

Comparative study on leading Food Delivery Applications



TEAM VOLDEMORT

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PROJECT SUMMARY

- **Analysing** and **comparing** the food delivery applications (mainly Swiggy and Zomato) on the basis of the usability aspects and overall user experience of these applications.
- To determine who beats whom in User experience and how important are these in the overall choice of an app.
- From our study, we found out that Zomato surpasses Swiggy in all of the components or factors which are deemed to be important by the users.
- Number of participants in the survey = 83.
- 70.7 % preferred Zomato and 25.6% preferred Swiggy.
- **Tools Used:** Six Sigma, Pareto chart

Descriptive Scenario

From analyzing the above parameters it will give us a good understanding on who beats whom in usability aspects as given above and how important are these aspects in the overall choice of an app.

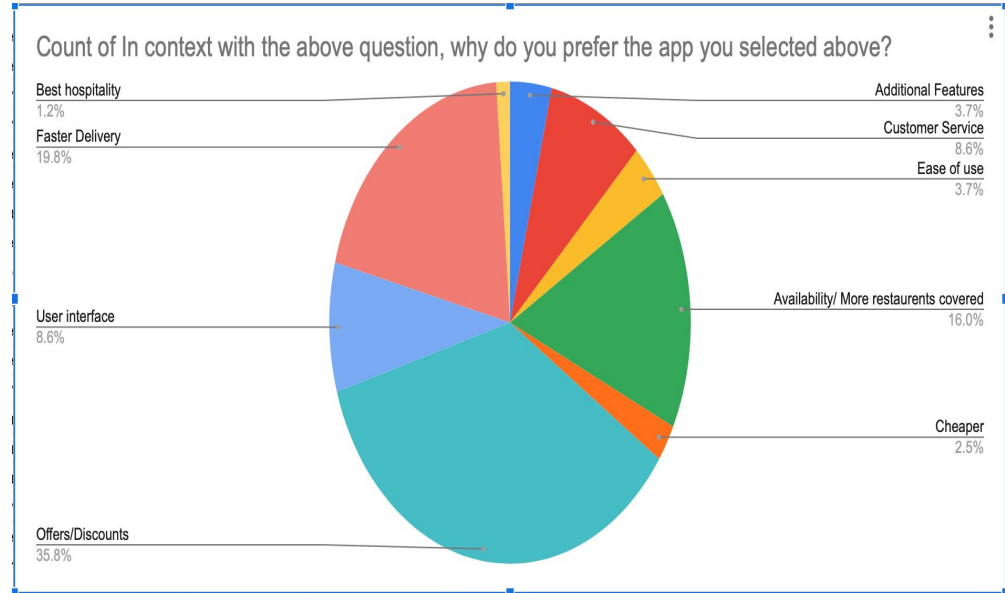
We will be using some phases of Six Sigma Framework to help us in the analysis of the responses we got from our 83 participants. The phases used will be Define, Measure and Analyze.

Using these phases and in the process analyzing the responses will let us know which parameters or important components to improve to eventually increase the number of users for a food delivery app.

CURRENT SCENARIO

RATINGS FROM THE RESPONSES

	User Interf ace	Custo mer Supp ort	Deliv ery Spee d	Discou nts/Co upons	Ease of Use	Eat Now Pay later	Money Back Suppo rt	Overall User Experi ence
ZOMA TO								
Mean	3.46	2.29	3.82	3.35	2.47	1.91	2.13	2.34
Media n	4	2	4	3	3	2	2	2
SWIG GY								
Mean	2.44	2.26	2.39	2.15	2.42	1.95	2.1	2.21
Media n	3	2	2	2	2	2	2	2



CURRENT SCENARIO

1. 6.09% people shifted from Swiggy to Zomato post-pandemic over **safety reasons and more options available in zomato.**
2. 4.87% people shifted from Zomato to Swiggy post-pandemic due to **increased coupons offered by Swiggy.**

Finding from the user data:

