SWIGGY

Nextleap Graduation Project **Food For Every Mood** NEW

Delivery Location Locate Me

‘Paradox of Choice’ Solved!

More is no more Less!

DIGITAL PRODUCT

SWIGGY: India's largest online food ordering and delivery platform allows users to get food delivered from multiple restaurants in the comfort of home.

PROBLEM

To solve the **'Paradox of Choice'** through a differentiated product experience resulting in long-term stickiness of the customer and thereby maximizing revenues.

JOB-TO-BE-DONE

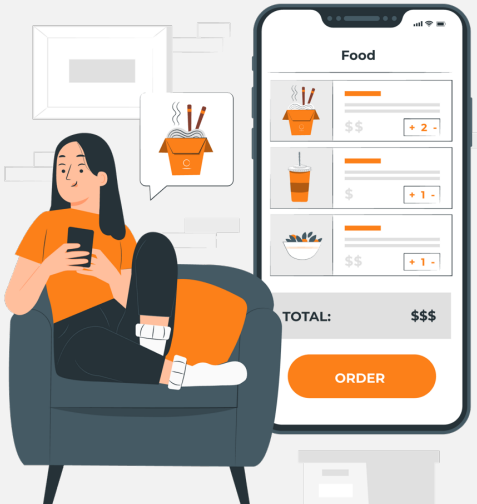
When: I order food online
But: I cannot decide what to order and from where
Help me: Make the process of searching the food easy
So that: I can order a square meal efficiently in lesser time.

WHO IS FACING THIS PROBLEM?

Students/Professionals who order food via online apps.

IS IT REALLY A PROBLEM?

- **100%** — Users order food via online apps
- **72%** — Users end up scrolling through the abundance of food items available
- ★★★ — User Ratings for finding the recommendation engine helpful
- **45** — Average time taken to order food from Swiggy for **6/10** customers



> Ordering food from Swiggy is so **tiresome** and **time-consuming** that I lose interest in ordering what I want. First, we select from 10s of restaurants, followed by choosing from 100s of items, then we consider the delivery fee and charges before deciding to pay for the order.

OPPORTUNITY

How Might We improve the customer's recommendation engine for food items so that customers spend minimum time choosing what to order and increase the customer experience and retention?

DEFINE

WHY SOLVE IT NOW?

- More than **70% of the users** take more than **30 minutes** to decide and finally order the food item. This probably showcases the need for an **improved customer experience** that takes away the **pain of selecting** what to order and from where to order
- For those who are clueless about what to order, the process of **ordering food fit for an occasion** is even more **overwhelming**
- Swiggy has grown **1.57x YOY** and has an active customer base of over **20 Million** in India
- As per Statista, the Revenue of online food delivery is projected to increase at **10.8% CAGR** from **USD 12 Billions** in **2022** to **USD 20 Billions** by the end of **2027**.
- As a food delivery giant in India, Swiggy still has a lot of potential to **expand its customer base** while **increasing the retention** for its existing customer base. Therefore, solving this problem now would significantly **improve** the **customer experience** which would result in **long-term stickiness** and thereby an **increase in revenues**

IMPACT ON USERS

Gen Z users would be able to make **well-informed decisions**; thus, the **time taken to order** food would **reduce**, and the **overall experience** would be **enhanced.**

IMPACT ON BUSINESS

140 Crores = Total Indian Population
X 0.25 (Considering 80 as max population and users in the 20-40 age group and even distribution among age groups)
X 0.35 (% Urban Population)
X 0.8 (City/Town where Swiggy is active)
X 0.6 (Users of online food delivery app)
X 0.5 (Market penetration of Swiggy)
= 29.4 Million (Swiggy Users in India)

Impacted Annual Revenue –

29.4 Millions
X 0.1 (Increase in market share after solving this feature)
X Rs. 3000 (Average monthly expense on Swiggy)
X 12 (Extrapolating to 1 year)
~ INR 106 Billion

*(Based on Guesstimate)

Aarushi Agarwal

Age : 24

Location : Delhi

Occupation : Product Manager

Needs and Goals:
Shifted to Delhi recently and wants safe and hygienic food for her on a regular basis to take a break from her cook's recipe. Needs a seamless process to make food ordering fast and easy.

