

Zomato AI Smart Assist

Enabling users to consume food aligned with Indian nutrition standards whilst preserving convenience, taste, and ordering speed.



⚠ CORE PROBLEM

The Challenge We're Solving

Portion Blindness

Users over-order due to lack of portion awareness and unclear meal sizing.

No Nutrition Context

Absence of contextual nutrition guidance leads to imbalanced meals.

Group vs Solo Confusion

Unclear distinction between self and group orders causes ordering mistakes.

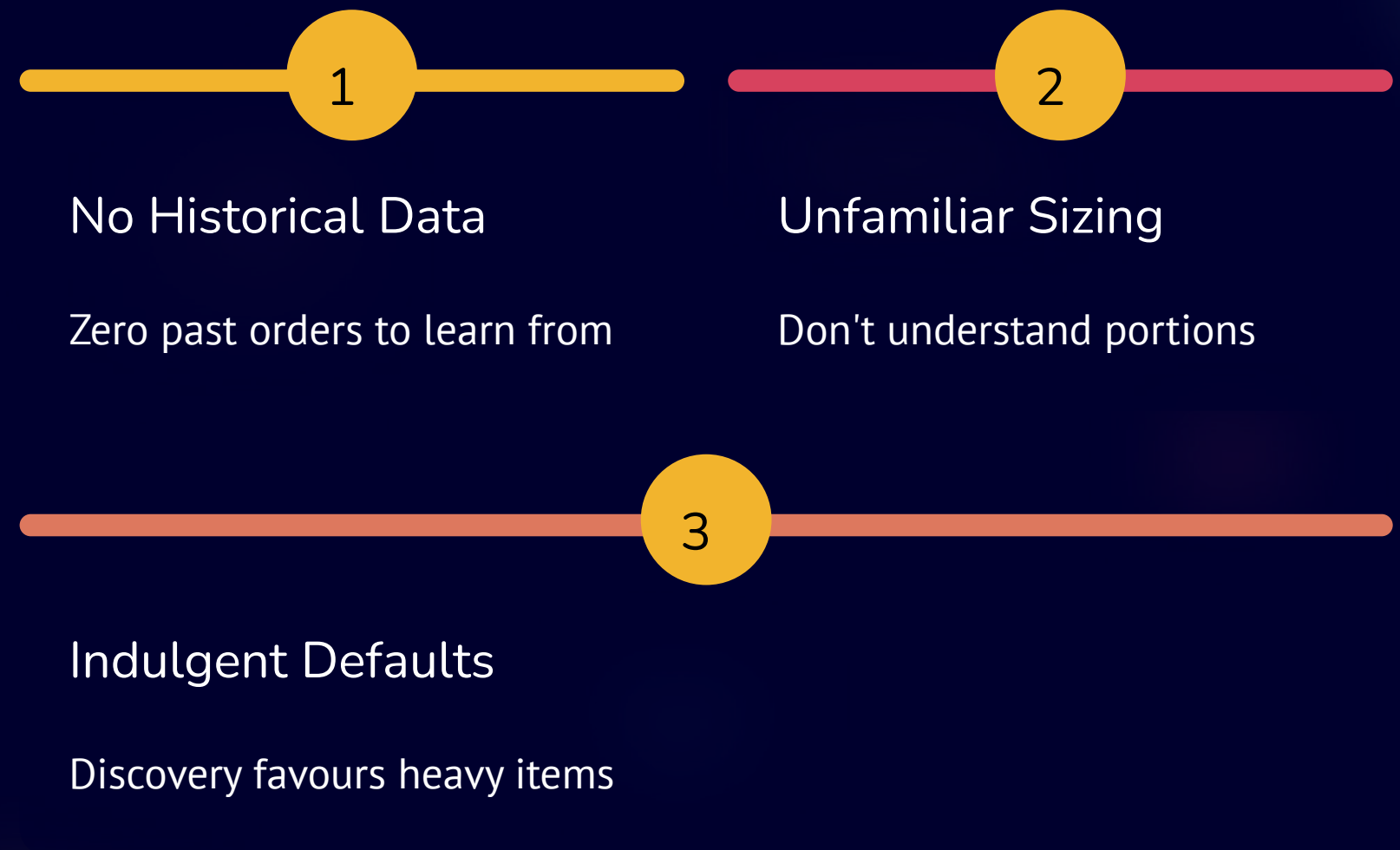


New Users Face Amplified Challenges

The New User Problem

Without historical data, new users are unfamiliar with Zomato's meal sizing. Default discovery heavily favours indulgent items.

