



Case Study

From Concept to Plate: A User-Centric Approach to Meal Planning and Ordering

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Overview

You are hired by Swiggy as a Product Consultant for Swiggy Instamart. Your objective is to :

- 1 **Identify User Pain Points**
- 2 **Increase User Adoption**
- 3 **Maximize Revenue Channels**





About Swiggy

Swiggy, launched in Bangalore, India, as a food delivery platform in 2014 by Harsha Majety and Nandan Reddy has now evolved into a comprehensive food delivery platform, extending its services to more than 600 cities across the country.

Beyond its primary offering, Swiggy has introduced several innovative services:

 **SWIGGY**
instamart

 **SWIGGY**
GENIE

SWIGGY
one



About Swiggy Instamart

Swiggy Instamart is a grocery delivery service allowing users to order daily essential items online. With a focus on quick delivery and a diverse and high-quality product range, Instamart redefines and simplifies the grocery shopping experience.

1M+
Users

29
Cities

500
Brands

40%
Market Share

Competitors

zepto

DUNZO

blinkit
formerly grofers

bb big
basket

User Pain Points

Meal Planning Challenges

Planning what to eat 3 times a day can be a puzzle, adding a layer of challenge in ordering groceries

Struggling with Healthy Eating Plans

Trying to eat healthier but planning for it can be a bit of a challenge and on spot ordering leads to unhealthy eating

Searching Ingredients for a Meal

Looking for multiple ingredients for a single meal is tedious and time taking and results into missing or over buying and wastage of ingredients

Advance Ordering Based on Routine

It can be challenging when the cook arrives, and you're expected to order the necessary items on the spot or prepare for the morning the night before





Many users are overwhelmed and confused deciding 3 meals a day!

Let's dive deep into the user personas



Working Professionals

Radhika

-  25
-  Business Analyst
-  Bangalore
-  Living Alone



Pain Points





Struggles with difficulties in meal planning due to constant work/meetings and office visits, results into occasional food wastage due to inefficient planning

Needs

Solution that fits into a tight schedule, simplifies the process of meal planning and ordering groceries while providing variety to avoid boredom

Bachelors

Kabir

-  22
-  College Student
-  Pune
-  Living with Flatmates



Pain Points





Lack of cooking knowledge and confidence, intimidated by selecting what to eat everyday, unsure about ingredient selection

Needs

Simple and easy-to-follow meal plans with the essential ingredients to avoid confusion, access to cooking tutorials or resources

Busy Moms

Bhavna

-  35
-  Senior Manager
-  Bhopal
-  Living with Family



Pain Points





Juggling multiple responsibilities, challenges in planning and preparing healthy meals for the family, parallelly managing work and kids

Needs

Solution that simplifies meal planning based on the dietary requirements, and ensures the required ingredients are delivered all together for the day

Health Freaks

Shivansh

-  27
-  Software Developer
-  Hyderabad
-  Living with Flatmates



Pain Points

Faces challenges in planning and sourcing ingredients for healthy meals and tracking their protein consumption

Needs

Solution that supports their commitment to a healthy lifestyle, simplifies meal planning for nutritious choices, and ensures easy access to fresh and wholesome ingredients.



How to Meal Plan

kill 4 hours on Pinterest

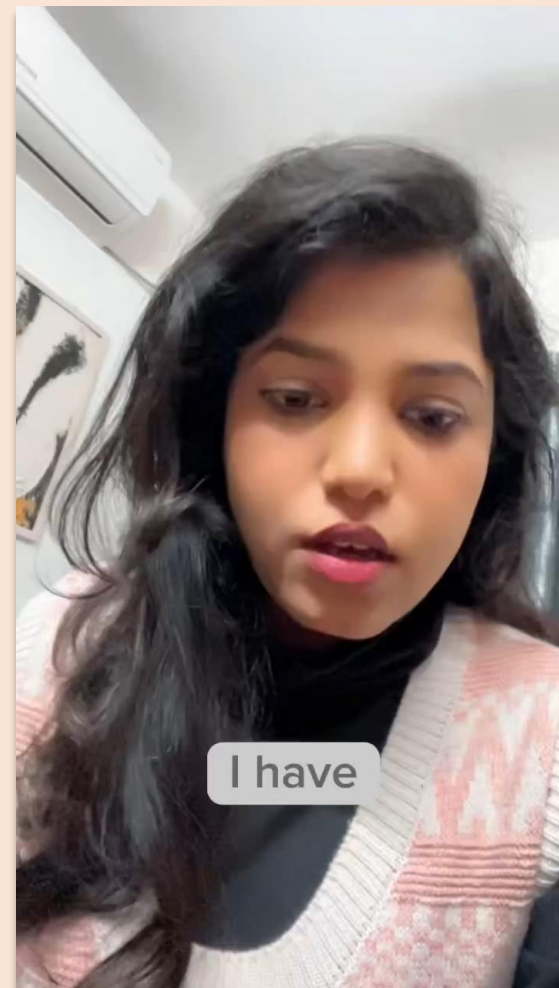
pin 14 healthy recipes, make grocery list
ripped jeans and biltocals

