

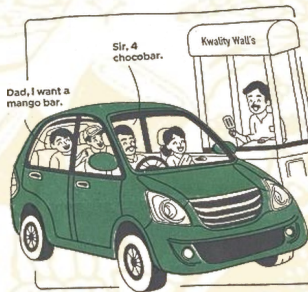
blinkit

Delivered.

10:00

Product Feature Analysis

by Tanishka Mangtani



Print Store

Blinkit's on-demand printing for documents and photos

- Users upload files in the app, choose print options and get prints delivered in about 10 to 13 minutes.
- It turns a quick-commerce grocery network into a utility for last-minute printing.

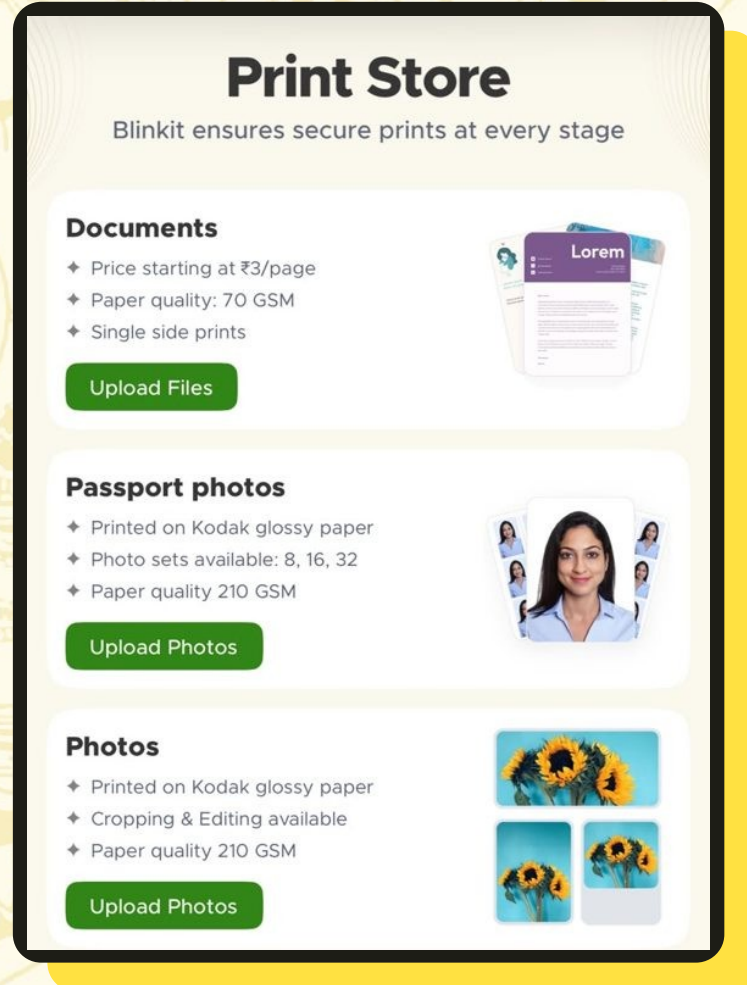
Why I chose it



It solves a critical printing problem, and for me it was personal. I come from a small town where I always relied on cyber cafés for printouts, including small portrait photos to surprise my friends. Handing over my files often meant the shop got my number, and I would be stared at or messaged on WhatsApp afterwards. Print Store gives me the comfort of printing what I need without anyone judging me for it.



Product Feature - Print Store



The Print Store screen in the Blinkit app

Upload ›

Customise ›

Order ›

Printed in store, delivered

Documents

From ₹3 per page, 70 GSM paper, single-side prints

Passport photos

Kodak glossy paper, sets of 8, 16 or 32, 210 GSM

Photos

Kodak glossy paper, cropping and editing, 210 GSM

Reuses the delivery network

No new fleet needed to bring prints to the door.

