

How to reduce the cart abandonment rate of Swiggy by 30%?

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Context

Company context:

Swiggy is an Indian food delivery platform that was founded in August 2014. It was launched with the aim of revolutionising the food delivery industry in India and making it easier for customers to order food online. The company has its headquarters in Bengaluru and has expanded its services to more than 500 cities across India. Swiggy's mission is to offer a convenient, reliable and fast-food delivery service to customers across the country.

Product context:

Swiggy offers a comprehensive food delivery platform that allows customers to order food from a wide range of restaurants in their area. The platform is available through a mobile app and website, and allows customers to browse menus, place orders,

and track the status of their deliveries in real-time. Swiggy offers a range of features to ensure that customers have a seamless and hassle-free experience, including multiple payment options, live order tracking, and customer support. Additionally, Swiggy offers a subscription-based loyalty program called Swiggy One, which offers customers unlimited free delivery, no surge pricing, and exclusive discounts.

Overall, Swiggy's product offering is designed to offer customers a convenient and reliable food delivery service, while also providing restaurant partners with a platform to reach a wider audience and grow their businesses. Swiggy's focus on customer satisfaction and innovation has helped it become one of the leading food delivery platforms in India.

Goal

Reducing the cart abandonment rate metric by 30%.

Problem Space

Survey conducted 👍

<https://docs.google.com/forms/d/e/1FAIpQLSdWSwyXqrJRbcPt2YrEdYNRQN4wjkL49ELCcFxVE9WINTie7Q/viewform>

Link to results 👍

[Responses](#)

1. Segmentation

User Segments:

Swiggy's user segments who order food can be categorised based on various factors such as demographics, geographic location, and order behaviour.

- Age groups: Customers can be segmented by age groups, such as young adults (18-24 years), adults (25-34 years), middle-aged (35-54 years), and older adults (55+ years). Each age group might have different food preferences, ordering patterns, and average order values.

- Geographic location: Swiggy operates in multiple cities and towns across India. Customers can be segmented based on their location, such as urban, suburban, or rural areas. The availability of restaurants, delivery speed, and food preferences may vary across different geographic locations.
- Frequency of orders: Some customers might use Swiggy more frequently than others, with varying degrees of loyalty to the platform. They can be segmented as occasional users, regular users, and heavy users based on the frequency and volume of their orders.
- Price sensitivity: Customers can be segmented based on their price sensitivity, such as budget-conscious users who prefer affordable options or premium users who are willing to spend more for higher quality food or exclusive restaurants.

Out of all the user segments, segmentation by age is MECE where users will be mutually exclusive and collectively exhaustive.

2. User Persona

- Segment 1 -Young adults (18-24 years)
- Segment 2 -Adults (25-34 years)
- Segment 3 -Middle-aged (35-54 years)
- Segment 4 -Older adults (55+ years)

● **Persona 1 – Segment 2**

Characteristics

- Name - Rohan
- Age: 31 years
- Gender: Male
- Occupation: Working professional
- Marital status: Single

- Income: Middle to upper-middle class

Behaviour

- Tech-savvy: Comfortable with smartphones and digital apps
- Convenience-driven: Values ease and convenience in daily tasks, including food ordering and delivery
- Frequency: Orders food online multiple times a week or month
- Food preferences: Open to exploring different cuisines and food options, but may have dietary restrictions or preferences
- Social media users: Actively uses social media platforms and may share food experiences online
- Time-sensitive: May have limited time for cooking or meal planning due to work or personal commitments

Needs

- Pain points: Limited time for meal preparation, inconsistent food quality or service from local restaurants, and managing work-life balance
- Motivations: Simplifying daily tasks, experiencing new and diverse food options, and sharing food experiences with friends and family(social media experiences)+ add gamification

• Persona 2 – Segment 3

Characteristics:

- Name - Rekha
- Age: 43 years
- Gender: Female
- Occupation: Mid-level to senior professionals
- Marital status: Married with children
- Income: Middle to upper-middle class

Behaviour:

