



Insights on Swiggy

Swiggy is a popular Indian online platform offering food delivery, grocery delivery (Swiggy Instamart), and package delivery (Swiggy Genie). It also helps users discover and book restaurants with Swiggy Dineout.

Objective

As a Product Manager on Swiggy's New Initiatives team, I'm tasked with developing a MVP for a new "Going Out" vertical to compete directly with Zomato's upcoming District offering.



Out-of-home consumption business, which includes its acquisition of Dineout, reported a gross order value (GOV) of approximately **₹2,200 crore** for FY24.



Swiggy has a majority in market share in tier-2 and tier-3 cities as compared to tier-1 cities where it has the second largest market share after Zomato



As of November 2024, Swiggy's valuation is approximately **\$11.3 billion**, following its IPO launch at **₹390 per share**

Key Actors Involved



Restaurant Partners



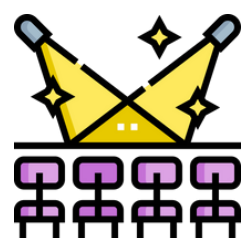
Tech support



Investors/stake holders



Monthly Active Users (MAU) of **24 million**, indicating a strong market presence and customer loyalty.



Even Organisers



End-Users (us)



[Link to resources](#)

GOV- **₹24,700 million** in FY24
AOV- **₹428**
ARPU- **₹85** for FY24
CAC- **₹400 to ₹500**

Market Overview

Competitor Analysis



District by Zomato



BookMyShow

Features

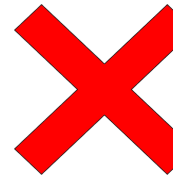
Live-Event Ticketing



Movie ticketing



Dining Booking Services



Leisure Activities booking



Hypothesis

There is a growing demand for integrated experience which combine dining with entertainment. Consumers are looking for seamless transition between meals and events

Why should we focus on this Industry?

- Consumer spending in India reached **24.57 trillion INR** in Q2 2024, reflecting post-COVID recovery and increased discretionary spending in leisure and entertainment.
- Approximately **10%** of monthly expenditures are allocated to food and beverages, which includes dining out and ordering in
- There has been a significant shift towards experiential spending, with categories like **recreation, entertainment, and leisure** witnessing increased demand as **consumers prioritize experiences over material goods**
- Private consumption growth was reported at **7.4%** year-on-year for the first quarter of 2024

[Link to Resources](#)

Understanding User Problems

[Link to survey of 31 users](#)

64.8% of the users struggle planning outings because they can't find new/exciting activities do

48.4% face inconvenience due to the high costs of going out

45.2% of the users have a meal outside before/after they go on an outing

User Personas



Name: Riya
Age: 25
City: Hyderabad
Occupation: Management Trainee

Goals: Recently moved to a new city for work, wants to attend various different type of events with her friends. Preferably some activity followed by a meal

Pain Points: Doesn't earn enough to spend lavishly
As she is new to the city she doesn't know which places she should go



Name: Jay
Age: 32
City: Mumbai
Occupation: Senior Manager

Goals: Recently married, wants to spend as much time as possible with wife over the weekends doing couple activities

Pain Points: Due to hectic work hours its difficult to sit and plan weekend activities

Impact of Solving this Problem

Impact Mapping

What is the True Problem?

When users want to go out, it is usually for a meal and some activity followed before or after the meal. Currently, users face **challenges in planning and booking their outings**. They often need to consult multiple apps or websites to find suitable dining options, entertainment venues, or shopping destinations. This fragmented approach can be time-consuming and inefficient.

Why should we solve the problem now?

Post-pandemic, consumers have increased disposable income and a **growing preference for new experiences**. This presents a significant opportunity for a platform that can seamlessly integrate dining and entertainment options. By capitalizing on this trend, Swiggy can regain lost market share and strengthen its position in the competitive landscape.

Value Generated for the Users

Users will have a **convenient one stop solution** for planning and booking their outings.

