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## Swiggy Vision

**“We build products & solutions that redefine the food ordering & delivery space in India, every single day helping change the way India eats.”**

## **BUSINESS AND MARKET UNDERSTANDING**

**Business:** Swiggy business model is based on the hyperlocal on-demand food delivery business operation, intending to deliver food within 30 minutes. Swiggy bridged the gap between food lovers and restaurants by utilizing cutting-edge technology and idea.

**Marketing:** Craving to eat something and want it right away? What’s popping into your mind? Yes, it's ordering food online through Swiggy. Swiggy has captured the online food delivery market in a massive way by utilizing various marketing channels and increasing its services from just delivering food to now providing groceries and other essentials at the convenience of your doorstep. Despite fierce rivalry from

Zomato, the firm has been able to capitalize on the market in several locations and become the biggest online food ordering and delivery platform. In a research done by one of the best MBA colleges in Kolkata, it was found that Swiggy has captured 76.35% of the food delivery market. Swiggy's target demographic spans a wide age range, ranging from 18 to over 55 years old. This is one of Swiggy's strongest selling points for attracting new consumers and serving their favourite foods. It has no restrictions on people's businesses, jobs, demographic areas, or interests, for example. They can feed everybody who is hungry in the range.

Swiggy is a hyperlocal food delivery platform based in India. Founded in 2014, it has become one of the leading players in the country's online food delivery market. Here's a brief overview of its business and market understanding:

- **Hyperlocal Model:** Swiggy operates on a hyperlocal model, connecting customers with nearby restaurants and facilitating food delivery within a short time frame. This model ensures faster delivery times and a wide range of food options for customers.
- **Market Presence:** Swiggy has a significant presence across major cities in India, catering to the growing demand for online food delivery services. Its extensive network of delivery partners enables it to reach customers in both urban and semi-urban areas.
- **Technology Integration:** Swiggy leverages technology extensively to optimize its operations and enhance customer experience. This includes features like real-time order tracking, personalized recommendations, and efficient route optimization for delivery partners.
- **Restaurant Partnerships:** Swiggy collaborates with a diverse range of restaurants, including local eateries and popular chains, to offer customers a wide variety of cuisines and dining options. These partnerships help it attract and retain customers by providing them with a comprehensive selection of food choices.
- **Competition:** The online food delivery market in India is highly competitive, with players like Zomato and Uber Eats also vying for market share. Swiggy competes by focusing on superior service quality, quick delivery times, and innovative features to differentiate itself from competitors.
- **Revenue Model:** Swiggy primarily generates revenue through commissions from partner restaurants on each order, delivery fees charged to customers, and

advertising revenue from featured restaurant listings and promotions on its platform.

- **Expansion and Diversification:** Over the years, Swiggy has expanded its services beyond food delivery to include grocery delivery, medicine delivery, and other hyperlocal delivery services. This diversification strategy allows it to tap into additional revenue streams and capture a larger share of the hyperlocal market.

Overall, Swiggy's success in the hyperlocal business is attributed to its strong focus on technology, efficient operations, extensive network, and ability to adapt to changing consumer preferences and market.

## **BRD**

### Business Requirements Document (BRD)

#### 1. Introduction:

Provide an overview of Swiggy's hyperlocal business model, emphasizing its focus on connecting customers with nearby restaurants and facilitating quick food delivery.

#### 2. Purpose:

Define the purpose of the BRD, which is to outline the business requirements for Swiggy's hyperlocal operations, ensuring alignment with the company's strategic goals and objectives.

#### 3. Scope:

Specify the scope of Swiggy's hyperlocal business, including geographical locations served, types of services offered (food delivery, grocery delivery, etc.), and target customer segments.

#### 4. Business Objectives:

Outline the key objectives of Swiggy's hyperlocal business, such as:

Increase market share in the hyperlocal delivery segment.

Enhance customer satisfaction through faster delivery times and improved service quality.

Expand service offerings to include additional hyperlocal delivery categories.

Strengthen partnerships with local businesses and restaurants.

