

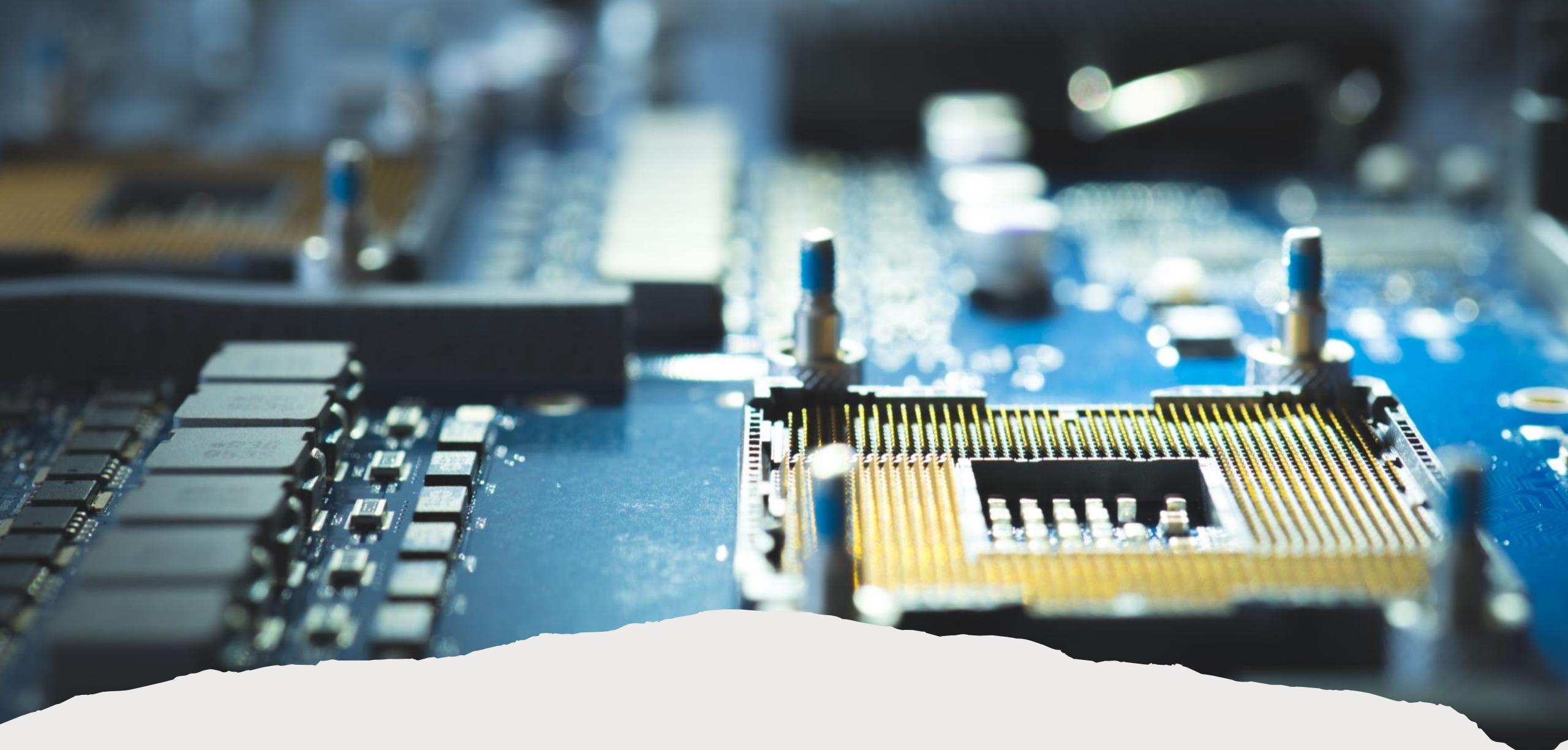
# PRODUCT ENGINEERING MINDSET - WORKSHOP

