

SWIGGY BOLT

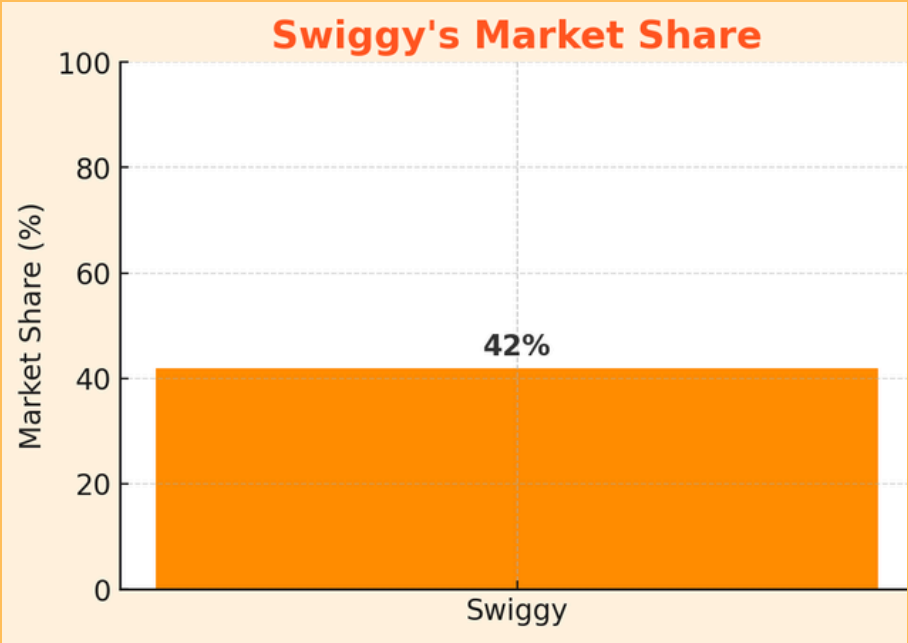
Bolt food in 10 mins. Understanding the launch of new feature

ABOUT SWIGGY

SWIGGY IS INDIA'S LEADING ONLINE FOOD DELIVERY PLATFORM, FOUNDED IN 2014. IT OPERATES IN OVER 600 CITIES, PARTNERING WITH 280,000 RESTAURANTS.

THE RECENT DEVELOPMENT IN SWIGGY'S PRODUCT FEATURE IS SWIGGY BOLT, WHICH DELIVERS FOOD IN 10 MINUTES FROM NEARBY RESTAURANTS IN OVER 400 CITIES

