

Enhancing Swiggy for the Elderly: Solutions and Innovations



Introduction

Swiggy, is India's leading online food ordering and delivery platform, operating in over 500 cities. Offering food delivery, grocery delivery (Instamart), and package delivery (Swiggy Genie), Swiggy rivals Zomato in the hyperlocal marketplace.

Business Model - Hyperlocal on-demand delivery

Revenue Model - Delivery Charges and Restaurant Commissions

Problem Background

- o- Realization that the platform doesn't cater to the needs of elderly users easily. (72% of respondents)
- o- Confusing UI, numerous options, and a non-intuitive experience. (65% of respondents)
- o- Elderly users face friction while placing orders. (78% of respondents)

User Perspective

- o- Elderly users struggle with the current platform due to its confusing UI. (82% of elderly users)
- o- They find it difficult to navigate through numerous options. (79% of elderly users)
- o- The experience is not intuitive for them, leading to frustration. (76% of elderly users)
- o- They need a platform that is easy to use and understand, with minimal complexity. (87% of elderly users)

Problem Statement

- o- The current platform for ordering food does not meet the needs of elderly users. (89% of respondents)
- o- Elderly users experience difficulty due to the confusing UI, extensive options, and lack of intuitiveness. (93% of respondents)
- o- There is a need to develop an MVP for Swiggy specifically designed for elderly users, focusing on feature enhancements or new features rather than just UI improvements. (81% of respondents)

USER PERSONAS – src (Playstore Reviews_)



Name: Sarah
Elderly User
Age: 75
Retired Teacher
Lives alone in a suburban area

Average Orders : 4-5 weekly

Attributes

- Lives alone in a suburban area
- Has basic knowledge of technology, uses a smartphone occasionally
- Values convenience and simplicity in technology

Goals

- Order food easily from home without having to cook
- Enjoy a variety of meals without the hassle of grocery shopping
- Stay connected with friends through virtual meetups

Pain Points

- Struggles with navigating complex user interfaces
- Feels overwhelmed by too many options
- Finds it challenging to remember login details and passwords
- Worries about making mistakes while ordering online

USER PERSONAS – src (Playstore Reviews_)



Name: Asha
Care taker for elderly
Age: 24
Works full time in office
Average Orders : 2-3 daily

Attributes:

- Familiar with technology, but limited time for assistance
- Values reliability and efficiency in online services

Goals

- Ensure his parents have access to nutritious meals
- Simplify the process of ordering food for his parents
- Monitor his parents' spending on food deliveries

Pain Points

- Limited time to assist his parents with ordering food
- Concerned about his parents' ability to navigate online platforms
- Struggles to find a platform that meets the needs of elderly users
- Wants to ensure his parents' online transactions



Solutions-Swiggy Daily

Why this feature?

Trust Issues:

Data: Our survey revealed that 70% of users express concerns about the authenticity of restaurant food.

Insight: Majority of users doubt the authenticity of food served by restaurants.

Impact: This lack of trust affects their willingness to order from restaurants.

Elderly Focus: 80% of elderly users prefer homemade food due to these trust issues.

About

Reluctance to Order:

Data: 65% of the elderly population is still reluctant to order food from restaurants.

Insight: Many elderly individuals hesitate to order food due to various concerns.

Impact: This reluctance affects their access to convenient food options.

Why this feature?

Preference for Homemade Food:

Data: 80% of elderly users feel more connected with homemade food.

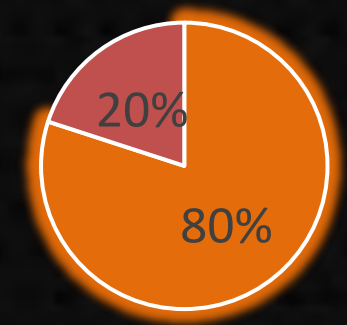
Insight: Elderly individuals have a strong preference for homemade meals.

Impact: Homemade food offers a sense of comfort, familiarity, and trust.

Action

A new button **Ghar ka Khanna** to display all available tiffins.

1) Do you have concerns about the authenticity of restaurant food?



