

Product Discovery, Market & User Research- Zepto

Market Size & Opportunity

Overall Market Context

1. **India Print Industry Size:** \$260 billion in 2023, projected growth to USD 70 billion for commercial printing by 2035
2. **Commercial Printing Market:** ₹35.5 billion in 2024, expected to reach ₹45.9 billion by 2033 (CAGR: 2.9%)
3. **Print-on-Demand Segment:** Experiencing explosive growth at 27.8% CAGR (2023–2031)

Market Opportunity Assessment

The on-demand printing market presents a high-growth, fragmented opportunity with significant digitization tailwinds. The 27.8% CAGR in print-on-demand services indicates strong consumer adoption of digital-first printing solutions.

Key Customer Segments Analysis

Students

Key Characteristics:

1. High frequency printing needs (assignments, projects, thesis)
2. Price-sensitive segment
3. Location constraints (hostel/PG accommodations)
4. Deadline-driven requirements

Pain Points:

1. Long queues at campus printing shops
2. Limited access during odd hours/weekends
3. Quality inconsistency at local shops
4. Transportation hassle for bulk printing

Working Professionals

Key Characteristics:

1. Document printing for presentations, reports, contracts
2. Higher willingness to pay for convenience
3. Time-constrained during working hours
4. Quality-conscious

Pain Points:

1. Office printer downtime/unavailability
2. Need for professional-quality output
3. Last-minute printing requirements
4. Difficulty accessing printing shops during work hours

Freelancers & Remote Workers

Key Characteristics:

1. Home-based work setup
2. Irregular but urgent printing needs
3. Portfolio, proposal, and contract printing
4. Tech-savvy early adopters

Pain Points:

1. Lack of home printer investment
2. Infrequent but critical printing needs
3. Professional document requirements
4. Remote location challenges

Startups & SMEs

Key Characteristics:

1. Marketing material printing
2. Document compliance requirements
3. Cost optimization focus
4. Bulk printing needs

Pain Points:

1. Vendor management complexity
2. Quality standardization
3. Bulk order logistics
4. Cash flow management for printing expenses

Market Trends Driving Demand

- 1. Digital Transformation Acceleration**
 - a. 17% of retail sales online in 2024, growing to 21% by 2029
 - b. Hybrid work models creating home office need
 - c. Digital document creation requiring physical printing
- 2. Remote Work Revolution**
 - a. Sustained remote/hybrid work adoption post-pandemic
 - b. Home office setup gaps including printing capabilities
 - c. Increased need for document signing and physical copies
- 3. Educational Digitization**
 - a. Online learning platforms generating printable assignments
 - b. Digital submission requirements needing physical copies
 - c. Project-based learning increasing printing frequency
- 4. Regulatory & Compliance Needs**
 - a. Government document requirements
 - b. Visa/immigration paperwork
 - c. Legal document physical copies
 - d. Banking and financial documentation

Current Alternatives & Competitor Landscape

1. **Offline Xerox / Print Shops**
 - a. Widely available, cheap, but:
 - i. Inconsistent quality.
 - ii. Limited timings.
 - iii. Queues, cash-only transactions.
2. **Amazon Print Services** (Amazon Prints / Local tied vendors)
 - a. Bulk or photo printing, but:
 - i. Long delivery timelines (2–4 days).
 - ii. Not suitable for urgent needs.
3. **Printo (Online Printing Services)**
 - a. National presence with franchised outlets
 - b. Online ordering with pickup/delivery options
 - c. Focus on business printing and marketing materials
 - d. Limited same-day delivery capability
4. **Blinkit Pilot (Delhi NCR)**
 - a. Some pilot testing for printing, but very early stage.
 - b. Blinkit's playbook: leverage dark stores + tie-ups with local printers.

Research Synthesis

1. Research Goal

- a. Validate whether urgent, last-minute printing is a frequent and painful problem across target segments (students, professionals, freelancers, SMEs).
- b. Understand current coping strategies and willingness to pay for speed/quality.
- c. Identify delivery/time SLAs and price sensitivity that would make an on-demand printing service attractive.
- d. Surface concrete user pain points to inspire product concepts