No human in the loop

The upload goes to a store printer and prints automatically.

Built-in trust

Files are deleted once printed and orders reportedly arrive sealed.



User Need Analysis



What specific problem does this feature solve for users?

- Gets a printout in minutes, without a trip to a cyber café or a borrowed printer.
- Removes the need to own a printer that fails when needed.
- Lets people print documents and photos privately, without handing files or phone numbers to shop staff.*

Who are the primary users benefiting from this feature?

- Students with exams and deadlines.
- Working professionals who need a document at short notice.
- Travellers and visa applicants who need forms and passport photos.
- Privacy-conscious users, especially where a trusted print shop is hard to find.*

How did users handle this need before the feature existed?

- Cyber cafés, libraries, neighbours or the office printer, which got cumbersome near deadlines.
- A pen drive, or emailing and WhatsApping files to a local shop.
- Buying their own printer, such as one user's roughly ₹4,000 Canon.

Sources: Blinkit's product manager, Reddit comments, and my own experience. *Partly based on my own experience, not a sourced statistic.



Proof of demand, then the rivals followed

300+

orders in the first two weeks, from a single Delhi NCR location

3,000+ customers and a 35% repeat rate

Reported by Blinkit in December 2022, about four months after launch.

Delivery in as little as 11 minutes

Reported by the press at launch.

Aug 2022

Blinkit launches printing in select areas of Delhi NCR

Sep 2025

Swiggy Instamart launches Instaprint, bundled with groceries in one delivery

2026

Zepto launches Express Prints at about a quarter of its stores

Latest

Blinkit Print Store now also offers passport photos and Kodak glossy photo prints

Sources: Blinkit blog (12 Dec 2022), Zee News, YourStory, Financial Express, Zepto Print page. Blinkit's figures are company-reported and not independently verified.



Who uses Print Store: five user segments

Segment	What they print	Why Blinkit works for them	Print Store option
Students	Assignments, project reports, notes	Deadlines don't wait for a shop to open, and pages start at ₹3	Documents
Working professionals	Boarding passes, forms, signed documents	No need to depend on the office printer or leave work	Documents
Travellers and visa applicants	Boarding passes, visa forms, passport photos	Paper documents and passport photos from one app	Documents, Passport photos
Households without a printer	Occasional forms and hard copies	Nothing to buy, refill or store, and no dried-up ink	Documents
Photo and keepsake printers*	Phone photos for frames, gifts or albums	Kodak glossy prints with cropping and editing in the app	Photos

Segmented by what people need to print. Students and professionals are named in launch-era coverage, and travel documents in Blinkit's and Instamart's own posts. *The photo segment is an inference from the app's Photos option.



User personas



Riya, the exam-week student

Age 20 | Student | Bengaluru

Need

Print charts, notes and hall tickets quickly before an exam.

Pain point

Shops are far or crowded when time is short.

Evidence

Reddit users printed exam charts and hall tickets in time.



Arjun, the early-morning commuter

Age 28 | Working professional | Delhi NCR

Need

Have a document in hand before leaving at 6:30 am.

Pain point

Forgot to print the night before, and nothing is open.

Evidence

One Reddit user ordered at 5:20 am and had prints by 5:45 am.



Meera, the privacy-first printer

20s | Student | Small town

Need

Print photos and personal documents without being watched or judged.

Pain point

Sharing files and a phone number with shop staff, then stares and messages.

Evidence

Based on my own experience. Reddit users value sealed envelopes and file deletion.

Not the target: high-volume printers. Reddit users say a neighbourhood shop, or a home printer bought for about ₹4,000, is cheaper at volume.

Illustrative personas built from review themes and my own experience. Names, ages and cities are illustrative.



User interviews: voices from Reddit

Exam-week student

Reddit, about 2 years ago

Needed charts and graphs to plot for an exam and got them in time, with good print quality.

Insight: Deadlines drive the first order.

