



Product Teardown: Swiggy Incognito Mode Ordering

Case -Study : Product teardown of Swiggy's new Incognito mode feature

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Swiggy's Key Statistics

About Swiggy

Founded in 2014, Swiggy is India's leading food delivery and quick commerce platform, operating in over 580 cities.

Headquartered in Bengaluru, Swiggy connects millions with diverse restaurants via a seamless app with real-time tracking. Swiggy Instamart delivers groceries in 15–30 minutes, while Dineout enhances dining experiences.



580+

Cities

Swiggy operates in over 580 Indian cities.

14M+

Active Users

Over 14 million active users, transacting at ~4.5X frequency.

10Cr+

App Downloads

Over 10 crore installations.

Swiggy's Business Model and Value Propositions

Commissions

15%-25% of order value from restaurants.

Delivery Fees

Rs 20 for orders below Rs 250, with surge pricing.

Subscriptions

Swiggy Super offers free delivery and no surge fees.

Advertising

Paid banner ads and priority listings.

Swiggy Access

Higher commissions from cloud kitchens (8%-25%).

KEY VALUE PROPOSITIONS

1

2

3

4

Convenience

Speed

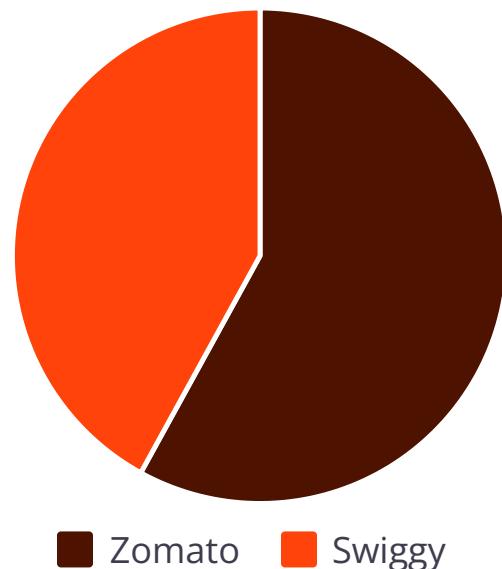
Variety

Reliability

Competitive Landscape: Food Delivery & Quick Commerce

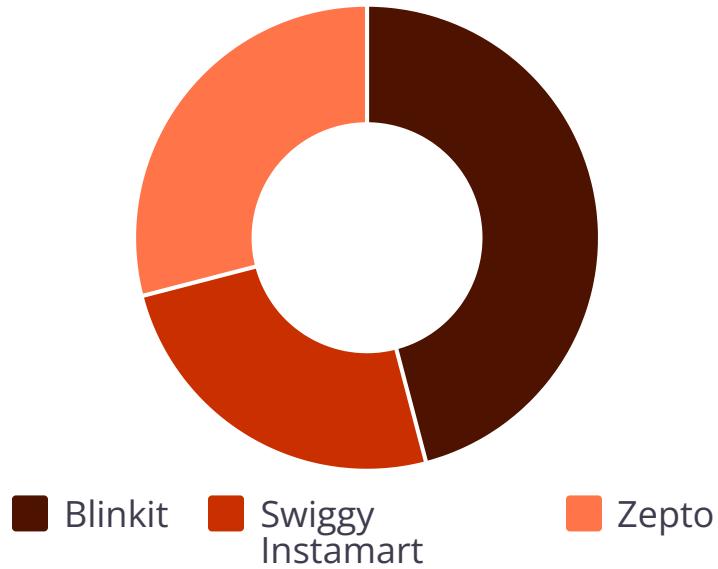
Food Delivery Market

Market Size: \$ 5.3B (2022) → \$ 29.33B by 2028 (33% CAGR).



Quick Commerce Market

Market Size: \$ 3.34B (2024) → \$ 9.95B by 2029 (67% CAGR).



Blinkit leads in profitability; Zepto excels in speed; Instamart leverages Swiggy's logistics.

Target User Segments



AGE

1. Primarily Gen-Z (18-24) and Millennials (25-34), comprising 40% of consumption due to their high propensity to order online.



Income

1. Upper-middle and high-income segments, concentrated in the top 50 cities (70% of consumption).



Location

Urban (Tier 1 cities like Bengaluru, Mumbai, Delhi) and increasingly Tier 2 cities (e.g., Pune, Jaipur), with operations in 600+ cities.

USER PERSONAS



Busy Professional: Rohan

Age 28, Software Engineer in Bengaluru.
Needs : fast delivery, diverse cuisines, real-time tracking, and **privacy for sensitive orders**. Orders 3-4 times/week, uses Instamart.



