



# Designing Habit- Forming Post-Order Experiences for Swish

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Case Study by Vaishnav Gangamwar



# Problem Statement

**WHAT**  
Swish's product journey ends too early — right after food is delivered. There are no strong hooks to bring users back.

**WHEN**  
Drop-off starts immediately after delivery. By Day 2–3, most users either go silent or switch to a competitor.

**WHY**  
Users forget the app after one great experience. They don't build habits, earn loyalty, or feel any progress after ordering.

**SCALE**  
Only 12% reorder within 7 days — compared to 20–25% on Swiggy One, Snacc, and Zomato Gold. We're leaving retention — and revenue — on the table.



"We built a great first-mile experience. But the last mile — post-order — is where we're losing loyalty."

# CURRENT POSTORDER FLOW

**Stage 1**  
ORDER PLACE

**Stage 2**  
FOOD DELIVERED

**Stage 3**  
SPIN WHEEL  
TRIGGERED



**Stage 4**  
GENERIC POST ORDER  
NOTIFICATION

**Stage 5**  
FEEDBACK ON APP  
REOPEN

# Pain Points

 No Live Order Tracking

**"I couldn't track my delivery on a map."**

 Unclear Delivery ETA Updates

**"It just said 'on the way' — no real-time updates."**

 Spin Wheel Felt Gimmicky

**"Fun once, then... no follow-up or value."**



Generic, Poorly Timed Notifications

**"Felt random. I muted the app."**

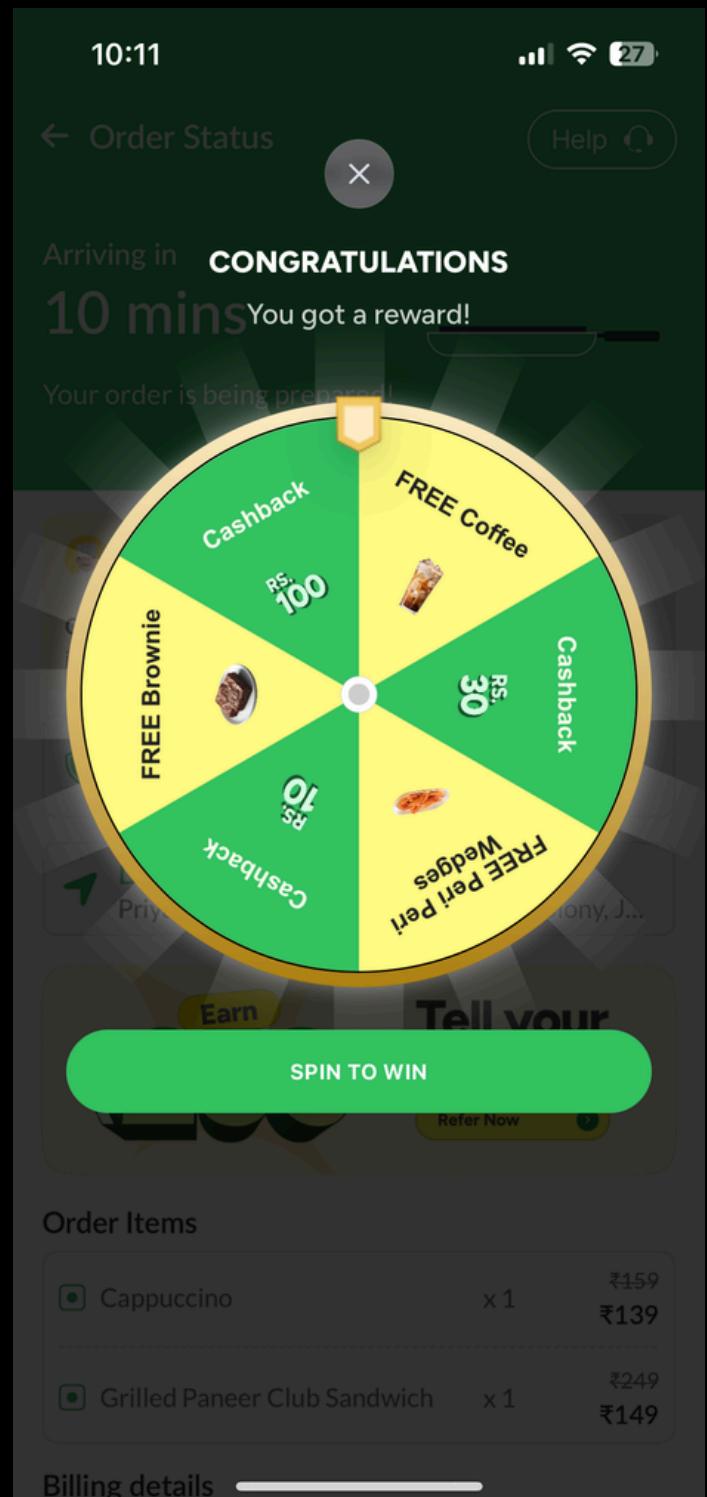


No Order Memory or Feedback Loop

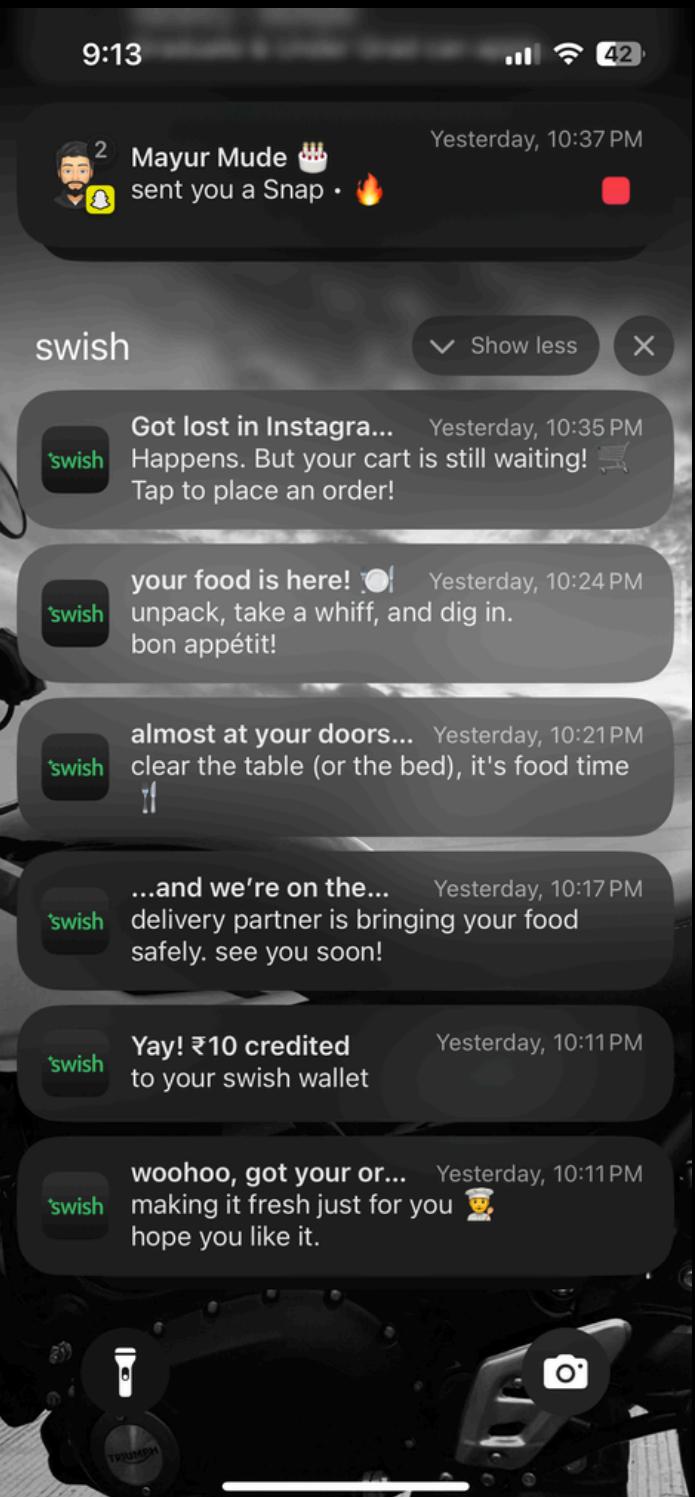
**"I couldn't revisit or reorder easily — no reward, no habit."**