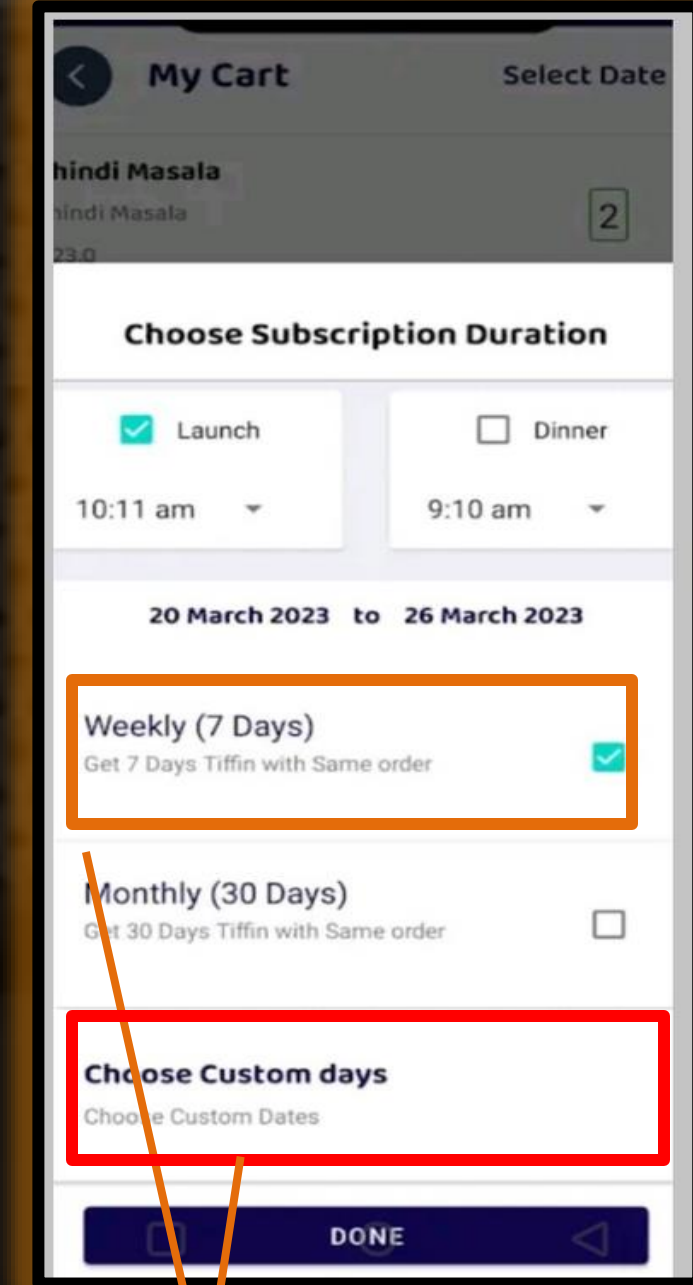
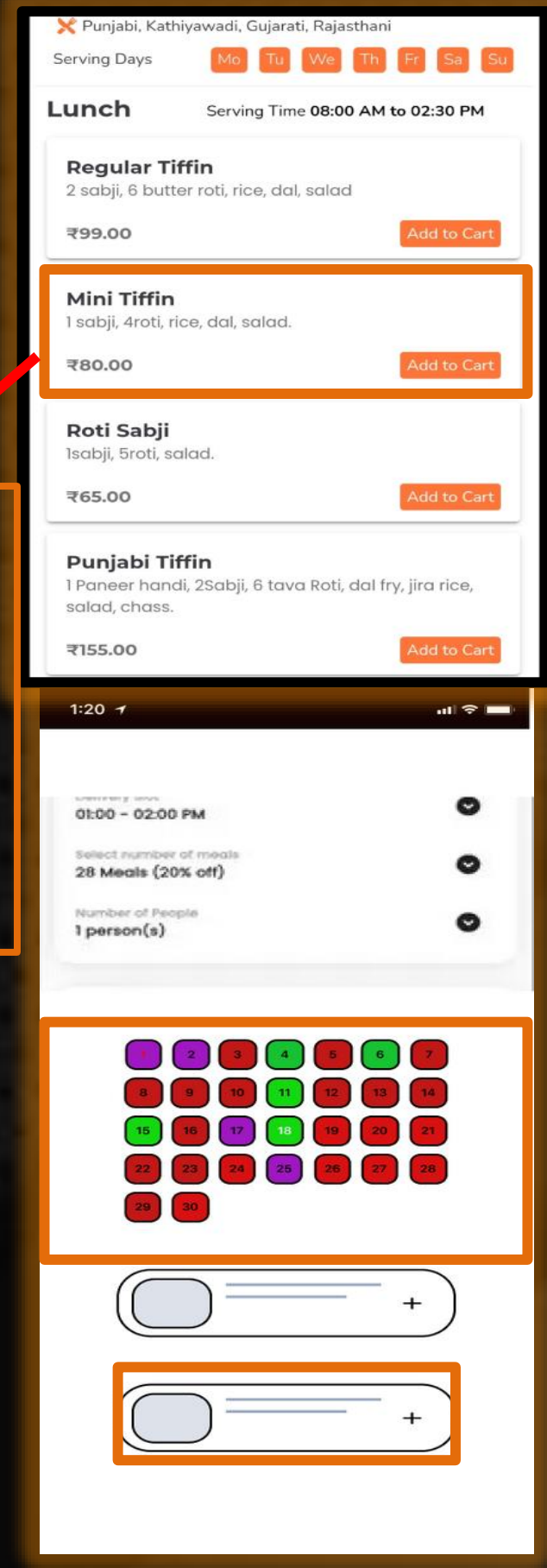
Yes No

