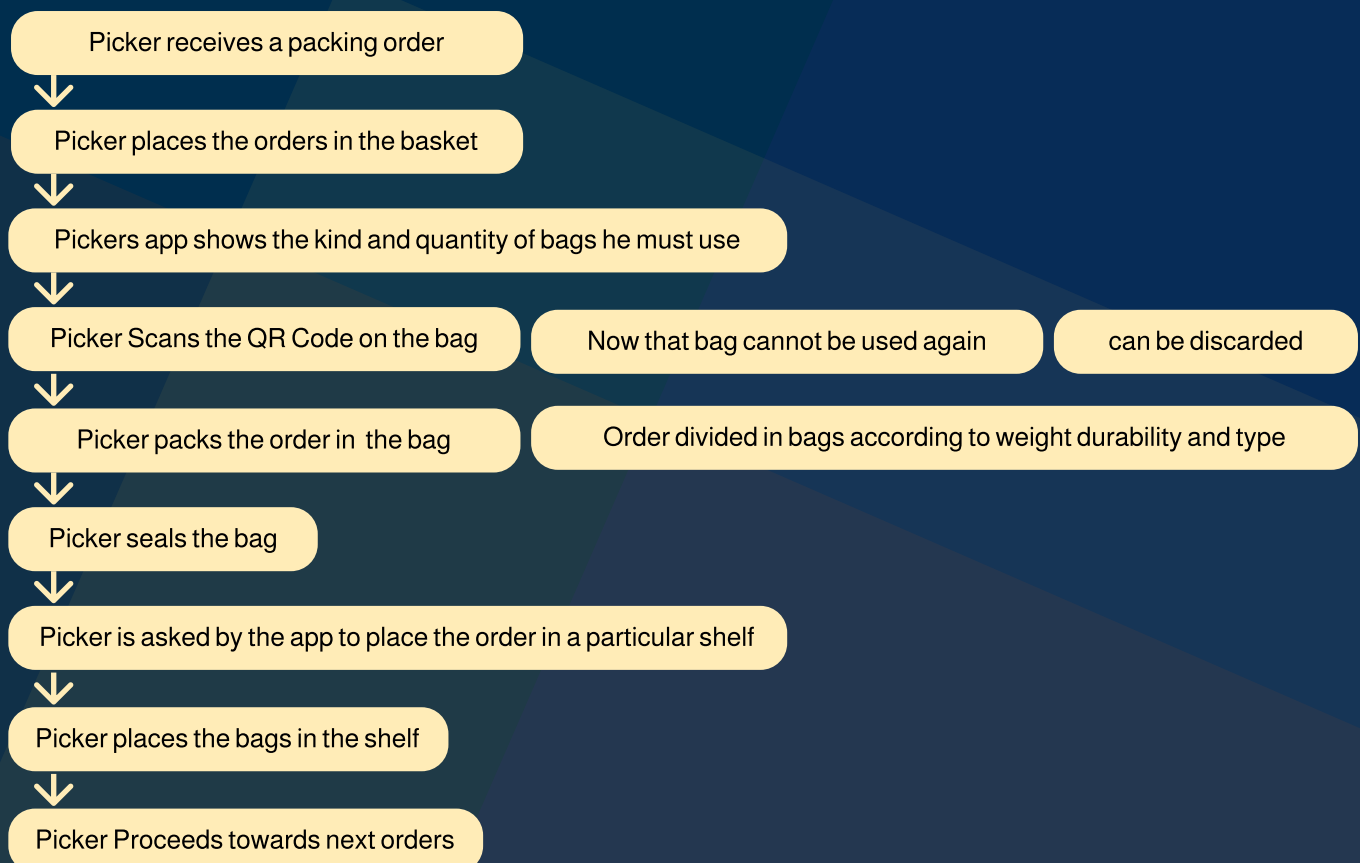
About pickers picking process

Each picker utilizes a specific system that guides them to the location of items within the store. They gather these items and place them into a single paper bag. It's important to note that while we aim for a 10-minute delivery, it can occasionally extend to 15 minutes or more. During this time, items in the bag may be wet, cold, or have sharp edges, which can lead to the bag tearing. This tear can result in a negative experience for the user.

