



₹350 BN GOV  
26% YOY Growth  
14.3MN MTU  
390k+ delivery partners



Goal: Establish Swiggy as a one-stop solution for dining, entertainment, events, and unique experiences, integrating these elements into a single, user-friendly interface.

Scope: We will be focusing on “Going Out Business” which may include Events, movie tickets, dining out and city tours

## Actors

- ▶ Customers
- ▶ Event Organisers
- ▶ Logistics Partners
- ▶ Payment Processors
- ▶ Regulators
- ▶ Restaurants

Understanding what “going out” business entails & their market

## How does swiggy make money?



Platform fees(53%)



Quick commerce(38%)



Supply chain services(5%)

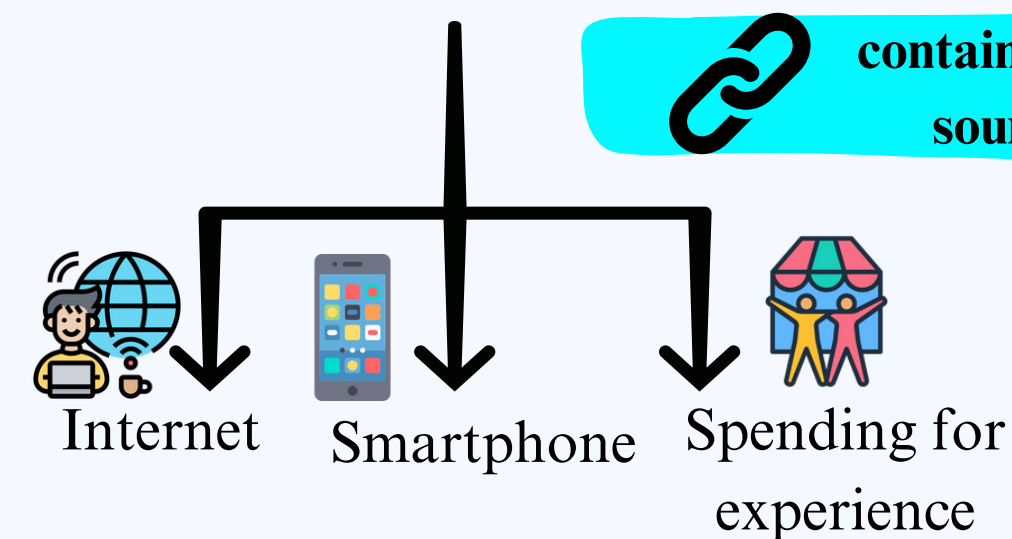


Food sales & operating income(4%)

