Product Dissection for Swiggy Food Delivery Mobile App

Github link - https://github.com/mishra2022/alma-module3/blob/main/Rajesh_Product_Dissection_Swiggy.pdf

Company Overview:

Swiggy, established in 2014 in Bangalore, India, by Sriharsha Majety, Nandan Reddy, and Rahul Jaimini, has arisen as a main food conveyance administration in India. Known for its speedy conveyance, extensive variety of eatery choices, and easy to understand interface, Swiggy has altogether changed the scene of food requesting and conveyance in India.

Product Dissection and Real-World Problems Solved by Swiggy:

Convenience in Food Ordering: Swiggy addresses the need for convenient andquick access to a variety of cuisines from local and popular restaurants.

Efficient Delivery System: It solves the problem of time-consuming and

often inconvenient process of going out to eat or pick up food, especially in busy urbanareas.

Diverse Food Options: Swiggy provides access to a wide range of food options,catering to different tastes and dietary preferences.

Case Study: Real-World Problems and Swiggy's Innovative Solutions:

Problem 1: Time Constraints and Limited Access to Food

Real-World Challenge: In today's fast-paced world, people often lack the time orresources to cook regular meals. Access to healthy and diverse food options can also be limited, especially in areas with limited restaurants or grocery stores.

Swiggy's Solution: Swiggy gives a helpful and promptly accessible arrangement by joining forces with a huge organization of cafés and food merchants. Clients can peruse menus, place requests, and track their conveyances continuously, all inside an easy to understand application. This tends to the time limitation issue and awards admittance to a wide assortment of culinary choices, even in regions with restricted actual choices

Problem 2: Food Discovery and Decision Fatigue

Real-World Challenge: With countless restaurants and cuisines available, choosingwhat to eat can be overwhelming. Scrolling through endless menus and reading reviews can be time-consuming and lead to decision fatigue.

Swiggy's Solution: Swiggy handles this test through customized proposals and organized content. The application utilizes client information and area to recommend eateries and dishes in view of inclinations and dietary necessities.

Also, Swiggy offers organized records and assortments featuring famous decisions, recent fads, and nearby top choices. This assists clients with finding new choices and settle on informed choices rapidly.

Problem 3: Lack of Transparency and Trust in Food Delivery

Real-World Challenge: Concerns around hygiene, food safety, and order accuracycan deter people from using food delivery services. Lack of transparency in the delivery process can also lead to frustration and mistrust.

Swiggy's Solution: Swiggy tends to these worries through different measures. Cafés are collaborated in view of cleanliness and food handling accreditations. The stage gives live following of requests, permitting clients to see the conveyance improvement continuously. Moreover, Swiggy offers client service and complaint redressal instruments to guarantee straightforwardness and fabricate trust.

Conclusion:

Swiggy's prosperity lies in its capacity to comprehend and resolve true issues

looked by its clients. By zeroing in on comfort, food disclosure, straightforwardness, and growing its administrations, Swiggy has turned into a vital piece of numerous Indian families. The stage's proceeded with development and obligation to taking care of client issues are probably going to harden its situation as a main food conveyance and comfort specialist co-op in the Indian market..

Top Features of Swiggy:

1. **Easy-to-Use Interface:** User-friendly app design that makes browsing andordering food simple and efficient.
2. **Wide Range of Restaurants:** Access to a vast selection of restaurants andcuisines.
3. **Real-Time Tracking:** Allows users to track their orders in real-time.
4. **Multiple Payment Options:** Offers various payment methods including cash ondelivery, digital wallets, and online banking.
5. **Ratings and Reviews:** Users can rate and review restaurants and dishes, aidingin informed decision-making for others.

Impact on the Food Delivery Industry:

Swiggy's approach to solving real-world problems in food delivery has not only provided immense convenience to consumers but also impacted the food industryby:

Enhancing Customer Reach for Restaurants: By partnering with Swiggy,restaurants have expanded their customer base significantly.

Creating Employment Opportunities: The demand for delivery personnel hasgrown, providing job opportunities in various regions.

Promoting Food Culture Diversity: Swiggy's platform has made it easier for peopleto explore and enjoy a variety of cuisines, contributing to the appreciation and spreadof diverse food cultures.

Schema Description:

The composition for Swiggy includes numerous elements that address various parts of the stage, including Clients, Cafés, Orders, Conveyances and that's just the beginning. Every substance has explicit qualities that depict its properties and associations with different elements.

