



Problem Requirements Document(PRD)
for problem task by **Josh Talks**

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Problem Overview

Problem Statement

A large % of Swiggy's most active users are office goers who live alone and order lunch daily from Swiggy. In a recent customer survey of this audience set, Swiggy found that these users often forget to order lunch in time and find it cumbersome and irritating to go through the entire process of ordering food on a daily basis. Remembering to order lunch in time, choosing a restaurant, deciding dishes, deciding delivery location, payment process etc. There is a lot to do on a daily basis.

Role

You are a Senior PM at swiggy and your VP of product has asked you to work on this problem statement individually. You are required to propose a solution to him including wireframes and a PRD. You are also required to make sure that your solution perfectly integrates with the existing product and does not spoil the experience of using the existing swiggy product.

Pain Points to Solve:

1. Remembering to order Lunch everyday.
2. Ordering Lunch on time so as to not miss the break-time.
3. Choosing what to eat and where from.
4. Loads of unnecessary suggestions that divert or acts as a hindrance.
5. Going through the process of adding location everytime.
6. Going through the payment process everyday.

General Assumptions:

- All the users facing these issues live alone and work from office.
- Users order lunch from swiggy on a daily-basis.
- Their office is located in a crowded area where there are a lot of good restaurants to choose from.
- The users have at least a fair credit score or is a loyal customer to swiggy.

User Persona



Navin
General Manager

Characteristics

- Works at Amazon-Seller Warehouse.
- Meets and Manages a lot of people and has a very tight and packed schedule.
- Smartphone is something that he uses as a necessity and to be connected to people.
- Has a habit of forgetting things while working, unless reminded of.



Indrani
Professor

Characteristics

- Teaches at an arts college as a senior professor in Literature.
- Is a Jain and thus chooses to be a pure-vegetarian.
- Started using smartphones actively in the Covid / Lockdown scenario.
- Although, familiar with smartphones, gets anxious while making payments.



Wasim
Software Developer

Characteristics

- Works at a Startup as a full-time software Developer.
- Attends meetings and works hard but has a light schedule and is always excited about trying out new places to order lunch.
- Smartphone and laptops are a craze for him.
- Is very indecisive and gets confused very quickly.

Pain Points

- Completely indulges himself in tasks and often forgets that he needs to order lunch.
- The times when he does remember to order food, he is late to act and misses his break-time and thus his meal.

Pain Points

- Loads of non-veg suggestions puts off her appetite.
- Making payments everyday is a hassle and makes her anxious.

Pain Points

- Excited to try out new places but always ends up scrolling for more than half-an-hour.
- Opens the app with Dal-chawal in mind but gets diverted and confused and ends up ordering momos.

Feature #1 - Swiggy Suggest

- Swiggy Suggest is a recommendation system that takes in individual preferences by asking them a few questions and suggests a meal accordingly.
- If the user does not like the suggestion, the system recommends the next best suggestion to the user.
- If the user keeps denying the suggestion, a nudge pops up to ask if the user has a particular dish in mind and then suggest based on that choice.
- It works on top of the already existing recommendation system of Swiggy but narrows down the results to a huge extent.
- A basic set of questions such as the price range, break-time, the type of cuisines, some of his preferences for lunch is asked to the user for the first time to help the algorithm learn more about the user's preferences.
- There are two important toggles/options that the user can opt into - **Auto-order**, and **Pay Later as a payment method**.
- When a user opts to switch on the auto-order toggle, the system auto confirms the order for the user after a certain amount of time.
- On switching on the Pay Later as a payment method, the user does not need to pay while placing the order and thus the order gets placed in a single click.
- On the review page of the order, there is also an option to repeat the last order which is also done in a single click.

Metrics

- This feature is mainly used to improve the recommendation system so that the platform is able to suggest options that the user is most likely going to accept.
- It also focuses on customer retention, primarily, working professionals, by saving them a lot of hassle of completing the cumbersome process of selecting what to eat from a very long list of suggestions, everyday.