Key Interview Questions

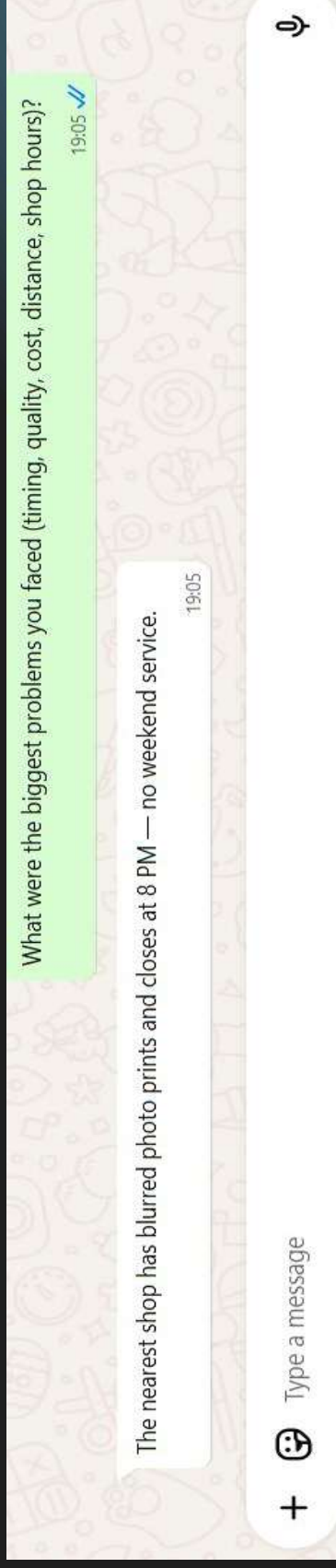
1. When was the last time you needed to print something urgently? What did you need to print and why was it urgent?
2. How did you solve it? (Which shop/service, travel time, cost, timing)
3. What were the biggest problems you faced (timing, quality, cost, distance, shop hours)?
4. Do you own a printer? If not, why? If yes, why don't you use it for urgent needs?
5. If Zepto offered printing + doorstep delivery within 30–60 minutes, would you use it? Why/why not?
6. How much would you be willing to pay for per-page printing and for fast delivery (30–60 mins)?

Interview and Survey Insights

1. Local Xerox shops are cheap but unreliable (hours/quality).

Insight: Shops close early or have long queues; quality varies widely. Delivery is non-existent.

Quote (sample): “The nearest shop has blurred photo prints and closes at 8 PM — no weekend service.” — Student, 19.

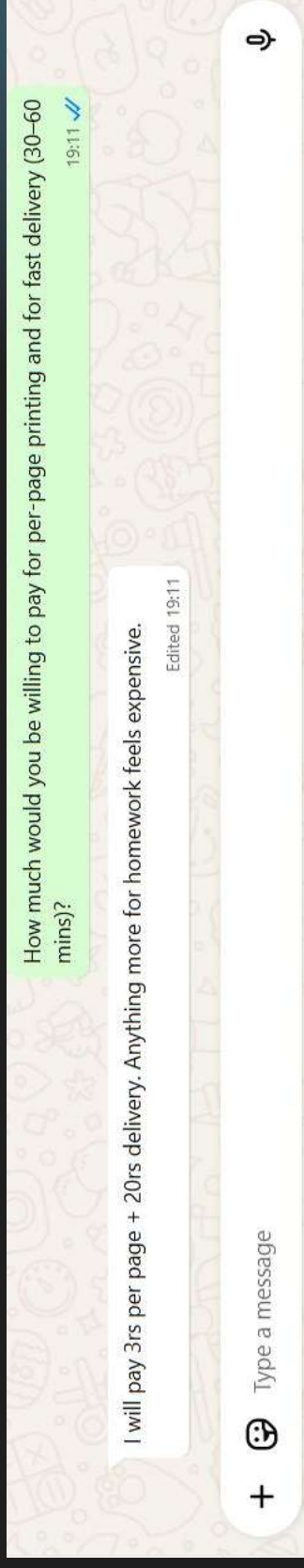


Interview and Survey Insights

2. There's a clear price-sensitive student segment.

Insight: Students want low per-page cost + low delivery fee.

Quote (sample): "I'd pay 3rs per page + 20 rs delivery. Anything more for homework feels expensive." — Student, 22.



Interview and Survey Insights

3. On-demand printing has a market.

Insight: Immediate demand exists for a fast, reliable printing + doorstep delivery option. The majority are ready to try a quick-delivery printing service; price sensitivity remains for a small subset.

Caption: “4/5 respondents said they would definitely use a 30–60 minute printing + doorstep delivery service; 1 said maybe (price-dependent).”

If Zepto offered printing + doorstep delivery within 30–60 minutes, would you use it?

Answered: 5 Skipped: 0 First: 9/20/2025 Zoom: 12 pm 9/19/2025 to 11 am 9/20/2025



Top 3 Product Ideas

1) Zepto ExpressPrint — 30–60 min doorstep printing (MVP)

- **Who:** Students + Professionals with urgent needs.
- **What:** Upload PDF/photo → choose paper/size → preview → order → delivery within 30–60 min.
- **Pricing:** Pay-per-page tiers (student/professional/urgent). Delivery fee variable by distance/time.
- **Key metrics:** Time-to-delivery median, conversion rate from upload → order, repeat rate within 30 days.
- **Why:** Directly solves the urgent pain point and leverages Zepto's fast delivery capability.

Top 3 Product Ideas

2) Student Print Pass (Subscription)

- **Who:** University students living in hostels/PGs.
- **What:** Monthly subscription (e.g., 50 pages + 8 free deliveries / month) or per-occurrence discounts. In-app promo codes for campus groups.
- **Pricing:** Low monthly fee to reduce per-use friction.
- **Why:** Captures high-frequency low-ticket users and builds habit/loyalty.

Top 3 Product Ideas

3) BizBulk & Scheduled Print (SME Sales Offer)

- **Who:** Small businesses, event organizers, startups.
- **What:** Scheduled bulk printing with quality checks, invoicing, and scheduled delivery/pickup windows (24–72 hour SLA). Optional design support and fulfillment coordination.
- **Why:** Different purchasing pattern & higher AOV; improves revenue diversification and long-term contracts.

Thank you!