- Tech-savvy: Comfortable using technology and digital apps, but may not be as immersed as younger generations
- Convenience-driven: Values time-saving solutions for meal planning and food ordering, especially when balancing work and family responsibilities
- Frequency: Orders food online occasionally or for specific occasions, such as gatherings, busy weekdays, or when seeking a break from cooking
- Food preferences: May prioritise healthier options, family-friendly meals, or cuisine-specific choices based on personal or family tastes
- Social media use: Moderate engagement with social media, may seek recommendations or share experiences occasionally
- Reliability-focused: Prioritises consistency in food quality, delivery times, and customer service

Needs:

- Family-friendly options: Requires meals that cater to various family members' tastes, preferences, and dietary restrictions
- Health-conscious choices: May seek healthier options or nutritionally balanced meals to accommodate personal or family health goals
- Time-saving solutions: Needs efficient food ordering and delivery options to help manage work-life balance
- Customizability: Desires the ability to modify meals according to individual preferences or dietary requirements
- Value for money: Expects high-quality food and service that justify the cost, and appreciate discounts or promotional offers
- Reliability: Requires consistent food quality, punctual deliveries, and responsive customer service.

3. User Problems

1. Competitive Pricing on the total cost of the order - Customers feel that the total price of the item is too high and once they proceed to the checkout page, the total cost shows up. They compare the total price to

different platforms to check for the lowest total price. If there is a better price offer on other platforms, then the customer does not complete the purchase, hence abandon the cart.

2. Competitive Pricing on the delivery charges - Customer unsure of the delivery charges other platforms are offering. Checks the delivery charges and compares whichever is lower, then the customer does not complete the purchase, hence abandoning the cart.
3. Competitive Pricing on the offers and discounts - Customer unsure what the discount price other platforms are offering. Checks and compares, whichever is lower they purchase.
4. Time of delivery- Customers may be uncertain about the exact time of delivery, which can be frustrating if they have other commitments or plans. This can cause inconvenience and stress for the customer. They don't complete the purchase and abandon the cart. Can customers schedule the deliveries when they can collect the order?
5. Unable to map to the exact address will lead to no purchases
6. Customers are unsure about the quality of food from the restaurant despite it being a 4 rating due to the low number of ratings given by the users, hence abandoning the cart.
7. Customers can't figure out from which restaurant to order for the same food item
8. Technical challenges – App crashes/ page loading time slow, unable to add more items, add cooking instructions, increase/decrease the quantity of food item, payment processing problems – customers unable to purchase the item.
9. Items added in the cart and by the time the user proceeds for payment, it shows the item out of stock. - Is this inventory stock issue ?

4. Prioritisation of User Problems

Prioritisation of the user problems is done based on density vs impact vs frequency study.

Density: How many people are likely impacted by the problem?

Intensity: Level of impact (High, Medium, Low for each pain point)

Frequency: How frequently do they face the problem? (High, Medium, and Low for each pain point)

#	Problems	Density	Intensity	Frequency	Ranking
1	Competitive pricing on the total cost of order	Medium	Medium	High	3
2	High Delivery Fees	High	High	High	1
3	Competitive discounts and offers	Medium	High	High	2
4	Exact time of Delivery of orders	Low	Medium	Medium	5
5	Location mapping incorrect	Low	Medium	High	4
6	Quality of food and taste	Low	Low	Medium	6
7	Too many options to order food	Low	Low	Medium	7

From the survey conducted, there were 14 respondents. Out of which, Competitive pricing on the total cost of order(4), High Delivery Fees(5), Competitive discounts and offers(4) and rest (each 1)

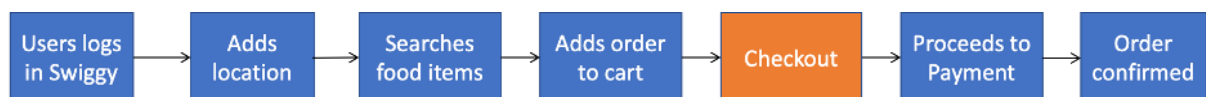
5. Root-Cause Analysis

Why are users abandoning items in the cart?