go shopping, forget grocery list

spend \$367 on stuff not on your meal plan

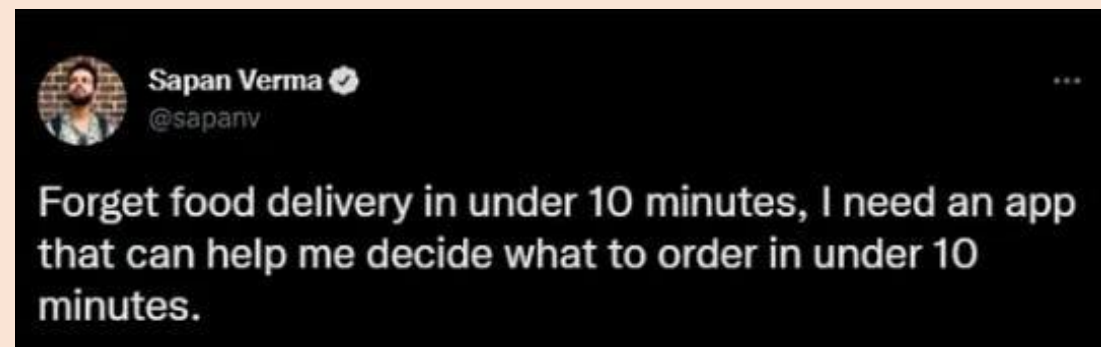
order pizza

WHO KNEW THAT THE HARDEST
PART OF BEING AN ADULT
IS FIGURING OUT WHAT TO COOK
FOR DINNER EVERY SINGLE NIGHT
FOR THE REST OF YOUR LIFE
UNTIL YOU DIE



I SPEND A LOT OF TIME
HOLDING THE REFRIGERATOR
DOOR OPEN LOOKING FOR
ANSWERS.

Vibes around the world



Solution

The proposed solution for the case study introduces five key features under the Swiggy One Pro subscription:

1. **Meal-Based Ingredient Ordering**
2. **AI-Enhanced Predictions**
3. **Personalized Meal Plans**
4. **Flexible Grocery Scheduling**
5. **Order with Reels**


Goal : Create a holistic and user-centric solution that simplifies daily meal-related tasks. This solution aims to simplify meal planning, grocery shopping, and cooking processes, prioritizing **user convenience, personalization, and efficiency.**



Swiggy
one PRO



Prioritization

Problems	Impact	Urgency	Rank
Searching Ingredients based on a Meal 	High	High	1
Meal Planning	High	High-Medium	2
Grocery Scheduling	High	Medium	3
Health Focused Meal Plans	Medium-High	Medium	4
Finding Quick Recipes	Medium	Low	5

Meal-Based Ingredient Ordering

Ingredient search? Not anymore! Select your meal, and consider it done

Users can seamlessly search for the specific meal they desire, and upon selection, the feature generates a comprehensive list of required ingredients. Users can purchase all the necessary ingredients with the convenience of a single click. The feature also presents nearby restaurants that serve the same dishes, offering users the option to order their desired meal effortlessly

Value to User ✨

Efficient Meal Discovery

Simplifies the process of finding specific meals and their corresponding ingredients

Time and Effort Saving

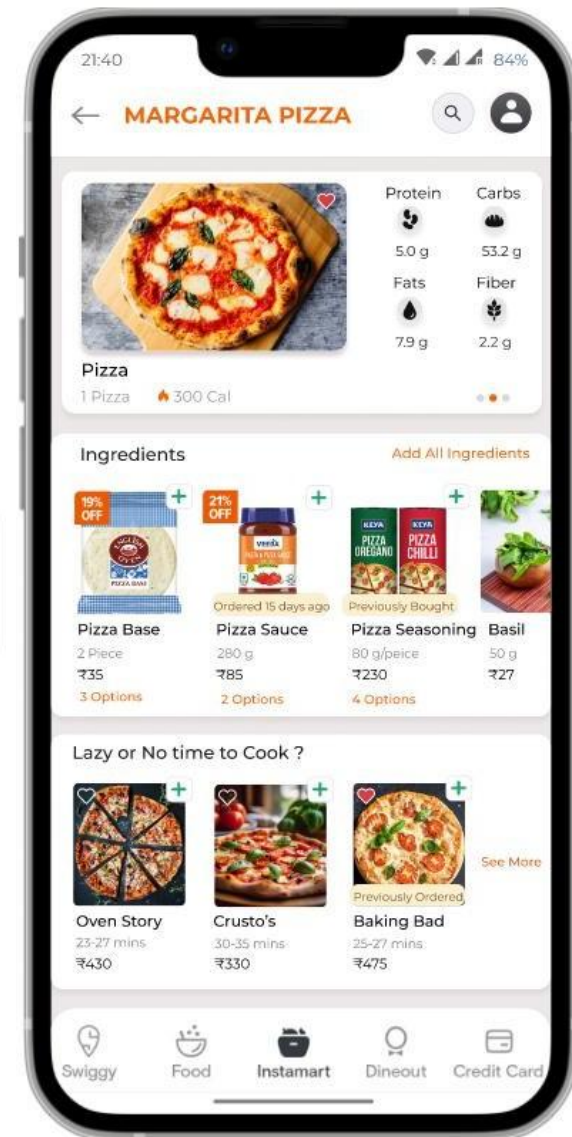
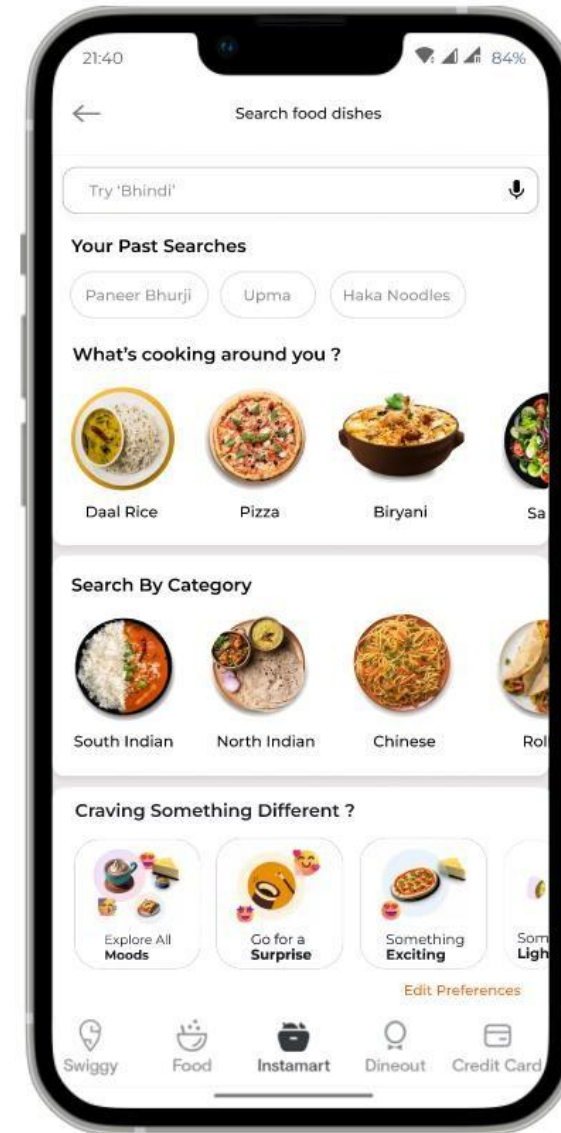
*Enables **one-click addition** of ingredients for an entire meal, providing a hassle-free shopping experience*