College Student: Priya Patel

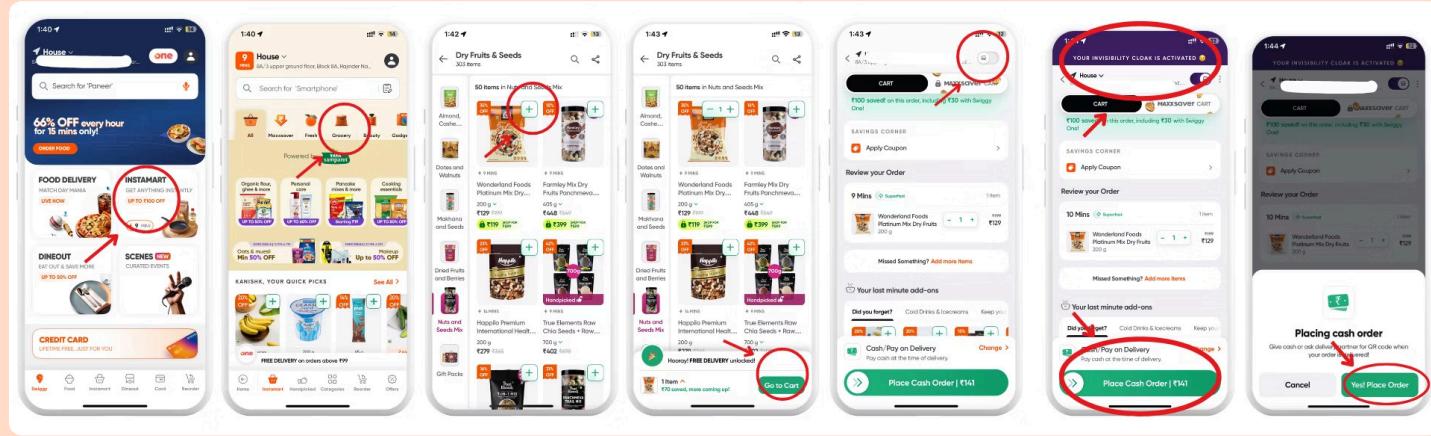
Age 20, Student in Mumbai. **Needs :** affordable meals, student discounts, easy payments, and **privacy for personal orders**. Orders daily, uses student offers, Instamart.



Family User: Anjali Verma

Age 35, Homemaker in Delhi. **Needs:** family portions, diverse cuisines, reliability, and **privacy for surprises**. Orders 1-2 times/week, uses Instamart, Dineout.

User Journey



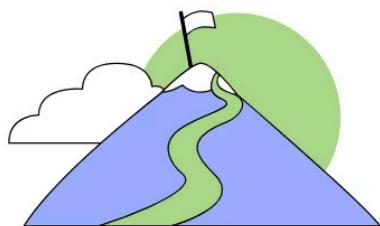
User **opens** the app → Clicks on the preferred vertical (**Instamart or food delivery**) → Clicks on the item to **add** → Clicks on '**Go to Cart**' → Clicks on the **incognito toggle** on top right corner → User sees the feedback as '**Your Invisibility Cloak is activated**' → User **places the order** → The order gets delivered and history gets deleted after **3 Hours**.

- **Privacy:** Ensures orders are hidden, ideal for shared accounts or discreet purchases.
- **Control:** Prevents one-off orders from influencing personalized recommendations.
- **Discretion:** Supports surprise planning or personal indulgences without visibility to others.

Swiggy's incognito mode is an **industry-first feature**, not yet replicated by competitors like Zomato or Blinkit, giving Swiggy a unique edge in user privacy. **Users activate incognito mode via a toggle in the cart.** Orders remain visible for three hours post-delivery to address any issues, then are automatically hidden from the order history.

Customer Journey Map

Let's gain insights by taking a walk through what we expect our users to experience



STAGES	THINKING	VISIT	ORDERING	FEATURE DISCOVERY	RECEIVED
STEPS	<ul style="list-style-type: none">Thinking to order a surprise a cake for her daughter's birthday party	<ul style="list-style-type: none">Opens swiggy app	<ul style="list-style-type: none">Starts searching for her required cake.	<ul style="list-style-type: none">Discovers the incognito mode on the top right corner after going to cart.	 Receives the order before her daughter arrives home.
THINKING	<ul style="list-style-type: none">I want to order a birthday cake or my daughter but it should be discreet as sometimes she uses my phone to order food.	<ul style="list-style-type: none">Where can I find cakes ?Ohh there it is 'Food Delivery'	<ul style="list-style-type: none">My daughter loves pineapple cake.This bakery has good ratings. I'll order from here.But she'll get to know and this will ruin her surprise.	<ul style="list-style-type: none">Ohh this is perfect. An incognito toggle for discreet ordering.I can now take as sigh of relief.	<ul style="list-style-type: none">This is perfect. Now there is no chance my daughter gets to know about her surprise.
DOING	<ul style="list-style-type: none">Done with household chores and preparing for the birthday party in the evening.	<ul style="list-style-type: none">Clicks on Food Delivery option.	<ul style="list-style-type: none">Meticulously searching for her required cake.Clicks on the best rated bakery.Worried about her surprise.	<ul style="list-style-type: none">Turns the incognito toggle on.Feels happy that her surprise will remain a surprise.	<ul style="list-style-type: none">Receives the order and is satisfied with the feature.
FEELING					

Key Metrics to Track

Metric	Reason to track	Target
1. % incognito mode orders of total orders 	Gives a direct idea of its usage frequency.	Increase it by 5% in next quarter.
2. No. of tickets raised per incognito order.	Gives an idea if there's any grievance with incognito orders.	Decrease it by 10% in the next quarter.
3. Categories of food/items facing highest incognito orders. 	Can give personalised suggestions to users at the checkout page.	
4. Average Ratings given to incognito orders.	Gives an insight into the user satisfaction rate.	Increase it by 10% in the next quarter.

Recommendations to improve

The **incognito mode** toggle should be **visible right from the start** as this is a Painpoint for some users like anjali who are only able to discover the feature on the check out page.

The **order history** only gets deleted after **3 hours**. This creates a user pain point as the window is larger than required. This window **should be shortened to 1 hour**.

THANK YOU !

Please feel free to drop your inputs and thoughts.