SWIGGY IN NUMBERS



MONTHLY ACTIVE USERS
17.1 MILLION

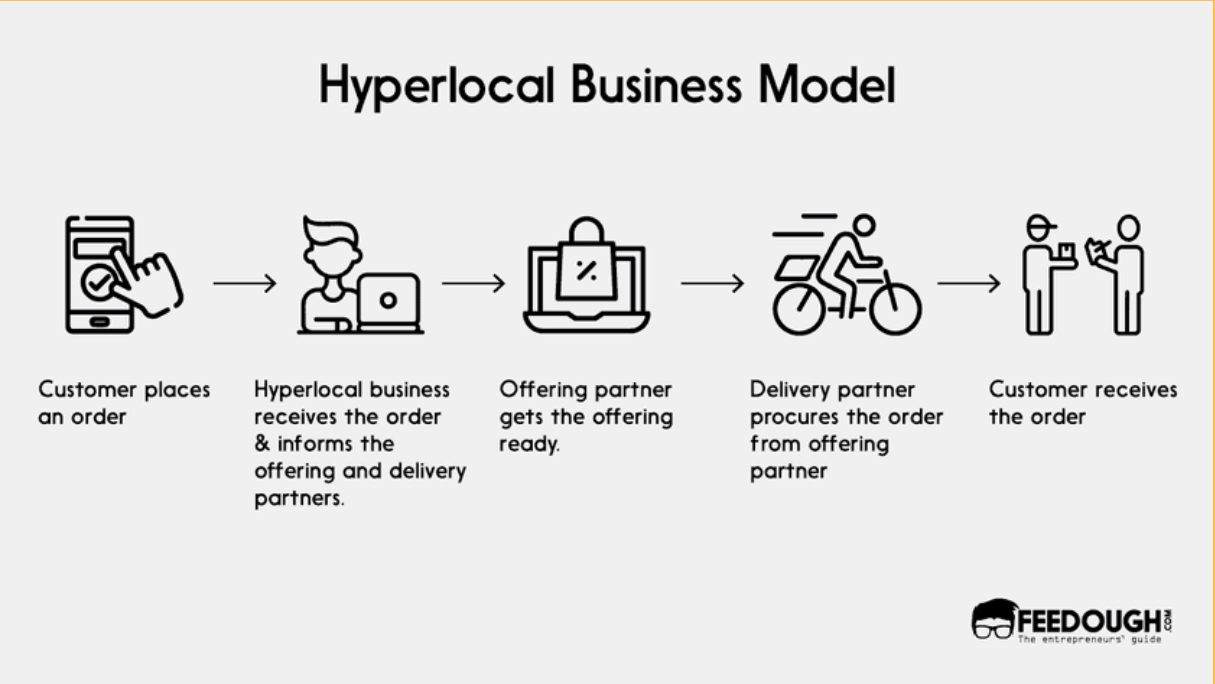
DELIVERY PARTNERS
5,22,000

RESTAURANT PARTNERS
2,34,000



WHAT IS HYPERLOCAL

A hyperlocal business model is an online business model that caters to customers' on-demand needs, which are met through a local ecosystem.



