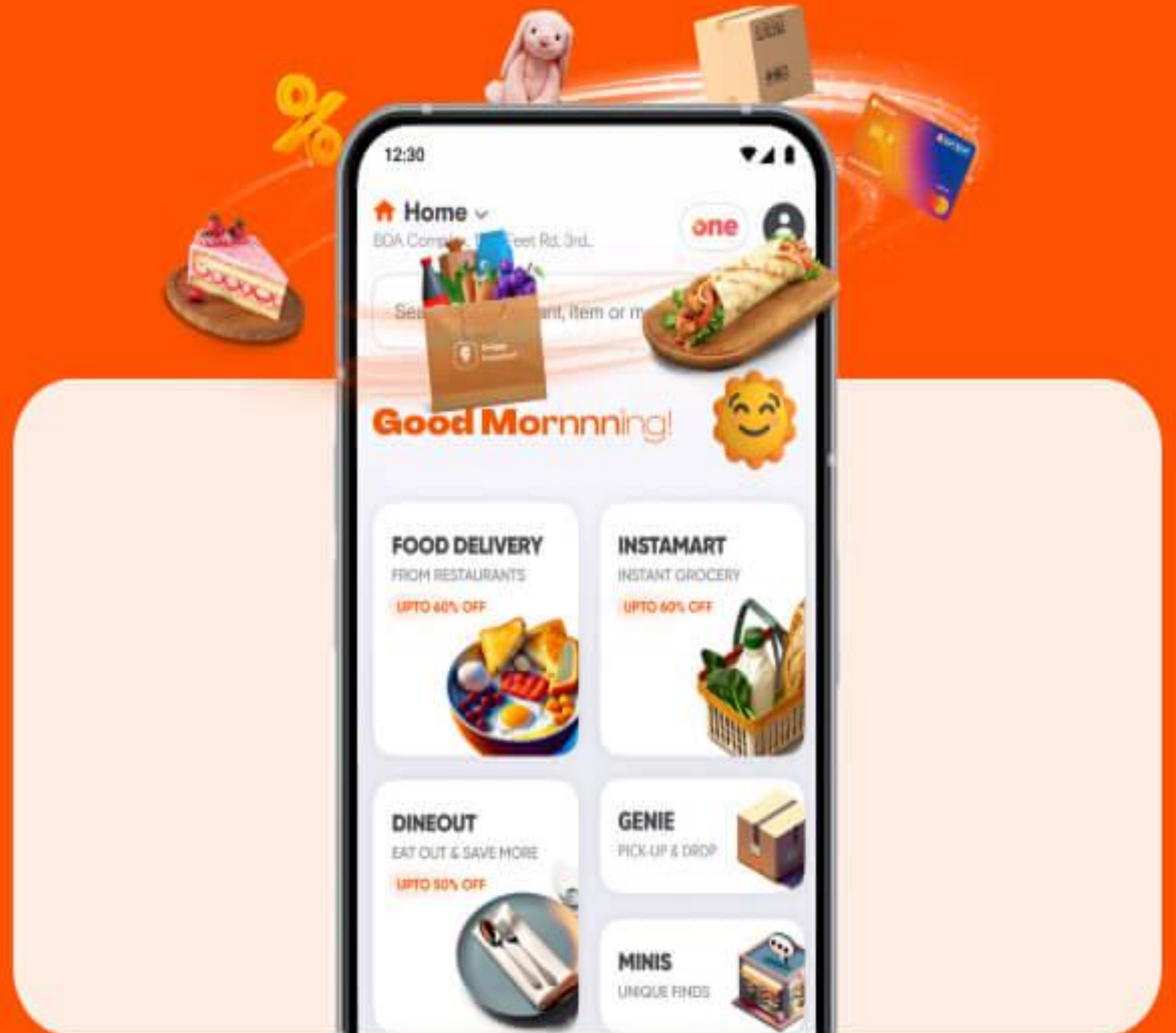




Swiggy

**PRODUCT TEARDOWN**  
Increase customer retention  
and make Swiggy the go-to  
platform for daily food  
ordering.



# LET'S TEAR IT DOWN

## Product Understanding & Overview Market & Competitive Analysis

- User Persona Creation
- Problem Identification
- Prioritization of Features
- User Journey Prototype  
(My Fav Part)



# Overview

Swiggy, India's leading food delivery platform, has redefined convenience since 2014. With lightning-fast deliveries, real-time tracking, and a wide range of services—from food to groceries—it's become a daily essential for millions.

As competition heats up, retaining users is key to staying ahead in the game.

Our ultimate goal as Swiggsters is to make a difference in the lives of millions by reimagining how they experience convenience

## Business Model Canva

### Consumer Segment

- Consumer
- Restaurant & Store
- Delivery Partner

### Key Resources

- Tech platform (app, backend)
- Logistics network (delivery partners)
- Partnerships with restaurants/stores

### Customer relationship

- Personalized app experience
- Loyalty Programmes
- Customer Support

### Channels

- Mobile Apps(IOS & Android)
- Website
- Social Media and Digital Marketing

### App Store Metric

**100M**  
Downloads

**4.5**  
Rating

### Revenue Streams

- Delivery charges from users
- Commission from restaurants/stores
- Subscription (Swiggy One)
- Ads & sponsored listings
- Cloud kitchens (Swiggy Access)

### Cost Structure

- Delivery partner payments
- Tech infrastructure
- Marketing and customer acquisition
- Partner incentives and discounts

### Key Partnerships

- Restaurants, grocery stores
- Delivery partners
- Cloud kitchen brands
- Payment gateways

### Key Activities

- App & tech maintenance
- Logistics and route optimization
- Restaurant onboarding
- Customer support & marketing

# Swiggy's Retention is Stuck at 40% – What Crucial Factor are Missing?

## Key Opportunities



10% of customers want calorie details before ordering



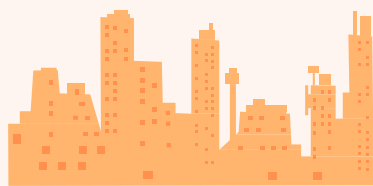
126% growth for Vegan Products



124% growth of Millet Based items



60% of Bachelors wants Daily Meal Services



70% Consumption is from Top 50 Cities



40% Orders are placed by GenZ

**Retention Rate : 40%**

Hidden Cost of Low Retention  
Retention Rate: 40% → Big Problem!

Key Stats:

- MTU: 14M
- Orders per Month per User: 4.5
- AOV: ₹380 (Given in Problem Statement)
- CAC: ₹550
- Margin per Order: ₹20

The Math:

$LTV = 54 \text{ orders} \times ₹20 \text{ margin} \times 40\% = ₹432$   
 $\text{Loss per Customer} = ₹550 \text{ (CAC)} - ₹432 \text{ (LTV)} = ₹118$   
**Total Annual Loss = ₹118 × 14M = ₹1.65 Billion**

