

Business Requirements Document (BRD)

Project: Swiggy Real-Time Order Tracking

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1. Executive Summary

Swiggy users face frustration when order tracking freezes or updates late (5–10 minutes delay). This negatively impacts trust, increases customer support queries, and reduces retention. The goal of this project is to redesign the order tracking experience with **GPS-based real-time updates** and **milestone-based notifications**, thereby improving transparency, reducing costs, and increasing customer satisfaction.

2. Business Objectives

- Enhance **customer trust and experience** through accurate tracking.
 - Reduce **customer support calls** related to tracking issues.
 - Increase **order retention and repeat usage**.
 - Strengthen **brand reputation** in the competitive food delivery market.
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3. Scope

In-Scope:





- GPS-based rider location tracking.
- Milestone-based real-time notifications.
- ETA adjustments and delay alerts.

Out-of-Scope:

- Restaurant-side cooking optimization.
 - Changes to pricing or promotions.
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4. Proposed Solution

Key Milestones:

1. Order Placed 
2. Restaurant Accepted 
3. Rider at Restaurant 
4. Order Dispatched
5. Rider 1 km Away 

6. Arrived at Your Location

User Experience Features:

- Live map view with GPS tracking.
 - Push notifications at milestones.
 - ETA updates with dynamic adjustments.
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5. Functional Requirements

- Fetch rider GPS location every 30 seconds.
 - Trigger notifications at milestone completion.
 - Provide delay alerts with updated ETAs.
 - Operations dashboard to monitor real-time deliveries.
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6. Non-Functional Requirements

- System latency < 3 seconds for GPS updates.
 - 99.9% uptime and availability.
 - Scalable to 1M+ concurrent orders.
 - Secure transmission with encrypted GPS data.
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7. Success Metrics (KPIs)

- **95%+ orders** show real-time updates.
 - **40% reduction** in "Where is my order?" support queries.
 - **+15 NPS increase** in customer satisfaction.
 - Improved **on-time delivery %** by 10%.
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8. Risks & Mitigation

- **GPS Signal Loss** → fallback to last known location + ETA prediction.
 - **Privacy Concerns** → anonymize rider details, encrypt all data.
 - **Battery Drain** → optimize location ping frequency.
 - **Network Issues** → auto-retry + cached updates.
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9. Stakeholders

- Product Manager – Delivery Experience.
 - Engineering Lead – Mobile App.
 - Operations Manager – Rider Fleet.
 - Customer Support Lead.
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10. Wireframe (Suggested)

(Insert simple flow diagram: Order Placed → Accepted → Rider at Restaurant → Dispatched → 1 km Away → Delivered)