FACTS ABOUT HYPERLOCAL INDUSTRY IN INDIA

EXPECTED CAGR 17% BY 2028

MARKET SIZE \$1.45 BILLION

ACTOR'S INVOLVED

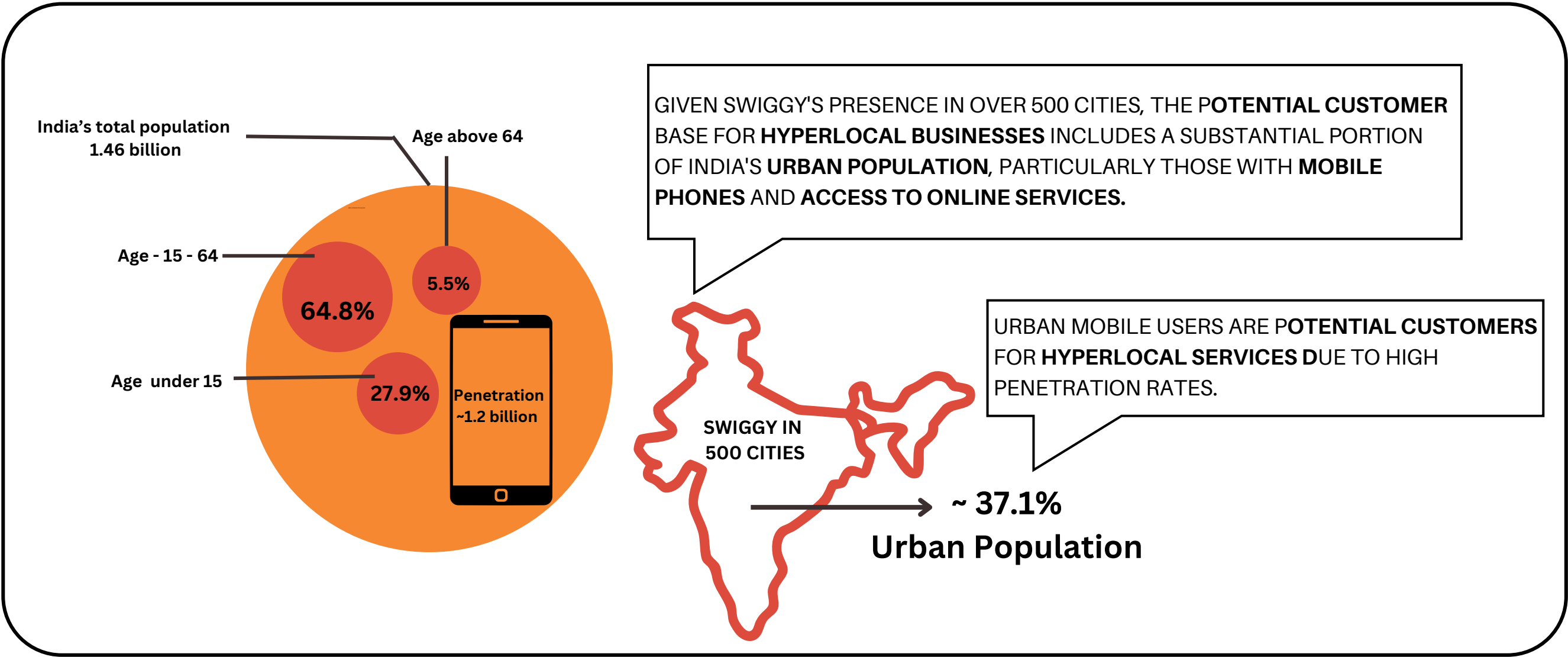
OFFERING PARTNERS

• RESTAURANTS

DELIVERY PARTNERS

CUSTOMERS - END TO END

How big is the segment?



Value Proposition

SPEED

CONVINIENCE

QUICK TO PREPARE MEAL

Hypothesis

- Faster delivery increase the frequency of orders
- Customers prioritize speed over price when choosing a delivery platform
- Customers are willing to pay extra for delivery in under 15 minutes
- For quick delivery, customers would prefer local eateries in place of famous restaurants
- Students are the primary users of Swiggy due to their preference for affordable and quick food options
- Young parents are the main users of Swiggy because they need convenient meal solutions for their families



User Persona 1

Shruti Khemka

 Bangalore | Age: 26 | Working Professional

About Shruti:

Shruti is a young working professional in Bangalore, balancing a fast-paced job with an active social life. She often relies on food delivery services to save time but is mindful of costs. While she values convenience, she prefers ordering from well-known brands for quality assurance.

Needs


- ✔ Balanced Pricing & Speed: Wants affordable, predictable delivery times.
- ✔ Reliable ETAs & Updates: Prefers real-time tracking and proactive communication.
- ✔ Curated Choices: Enjoys variety but appreciates personalized recommendations to avoid decision fatigue.
- ✔ Loyalty Benefits: Discounts or cashback from frequently ordered brands would be a bonus.

Pain Points

- ✗ Unreliable delivery times – Occasional delays are frustrating, though not a deal-breaker.
- ✗ Expensive Fast-Delivery Options: Doesn’t want to pay a premium every time.
- ✗ Limited Variety at Affordable Prices: Prefers diverse options without overspending.
- ✗ Inconsistent Food Quality: Concerned about food arriving cold or not as expected.

User Persona 2

Arvind Kumar

 Delhi | Age: 21 | Student

About Arvind:

Arvind is a college student in Delhi who manages his daily expenses carefully. He enjoys ordering food but is highly budget-conscious. While he values convenience, he prioritizes affordability over fast delivery. Arvind often orders from local eateries to get the best value for money and occasionally shares meals with friends or family.

Needs

- ✔ Affordable Delivery Options: Low-cost or student-friendly pricing.
- ✔ Budget Meal Combos: Discounts on group orders and meal deals.
- ✔ Personalized Suggestions: Curated options based on affordability and past choices.
- ✔ Transparent Pricing: Clear breakdown of costs before checkout.

Pain Points

- ✗ High Delivery Charges: Extra fees for quick delivery make ordering expensive.
- ✗ Unnecessary Variety: Too many options make it difficult to decide.
- ✗ Lack of Budget-Friendly Combos: Wants more affordable meal deals.
- ✗ Inconsistent Quality from Local Eateries: Some small restaurants struggle with quality control.