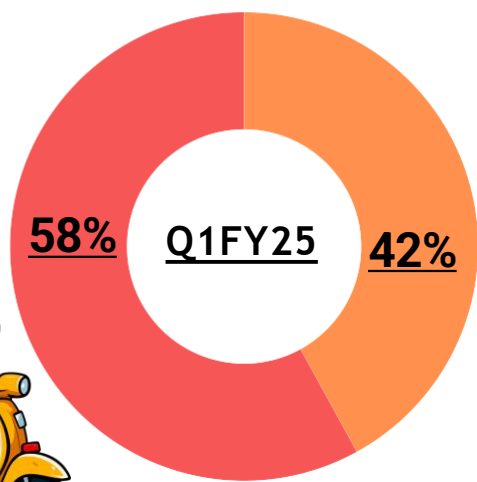
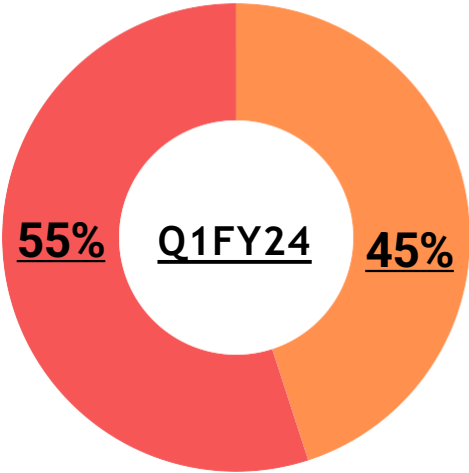
**Retention Rate : 50%**

New LTV Calculation:  
 $LTV = 54 \text{ orders} \times ₹20 \text{ margin} \times 50\% = ₹540$   
 $\text{Profit per Customer} = ₹540 - ₹550 = ₹(10) \text{ loss}$   
Annual Loss Calculation:  
 $\text{Total Annual Loss} = ₹10 \times 14M = ₹140M \text{ (₹0.14 Billion)}$



**10% Retention Boost Saves Us ₹1.51 Billion**

## Food Delivery Market Share



Great data. Now can we actually do something?





# Competitive Analysis

- Core Focus
- Clicks to Order
- Reach
- User Interface
- Region

**Zomato**

Focused on Food Delivery and Dining

5 click for ordering the food items

Wider, Detailed

Focused and intuitive, minimizing distractions for a smoother food selection process.

Focused on metro cities

**Swiggy**


Focused on Food Delivery, Dining, Instamart, Genie, Events


8 click for ordering the food items

Broad, Growing in Tier 2 / 3

Feature-rich interface catering to multiple services beyond food delivery.

Focused on Tier 2 & 3 cities

 <b>Key Metrics</b>	<u>AOV</u>	₹499 (Q1 2025)
	<u>Gross Value</u>	₹17,670 cr
	<u>MAU</u>	18.4M
	<u>EBITDA</u>	₹414 cr

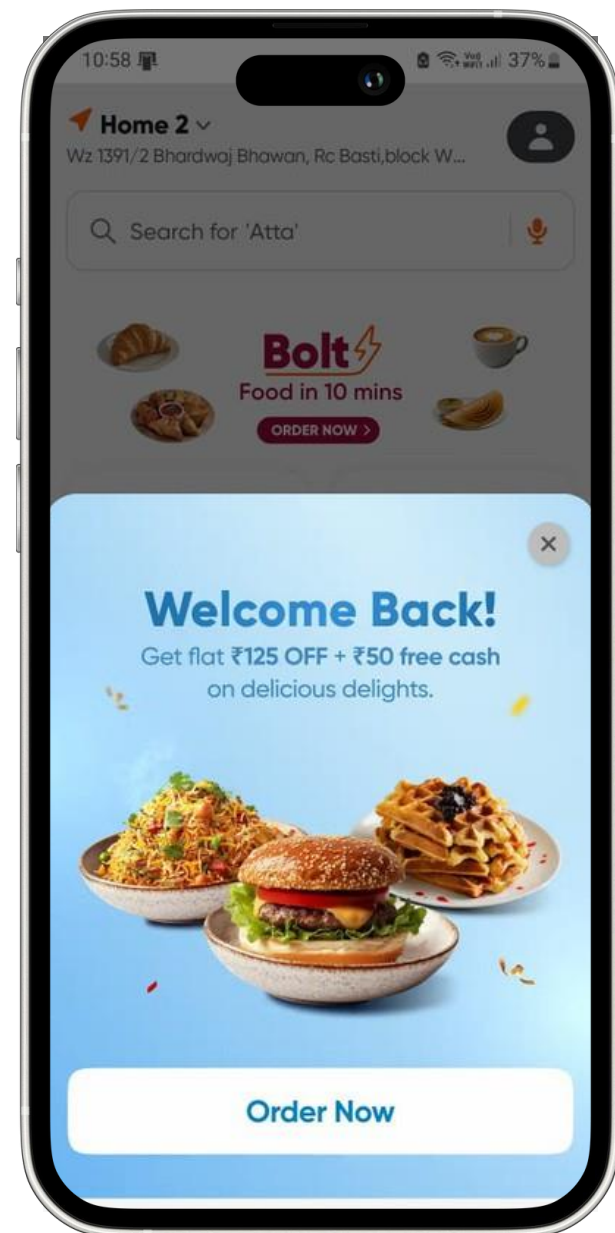
 <b>Key Metrics</b>	<u>AOV</u>	₹660 (Q1 2025)
	<u>Gross Value</u>	₹11,306 cr
	<u>MAU</u>	14.2M
	<u>EBITDA</u>	₹19 cr



You and I ... In this beautiful world ❤️



# Current User Journey



## Home Page



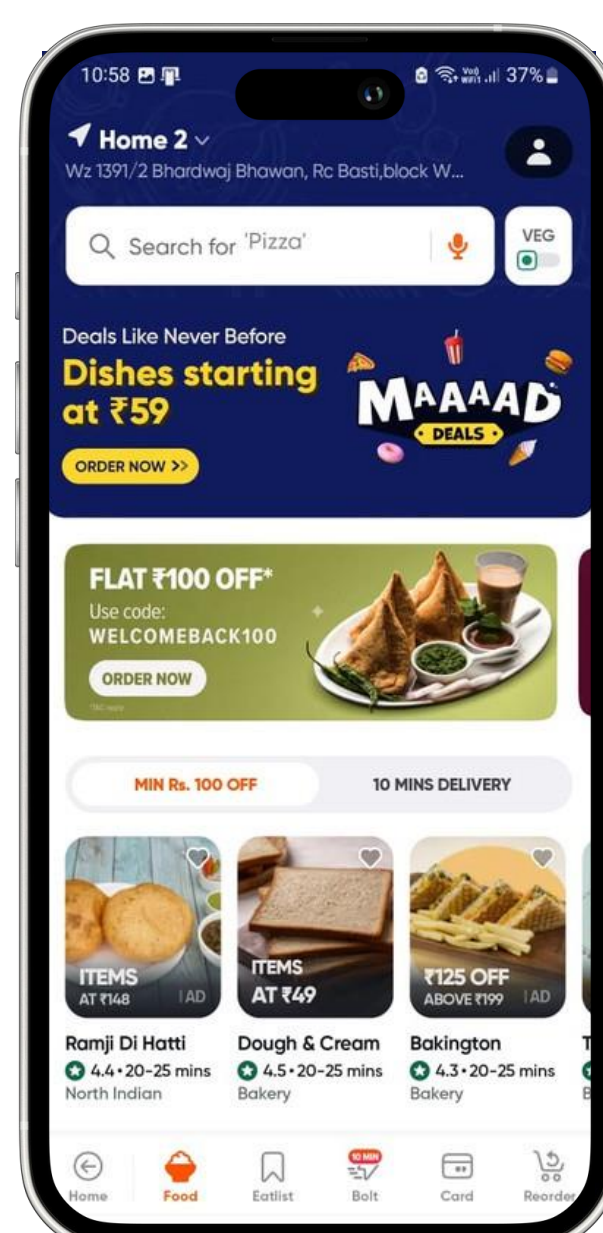
Nice discount, but where do I actually order food?



