

Solution 1

SOCIAL SPHERE



Solution 2

PERSONALISED
RECOMMENDATIONS



Solution 3

DISH OF THE DAY



PROBLEM

Users get confused in **WHAT** to order
and spend a lot of time deciding

UNDERSTANDING THE PROBLEM



When a hungry user opens Swiggy, he gets overwhelmed by the number of restaurants. Also, each restaurant has so many items to order. User's decision making becomes tough

➡ Leads to the problem of overchoice

Having too many options is mentally draining because each option must be weighed against alternatives. User may close the app and search for alternate sources

➡ Users may feel dissatisfaction

Time spent figuring out what to eat adds up in the time taken for the food to come to the consumer.

➡ Leads to wastage of users time

A survey was done by me to understand the problem. Survey takers were people from different age groups (the takers were members of my friends and family whatsapp groups)

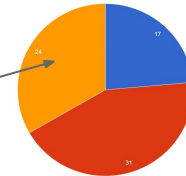
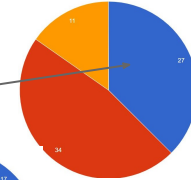
Total survey takers = **72**

Do they feel the problem of overchoice /*Definition*/

Often
(27)

Have they ever closed Swiggy and changed their mind of ordering food due to confusion

Many
times
(24)

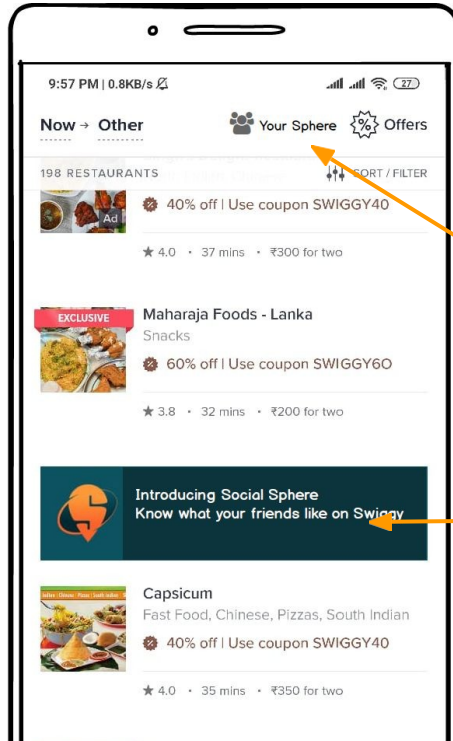


Results show that this is indeed a problem faced by the users

SOLUTION 1: INTRODUCING SOCIAL SPHERE



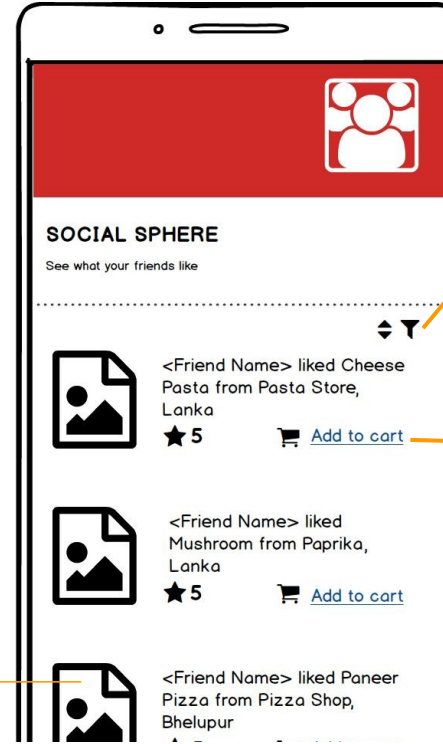
Social platform like a timeline where users can see what their friends ordered and liked



Link 1

Link 2

Image link to restaurant



<u>Cuisines</u>	Biryani
Friend Restaurant	Chinese Snacks

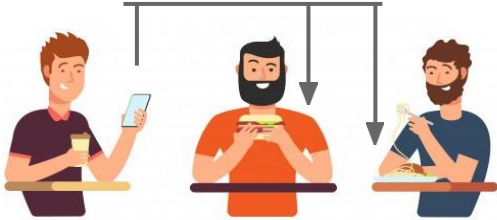
Direct link to Cart

This reduces number of decisions and hence bottom funnel value increases



HOW IT WORKS?