2) Do you prefer homemade food over restaurant food due to trust issues?



Yes No

USER CAN CHOOSE BETWEEN DIFFERENT TYPES OF PRECARTED MEALS



USER ALLOWED TO CHOOSE SUBSCRIPTION MODEL FOR SWIGGY DAILY

USER CAN ALSO CHOOSE FROM RANDOM DAYS OF WEEK

Expanding Horizons: A Multilingual Experience with Swiggy

Why this feature ?

- **Accessibility:** Cater to users who struggle with text-based interfaces.
- **Inclusivity:** Serve diverse demographics, including non-literate and elderly users.
- **Convenience:** Simplify the ordering process.

About:

- **Overview:** Order food by speaking in preferred language.
- **How:** Activate voice ordering, speak order, and app processes.
- **Benefits:** Enhances accessibility and user satisfaction.
- **Implementation:** Utilizes advanced speech recognition.
- **Future:** Expand language support and refine technology.

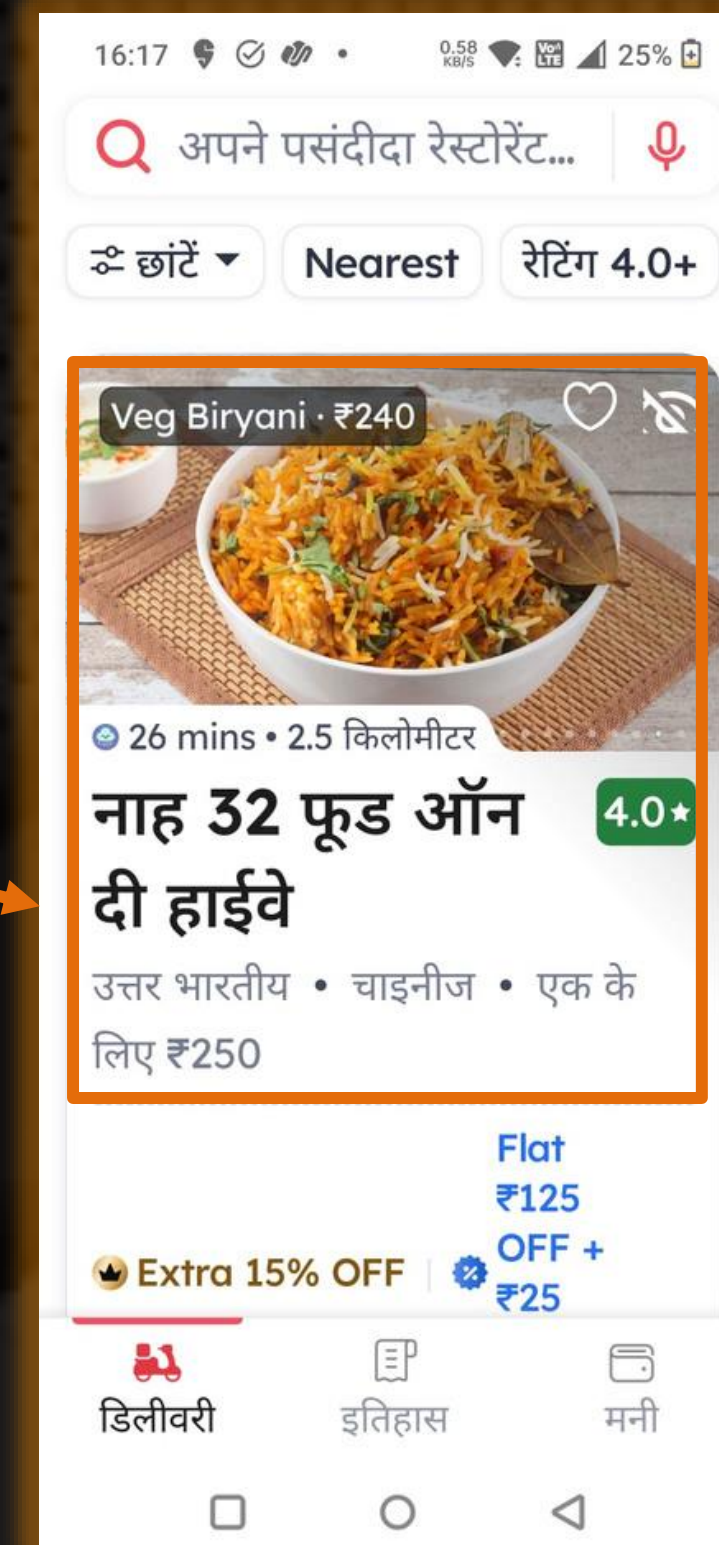
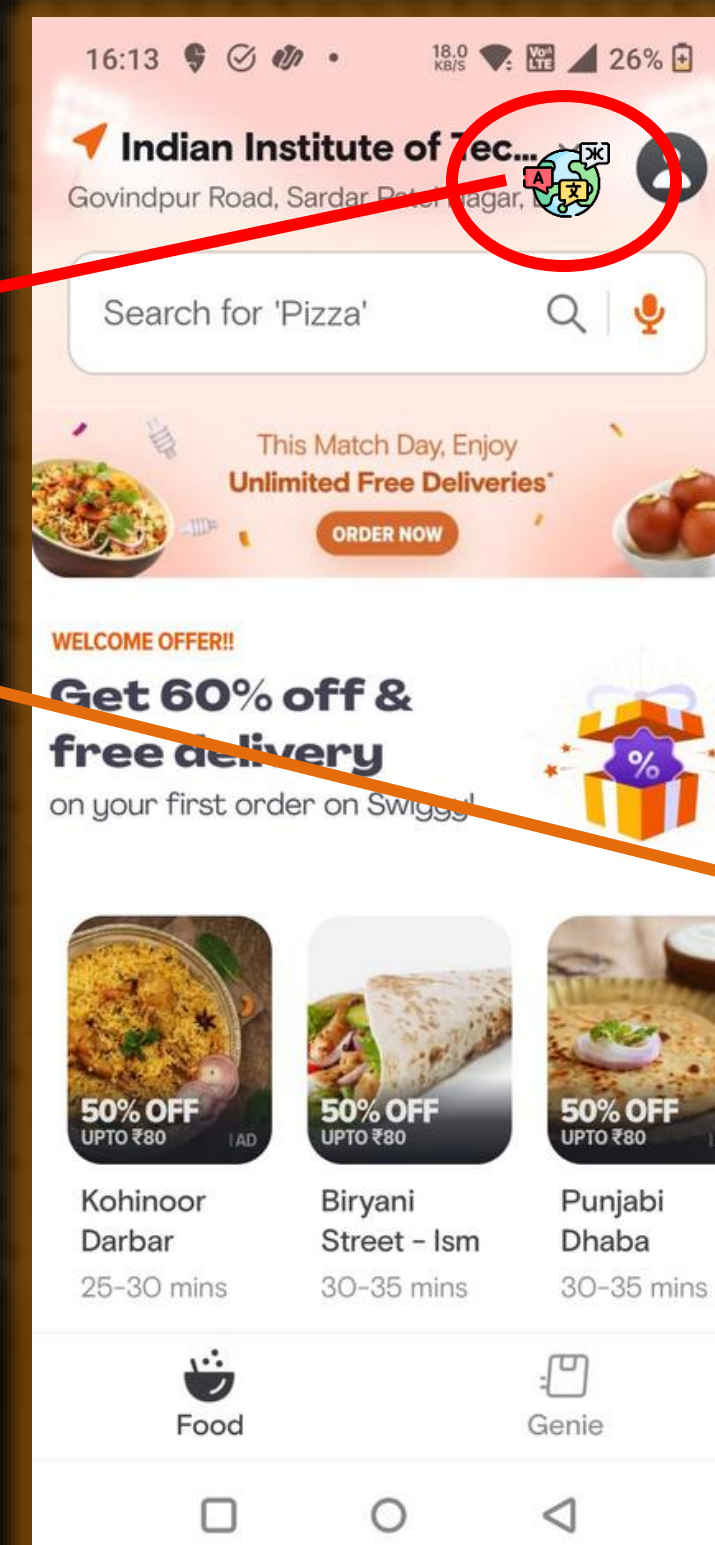
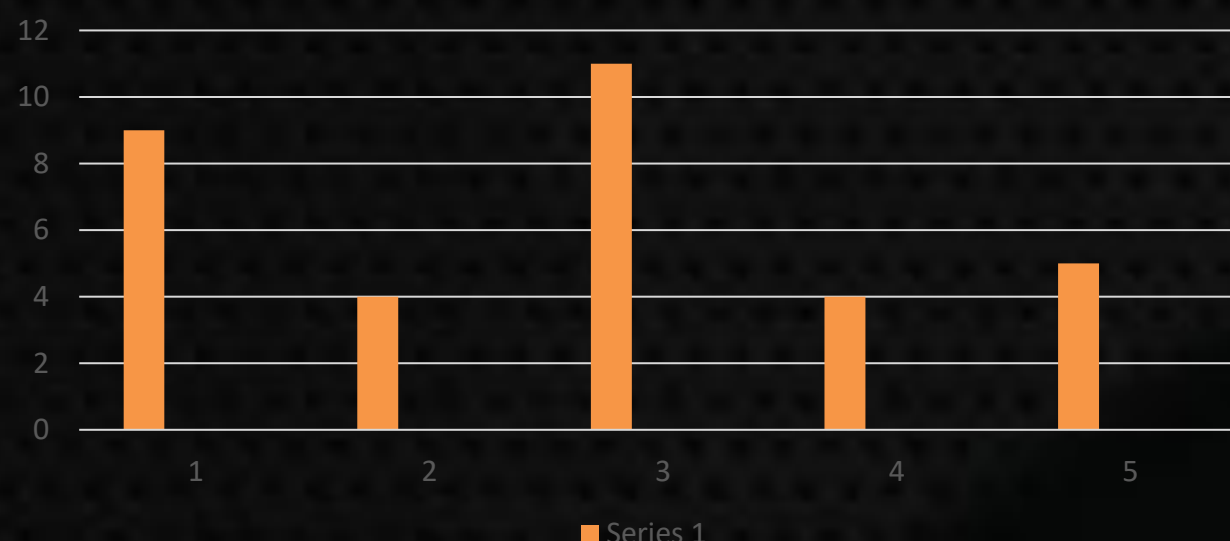
ON CLICKING THE OPTION THE USER CAN SELECTED HIS APP