## Too many choices



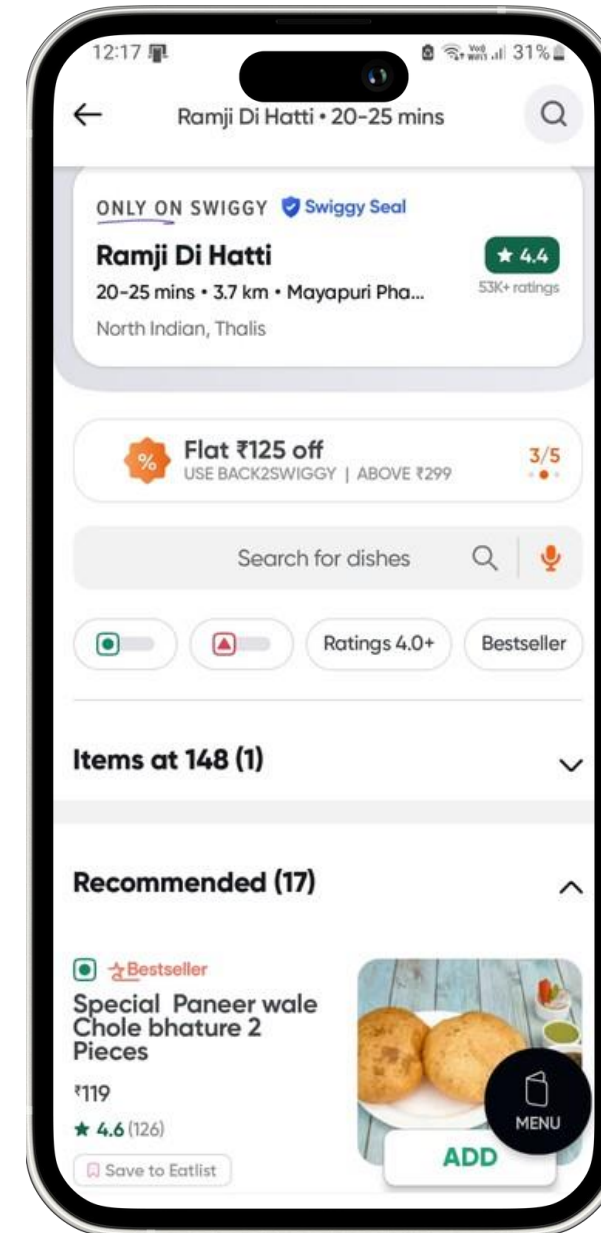
So many options... I just want to order lunch.



## Now Restro Search



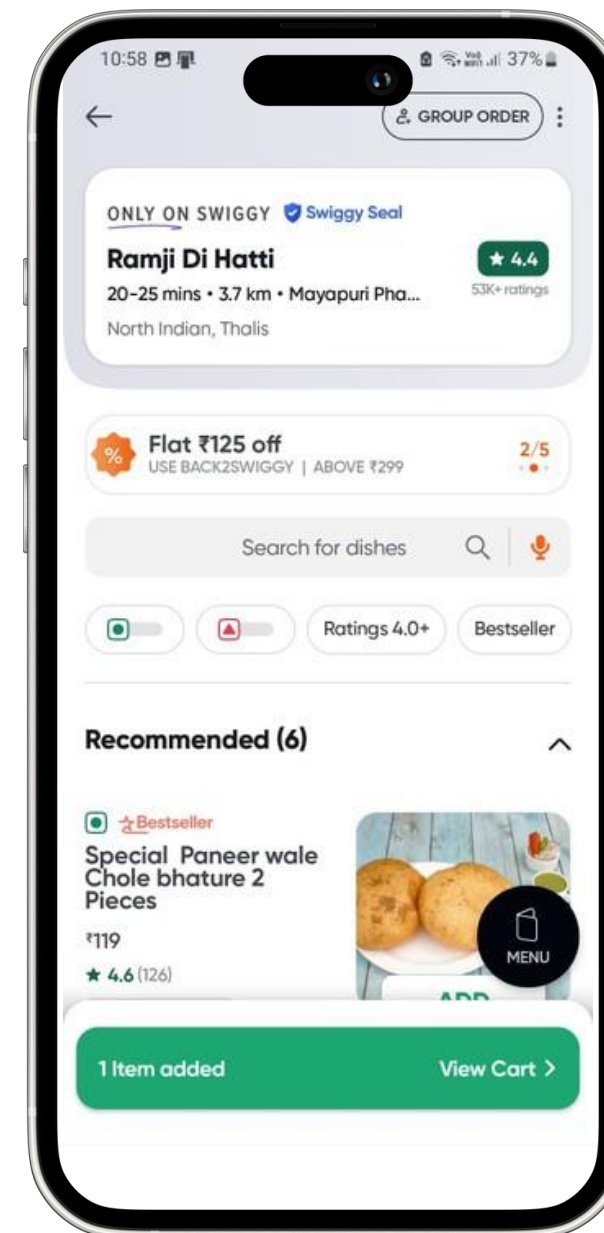
Why do I have to choose a restaurant first? Show me healthy or trending stuff.



## Now Food Search



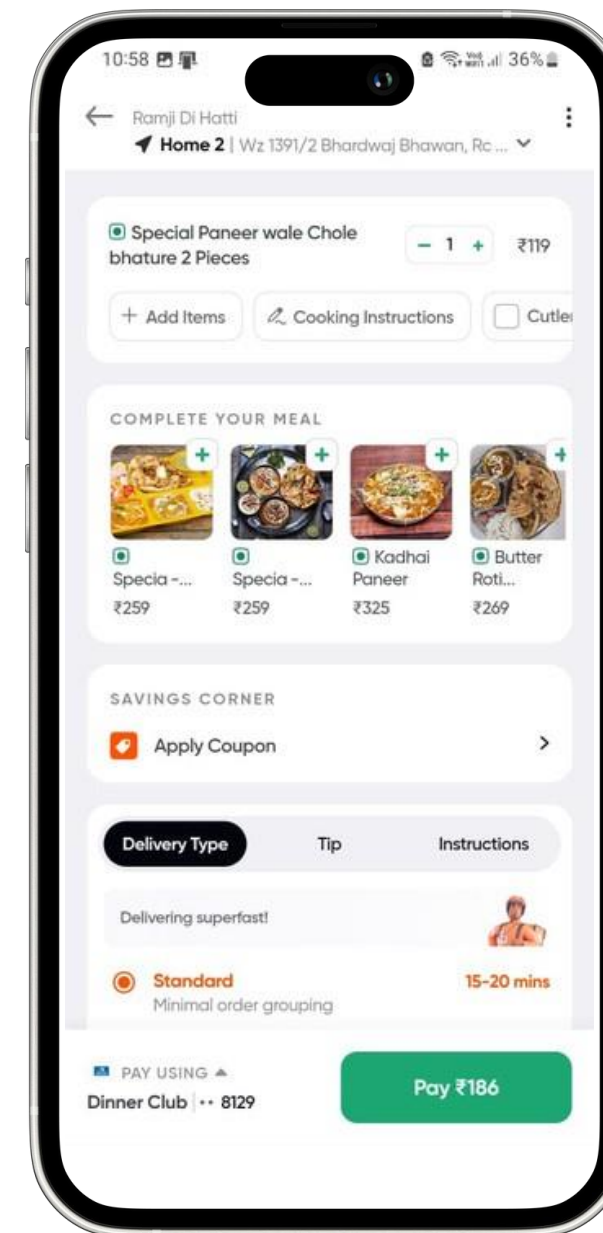
Now I have to search again? Just show me my usual or best dishes.