Increased Efficiency

*For instance, if a user typically spends time adding 5 ingredients individually, this feature condenses the process into one click, **saving approximately 80% time***

Restaurant Meal Replication

Allows users to order the same carefully planned meal directly from nearby restaurants for added convenience



Smart Grocery Predictions

This feature takes users' meal planning to the next level. When users are checking out the ingredients for a specific meal, they can also explore different brands and types for each item. Want a Idli Batter? Users can choose from various brands. Users also get suggestions for oils and spices needed to complete the meal. Additionally based on what users pick, the system learns their preferences and keeps improving its suggestions, making the **cooking experience more personalized** over time.

Value to User ✨

Informed Ingredient Selection

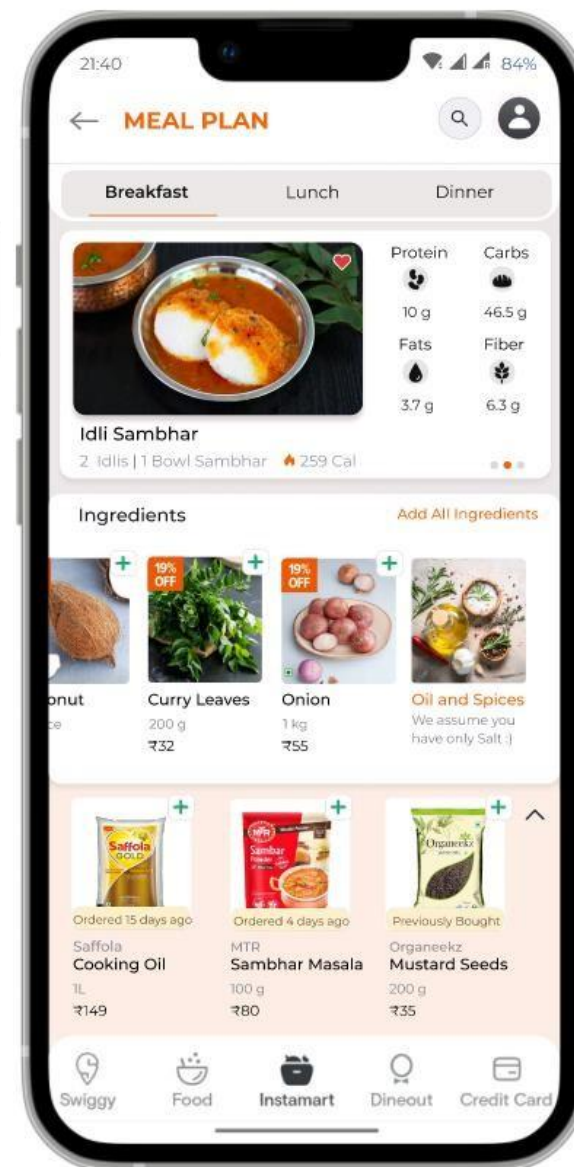
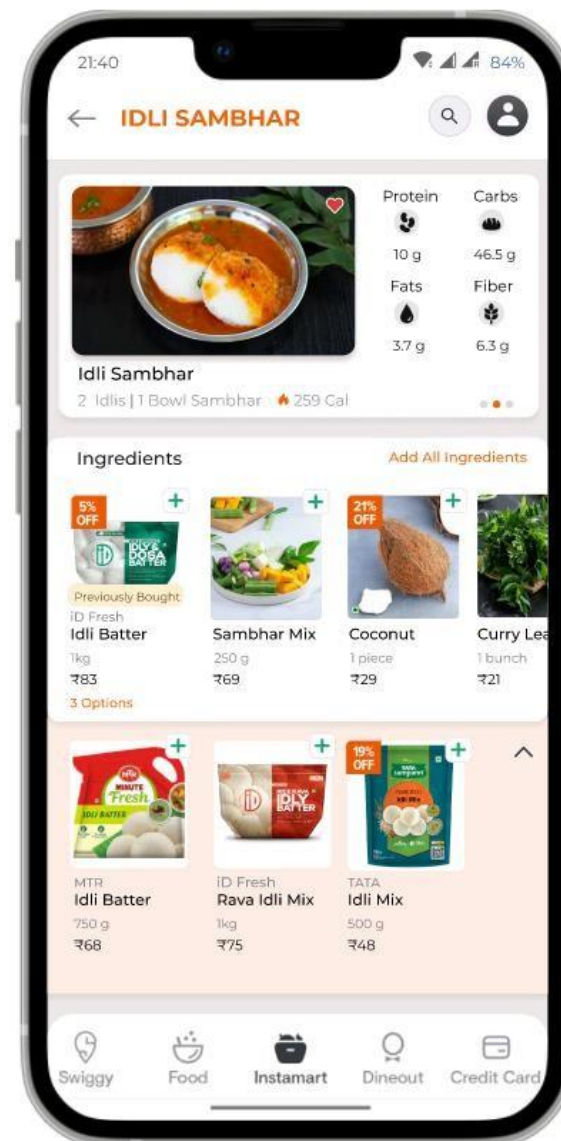
Users gain a view of ingredient options to make informed choices for specific brands and variants, enhancing their overall meal customization