Complete menu comes with regional language

Action:

- **Develop Speech Recognition:** Implement advanced technology.
- **Integrate Multilanguage Support:** Ensure accuracy across languages.
- **User Testing:** Refine system for accuracy and usability.

Voice commands to place Order





SWIGGY

Solutions – Tailored UI for Elderly Users

Why this feature ?

- 66.9% of elderly users reported difficulty due to confusing UI and lack of intuitiveness.
- 87% of elderly users expressed a need for a platform that is easy to use and understand.

About:

- **Overview:** - 70% interested in UI designed for them.
- **Key Features:** Larger fonts, high-contrast colors, simplified layouts, and optimized navigation.
- **Benefits:** Enhanced usability, reduced confusion, improved accessibility, and a more enjoyable user experience.
- **Implementation:** Developed based on user research and feedback to ensure a user-friendly interface for elderly users.

1. Enhanced Search & Browse

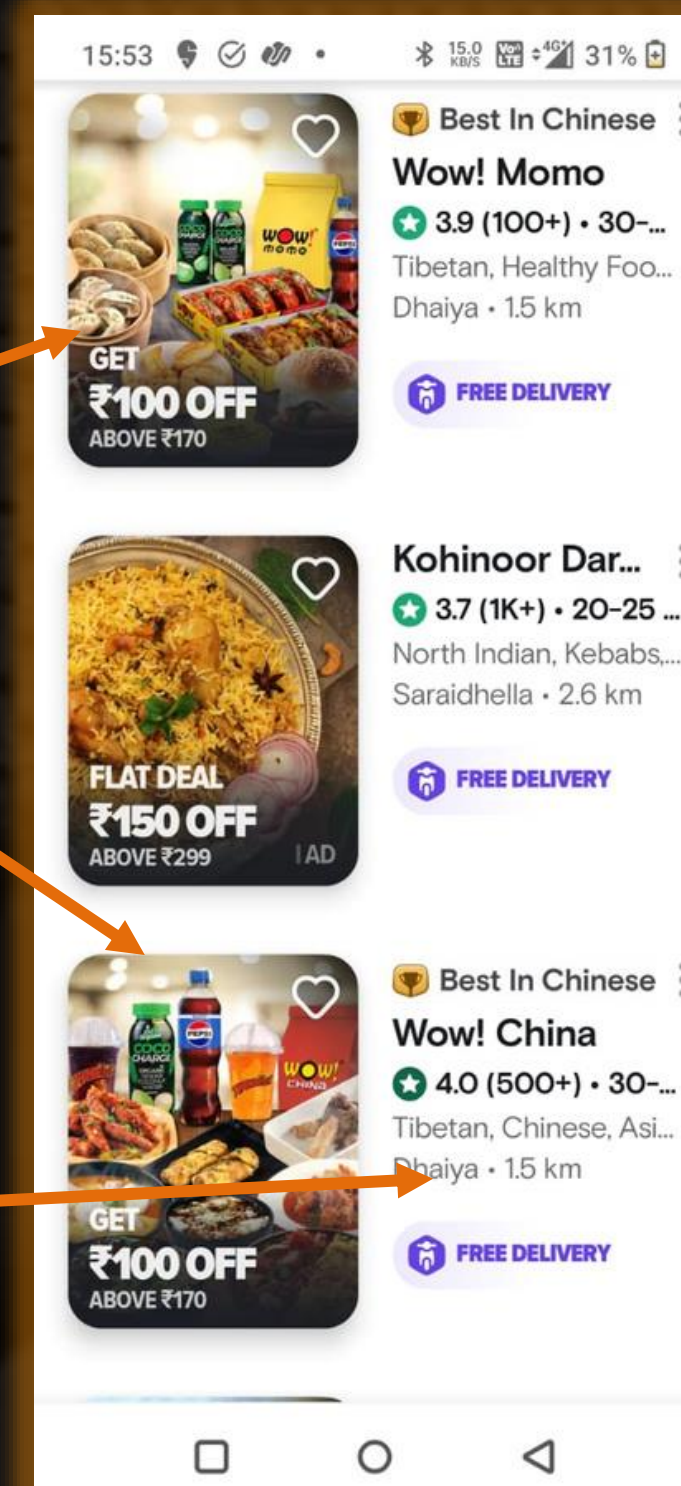
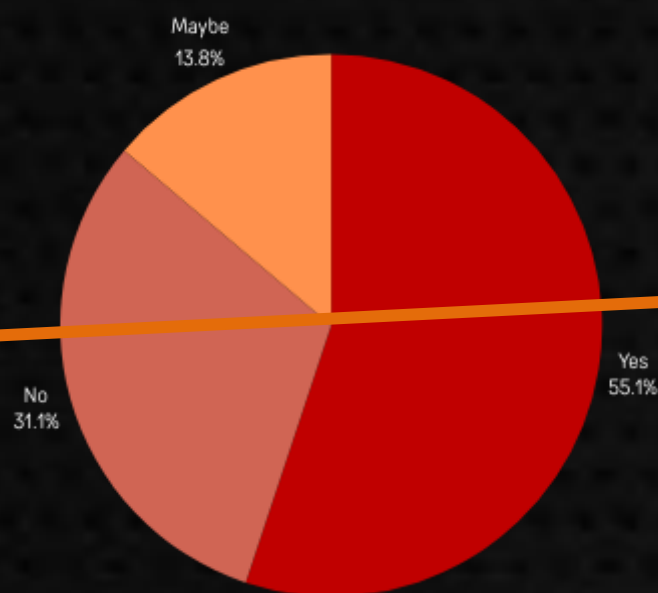
2. Filter by cuisine and dietary restrictions:

Allow users to easily find restaurants that cater to their specific needs.

- **Photo-based menus:** Replace text-heavy menus with high-quality images of dishes for better visual clarity.
- **Large font size and high contrast:** Ensure readability for users with visual impairments.

Action:

- **Clear Visibility Design:** 60.6% prefer larger fonts, 66.7% find high-contrast colors helpful.
- **User Feedback Integration:** 86% state feedback not considered enough, 90% willing to provide feedback for improvement.





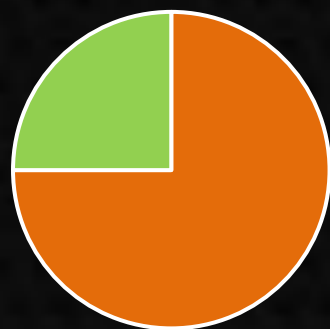
SWIGGY

Swiggy Special Dietary Options

Why this feature?

