



SWIGGY

MEAL PLANNER

ABOUT SWIGGY

Swiggy is India's largest online food ordering and delivery platform, founded in 2014. Based in Bangalore, India, as of May 2020, Swiggy was operating in more than 500 Indian cities. In early 2019, Swiggy expanded into general product deliveries under the name **Swiggy Stores**. In early 2020, Swiggy started its pick-up and drop system under the name **Swiggy Genie**.

During the 2020 lockdown, Swiggy has expanded general Grocery delivery to over 150 cities across the country.

In July 2020, they started a new healthy food section called **Health Hub**.

Around **160,000**

Restaurant partners

Over
1.5million

Orders in one day.

Over **90,000**

Healthy Options on
Health Hub

70%

more orders between 8
PM to 10 PM than
between 4 PM and 6 PM

KNOW YOUR USERS

ABOUT

AWAY FROM HOME

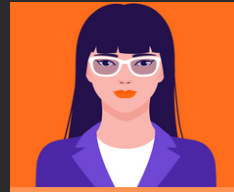


Ashu is a 24 y/o engineer from Delhi who lives in Bangalore. He does not enjoy the food his cook makes and ends up ordering most of his meals from Swiggy.

- Ashu is now worried about his health because he ends up ordering fast food online because of lack of understanding of healthy food choices.
- Ashu misses almost all his breakfasts and has a lot of late lunches, as he forgets about ordering beforehand and only remembers when it is time for his meal.

PAIN POINTS

CHEAT DAY SPECIALS



Vandita is a 29 y/o sales professional. She likes to follow a strict diet of healthy options, and only enjoys indulgences on her Cheat days, maybe once or twice a week.

- Vandita feels that online food ordering is only for her cheat days.
- Vandita believes in timely meals to maintain a healthy lifestyle, but due to busy office hours she tends to lose track of time.

SPECIAL OCCASIONS



Amrit is a 35 y/o family man. He only orders food online when he is celebrating something, or when he is throwing a party for his friends or family.

Amrit has two options when he has planned an evening-

- He orders all the meals together- Appetizers, main course and/or dessert and stores them, then heats them up before serving.
- He wants to make sure everything is consumed fresh. So, he gives up enjoying his party and keeps ordering and collecting dishes now and then.

PROBLEM STATEMENT

We need to design a new feature for Swiggy application - MEAL PLANNER for Swiggy users which can be used for all-round food planning – planning events in advance, food schedule or coming up with a healthy meal plan they could follow in the long term.

DESIGN VISION

Our aim to change the existing perspective of Swiggy from an application people use when they are out of food options need to order online, to-

A full-fledged meal journey of a user. It is a multi-functional **Food Assistant** that-

- Orders food
- Reminds to eat on time
- Plans events or their meals with them
- Takes care of their need and their health.

FEATURE MOCKUP

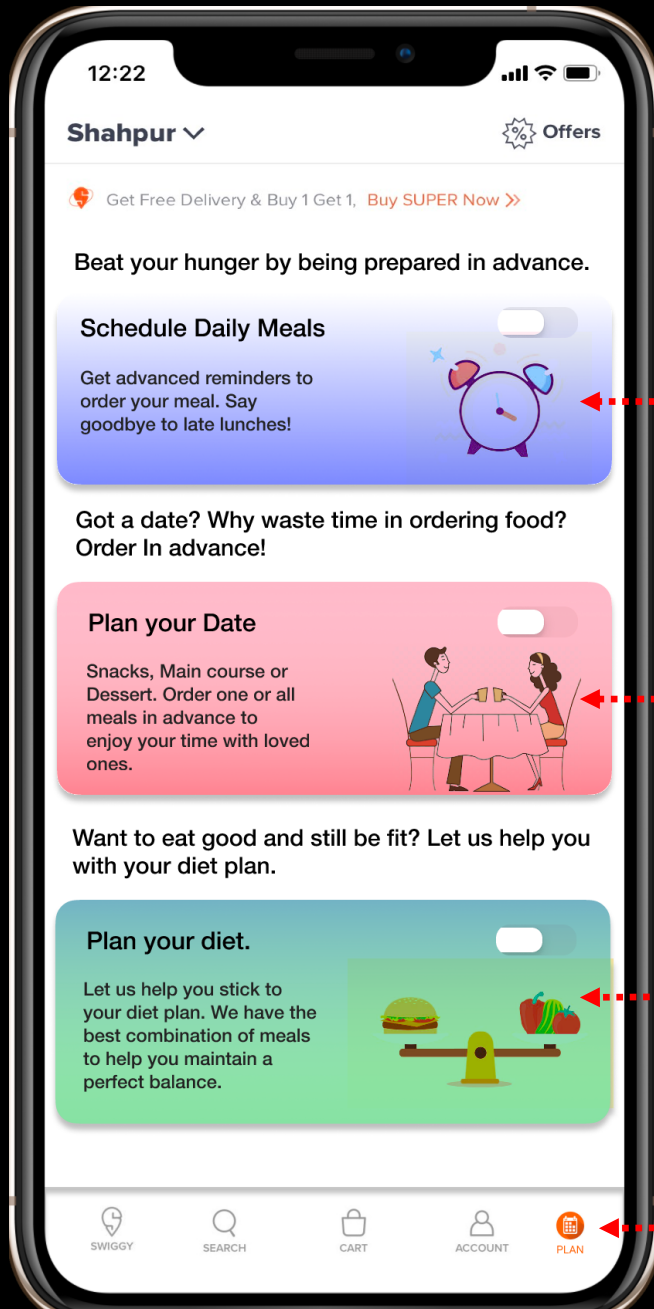
The MVP of the **MEAL PLANNER** will have three sections