North Star

Suggestion acceptance ratio

$$= \frac{\text{\# of times user accepts the first suggestion}}{\text{\# of times user orders through this section}}$$

Feature #2 - Pay Later

- Pay Later is introduced as a payment method for orders placed through this section so that it saves user the hassle of going through the payment process everyday.
- It is a weekly model i.e the user receives a bill for the orders in the previous week and is required to pay within Sunday, EOD to continue using Pay Later as a payment method.
- This feature will only be applicable to the working professionals, verified by their work-id.
- Pay Later will be available to a certain group of people at first to reduce the risks of frauds.
- Users can also opt out of Pay Later and choose to pay daily for their orders if they wish so.

Metrics

- This feature focuses on reducing the average time taken to place an order by omitting the iterative process of daily payment for an order.
- It also focuses on customer retention, primarily, working professionals, by saving them a lot of hassle of completing the cumbersome process of selecting what to eat from a very long list of suggestions, everyday.

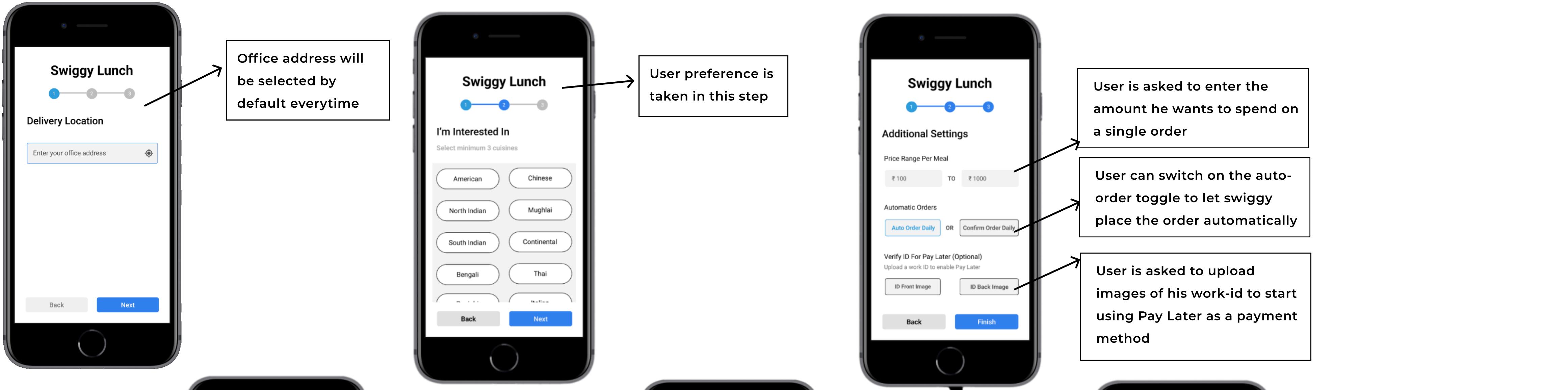
North Star

$$\text{Time Reduction ratio} = \frac{\text{Avg time taken to place an order using Pay Later}}{\text{Avg time taken to place an order using other Payment Methods}}$$

