Swiggy Checkout Optimization

Checkout Flow Redesign to Improve Conversion, Trust, and Speed

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Executive Summary

I analyzed Swiggy’s checkout flow using heuristic evaluation, user complaints, and competitor benchmarking.

Seven core UX pain points were identified around pricing transparency, multi-step flow, and trust.

A single-page checkout was designed to reduce cognitive load, improve fee clarity, and increase completion rates.

Projected impact:

- Checkout time: ↓ 50%
- Conversion: ↑ 8–12%
- Trust: ↑ significantly

Problem Statement

Swiggy’s current checkout creates friction due to:

- Unclear fees
- Unpredictable delivery charges
- Multi-step flow
- Redundant address selection
- Poor visibility of “To Pay”
- This leads to dropped orders, reduced AOV, and trust issues.

Goal: Build a faster, transparent, predictable checkout experience.

Methodology & Scope

Time Spent: 5 hours

Approach:

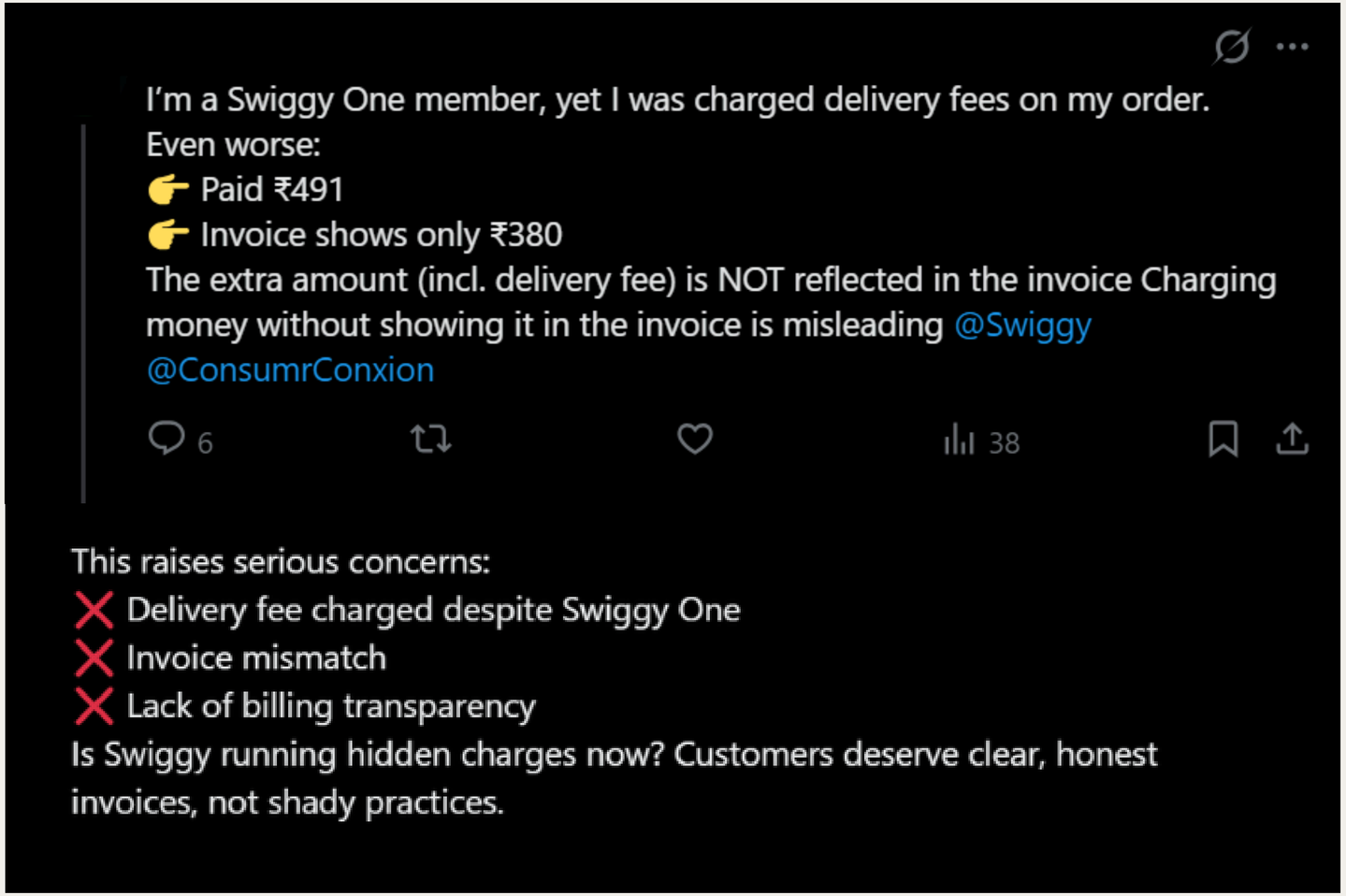
- Checkout teardown
- Heuristic UX evaluation
- Quick user survey (5 active users)
- Competitor review (Zomato)
- Wireframing (Figma)
- Academic validation using published research on Swiggy

Scope: Cart → Checkout → Payment → Confirmation.