# Some screenshots supporting the pain points

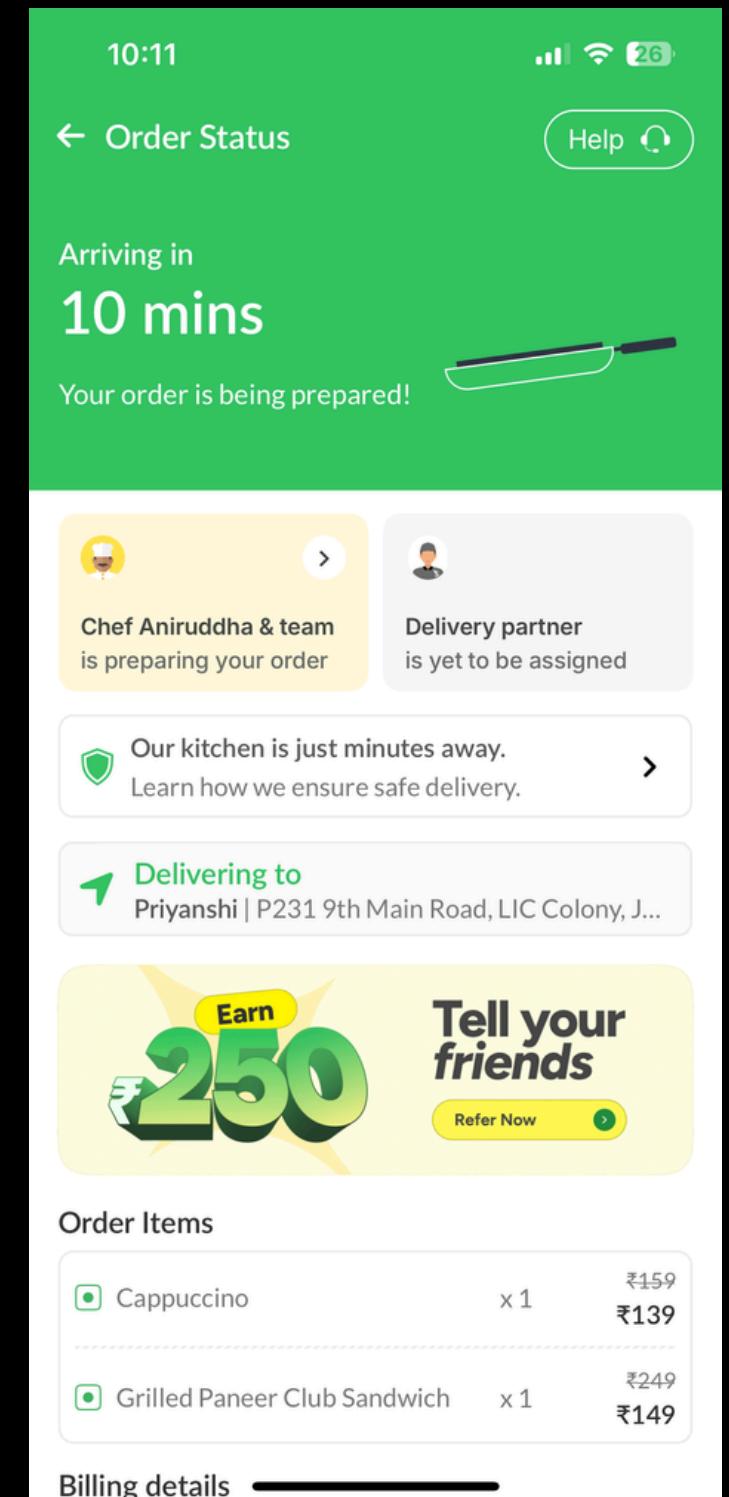
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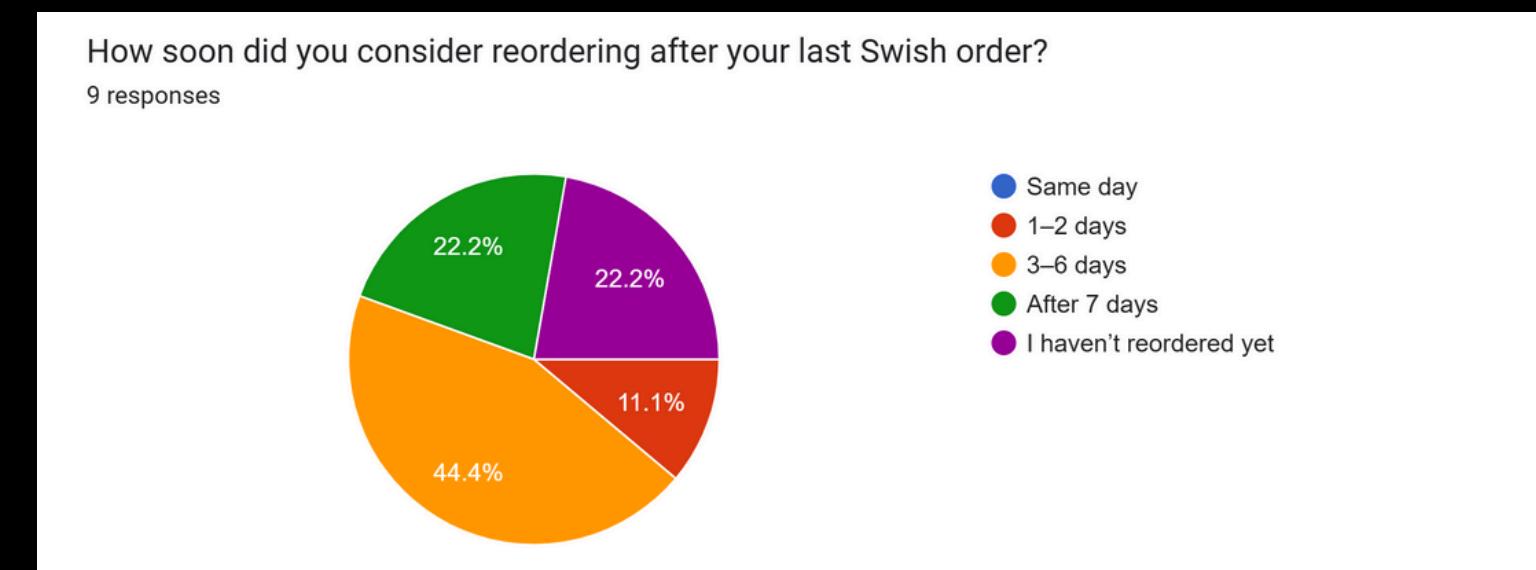
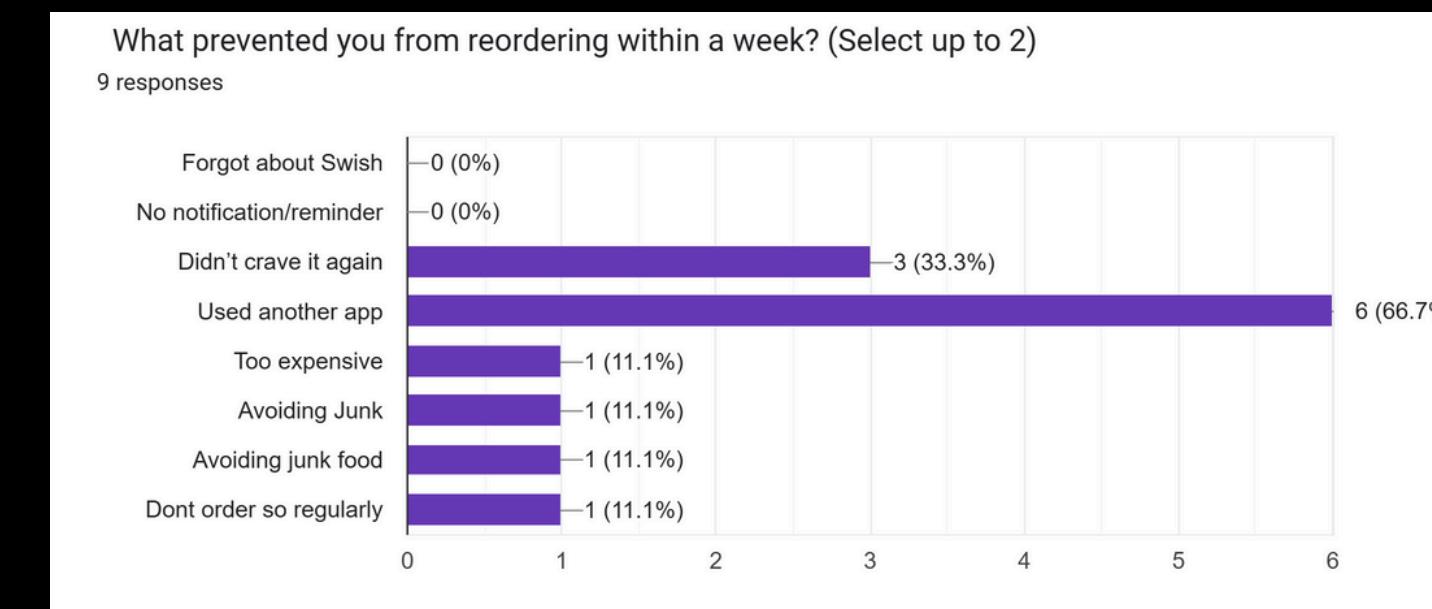
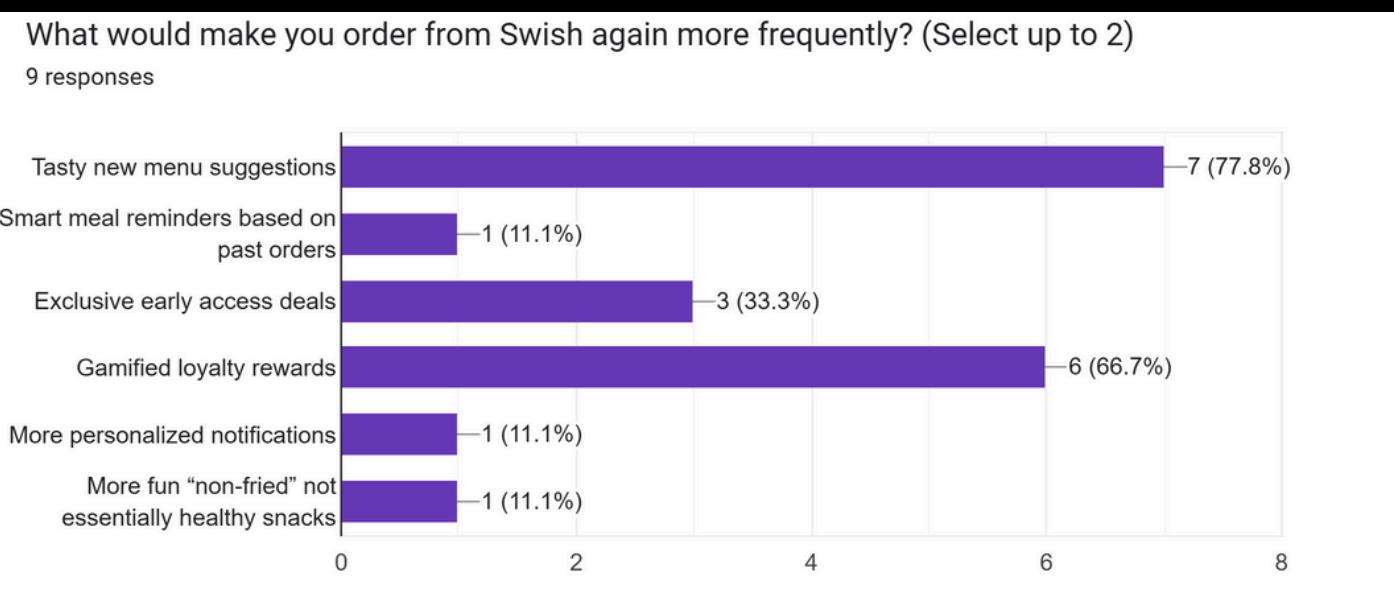
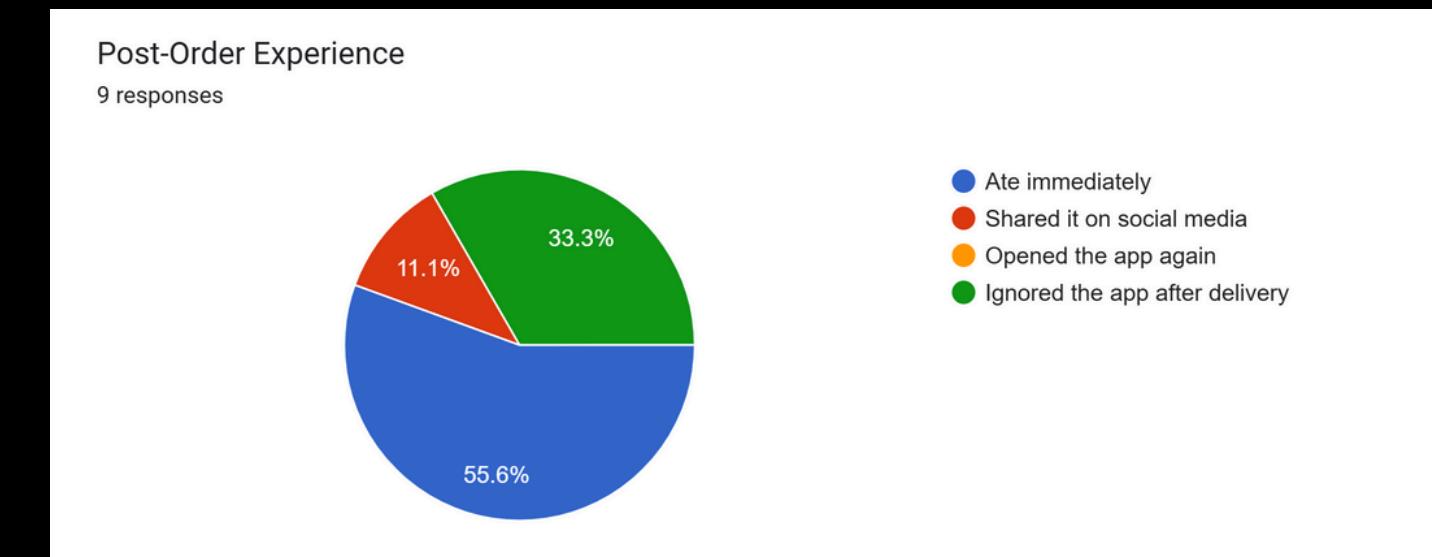
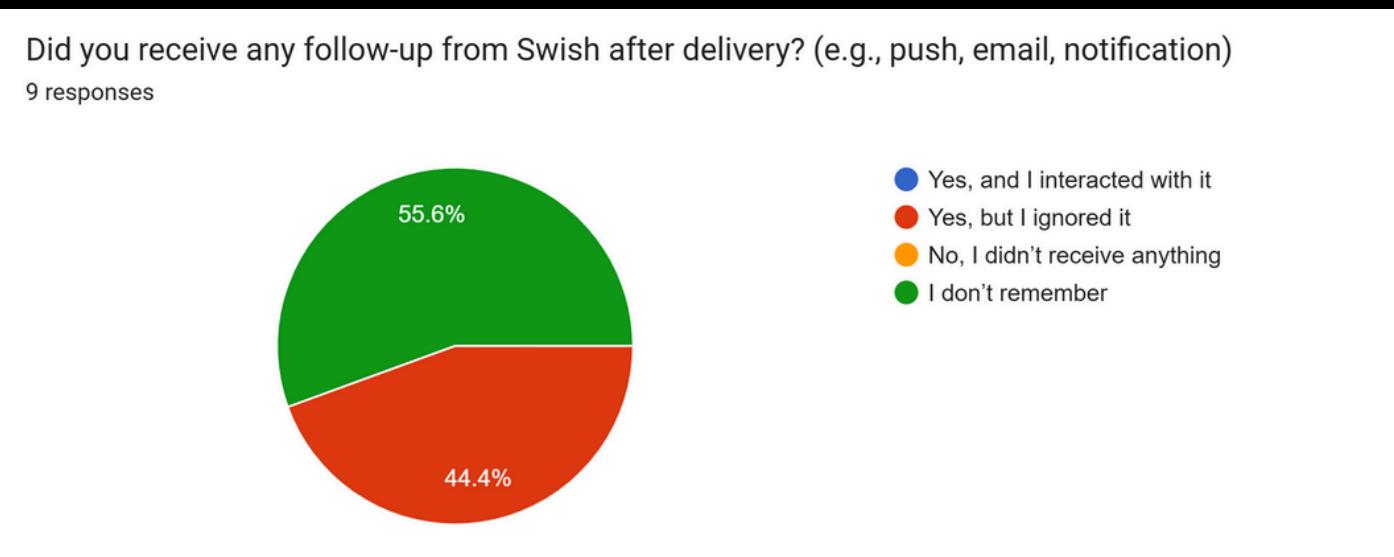
Random Generic Notifications