Let's look into the Swiggy's User Journey:

[https://www.figma.com/file/WoNr2aig345KOLiM4QYanw/Customer-Journey-Map-\(Copy\)?node-id=0-1&t=9BdMvscmdEZQ3Ysz-0](https://www.figma.com/file/WoNr2aig345KOLiM4QYanw/Customer-Journey-Map-(Copy)?node-id=0-1&t=9BdMvscmdEZQ3Ysz-0)

The abandonment of items in cart happens during the checkout process:



The checkout process of Swiggy has the below user actions and the ones highlighted in red are possible root causes for the cart abandonment problem.



6. Impact

The below problems stated will impact user and business problems:

1. **High Delivery fees:**

User Impact:

1. Cart abandonment: High delivery fees can lead to increased cart abandonment, as users may not be willing to pay a significant additional amount for delivery. They might look for alternative platforms with lower or no delivery charges, causing a loss of potential sales for Swiggy.
2. Decreased customer satisfaction: Users may feel dissatisfied with high delivery fees, which can negatively impact their overall experience with Swiggy. This dissatisfaction might result in lower ratings and negative reviews, potentially discouraging new users from trying the platform.
3. Reduced order frequency: Customers may be less likely to order frequently through Swiggy if they perceive the delivery fees to be too high. Instead, they might choose to explore other options, such as dining out, cooking at home, or using competing food delivery platforms.
4. Limited access for price-sensitive customers: High delivery fees can make the platform less accessible for price-sensitive customers who may not be able to afford the additional cost. This can limit Swiggy's reach and potential customer base.

Business Impact:

1. Loss of market share: High delivery fees can put Swiggy at a competitive disadvantage, as users might opt for rival platforms that offer lower or free delivery. This can result in a loss of market share and decreased revenue for Swiggy.
2. Increased customer acquisition cost: As customers may be less inclined to use Swiggy due to high delivery fees, the company may need to invest more in marketing and promotions to attract and retain users. This can increase customer acquisition costs and affect profitability.
3. Negative brand perception: High delivery fees can contribute to a negative brand perception, with users potentially perceiving Swiggy as expensive or not providing good value for money. This can make it challenging for Swiggy to attract and retain customers in the long run.
4. Lower customer lifetime value (CLV): With reduced order frequency and potential loss of customers due to high delivery fees, Swiggy may experience a decrease in customer lifetime value, impacting its long-term revenue and profitability.

2. Competitive discounts and offers

User Impact:

1. Price sensitivity: Competitive discounts and offers can greatly influence price-sensitive customers' decisions. Users may compare Swiggy's discounts and offers with those available on other platforms and choose the one that provides the best value for money.
2. Increased expectations: Users may come to expect regular discounts and offers from Swiggy, which can impact their satisfaction levels if these deals are not consistently available. In such cases, customers may turn to other platforms for better deals, negatively affecting Swiggy's user base.
3. Perceived value: Competitive discounts and offers can help users feel like they are getting good value for their money. This can lead to a positive overall experience, higher customer satisfaction, and increased likelihood of repeat orders.

Business Impact:

1. Attracting new customers: Competitive discounts and offers can help Swiggy attract new customers, increasing its market share and driving revenue growth. Promotions can create a sense of urgency and encourage users to try Swiggy over its competitors.
2. Customer retention: Regular discounts and offers can help keep existing customers engaged and encourage them to continue using Swiggy for their food delivery needs. This can result in higher customer lifetime value (CLV) and improved profitability.
3. Impact on profit margins: While discounts and offers can drive increased sales and user engagement, they can also negatively impact profit margins. Swiggy needs to carefully balance the level of discounts offered to ensure that it maintains profitability while remaining competitive in the market.
4. Brand differentiation: Competitive discounts and offers can help Swiggy differentiate itself from competitors and establish a reputation as a platform that provides excellent value to its customers. This can contribute to positive brand perception and long-term growth.