Balaji Thiruvengadam

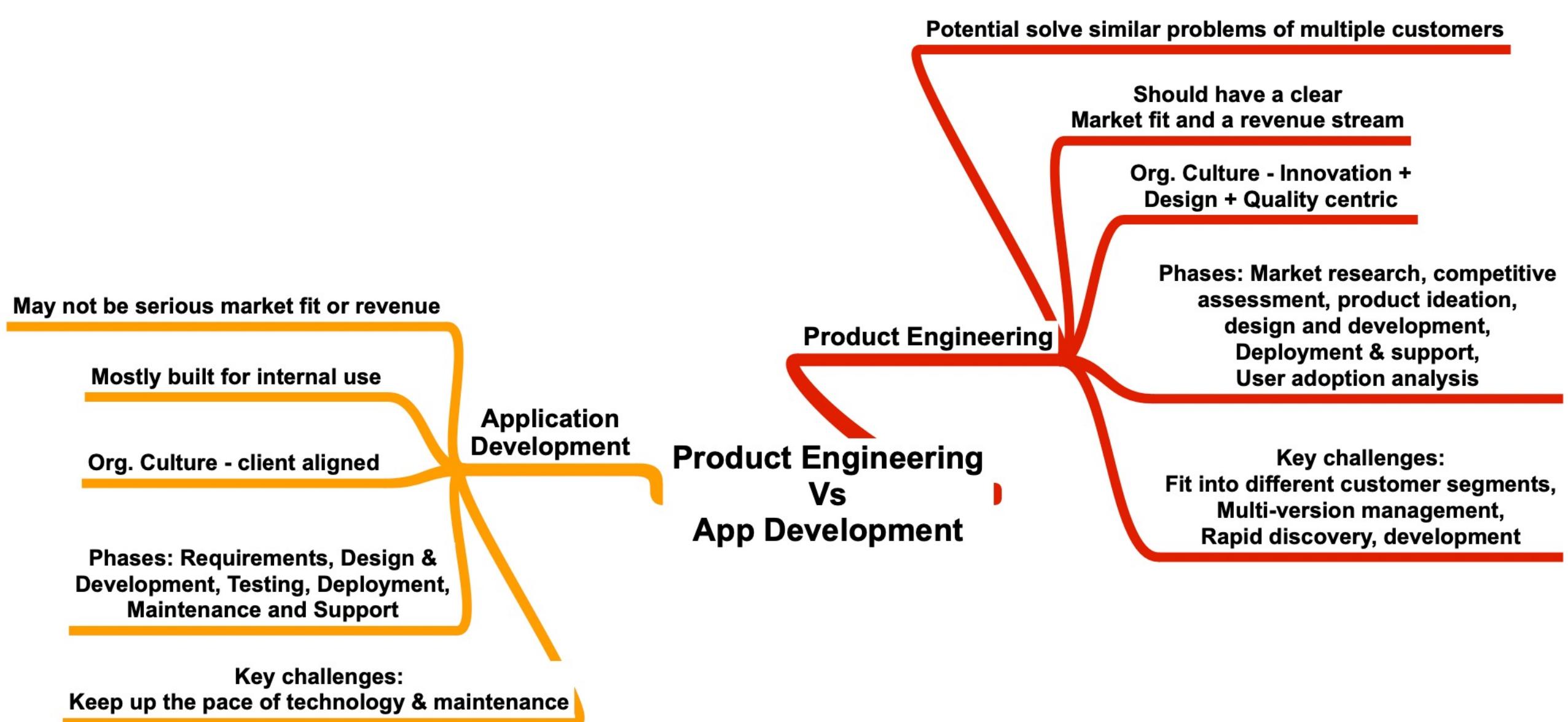


# DAY 1 - AGENDA

- Product Engineering vs Application Development
- Real-world problem that we will solve through our sessions
- Why Design Thinking?
- Methods of understanding Customer, different personas and each personas needs and wants
- Understanding customer aspirations and goals
- Customer/user profile map
- Classifying customer needs into pains and gains
- Persona Empathy Map
- Understanding Value proposition to build more appropriate solution
- Exercise-Practical problems to apply persona analysis and pains & gains for few personas - Swiggy App