Personalized Culinary Journey

The smart learning aspect ensures that as users interact with the feature, the system tailors ingredient suggestions to individual preferences, providing a personalized & evolving culinary journey

Smart Purchase History Display

Users see insights of their recent purchases directly within ingredient suggestions, particularly for less frequently bought items, aiding users in making informed decisions



One-Stop Meal Planning & Groceries

No more thinking 'what to eat' three times a day

This revolutionary feature takes the guesswork out of daily dining decisions.– with personalized and adaptive plans and diverse options , one-click ingredient addition for the entire day, users can effortlessly decide their meals and gain nutritional insights, ensuring a dining experience that is **personalized, quick and informed**.

Value to User ✨

Effortless Decision-Making

The feature offers the convenience of pre-planned meals with multiple options, providing quick access to a curated personalized selection and removing decision fatigue associated with daily meal planning.

Informed Nutrition

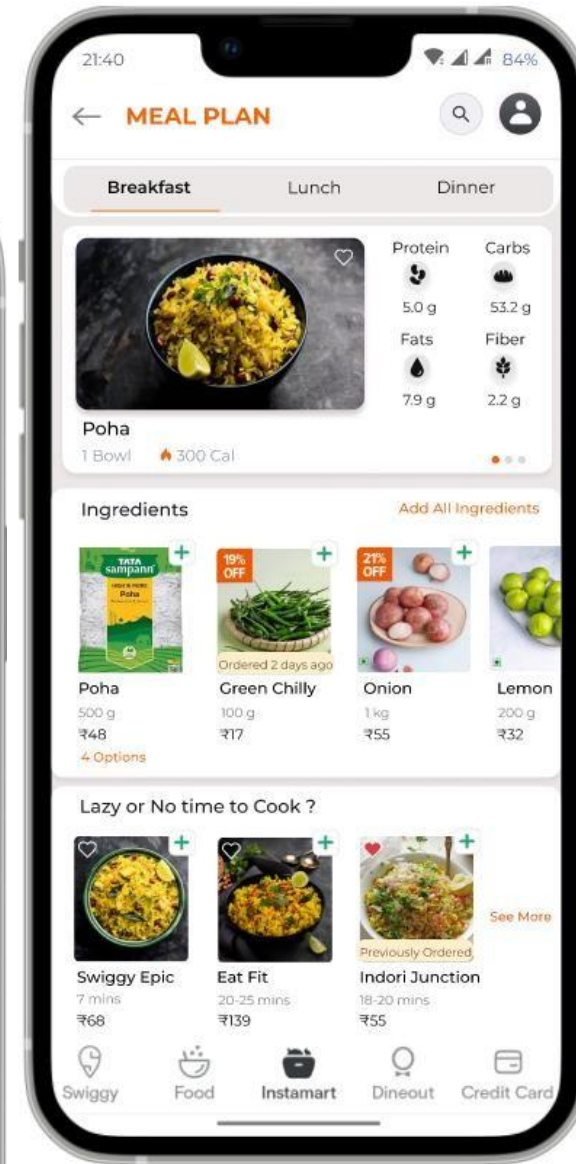
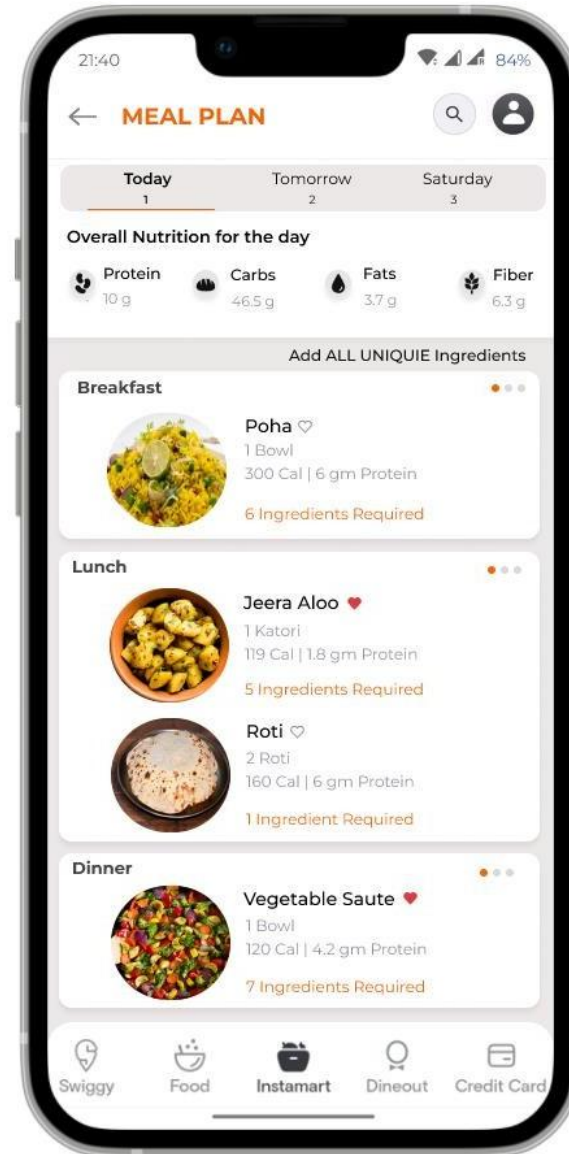
Access valuable insights into daily and meal-specific nutrition, empowering users to make informed choices aligned with their health and wellness goals