## 5. Functional Requirements:

### User Registration and Authentication:

Users should be able to register and create accounts easily.

Implement secure authentication mechanisms to protect user data.

### Restaurant Partner Onboarding:

Streamline the process for restaurants to partner with Swiggy, including menu integration and onboarding support.

### Order Placement and Management:

Provide a user-friendly interface for customers to place orders quickly.

Enable real-time order tracking and updates for customers.

Implement order management tools for restaurants to efficiently process incoming orders.

### Delivery Logistics:

Optimize routing algorithms to ensure efficient delivery routes.

Manage a network of delivery partners and assign deliveries based on proximity and workload.

Payment Integration:

Integrate secure payment gateways to facilitate online transactions.

Support multiple payment options, including credit/debit cards, digital wallets, and cash on delivery.

Customer Support:

Offer responsive customer support channels, including in-app chat and helpline services.

Resolve customer queries and complaints promptly to maintain high satisfaction levels.

6. Non-Functional Requirements:

**Performance:**

Ensure the platform can handle peak loads and maintain fast response times.

Reliability:

Minimize system downtime and ensure high availability of services.

Security:

Implement robust security measures to protect user data and prevent unauthorized access.

Scalability:

Design the platform to scale horizontally to accommodate growing user demand.

Usability:

Prioritize user experience by designing intuitive interfaces and clear navigation paths.

#### 7. Assumptions and Constraints:

Document any assumptions made during the BRD development process and identify potential constraints that may impact project delivery or implementation.

#### 8. Stakeholder Requirements:

Identify key stakeholders involved in Swiggy's hyperlocal business, including customers, restaurant partners, delivery partners, and internal teams (product, operations, marketing, etc.).

Capture specific requirements and expectations from each stakeholder group to ensure alignment and collaboration.

#### 9. Sign-off:

Obtain sign-off from relevant stakeholders to acknowledge their understanding and acceptance of the business requirements outlined in the BRD.

#### 10. Revision History:

Maintain a record of revisions made to the BRD document, including dates, version numbers, and changes implemented.

By adhering to the requirements outlined in this BRD, Swiggy can effectively plan, develop, and deploy its hyperlocal business initiatives, driving growth and success in the competitive online delivery market.

# **PRD**

Product Requirements Document (PRD) New Feature Implementation  
1. Feature Overview:

The new feature, named "Neighbourhood Offers," aims to enhance both business and productivity aspects of Swiggy's hyperlocal platform by providing targeted promotions and discounts to users based on their neighbourhood location.

## 2. Objectives:

Business Enhancement:

Increase customer engagement and retention by offering personalized discounts and promotions tailored to their neighbourhood preferences.

Drive sales and order frequency by incentivizing users to explore nearby restaurants and hyperlocal services.

Productivity Improvement:

Streamline promotional campaigns and offer management for Swiggy's marketing and operations teams.

Optimize delivery logistics by promoting orders from nearby restaurants, reducing delivery distances and times.

## 3. Target Audience:

The feature targets both existing and potential Swiggy users residing in specific neighbourhoods, aiming to incentivize them to order more frequently from nearby restaurants and hyperlocal services.

## 4. Features and Functionality:

#### Location-Based Offers:

Utilize geolocation data to identify the user's neighbourhood location.

Present targeted offers and discounts from nearby restaurants and hyperlocal service providers on the app's home screen or dedicated section.

#### Personalized Recommendations:

Analyse user preferences and ordering history to recommend relevant offers and promotions tailored to their neighbourhood.

#### Offer Management Dashboard:

Provide Swiggy's marketing team with a centralized dashboard to create, manage, and track neighbourhood-specific promotions and campaigns.

#### Real-Time Analytics:

Offer insights into the effectiveness of neighbourhood offers, including user engagement metrics, conversion rates, and order volumes.

#### Delivery Optimization:

Prioritize orders from participating restaurants and service providers located within the user's neighbourhood, reducing delivery distances and improving delivery times.

#### Push Notifications:

Send timely notifications to users about new neighbourhood offers and promotions to drive awareness and encourage action.