## Order Details



Found my dish! But this could've been quicker with suggestions



## Payment Time

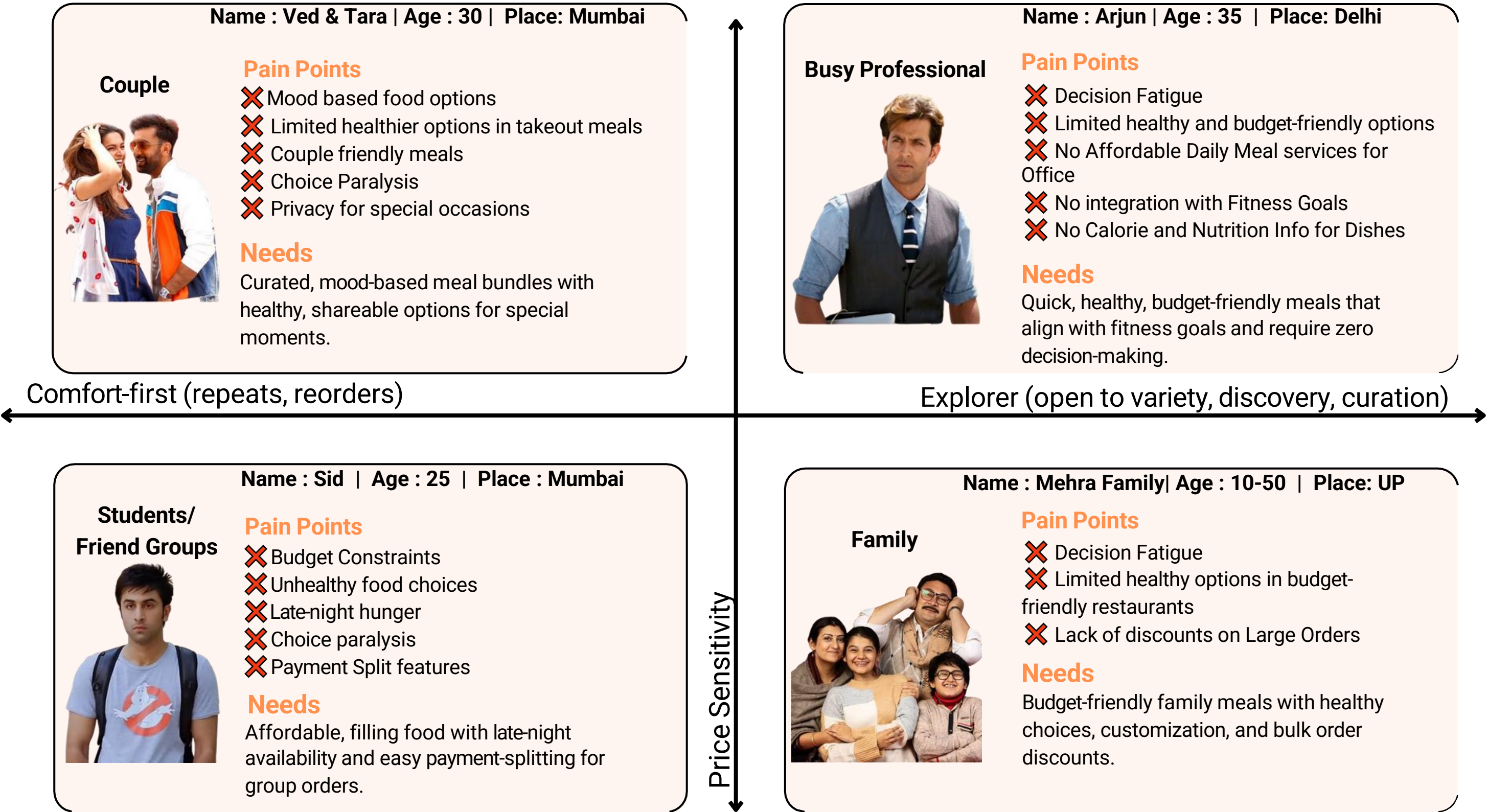


Ugh, OTP again? Wish I could just pay in one tap



# Personas & Behaviour

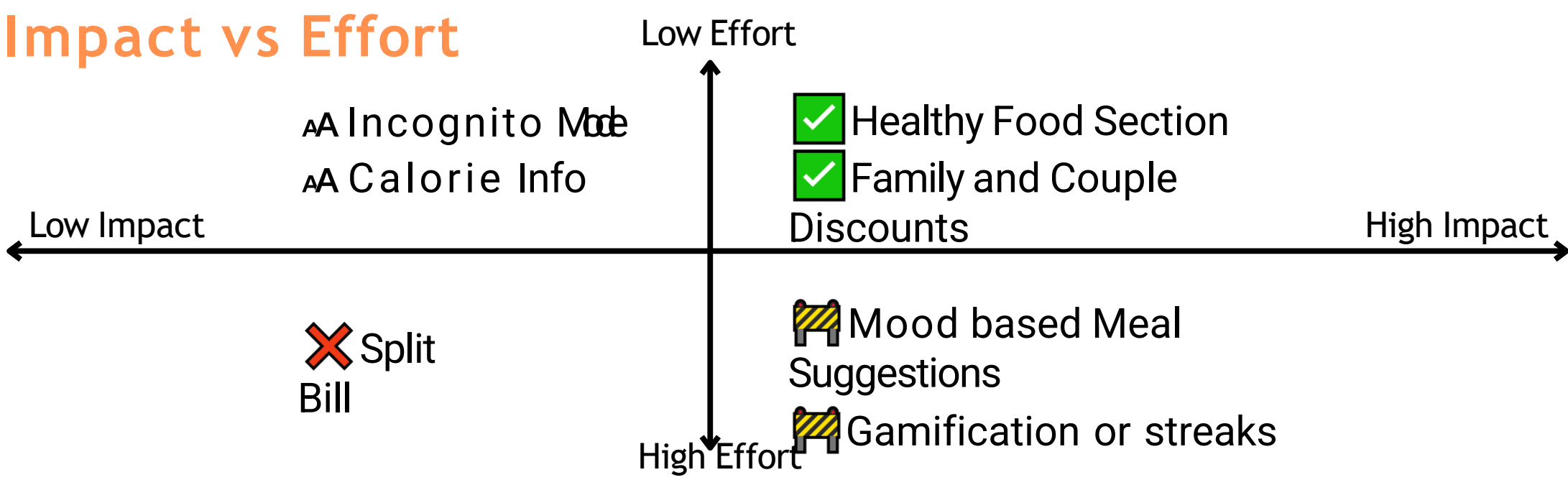
Different lives, same hunger. Let's meet them where they are – with clarity, control, and convenience.