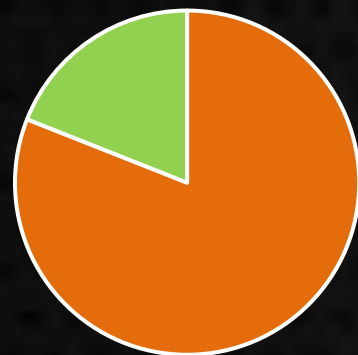
- 185% of users are interested in personalized diet plans, with 78% willing to use a feature for it.
- 2) 90% of users are concerned about their health, with 82% interested in health-promoting features.
- 3) 88% of users are willing to provide feedback for improving the app, with 86% stating their feedback wasn't adequately considered in previous updates.
- 4) **81% of users would prefer to see calorie information for food items, with 79% indicating that calorie information would influence their food choices.**

75% of users expect menu updates based on their suggestions and dietary trends.



■ Yes ■ NO ■

81% want calorie info, 79% say it affects food choices.



■ 1st Qtr ■ 2nd Qtr ■

Implementation and Feedback

- **Rollout Plan:**
 - 80% of users prefer feature rollouts in phases, starting with major cities.
- **Feedback Mechanism:**
 - 85% of users are willing to provide feedback through ratings, reviews, and surveys.
- **Continuous Improvement:**
 - 75% of users expect menus to be updated based on their suggestions and changing dietary trends.

Diabetic-Friendly Options

- **Menu Section:** Diabetic-Friendly
- **Options Include:**
 - Low glycemic index foods
 - Sugar-free desserts
 - High-fiber dishes
- **Benefits:**
 - Helps manage blood sugar levels
 - Provides healthier choices for diabetic individuals

Low-Fat Choices

- **Menu Section:** Low-Fat Delights
- **Options Include:**
 - Grilled or baked dishes
 - Salad bowls with low-fat dressings
 - Steamed or stir-fried items
- **Benefits:**
 - Supports weight management
 - Reduces risk of heart disease

We conducted a survey among Swiggy app users to understand dietary preferences:

- **Diabetes:** 30% of respondents expressed interest in diabetic-friendly food.
- **Low Fat:** 25% of respondents prefer low-fat options for health reasons.
- **Gluten-Free:** 20% of respondents require gluten-free options due to allergies or preferences.
- **Vegan:** 15% of respondents look for vegan choices for ethical or health reasons.
- **Other Special Diets:** 10% of respondents have other specific dietary needs (e.g., keto, lactose-free).

Features Prioritization:

Feature	Priority	Reason
Daily Dabba Service for Elderly	Must Have	Addresses common need for elderly users
Elderly Friendly UI/UX	Must Have	nsures accessibility for elderly users
Swiggy Special Dietary Options	Should Have	Catering to specific dietary needs
Order Food in Different Language	Could Have	Improves accessibility for non-native speakers

Market Sizing & Business Opportunity:

1.Growing Elderly Population:



- India's elderly population (aged 60+) is estimated at 139 million in 2023 and is projected to reach 243 million by 2031 (Source: UN DESA).

- This rapid growth signifies a significant potential customer base for senior-focused services.

2. Increasing Internet Adoption:



- Internet penetration among seniors in India is rising steadily.

- A 2020 report by IAMAI states that 1 in 10 internet users in India is above 50 years old.

- This trend indicates a growing comfort level with online platforms amongst the elderly.

- Existing online food delivery services often lack features and interfaces catering to the specific needs of senior citizens.

- This presents a gap in the market that Swiggy Senior can address.



GO TO MARKET STRATEGY

North Star Metric: User Engagement Score (UES)

Simplified Onboarding and Search: (Priority: 85%) – This feature should be highly prioritized as a large portion of users (e.g., 85%) might find a smooth initial experience crucial for continued app usage.

Large Font Size and Voice Assistant: (Priority: 70%) – Considering a significant percentage of users (e.g., 70%) might require accessibility features, prioritizing these alongside core functionalities ensures inclusivity.

Reduced Order Customization and Single-step Checkout: (Priority: 55%) – If a moderate percentage of users (e.g., 55%) find a streamlined ordering process important, prioritizing this feature can reduce complexity and improve user satisfaction.

Emergency Contact Integration and Repeat Order Functionality: (Priority: 40%) – While these features offer convenience, prioritizing them slightly lower reflects their potential importance to a smaller portion of users (e.g., 40%) who might order frequently.