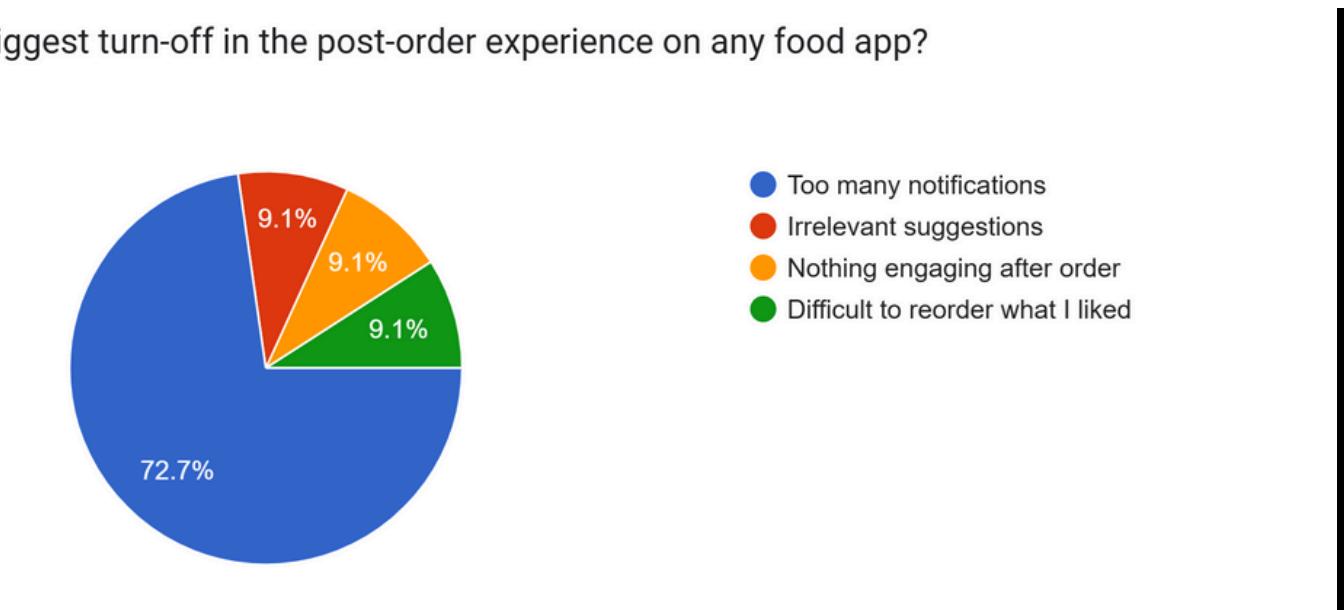
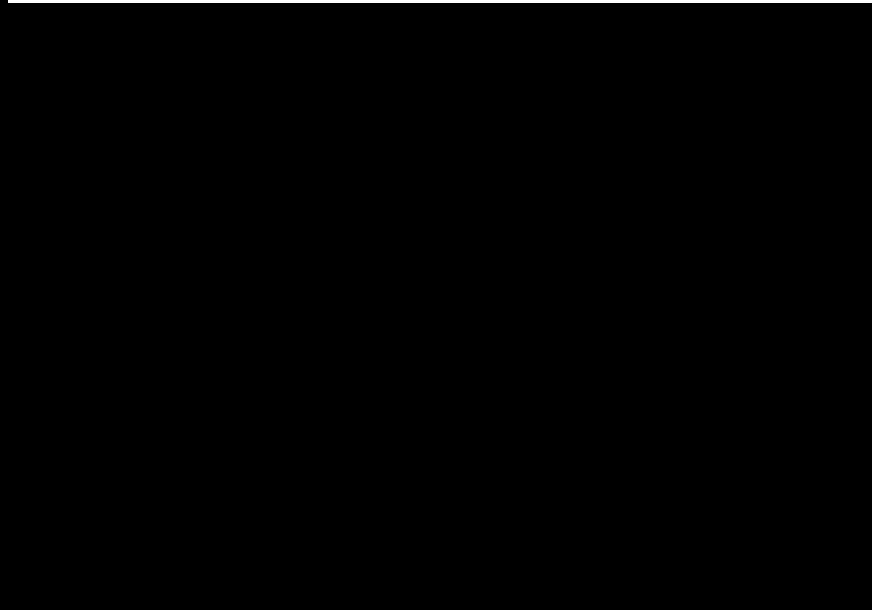
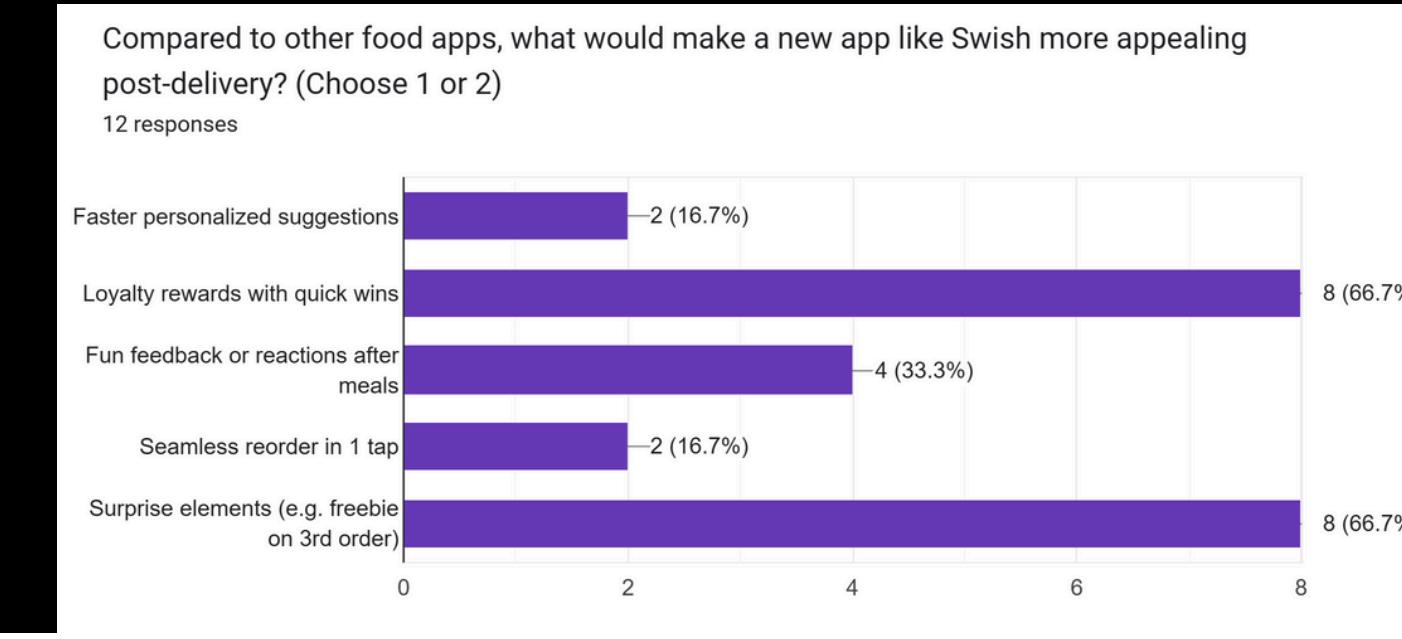
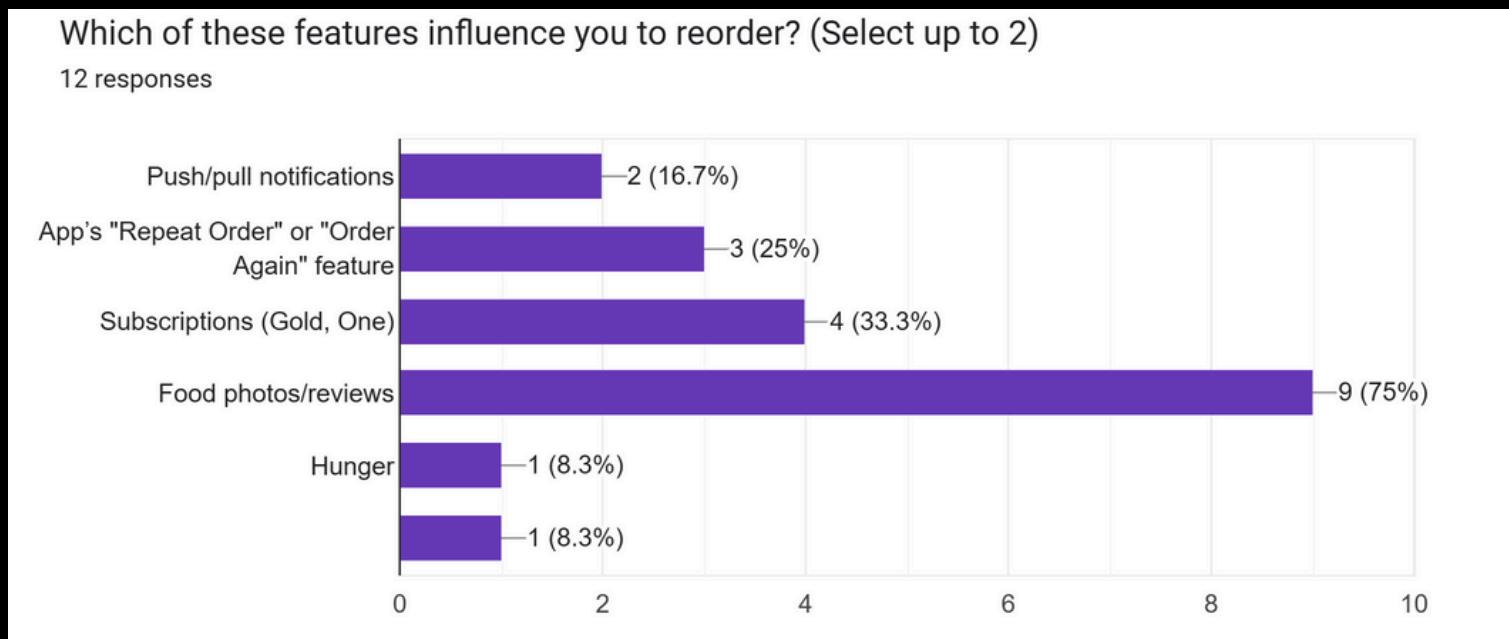
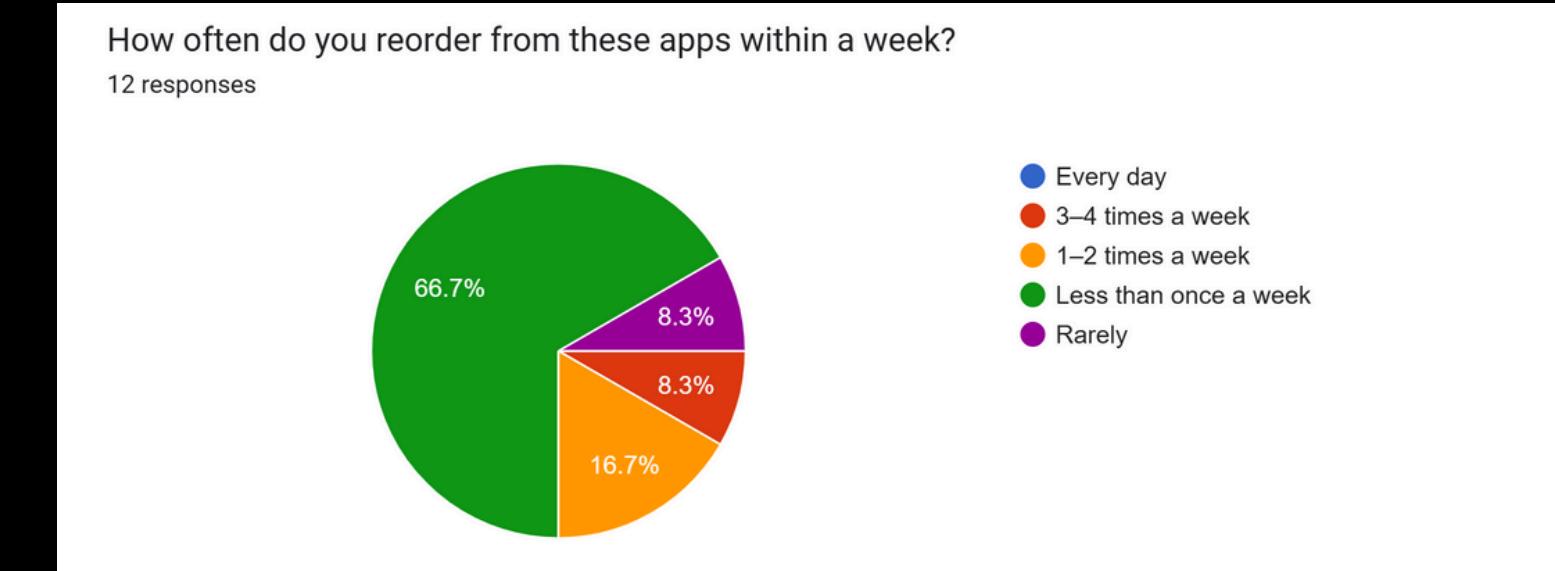
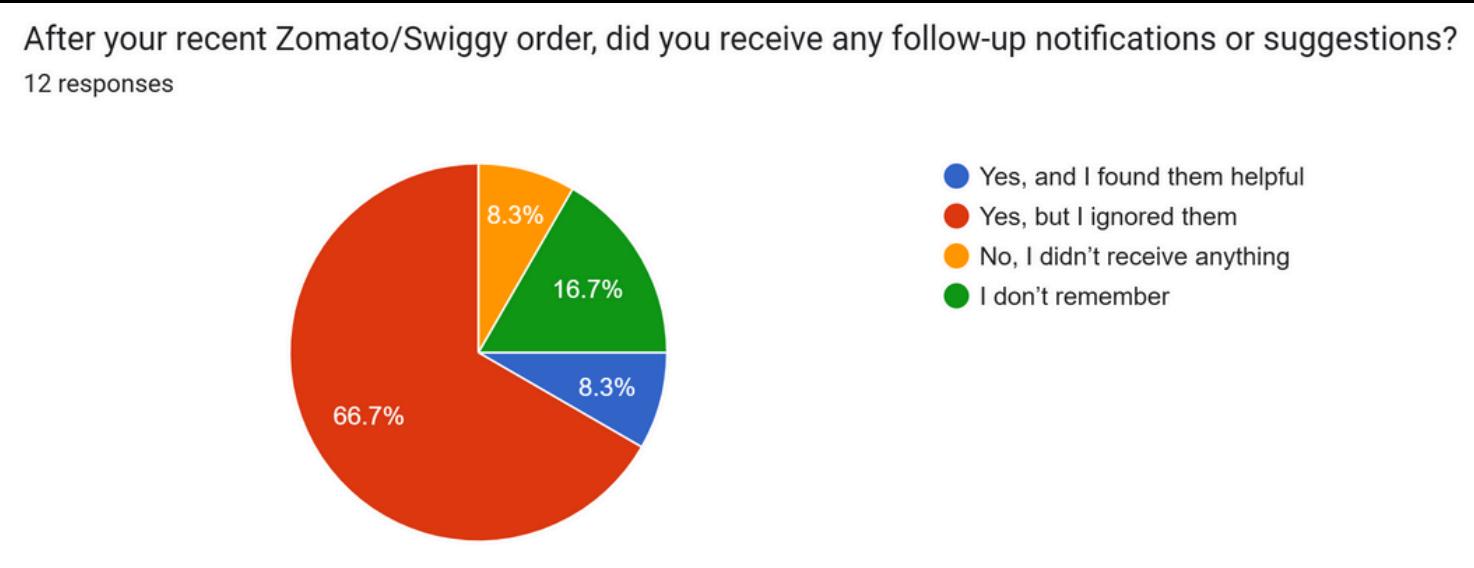
No proper order Tracking