Pain Points:
Has too many options to choose from. Sometimes it is within a particular dish that she is indecisive, and sometimes it is the hidden charges in the form of the delivery fee and taxes that she returns to the exploration stage again. No one remembers her usual filters and sorting options.

Current Experience

> The food ordering experience is mostly painful, predominantly because I do not know what to order, where to order, the exact time for delivery, and the amount that needs to be paid for the food. Although there are filters that help in narrowing down the choices in the form of restaurant ratings, delivery distance, etc., there exists a lack of transparency in the form of ratings for the dishes and total payable amount, which makes the food searching process a long and tiring one.

> There are two aspects due to which the food ordering process becomes time-consuming and sometimes tiring as well. At times, I am unsure about what to order. And at other times, although I am sure of what I want to order, there are many restaurants to choose from. I cannot compare the prices, delivery time, and dish ratings on a single page. And hence, when I move towards ordering a particular dish from some restaurant, there comes a sudden urge to check the price from other restaurants. And just like that, we are stuck in an infinite loop.

Customer Pain Points

What do we order?
Customers, at times, are unsure about what they want to have and have a lot of options to choose from.

From where do we order?
When customers are sure of what they want to have, the following paradox comes out of the restaurants from where they want to order.

The second thoughts
After the dish and the restaurants are chosen, second thoughts like "Is this worth it?", "Was the other option better?" starts kicking in, creating confusion.

Customer Expectations

Help in narrowing down what to order

Restaurant suggestions as per user's usual preferences

Give the option to compare to reduce second thoughts

EMPHATISE

SWIGGY BUDDY

What?

Food choices are made easy when you know what your friends have ordered. It's like you are in the restaurant and go with the flow of what your friends have ordered. It's analogous to Spotify's Listening Activity, where you can see the orders your friends are placing along with details of the dish and restaurants.

Does this feature already exist?

Similar features exist for apps like Spotify, where a user can track the user's listening activity. But in the food delivery segment, this feature is not introduced yet.

Prioritization

Framework used – RICE

Score = (Reach*Impact)/(Cost+Effort)
= (4*3.5)/(2+3)
= 2.8 (Rank 2)

FOOD FOR EVERY MOOD

What?

To solve for the paradox of choice, this feature considers your food preferences in a certain mood (based on a survey) to give you a limited list of 4-5 items from the league of restaurants that you usually order from and based on factors like ratings, distance, delivery fee, etc. (based on previous filters applied by the user). All a user has to do is select the mood she/he is in.

Does this feature already exist?

Currently, no app has released a feature similar to this to help users reduce the burden of their choices.

Prioritization

Framework used – RICE

Score = (Reach*Impact)/(Cost+Effort)
= (4*4.5)/(2+3)
= 3.6 (Rank 1) – Chosen Solution

SWIGGY SPINNY

What?

When unsure about what to order, this feature considers the user behavior by studying the order pattern and the previously ordered items. This list of items will fill in the spinning wheel gaps so that nothing absurd comes up when the user spins the wheel. The second phase will provide the list of restaurants that are known for the chosen dish.

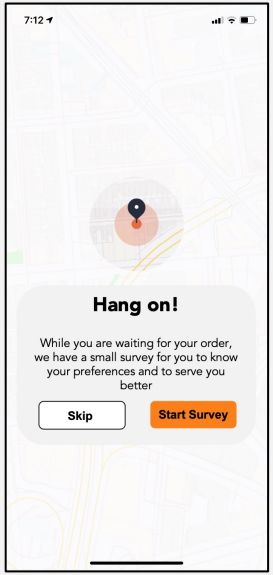
Does this feature already exist?

Such feature do exist for rewards or lucky draws, as n the case of apps like Amazon. Nothing of this sort exists for the food/order delivery segment.

Prioritization

Framework used – RICE

Score = (Reach*Impact)/(Cost+Effort)
= (3.5*3)/(3+2)
= 2.1 (Rank 3)



STEP 1

What?

