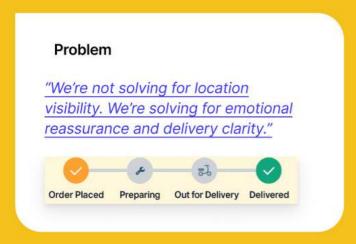
Overview | User Research & Validation | Problem Definition | Ideation | Metrics & Pitfalls



Swiggy-Real-Time-Order Tracking UX (2024)

A PM-driven case study to analyze delivery transparency and reduce post order anxiety.





- · Avg Orders/day: 200k+
- Avg Delivery Time: 30-40 minutes
- 72% of Users reopen the app to check the order status.
 - PM Insights
 - Real-time visibility builds trust
 - · Most churns happen after checkout



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A PM-driven case study to analyze delivery transparency and reduce post order anxiety.

User Research

- 5/6 users said Swiggy's tracking felt clear and easy to follow.
- 4/6 users said real-time updates gave them peace of mind.
- **3/6** users praised the live location feature as highly useful.

User Personas







Sneha 25, Working Poefessional

I don't want to keep checking the app just to feel in control.

Overview | User Research & Validation | Problem Definition | Ideation | Metrics & Pitfalls

Our Approach to Reduce Post-Order Anxiety

- ✓ Progressive Order Status Flow Clear, human-readable updates like: "Your food is being packed" instead of just "preparing"
- ✓ Push Notifications for Status Changes Reduces the need for users to keep opening the app
- ✓ Visual ETA Reinforcement

 Combine live map + ETA Timer +

 Contextual status
- ☑ Delivery Tracker UI with Emotions Use emojis/microcopy like 'Almost there!' to make UX feel more personal