Value Generated for the Business

By introducing the "Going Out" vertical, Swiggy can not only **reclaim lost market share and increase revenue** but also attract a new customer base, **expanding its overall user base**.

MAU= **24 Million**
Assumption- **45%** users are in the age group of 25-35
Number of users in 25-35 age group
= 45% x 24,000,000
= **10,800,000**

ARPU= **Rs 85**
Current Revenue from chosen segment
= 10,800,000 x 85
= **Rs 918,000,000**

If we get **5% increase of MAU** for this user segment and **Rs 5 increase in ARPU**,
Potential new revenue
= 1.05 x 10,800,000 x 90
= **Rs 1,020,600,000**

Projected increase in Revenue
= 1,020,600,000 - 918,000,000
= **Rs 102,600,000**

Ideation and Solution Prioritisation

Jobs-to-be-done Statement

When I want to attend a live event, **but** I never manage to get any tickets due to poor management and technical issues from the ticket vendor. **Please help me** by improving the ticket booking process on both front and backend, **so I can** have a better ticket booking experience and have a fair chance to get the tickets for the events I want to attend



Solution 1

AI recommendation based booking system

How it works: Based on user inputs, swiggy can suggest for a wide range of activities, from concerts to museum visits. Swiggy will curate a list of options and suggest dining venues based on user preference. By booking both the activity and dining reservation simultaneously through Swiggy, users can enjoy exclusive discounts at both venues



Solution 2

Swiggy Local

How it works: Local businesses can register and directly sell products/ services to users at home. This can include homemade products like furniture or food or services for health and wellness, etc