User Entity:

Users are essential to the platform, representing individuals who use the service:

- **UserID (Primary Key):** A unique identifier for each user.
- **Username:** The user's chosen username.
- **Email:** Email address used for account-related communications.
- **Phone_Number:** The user's contact number.
- **Address:** Stored addresses for delivery purposes.
- **Password:** Encrypted password for account security.

Restaurant Entity:

Restaurants are key partners, providing the diverse food options available on the platform:

- **RestaurantID (Primary Key):** A unique identifier for each restaurant.
- **Name:** Name of the restaurant.
- **Location:** Physical address of the restaurant.
- **Cuisine_Type:** Types of cuisine offered.
- **Rating:** Average customer rating of the restaurant.

Orders Entity:

Orders encapsulate the details of each transaction made by the users:

- **OrderID (Primary Key):** A unique identifier for each order.
- **UserID (Foreign Key referencing User Entity):** The user who placedthe order.
- **RestaurantID (Foreign Key referencing Restaurant Entity):** Therestaurant from which the order is placed.
- **Total_Amount:** Total cost of the order.
- **Order_Status:** Status of the order (e.g., preparing, en route).
- **Order_Date:** The date and time when the order was placed.

Delivery Entity:

Deliveries are crucial for transporting orders from restaurants to users:

- **DeliveryID (Primary Key):** A unique identifier for each delivery.
- **OrderID (Foreign Key referencing Orders Entity):** The order beingdelivered.
- **Delivery_ExecutiveID:** Identifier for the delivery executive.
- **Estimated_Delivery_Time:** Expected time for the order to bedelivered.
- **Delivery_Status:** Current status of the delivery (e.g., picked up,delivered).

Payment Entity:

Payments record the financial transactions for each order:

- **PaymentID (Primary Key):** A unique identifier for each paymenttransaction.
- **OrderID (Foreign Key referencing Orders Entity):** The order forwhich the payment is made.
- **Amount:** Amount of the transaction.

- **Payment_Method:** Method of payment (e.g., card, wallet, COD).
- **Payment_Status:** Status of the payment (e.g., successful, pending).

Item Entity (represents items in an order):

Items represent the individual menu selections included in an order:

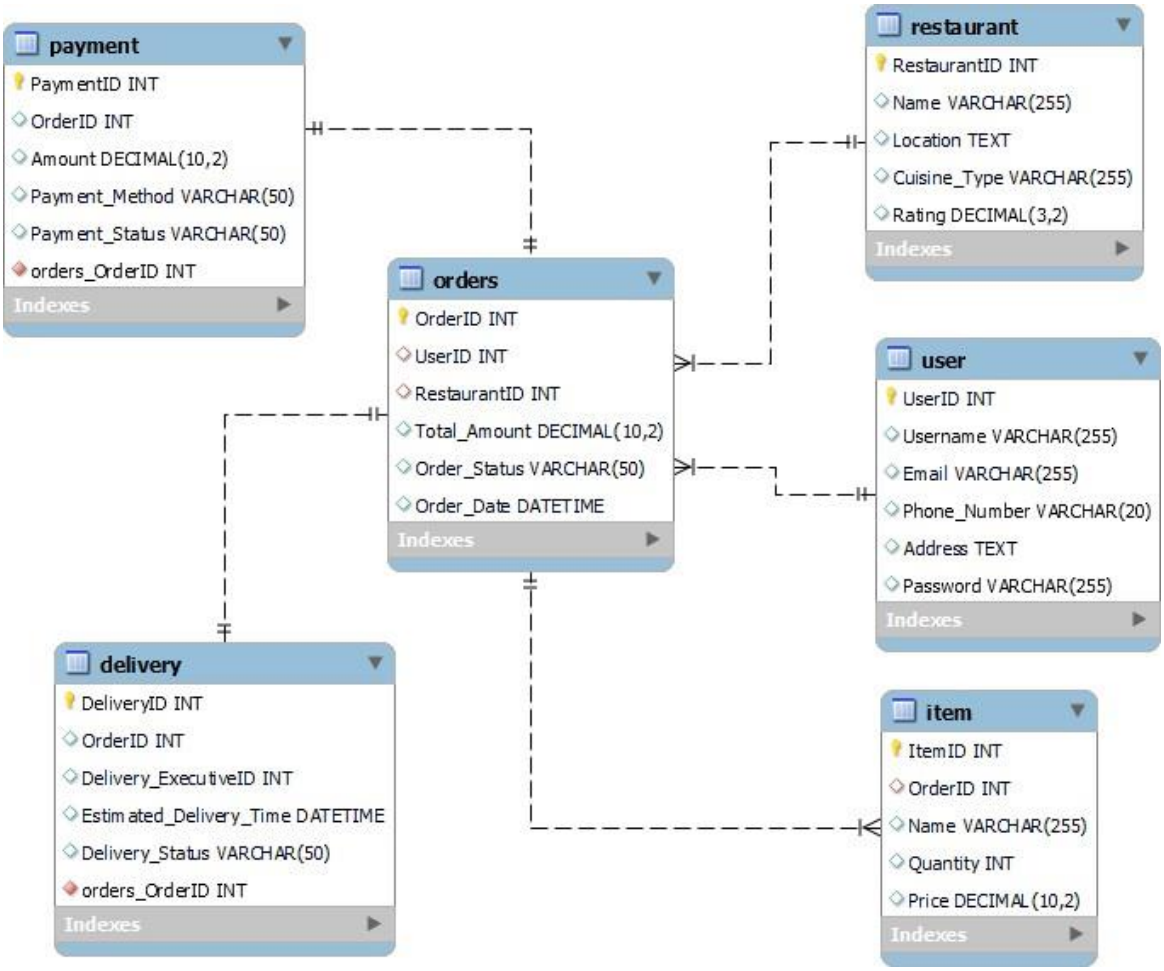
- **ItemID (Primary Key):** A unique identifier for each menu item.
- **OrderID (Foreign Key referencing Orders Entity):** The orderincluding this item.
- **Name:** Name of the item.
- **Quantity:** Number of items ordered.
- **Price:** Price of the item.