₹8265 crores



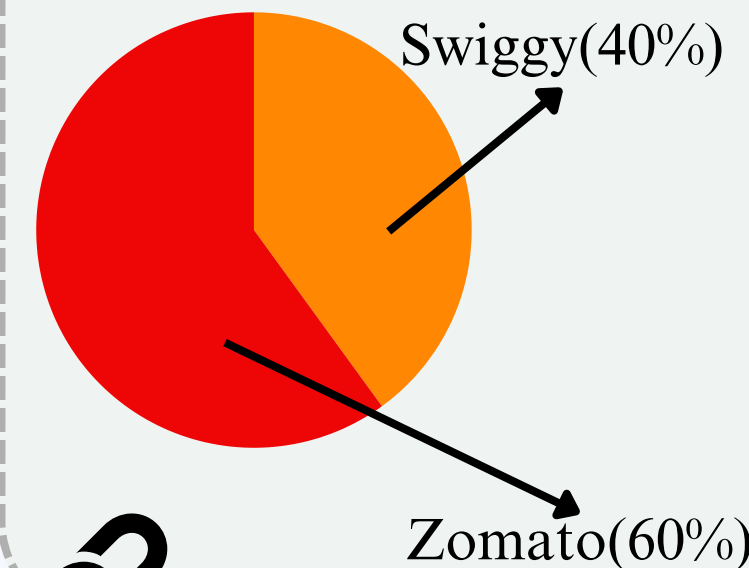
## Growth Drivers



contain linked sources

## Competitors

### Market Share (Active Users)



bookmyshow

### “Going Out” businesses

1. Live Events
2. Online Movie Tickets
3. Experiential dining
4. Cultural city tours

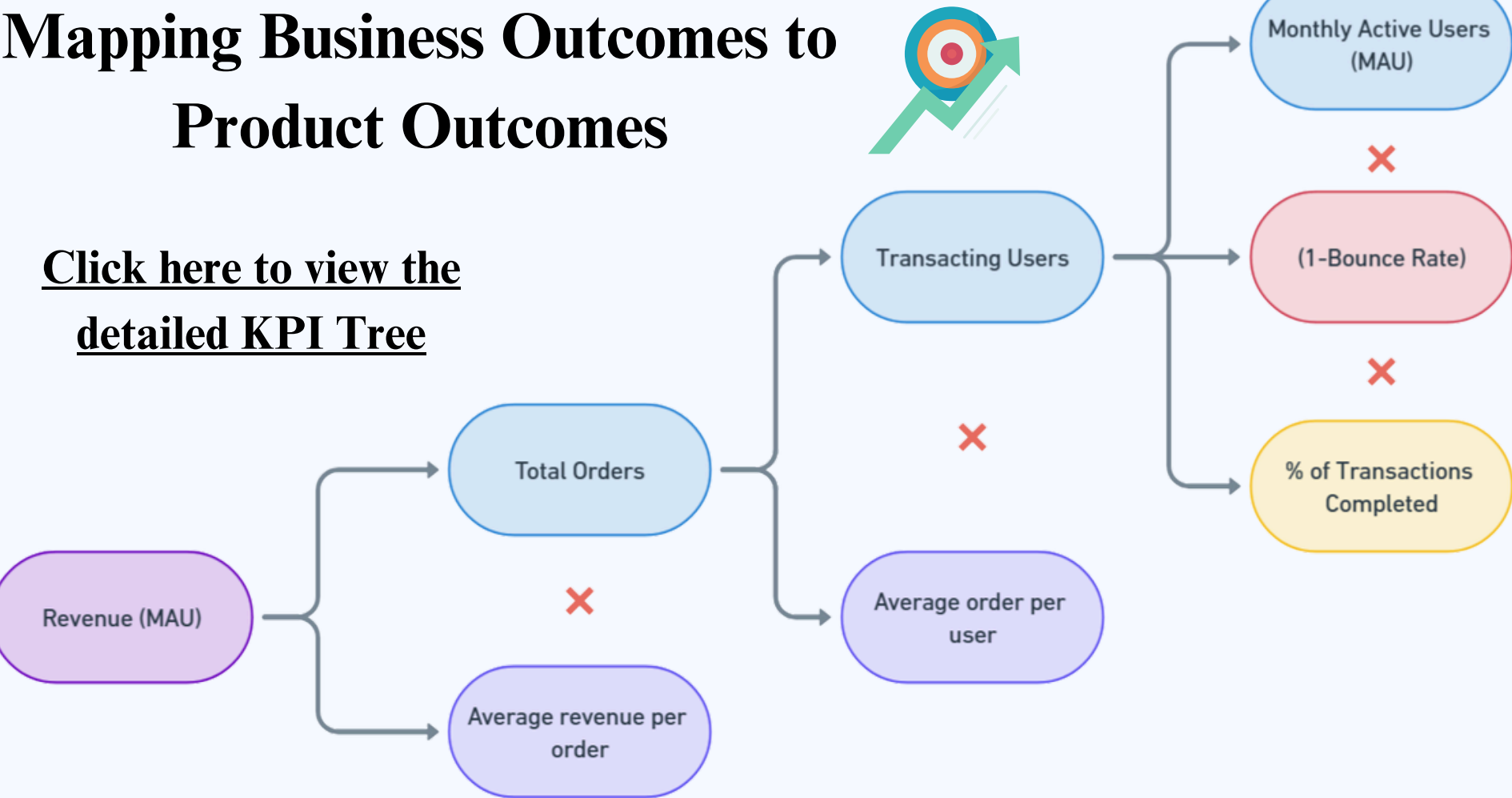
### Market Size

₹88 Billion(18% CAGR )  
₹33 billion(3.36% CAGR )  
₹1.94 billion(26% CAGR )  
₹38 billion(6.54% CAGR )



# Mapping Business Outcomes to Product Outcomes

[Click here to view the detailed KPI Tree](#)



What are the key product outcomes?