Solution 3

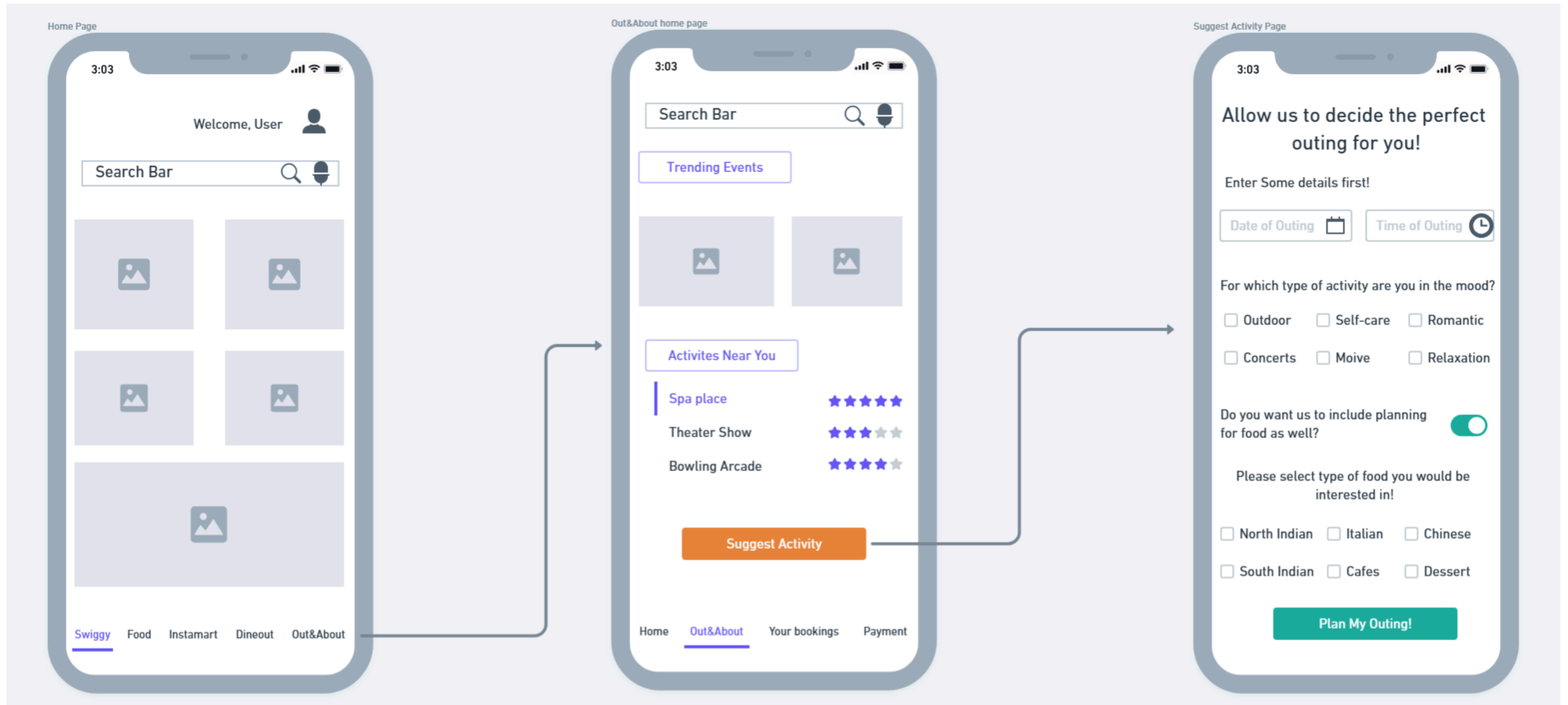
Best Deal Finder

How it works: When you search for an event on Swiggy, we'll list various booking websites. This lets you compare options and book directly from your preferred site.

We should prioritize **Solution 1: AI-based recommendation and booking system**. This approach offers the most efficient way to seamlessly integrate dining and activity suggestions into the app, enhancing user experience and driving engagement.

[Link to detailed comparision](#)

Wireframes and Userflow



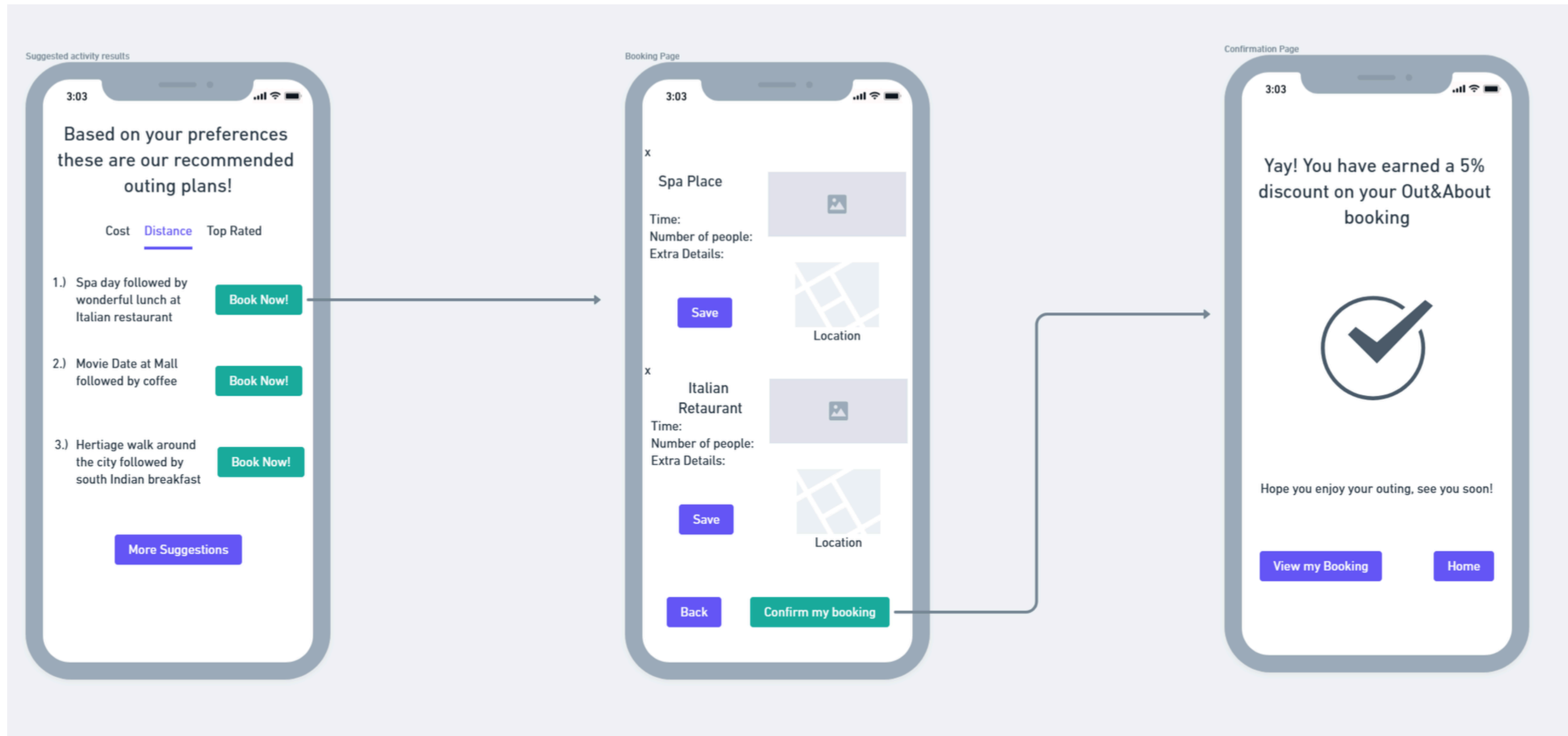
Home Page of swiggy, user clicks on Out&about tab to go to its page