3. Competitive pricing on the total cost of order

User Impact:

1. Price comparison: Users are likely to compare the total cost of their order on Swiggy with competing platforms. If they find that Swiggy's total cost is higher, they may opt to order from a different platform, leading to lost sales for Swiggy.
2. Perceived value: Competitive pricing on the total cost of an order can greatly impact users' perception of value for money. If Swiggy fails to offer competitive pricing, it may create a perception that the platform is expensive or not offering good value, which can negatively affect customer satisfaction and loyalty.
3. Budget constraints: Users with budget constraints may be particularly sensitive to the total cost of their order. If Swiggy is not competitively priced, these users may be more likely to abandon their cart and look for more affordable alternatives.

Business Impact:

1. Loss of market share: Failing to offer competitive pricing on the total cost of orders may result in Swiggy losing market share to other food delivery platforms. This can lead to decreased revenue and hinder the platform's growth.
2. Lower customer lifetime value (CLV): If users perceive Swiggy's pricing to be uncompetitive, they may be less likely to continue using the platform, leading to lower CLV and reduced long-term revenue.
3. Increased customer acquisition cost: Swiggy may need to invest more in marketing and promotional activities to attract new customers if it cannot offer competitive pricing on the total cost of orders. This can increase customer acquisition costs and affect overall profitability.
4. Brand reputation: If Swiggy becomes known for its uncompetitive pricing, it may negatively impact the platform's brand reputation, making it more challenging to attract and retain customers in the long run.

Solution Space

1. **Problem Identified** : Competitive pricing on the total cost of order

Proposed solutions :

- Price comparison tool: Integrate a price comparison tool within the Swiggy app that compares the total cost of the order across multiple food delivery platforms. This will save customers the hassle of checking other platforms and give them confidence that they are getting the best deal.

2. **Problem Identified** : High Delivery Fees

Proposed solutions :

- Rewards program: Introduce a rewards program that rewards customers for using Swiggy. For example, offer free delivery or a discount after a certain number of orders. This will incentivize customers to use Swiggy more frequently and increase their likelihood of completing a purchase.

3. **Problem Identified** : Competitive discounts and offers

Proposed solutions :

- Personalized discounts and promotions: Use customer data and analytics to create personalized offers and promotions for customers based on their order history, preferences, and location. This will incentivize customers to complete their purchase on Swiggy.
- Time-sensitive offers: Use limited-time offers or flash sales to encourage customers to complete their purchase quickly. This will create a sense of urgency and help to reduce cart abandonment.

Prioritisation of Solutions

Based on the RICE Framework, the 4 solutions are prioritised:

Reach - High(100), Medium(60), Low(40)

Impact -High(3), Medium(2), Low(1)

Confidence- High(100%), Medium(80%), Low(50%)

Effort - High(1000), Medium(600), Low(300)

#	Solutions	Reach	Impact	Confidence	Effort	RICE Score	Ranking
1	Integrate a price comparison tool	100	3	80%	1000	0.24	4
2	Introduce a rewards program	100	2	100%	600	0.33	3
3	Use customer data and analytics to create personalized offers and promotions for customers based on their order history, preferences, and location	100	3	80%	300	0.8	2
4	Use limited-time offers or flash sales	100	3	100%	300	1	1

Reducing the Cart Abandonment rate of Swiggy by 30%

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Implement Details

User Flows

(A) Use limited-time offers or flash sales

1. Homepage:
 - a. Display a banner or carousel featuring the limited-time offers or flash sales at the top of the homepage. This will grab users' attention and create a sense of urgency.
 - b. Include a countdown timer to show how much time is left for the offer, further emphasizing the urgency.
2. Dedicated offers page:
 - a. Create a dedicated page for limited-time offers or flash sales, accessible from the homepage banner or the main menu.
 - b. Display participating restaurants, featured dishes, and the discounted prices. Also, include the countdown timer on this page.
 - c. Allow users to filter and sort offers based on factors like cuisine, distance, and discount percentage.
3. Restaurant listing page:
 - a. Highlight participating restaurants by displaying a special badge or label (e.g., "Flash Sale") next to their names.
 - b. Show the discounted prices or percentage discounts on the restaurant listing page to encourage users to explore the offers.
4. Restaurant menu page:
 - a. Display the discounted prices for the relevant food items or categories, along with the original prices (struck through) to emphasize the savings.
 - b. Include a banner or label indicating that the offer is part of a limited-time promotion or flash sale, along with the countdown timer.
5. Cart and checkout:
 - a. When users add discounted items to their cart, ensure the discounts are reflected in the cart summary and total cost.