# What Our Survey Told Us (Swish User Survey)



# Competitor Applications Survey



# Secondary Research

★★★★★ 3 June 2025

The lack of a map api for tracking the order is spoiling the whole experience. It shows a time but the delivery is never delivered at that time. The app developers have to add a map api for tracking orders

2 people found this review helpful

Did you find this helpful?

Yes

No

★★★★★ 10 May 2025

customer service is terrible. one time a location is serviceable for days and then all of a sudden it isn't. for a new business, that's a red flag. don't waste your time on this app and stop using it. I will share this on every social media.

★★★★★ 6 February 2025

Food reached well on time appreciate that. But there is no way to rate the food. Ordered Vada pav n tea , pav was hard seemed left over a long time Vada was just ok. Tea has too much sugar. Brother ordered biryani , it was pathetic There is no way we can rate food on app. Food is slightly reasonable that other apps but your quality sucks I don't mind if have to wait more than 10-20 mins but make sure you delivering quality food

★★★★★ 14 June 2025

Is arriving now a bug or feature. How can something which is arriving in 1 min change to 4 mins then 1 min then 4mins.

★★★★★ 5 June 2025

I referred my friend and he ordered from swish but we both did not get any referral amount. The order was successfully delivered but packaging was poor so the food fell on the cover.I asked for help but they didn't help out. very poor service from swish . Food quality and taste were also poor and they charged a high amount for this.

★★★★★ 29 March 2025

Really pissed off about UI experience. Please optimize your backend search apis and gateway timeouts or whatever wrong you guys are doing. Also whats with the coupan applying issues. why not refresh cart page after sometime rather than making it unresponsive. No issues with food apart from price 😊

★★★★★ 13 June 2025

Delivery and delicious foods in Swish but don't think to refer and earn cause it's fully automated for fake message for increasing the customer base by showing the message of 250RS reward in one refferal it won't work refferal code not valid for any one so please don't try to refer and earn

★★★★★ 25 May 2025

there is no seperate notification categories to disable unnecessary notifications.

## Core Assumptions:

- 🔧 Bugs, crashes, and delivery errors are being resolved by Swish's engineering and ops teams
- ➡️ Core ordering flow and UI are already functional and familiar to users
- 📌 Delivery tracking and logistics integrations exist and are stable or in progress
- 🎯 Basic quality-of-life improvements (like saved addresses, OTP reliability, payment UI, app speed) are not part of this retention initiative
- gMaps Discounts and offers are not the primary tools – solutions focus on habit, not coupons

# Competitor Analysis

Feature / Tactic	Swiggy One	Zomato Gold	Snacc	Zepto Café	Bistro	Swish
⌚ Loyalty Program	✓ Coins, XP	✓ Z-Gold	✓ Snacc XP	✗	✗	✗
✍️ Gamified Feedback	✓ Thumbs + Coins	✗	✓ XP-for-reviews	✗	✗	✗
🔔 Smart Push Notifications	✓ Contextual	✓ Personalized	✓ Timed Offers	✗	✗	⚠️ Generic
📊 Live Order Tracking	✓ Real-time	✓	✓	✓	✓	✗
🧠 Meal Memory / Favorites	✓ Reorder history	✓ “Repeat Order”	✓ Saved dishes	✗	✗	✗
🎉 Surprise Moments	✗	✓ Gold Wheel (in some promos)	✓ Spin Wheel	✗	✗	✓ Spin Wheel (but shallow)

# User Personas

## Persona 1: Aditi - The Working Professional (Age 24-32)

📌 **Segment:** Young working professionals, mostly in tech/startups

➡️ **Behavior:** Orders 2-3× per week, often during lunch or late evenings

### ✖️ Pain Points:

- 🧠 Forgets the app post-delivery
- 🔔 Mutes generic notifications
- 📁 No easy way to reorder favorite meals



### 🎯 Needs:

- Smart, timely nudges (not spam)
- 1-Tap reorder for frequent meals
- Progress bar or XP rewards to stay engaged

### 💬 User Quote:

“The food was great. But then the app went silent — and so did I.”

