

## ➤ Product: Swiggy Instamart

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- **Why I picked it:** Instamart's promise is extreme convenience, but this promise is completely broken when a user receives an expired or poor-quality product. This is not just an inconvenience; it's a major breach of trust that can damage a user's health and the brand's reputation. Solving this problem is mission-critical for the long-term success of the platform.
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### 2. Product Vision

To be the most-loved and most-used on-demand service, elevating the quality of life for the urban consumer by offering unparalleled convenience **and trust**.

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### 3. Product Mission

To deliver groceries and home essentials to our customers' doorsteps in minutes, providing a wide selection of **fresh, high-quality** products with a fast, reliable, and seamless ordering experience.

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### 4. Problem Statement

"**When I** order perishable items like milk, bread, or yogurt, **I want to** be 100% confident that I will receive a fresh product with a reasonable shelf life, **but I struggle because** I sometimes receive items that are expired or will expire the very next day, **leading to** me feeling cheated, worrying about my family's health, and having to waste time dealing with customer support to get a refund."

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### 5. Jobs-To-Be-Done (JTBD)

- **Core Job:** When I'm short on time, hire Instamart to be my trusted and reliable grocer who can provide my family with safe and fresh daily essentials, instantly.
- **Dimensions:**
  - **Functional:** Receive the correct grocery items.
  - **Emotional:** "Give me peace of mind about the quality of what I'm feeding my family." "Remove the risk and anxiety of grocery shopping." "Make me feel like a smart, efficient, and caring household manager."

- **Social:** "Help me be a reliable host by providing fresh ingredients when I have guests coming over."
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## 6. User Research Plan

To understand the scale and impact of this problem, I would use a three-pronged approach:

1. **Support Ticket Analysis:** I would conduct a deep-dive analysis of all customer support tickets and chat logs. I would specifically categorize and quantify every complaint related to "Expired Product," "Near Expiry," "Bad Quality," "Stale," or "Foul Smell." This would provide a direct, quantitative measure of the problem's reported frequency.
  2. **Dark Store Audits (Operational Research):** This is a crucial step. I would work with the operations team to conduct surprise audits of the inventory management and quality check processes inside the "dark stores" (the fulfillment centers). The goal is to observe the real-world process: How is incoming inventory checked? How is stock rotated (First-In-First-Out)? What is the process for identifying and removing items nearing their expiry date?
  3. **User Interviews with "Churned" Users:** I would identify and interview users who used to be frequent Instamart customers but stopped ordering after lodging a quality-related complaint. The goal is to understand the long-term impact of a single bad experience on user trust and loyalty.
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## 7. Persona Snapshot

- **Persona 1: Sunita, the Health-Conscious Mother (38)**
  - **Bio:** Sunita has two young children and is extremely careful about the quality of food she gives them. She uses Instamart for daily items like milk, dahi (yogurt), and paneer.
  - **Frustration:** She received a packet of milk that was expiring the same day. While technically not "expired" yet, she didn't feel it was fresh enough to give to her kids. The incident completely shattered her trust in Instamart's quality control, and she is now hesitant to order dairy products again.
- **Persona 2: Arjun, the Busy Bachelor (27)**
  - **Bio:** Arjun lives alone and uses Instamart for weekly stock-ups of items like bread, sauces, and ready-to-eat meals.

- **Frustration:** He ordered a loaf of bread and didn't check the expiry date upon delivery. Two days later, he found it had fungus, even though it was well before the expiry date mentioned on the package, indicating a storage or quality issue. The hassle of getting a refund for a small item felt like more trouble than it was worth, but he was left with a very negative impression.
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## 8. Customer Journey Map (CJM)

**Persona:** Sunita, the Health-Conscious Mother

**Goal:** Receive fresh, safe milk for her children.

Step	Action	User Feeling	Pain Points
<b>Places Order</b>	Sunita orders two packets of milk and some vegetables.	Confident	She trusts the service to deliver as promised.
<b>Receives Delivery</b>	The order arrives quickly. The delivery experience is good.	Satisfied	
<b>The Unpleasant Discovery</b>	As she puts the milk in the fridge, she glances at the expiry date: it's today's date.	Shocked & Betrayed	<b>Her immediate thought is, "They tried to get rid of old stock by giving it to me." Her trust is instantly broken.</b>
<b>Contacts Support</b>	She opens the app to find a way to complain. She navigates to the "Help" section.	Annoyed	This is unplanned, frustrating work for her.
<b>The Refund Process</b>	She has to chat with a bot, then a human agent, and upload a photo of the product.	Frustrated	<b>The process is designed to handle a problem, not prevent it. It feels bureaucratic and puts the burden of proof on her.</b>
<b>Resolution</b>	She gets a refund, but her confidence is gone.	Disappointed & Wary	She thinks, "I can't rely on Instamart for fresh items anymore. I'll have to go to the local store for milk." <b>Instamart has lost her most valuable and frequent orders.</b>