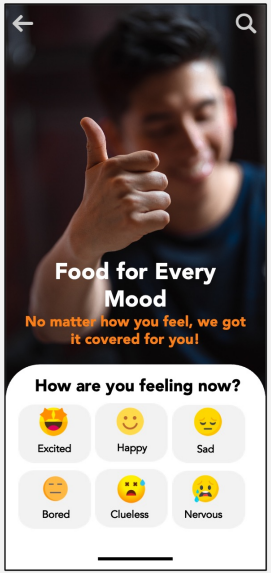
To understand the customer preferences, Swiggy will float **a survey** to understand the **user's food habit** as per his/her **mood.**

How?

Swiggy will introduce an **incentive** for filling up the surveys in the form of **1 Free Delivery** for its users

When?

This survey quiz will pop up when a user has placed his/her order and is **returning to app** for checking the status of the order.



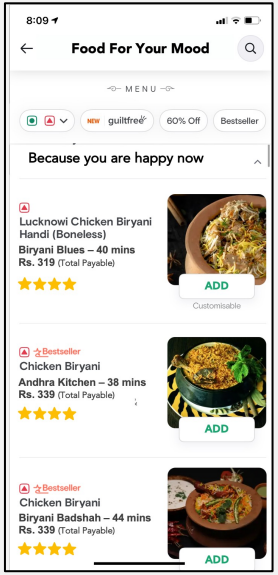
STEP 2

What?

During the surveys, it was found that **Indian food habit** considers **user's mood**. 'Food for Every Mood' allows users to choose the food that she/he wishes to have as per the mood she/he is in.

How?

Based on the survey one has filled earlier, Swiggy will ask for dishes one wishes for **6 different moods**. It will then combine this data with the **filters** that a **consumer usually applies** (ratings, distance, price, etc.) to curate a select number of dishes for users.



STEP 3

What?

The select dishes will include **ratings for the dish, total amount payable** (including delivery fee and taxes) and an **option to alter** the by-default **filters** that was applied based on user behavior.

Problem Addressed

The survey reveals **70%** of the users **reconsider their choices** when **delivery fee and taxes** are added in the payment page. Showing the **total amount** based on distance will increase the transparency and make sure that the **reconsideration is minimized.**

Know Your Customer Better

The proposed solution depends a lot on users filling up the survey form on the app. To incentivize the process, as Indians like rewards, one proposal is to reward the users with 1 Free Delivery in the next order.
When the survey is filled, Swiggy will then know how to cater to the needs of the users as per their mood – Do they like Biryani when they are happy and so on.

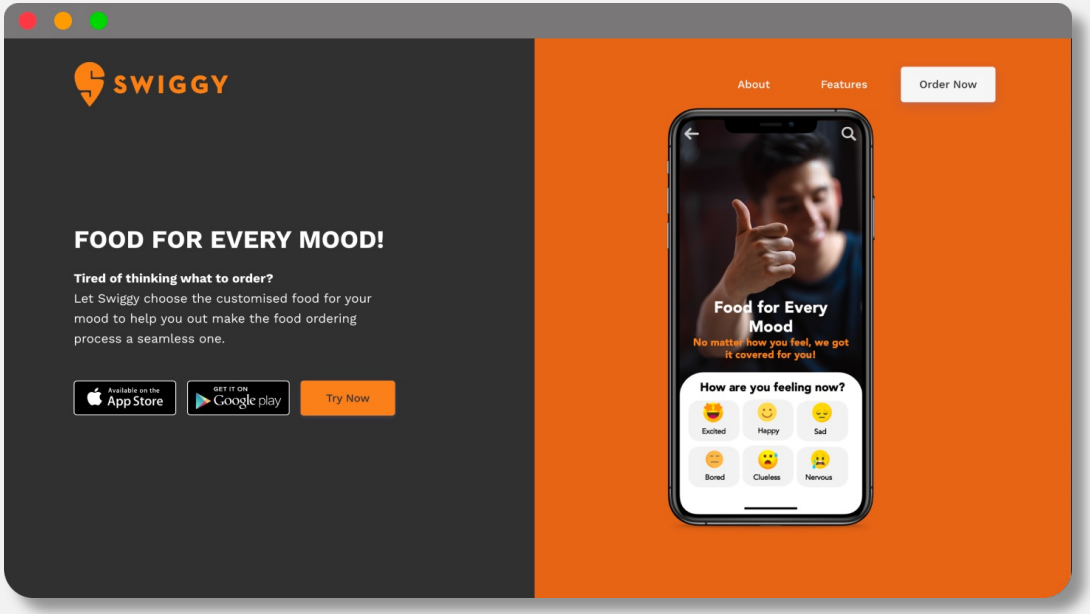
Choose Your Mood

For 6 different mood types, Swiggy used the survey to filter out 2-3 dishes that a user wishes to have. A different section awaits users who wants to try the feature. Swiggy has the pre-defined moods which includes 'Clueless' for the ones who want to try random dishes. The AI will work in the background to match it up with the most frequently used filters and the sorting options.