## Persona 2: Rahul - The Deal-Hunter (Age 22-30)

📌 **Segment:** Students and early professionals who compare offers

➡️ **Behavior:** Tries multiple apps, jumps for deals or better UX

### ✖️ Pain Points:

- 🎰 Spin wheel felt like a one-off gimmick
- 🎮 No loyalty system or XP
- 🌐 No real-time order tracking



### 🎯 Needs:

- Visible reward system (XP, streaks, cashback)
- Trust-building features like live tracking
- Emotional or game-based incentive to stay

### 💬 User Quote:

“If I’m not getting something back, I’ll just switch to Snacc or Swiggy.”

# Solution Backlog

 Idea	Why It Matters
 Gamified Feedback → XP	Turns feedback into progress; builds emotional loop
 1-Tap Reorder	Reduces friction + recall time for repeat meals
 Loyalty System (XP + Streaks)	Gives users a reason to return regularly
 Improve Spin Wheel	Make it progressive + streak-based, not random
 Live Delivery Tracking	Builds trust + transparency (huge user ask)
 Meal Memory (Saved Orders)	Lets users recall and reorder emotional favorites
 Smart Notifications	Personalized nudges based on time, meal history
 Swish+ Subscription (Optional)	Unlocks perks: double XP, free delivery, exclusive items

# Prioritization through RICE Framework

Solution	Reach	Impact	Confidence	Effort	RICE Score
⌚ 1-Tap Reorder + Smart Add-ons	8	9	8	4	144
📍 Live Order Tracking	8	9	8	5	115.2
🏆 Loyalty XP + Streaks	8	8	7	4	112
🎮 Gamified Feedback → XP	6	7	7	3	98
📲 Smart Notifications	8	6	6	4	72
🎰 Improve Spin Wheel	5	4	9	2	90
🧠 Meal Memory (Saved Orders)	5	5	6	3	50
💰 Swish+ Subscription	7	8	6	7	48

# Solution 1

## Loyalty XP System with Streaks & Rewards:

### What It Is:

A post-order loyalty system that rewards users with XP (experience points) every time they engage with the app — for ordering, leaving feedback, or completing streaks. XP is visible in the user profile and can be redeemed for delivery fee waivers, exclusive items, or boosts.

### Why It Works:

- ✓ Creates a reason to come back without offering discounts
- ✓ Builds progress and consistency — forming habits
- ✓ Gamifies routine behavior and builds emotional investment
- ✓ Feels rewarding, especially when tied to visuals (badges, milestones)

### Hook Model Fit:

Stage	Implementation
Trigger	Post-order XP boost, streak reminder notification
Action	Reorder, leave feedback, complete streak
Reward	XP earned, visual badge unlocks, surprise boosts
Investment	XP builds over time – unlocks rewards and status

**Hi Alex! 🙌**

Ready for your next order?

**Your Progress** 150/300 XP  
150 XP to Level 3

**View Progress** Level 2

**Daily Streak** 3 days 🔥

**Rewards Store** Redeem your 150 XP

**Recent Activity**

- Order Completed Sushi Palace • 2 hours ago +25 XP
- 3-Day Streak Unlocked! Keep it up! • Today +50 XP

**Your Progress**

**Level 2** Taste Adventurer

**Progress to Level 3** 150/300 XP  
150 XP needed to unlock Flavor Master

**Upcoming Milestones**

- 200 Free Delivery 50 XP left
- 250 Priority Support 100 XP left
- 300 Level 3 Unlock! 150 XP left

**Level 2** Taste Adventurer  
Unlocked Current

**Level 3** Flavor Master 300 XP required

**Level 4** Culinary Legend 600 XP required

**Level 5** Food Connoisseur 1000 XP required

**Your Stats**

**450** Total XP Earned    **2** Current Level

**Daily Streak**

**3 Day Streak!**

Keep ordering daily to maintain your streak

**7** Best Streak    **15** Total Active Days

**This Week**

Mon	Tue	Wed	Thu	Fri	Sat	Sun
23	24	25	26			

+25 XP +30 XP +25 XP Today

Order today to keep your 3-day streak alive! 🔥

**Streak Rewards**

**Streak Rewards**

**Free Delivery** 3 day streak • Unlocked!

**Priority** Kitchen Access 4 days left

**Swish Surprise** Box 11 days left

**VIP Status** 30 day streak • +500 XP 27 days left

**Streak Tips**

- 1 Order before midnight Your streak resets at 12:00 AM daily
- 2 Set daily reminders Enable notifications to never miss a day
- 3 Start small Even a coffee order counts towards your streak!