Time Efficiency

Reduces the time-consuming task of planning each meal individually. With one-click ingredient addition for the entire day, users save valuable time and streamline their dining decisions.

Adaptive Meal Plans

Personalized meal plans based on dietary requirements and preferences, adapting with insights from users' buying patterns



Flexible Grocery Scheduling

Users have the flexibility to order groceries at their convenience. Whether planning for the next day or **aligning with individual schedules**, this feature empowers users to get their groceries when needed. The streamlined service ensures hassle-free and timely delivery, enhancing the overall meal planning experience with convenience and flexibility

Have you ever wanted your groceries fresh and ready in the morning? Now you can!

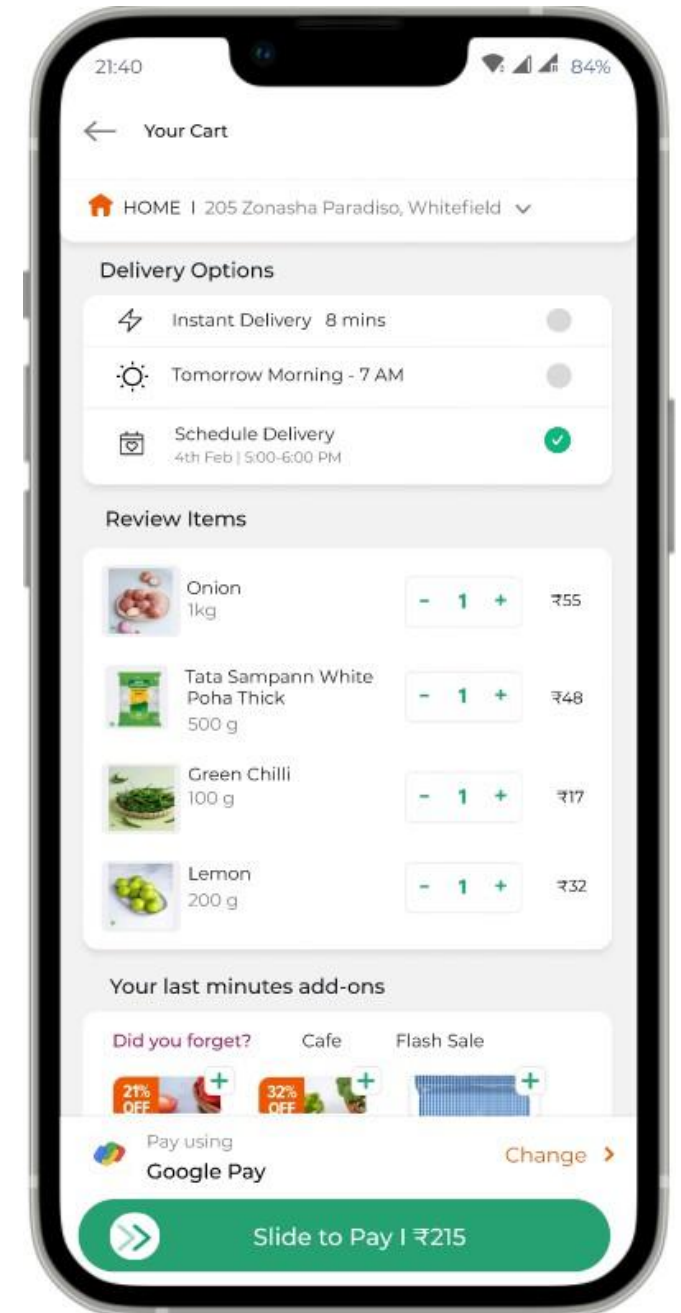
Value to User ✨

Enhanced Flexibility

Empowering users with convenience, this feature allows them to seamlessly integrate grocery ordering into their routines, enhancing overall meal planning flexibility.

Improved Meal Planning

With the added convenience and flexibility, users benefit from an overall improved meal planning experience, making the process more efficient and tailored to their needs.



Order with Reels

Dive into engaging cooking reels, discovering mouthwatering recipes. What sets it apart is the integration of an **'Add to Cart' functionality directly within the reel**. Users can effortlessly discover recipes, view the ingredients used, and instantly add them to their cart. It combines inspiration with convenience, making the transition from recipe discovery to ingredient procurement smoother and more enjoyable.

From Reel to Real, All on Swiggy!