- Guaranteed 10-Minute Delivery
- No Additional Charges for Speed Delivery
- Diverse Quick-to-Prepare Meals

PRODUCT FEATURES

Key product features of swiggy bolt

GUARANTEED 10-MINUTE DELIVERY

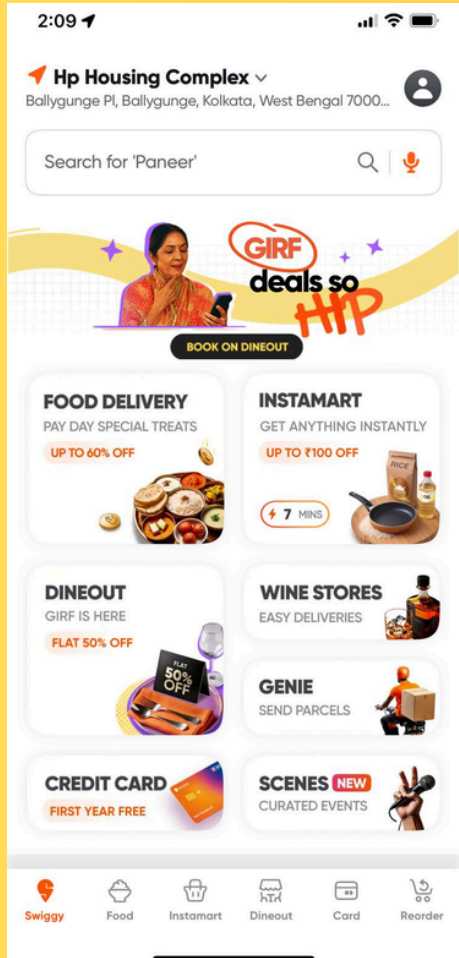
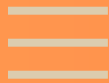
Swiggy Bolt ensures that food is delivered within 10 minutes, addressing the pain point of unreliable delivery times by providing a consistent and fast service

NO ADDITIONAL CHARGES FOR SPEED

No Explicit Additional Charges for Speed
Reduces the cost burden associated with fast delivery options.

DIVERSE QUICK-TO- PREPARE MEALS

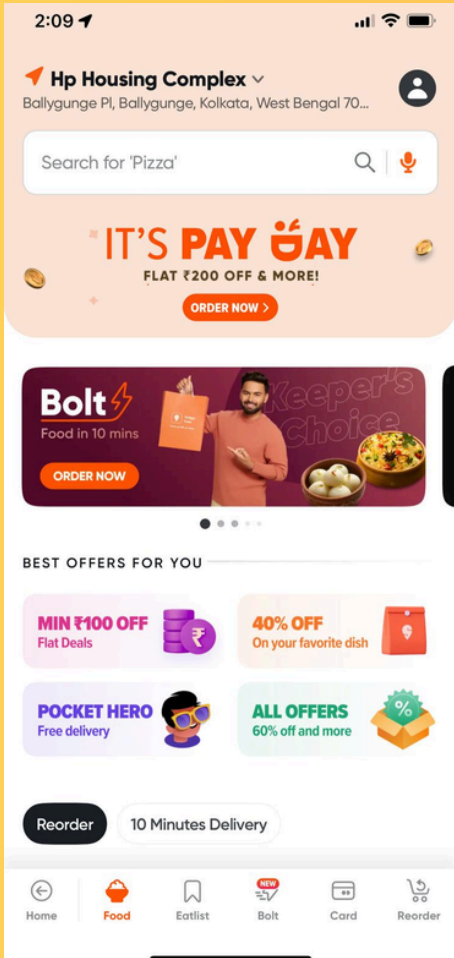
Offers a variety of popular dishes like burgers, hot beverages, and biryani, addressing the need for diverse options at affordable prices.