- Increasing number of transacting users
- Increasing new users
- Increasing conversion rate
- Increasing user churn rate

**Jobs to be done - When I'm** planning a night out with friends & Family, I **want** an easy way to book both a high profile event and a restaurant together, **so I can** save time on planning and enjoy a seamless experience without juggling multiple apps.

## User Segmentation

User Segment

Young Professionals with active social life

22-34 yrs in tier-1 cities

Frequently attends sports/popular events

### Guesstimate (Potential Impact)

**Monthly Active Users:** 14.3 million, with 10% (1.43 million) using the “going-out” service monthly.

**Monthly Transactions:** 1.43 million users × 1.5 transactions = 2.145 million.

**Transaction Breakdown:** 30% dining (₹800), 40% events (₹2500), 30% bundles (₹3200).

**Booking Revenue:** Dining: ₹57.54M, Events: ₹214.5M, Bundles: ₹231.68M; Total = ₹775.76M.

**Subscription Revenue:** 2% subscribe at ₹99/month = ₹28.31M.

**Total Monthly Revenue:** ₹775.76M + ₹28.31M = ₹804.07M.

**Annual Revenue:** ₹804.07M × 12 = ₹9.65 billion

## Hypothesis

Fragmented User Experience

Limited Access to Unique Experiences

Inadequate Social Planning Features

Lack of Personalized Recommendations



# User Persona



**Name :** Ajay Chauhan

**Age :** 27

**Occupation :** Business Owner

**Location :** Mumbai

## Needs



- Seamless One-click booking experience for dining, live events & concerts
- Social features to make group bookings, share event details, etc

## Pain Points



- Planning an outing isn't easy because its a challenge to find a restaurant at night after event
- Finding relevant live events across multiple apps is tedious.

## Secondary research

**Zomato launches NEW 'District' app: Book movies, dining, events seamlessly on iOS, Android**

Zomato launched its 'District' app for iOS and Android, offering dining services and ticket bookings for events.



With the “going-out” market growing rapidly and users seeking unified platforms, Swiggy needs to jump in to capture market share, diversify revenue streams, and prevent Zomato from monopolizing this lifestyle segment.

★★★★★ 16/11/2024

Zomato's District app is a game-changer for anyone looking to make the most of their nights out! With its seamless integration of movie ticketing, event bookings, and dining reservations, planning a fun-filled evening has never been easier. The app's intuitive interface and user-friendly design make it a breeze to navigate, while the extensive range of options ensures there's something for everyone. Whether you're catching the latest blockbuster, attending a live concert, or indulging in gourmet.

UPSTOX ORIGINALS

**Amplifying experiences:  
The live event industry's  
soaring growth**

By Upstox News Desk  
4 min read | Updated on August 23, 2024, 18:57 IST



82%

Users are either excited or very excited to use swiggy for planning their outings

41%

Users said they usually plan their outings ahead of time.

## User Survey



User survey of over 38 customers unveils the following

81%

Users using Multiple apps for different activities such as planning outings & booking dining

64%

Users would love to have One-click booking for dining and events

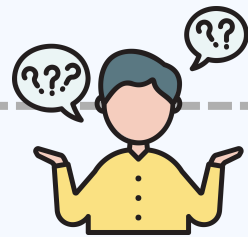
62%

Users think Finding a time that works for everyone is challenging

57%

Difficulty finding relevant options frustrates the users most when using apps to book outings

# Defining the core of true problem



## How do we know it is a real problem?

- High engagement on platforms like District by Zomato and Bookmyshow highlights the demand for dining and events.
- User feedback and surveys reveal frustration with the effort required to coordinate plans across different apps.
- Industry trends show growing interest in unified lifestyle solutions, as evidenced by Zomato’s recent launch of “Zomato District.”

## Value for Business



- Unlocks a new revenue stream through commissions and subscriptions.
- Increases customer stickiness by integrating more lifestyle touchpoints.
- Differentiates Swiggy from competitors by positioning it as a comprehensive lifestyle app.