# Kano Model

## Choosing the Right Features Using the Kano Model

Late-Night Saver Plan – More food options post-midnight	Must Have	8.5% of sales happen after 11 PM—too big to ignore!
Family and Couple Deals – Discounts for large orders	Performance	Covering nearly 70% of the population making it unmissable
Meal Suggestions – Based on Mood, Hunger Level and	Must Have	30% of users drop off without placing an order, often due to an overwhelming number of choices
Nutri-Savvy Filter – Easy discovery of affordable healthy meals	Must-Have	<u>SwiggyGuiltfree experienced a surge in health-conscious orders, boasting a 146 percent rise in vegan preferences and millet dishes.</u>
Split Bill Payment – Couples/Friends can split the cost of orders	Delighter	Sharing meals is common, and splitting the bill directly within the app saves the hassle.
Gamification or Streaks based rewards to boost habit formation	Performance	Without food ordering there is no other motive to open the app
Meal Mates -Office Meals – Easy-to-eat, work-friendly food Calorie & Nutrient Info for Every Dish	Must-Have	Roughly 12% of people work in Corporate environment and seeks affordable meal options
Incognito Mode for surprises & privacy	Delighter	Swiggy’s Incognito Mode could help users explore 100% new recommendations, and keep 100% of surprise orders hidden

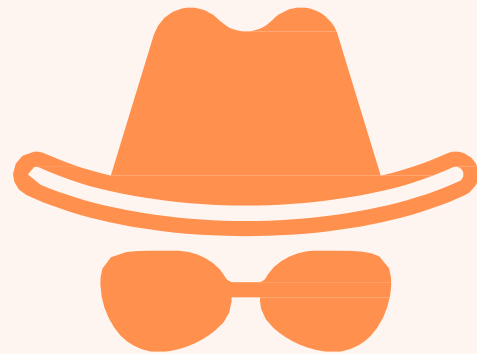


Now I know what clicks, let’s build what sticks.



# Based on KANO Model and User Research

**Focusing on...**



**Incognito Mode**



**Heathly Food Options**



**Decision Fatigue**

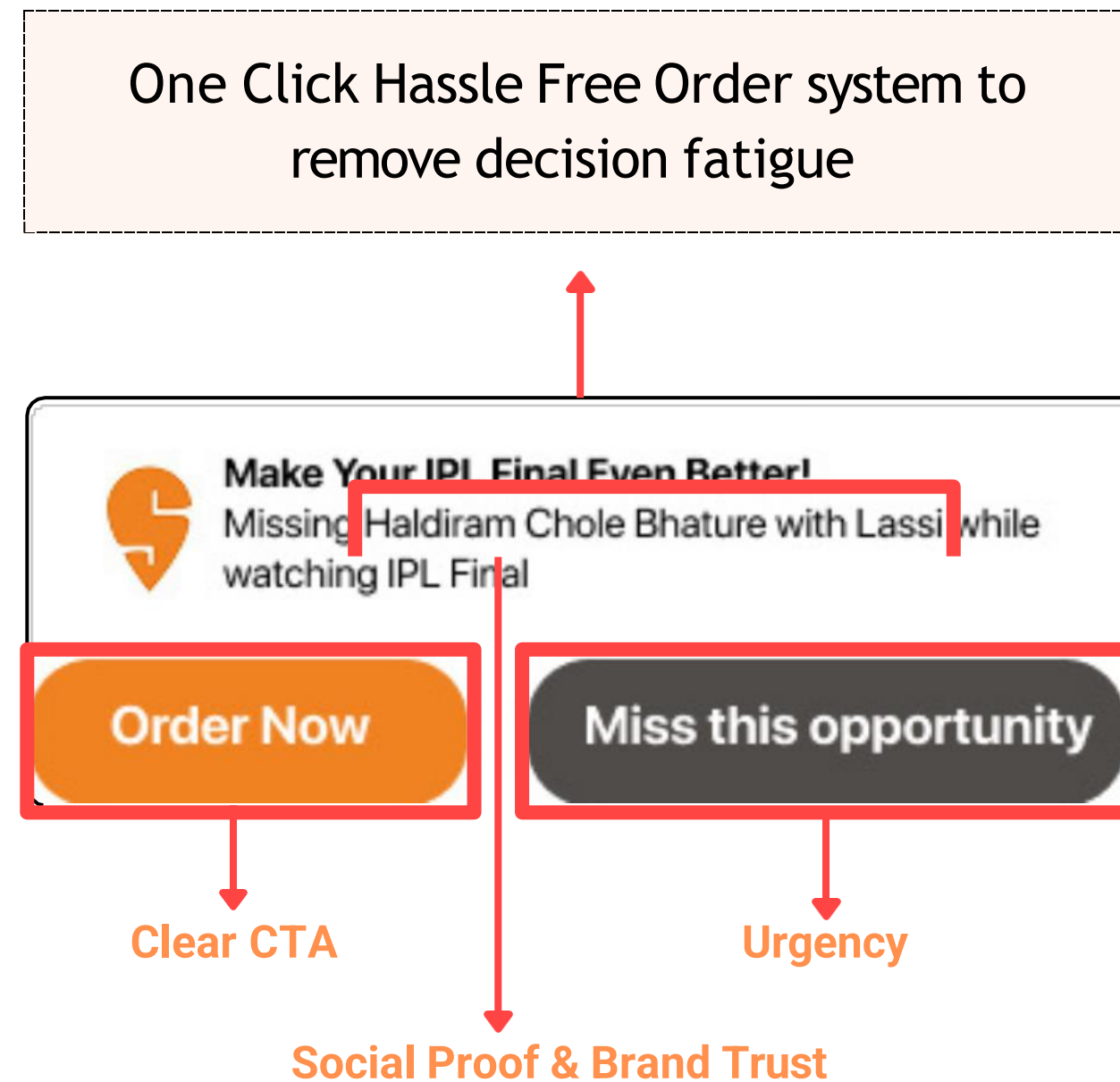
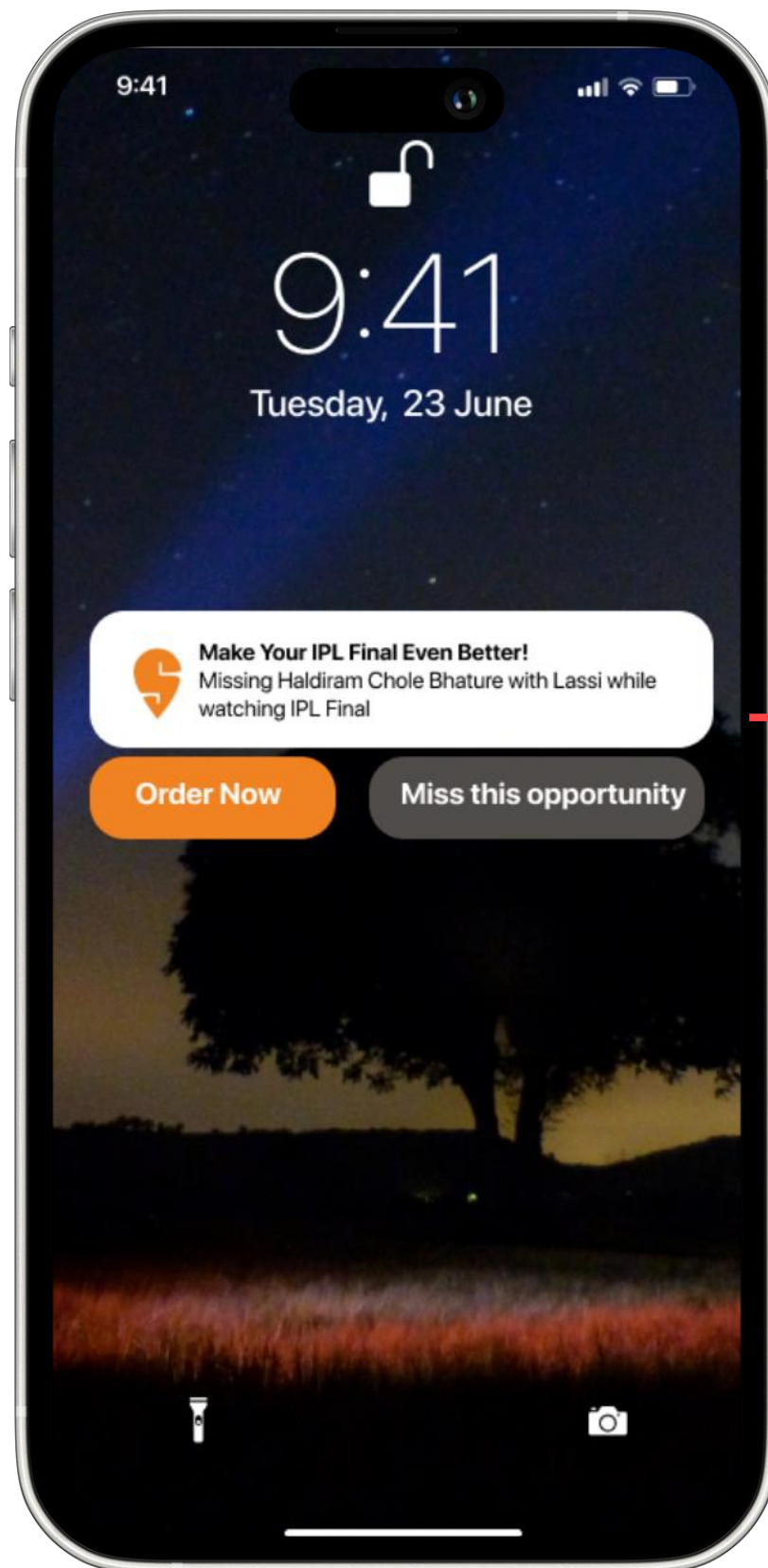