Relationships:

- **Users place Orders:** Each user can place multiple orders, and eachorder is linked to a single user.
- **Orders contain Items:** Each order can contain multiple items, andeach item is part of one order.
- **Restaurants fulfil Orders:** Each order is associated with onerestaurant, and a restaurant can have multiple orders.
- **Orders require Delivery:** Each order is linked to a single deliveryinstance, and each delivery is associated with one order.
- **Orders involve Payments:** Each Order is associated with onePayment, and each Payment corresponds to one Order.

ER Diagram:

The Entity-Relationship (ER) diagram to clearly illustrate the connectionsand characteristics of the elements in the Swiggy database structure. This ER diagram will act as a visual guide, highlighting the essential parts of Swiggy's data architecture. Utilizing this diagram will help us understand the complex relationshipsand interactions that shape the functioning of the platform.


payment
PaymentID INT
OrderID INT
Amount DECIMAL(10,2)
Payment_Method VARCHAR(50)
Payment_Status VARCHAR(50)
orders_OrderID INT
Indexes
restaurant
RestaurantID INT
Name VARCHAR(255)
Location TEXT
Cuisine_Type VARCHAR(255)
Rating DECIMAL(3,2)
Indexes
orders
OrderID INT
UserID INT
RestaurantID INT
Total_Amount DECIMAL(10,2)
Order_Status VARCHAR(50)
Order_Date DATETIME
Indexes
user
UserID INT
Username VARCHAR(255)
Email VARCHAR(255)
Phone_Number VARCHAR(20)
Address TEXT
Password VARCHAR(255)
Indexes
delivery
DeliveryID INT
OrderID INT
Delivery_ExecutiveID INT
Estimated_Delivery_Time DATETIME
Delivery_Status VARCHAR(50)
orders_OrderID INT
Indexes
item
ItemID INT
OrderID INT
Name VARCHAR(255)
Quantity INT
Price DECIMAL(10,2)
Indexes

Conclusion:

In this study, we have broke down Swiggy's functional structure and its effect on the food conveyance environment. Swiggy has changed the scene of food requesting and conveyance by tending to genuine difficulties through mechanical advancement and client driven arrangements. The stage coordinates substances like clients, cafés, orders, conveyances, installments, and menu things, making a strong and productive framework. This thorough construction works with consistent exchanges as well as takes care of a different scope of buyer needs and inclinations. By investigating Swiggy's model, we gain significant bits of knowledge into how it effectively explores the intricacies of the food conveyance area, improving accommodation for clients while offering indispensable help to eatery accomplices. Swiggy's essential methodology and versatile innovation have pushed its development, establishing its situation as a main player in the steadily advancing space of online food administrations.

Thank You