Risk: AI recommendations become irrelevant, intrusive, and distrusted.



 USER SEGMENTS

Understanding Our Users

New User

No orders or fewer than 3 completed orders

Light User

3–10 past orders with emerging patterns

Frequent User

10+ orders with established preferences



Two Distinct AI Modes



Cold Start Mode

For new users with no meaningful order history. Uses population-level nutrition heuristics and generic guidance.

- No personalization claims
- Safe, default nutrition guidance
- Builds trust gradually



Personalised Mode

For returning users with available patterns. Deep personalisation based on past behaviour and preferences.

- Uses order history
- Contextual recommendations
- Confidence-based nudging

DESIGN PRINCIPLE

Guiding Gently, Not Guessing

For new users, AI should guide gently using population-level nutrition heuristics, not personalisation.

✗ Avoid These Claims

- "You usually prefer..."
- "Based on your history..."
- "Your favourite is..."

✓ Use These Instead

- "For a balanced Indian meal..."
- "Most people find this filling..."
- "A typical meal includes..."



Landing Page Experience

New User Landing

Smart Assist Banner: "Eating well starts with balance. Smart Assist can help you build a satisfying meal."

Guided Chips: Thali (highlighted), Healthy, Biryani, Home-style

Restaurant Ranking: Prioritises thali/combo meals and balanced options

Returning User Landing

Subtle Banner: Less prominent, personalised messaging

Smart Chips: Reordered based on past usage patterns

Restaurant Ranking: Fully personalised recommendations

Cart Intelligence & Group Detection

01

Item Count Monitoring

System tracks items added to cart and evaluates portion sizes

02

Trigger Point

When 3–4 items added without group context, prompt appears

03

Intent Clarification

"Is this order for one person or a group?" – Mandatory for new users

04

Smart Response

AI recalculates portions and provides contextual guidance based on answer



Key Benefit: Prevents over-ordering whilst avoiding nutrition advice before intent is clear, building trust early.

Nutrition Review & Replacements

Smart Meal Check

A balanced Indian meal usually includes:

- 1 main dish
- 1 side dish
- Some vegetables

Simple plate diagram shown (no scores or calorie counts).

Healthy Replacements

Same restaurant only to maintain flow.

Example: "Replace Fried Rice with Plain Rice + Dal"

Label: "More balanced, similar quantity"

Suppression: If ignored twice, suppress for session.





Success Metrics & Evolution

3

Orders to
Transition

After 3 orders, AI
switches from Cold
Start to Personalised
Mode

2X

Conversion
Target

First-to-second order
conversion increase
goal

15%

Reduction Goal

Target decrease in cart
abandonment for new
users

Core Philosophy: AI behaviour evolves with trust, not all at once. Start with safe heuristics, graduate to deep personalisation as confidence builds.

PRD : Zomato AI Smart Assist – Nutrition-Aware Ordering

1. Product Overview

Product

Zomato (India)

Feature Name

AI Smart Assist – Eat Smart

Vision

Enable users—both new and returning—to consume food aligned with Indian nutrition standards, while preserving convenience, taste, and ordering speed.

2. Expanded Problem Statement (P0)

Core Problem

Users over-order or create nutritionally imbalanced meals due to:

- **Lack of portion awareness**
- **No contextual nutrition guidance**
- **Unclear distinction between self vs group orders**

Additional Complexity: New Users

For new users, the problem is amplified because:

- **No historical data exists**
- **Users are unfamiliar with Zomato's meal sizing**
- **Default discovery heavily favors indulgent items**

Without special handling, AI recommendations risk being:

- Irrelevant
 - Intrusive
 - Distrusted
-

3. User Segmentation (Explicit)

Segment	Definition
New User	No or <3 completed orders
Light User	3–10 past orders
Frequent User	10+ orders with patterns

⚠ This PRD focuses on New vs Existing users.

