

Problem : P0 : Working professionals who order food frequently on Zomato struggle to get adequate individual food item information , rating and review after selecting restaurant , impacting decision making and low view menu order to conversions.

Solution	Description	Assumption	Category
Enhanced food menu description	Provide food description , nutritional data, portion sizes, allergens beside each food item.	User trust increases and gets required information which reduces uncertainty improves decision making	High Confidence
Review across each food item	Provide Review link across each food item where user can view those reviews posted by users who have ordered that particular dish before	User trust increases as it gets information wrt to the food quality from previous users who have tried this before ;which gives clarity and improves food item selection process.	High Confidence
Post review after delivery	Post delivery , user will get an option to write a review for that particular food item and after posting that review ,it will be then placed in review section across that particular food item. Provide "tags" like "too spicy", " too oily" , "great taste", "exceeds expectaions" etc and "rating "	This would empower the user and builds credibility of the zomato platform	High Confidence

Prioritization

Solution	Reach (1-3)	Impact (1-3)	Confidence (1-3)	Effort (1-3)	RICE Score	Notes
Enhanced food menu description	3	3	2	3	6	Operation heavy as most restaurants won't have enough information to calculating calorie count
Review across each food item	3	3	2	3	6	Tough to aggregate all the reviews and it will be little text heavy ;need to handle and display all reviews at once which will be heavier and might impact the latency and page loading
Post review after delivery	3	3	3	3	9	Might impact user experience since they might hesitate or not eager to post review for each food item if they order multiple food items at once

Reason for selecting option 3 building MVP : While Solution 3 (Post-delivery review) does not immediately increase menu conversions, it is the **critical enabler** for our long-term solution. It addresses the lack of 'adequate information' by building a database of user-generated insights (portion size, taste, quality). This allows us to solve the core problem through Social Proof in Phase 2, which is more scalable and trustworthy than relying on restaurant-provided data.

Key Metric for **“Post review after delivery”** : % of users who clicked on **“Post a review”** after receiving their order.

Secondary Metric : % of users who use text or tags i.e portion size, spice level etc while writing a review.

Guardrail metric : % of users who will close the app after “post a review” popup comes. Decrease In avg no of orders per week, avg time spent in writing a review

Identify pitfalls and mitigations

Assumption at risk	Failure mode	Impact	Likelihood	Mitigation	Detection	Containment/Rollback
1. Restaurant will put positive reviews intentionally for getting more orders in others name	Users receive poor quality items despite high ratings, leading to platform-wide distrust and drop in retention.	Medium	Medium	Multi-factor checks: identity, reviews, photo validation, device ID tracking	Compare the positive reviews and increase in the complaints wrt to the food item	Suspend those restaurant partners
Unauthorized users, fake user accounts created in the form of bots posting negative reviews despite the good quality of food	Despite good reviews given by zomato, earlier, but getting lot of negative reviews recently after implementing this feature erodes trust in platform.	Medium	Medium	Multi-factor checks: identity, reviews, photo validation, device ID tracking, email validation	No complaint tickets raised in support team for past few weeks despite getting negative comments	Remove those comments and block the accounts

More reviews for selected restaurants	Restaurants who have not got any reviews or comments will get sidelined or will be at the bottom of the ranking	Medium	Medium	Keep discovery mix in ranking ;include restaurants where customers have not posted review yet since that restaurant is new	Sudden decrease in avg no of orders for those restaurants where users have not posted any comment yet	Adjust ranking
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Product Requirement Document

Zomato Item-Level Reviews & Ratings

Version: 1.0

Status: Ready for Review

Persona Focus: Working Professionals

1. Executive Summary

Current State: Zomato displays restaurant-level ratings, but lacks granular data for specific dishes.

Problem: Users (especially time-sensitive professionals) struggle to assess the quality of individual items, leading to high "Menu Drop-off" rates.

Opportunity: Crowdsource item-level social proof to increase "Menu-to-Cart" conversion.

2. Objectives

Conversion: Increase Menu-to-Cart Conversion Rate by 5% within 90 days of full rollout.

Engagement: Achieve 15% Review Completion Rate (total reviews submitted / total prompts shown) within 60 days.

Integrity: Maintain a Fraud Rate of < 0.5% for item-level reviews using verified purchase validation.

3.Scope

In-Scope:

- Development of a post-delivery review trigger system (popup/notification).
- UI components for displaying item-level reviews and ratings on the restaurant menu page.
- Backend infrastructure to store, aggregate, and serve item-specific review data.
- Creation of a standardized "Tagging" library (e.g., portion size, spice level).

Out-of-Scope:

- Photo or video uploads in reviews (reserved for Phase 2).
- Editing or deleting reviews by restaurants (moderation is handled by Zomato only).
- Review systems for "Zomato Everyday" or "Intercity Legends" (reserved for future expansion).

4.Constraints & Assumptions

- Legal Constraint: All user data display must comply with local regulations (e.g., GDPR/IT Act) regarding the anonymity and privacy of reviewers.
- Technical Constraint: The review system must integrate with existing order-tracking databases without increasing API latency on the high-traffic menu page.
- Assumption (Data Availability): We assume that at least 20% of the working professional segment is willing to provide feedback if the friction (number of clicks) is low.
- Assumption (Budget):Sufficient budget and engineering resources are allocated for a 9-week development and rollout cycle.

5.Stakeholders

- Customers : Expecting clear , transparent reviews across each food item.
- Restaurants : Concerned with how the reviews might affect order rates.
- Development team : Responsible for implementing the change
- Marketing team : Will need to communicate changes to the users.
- Legal and compliance team : Ensuring alignment with legal standards.