#### 5. Technical Requirements:



#### Geolocation Services:

Utilize GPS and location-based APIs to accurately determine the user's neighbourhood location.

#### Data Analytics and Reporting:

Implement robust analytics tools to track the performance of neighbourhood offers and provide actionable insights to Swiggy's marketing and operations teams.

#### Push Notification Service:

Integrate with a reliable push notification service to deliver timely alerts to users regarding neighbourhood offers and promotions.

### 6. Metrics and KPIs:

#### Business Metrics:

Increase in order frequency and average order value (AOV) from users targeted with neighbourhood offers.

Growth in customer engagement metrics, such as app sessions and time spent on the platform.

#### Productivity Metrics:

Efficiency gains in promotional campaign management and offer creation processes.

Reduction in delivery distances and average delivery times for orders originating from neighbourhood offers.

### 7. Dependencies:

Ensure seamless integration with Swiggy's existing systems and databases, including user profiles, order management, and payment processing.

#### 8. Risks and Mitigation Strategies:

Identify potential risks related to data privacy, user consent for location tracking, and technical challenges in implementing geolocation-based features.

Implement robust data security measures and obtain explicit user consent for location tracking to address privacy concerns.

#### 9. Timeline and Milestones:

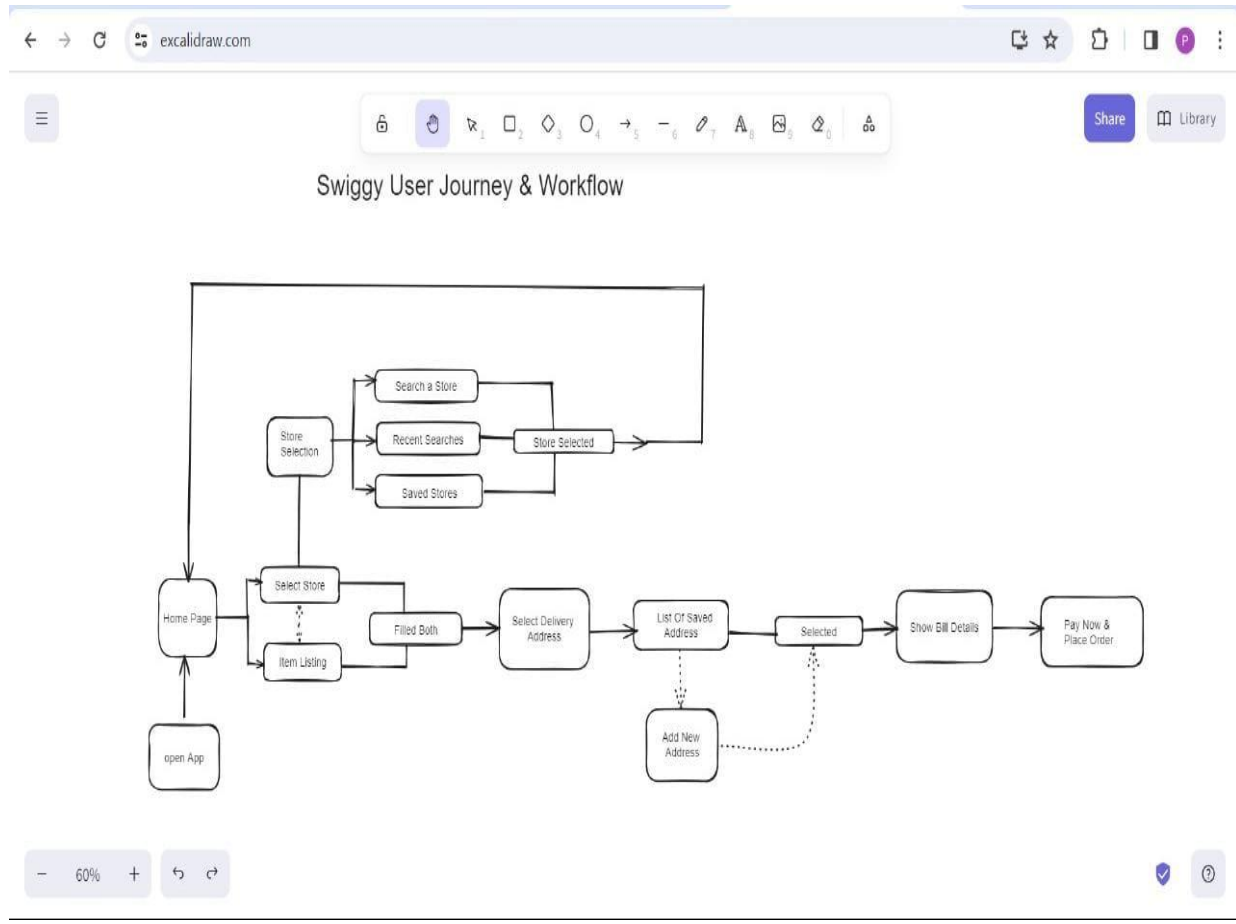
Define a timeline for the development, testing, and rollout of the neighbourhood offers feature, including key milestones and deliverables.