User Evidence: Pricing Transparency Issues

Key Issues Identified:

- Swiggy One user still charged delivery fee
- Invoice mismatch (charged ₹491 vs invoice showing ₹380)
- Hidden/unreflected fees
- Billing transparency concerns



Why It Matters: Direct trust erosion → immediate drop in conversion → negative public sentiment.

User Evidence: Delivery & Cancellation Failures

Key Issues Identified:

- ETA jump (40 mins → 115 mins)
- ₹5700 cancellation fee
- Non-refunded cancellation penalties
- Users threatening legal action
- Users abandoning Swiggy entirely

Why It Matters: Shows systemic trust issues — checkout clarity is the first place to fix this.

Pain Points Identified

#	Pain Point	Impact
1	Delivery fee confusion	Trust erosion
2	Hidden platform fee	Perceived dishonesty
3	Discount clarity	Lower AOV
4	Too many steps	Drop-offs
5	Tip prompt timing	Poor UX
6	Address selection friction	Slow checkout
7	Non-sticky summary	Cognitive load

Root Cause Analysis

Underlying systemic issues:

- Fragmented pricing systems (delivery fee, platform fee, GST not unified)
- Weak address ranking logic
- Revenue-driven UX debt (platform fee, early tip)
- Non-sticky summary → high cognitive load

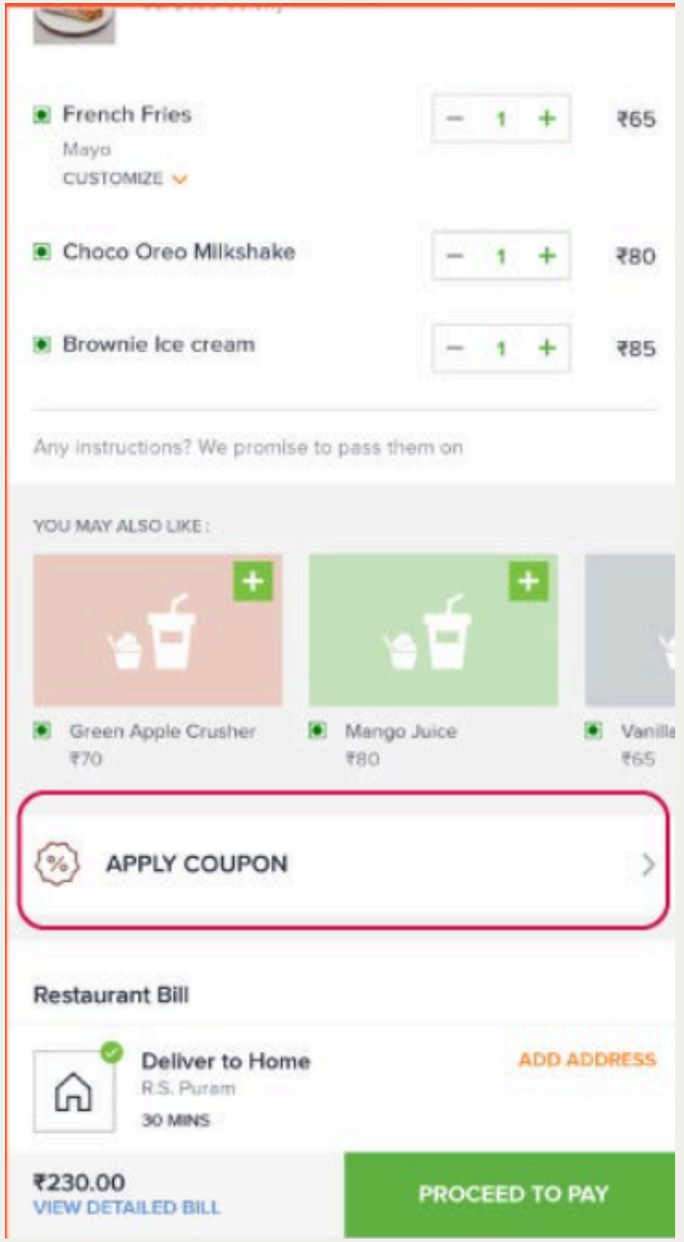
Current User Journey (broken flow)

Cart → Review → Coupon → Address → Delivery Time → Payment → Tip → Confirm

(8+ clicks, high friction)

Pain point hotspots:

- Fee opacity
- Misleading totals
- High decision load
- Repetitive address selection



Proposed User Journey (Optimized flow)