## Value for Customer



- Saves time and effort by offering a seamless, all-in-one platform.
- Enhances social experiences with curated packages and easy group planning.

## Why should we solve now?



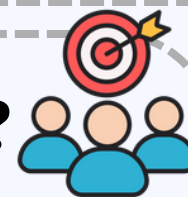
Zomato has already entered this space with a competitive offering, potentially capturing market share and user loyalty. Solving this problem now enables Swiggy to establish itself early, leverage its existing user base, and compete effectively in a rapidly growing market.



## Scope

Build an all-in-one MVP platform for dining, events, and curated experiences.

## Who is facing the problem?



Urban millennials and Gen Z users in Tier 1 and Tier 2 cities, who frequently dine out, attend events, and seek memorable social experiences but are limited by uncoordinated solutions.



## Scope

Build a light weight ticketing infrastructure without adding too many features. existing user data to offer personalized activity recommendations.

## True Problem



The problem is the **fragmented experience** users face when planning social outings, requiring multiple platforms for dining reservations, event bookings, and entertainment coordination.



## Descope

Avoid curating niche, hyper-local events outside major cities.  
Skip developing features for specialized users like corporate bookings.





Swiggy Pulse



What is Pulse?

Pulse is a real-time social discovery feature that complements Swiggy’s dine-out feature by adding trending events and dining experiences to the platform, based on popularity and live social buzz.

How does it work?



Pulse integrates Swiggy’s dine-out data with In-house all in one platform for booking outings. It highlights trending restaurants (already in Swiggy’s database), nearby events, and combined experiences ( dining + live music).

Requirements

- Integration with Swiggy’s dine-out database and In-house live event platform.
- Social media API integrations for live trend data.
- A backend for managing event data and booking management for organised events.

Reach ★★★★★

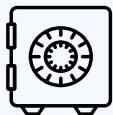
Impact ★★★★★

Confidence ★★★★★

Effort ★★★



Swiggy Vault



What is the Vault?

Vault enhances Swiggy’s dine-out feature with a loyalty and rewards system for “going out.” Users earn points for dining, event bookings, or bundled experiences and redeem them for exclusive perks.

Reach ★★★★★

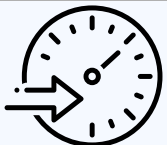
Impact ★★★★★

Confidence ★★★★★

Effort ★★★



Swiggy Tempo



What is the Tempo?

Tempo builds on Swiggy’s dine-out feature by offering a smart itinerary planner that sequences restaurant reservations, events, and travel into a cohesive outing plan.