**Calorie Info**



**Added Some  
Features in Swiggy**

# 1 One Tap to Taste : Order from Homescreen Only



## Existing Behaviour & Pain Point

- Decision Fatigue while ordering

## Solution

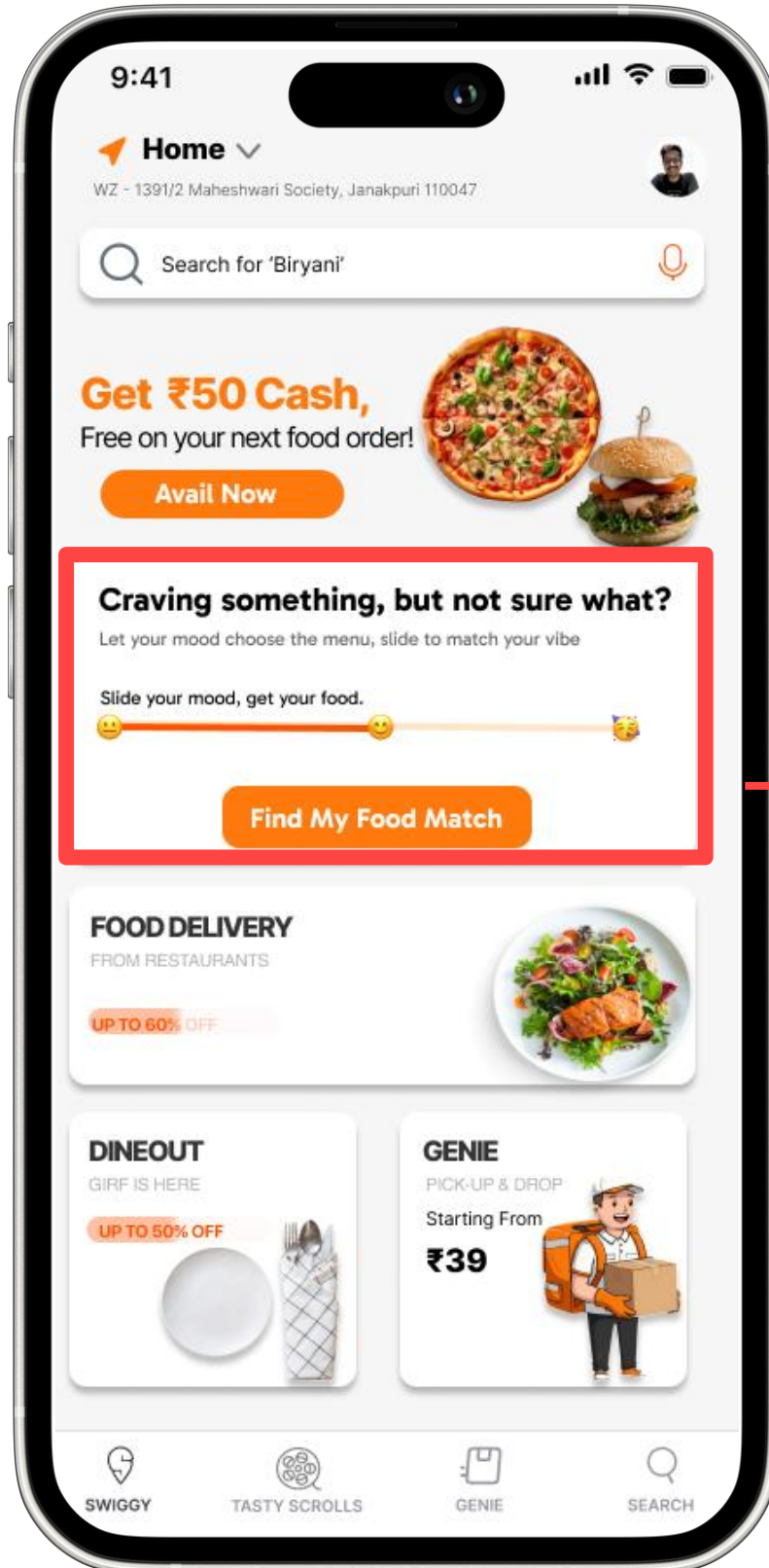
- Delivered AI-powered dish recommendations
- Pre-filled restaurant + meal suggestion based on past preferences
- One-tap action

## Impact on User Experience

- No browsing, No searching



## 2 Mood Based Ordering



We introduced mood-based filters on the homepage to simplify choices and reduce decision fatigue while ordering food—an insight drawn directly from our user persona analysis.

### Craving something, but not sure what?

Let your mood choose the menu, slide to match your vibe

Slide your mood, get your food.



Find My Food Match

### Existing Behaviour & Pain Point

- **Decision fatigue** and **drop off** without ordering.
- Browsing menus feels **overwhelming**

### Solution

- Introduced a **mood slider** (Gamification)
- Used AI + order history to suggest food
- Made food discovery faster, playful, and intuitive.

### Impact on User Experience

- Reduced drop-offs by simplifying choices.
- Built a personal with users.

Mood pe Food  
Sounds Interesting...



### 3 Tasty Scrolls Feature



Introduce a "**Taste Scrolls**" feature to simplify food selection through **engaging, swipeable videos of dishes** from nearby restaurants. This enhances **user engagement**, **boosts retention**, and **increases order frequency** by making food discovery fun and appetizing.

Display key restaurant details—**Delivery Time**, **Distance**, and **Price per Person**—upfront to help customers make quick, informed decisions.