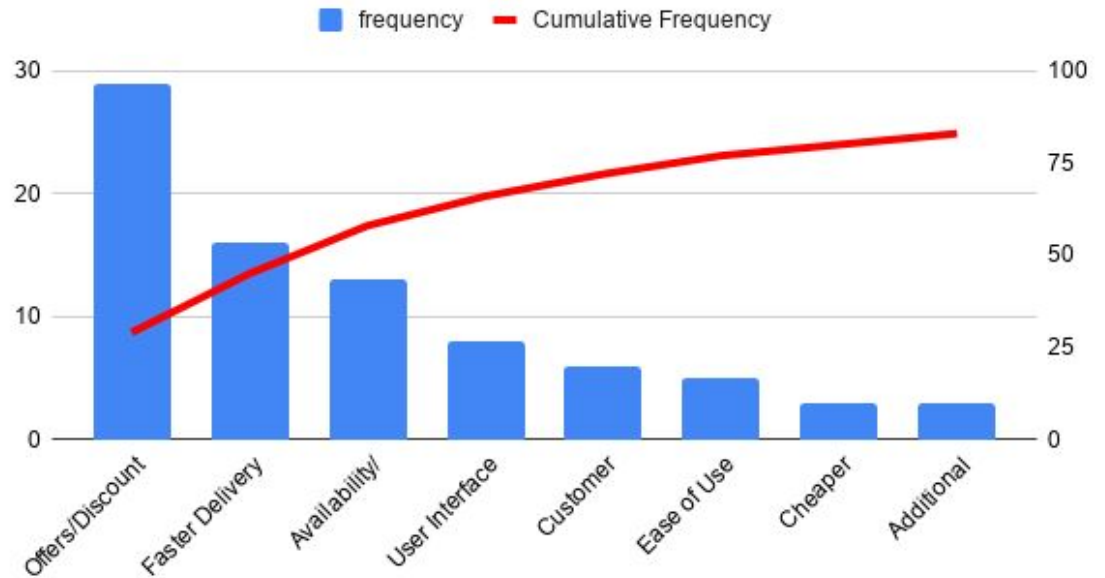
The below given components/factors are the most important components/factors we got from our study.

- 1) Discounts/Offers
- 2) Delivery Speed
- 3) Availability/ More restaurants covered
- 4) User Interface

Tools and Frameworks Used

- 1) Six Sigma
- 2) Pareto Chart

frequency and Cumulative Frequency



Phases of Six Sigma Used

- 1) Define - We decided the problem statement, goal statement and the scope of the project in this phase.
- 2) Measure - In this phase we collected baseline information about the apps mainly Swiggy and Zomato. We measured the performance of the two apps on which we have conducted an online survey. The method of collecting data was Google Forms and we got 83 responses from these forms.
- 3) Analyze - From the data collected in the Measure phase, we analysed the data used Spreadsheets and Google Analytics tool to find out the observations which are mentioned in the results above. We used Pareto Chart to find out the most important user experience components/factors from our study.

So, we can draw a conclusion from these analysis(restricted to the 83 responses we got), that a food delivery application with More Offers/Discounts, Faster Delivery Speed/Low Delivery Time , More Availability of Restaurants and Easier User Interface will reach to a larger user base or rather it will lead to more users using this app.

Course Content Used

Most importantly we got to know the importance of user experience factors in choosing any product and it lead us to selecting this topic as our case study.

We got to know the implications of UX in the success of any product.

Through the course we got to know important frameworks and tools like Six Sigma and Pareto Charts which we have used in our project to get a conclusive result from the analysis of the responses to our form.

Project Timeline

Sl. No	Task	Timeline
1	Deciding Problem Statement	12 Feb, 2021
2	Presenting the Idea of the project	18 Feb, 2021
3	Used Six Sigma framework to structure the project	10 March, 2021
4	Collecting Responses (User Survey)	15 March, 2021
5	Analyzing the responses	16 April, 2021