Cart → Single-Page Checkout → Place Order

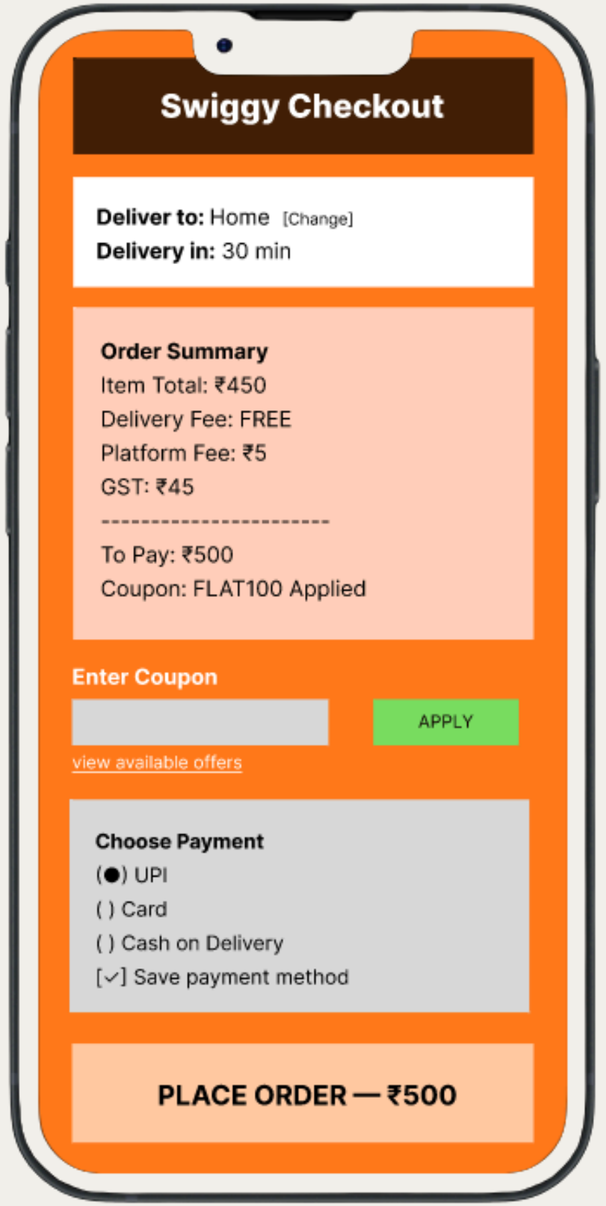
Key improvements:

- All fees upfront
- Inline coupon
- Sticky summary
- Smart defaults
- Payment on same page
- Tip moved post-delivery

Redesigned Checkout Wireframe (Figma)

Highlights:

- One-scroll checkout
- Transparent pricing breakdown
- Sticky order summary
- Inline coupon handling
- Consolidated payment & CTA
- Reduced cognitive load



Competitive Benchmark: Swiggy vs. Zomato

Zomato’s clarity models show clear UX advantages.

Feature	Swiggy	Zomato	Gap
Fees visibility	Late	Upfront	Swiggy lagging
Checkout steps	7–8	4–5	Lag
Address defaults	Manual	Smart	Lag
Tip	Pre-delivery	Post-delivery	Lag
Summary	Not sticky	Partially sticky	Lag

Technical Feasibility

Engineering effort includes:

- Combine pricing components → unified API
- Single-page architecture → lazy load
- Sticky summary component
- Address ranking model (recency × frequency × success rate)
- Tip workflow moved post-order

All feasible in 4–6 weeks.

Business Impact Model

Using Q-commerce trends and Instamart findings:

- **Market size: $**5B by 2025, 40% CAGR
- Speed & reliability = main satisfaction drivers

Projected impact:

- 10% increase in conversion → millions more orders/mo
- 5% AOV uplift → significant GMV growth
- Faster checkout → increased retention (confirmed by research)

Success Metrics (KPIs)

KPI	Baseline	Target	KPI
Conversion Rate	~65%	72–75%	Conversion Rate
Checkout Time	~90 sec	~45 sec	Checkout Time
Cart Abandonment	High	-15%	Cart Abandonment
AOV	–	+5%	AOV
CSAT	–	+1 point	CSAT

Risks & Trade-offs

Upfront fees may reduce some conversions

→ Solution: A/B testing

Lower tip revenue

→ Auto-tip presets

Higher load time for long pages

→ Lazy loading

More visible pricing errors

→ Strict API alignment

Roadmap (Phase-wise)

Phase 1: Prototype + usability testing

Phase 2: Engineering → composite fee API, sticky summary, address model

Phase 3: A/B testing

Phase 4: Full rollout + AI coupon suggestions + express checkout

Conclusion

This redesign solves core friction points around transparency, speed, and trust — the three biggest drivers of retention and satisfaction.

Backed by user complaints, academic evidence, and business impact models, the proposed flow significantly improves Swiggy’s checkout experience.

References

1. Swiggy Instamart Case Study, IJPREMS (2025) fin_ijprems1750323452
2. Public user complaints (Twitter, Jan 2024)
3. Nielsen Heuristics
4. Personal teardown & user interviews