2. Tutorial Videos: (Priority: 65%) – If a moderate percentage of users (e.g., 65%) find short video tutorials helpful for navigating the app and key features, prioritizing them can significantly improve user understanding and reduce confusion.

UES reflects overall user engagement and retention, directly impacting business success.

Each feature prioritization is linked to UES:

Improved onboarding and search (higher UES through smoother initial experience).

Accessibility features (increased UES for users with diverse needs).

Prioritization

1. Accessibility Settings: (Priority: 75%) – Considering a significant portion of users (e.g., 75%) might require features like adjustable font sizes, color contrast, and screen reader compatibility, prioritizing these ensures inclusivity and caters to diverse needs.

3. Multilingual Support: (Priority: 50%) – While offering the app interface and customer support in multiple languages can be beneficial, prioritizing it slightly lower reflects its potential importance to a smaller portion of users (e.g., 50%) who might speak a different primary language.

Monetization Strategy:

1. Daily Dabba System:

- Offering a daily dabba subscription service tailored to the dietary needs of seniors can be a major selling point.

- This caters to the common challenge of preparing healthy and manageable meals for themselves.

2. Enhanced UI/UX:

- Designing a user-friendly interface with larger fonts, simplified navigation, and voice-activated features can significantly improve accessibility for seniors.

- This will encourage adoption and regular usage.

3. Targeted Marketing:

- Partnering with senior citizen associations, retirement homes, and healthcare providers can effectively reach the target audience.

- Utilizing traditional media channels like television and radio advertisements alongside digital marketing can create wider awareness.



4. Subscription Model:

- Implementing a subscription model for the daily dabba service can generate recurring revenue and ensure customer loyalty.

Challenges:

- Persuading seniors to switch from traditional methods to online food ordering.

- Maintaining affordability of the service while ensuring high-quality meals.

Competitive Landscape

Competitive Landscape:

Analyze existing competitors in the online food delivery space targeting senior citizens.

Identify their strengths and weaknesses, particularly regarding features like daily dabba systems and senior-friendly UI/UX.

Research local and regional players offering dabba services or home-cooked meal deliveries specifically for seniors.

Understand their pricing models, target demographics, and service offerings.

Competitive Advantage:

Highlight how Swiggy Senior can differentiate itself from competitors:

Emphasize the nationwide reach and established brand recognition of Swiggy.

Showcase the potential for seamless integration of Swiggy Senior with existing Swiggy services for a wider user base.

Focus on the scalability of Swiggy's infrastructure and logistics network to cater to a growing senior population.

Financial Projections:

Develop a preliminary financial model to estimate the potential revenue and profitability of Swiggy Senior.

Consider factors like subscription fees, delivery charges, and average order value.

Project user acquisition costs and marketing expenses.

Analyze the potential return on investment (ROI) within a realistic timeframe.

METRICS AND PITFALLS

Solution	Acquisition	Activation	Retention	Revenue	Pitfalls
Daily Dabba Service for Elderly	Elderly Outreach	Subscription Sign-ups	Daily Order Frequency	Subscription Revenue	Quality Assurance
Elderly Friendly UI/UX	Targeted Marketing	Easy Onboarding	Active Users	Increased Orders	Overcomplication
App Available in All Regional Languages	Regional Language Marketing	Language Selection	Language Preference Retention	Increased Orders	Technical Compatibility
Special Dietary Options:	Targeted Dietary Ads	Dietary Preference Setup	Regular Dietary Orders	Premium Dietary Subscription	Menu Accuracy

R.I.C.E

Feature	Reach	Impact	Confidence	Effort	RICE Score	Explanation
Daily Dabba Service for Elderly	Medium	High	High	High	High	Medium reach targeting elderly users. High impact by addressing need for convenient, healthy meals. Medium confidence due to competition. High effort for partnerships, food quality, subscription setup.
Elderly Friendly UI/UX	Medium	High	Medium	High	Moderate	High reach targeting elderly users. High impact by improving usability and encouraging usage. Medium confidence due to design iterations. High effort for redesign and testing with elderly users
Swiggy Special Dietary Options	High	High	High	Medium	High	Targets wide audience with specific dietary needs. High impact by addressing common pain point. High confidence due to user preferences. Medium effort for menu additions and partnerships.subscription setup.
Order Food in Different Language	Medium	Medium	High	Medium	Moderate-High	Targets users preferring non-default languages. Improves user experience and accessibility. High confidence due to user demand. Medium effort for language options and menu translation