Section I - Schedule daily meal plans to avoid late or missed meals, and get custom recommendations

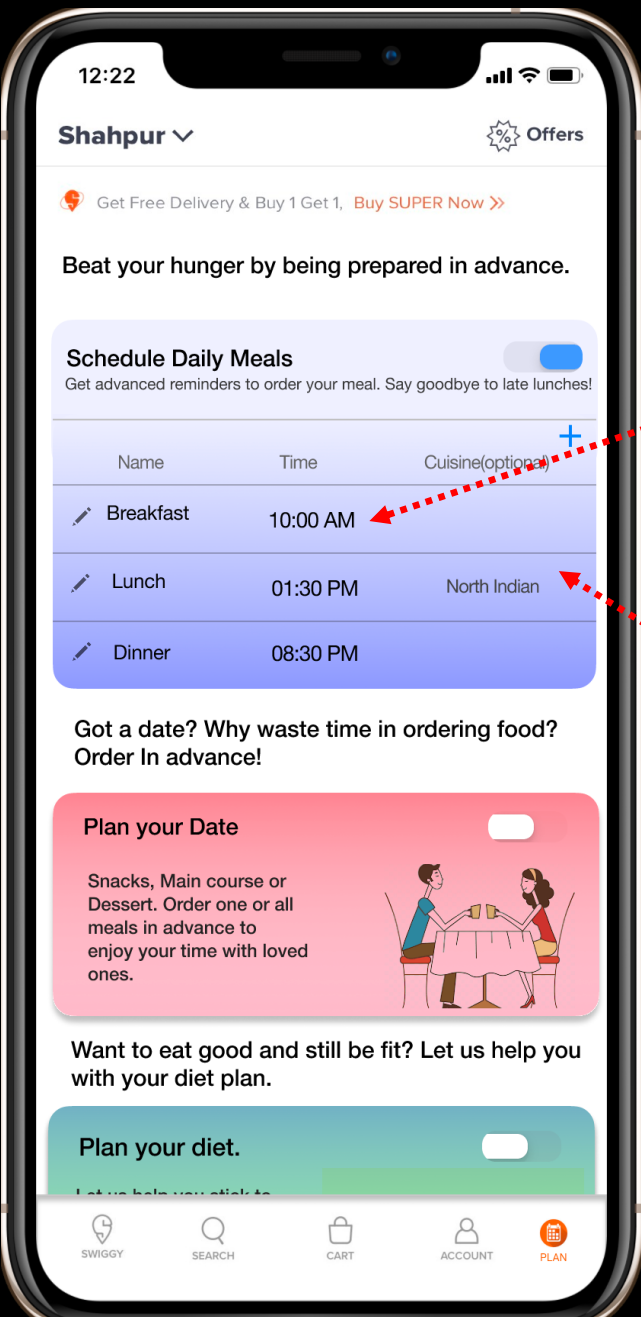
Section II - Plan events with advance food ordering with scheduled deliveries To ensure hassle-free quality time with family and friends.

Section III - Make a proper diet plan with suggestions/assistance from top Nutritionists and get assistance to follow it.

An entirely new tab for Planning to increase feature visibility and usage



DAILY MEAL SCHEDULING



Option to add their preferred meal timings. We give them a range of ideal meal timings to select from.

Users can add their preferred cuisines so that we give them custom recommendations for each meal.

WHY?

Given most users open the app when they are ready to eat, the idea is to give users reminder notification an hour (or less) prior to their meal timings so that they can order on time. Custom recommendations speeds up the process.