PRODUCT ENGINEERING



# PRODUCT ENGINEERING VS APPLICATION DEVELOPMENT

## LET'S GET INTO REAL-WORLD PROBLEM

- As the pandemic made the whole world shut and food industry is the most affected one. The coronavirus, made the food industries to *rethink their business models*. The people stayed indoors and *stopped following the traditional method* of getting daily products/groceries from stores by making a list. Due to which the *need for home delivery* of products and services grew exponentially.
- Lets take this problem and enhance *Swiggy App* to add the feature of delivering the groceries and other essentials to the user at their doorstep as part of this *workshop*



# DESIGN PARADOX

How the customer explained it

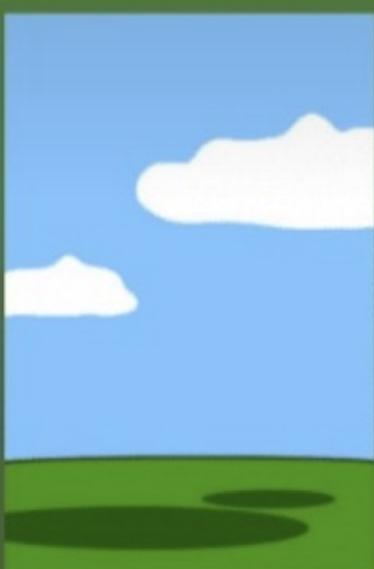
How the project leader understood it

How the analyst designed it

How the programmer wrote it

What the beta testers received

How the business consultant described it



How the project was documented

What operations installed

How the customer was billed

How it was supported

What marketing advertised

What the customer really need

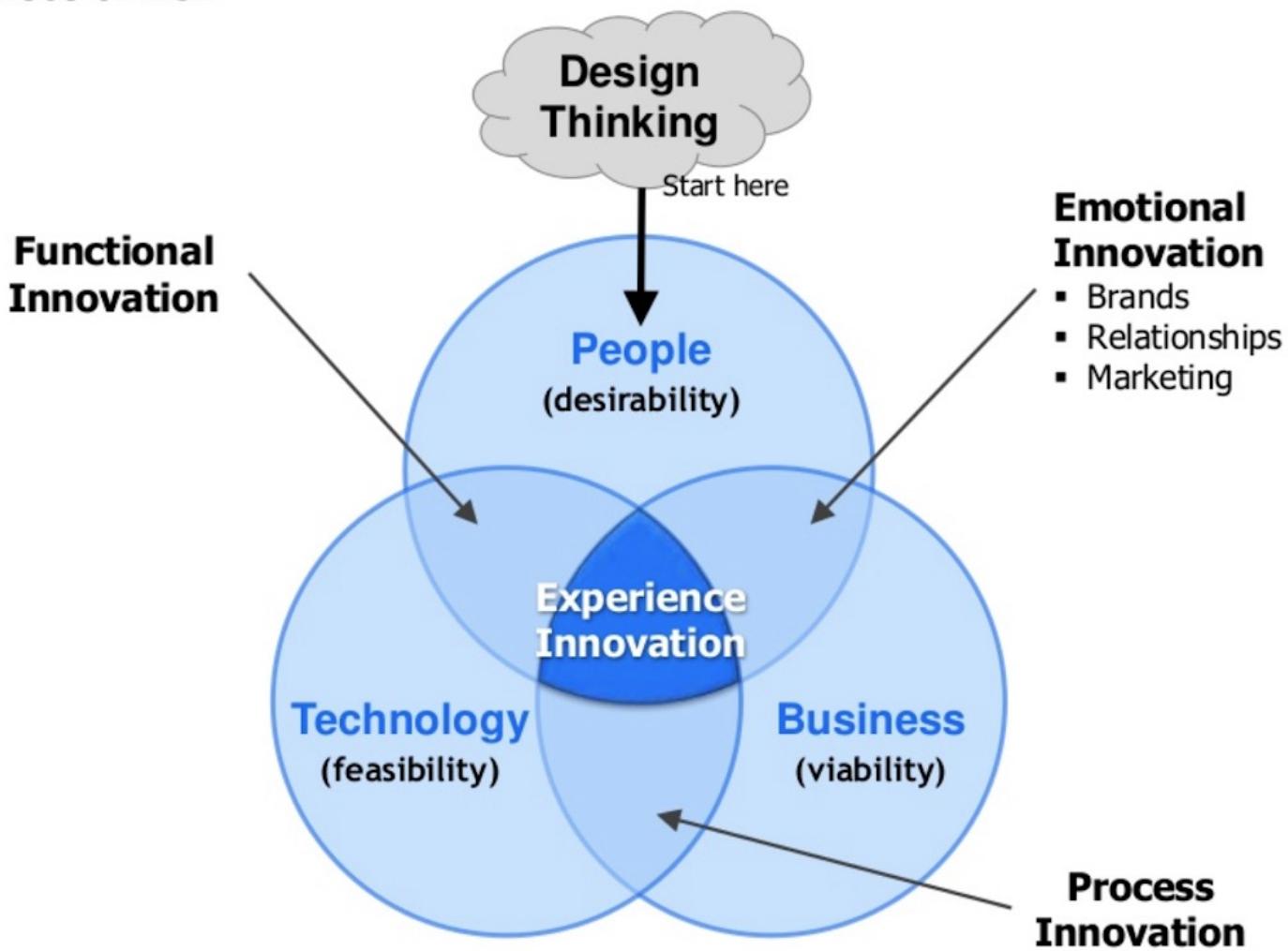
# What is Design Thinking? Why is it important?