#### Existing Behaviour & Pain Point

- **Decision fatigue** and **drop off** without ordering
- Unrealistic images make it hard for users to trust

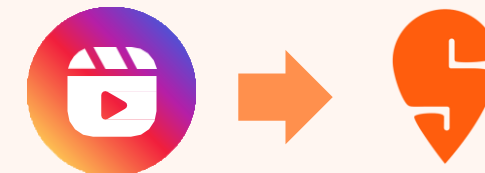
#### Solution

- Swipeable feed of authentic food videos
- Embedded restaurant info and quick action buttons to drive trust, engagement, and faster order

#### Impact on User Experience

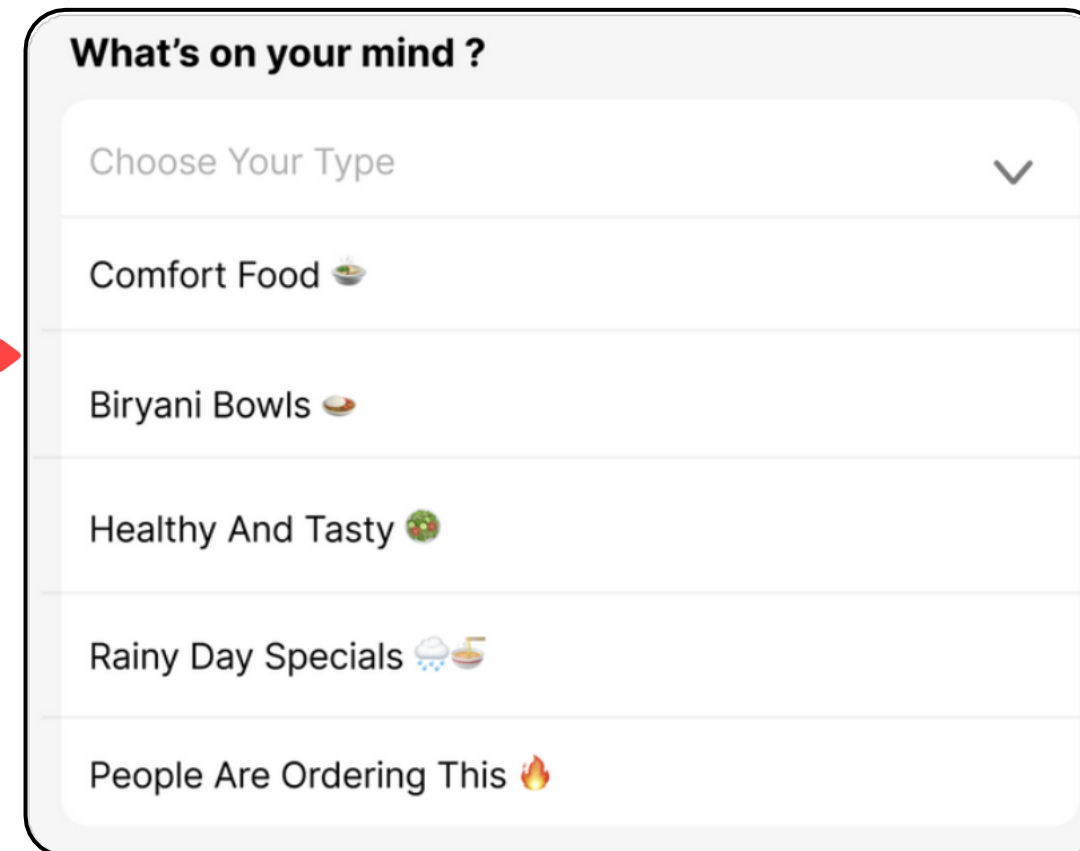
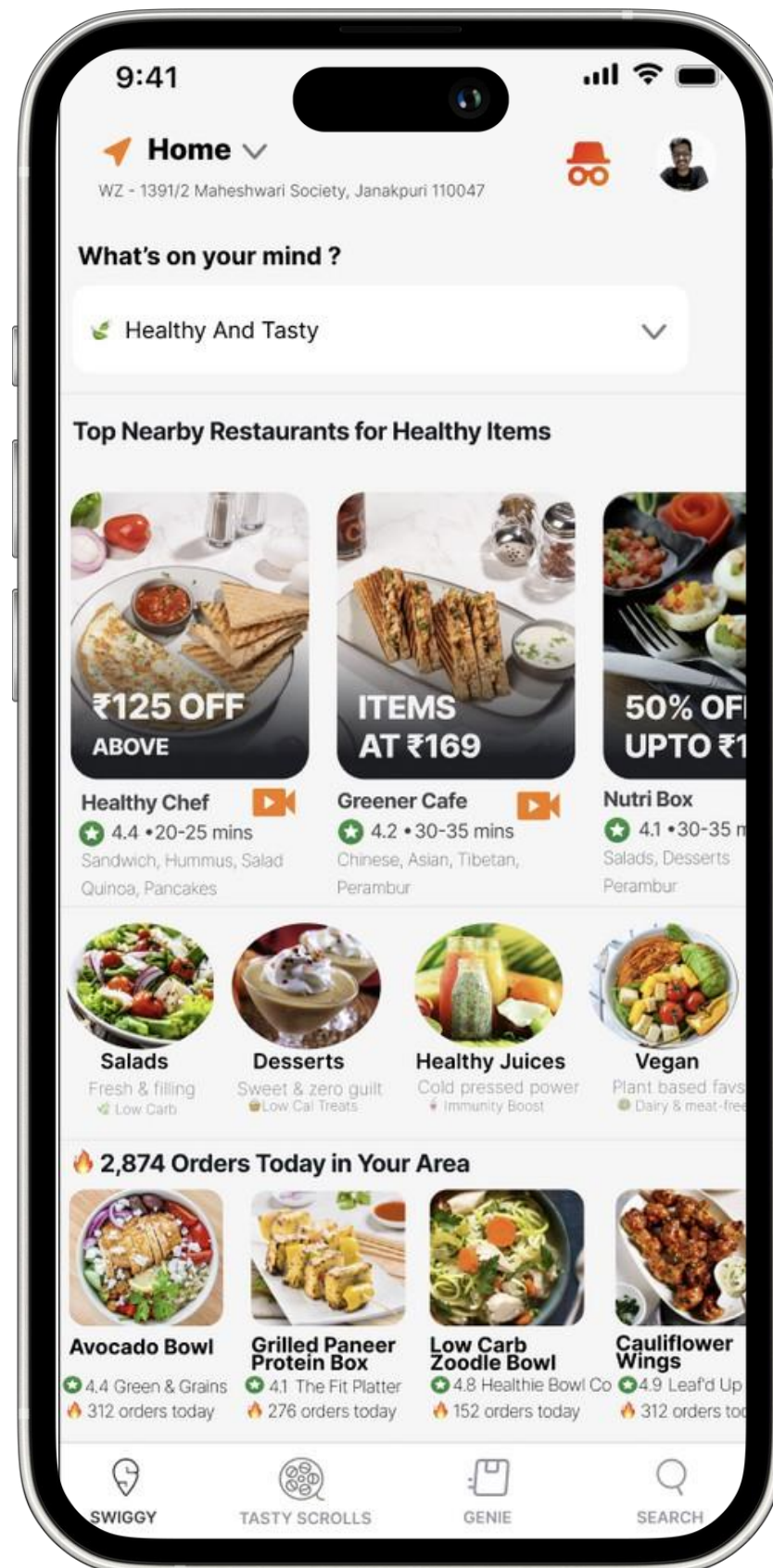
- Reduced Cognitive Load
- Higher Engagement
- Boost Number of Orders