#### 10. Stakeholder Communication:

Maintain open communication channels with stakeholders, including users, restaurant partners, delivery partners, and internal teams, to gather feedback and address concerns throughout the development and deployment process.

By implementing the "Neighbourhood Offers" feature as outlined in this PRD, Swiggy can enhance both its business performance and operational productivity, driving increased user engagement, order volumes, and customer satisfaction.

# User Journey and Workflow



## 1. User Registration and Onboarding:

User: A new user downloads the Swiggy app or visits the website.

Action: They create an account by providing basic information such as name, email, phone number, and address.

Outcome: The user's account is created, and they gain access to the platform's features.

## 2. Browsing and Discovery:

User: The user opens the Swiggy app to explore nearby restaurants and hyperlocal services.

Action: They browse through the list of restaurants and services available in their neighbourhood.

Outcome: The user discovers various dining options, grocery stores, pharmacies, and other hyperlocal services offered by Swiggy.

## 3. Placing an Order:

User: The user selects a restaurant or service provider and decides to place an order.

Action: They browse the menu, add items to their cart, and customize their order as needed.

Outcome: The user confirms the order and proceeds to checkout.

## 4. Order Processing:

User: The user's order is received by Swiggy's platform.

Action: Swiggy's system processes the order and assigns it to the respective restaurant or service provider for preparation.

Outcome: The restaurant receives the order and begins preparing the items for delivery or pickup.

## 5. Delivery Assignment:

User: For delivery orders, a delivery partner is assigned to pick up and deliver the order.

Action: Swiggy's system assigns the nearest available delivery partner to the order.

Outcome: The delivery partner receives the order details and navigates to the restaurant or pickup location.

## 6. Delivery and Tracking:

User: The user awaits the delivery of their order.

Action: They track the status of their order in real-time using the Swiggy app.

Outcome: The user receives notifications as the order progresses through different stages, from preparation to delivery.

## 7. Order Receipt and Feedback:

User: The user receives their order.

Action: They inspect the items received and provide feedback on the quality of the service and delivery experience.

Outcome: The user completes the transaction, and Swiggy collects valuable feedback to improve its services.

## 8. Repeat Orders and Loyalty:

User: Satisfied with their experience, the user becomes a repeat customer.

Action: They continue to use Swiggy for future orders, earning loyalty points and rewards with each transaction.

Outcome: The user benefits from personalized recommendations, exclusive offers, and seamless ordering experiences, fostering long-term loyalty to the platform.

#### 9. Continuous Engagement:

User: Swiggy engages with users through targeted promotions, notifications, and special offers.

Action: Users receive personalized recommendations, updates on new restaurants or services in their area, and time-sensitive discounts.

Outcome: Users remain engaged with the platform, leading to increased order frequency and customer retention.

#### 10. Business Optimization:

Action: Swiggy analyses user behaviour, order trends, and feedback data to optimize its operations, improve service quality, and expand its hyperlocal offerings.

**Outcome:** Swiggy continues to innovate and evolve, staying ahead in the competitive hyperlocal delivery market while delivering value to both users and partners.

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