- b. On the checkout page, display a reminder about the limited-time offer, including the countdown timer, to encourage users to complete their purchase quickly.

6. Post-order communication:

- a. Send a confirmation email or push notification to users, highlighting the savings they made through the limited-time offer or flash sale.
- b. Consider offering a sneak peek of upcoming offers or promotions to keep users engaged and looking forward to future deals.

By incorporating limited-time offers or flash sales into the Swiggy app user flow, you can create a sense of urgency, attract new customers, and encourage existing customers to place orders more frequently. This can lead to increased sales and revenue for the platform.

(B) Create personalized offers and promotions for customers based on their order history, preferences, and location

1. Data collection and analysis:

- a. Gather customer data, such as order history, preferences, location, and browsing behavior, to create user profiles.
- b. Analyze the data to identify patterns, trends, and customer segments that can be targeted with personalized offers and promotions.

2. Homepage:

- a. Display **personalized banners** or carousels based on the user's preferences, order history, and location. This can include recommendations for restaurants, cuisines, or dishes the user is likely to enjoy.
- b. Feature personalized promotions or deals, such as discounts on frequently ordered items or special offers for nearby restaurants.

3. Personalized offers page:

- a. Create a dedicated page for personalized offers, accessible from the homepage or the main menu. This page should display offers and promotions tailored to the user's preferences and location.
- b. Allow users to filter and sort the personalized offers based on factors like cuisine, distance, and discount percentage.

4. Restaurant listing page:

- a. Highlight restaurants and deals that match the user's preferences or order history, using a special badge or label (e.g., "Recommended for You").

- b. Show personalized promotions, such as discounts or free items, next to the relevant restaurants.

5. Restaurant menu page:

- a. Display personalized recommendations for dishes based on the user's order history or preferences.
- b. Highlight any applicable personalized promotions, such as discounts on specific items or free add-ons, and ensure they are easy to apply to the order.

6. Cart and checkout:

- a. When users add items with personalized promotions to their cart, ensure the discounts or offers are reflected in the cart summary and total cost.
- b. Provide a summary of the personalized offers applied to the order on the checkout page, emphasizing the savings and added value.

7. Post-order communication:

- a. Send a confirmation email or push notification to users, highlighting the personalized offers they used and the savings they made.
- b. Include personalized recommendations for future orders, based on the user's preferences and order history.

By incorporating personalized offers and promotions into the Swiggy app user flow, you can create a more engaging and relevant experience for users, leading to increased customer satisfaction, repeat orders, and higher revenue for the platform.

(C) Introduce a rewards program

1. Rewards program introduction:

- a. Create an informative page or section within the app to introduce the rewards program, detailing its benefits, structure, and how users can earn and redeem points.
- b. Display a banner or carousel on the homepage highlighting the rewards program, encouraging users to join or learn more.

2. Sign-up and account integration:

- a. Allow users to sign up for the rewards program, either through a dedicated sign-up page or by integrating it with the existing Swiggy account creation process.
- b. Ensure the rewards program is linked to the user's Swiggy account, allowing them to easily track and manage their points.

3. Earning points:

- a. Display the number of points users can earn for each order at the restaurant listing and menu pages, making it clear how their spending contributes to the rewards program.
- b. Add a section in the cart and checkout pages to show the points earned for the current order, as well as the user's total points balance.

4. Redeeming points:

- a. Allow users to redeem their points for discounts, free items, or other benefits within the app. This can be done through a dedicated rewards redemption page or integrated into the existing checkout process.
- b. Clearly display the available rewards and the required points for redemption, enabling users to make informed decisions about how to use their points.

5. Personalized rewards page:

- a. Create a dedicated page for the rewards program, accessible from the main menu or user account page. This page should display the user's points balance, available rewards, and any personalized offers or promotions related to the program.
- b. Include a history of the user's earned and redeemed points, as well as any upcoming rewards or milestones they can achieve.