Solving this problem

- Items are scanned when they are checked out.
- Each item has its storage (cold, dry, wet)
- Each item has its net weight
- Using this information, we can develop a system where every bag is assigned a unique QR code. The picker will receive instructions on whether to use a large bag, a small bag, or both based on the specifics of the items. The system will automatically sort the items to ensure that each bag can handle the weight of its contents before sealing it.

Picker packing flow Updated



Picking to Rider receiving

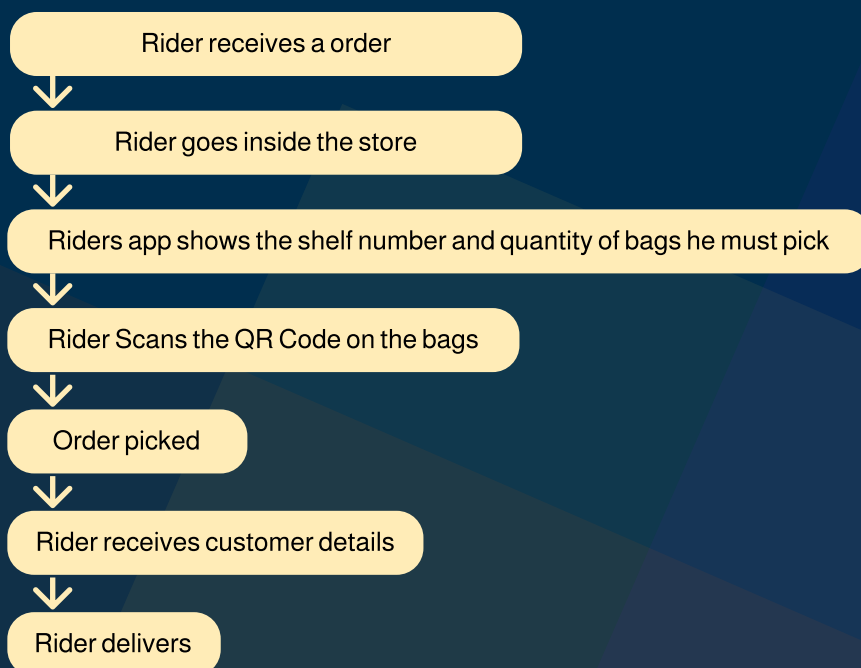
About riders receiving process

When a rider arrives at the store, they scan a constantly updating QR code. After that, they get a notification that their order is ready. They then head to the counter to collect their order, often surrounded by other riders, and sometimes need to call out the name of the person preparing their order. Once a picker finishes packing, the rider occasionally needs to verify the items in the bag. There are times when the bag is insufficiently sized, and the picker declines to provide an additional bag.

Solving this problem

- The rider receives details about the quantity of bags and their corresponding shelf numbers.
- Each bag is securely sealed and features a QR code. To finalize the picking process, the rider must scan the QR codes on the bags.

Rider Picking flow Updated



Conclusion

Understanding

Blinkit operates on a gig-based work model that many others are now trying to adopt. It employs a straightforward approach to order picking, making it less reliant on complex technology. Safety is a top priority for Blinkit, which is why it requests rider selfies at any time, including when they first go online. While Blinkit showcases creative packaging, there's room for improvement by incorporating more interactive media to engage users. Despite its smart delivery methods, I believe that implementing a few changes could lead to a significant improvement.

My Experience Doing this project

During this project, I had the opportunity to experience the life of a Blinkit delivery partner. I watched numerous videos and read various articles and reviews, which made this a valuable learning experience. I delved into the financial aspects of quick commerce delivery partners and explored the onboarding process and initial stages of their work. It was eye-opening to understand the dedication they put in so that we can enjoy the convenience of 10-minute deliveries from the comfort of our homes.



Thank You

Yash Nadkarni