# PRD – Swiggy Food Delivery Platform

## Overview

A convenient and user-friendly platform that connects users with nearby restaurants and food outlets, enabling them to browse menus, order food, and have it delivered to their doorstep.

## Hero Scenario

A user can easily browse restaurants, choose meals, place an order, and have it delivered with minimal hassle.

## Personas

User – A customer looking to browse restaurant menus, place food orders, and manage their orders.

Restaurant Partner – A person or entity managing orders, updating menus, and tracking inventory.

Delivery Partner – A person responsible for delivering food orders to users.

Admin – An individual overseeing platform operations, managing partnerships, and ensuring service quality.

## Key User Stories

* As a User:
* - I should be able to register/login using email, phone, or social media.
* - I should be able to browse restaurants based on location and cuisine preferences.
* - I should be able to view restaurant menus and detailed item descriptions.
* - I should be able to place an order and add special instructions if needed.
* - I should be able to track my order status in real-time.
* - I should be able to save favorite restaurants and dishes.
* - I should be able to view and manage past orders.
* - I should be able to add and manage payment methods securely.
* - I should be able to rate and review restaurants after an order.
* As a Restaurant Partner:
* - I should be able to manage my menu and inventory in real-time.
* - I should be able to view, accept, or decline incoming orders.
* - I should be able to track order preparation and hand it off to a Delivery Partner.
* - I should be able to manage restaurant operating hours and order limits.
* - I should be able to view order history and customer feedback.
* As a Delivery Partner:
* - I should be able to receive and accept delivery requests.
* - I should be able to view customer location and route for each delivery.
* - I should be able to update order status (e.g., picked up, on the way, delivered).
* - I should be able to view my delivery history and earnings.
* As an Admin:
* - I should be able to manage user accounts, restaurant partners, and delivery personnel.
* - I should be able to monitor and manage platform performance, including resolving disputes.
* - I should be able to generate reports on order volume, user engagement, and financial metrics.
* - I should be able to approve and review new restaurant partner applications.
* - I should be able to configure platform-wide promotions and marketing campaigns.

## Metrics

### User Metrics

* Number of active users
* Number of orders placed and delivered
* Average order value and frequency
* User ratings and feedback scores

### Restaurant Metrics

* Number of partner restaurants
* Menu and order item popularity
* Restaurant ratings and feedback

### Delivery Metrics

* Delivery completion times
* Delivery partner ratings
* Number of active delivery personnel

### Admin Metrics

* Revenue generated from orders
* Partner engagement rates
* User retention and churn rates

## Mockups

User Interface: Home screen, restaurant list, menu page, checkout, order tracking, review page.  
Restaurant Interface: Dashboard for order management, menu setup, and feedback section.  
Delivery Partner Interface: Order acceptance page, navigation route, earnings page.