Reach ★★★★★

Impact ★★★★★

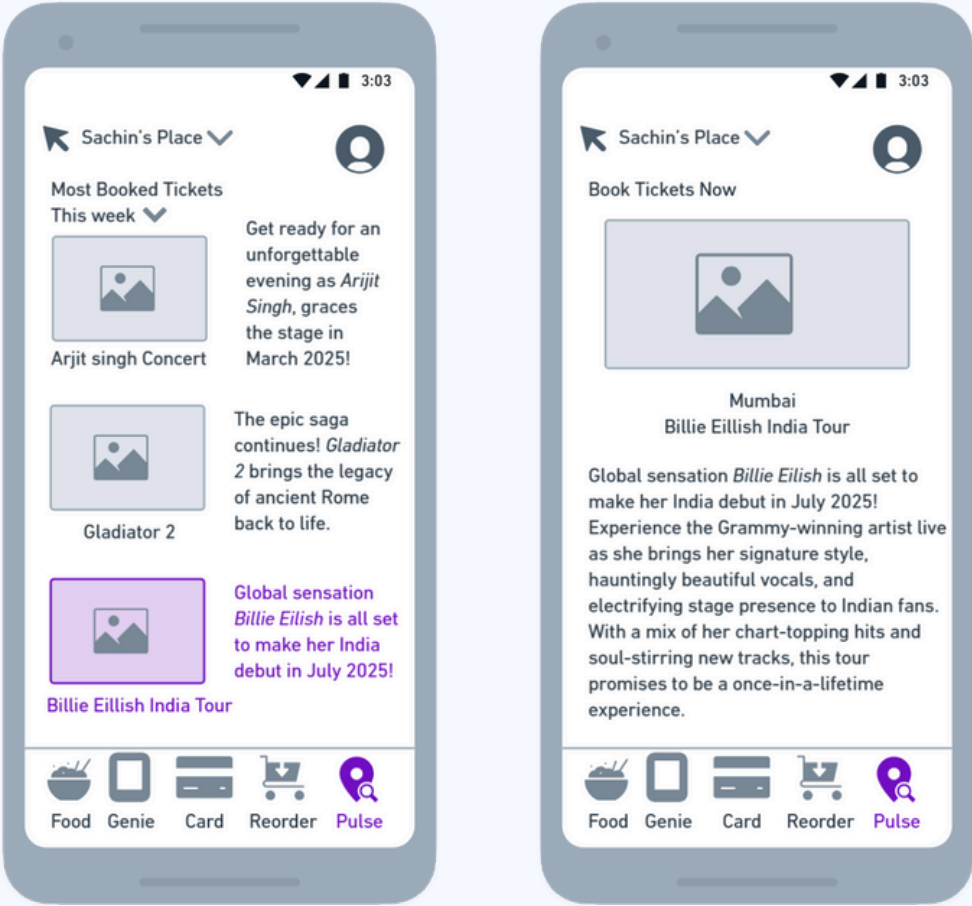
Confidence ★★★★★

Effort ★★★



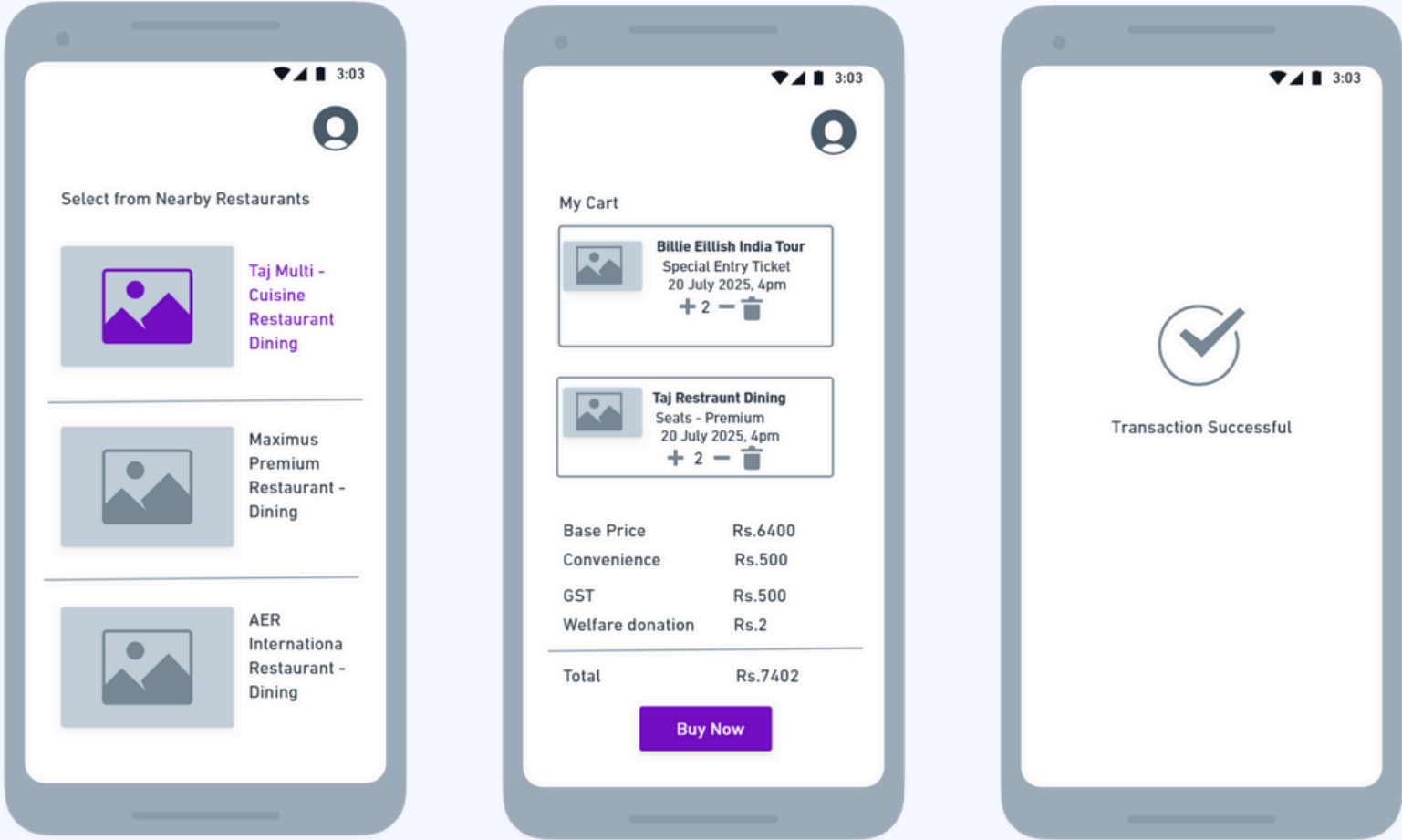
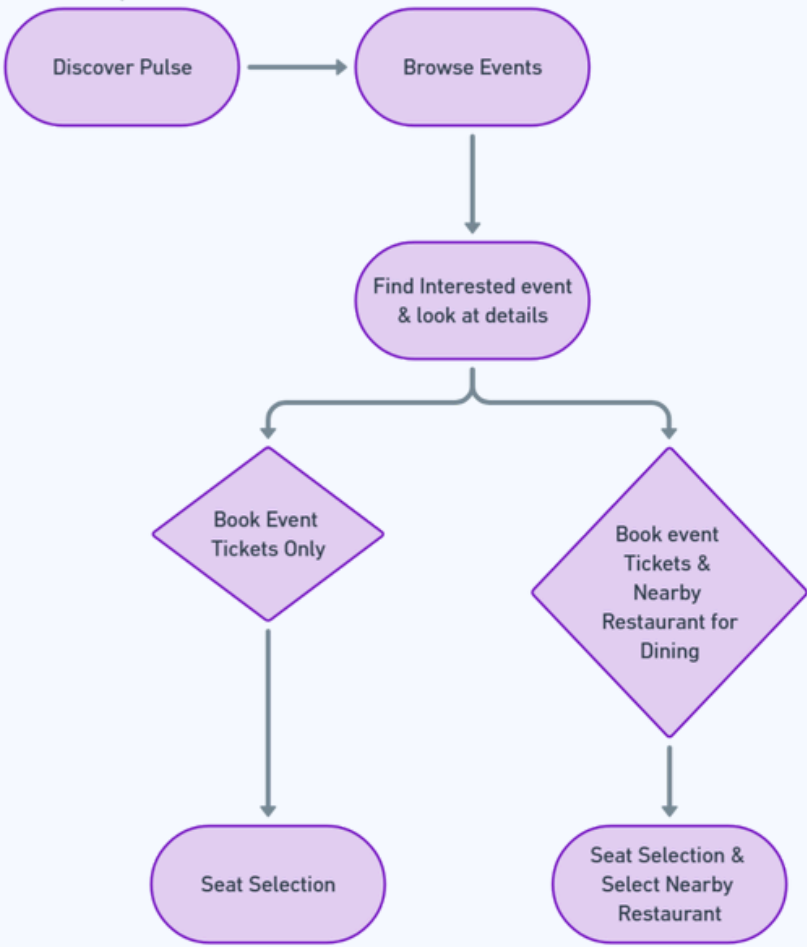
# Wireframes [Click here to view the complete wireframe](#)

- This screen provides key information about the event, including the city and a description of the experience.
- The user can choose to "Book Tickets Only" or explore bundled options for dining with the event.



- If the user selects the dining bundle, they are presented with a list of nearby restaurants offering special packages for the event.
- Each option displays the restaurant name and its offering details, allowing the user to make a choice.

