**Gap Analysis of Swiggy Using Design Thinking**

**B.Tech(ECE)-QUANTUM UNIVERSITY-1-Task1-Choose an application. Review the steps of design thinking. Identify areas for  
improvement in the task. Create a gap analysis for any product**

**Introduction**

Swiggy is one of the most popular **online food delivery** platforms in India. It connects customers with restaurants, offering convenience and a wide range of food choices. However, despite its success, there are **challenges** that users often experience, such as **delayed deliveries, complex UI, pricing issues, and environmental concerns**.

This report applies the **Design Thinking process** to analyze these challenges and identify solutions. Additionally, a **Gap Analysis** is performed to compare the current system with an ideal solution and determine areas for improvement.

**What is Design Thinking?**

Design Thinking is a **problem-solving approach** that focuses on understanding user needs and developing innovative solutions. It is widely used in **business, technology, and product design** to improve customer experiences.

**The Five Stages of Design Thinking:**

1. **Empathize** – Understand the user's needs and pain points.
2. **Define** – Clearly define the problem statement.
3. **Ideate** – Brainstorm potential solutions.
4. **Prototype** – Create models or simulations of the solutions.
5. **Test** – Gather feedback and refine the solution.

By following this process, companies like Swiggy can **enhance their services and improve customer satisfaction**.

**Applying Design Thinking to Swiggy**

**a) Empathize – Understanding User Pain Points**

The **Empathize stage** involves collecting information about **real customer experiences** and identifying common issues faced by users. Some of the biggest challenges faced by Swiggy users include:

* **Long Delivery Times** – Customers often experience delays, especially during peak hours or bad weather.
* **Complicated UI/UX** – Many users find the app **difficult to navigate**, especially when customizing orders or applying discounts.
* **Hidden Charges** – Unexpected charges, like **surge pricing, packaging fees, or delivery tips**, often frustrate users.
* **Environmental Concerns** – Swiggy still relies heavily on **plastic packaging**, contributing to pollution and waste.

Understanding these issues helps in **defining the problem** effectively.

**b) Define – Problem Statement**

Based on the **Empathize** phase, the key problems can be summarized as follows:

"Swiggy users face issues related to **delayed deliveries, non-transparent pricing, a complicated user interface, and excessive plastic packaging**. These factors negatively impact customer satisfaction and retention."

This clearly defined problem will help in **brainstorming better solutions** in the next phase.

**c) Ideate – Brainstorming Possible Solutions**

Now that the problems are defined, the next step is to generate **creative solutions**. Some possible ideas to **improve Swiggy’s services** include:

✅ **Faster Delivery Optimization** – Implementing **AI-based route planning** to **predict and avoid traffic** for quicker deliveries.  
✅ **Simplified UI/UX** – Making the app more **user-friendly with easy-to-navigate options** for filtering menus, customizing orders, and tracking deliveries.  
✅ **Transparent Pricing System** – Clearly showing **all charges (delivery fee, taxes, surge pricing)** before checkout.  
✅ **Sustainable Packaging Initiative** – Partnering with restaurants that use **eco-friendly materials** and reducing plastic dependency.

**d) Prototype – Developing and Testing Solutions**

After brainstorming, Swiggy can create **prototypes** to test these ideas:

📌 **Prototype 1: AI-Based Delivery Optimization** – A system that predicts **traffic conditions** and assigns delivery partners efficiently.  
📌 **Prototype 2: UI Redesign** – A new **order customization system** with a **simple layout and fewer steps**.  
📌 **Prototype 3: Transparent Pricing Feature** – A **pre-checkout bill estimator** displaying **all costs upfront**.  
📌 **Prototype 4: Green Packaging Initiative** – Rewarding **restaurants that use biodegradable packaging**.

**e) Test – Collecting Feedback & Refining Solutions**

Once prototypes are developed, **pilot programs** can be launched in **selected cities** to collect **user feedback**.

* If customers find **delivery times improving**, the AI system can be expanded.
* If the **new UI gets positive reviews**, it can be rolled out nationwide.
* If the **transparent pricing system reduces confusion**, it should be **mandatory for all restaurants**.
* If **eco-friendly packaging is adopted successfully**, Swiggy can promote it as a **sustainable food delivery leader**.

**Gap Analysis Table**

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| --- | --- | --- |
| **Current State** | **Desired State** | **Gaps Identified** |
| Delivery times are inconsistent, especially during peak hours. | Faster and more predictable delivery times. | Need better **AI-based route optimization** and **real-time tracking enhancements**. |
| UI/UX is complex for order customization. | A seamless, intuitive user interface. | Improve **order customization flow** and **menu filtering**. |
| Pricing is unclear due to hidden charges (surge pricing, packaging fees). | Transparent pricing without confusion. | Clear **breakdown of charges** before checkout. |
| High plastic packaging usage. | More sustainable packaging solutions. | Partner with **eco-friendly packaging providers**. |

**Recommendations**

To **bridge the identified gaps**, Swiggy should implement the following strategies:

🔹 **Delivery Optimization Using AI** – Develop a system that predicts **traffic conditions and assigns orders to the nearest delivery partner**.  
🔹 **User-Friendly UI Redesign** – Introduce a more **intuitive order customization** feature.  
🔹 **Transparent Pricing System** – Ensure **all fees are displayed upfront** to prevent customer confusion.  
🔹 **Eco-Friendly Packaging Initiative** – Offer **incentives to restaurants using sustainable packaging** and encourage customers to opt for **"Green Packaging"** options.

Implementing these strategies will help Swiggy provide a **better user experience** and stay ahead of competitors.

**Conclusion**

By applying the **Design Thinking process**, we have successfully identified **major issues, desired improvements, and the existing gaps in Swiggy’s food delivery service**. The proposed **solutions, including AI-driven delivery optimization, UI simplifications, transparent pricing, and sustainable packaging**, can help Swiggy enhance its **customer experience and brand reputation**.

With a structured approach and continuous innovation, Swiggy can **strengthen its leadership in the food delivery market** while ensuring customer satisfaction and sustainability.