Design Thinking is the ability to think like a designer. It is an open-minded, problem-solving approach, incorporating

- **A Human-centered approach:** Putting human beings at the center of any creation, with the ability to empathize with the people.
- **A questioning mind:** The ability to question and rethink basic fundamentals is critical to Design Thinking.
- **Multisensory observation:** A design thinker uses observation as a powerful tool to go deeper into unmet and unsaid needs of the people around.
- **Cross-domain application:** A designer looks for inspirations across domains and applies them in the relevant context.
- **Prototyping:** “Fail early to succeed sooner” is the mantra of a design thinker. It keeps you constantly in touch with the consumer. Rapid prototyping is especially valuable in times of dynamic changes in business environment.



# THREE LENSES OF HUMAN CENTERED DESIGN



## SWIGGY GENIE

The idea of “Swiggy Genie” is to deliver anything at the doorstep of the user in the hyperlocal delivery space. They called it “Genie” because of the stories we heard from our childhood Genie is a wish-granting saviour.

The “Swiggy Genie” is classified, into two major categories:

- ***Pickup & Drop*** — Users can get anything transferred from point A to point B, without leaving their home.
- ***Buy from any store*** — Users can make a custom list of items that are delivered & purchased by a Swiggy delivery partner for them.

## **3 WAYS TO IDENTIFY CUSTOMER NEEDS OR JOBS TO BE DONE**

### ***1. Reflect on Your Experiences***

- What motivated me to make the purchase?
- What other options were available to me?
- Why did I choose this product over the other options available?
- What goal did the product help me achieve?

### ***2. Observe Behaviours***

- Look for opportunities to observe people at each stage of the buying process—from the time the job to be done arises to the final decision.
- Observe how people use the product or service to understand what goals it helps them achieve or challenges it helps them avoid.

### ***3. Conduct Interviews / Survey***

### **Sources**

- Yourself
- Current customers
- Non-customers
- Former customers
- Compensating behaviors, or inconvenient alternatives used when no product fulfills the job to be done well

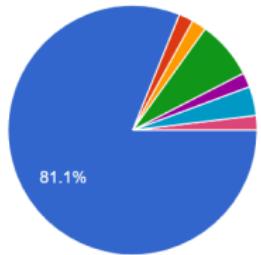


METHODS OF UNDERSTANDING CUSTOMER,  
DIFFERENT PERSONAS AND EACH PERSONAS  
NEEDS AND WANTS

# To understand the user perspective and their needs, conducted quantitative survey and qualitative analysis.

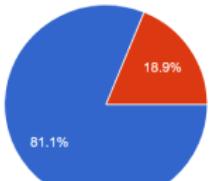
During the course of pandemic while staying at home, which term /thing demanded your presence outside the most ?