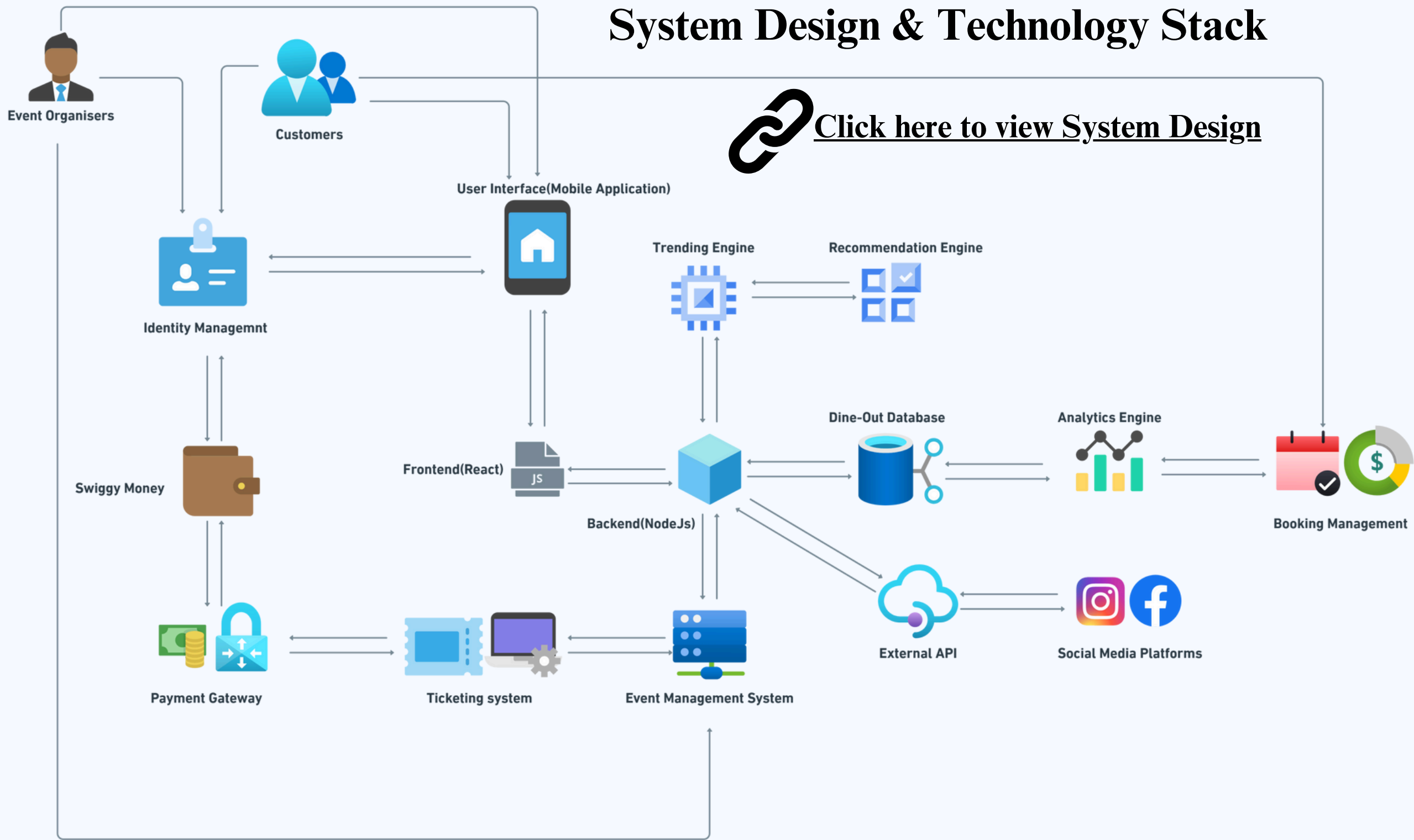
# User Flow [Click here to view the User Flow](#)



- After selecting tickets and additional options the user is directed to the cart screen.
- This page shows the breakdown of costs, including base price, convenience fees, taxes.
- User clicks "Buy Now," and the app processes the payment.
- A success screen confirms completion of the booking process.

