

Idea: Swiggy Mealmatch – AI Powered Personalized Meal Discovery

Brief Overview:

MealMatch is a GenAI-driven feature within the Swiggy app that recommends meal combos, dishes, and restaurant experiences tailored to individual users based on their mood, dietary preferences, weather, health goals, and past orders.

Think of it as a **Spotify Discover Weekly**, but for food.

It'll not only improve user experience but also boost order frequency and average order value (AOV), while helping restaurant partners promote high-margin, curated combos or seasonal specialties.

Who's Using This:

- **End-users (Customers)** — to discover meals that feel hyper-personalized and thoughtful.
- **Restaurant partners** — to get AI-backed insights into trending combinations, customer preferences, and cross-selling opportunities.
- **Delivery executives** — indirectly benefit by optimized batching if multiple users nearby order from MealMatch suggestions.

Approach :

Users select their mood, dietary preferences, or occasion through an interactive UI built for a smooth in-app experience. The backend leverages **GenAI models (like OpenAI GPT APIs or Lovable)** combined with **user order history**, **weather APIs**, and **time-of-day data** to generate personalized meal and combo suggestions. A **recommendation engine using content-based filtering** refines suggestions. Restaurant partners access an AI-driven dashboard for insights and combo suggestions. This ecosystem ensures dynamic, context-aware recommendations while boosting engagement and partner sales.