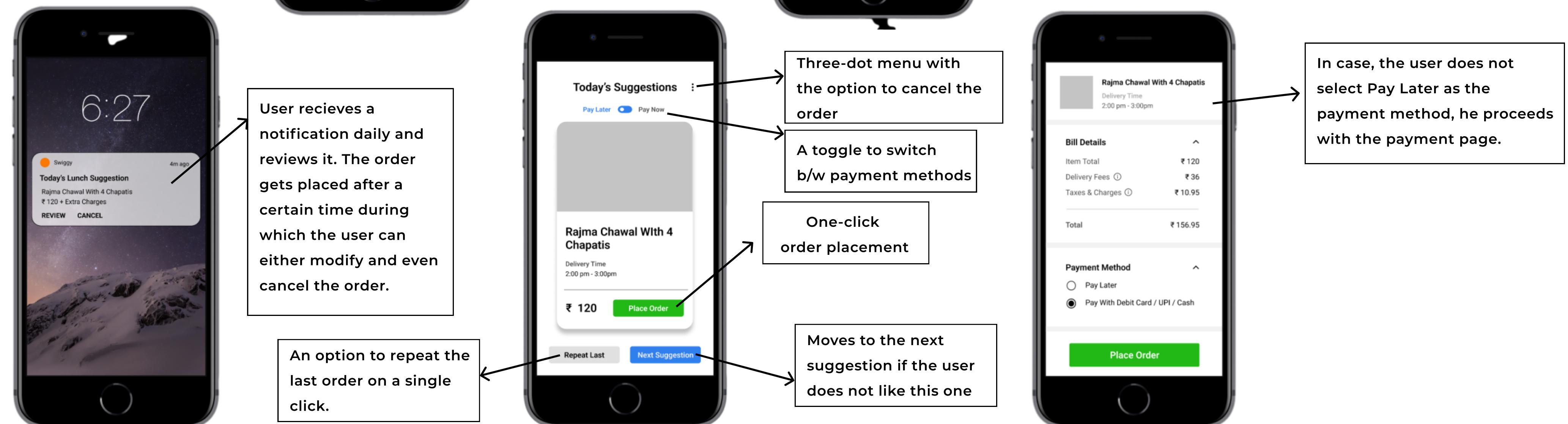
Wireframes

- User receives a notification informing him about the new Swiggy Lunch feature.
- When the user clicks on the notification, a small set of questions is asked for the first time to set user preferences.

Induction Phase



Daily Usage Phase

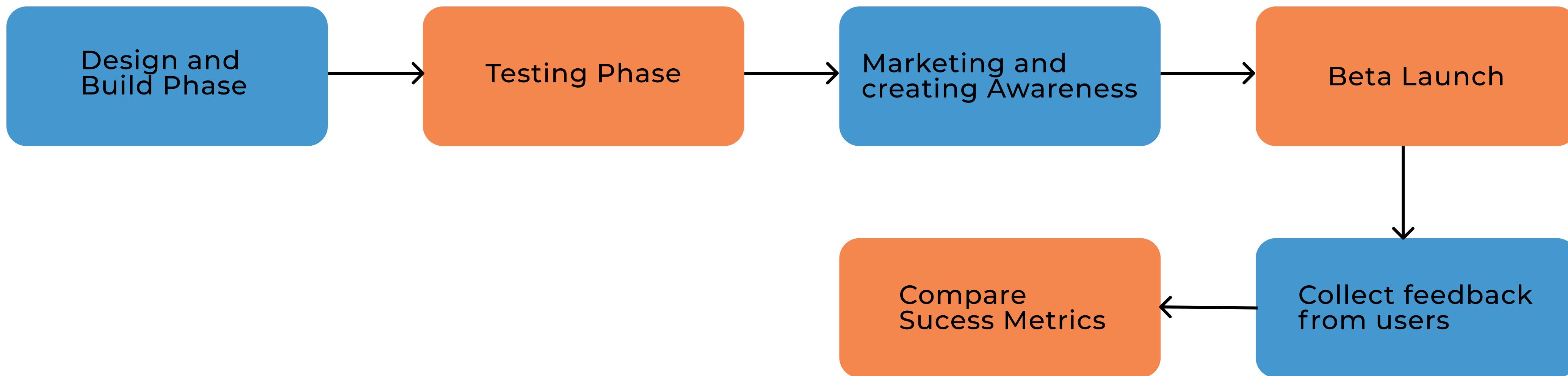


Metrics

Listed here are some of the metrics that needs to be recorded and analysed after the beta launch to track user response on the new features.

- Average number of times a user skips the algorithm's recommendation.
- Number of users signing up for Pay Later.
- Growth or depreciation in the number of orders per week after the beta launch.
- Average time taken to place the order using Pay Later as a payment method.
- Questions in the induction phase, that a user chooses not to answer.
- Average number of users that do not opt for Pay Later as a payment method.
- Number of users who opted in for the auto-order service.
- Average number of times the order gets auto-placed.

Go-to-Market Strategy



Prioritization

Feature	Value to the User	Ease of Implementation	Confidence	Impact on Engagement	Total	Prioritization
Swiggy Suggest	9	8	7	9	33	P0
Pay Later	8	9	8	7	32	P1

made with love and josh

by

Dipak