Early-morning rusher

Reddit, about 3 months ago

Ordered at 5:20 am and had the prints by 5:45 am. Said it felt like magic.

Insight: Speed matters most at odd hours.

Privacy-aware regular

Reddit, about 2 years ago

Has used it many times with a good experience, but would not print anything too confidential.

Insight: Trust is the main barrier.

Value-seeker

Reddit, about 2 years ago

Adds other items to the same cart to reach ₹199 and get free delivery.

Insight: Prints can raise basket size.

Journaling photo printer

Reddit, about 2 years ago

Printed colour photos for journaling and had them delivered in 8 minutes.

Insight: Photos are a second use case.

Small-town user (me)

My own experience

Used cyber cafés for years. Print Store lets me print privately, without shop staff seeing or judging.

Insight: Privacy can matter as much as speed.

Reddit comments from threads about Blinkit printing, plus my own experience. Paraphrased; full screenshots are on the next slides.



User research: goals, behaviours and pain points

Goals

- A clean, correct printout fast, often before a deadline
- No trip to a shop and no printer to buy or maintain
- Personal documents kept private
- A fair price for a few pages

Behaviours

- Prints occasionally, not every day
- Leaves it to the last minute, as deadlines near
- Uploads PDFs or phone photos straight from the app
- Compares with the local café on price and trust*

Pain points

- Old routes get cumbersome under deadline pressure
- Printers fail or ink dries up from disuse
- Worry about uploading IDs such as Aadhaar
- Doubts that delivery beats the café on price

What users said

Positive

A Reddit user ordered at 5:20 am and had the prints in hand by 5:45 am.

Reddit, about 3 months ago

Positive

An exam-week student got charts and graphs in time, with good print quality.

Reddit, about 2 years ago

Concern

One user advises against printing anything too confidential, doubting data privacy protections.

Reddit, about 2 years ago

Trade-off

Another calls it a lifesaver in urgent times, but says a local shop is cheaper for volume.

Reddit, about 2 years ago

Price shift: Print Store launched at ₹9 per black-and-white page plus a ₹25 delivery charge (Republic, 2022). The app now shows pages from ₹3.

Reddit comments about Blinkit printing (screenshots on slides 10 and 11). I found no dedicated Print Store ratings, so treat these as indicative, not representative. *Inferred.



User reviews: speed and trust



Speed that feels like magic

One user ordered at 5:20 am and had the prints in hand by 5:45 am.

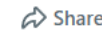


AdorableVisual • 3mo ago

Blinkits printing services are literally a lifesaver.

I needed to leave for an important thing by 6:30 am, and forgot to get them printed the previous night.

I placed the order at 5:20am. I had them in my hands at 5:45am. Felt like magic ngl



Trust through packaging and deletion

Users note that files are deleted after printing and prints arrive in sealed envelopes, which beats a pen drive or WhatsApp at a local shop.



BubblyRaccoon

Stealth • 36mo

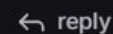
Great pricing. Quick service.

They do mention they delete files after printing. Delivery happens in sealed envelopes.

Much better than the alternative- a pen drive or emailing/WA at a local shop



7



A caution on confidential files

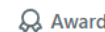
One regular user advises against printing anything too confidential, doubting data privacy protections.



incognito-journey • 2y ago

Yes, I've used them before multiple times and always had a good experience. I bought a Canon Printer for around 4k INR because it's more cost effective in the long run.

Also, please don't print anything too confidential through their service. Data privacy laws are a joke here regardless of what a business claims.



Source: Reddit comments in threads about Blinkit printing (screenshots collected by me). Usernames are public handles.



User reviews: price and use cases



 **Qivalar** • 2y ago
Yep! We had an exam and desperately needed growth charts and graphs to plot. Got it within the stipulated time and the print was of good quality.
2 0 Reply 0 Award 0 Share ...