**Order Now to Continue Streak!** 🔥

# Success Metrics:

## XP System Activation Rate

% of users who earn XP in first 7 days

Target: 60%

## Streak Participation Rate

% of users who reach 3+ day streak

Target: 40%

## Redemption Rate of XP

Users who use XP in rewards store or on delivery  
waivers

Target: 25-30%

## 7-Day Reorder Rate (users with XP earned)

Target: +12-15% uplift vs. non-XP users

# Solution 2

# 1-Tap Reorder with Smart Meal Add-ons

## What It Is:

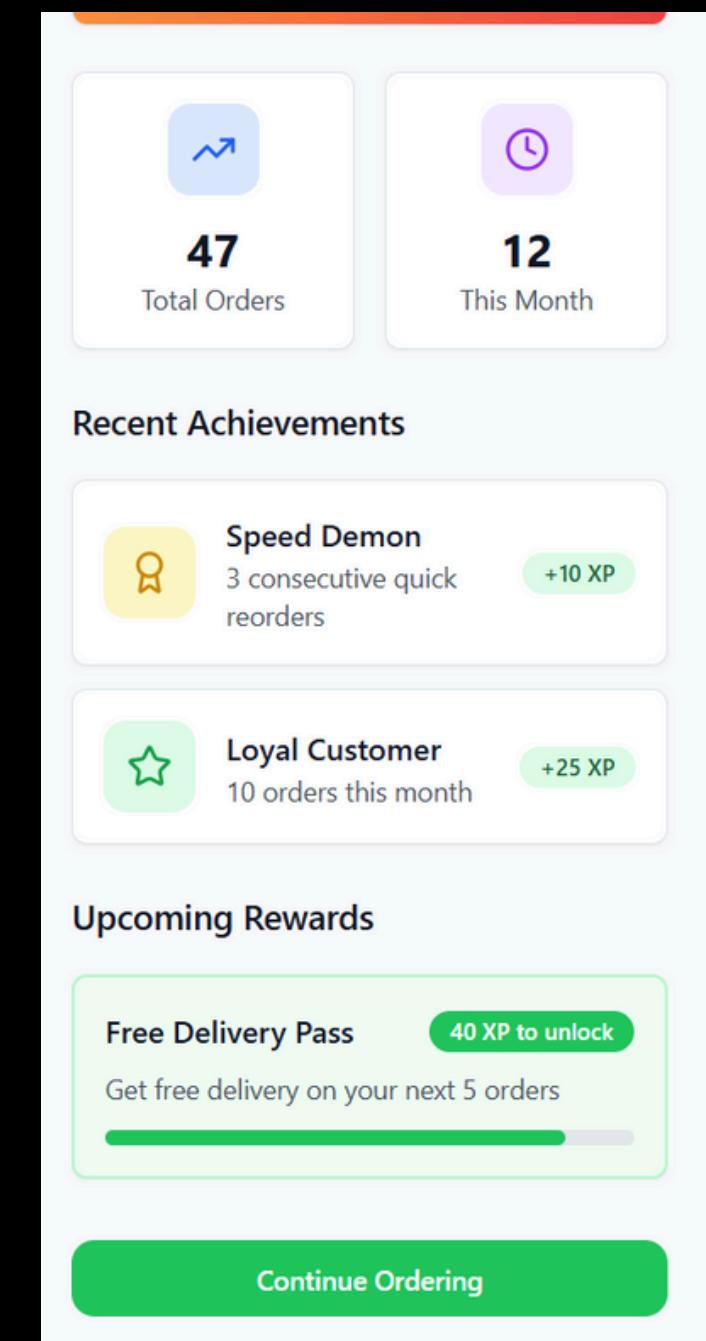
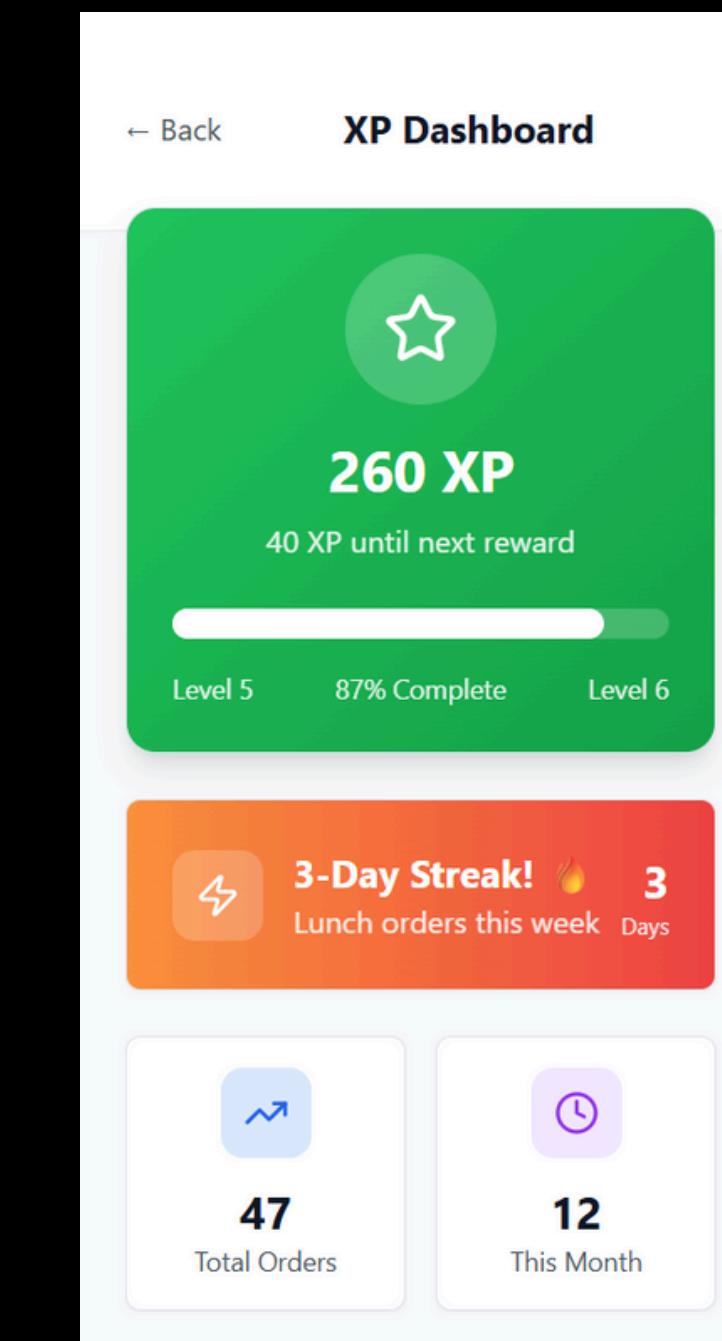
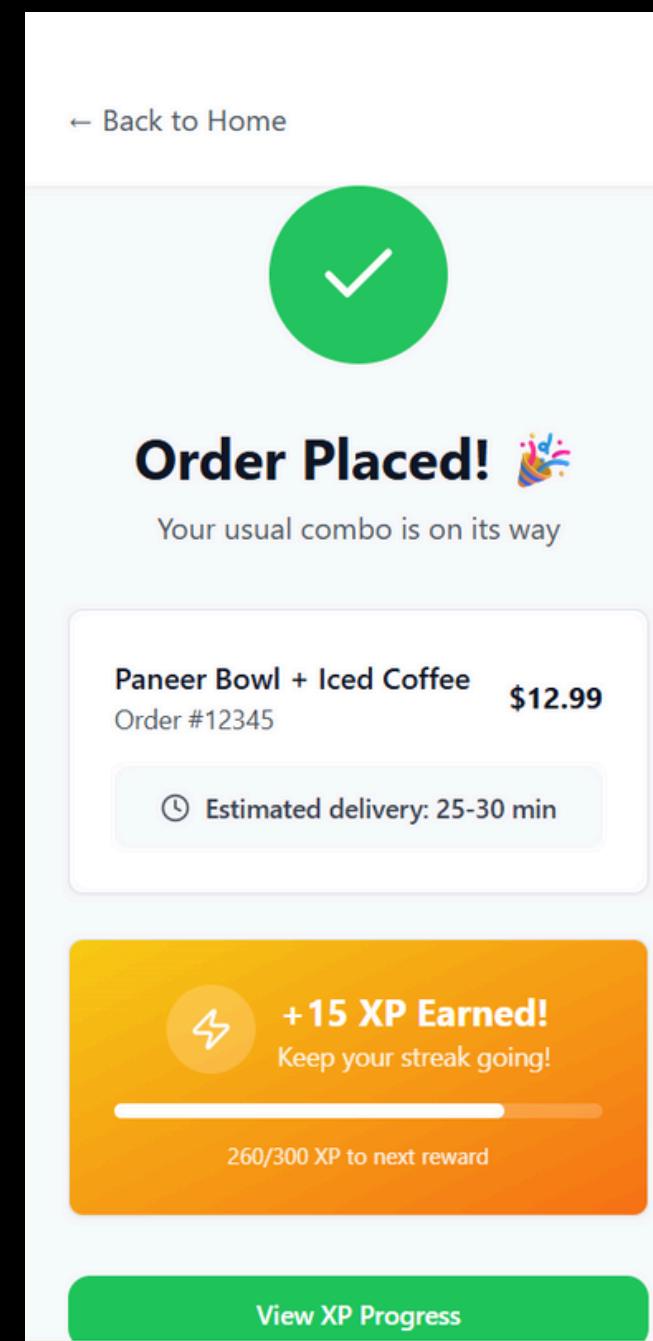
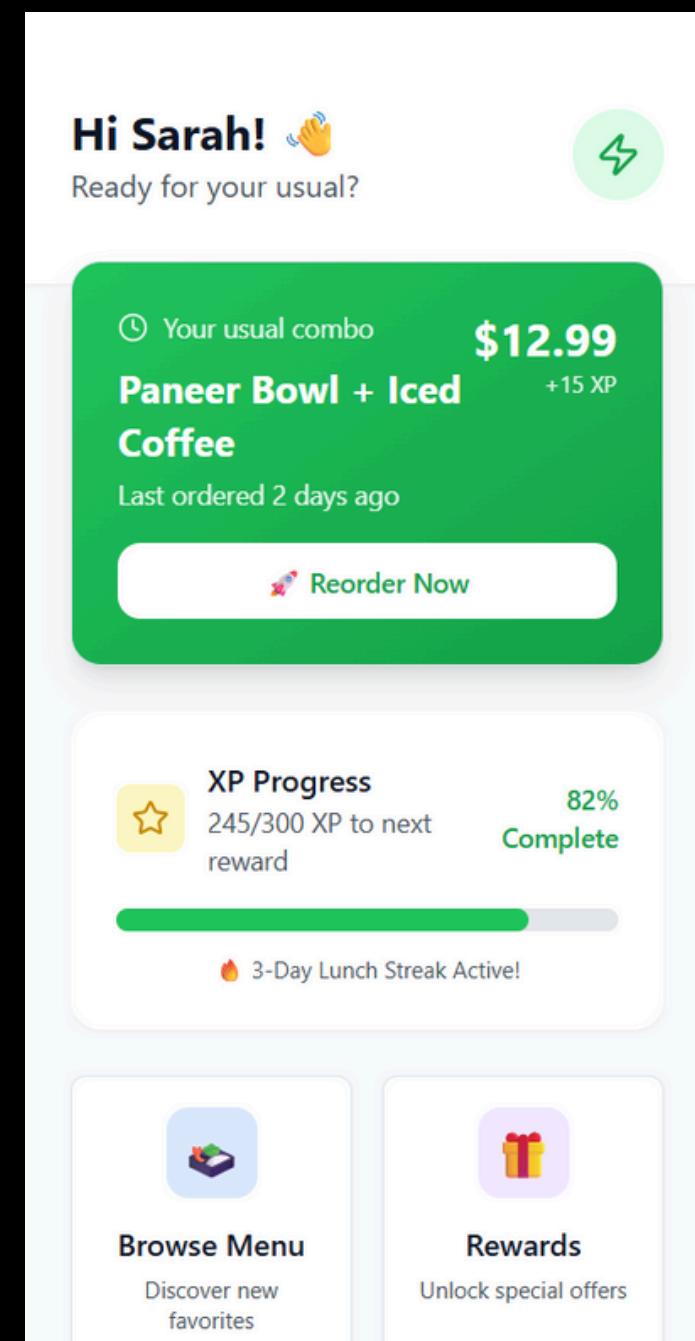
A personalized home screen feature that lets users reorder their regular meals in one tap — bundled with contextual add-ons like “Paneer Bowl + Iced Coffee?” based on time, past combos, or weather.

## Why It Works:

- Removes friction — no cart rebuild, no browsing
- Drives memory recall — nudges based on meal time + mood
- Feels smart — orders adapt to past behavior
- Builds speed and convenience habit over time

## Hook Model Fit:

Stage	How This Feature Works
Trigger	Smart push or homepage card (e.g. "Your regular lunch is ready")
Action	Tap once to reorder with or without a suggested add-on
Reward	XP bonus or quick confirmation screen (instant gratification)
Investment	Adds to saved meals → becomes smarter each time



# Success Metrics:

## 1-Tap Reorder Usage Rate:

% of users who reorder using this feature within  
7 days

Target: 25-30% of repeat users

## Average Time to Reorder:

Reduced from ~2 minutes to under 30 seconds  
Target: 50%+ reduction in reorder time

## Reorder Conversion Rate from Homepage Card:

Click-to-conversion % on smart meal  
suggestions

Target: 15-20%

## 7-Day Reorder Rate for Users Who Use 1-Tap

Target: +8-10% uplift over control group

# Solution 3 (BONUS)

# Live Order Tracking

## What It Is:

A real-time map-based delivery tracker that lets users see where their order is, which stage it's in (preparing → on the way), and who their delivery partner is. The screen also displays a dynamic ETA and an option to contact the rider.