- Food Items
- Medicines
- Documents or books
- Electronic Items
- Clothes
- Items for repair
- Business deliveries



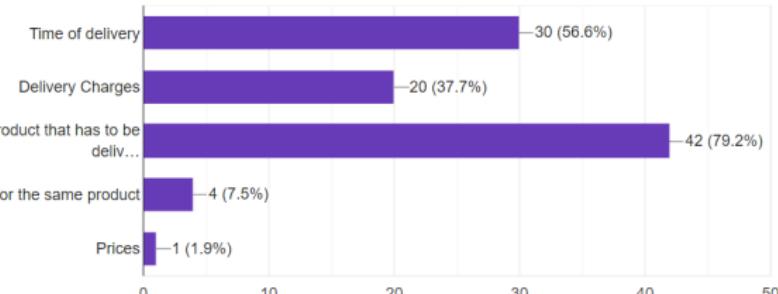
Understanding the user needs what exactly they demand the most

Do you usually create a rough list on a page for the items you need to buy?  
53 responses



Understanding behaviour of the user the way they shop

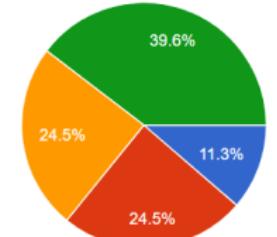
While buying an item, what is the most important characteristic feature for you? (Please select any two)  
53 responses



Understanding what is the most important characteristics feature that user wants

How often do you use the application to deliver items from one address to another ? ( Example Buying grocery for your mother from a nearby shop while you are in the office ?