 **ErenKruger711** • 2y ago
Very good and convenient
2 0 Reply 0 Award 0 Share ...

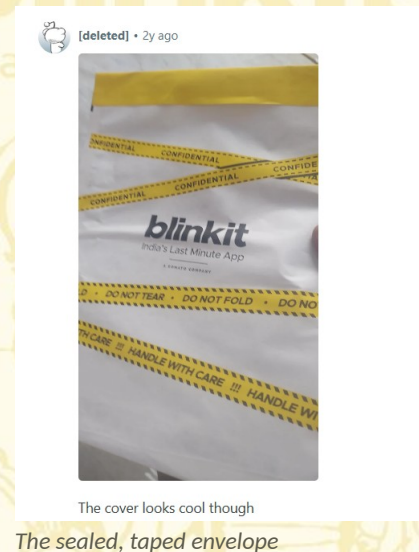
 **noobman803** • 2y ago
Yep it's amazing. When I get prints I usually add other stuff to the same cart to make it to ₹199, so I get free delivery
2 0 Reply 0 Award 0 Share ...

 **reshuskifo** • 2y ago
Yes, i used it to print some photos in color xerox for affordable journaling and it is good. got delivered in 8 mins
2 0 Reply 0 Award 0 Share ...

 **iseeddddeadpeople** • 2y ago
Printed my hall tickets, my student summit papers and a lot of important documents.

 **CriticalFee8679** • 2y ago
Customizable
I've tried it multiple times. Really good and convenient!
25 0 Reply 0 Award 0 Share ...

 **PraneethRed** • 2y ago
Yes, it's a lifesaver during urgent times. The convenience comes at a cost, obviously
If you're printing larger volumes, your neighbourhood photocopy place will definitely be more economical
21 0 Reply 0 Award 0 Share ...



Price trade-off
Convenient but pricier. One user says a neighbourhood shop is cheaper for larger volumes, while another adds items to reach ₹199 for free delivery.

Instagram review
[Watch the reel](#)

Where it shines
Exams, hall tickets, student papers and photos for journaling.

Source: Reddit comments in threads about Blinkit printing (screenshots collected by me), plus an Instagram reel review.



Problem Framing

Problem statement

"Print Store users need a way to print personal documents and photos quickly without worrying about who can see them, because uploading IDs and private files to an app creates privacy anxiety that limits what people print and how often they come back."

How might we make Print Store feel as private as printing at home, without losing the 10-minute speed?



User impact

- Avoids printing IDs or private photos, or prints them with worry.
- Cannot check what will actually print before paying.
- Has to trust promises (deletion, sealed envelope) that are not visible in the flow.*