4. Goals & Non-Goals (Updated)

Goals

- Provide safe, default nutrition guidance for new users
- Personalize deeply for returning users
- Avoid wrong assumptions when data is sparse

Non-Goals

- Asking users to manually enter diet preferences at onboarding
 - Medical or calorie-based advice
-

5. AI Smart Assist Modes

Mode 1: Cold Start Mode (New Users)

Used when:

- No meaningful order history exists

Mode 2: Personalized Mode (Returning Users)

Used when:

- Past patterns are available
-

6. NEW USER EXPERIENCE – KEY DESIGN PRINCIPLE

For new users, AI should guide gently using population-level nutrition heuristics, not personalization.

No claims like:

- “You usually prefer...”
- “Based on your history...”

Instead:

- “For a balanced Indian meal...”
 - “Most people find this filling for one person...”
-

7. Landing Page – Revised Design (New User vs Returning User)

SCREEN 1A: Landing Page – NEW USER

AI Smart Assist Banner (Top – More Visible)

Message:

“Eating well starts with balance. Smart Assist can help you build a satisfying meal.”

CTA:

- Try Smart Assist
- Skip

 This banner appears only for first 2–3 sessions.

“What’s on your mind” (Expanded for New Users)

Default chips shown (more guided):

- Thali (highlighted)
- Healthy
- Biryani
- Pizza
- Home-style
- Quick Bites

Small helper text:

“Balanced meals help you feel full without overeating.”

“Deliveries Near You”

Ranking logic prioritizes:

- Thali / combo meals

- Restaurants with balanced options
 - Avoids heavy-only menus at top
-

SCREEN 1B: Landing Page – RETURNING USER

Differences:

- AI banner is subtler
 - Chips are reordered based on past usage
 - Restaurant ranking personalized
-

8. Restaurant Page – New User Adjustments

Restaurant Badges (New Users)

- “Good for balanced meals”
- “Popular for single-person meals”

These badges are AI-derived, not manually tagged.

9. Full Menu – Slide View (Unchanged UI, Different AI Logic)

Health Meter for New Users

Shown as:

- “Light”
- “Balanced”
- “Heavy”

Tooltip:

“This indicates how filling this item usually feels for one person.”

⚠ No personalization language.

10. Cart Behavior – New User Scenarios

Scenario 1: New User Orders 3–4 Items

Trigger

- **Item count > typical single meal**
- **No group size specified**

Prompt

“Is this order for one person or a group?”

Options:

- **Just me**
- **Group (2+)**

This is mandatory for new users (soft block).

Scenario 2: New User Confirms “Just Me”

AI response:

“For one person, this order may feel heavy as per standard Indian meal portions.”

Scenario 3: Nutrition Review (New User)

Header

Smart Meal Check

Explanation (Generic, Trust-Safe)

“A balanced Indian meal usually includes:

- 1 main
- 1 side
- Some vegetables”

Visual:

- Simple plate diagram (no scores)
-

Healthy Replacement Suggestions (Same Restaurant Only)

Example:

“Replace Fried Rice with Plain Rice + Dal”

Label:

“More balanced, similar quantity”

Buttons:

- Replace
 - Keep original
-

11. Group Order Flow (Same for All Users)

Group Size Entry

Dropdown:

- 2

- 3
- 4
- 5+

AI recalculates:

- Portion adequacy
- Number of mains/sides suggested

Language:

“For 3 people, this order may be slightly less.”

12. Differences Summary – New vs Returning Users

Area	New User	Returning User
AI Basis	Nutrition heuristics	Personal behavior
Language	Generic	Personalized
Landing Page	Guided	Adaptive
AI Trigger	Earlier	Confidence-based
Nudging	Conservative	Contextual
Suppression	Faster	Slower

13. Success Metrics (Updated)

New User–Specific

- First-to-second order conversion ↑

- Cart abandonment ↓
- Smart Assist opt-in rate ↑

Returning User

- Reduced over-ordering
- Higher repeat rate
- AI recommendation acceptance ↑

14. Risks & Mitigation (Expanded)

Risk	Mitigation
Wrong assumptions for new users	Generic heuristics only
Too much education	Minimal copy, visuals
User distrust	Explainability + control
Cognitive overload	Progressive disclosure

PART 1: AI Decision Flow — Sequence Diagrams (Textual)

These are written in a **simple, readable sequence format** that non-technical reviewers understand, while still showing strong systems thinking.

