FEEDBACK AND RATINGS ON DUNZO

The Document scope is to understand (**Why,What,When**) needs to be built for this feature and does not reflect on the technical Implementations for it.
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Problem Statement

Users always have a doubt in mind , when buying anything from a new seller on a marketplace platform?

- How will the quality of the products be?
- Is the seller genuine and does not try to cheat his customers?
- Has anyone bought anything from him earlier, How was their experience?

As a user it's very frustrating to receive wrong products ,expired products , spoiled fresh products from the platform .

To raise issues to customer support for various issues and keep track and follow up multiple times is frustrating and the user tries to avoid it.

Current Solution

Currently I reach out to Customer support and raise my concern, where I am asked for the details like physical copy of invoice, photos of the package received and product received. Customer Support is able to sometimes resolve the issue by refunding at times we have to follow up multiple times over mail and support. Sometimes the issue is not resolved stating that they don't have control over the vendor.

Why Build this feature?

1. **Reduce the poor Quality of selection/Seller partners**

As a platform it's important that we regulate the quality of the selection on the platform and keep removing the partners below a threshold from the platform who are not meeting the certain levels of customer expectations for a time period.

2. **Reduce the number of Post purchase issues**

In the playstore, most of the feedbacks highlighted are wrt to the post purchase issues due to seller fulfilment and inability of the customer support to solve for those issues well.

3.**Reduce the churn of users**
Users are currently either completely stopping their purchase or have lowered their reliance on dunzo for purchases when faced with a seller related issue.

4.**Other Competitors/marketplace platforms**
Many marketplace platforms are using the user generated feedback which users leverage to make their decision in purchasing from a particular seller or a product based on reviews to avoid any bad experience later on.

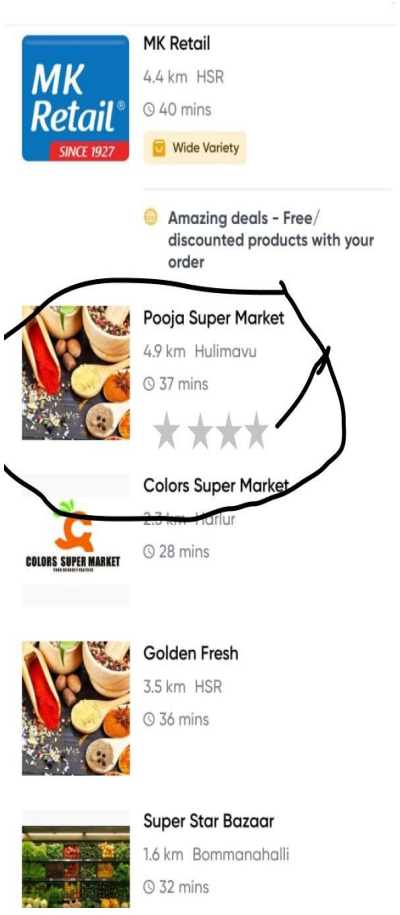
5.**Ease of purchase using social bias.**
As humans, we tend to rely on others experiences and input to make a judgement and the acceptance or rejection of something from others plays a important role and also acts as a good filter to figure out our choices well.The social bias hence is a great lever which can be used to ease the decision making for a purchase on the platform.

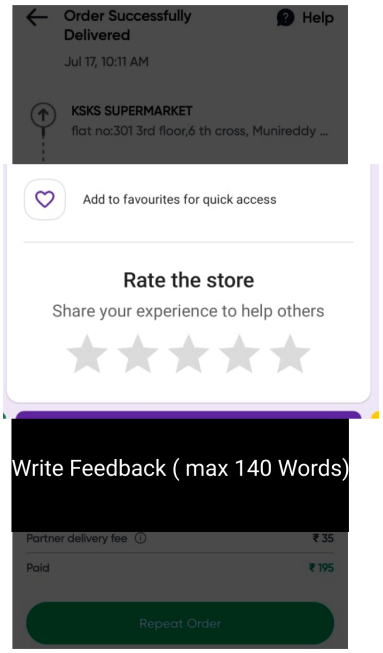
Goal Of this Feature

- Reduce churn of the user due to poor post purchase experience
- Improve the quality of selection/fulfilment on the platform.
- Improve the overall experience of users(NPS score).