Business impact

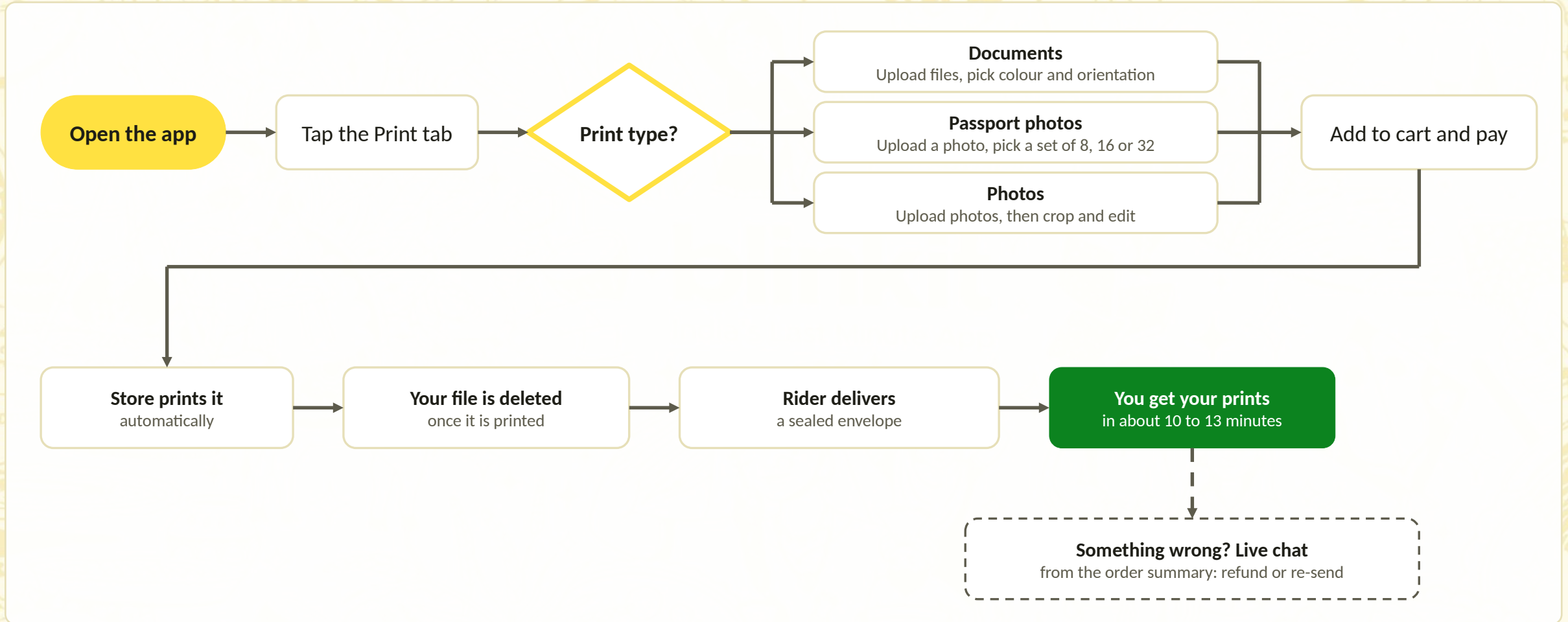
- Skips high-intent orders such as ID proofs, visa forms and passport photos.
- Weaker repeat usage when trust is low.
- Instamart and Zepto now offer the same service, so trust becomes a way to stand out.

Evidence: an X user trusted a café with their Aadhaar more than a delivery app, a Reddit regular warns against printing confidential files, and my own experience with shop staff.

Sources: X post via Zee News (2022), Reddit comments, my own experience. These show perceived risk, not measured rates. *Not confirmed in the app.