#### Sounds Interesting...

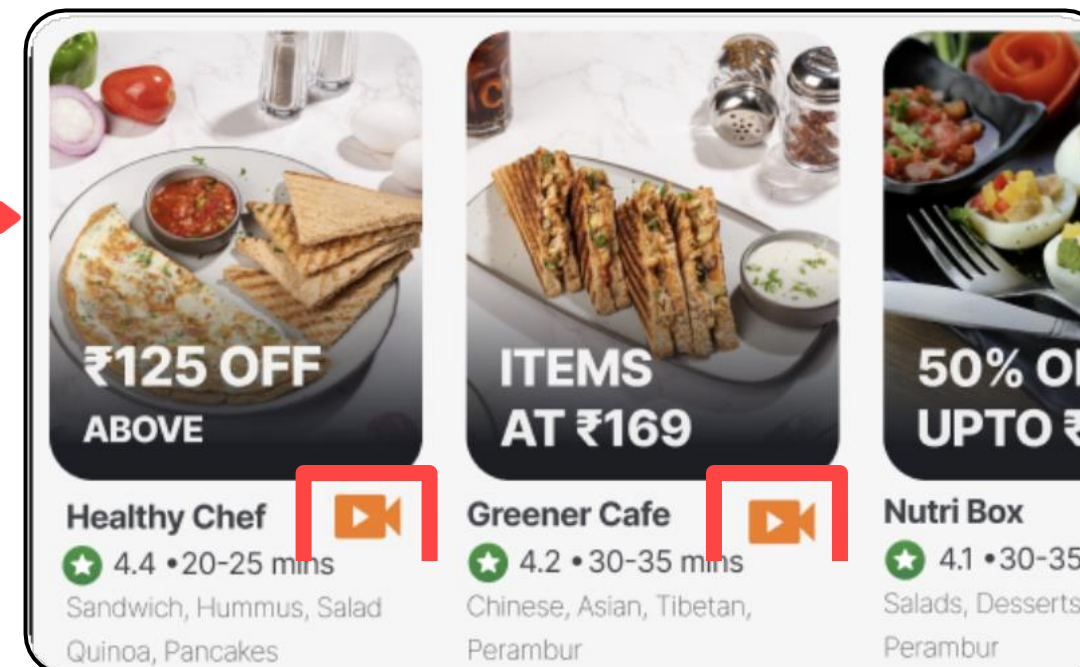




## 4 Category Search Filter



"In addition to the food search feature, we've added **category-specific searches** to enhance your experience. Explore options like '**Healthy & Tasty**,' '**Comfort Meals**,' '**Biryani**,' and more!

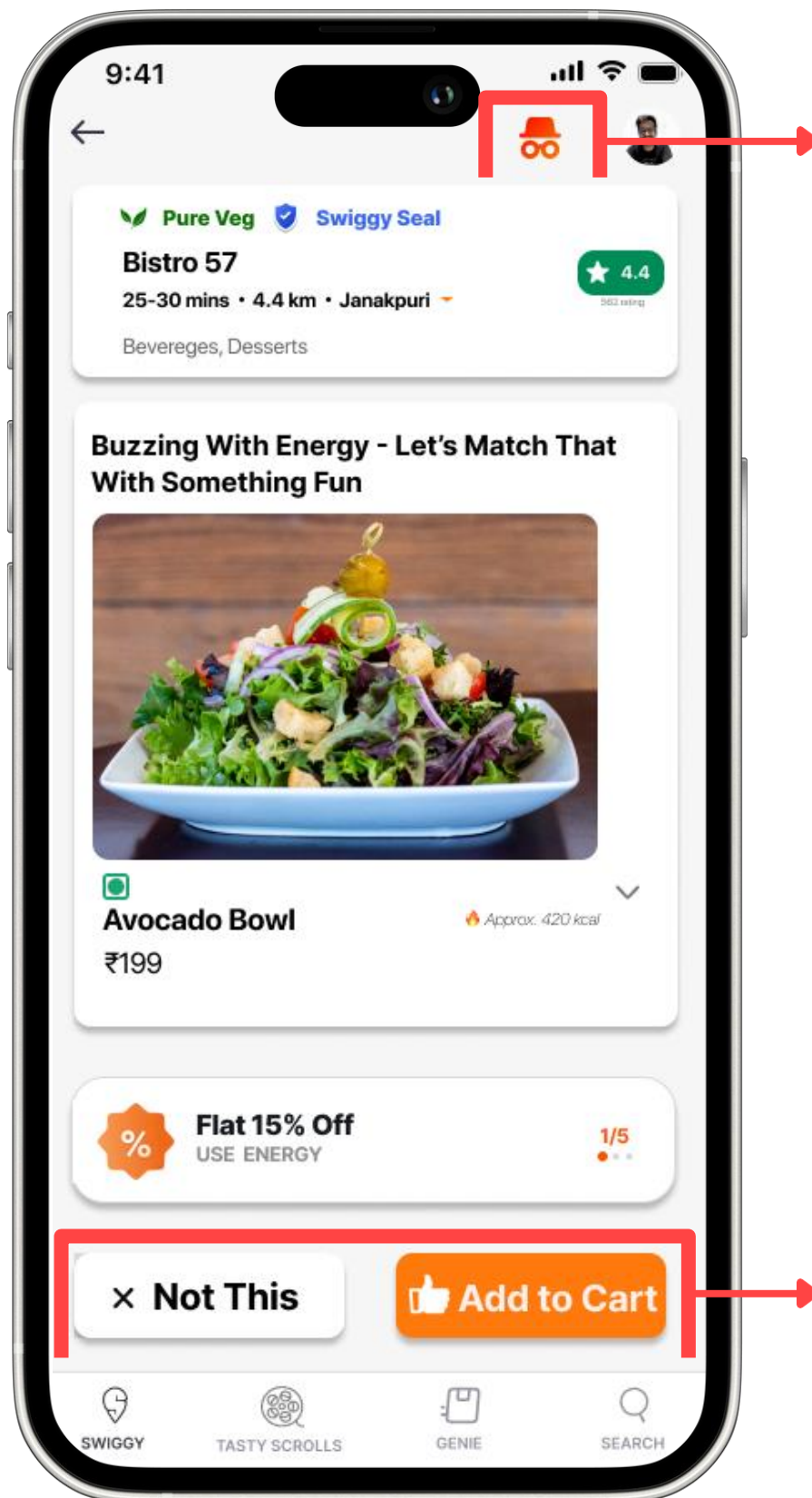


Introducing '**Famous Scrolls**' by restaurant – now you can view live dish videos instead of just photos!



5

## Smart Swiping & Incognito Mode



Introduced **Incognito mode** where users can explore food options without influencing their future recommendations.

Introduced **Swipe Left/Right** functionality, allowing users to quickly browse related dishes after selecting an option—making it faster and easier to discover similar items from the same or different restaurants without starting a new search.

### Existing Behaviour & Pain Point

- Lack of Privacy
- Difficult to find and compare similar dishes

### Solution

- Introduced Incognito Mode
- Swipe Right or Left feature for comparing related dishes

### Impact on User Experience

- Reduced Cognitive Load
- Easy Search & Comparisons
- Boost Number of Orders

# Post-Feature Rollout Metrics: What Truly Matters



## Retention & Habit Formation

### 30-Day Retention Rate

Core user stickiness indicator

### Repeat Order Rate

% of users placing multiple orders/month



## Conversion & Monetization

### First Order Conversion Rate

% of new users placing an order

### LTV (Customer Lifetime Value)

Impact of improved retention



## Feature Adoption & Engagement

### Mood Filter Usage Rate

% users selecting mood-based meals

### % Orders via AI Recommendations

Trust in personalization

### Tasty Scrolls CTR

Engagement with swipeable food videos

### Avg. Time to Order

Reduction in decision fatigue

### Incognito Mode Usage

% exploring private/surprise options

### % Clicks on Not This Button

Swipe CTR to explore more dishes

### Healthy Filter Adoption

% of orders using vegan/millet options

# Thank you!

Keep swiggying!