- Import contacts from user's device < uses-permission >
- App will **filter** them according to area of service
- Users will have the option to **share the dishes** they have ordered with their contacts
- Individual food items given high ratings will be termed as **liked**



➔ “**83%** of buyers trust the **recommendations of their friends and family** more than they trust marketing” *



FEATURES

- Easy for the tech and design team **to implement**
- **Likes and comments** on the timeline can be given as sub-features to increase engagement
- Users can **upload image**(like status in whatsapp) of their food with the post for their friends



IMPACT

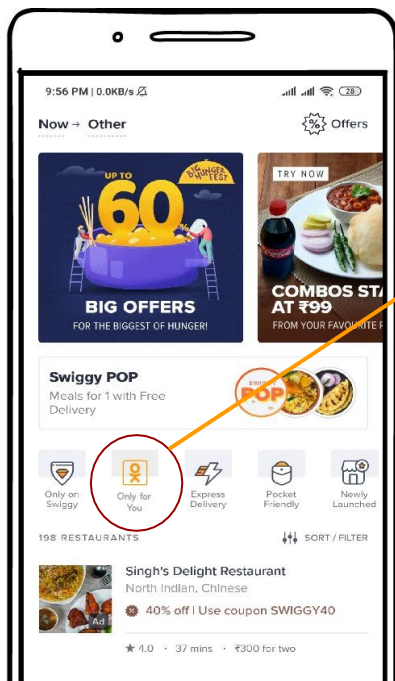
- Time required for placing order decreases
- User satisfaction increases
- Consumer acquisition and retention increases
- Drop-out rate decreases

SOLUTION 2: PERSONALISED RECOMMENDATION



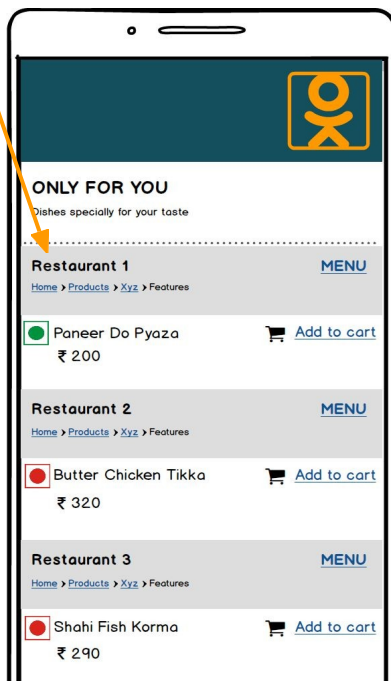
Using Collaborative Filtering to recommend dishes to users

Only 8-10 top Dishes shown on the page to reduce overchoice



Link

Ideally dishes should have images



WORKING

Using **Machine Learning** algorithms to predict the dishes. 2-ways, both used together

- **User-User** collaboration : Measure the similarity between target users and other users
- **Item-Item** collaboration : Items based on their similarity with the items that the target user rated and liked