User flow: ordering a print



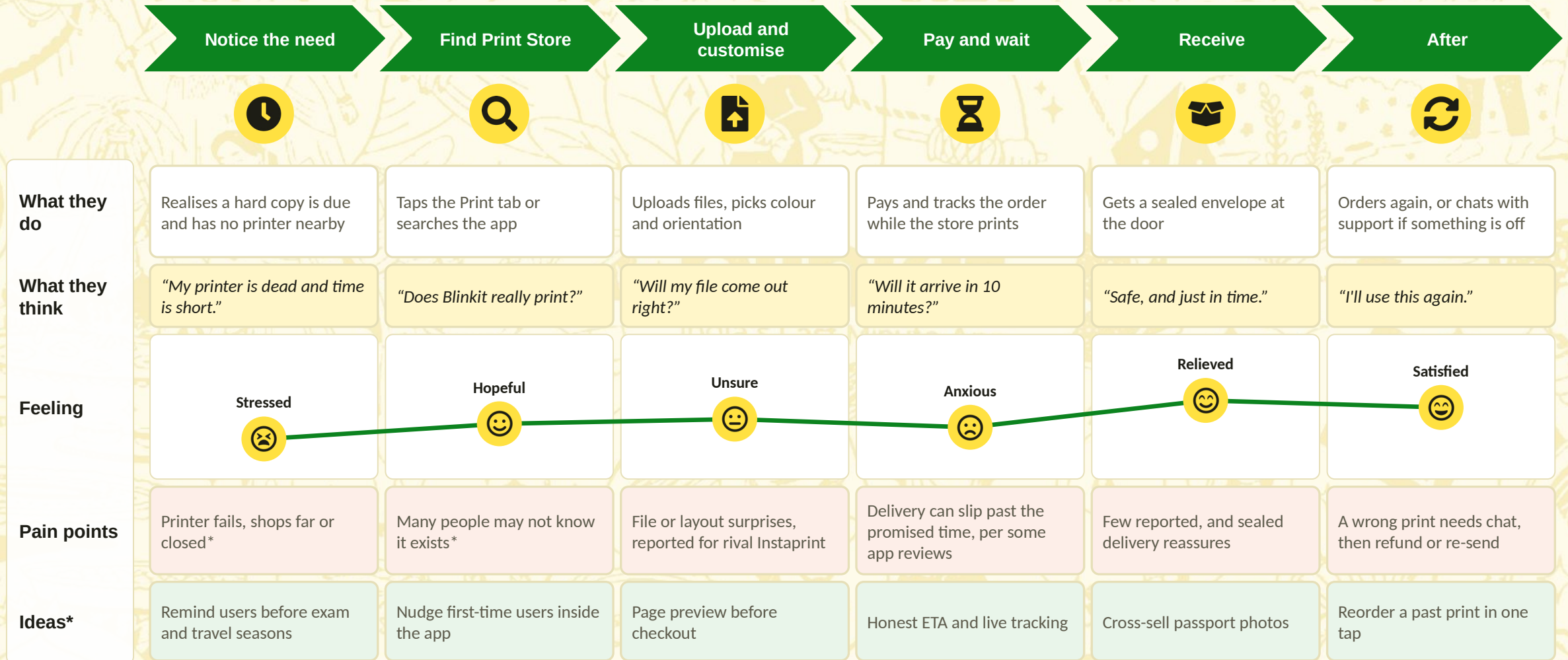
Based on the Print Store screen, Blinkit's Print Store page and blog, and launch coverage (live chat, refund or re-send). Delivery time is about 10 to 13 minutes where the service is available.



User journey map



Persona (illustrative): a student with an assignment due tonight
Goal: a clean printout before the deadline



Illustrative persona. Touchpoints come from the Print Store screen, Blinkit's blog and press coverage. *Items and ideas are my inferences, and the feeling curve is illustrative.



Solution Analysis: Current Solution Evaluation



Strengths

Fast. About 10 to 13 minutes, and one Reddit user had prints in 25.

Convenient. Upload from the phone, with no trip to a shop.

Trust cues. Blinkit says files are deleted after printing and orders arrive in sealed envelopes.

Range. Documents, passport photos and photos on Kodak glossy paper, with cropping and editing.

Low entry price. Pages from ₹3, and prints can help reach the ₹199 free-delivery mark, per a Reddit user.



Limitations

Privacy is a promise. Users cannot see it working, and one regular warns against printing confidential files.

No ID masking found. I could not find one in the app, so users handle sensitive numbers themselves.*

Pricier at volume. Reddit users say a neighbourhood shop is cheaper for larger jobs.

Single-side only. The app lists documents as single-side prints.

Coverage varies. Availability depends on the store near you, and I could not confirm a page preview before checkout.*

Sources: Blinkit Print Store screen, Reddit comments, launch coverage. *Not confirmed by testing; check in the app before presenting.



Enhancement Proposal: Secure Print

Preview what prints, mask sensitive numbers, and confirm deletion

A privacy layer for Print Store that lets users see exactly what will print, hides ID numbers by default, and confirms the file was deleted.



Preview before paying

See every page as it will print and catch mistakes before ordering.



Auto-mask ID numbers

Spots Aadhaar, PAN or passport numbers and masks all but the last four digits, with a toggle for forms that need the full number.



