



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

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

Problem

"We're not solving for location visibility. We're solving for emotional reassurance and delivery clarity."



👑 Key Stats

- 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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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



Ravi
22, Student



Sneha
25, Working
Professional

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



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



Preparing
Your order from The Burger Place is being packed.

Almost there! 🔥
5 min left