## Why It Works:

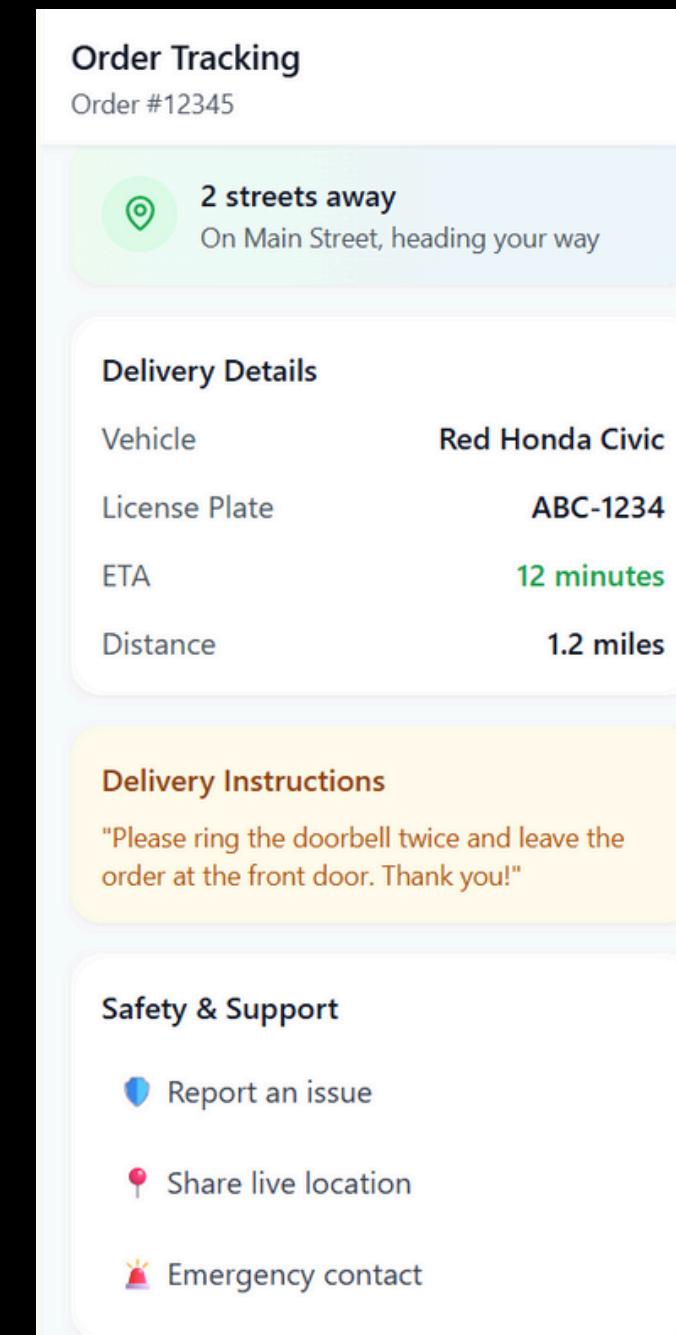
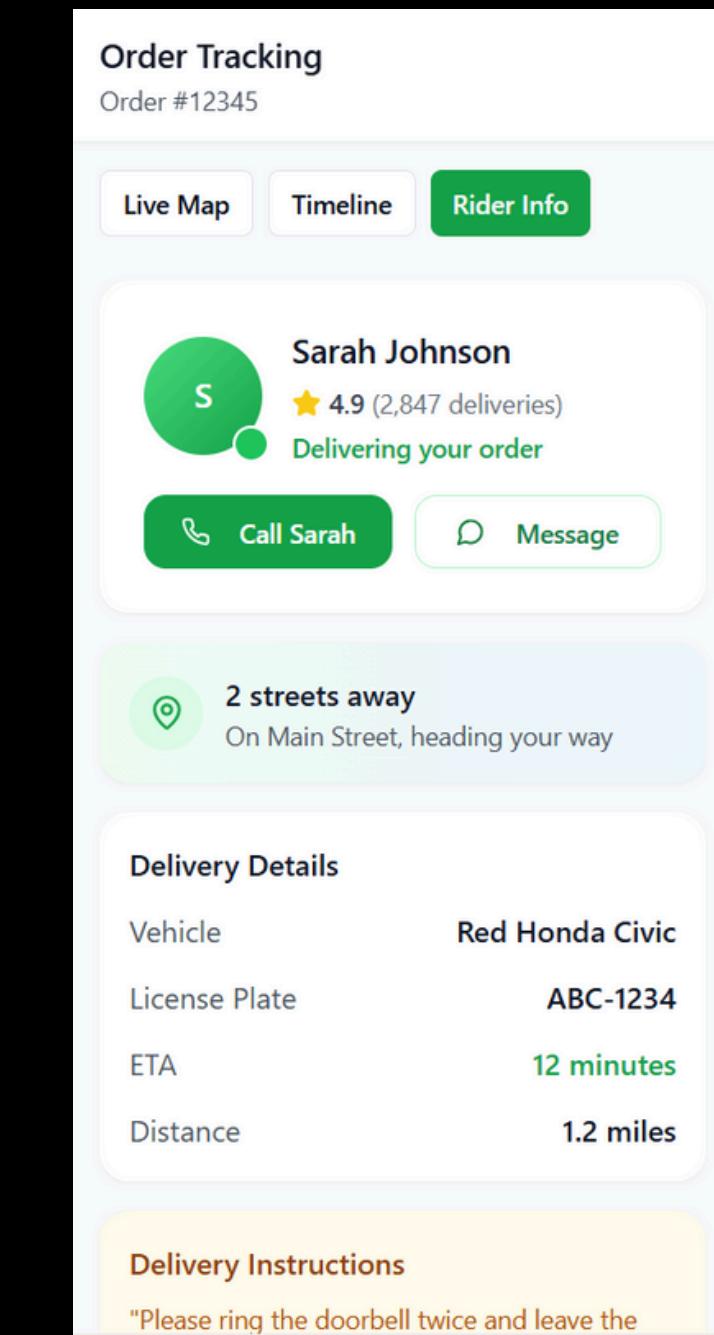
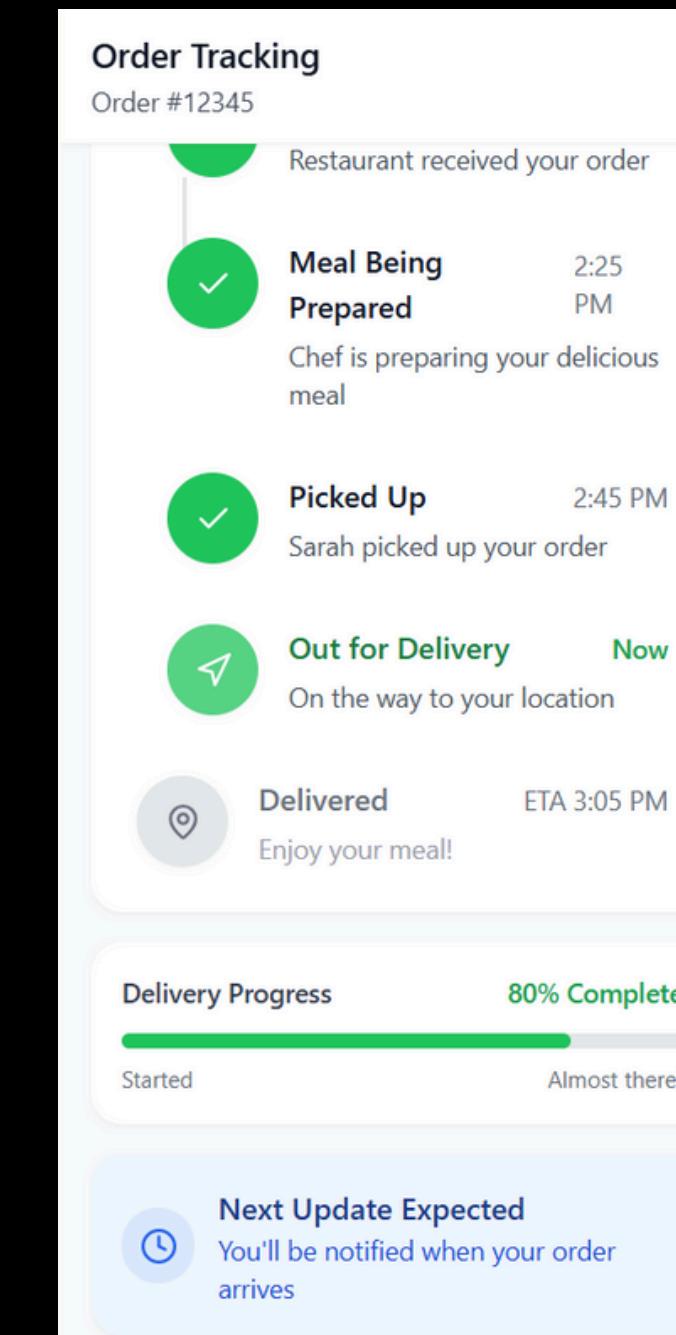
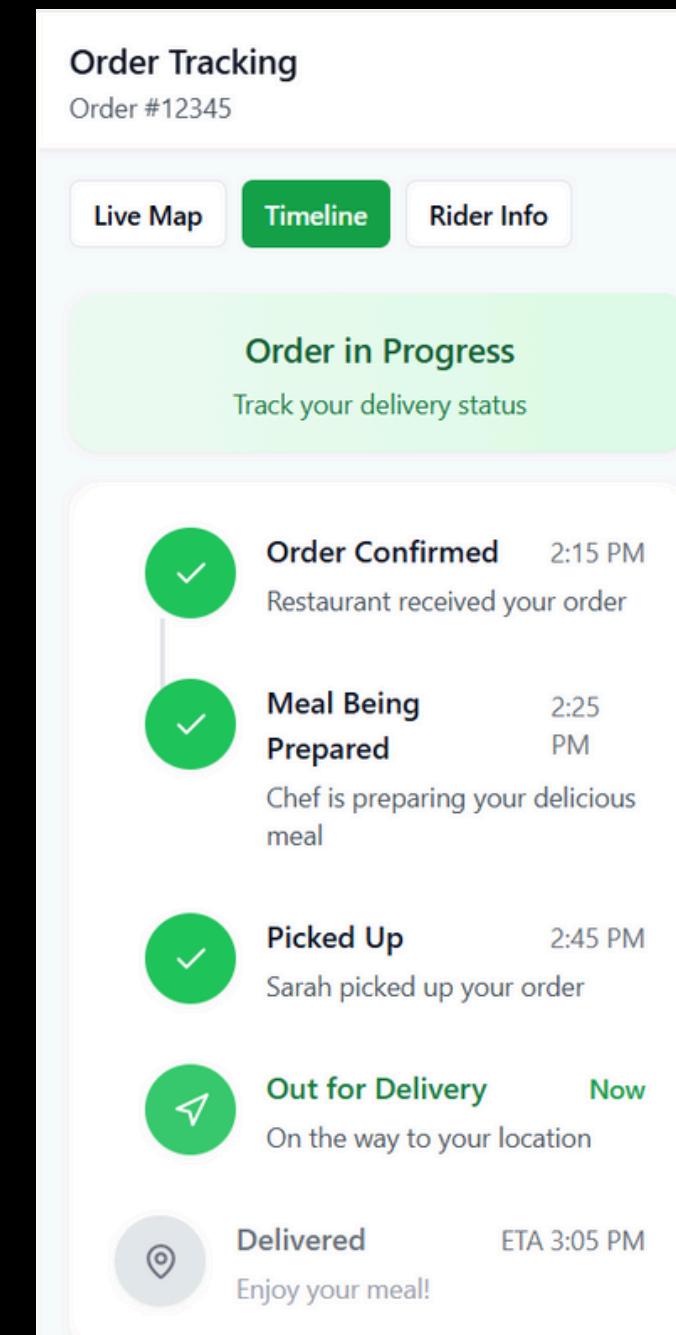
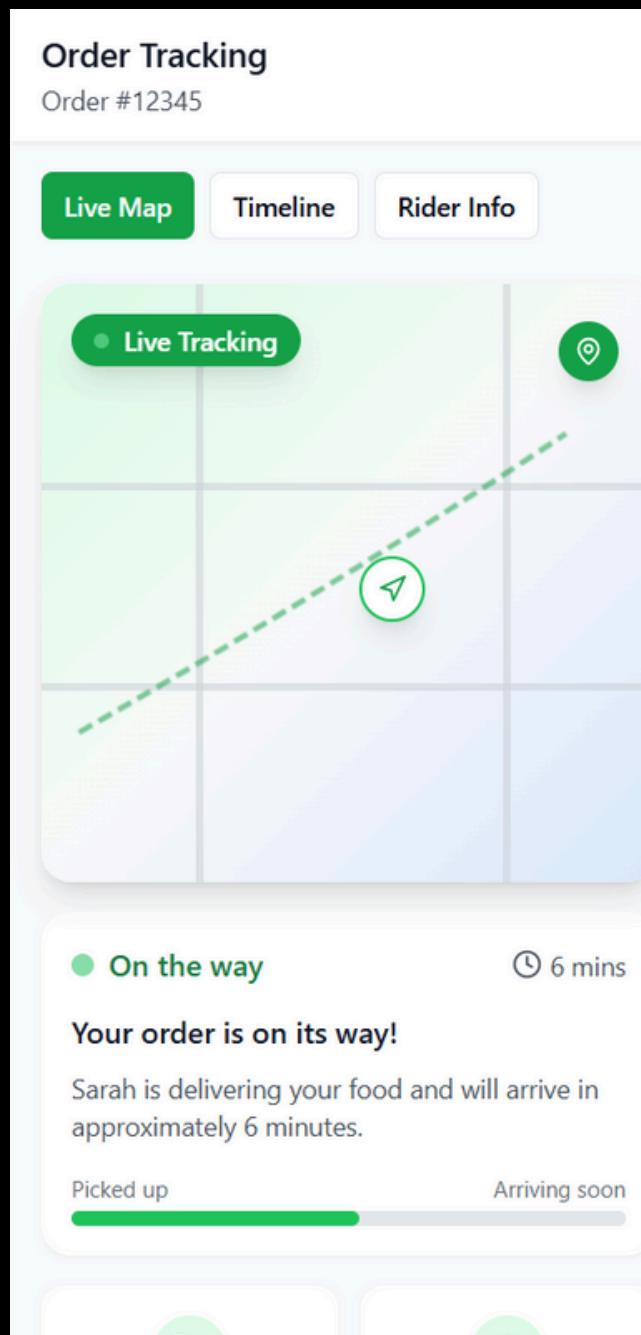
- ✓ Builds trust and transparency post-purchase
- ✓ Reduces uncertainty and delivery-related anxiety
- ✓ Keeps users in-app longer, improving engagement
- ✓ Aligns Swish with table-stakes features from competitors like Swiggy, Zepto, Snacc