◆ Sequence Diagram 1: New User Landing Page (Cold Start Mode)

Scenario

User has **0–2 past orders** → AI runs in **Cold Start Mode**

User opens Zomato App

↓

System checks user profile

↓

IF order_history < 3

- Set AI Mode = Cold Start
- Disable personalization language
- Enable nutrition heuristics

↓

AI Smart Assist prepares landing layout

↓

Landing Page renders:

- Guided Smart Assist banner (visible)
- “What’s on your mind” with balanced defaults
- Restaurant ranking favors thalis / combos

Key PM Insight

AI **does not** guess preferences.

It uses **population-level nutrition heuristics** to avoid mistrust.

◆ Sequence Diagram 2: New User Adds Items to Cart (Guardrail Trigger)

Scenario

New user adds **3–4 items** without specifying group size.

User adds item to cart

↓

System increments item_count

↓

AI evaluates:

- item_count

- average portion per item

- no group context

↓

IF item_count > single_meal_threshold

AND group_size = null

↓

Trigger Smart Assist Guardrail

↓

Display prompt:

“Is this order for yourself or for a group?”

Why This Matters

- Prevents over-ordering
 - Avoids nutrition advice **before intent is clear**
 - Builds trust early
-

◆ Sequence Diagram 3: New User – Nutrition Review Logic

Scenario

User confirms “**Just Me**”

User selects "Just Me"

↓

AI Smart Assist activates Nutrition Review

↓

AI applies Indian Meal Heuristics:

- 1 main
- 1 side
- vegetables recommended

↓

AI evaluates cart composition

↓

IF imbalance detected

↓

Generate replacement suggestions

(same restaurant only)

Output Rules

- No calorie counts
- No personalization claims
- Explainable suggestions only

◆ Sequence Diagram 4: Healthy Replacement Recommendation

Scenario

User has excess fried / heavy items

AI identifies heavy item (e.g., fried rice)

↓

Fetch healthier alternative from SAME restaurant

↓

Check:

- Similar price range
- Similar portion size

↓

Create recommendation card:

“Replace X with Y”

↓

User decision:

- Accept → Update cart
- Reject → Learn & suppress

Learning Rule

For new users:

- Learn silently
- Suppress aggressively if ignored

◆ Sequence Diagram 5: Transition from New User → Returning User

User completes multiple orders

↓

Order_history $\geq$ 3

↓

AI confidence score increases

↓

Switch from Cold Start Mode → Personalized Mode

↓

Future nudges use:

- Past order size
- Time-based patterns
- Regret signals

Strong PM Signal

AI behavior **evolves with trust**, not all at once.

PART 2: Figma Annotations — New User Screens

These are **designer-ready annotations** you can place directly on Figma frames.

Screen A: Landing Page — New User

Annotation 1: Smart Assist Banner

Annotation:

Show this banner only for new users (≤ 3 orders).

Purpose: introduce Smart Assist without personalization claims.

Copy must avoid “based on your history”.

Annotation 2: “What’s on your mind” Chips

Annotation:

Default ordering favors “Thali”, “Healthy”, “Home-style”.

This is heuristic-based guidance, not user preference inference.

Annotation 3: Restaurant Ranking

Annotation:

For new users, ranking logic prioritizes:

- Combo meals
 - Balanced menus
 - Single-person friendly portions
-

Screen B: Full Menu – Slide View (New User)

Annotation 4: Health Meter

Annotation:

Health meter uses generic labels (Light / Balanced / Heavy).

Tooltip copy must explain in population terms, not personalization.

Annotation 5: Add Button

Annotation:

No restriction on adding items.

AI only intervenes at cart-level to preserve freedom.

Screen C: Cart – Group Intent Prompt

Annotation 6: Mandatory Prompt for New Users

Annotation:

For new users, group intent prompt is shown earlier (after 3–4 items) to prevent accidental over-ordering.

Screen D: Nutrition Review – New User

Annotation 7: Language Guardrail

Annotation:

Copy must say “A balanced Indian meal usually includes...”
Avoid “you prefer” or “you usually eat”.

Annotation 8: Plate Visual

Annotation:

Use visual meal composition instead of numeric scores to reduce cognitive load and avoid health shaming.

Screen E: Replacement Recommendation

Annotation 9: Same-Restaurant Constraint

Annotation:

Recommendations must only use items from the selected restaurant to avoid breaking user flow and decision momentum.

Annotation 10: Suppression Logic

Annotation:

If user ignores suggestions twice, suppress Smart Assist for the session to prevent annoyance.