Chef's Kiss For You

Matching the dish for the mood (via survey) with that of the AI powered automated filters based on ratings, distance, offers, etc. Majority of the users had problems in the payment page when they saw extra amount in terms of delivery fee and taxes and therefore had to reconsider the dish they want to have. This page already includes the total payable amount to reduce user's effort.

PROTOTYPE



Landing Page: https://swiggy-nextleap.unicornplatform.page/

Desirability:

- Landing Page Visits - 542
- Conversion Rate – 32%
- Average Ratings – 4.7 (70+ ratings)
- Average Time Spent – 97 Secs

"'Food according to the Mood' can be a hit out of the park as it narrows down the innumerable options for me, which is a tedious task to be done when hungry. Based on my own filled survey and the previously ordered food items, I get a personalized list of dishes apt for the situation. Couldn't ask for more!"

- Arti Agarwal, Senior Software Engineer, Lowe's India

"This is one of the best innovations of Swiggy. This feature helps me out in every mood. The food and restaurant suggestions are on point and apt as per my need and mood. What's more attractive is the on-point total payable amount which reduces the effort to compare the final price of all the dishes."

- Jaspreet Kaur, Senior Consultant, Bain & Co.

"This feature will surely help in reducing the effort and time taken to choose the food I want to have at a particular time based on the mood I am in. This takes care of the end-to-end complete food ordering process right from choosing what to order and up until the amount to be paid and delivery time. This is great!"

- Shriansh Srivastava, Product Manager, PayTM

PROTOTYPE

Focus Metric: Decrease in Average Check-Out Time

Check Metrics:

Reach

Users who viewed "Food for Every Mood" can be categorized into :

1. New Users
2. Old Users
3. Users entering via default landing

Activation

Users who placed their first order from "Food for Every Mood"

Shares can be checked for:
1. New Users
2. Existing Users

Active Usage

WAU – Weekly Active Users

% (WAU for Food for Every Mood/ Overall WAU for the app)

Engagement

Engagement is similar to conversion for this case

(No. of orders placed via Food for Every Mood)/ (Total views on the option)

Compared with **(Total orders placed/ WAU)**

Retention

1. **WAU retention** for users who used this option
2. No. of users placing **repeat orders** via this feature

Business

Average order value per user for orders placed via **this option**

Compared with:

Average order value per user for orders placed via **normal flow**

PROTOTYPE

Potential Pitfalls	Implication	Solution
Food preferences at certain mood are **subjective**. A user might get bored of having Pizza while watching a movie and hence decide to experiment a little.	If the user finds the feature repetitive and non-adaptive, the **user satisfaction** and hence the **retention** for the feature can be **negatively affected.**	For the first few orders, the results will be shown with respect to the original preferences filled up by the form. Later, Swiggy can introduce its own **recommendation system** based on the common mood types and food ordered in those mood in the form of **'Swiggy Suggests'** for which a **strong AI** will be required.
Only **limited mood** types can be covered. There is a limit to the questionnaire in the survey, as long surveys are usually avoided by the consumers.	This can **reduce the engagement** for the feature as the **orders placed** via 'Food for every mood' will be **lesser** when users have foods for **lesser moods.**	Swiggy can **start off** with **limited mood types**. Later, it can give out **options** for the users to **edit preferences** and **add any mood type** for which they can **feed** in **2-3 dishes** that they would like Swiggy to suggest for them.
Since this is a **very new feature** and is not being used by any other app, users will **need some time** to **adapt to the interface** and **get accustomed** to the flow of the feature	If this is not taken into consideration, this would directly impact the **adaptability** for the feature.	To take care of the adaptability, Swiggy can **introduce a short video** in the home page replicating the **benefits** and **how-to** for the feature. Swiggy can also **place this feature smartly** in the **home page** to attract the users.