Value to User ✨

One-Stop Culinary Hub

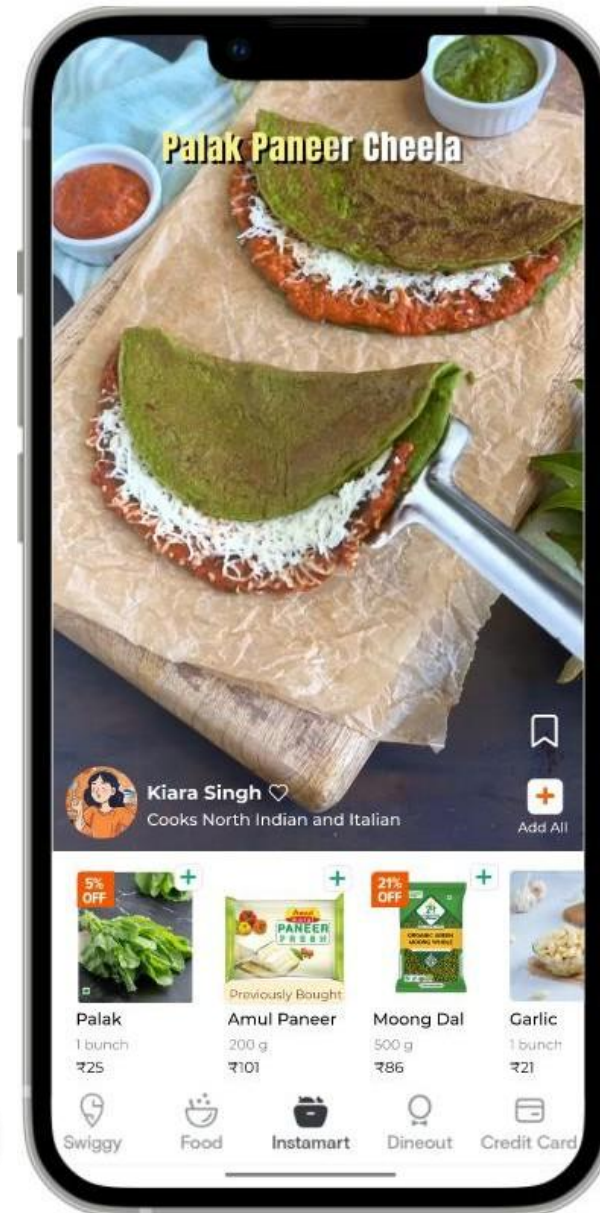
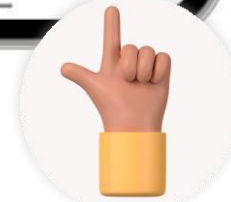
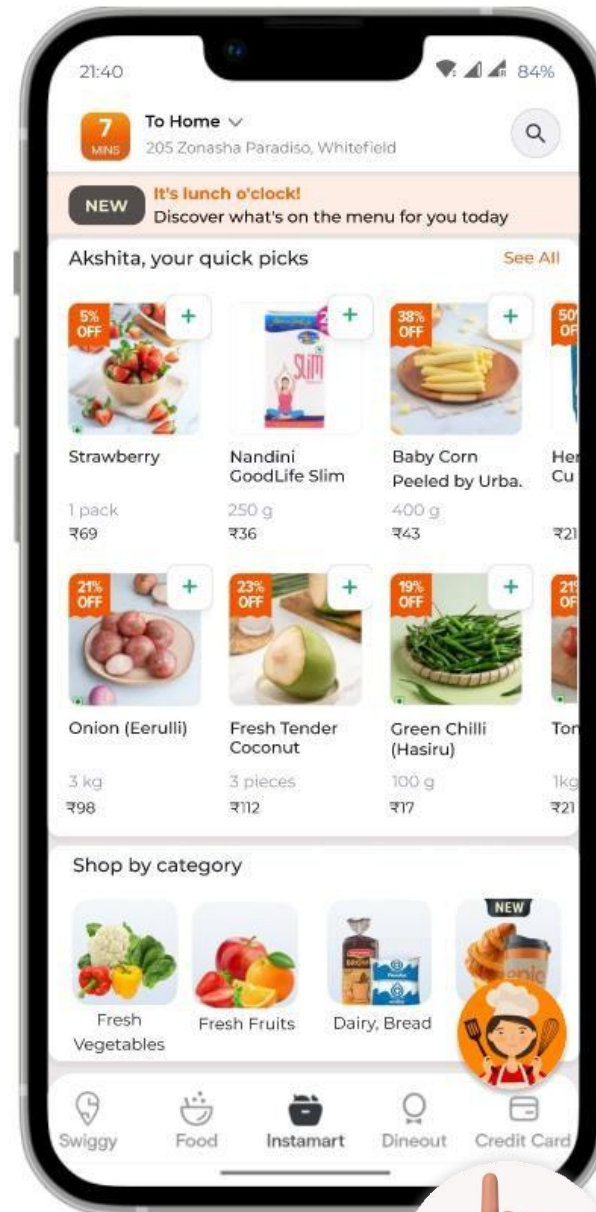
Discover, explore, and order—all seamlessly within the Swiggy app