- Quite often
- Sometimes
- Rarely
- Never



Understanding how often the user use the application

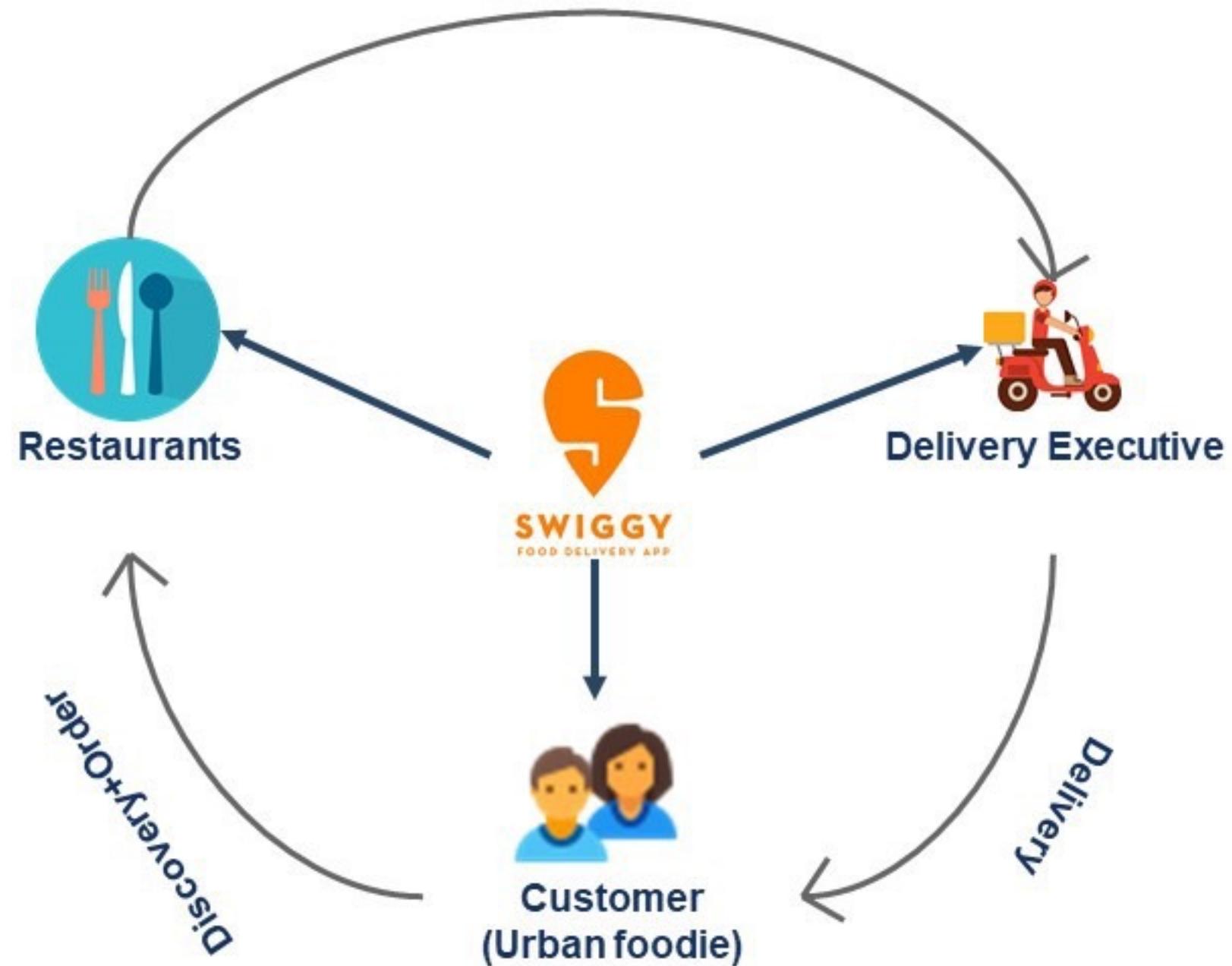
LET'S START WITH SWIGGY FOOD  
DELIVERY



# 3-way Market place

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Dispatch Order



# CUSTOMER / USER PROFILE MAP

Three Major User profiles

- Working Professional
- Housewives
- Students

USER PROFILE - SWIGGY GROUP ORDER

	 Working Professionals	 Housewives	 Students
Age	25 - 45	25 - 50	14 - 25
Education	UG - PG	UG - PG	UG
Location	Home & Office, Primarily WFH in post covid situation	Home	Home, College, School
Tech Savvy	Highly Tech Savvy	Not Very tech Savvy can use mobile devices without assistance	Tech Savvy, updated and aware with all technology
Tech Usage pattern	1. Spends lot of time on Laptops & Desktop 2. Spends Significant amount of time on Mobile 3. Shops online all the time in post Covid Era	1. Spends lot of time on Mobile Phones 2. Shops online all the time in post Covid Era	1. Spends lot of time on Mobile Phones 2. Shops online all the time in post Covid Era
Challenges & Asks	1. Food lover and loves eating out 2. Wants to try different types of cuisine 3. At times bored with home food 4. Official and Home party hosting solutions	1. Cooking daily is not fun 2. Surprise guests create havoc 3. Need a good food supply support for home parties	1. Loves to eat outside but not safe anymore 2. Hosting party for friends has become tricky in post Covid Era 3. Ease of usage, plethora of choices
Expectation from App/Website	1. Easy to use 2. Geo location should work like a charm 3. Should be able to order from multiple restaurants at the same time 4. Should be able to complete the party using the app 5. Inviting guest should be easy and simple	1. Easy to use 2. Restaurant menu simple and rating available 3. Choice of dishes/cuisines should be large 4. Order tracking and delivery should not be a mess 5. Should be able to order few days in advance 6. Should be able to order from multiple restaurants at the same time	1. Quick order and quick delivery 2. Should be able to host a party anywhere that means Swiggy should be able to deliver order even in the college campus 3. Should have more options for quick food 4. Pricing should be pocket friendly

# USER PERSONA - SWIGGY GROUP ORDER



*"Family Man, Hard Working, Foodie, Tech Enthusiast, Socialiser"*

Atul, A Family Man

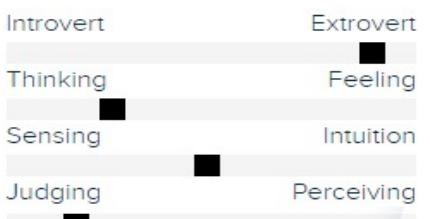
Age: 28- 45 yrs

Gender: Male

Family: Married, kids.