- Step 1 :** Sign Up/Log In (Using OTP)
- Step 2 :** Once logged in, the user is directed to the Pulse section (curated events hub)
- Step 3:** Browse Events  
Users scroll through the list of available events.
- Step 4:** Seat Selection & Nearby Restaurant Option
- Step 5:** Add to Cart & Payment
- Step 6:** Payment Success

# System Design & Technology Stack






Component	Technology Stack
Event Management System	Node.js, Python Flask
Ticketing System	QR Code Generation API
Database	PostgreSQL, MongoDB
User Interface	React
Backend Framework	Node.js


- The Event Management System and Ticketing System supports the need to manage events and handle ticketing workflows.
- PostgreSQL/MongoDB supports the storage of structured and unstructured data for both dining and events.
- Recommendation Engine and Trending Engine enhance personalized discovery by processing live trends and historical data.
- React ensures a consistent UI experience across platforms.
- The Payment Gateway integrates seamlessly for unified billing.



# Key Success & Failure Metrics


[Click here to view the detailed metrics & formulas](#) 

Goal 	Metrics 	Description 
Acquisition	<ul style="list-style-type: none"><li>New User Sign-Ups</li><li>Traffic to Pulse</li><li>Cost per Acquisition (CPA)</li></ul>	Tracks new user sign-ups, traffic, and CPA to assess Pulse’s reach and appeal.
Activation	<ul style="list-style-type: none"><li>First-Time Bookings via Pulse</li><li>Time to Activation</li><li>Conversion Rate</li></ul>	Measures first-time bookings, time to activation, and conversion rates to gauge onboarding success.
Awareness	<ul style="list-style-type: none"><li>Impressions of Pulse Content</li><li>Ad Reach</li></ul>	Evaluates the visibility and reach of Pulse content and campaigns through impressions and ad reach.
Engagement	<ul style="list-style-type: none"><li>Sessions per User</li><li>Booking Funnel Drop-Off Rate</li></ul>	Monitors user interactions with Pulse, including sessions per user and booking drop-off rates.
Satisfaction	<ul style="list-style-type: none"><li>Net Promoter Score (NPS)</li><li>Customer Satisfaction Score (CSAT)</li></ul>	Assesses user satisfaction with Pulse via NPS and CSAT scores.
Retention	<ul style="list-style-type: none"><li>Monthly Active Users (MAU)</li><li>Churn Rate</li></ul>	Tracks long-term engagement through MAU and churn rate to evaluate user retention.


**North Star Metrics** 

**First-Time Bookings via Pulse:**  
The number of users completing their first event or dine-out booking through Pulse.

**Monthly Active Users (MAU)**  
The number of unique users engaging with the Pulse feature on a monthly basis.

**Level 1 Metrics** 




**New User Sign-Ups**  
The number of new users registering on Swiggy after discovering or interacting with the Pulse feature.

**Guardrail Metrics** 


**Booking Funnel Drop-Off Rate**  
The percentage of users who start a booking process but abandon it before completion.




# Potential Pitfalls, Reasons & Mitigation Plans

Potential Pitfalls 	Reasons 	Mitigation plans 
Low User Adoption	Users may not find the feature engaging & may not understand its benefits.	<ul style="list-style-type: none"><li>- Run targeted marketing campaigns to build awareness.</li><li>- Include onboarding tutorials for new users.</li></ul>
High Booking Drop-Off Rates	lack of user trust in the combined event-dining experience.	<ul style="list-style-type: none"><li>- Simplify the booking process with fewer steps.</li><li>- Add user reviews and secure payment guarantees.</li></ul>
High Operational Costs	Managing event and restaurant partnerships along with social buzz monitoring could be expensive.	<ul style="list-style-type: none"><li>- Automate event and restaurant updates using APIs.</li><li>- Focus on high-margin offerings to optimize revenue.</li></ul>


## Future Iterations

**Pulse Rewards:**


A gamified loyalty system where users earn points for bookings, reviews, and referrals, redeemable for discounts or exclusive deals.

**Horizon VR Explorer:**


A Feature that enables users to explore restaurants, venues, or event spaces in 3D/VR before booking for a more immersive decision-making process.

**Pulse Resell:**

A secure ticket reselling system where users can resell or purchase tickets for sold-out events, ensuring fair pricing and authenticity.

**Pulse Moments**

Introduces a live activity stream showing where friends or other users are booking, trending in-the-moment events.

**Pulse Groups**

Allow users to send invites to friends for coordinate RSVPs, and vote on plans for shared outings.