DISCOVERY 1

Landing page - select food delivery option

NO FRICTION

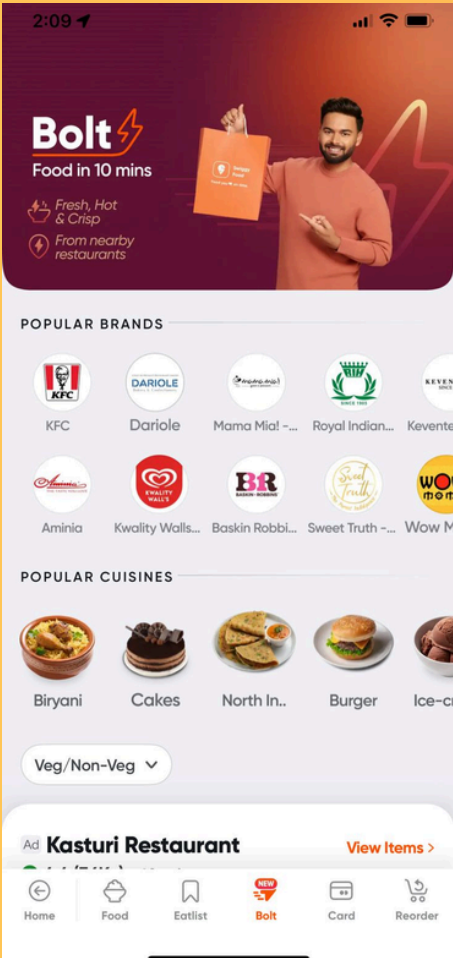


DISCOVERY 2

Feature: Prominent "Bolt" tile on the Swiggy app for quick identification.

Friction: Users might overlook the Bolt option if it's not clearly highlighted.

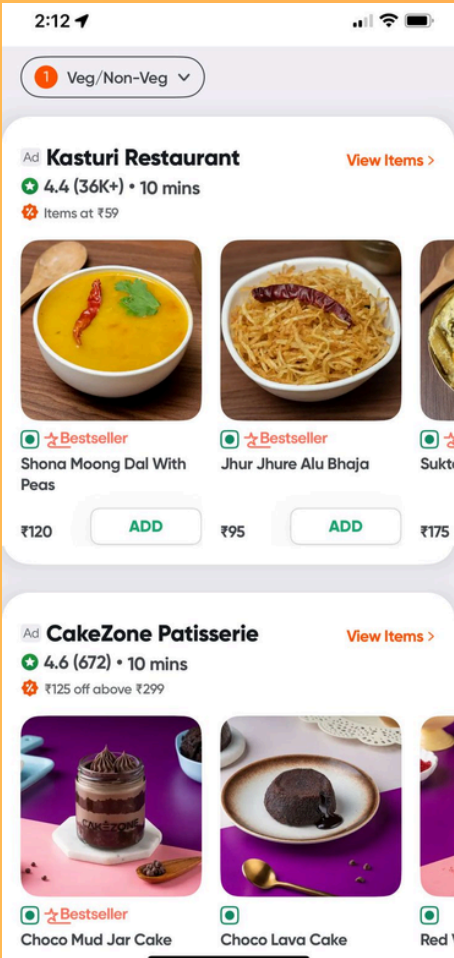
NO FRICTION since its highlighted well



SELECTION OF CUISINE

Features: Offers a variety of cuisines, including popular dishes like burgers, hot beverages, and biryani.

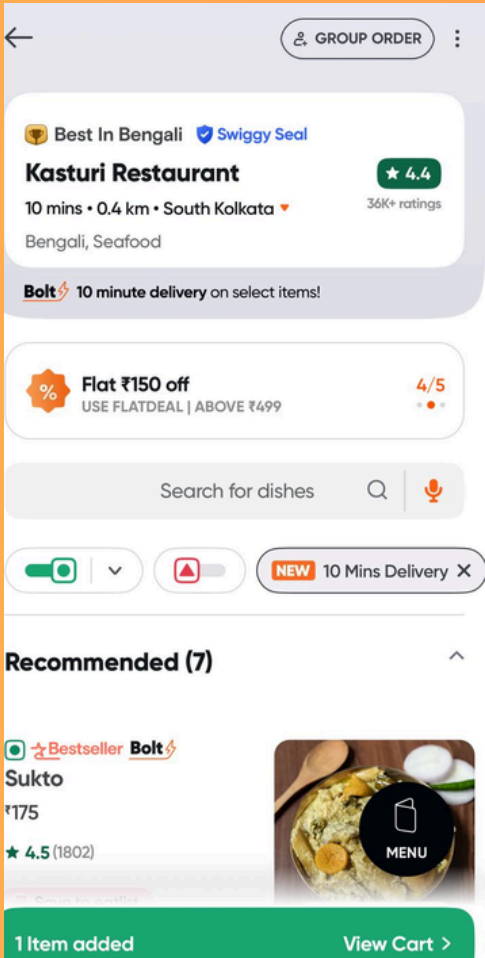
Friction: Limited options might deter users if their preferred cuisine isn't available.



SELECTION OF RESTAURANT

Feature: Partnerships with over 2700 restaurants, including well-known brands and local favorites.