Location: Sompura, Bangalore, India

## Personality



Organized      Decision Maker      Foodie  
Planner      Tech Savvy      Outgoing

## Buying Motivation

- Prakash is a foodie and loves to eat at restaurants.
- Loves to try food from different restaurants
- Not able to eat out with friends because of Covid-19
- Prakash hosts parties often with friends and colleagues
- Online food app is a better than catering from price point view
- Ordering online saves time

## Complaints/ De-Motivators

- Can order only from one restaurant at a time
- Options to select multiple cuisine not available

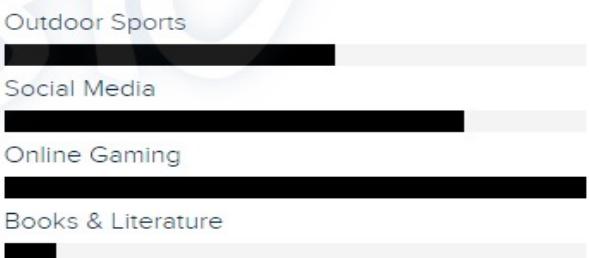
## Bio

Prakash is a family man. He is married with 2 kids. He is a foodie and loves to travel and eat. He often used to dine out with friends and their families. However Covid-19 has changed it forever. Social gathering has totally stopped. They are not able to get together for meal. He would love to get his social life back.

## Motivation



## Fun & Entertainment



## Social Media Engagement



*Understanding customer aspirations and goals*



## Tanvi Desai

I m Gujarati indian and I love my traditional Indian variety food.

### DEMOGRAPHICS

- Female, 28 years old
- Status: Divorced
- Location: Surat, Gujarat, India
- Occupation: Credit Checkers

### ABOUT TANVI DESAI

Tanvi is 28 years old young professional working as Credit Checkers. She currently lives with her mom. In his spare time She enjoys going to gym, hangouts with friends and also She enjoy spend time with her mother. Tanvi and her mother loves to eat different types of food. Tanvi loves check review about food and restaurant via google or social media. Wherever she wants to eat or drink something she takes number from online and call and book lunch/dinner reservations.

### FINDING

- Perfect Nutrition information.
- Restaurant interior and menu
- Find quality food for herself.
- Eat more consciously
- Fast and best service
- Free car parking space
- Availability for space

### MOTIVATIONS

- Staying fit and healthy
- doubt free enjoy.
- Saving time
- Earning Points on visit again

### FRUSTRATION

- Food not fresh
- Chef ignoring notes/ instructions
- Menus are limited
- Food not ready on time
- Service are not quick
- Don't know about restaurant facility
- Online google and social media search

### NEEDS

- looking for best Restaurant app
- Top highly rated restaurants
- Real reviews and comparisons
- Direct book/Reservations online
- Fast food delivery

### FAVORITE BRAND



*Understanding customer aspirations and goals*

### Says

High charges but 0 facilities

This would be a great Treat to give to my mom

Let's go to a comfortable restaurant tonight

Do you want to try something new this weekend for dinner?

how can I get best restaurant list near by me quickly ?

I don't want to cook tonight

### Thinks

I wish my day will be best day today

This Restaurant's food looks amazing

I wanna eat something different

I don't know how interior looks like

I want something I haven't tried before.

I think new restaurant's would be fun to try

Browses pure vegetarian food restaurants online

Take screen shot of online restaurant page and save it for future goal

Visits without information near by me

Take information from friends

Read blogs about best Restaurants

Try to find restaurants interior, service and food reviews

### Does

### Feels

I can see the place on google map

I'm hungry, and feel like having yummy food

Like having a dinner party with some friends.

Direct book/Reservations online

Hope will get table on time

Fun place Decent prices. Great tasty food



Tanvi



# EXERCISES

# Persona



**Urban Foodie  
(Rahul & Anjali)**

- Working professional from Bangalore
- Busy life
- Loves food
- Hates cooking
- Wants to spend quality time with friends and family after coming back from work every day



**Restaurant owner  
(Tina)**

- Owns a fine dine restaurant
- Pays high rent and salaries to staff
- People love his food
- Footfall is high only during weekends
- Tried starting a delivery service for the restaurant but the delivery guy was very irregular
- Wishes to get more access to customers