Convenience

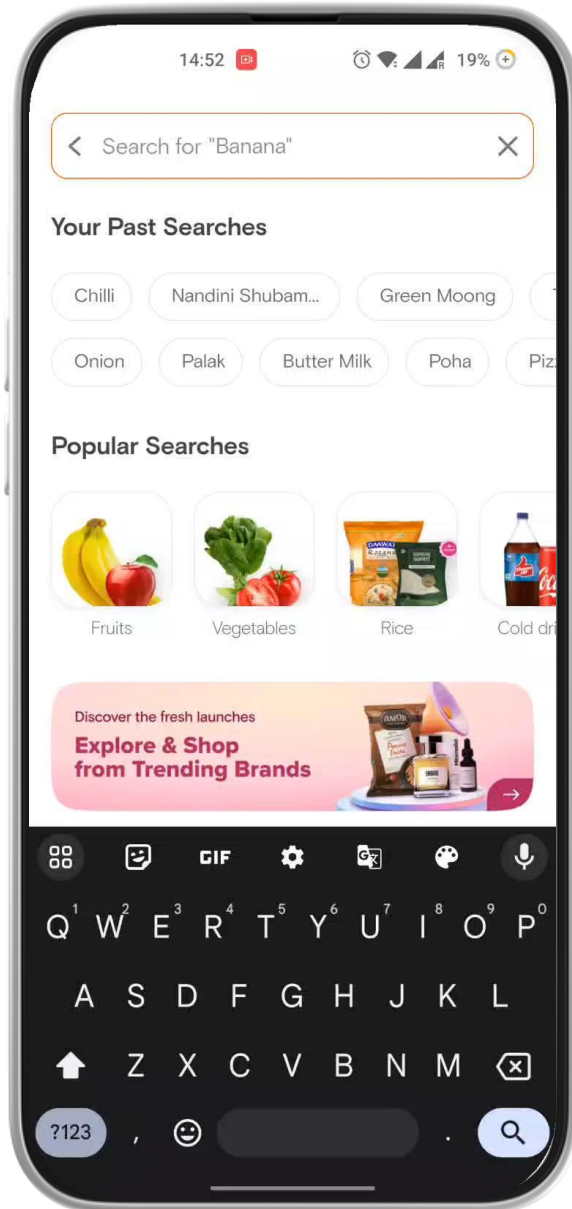
Save precious time by eliminating the need to switch between platforms for inspiration, searching, then ordering

Inspire and Be Inspired

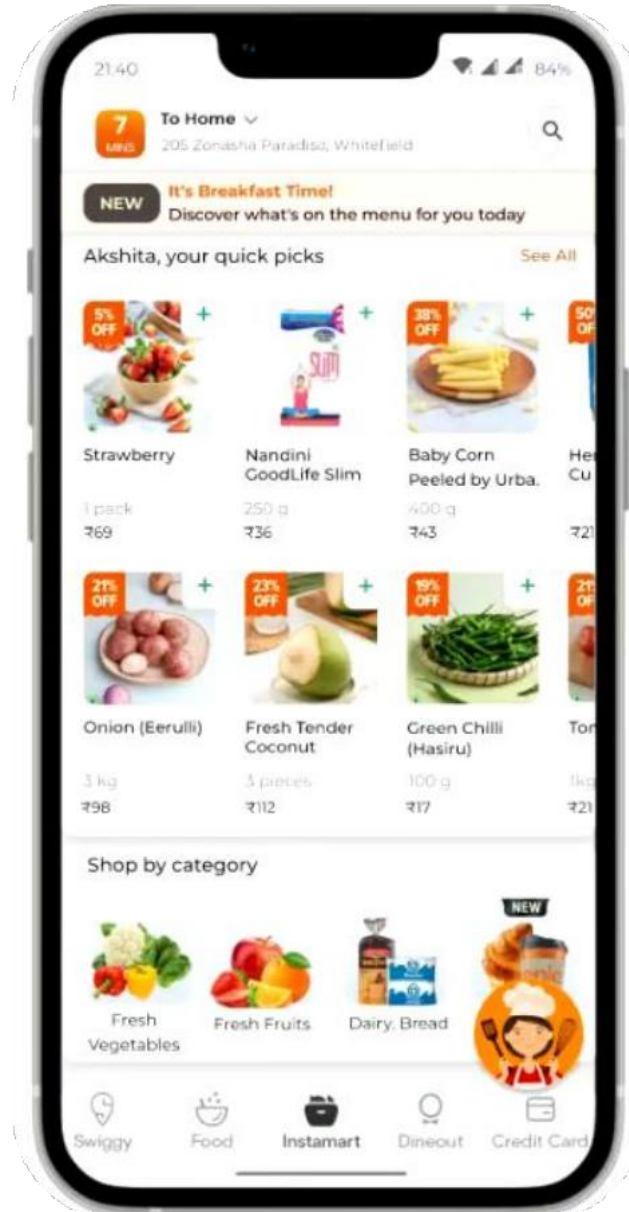
Showcase your unique cooking skills directly on the Swiggy platform, sharing and exploring diverse recipes with like-minded enthusiasts



