

Swiggy Product Case

Question: **Build a feature for a Swiggy**



Assumption

- I'm the Product Manager / Analyst of Swiggy

Goal of the company / Mission

- To improve the quality of life for urban consumers by providing convenience through a variety of services

Asking clarifying Questions

1. Is Specific part OR Holistic Startegrgy > **Overall**
2. Is there any Specific Segment of the people - NO Overall
3. Geography NO all over App
4. Increase the orders from new users and Existing users - All kinds of users

Focus:

- **App Users orders**

Note: After **30sec - 1min** Brainstorming my ideas and capture and also organize them in the right manner to explain them in a better way

Business Answers

So I came up with 5 features to implement in Swiggy that help get more orders and also crack user Engagement

- Feature 1: **Group Ordering with Split Payment**
 - Introduce a 'Party Mode' for group ordering where friends can add items to a shared cart and split bills directly in the app.
 - One user creates an event link, others join, add food, and pay their share in-app.

- It makes group orders seamless and drives more orders for social gatherings.
- **Feature 2: Your Food Memories Notify Tab**
 - So this is the feature that helps to remember that the user ordered food in the past week
 - To get Notified or memorize this will also increase the chances of getting more orders
- **Feature 3: Number of orders '5000 people orders this food'**
 - This will create some Authenticity and eye crunchy while seeing that big numbers
- **Feature 4: Physical Swiggy Sticky Cards**
 - While delivering the food also provide some Swiggy sticky cards to attach to their home or wall
 - In that sticky card, we want to use some of the copywriting skills to attract the customers when saw the card
 - This will also help physically notifying to the customer (increases chances of getting customers and orders)
- **Feature 5: Food Mood Matcher (AI Suggestions)**
 - An AI feature that recommends food based on **mood** and **weather** using ML models and past orders.
 - Users select their mood (e.g., happy, sad, tired) or let the app detect mood via facial recognition (optional) and match dishes that fit the moment.
 - Enhances **personalization** and promotes **impulse ordering**.

So these are the features that I have brainstormed within 2-3 min

Does that sound good 😊

#swiggy #product #productAnalyst

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