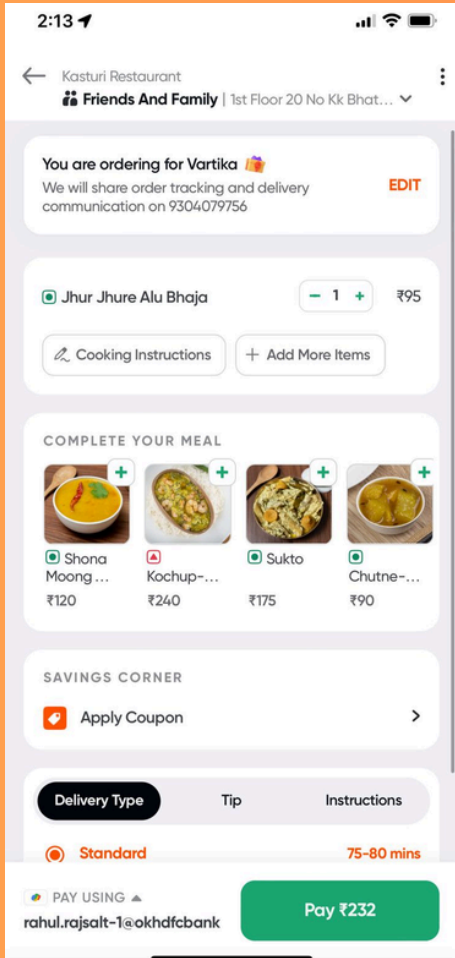
Friction: Users might feel restricted if their preferred restaurant isn't part of the Bolt service.



SELECTION OF FOOD ITEM

Feature: Focuses on quick-to-prepare meals that require minimal preparation time.

Friction: Limited menu options might not meet all users' preferences.



PAYMENT PAGE

Feature: Fast checkout process with saved payment options.

Friction: Additional fees for fast delivery can lead to cart abandonment if not clearly communicated.

PRODUCT TEARDOWN



🏆 Best In Bengali

🔒 Swiggy Seal

Kasturi Restaurant

★ 4.4

10 mins • 0.4 km • South Kolkata

36K+ ratings

Bengali, Seafood

Bolt

10 minute delivery on select items!

📌 Flat ₹150 off

USE FLATDEAL | ABOVE ₹499

4/5

Search for dishes

🔍

🗣️

📺

▼

📶

▲

NEW

10 Mins Delivery

×

Recommended (7)

⬆

📌 Bestseller

Bolt

Sukto

₹175

POPULAR BRANDS

KFC

Dariele

Mama Mia! -...

Royal Indian...

Kevente

Aminia

Kwality Walls...

Baskin Robbi...

Sweet Truth -...

Wow M

POPULAR CUISINES

PERSONALIZATION AND TAILORING EXPERIENCES:

Customers value personalized communications and content that address their specific needs. Swiggy Bolt can enhance user experience by offering tailored menu options and promotions based on user preferences

SEAMLESS OMNICHANNEL EXPERIENCES:

Customers interact with brands across multiple channels. Swiggy Bolt should ensure that its service is seamlessly integrated across all platforms, providing consistent communication and experiences

TAKEAWAY & LEARNING

06

PRODUCT TEARDOWN

Current State:

Swiggy's **feedback** system relies on ratings and reviews, but customers sometimes feel their feedback isn't effectively addressed.

Improvement Suggestions:

- Enhanced Feedback Loop: Implement detailed feedback options within the app for aspects like food quality and delivery speed.
- Real-Time Resolution: Offer live chat support or a dedicated hotline for prompt issue resolution.
- Transparency: Regularly update customers on how their feedback is used to improve services.

Current State:

Swiggy's **cancellation policy** is often criticized for being inflexible, particularly for orders placed just a minute ago. Customers have expressed frustration when unable to cancel orders quickly.

Improvement Suggestions:

- Flexible Cancellation Window: Extend the cancellation window to allow customers to cancel orders up to a few minutes after placement. This could be done by implementing a timer-based system where orders can be cancelled within a short time frame (e.g., 2 minutes).
- Clear Communication: Clearly communicate the cancellation policy to customers at the time of order placement. This could include a pop-up notification or a prominent display of the policy on the order confirmation page.