Current



Proposed



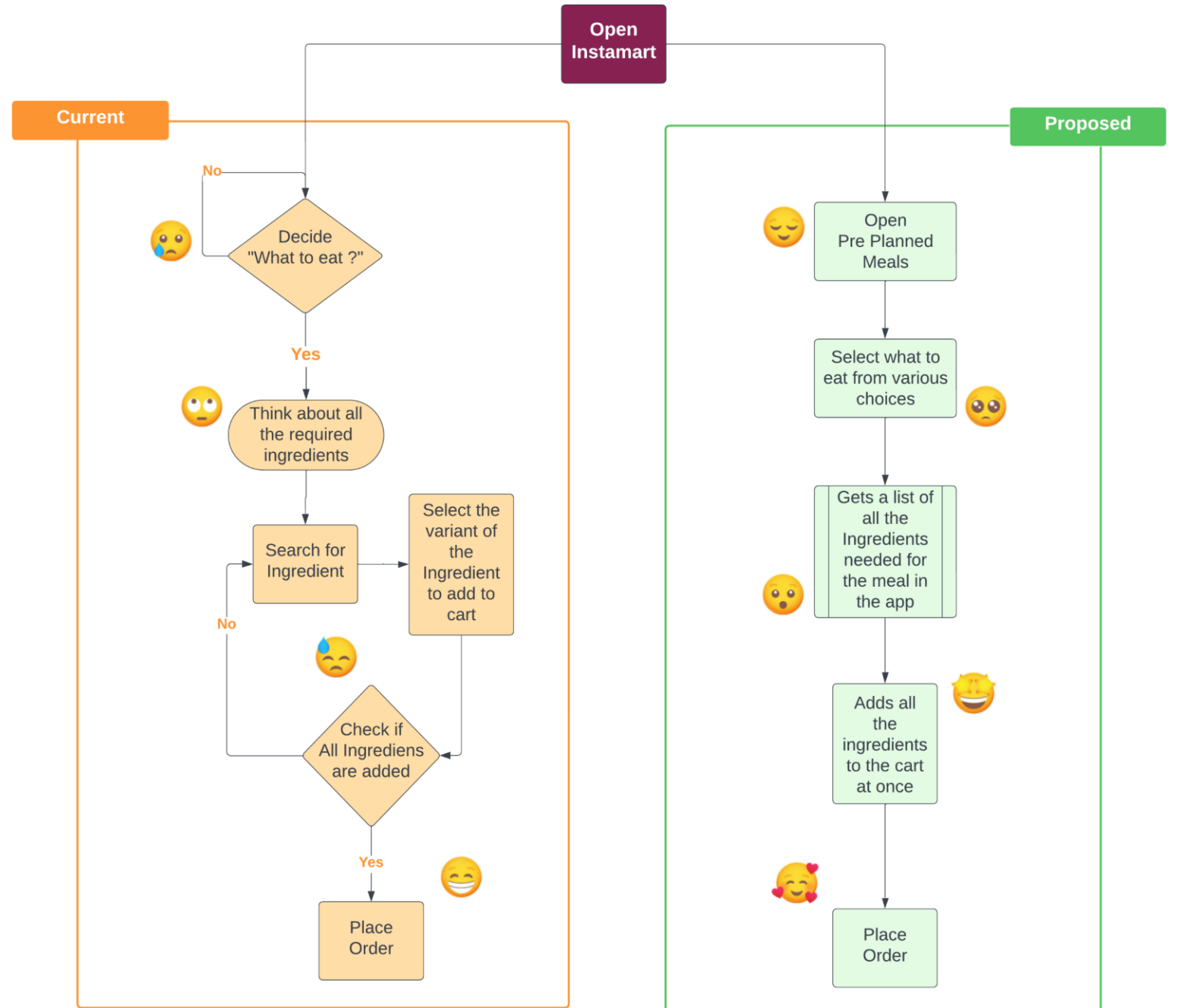
User Journey

Video Prototype

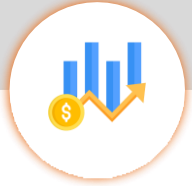
75% Time Saved

User Journey

Flowchart



Value Proposition for Swiggy



Revenue Growth

Swiggy One Pro's innovative features, such as meal planning, ordering via reels, and scheduling groceries, aim to boost revenue by attracting users to subscribe. The premium model offers exclusive benefits, creating a new income stream for Swiggy.



User Loyalty

Users who invest in the subscription are likely to continue using Swiggy consistently for their culinary needs, creating a more committed user base. The simplified experience of meal planning and recipe exploration on a single platform encourages consistent user choice in favor of Swiggy.



Instamart Adoption

Swiggy One Pro transforms meal planning, minimizing decision fatigue and ingredient procurement, increasing overall platform usage. As users adopt this streamlined experience, the likelihood of ordering from Swiggy significantly increases, fostering user adoption.



User Insights

The implementation of AI-driven features enables Swiggy to gather valuable user data, leading to personalized recommendations and a more tailored user experience. This data-driven personalization contributes to increased user satisfaction and engagement.



Let's deep dive into the metrics needed to measure these value propositions.

Key Product Metrics



Overall Metrics	
Pro Users Count	No. of people buying the Swiggy Pro Subscription over specific time periods
Meal-Based Ingredient Ordering	
Conversion Rate	Measure the percentage of users converting from viewing a meal to ordering its ingredients
Ingredient Purchase Rate	Calculate the ratio of ordered ingredients to the total number of ingredients suggested for a specific meal
Personalized Meal Plans	
User Engagement	Monitor how frequently and for how long users interact with personalized meal plans
All Ingredient Adoption Rate	Measure the number of users utilizing the "add all ingredients" feature within meal plans
Conversion Rate	Track the rate at which users adopt and integrate suggested meal plans into their daily or weekly routines
Grocery Scheduling	
Order Volume	Measure the volume of grocery orders placed through the scheduling feature over specific time periods
Delivery Timeliness	Assess the accuracy and timeliness of scheduled grocery deliveries
Ordering with Reels	
Reel Engagement	Track user engagement with recipe reels and exploration of associated ingredients
Conversion from Reel to Order	Measure the percentage of users proceeding to order ingredients directly from a recipe reel

Excited to contribute to shaping this solution
or looking forward to using the feature soon!

Thank You! 😊

Venkatesh Pallapu