:Dishes will be revised periodically



INFLUENCE

- Time saved
- Increased satisfaction

USERS

- Drop-out rate decreases
- Acquisition and retention increases

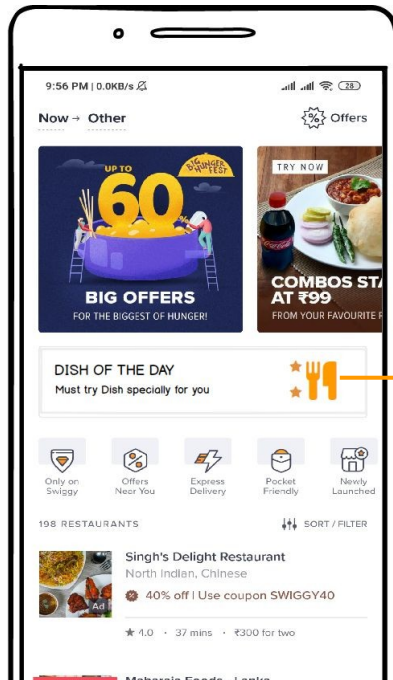
SWIGGY

SOLUTION 3: DISH OF THE DAY

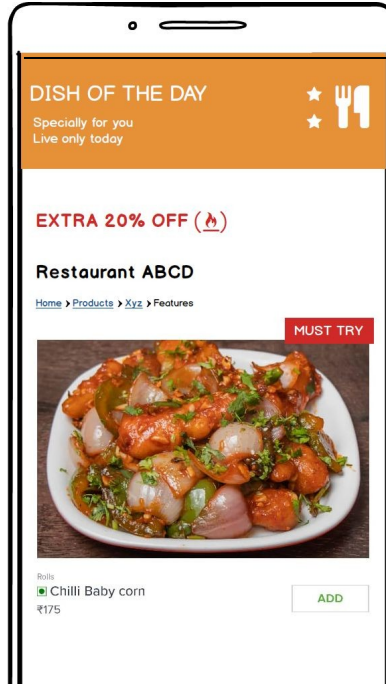


Displaying only one dish at special price for the user to try

Most probably not tried
by the user



Unlocks
Dish



WORKING

The dish is shown based on parameters like

- Last day Bestseller or highly rated (No repetition)
- Speciality of the Area (source: web)
- User's taste and preference (using machine learning)



? ADVANTAGES

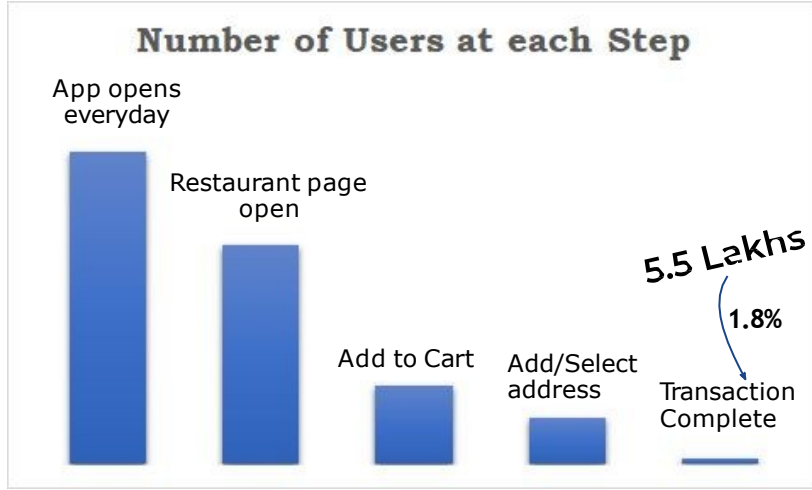
- Try a new Dish
- In a new place, can discover best Items

USERS

- Chance to get featured
- Exposes the undercover genius

RESTAURANT

SOLUTION IMPACT



CONVERSION FUNNEL ANALYSIS

How the user uses Swiggy, from the start of the user's interaction with it, until the user moves on from it

- The conversion rate for our app is taken as **1.8%***
$$\frac{\text{Number of transaction complete events}}{\text{Number of app opens everyday}}$$
- Number of orders per day = **5.5 lakhs****
- Number of Swiggy app open events per day (calculated) = **3.06 Crore**

BENEFITS FROM OUR FEATURES

Chances of the user clicking on our features' links on homepage are more than of the end target restaurant

Users at add to cart step will increase due to our solutions

**MORE
TRANSACTIONS**



Sources: *<https://econsultancy.com/what-good-ecommerce-conversion-rate-average/>
**<https://yourstory.com/2019/08/hyperlocal-startups-gojek-super-app-swiggy-dunzo>

FEATURE COMPARISON: PSEUDO QUANTITATIVE ANALYSIS

People tend to trust their friends more

People like to see what their friends are upto

Order 0 → Order 1
New users will come because it's Social!