## Strategic Role in Swish's Experience:

Complements habit loops by increasing perceived reliability

Makes new users more likely to reorder after a successful, trackable delivery

Solves a core user friction you uncovered in research



# Success Metrics:

## Live Tracking Usage Rate

% of users who open the live tracking screen  
after placing an order

Target: 75%+ open rate on tracking screen

## Trust Score in Feedback (Qualitative)

Target: Improve NPS from users with tracking  
access

## Time Spent on Tracking Screen

Average time users stay engaged with the  
tracking view (shows interest and anxiety  
reduction)

Target: 45-60 seconds per order

# TURNING DELIVERY INTO A HABIT — SWISH'S POST-ORDER GROWTH LOOP

Our post-order journey doesn't end at the thank-you screen — it creates a loop that keeps users engaged, rewarded, and nudged to return. Each action after delivery feeds the next order.

## Stage 1 - Order Delivered

→ Feedback screen is triggered  
(Trigger)

## Stage 2 - Gamified Feedback Given

→ User earns XP (Reward + Emotional Investment)

## Stage 3 - XP Progresses Loyalty Streak

→ Progress bar or badge is updated  
(Motivation)

## Stage 4 Smart Notifications or 1-Tap Reorder Prompt

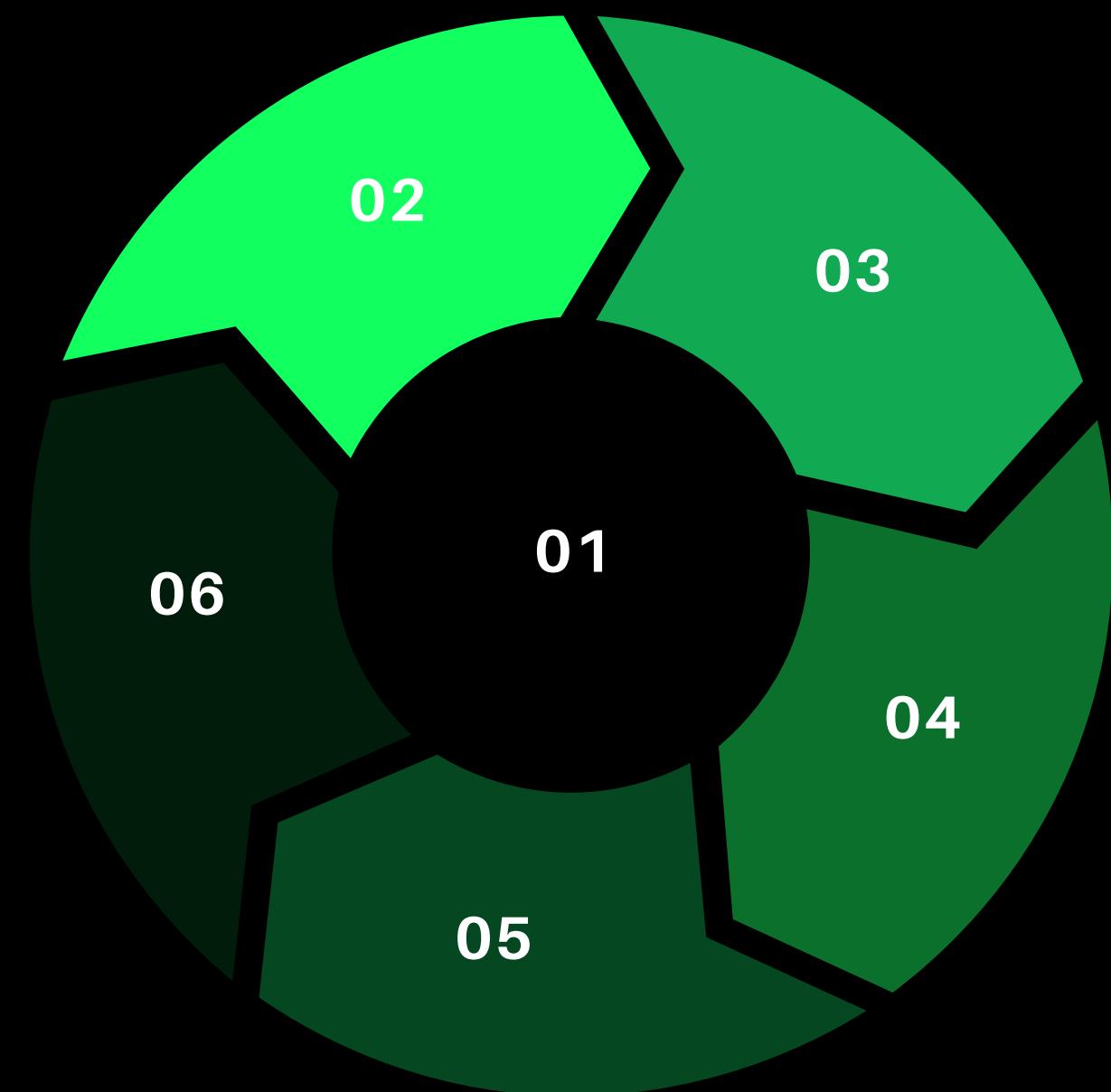
→ Suggests reordering favorite meal (Cue)

## Stage 5 - 1-Tap Reorder with Smart Add-ons

→ Low-friction action  
(Repeat)

## Stage 6 - XP Earned Again

→ Re-enters feedback flow  
(Habit formed)



"Goal: Habitual Reordering"

Target: Increase 7-day reorder rate from 12% → 25%

# OKRs & Success Metrics

# Objective 1 — Drive Adoption of Post-Order Features

Key Result	Metric
KR1	40% of users engage with the feedback XP screen within 1 minute of delivery
KR2	25% of repeat users use 1-Tap Reorder within 7 days
KR3	60% of active users earn XP during first week post-launch

## Supporting Metrics:

- Feedback screen completion rate
- XP earned per user (avg.)
- Smart Reorder card click-through rate

## Objective 2 – Build Consistent Reordering Behavior

Key Result	Metric
KR1	35% of users complete a 3+ day XP streak
KR2	25% of XP-redeeming users reorder within 7 days
KR3	Average reorder time drops to under 30 seconds via 1-Tap flow

### Supporting Metrics:

- Streak continuation rate
- Reorder rate among XP users
- XP redemption funnel

## North Star Metric (NSM):

### 7-Day Reorder Rate

The clearest signal of whether Swish is turning a great first experience into a habit.

**Target: Increase from 12% → 25% over the next 60 days**

## 1. Adoption Metrics (Leading Indicators)

Metric	Description
<b>Feedback Completion Rate</b>	% of users rating their order within 1 minute
<b>XP Activation Rate</b>	% of users who earn XP within 7 days
<b>1-Tap Reorder Usage Rate</b>	% of repeat users using 1-Tap Reorder

## 2. Engagement Metrics

Metric	Description
<b>XP Earned per User (avg)</b>	Measures depth of engagement in the loyalty loop
<b>Repeat Interaction Rate with Loyalty System</b>	% of users who engage with the XP or streak dashboard more than once in 7 days
<b>Streak Continuation Rate</b>	% of users who maintain a 3+ day XP streak

## 3. Retention Metrics (Lagging Indicators)

Metric	Description
<b>7-Day Reorder Rate</b>	Primary retention measure (NSM)
<b>Reorder Rate Among XP Users</b>	Compares behavior of loyalty users vs others
<b>Time to Reorder (via 1-Tap)</b>	Measures friction – lower = more habitual

# GTM



## Phase 1: Closed Pilot (Weeks 1-2)

**Target:** Repeat users in HSR Layout, Indiranagar, and Koramangala

**Features Rolled Out:**

- Gamified Feedback with XP
- Loyalty Dashboard
- 1-Tap Reorder

**Goals:**

- Validate loop completion (Feedback → XP → Reorder)
- Track XP activations and feedback engagement
- Collect early qualitative feedback



## Phase 2: Open Rollout (Weeks 3-4)

**Target:** All active users across Bengaluru

**Tactics:**

- Smart push notifications showcasing XP rewards
- A/B testing: reward sizes, reorder placement
- In-app nudges encouraging users to build streaks

**Goal:** Expand adoption + optimize loop mechanics



## Phase 3: Scale + Automate (Weeks 5+)

**Next Steps:**

- Personalized reorder suggestions using saved ratings and time-of-day data

**XP Store Launch:**

- Items like Free Delivery, Swish Surprise Box

**Loop Embedded:**

- Make the XP + Reorder + Feedback loop default for all post-order flows

**Goal:** Lock-in behavior before scaling to new cities

## Future Bets & Experiments

As our post-order XP loop gains traction, we'll scale the system by layering in memory, emotion, social reinforcement, and daily rituals to deepen retention and extend usage.

### 1) Meal Memory Archive

A personalized food journal that remembers what you rated, loved, and ordered when.

"You loved the Paneer Bowl on Monday — want it again today?"

### 2) Shared Streaks + Referral Boosters

Earn bonus XP when a friend reorders through your shared combo or link.

"Build a streak together, earn double XP."

### 3) Daily Cravings Widget

Smart lock screen widget that reminds you of your weekday rituals.

"It's your Tuesday Dosa Bowl day."

### 4) Swish Loyalty Tiers

Level up from Bronze → Gold Swish user with perks like free delivery, priority kitchen access, and surprise gifts.

# Summary

## The Problem:

Swish delights on the first order — but post-delivery engagement is weak, leading to a 7-day reorder rate of just 12%.

## What We Built:

- ⌚ 1-Tap Reorder: Faster reorders with smart add-ons
- ⭐ XP + Loyalty Streaks: Habit-forming system without discounts
- gMaps Live Tracking (Bonus): Builds trust during delivery

## Our Growth Loop:

Order → Feedback → XP → Streak → Smart Reorder → Order again

## How We'll Measure Success:

- 🎯 North Star: Increase 7-day reorder rate from 12% → 25%
- 📈 Early Wins: Feedback completion, XP adoption, repeat orders

## What's Next:

Meal memory, shareable streaks, lockscreen rituals, loyalty tiers

# **Thank You!**

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