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## 9. Opportunity Sizing

- **User Impact:** This is a "critical failure" event. A single instance of receiving an expired product can permanently destroy a user's trust and cause them to churn forever. The negative word-of-mouth from such an experience is incredibly damaging.
  - **Business Value:** Trust is the currency of a grocery business. Solving this problem is an existential priority. The benefits are not about increasing revenue but about protecting the entire business. The primary business metrics to improve are:
    1. **Reduce Customer Churn:** Decrease the number of users who stop ordering after a quality complaint.
    2. **Reduce Refunds:** Directly cut down the costs associated with refunding for expired/bad products.
    3. **Increase Customer Lifetime Value (LTV):** By building a reputation for impeccable quality, users will become more loyal and order more over time.
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## 10. Prioritization

This is not a feature to be prioritized against other features; it is a foundational, operational, and product problem that must be solved. The approach would be a multi-pronged strategy.

1. **P0 - Operational Fix:** Improve the in-store scanning and stock rotation process. This is the root cause.
2. **P1 - Product Feature:** Introduce user-facing features that build transparency and trust.

We will focus on the product features here. The most valuable feature is one that gives users control and transparency.

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## 11. MVP Idea

### "Freshness Guarantee" & Expiry Date Transparency:

This MVP is a combination of a promise and a feature to build trust.

1. **On the Product Page:** For perishable items like milk, bread, yogurt, etc., add a new information field: "**Guaranteed Freshness: Expires on or after [Date].**" The date would be dynamically calculated (e.g., today's date + 2 days). This sets a clear expectation with the user.
2. **In the Picker's App (The Internal App for Store Staff):** This is the most critical part. When the store picker scans the barcode of a milk packet to add it to an order, the

app must force them to also scan the expiry date barcode (or manually input the date).

3. **The Logic:** If the scanned expiry date is before the "Guaranteed Freshness" date promised to the customer, the picker's app shows a **HARD ERROR**: "This item is too close to expiry. Do not pack. Pick a fresher item." The picker cannot proceed with the order until they scan a valid, fresher item.

This MVP moves the quality check from a manual, error-prone process to a mandatory, system-enforced step at the most critical point: packing. It directly prevents the problem from ever reaching the customer.

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## 12. Roadmap Format

I would use a **Theme-Based** roadmap focused on "Building Trust."

- **Theme 1: Guarantee Freshness at the Source (Now)**
  - **Initiative:** Launch the "Expiry Date Scanning" feature in the Picker App and the "Freshness Guarantee" date on the user-facing app for the top 50 perishable SKUs.
  - **Goal:** Reduce customer complaints related to "Near Expiry" for these 50 items by 90%.
- **Theme 2: Build Unmatched Transparency (Next)**
  - **Initiative:** Expand the expiry scanning to all perishable products.
  - **Initiative:** On the user's digital receipt after delivery, **show the exact expiry date** of the items they received. This provides ultimate transparency and reinforces the brand's confidence in its quality.
  - **Goal:** Make "Quality" a top brand association in user surveys.

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## 13. Bonus: AI Thinking

AI is crucial for making this system proactive and intelligent.

- **Inventory & Wastage Prediction:** An AI model can analyze sales data, seasonality, and local events to predict the demand for perishable items at each dark store. This allows the store to optimize its inventory, ensuring items are sold well before they expire and minimizing food wastage.
- **Image Recognition for Quality Checks:** For items without a printed expiry date (like fresh fruits and vegetables), the picker could be required to take a photo. An AI

computer vision model could analyze the photo to detect signs of poor quality (e.g., bruises on an apple, wilting on spinach) and flag it before it gets packed.

- **Supplier Quality Scoring:** The AI can track quality complaints back to the specific supplier and batch number. Over time, it can generate a "Supplier Quality Score," allowing the procurement team to make data-driven decisions and work only with the most reliable suppliers, improving quality for the entire ecosystem.