Dish of the day collects data of the whole area from users and internet so would work well in new areas too

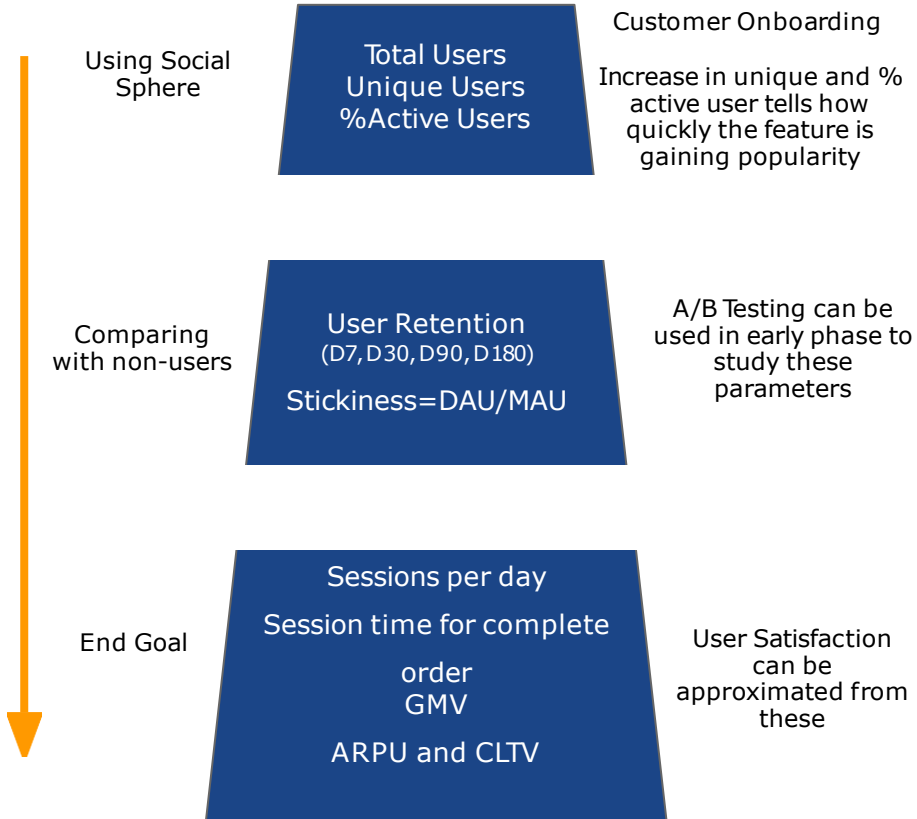
Machine Learning requires huge amount of data which increases computational cost

✓ SOCIAL SPHERE	PERSONALISED RECOMMENDATIONS	DISH OF THE DAY
User Satisfaction	5	3
Activity on App	5	1
Ease of use	1	3
Acquisition	5	2
At a New Place	0	3
Conversion Rate	5	3
Retention	5	4
Cost of Implementation	-2	-5
TOTAL	24	19

With a score of **24 Social Sphere** wins the match BUT....

What about the Championship? **Stay connected**

Measuring the Success



Future Problems and Some Solutions

- Q.1) Why would User import contacts?
→ It is the first step to get into Social Sphere. Incentives can be given to users to get in, ex:coupons
- Q.2) Why would Users make their timeline visible?
→ Next step of Social Sphere. We can gamify this feature by giving labels to users based on their activity
- Q.3) How do we plan to launch this?
→ Initially Social Sphere will be launched in localities like Powai(MUM), Koramangala(BLR) where there's **both** demand and supply
- Q.4) User gets difficulty to understand the feature instantly.
How do we plan to solve this?
→ Customer onboarding will help in this and will result in higher activation rate

This feature will fail when

- User is out of his city
- Has no contacts in the area he is present
- No/Very less contacts use Swiggy
- Friend circle's food preference is very different
Ex:Veg and Non-Veg