What Would be the Feature

User Generated Feedbacks for the Sellers/ Shops by Buyers.
Buyers can rate the Sellers on a scale of 1 to 5 after every delivery and can also add a feedback in less than 140 Words.All the feedback and ratings can be viewed on the Profile page of the seller, and this will help users to make more informed decisions and filter the quality sellers to avoid poor experience post purchase.
Mockups and Screens





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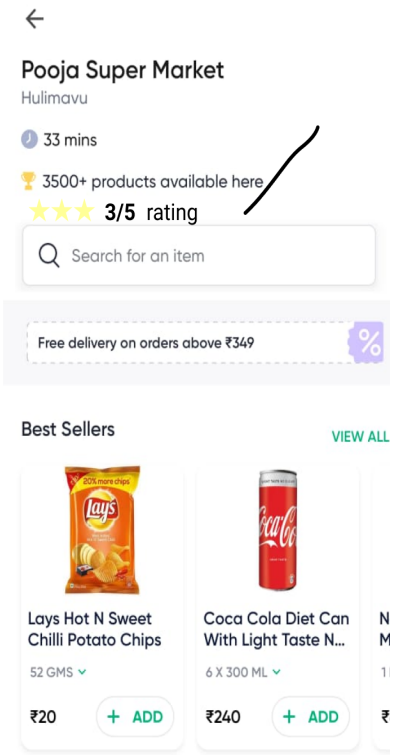

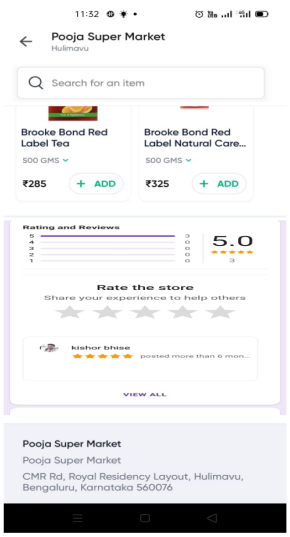

What is it?

1)**Submitting Rating and Feedback-**

Instantly after delivery of products , a pop up on the tracking screen where users will have the ability to rate the Product from 1 to 5(Not compulsion) and write feedback in less than 140 characters. (Refer Image 2).

Orders-->Past Orders-->Order Details-->rate and feedback(If already posted show the rating and feedback)

2)**Ratings & feedback Visibility**

Search and Merch-->Store tile-->Along with Distance & time, rating in star format.(refer image 1)

Store Profile Page-->on top along with time and No. of products sold.Rating with numerical value.(refer image 3).

Store Profile Page-->at bottom-->No. Of each rating (1 to 5), top ratings and feedback from users(refer image 4).

3) Store Page Enhancement -Keywords association

Highlighting the top keywords wrt to each feedback against the store and highlighting it in the store page.(Image 4 for reference)

User Type

- Author- One who posts the feedbacks
- Viewers- Other Users who can view the feedback and ratings.
- Store- Account which will be rated

Impact & Success Metrics

If we implement this for the vendors on the platform, it will ensure that sellers with right practises and good feedback ratings can be promoted more and those having poor post buying experience can be penalised /delisted beyond a certain extent.

This will help to match the buyers with the right sellers on the platform and enhance their experience which will lead to more transactions on the platform and improve both customer experience and repeat purchase(revenue).

- No. of successful orders delivered from high rated sellers.
- No. of feedback and rating shared by the user.
- Reduction in the total number of issues related to fulfilment.
- Reduction in the churn rate due to fulfilment issues.

Other Metrics/trade off

- Impact of one user's rating on the overall rating of the seller even though he is doing it through multiple purchases to avoid misuse of it.
- Number of positive feedbacks vs Overall feedback (mostly users write poor feedback)

Other Possible Solutions:

1. Physical verification of the products by Dunzo Partners .

2.Building fulfilment centers or promoting quality sellers with Dunzo assured Program.

Who are we building this for?

- New users: The users who are new on the platform will find it easy to use the ratings and feedback to make quick judgments wrt to purchase of the product.
- Small Businesses: New and small businesses can leverage the ratings and feedback on the platform to get better visibility and grow their business.

Experimentation & Roll Out

We will roll out the feature of a select group and measure the usage of the feature and its impact on the post purchase.

- Initially we will roll out this plan for both new users and some power users to see how many are willing to submit the ratings and feedback.
- We will then for each group measure their usage of ratings for sellers through filters on search pages and track their post purchase experience.

- We will do an AB test to see the impact of ratings on their post purchase for both those who used it to filter low ratings and then those who did not.
- We will measure the Overall spend of the users in the 2 month time period of experimentation to understand whether it helps to Improve the overall ABS of their on the platform when encountered with less post [purchase issues.

Resource requirement

Sr No.	Team	Department	Man Hours
1	Product	Analyst+ APM(2)	200
2	Designer	3	300
3	Development	3	300
4	Customer Support	2	300
5	Marketing	2	200