6. User Stories & Acceptance Criteria (AC)

User Story 1: Feedback Collection's

As a user, I want to be prompted to rate my food 45 minutes after delivery so that I can provide an accurate review after I have finished my meal.

AC 1: Popup must show all items from the specific order with individual rating scales.

AC 2: The "Post" button is disabled until a 1-5 star rating is selected for at least one item.

AC 3: Users must have a "Skip" option; skipping ensures they are not prompted for this specific order again.

AC 4: Successfully submitted reviews must trigger a "Thank You" toast message.

User Story 2: Decision Support (Display):

As a hungry professional, I want to view item reviews on the menu so that I can quickly pick the best-rated dish without wasting time.

AC 1: The review overlay must load in < 1 second.

AC 2: Reviews must be sorted by "Recency" (Latest first).

AC 3: Names must be masked (First Name + Last Initial) for privacy.

AC 4: If an item has < 3 reviews, the "Review" link remains hidden (Backend collection only).

7 Functional Requirements (FR)

FR1: Post-Delivery Review Generation

Delayed Trigger: A review popup must trigger 45 minutes post-delivery or on the next app open (whichever is first).

Review Schema: Users must provide a 1-5 star rating. They can optionally select automated tags or write free-form text.

Tagging Logic: Display a balanced mix of 3 positive and 3 negative tags (e.g., "Authentic Taste" vs. "Too Oily").

FR2: Item-Level Review Display

Entry Point: A clickable "Review" link next to each food item on the menu.

Threshold Gate: The link is only visible once an item has ≥ 3 verified reviews to prevent outlier bias.

Information Display: Shows a masked name (e.g., "Rahul S."), "Verified Buyer" badge, rating, and selected tags.

8. Non-Functional Requirements (NFR)

Performance: Review expansion must not impact the overall menu page scrolling or loading (Latency < 1s).

Compliance: Mask user identities and comply with local Data Privacy laws regarding User Generated Content (UGC).

Reliability: Review data must persist even if the user loses connection mid-submission (cached submission).

9. User Journey Map

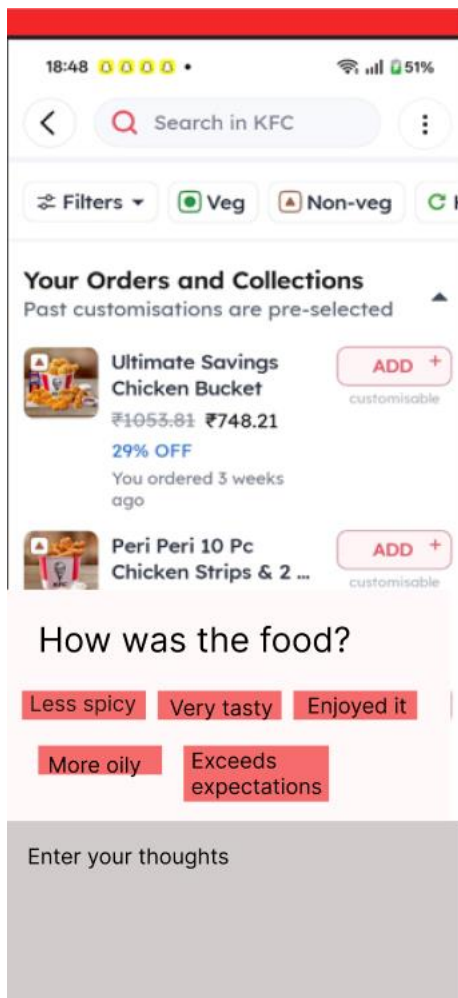
Phase A: The "Post-Delivery" Flow

1. Order Arrival: User receives their meal while working.
2. The Interval: System waits 45 minutes (Assumption: User is eating).
3. The Trigger: User finishes lunch and opens Zomato to check a notification or clear the active order screen.
4. The Feedback Prompt: A "How was the [Dish Name]?" popup appears.
5. Micro-Interaction: User selects "4 Stars" and taps the "Perfect Portion" and "Authentic Taste" tags.
6. Completion: User hits "Post" and receives a "Thank You" toast, feeling a sense of contribution to the community.

Phase B: The Consumer (The "Menu Discovery" Flow)

1. Hunger/Intent: A working professional opens Zomato during a 15-minute break.
2. Restaurant Selection: User selects a popular North Indian restaurant.
3. Information Search: User browses the menu but is unsure if the "Paneer Butter Masala" is too oily for a workday lunch.
4. Social Proof Discovery: User notices the "4.2★ (120 reviews)" link next to the dish.
5. Evaluation: User clicks the link; an overlay shows recent tags: *"Healthy," "Great Portion," "Low Oil."*
6. Conversion: Uncertainty is reduced. User adds the item to the cart and proceeds to checkout immediately.

Wireframe



10.Risks and Mitigation

Risk	Impact	Mitigation
Fake Reviews	High	Verified Purchase Logic: Only allow reviews from users whose order status is "Delivered."
Review Fatigue	Medium	Frequency Capping: Users are prompted to review a maximum of once per 24 hours.
Bot Attacks	Medium	Use Device ID tracking and account age verification to filter suspicious activity.

11. Metrics & Analytics

Key Metric: Review Completion Rate (%).

Secondary Metric: % of reviews containing at least one automated tag.

Guardrail Metric: App Exit Rate on popup trigger and Menu Load Time

12. Timeline & Phasing

1. Phase 1 (2 Weeks): Design & Alpha Testing (Internal).
2. Phase 2 (4 Weeks): Beta Launch in Tier 1 Cities (Data collection only).
3. Phase 3 (2 Weeks): Enable "View Review" feature on menus once threshold (3 reviews/item) is met.
4. Phase 4: Global Rollout.