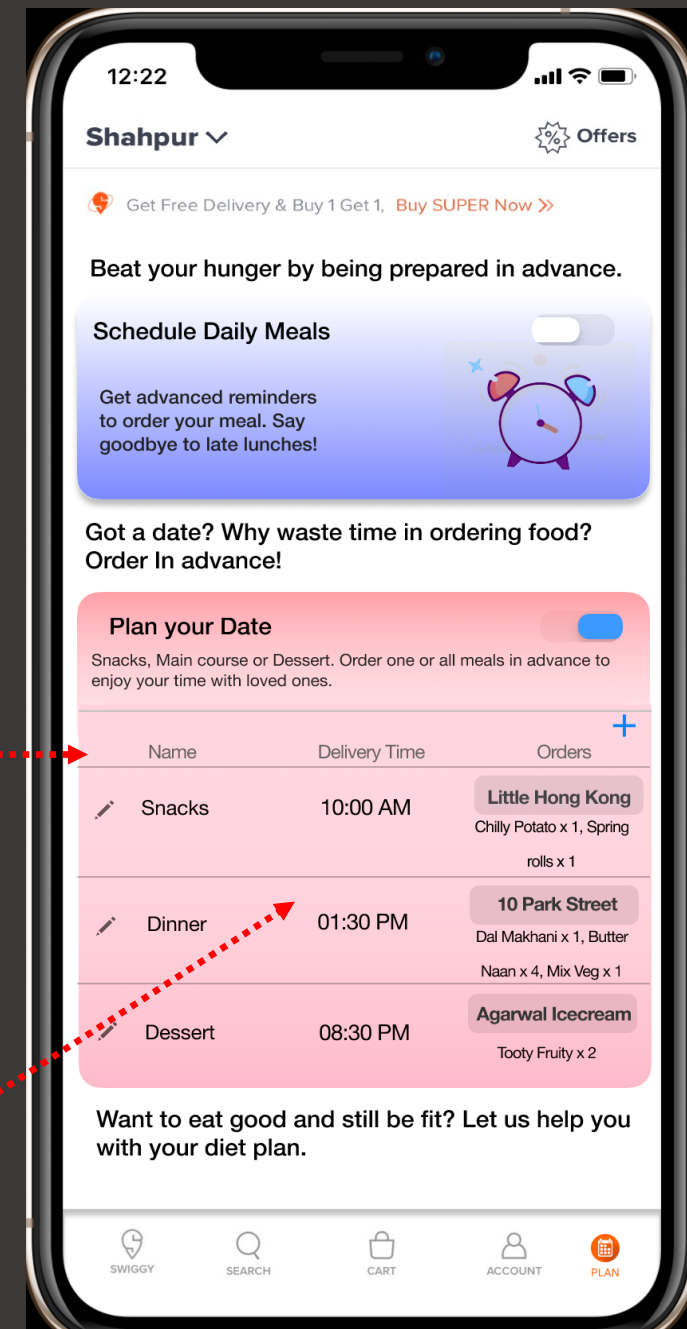
WHY?

Allows timely event planning, addressing user problems discussed before.

Pre-ordered meals when user is planning an event. Different meals can be from different restaurants.

Restaurants can accept pre-booking orders for confirmation to users. Notification/alerts to restaurant to start preparation on time keeping delivery time into account

EVENT PLANNING



DIET PLANNING

WHY?

Online food ordering holds the stigma of promoting unhealthy lifestyle by giving easy deliverable junk food options. In spite of launch of Health Hub by Swiggy, it is not easy to convert user's perception. We want to promote our brand as an overall Food Assistant, and not just a cheat day partner. So, we want to serve our users on all days, whether or not they order food online.

Our algorithm comes up with a weekly diet plan with a balanced combination of greens, carbs, and nutrients based on user's choice of cuisines.

User can add their own choice of food for each day of the week to allow custom notification, saving their time and reinforcing their meal plan.



HELATHOMETER (to be improved)
– A graph of ratio of different components of food family, to show how balanced the current user plan is.

Recommendations on the current customized user plan to make it better and more balanced.

PITFALLS

UNKEPT PROMISES

Scheduled delivery comes with its own pitfalls. A lot could change after the order was placed – Restaurants would have to be closed due to unforeseen circumstances, change in weather, sudden traffic, lack of delivery executives, and what not.

HEALTH IS SUBJECTIVE

It is hard come up with a healthy meal plan for each user without more inputs that is unique and serves their purpose, given nutrient requirements would be unique for each of them.

DYNAMIC PLANS/MOODS

We would need to account for dynamic meal plans of users. How much in advance can a order actually place orders? How long after placing an order can it be cancelled?

Do users get charged as soon as they place the order, or after it is confirmed?

SUB-CATEGORY/ CATEGORY ANALYSIS

It might be inconvenient for users and a tricky problem for us to categorize food into cuisines or categories, given the perception would be different for each users. This could lead to confusing food recommendations.

DEFINING SUCCESS

FEATURE	KEY METRIC
DAILY MEAL SCHEDULING	<ul style="list-style-type: none">• Daily/Weekly/Monthly users scheduling meals• % of users clicking on reminder notifications• % of users ordering from recommended restaurants.• % of users ordering within 1 hour of notification.
EVENT PLANNING	<ul style="list-style-type: none">• Weekly number of users enabling event planning.• % users going through entire pre-ordering process• % users ordering > 1 meals in one event plan.• % deliveries within 15 minutes of requested time.
DIET PLANNING	<ul style="list-style-type: none">• Weekly number of users making a diet plan.• % of users using our recommended diet plan.• Avg time user spends on application.• Ratio of online orders of users with/without diet plans.• % of healthy options in user's order history.

THANK YOU