Deletion receipt

The order summary shows when the file was deleted.



Visible secure badge

Shows the sealed-envelope promise at checkout so users can see it.

Prioritisation with ICE

Enhancement	I	C	E	ICE
Secure Print: preview, ID masking, deletion receipt	9	7	6	$9 \times 7 \times 6 = 378$
Double-sided printing and bulk pricing	6	6	7	$6 \times 6 \times 7 = 252$
One-tap reprint of past orders	5	6	8	$5 \times 6 \times 8 = 240$

How to read this

ICE is Impact x Confidence x Ease, each scored 1 to 10. Secure Print scores highest because privacy is the biggest barrier in reviews, and its confidence is backed by users asking for it. Ease is lower because it needs ID detection and a preview screen.

Scores are my own judgement and need validating with users.

Scores are illustrative. Alternatives come from Reddit comments on price and repeat use.



Enhancement Wireframes: Secure Print

Upload files

kyc_form.pdf

Sensitive number found

An Aadhaar number was detected on page 1.

Mask all but last 4 digits ☒

Continue

Preview

Page 1 of 2

XXXX XXXX 1234

Masked

Looks good, pay

✓

Prints delivered

in 11 minutes

✓

ID number masked

✓

File deleted after printing

✓

Sealed envelope

Rate your print

1. Upload: sensitive number found

2. Preview: masked before paying

3. Order summary: deleted

Scenario

Meera needs to print a KYC form with her Aadhaar number. After she uploads it, Secure Print flags the number and masks all but the last four digits. She checks the preview, pays, and later sees confirmation that the file was deleted.

Aha moment

"I can see exactly what gets printed, and my ID number stays hidden."

Illustrative quote for the scenario.

Wireframes are low-fidelity concepts, not Blinkit designs.



Business Considerations



More high-intent orders

- Opens up ID proofs, visa forms and passport photos that privacy-wary users avoid.
- Raises orders per active user.



Better repeat usage

- Trust is the main barrier in reviews, so removing it should lift repeat orders.
- Blinkit reported a 35% repeat rate in 2022, a baseline to beat.



Differentiation

- Instamart and Zepto copied the feature, and trust is harder to copy than speed.
- A visible privacy promise strengthens brand trust.



Lower support cost

- Preview catches wrong files or pages before printing.
- Fewer refunds, re-sends and privacy-related contacts.

Considerations: masking must avoid false positives, extra steps must not erode the 10-minute promise, and handling ID data needs legal review.

Benefits are projections, not measured results. The 35% repeat rate is a company-reported 2022 figure.



Success Measurement

North Star Metric

30-day repeat rate of Print Store users who use Secure Print, compared with those who do not.

Why it matters: it ties trust directly to repeat revenue.



Adoption

- % of print orders that open the preview
- % of ID detections where users keep masking on



Engagement

- Sensitive-document orders (IDs, forms, passport photos) per active user
- % of new users who try preview on their first order



Retention

- 30-day and 90-day repeat rate (2022 baseline: 35%)
- Churn among users who previously printed IDs



Happiness

- Post-delivery rating for print orders
- Privacy complaints and re-send requests, expected to fall

Metrics are proposals. Baselines must come from Blinkit internal data.



What it teaches us



Pick a boring, universal pain

Everyone needs a printout once in a while.
Almost nobody wants a printer.



Copycats are proof of demand

Two rivals adopting the same feature years later signals real user need.



Execution still decides it

Instamart users reported missing pages and unreadable PDFs, and availability depends on the store near you.

Speed turned an everyday annoyance into a feature that rivals had to copy.

Sources: Blinkit blog and Print Store page, Zee News, Republic, YourStory, Financial Express, Zepto Print page, DesiDime. Numbers are company-reported or from single reports; verify in the app before citing.



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Thank you!

Open for feedback and questions

Tanishka Mangtani

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