Users can directly book events/activities, or can ask swiggy to create a custom outing for them

Users have to give the specified inputs for the AI algorithm to come up with custom plans. Planning for eating out as we is optional

Wireframes and Userflow

[Link to wireframes](#)



We can put filters on the AI based recommendations based on our personal preferences. We can also ask it to come up with new alternatives

If the user changes their mind, they can also cancel the activity or restaurant booking and if they are not confirmed about the timings, they can save their booking preferences and then come confirm it later

Discount availed by the user will depend on factors of usage of this feature

Success Metrics

Type	Metric	Goal
Awareness	<ul style="list-style-type: none"># of ad views per user	<ul style="list-style-type: none">Measure how often users see Out&About ads in app notifications and push notifications.
Activation	<ul style="list-style-type: none">CTR of Out&about	<ul style="list-style-type: none">How many users land on the out&about page
Adoption	<ul style="list-style-type: none">Booking Conversion Rate	<ul style="list-style-type: none">How many users complete an entire booking on Out&About
Engagement	<ul style="list-style-type: none">Average time spent on Out&about page	<ul style="list-style-type: none">To check how the users are engaging with the feature
Retention	<ul style="list-style-type: none">Average time taken to complete 5 bookings after initial first booking	<ul style="list-style-type: none">We can see how often Out&About is being used to plan outings

North Star Metric - # of bookings done through Out&about



L1 Metric- # of people visitinng the out&about page



L2 Metric- # of people getting the out&about ad



Pitfalls and Mitigation



Pitfalls



Consequences



Mitigations

1.) Limited Geographic Coverage

If the feature is not available in all cities or regions, it may limit its potential user base.

Phased Rollout: Gradually expand the feature to new cities and regions based on market demand and operational feasibility.

2.) Inaccurate Recommendations

Poor AI-powered recommendations can lead to user dissatisfaction and decreased trust.

Continuous AI Improvement: Regularly update and refine the AI algorithms to ensure accurate and relevant recommendations.

3.) Ineffective search and filtering options

If users cannot easily find the activities or dining options they are looking for, they may abandon the platform.

Advanced Search and Filtering Options: Keep adding new and specific filtering options as per user behaviour to give a more personalised experience.

Future Scope



1.) **Travel Feature:** We can incorporate ride booking features into our app to help users commute to and from their outings.



2.) **Group Booking:** Users can plan an outing together through AI recommendations based on their individual preferences.