6. Notifications and reminders:

- a. Send push notifications or emails to users, reminding them of their points balance and any upcoming rewards or promotions related to the rewards program.
- b. Encourage users to make use of their points and participate in the program by highlighting the benefits and savings they can achieve.

By incorporating a rewards program into the Swiggy app user flow, you can create a more engaging experience for users, encouraging them to place orders more frequently and remain loyal to the platform. This can lead to increased customer lifetime value, higher revenue, and a stronger competitive position in the market.

(D) Integrate a price comparison tool

1. Homepage:

- a. Display a banner or carousel highlighting the price comparison feature, encouraging users to compare prices on Swiggy with other platforms and choose the best deals.
- b. Include a link or call-to-action directing users to the price comparison tool.

2. Price comparison tool:

- a. Create a dedicated page or section within the app for the price comparison tool, accessible from the homepage or the main menu.
- b. Allow users to search for specific dishes, cuisines, or restaurants and display a side-by-side comparison of prices from Swiggy and competing platforms.
- c. Show the total cost for each platform, including delivery fees and applicable discounts, to provide a comprehensive comparison for users.
- d. Enable users to filter and sort the price comparison results based on factors like distance, delivery time, and user ratings.

3. Integration with restaurant listing and menu pages:

- a. Add a price comparison feature on the restaurant listing and menu pages, allowing users to quickly compare prices for specific dishes or the overall order.
- b. Highlight any price advantages Swiggy has over competing platforms to encourage users to choose Swiggy for their order.

4. Cart and checkout:

- a. Display a summary of the price comparison on the cart and checkout pages, emphasizing the savings users can achieve by ordering through Swiggy.
- b. Include a link or call-to-action allowing users to quickly access the price comparison tool if they wish to review the comparison before completing their order.

5. Post-order communication:

- a. Send a confirmation email or push notification to users, highlighting the savings they made by using the price comparison tool and choosing Swiggy.
- b. Encourage users to continue using the price comparison tool for future orders to ensure they always get the best deal.

By incorporating a price comparison tool into the Swiggy app user flow, you can provide users with transparency and confidence in their purchasing decisions, leading to increased customer satisfaction and loyalty. This can also help attract price-conscious customers and drive higher revenue for the platform.

Product functionality details and edge cases

(A) Use limited-time offers or flash sales

Product Functionality:

- User interface: Create a visually appealing and easily accessible section within the app that showcases limited-time offers and flash sales. This section should include countdown timers, eye-catching graphics, and clear information about the deals.
- Offer selection: Curate a variety of limited-time offers or flash sales, focusing on popular items, seasonal specials, or exclusive deals with restaurant partners. Ensure a good balance between various cuisines and price ranges to cater to diverse user preferences.
- Real-time updates: Implement real-time updates for limited-time offers and flash sales, ensuring that users always see the most current deals and remaining time. This will help maintain a sense of urgency and keep users engaged.
- Notifications: Send push notifications and emails to users informing them about upcoming or ongoing limited-time offers and flash sales. Tailor notifications based on users' preferences, order history, and location to increase relevance and engagement.
- Analytics and reporting: Track the performance of limited-time offers and flash sales, analyzing user engagement, conversions, and revenue generated. Use this data to optimize future promotions and better target user segments.

Edge Cases:

- Expired offers: If a user adds an item to their cart during a flash sale or limited-time offer but does not complete the purchase before the offer expires, provide a clear message informing them of the change in price and offer them the option to proceed or remove the item.
- Limited availability: In case a flash sale or limited-time offer is linked to limited inventory or availability, clearly display the remaining quantity to users. If a user tries to order an item that has run out of stock, inform them about the unavailability and suggest alternative options.
- Technical issues: If the app experiences technical issues during a flash sale or limited-time offer, ensure that users are informed and provided with an estimated time for resolution. Consider extending the offer

period or providing alternative deals to compensate for the inconvenience.

- Abuse prevention: Implement measures to prevent users from abusing the limited-time offers or flash sales, such as setting limits on the number of items that can be purchased or applying the offers only to first-time orders from a specific restaurant.
- Unexpected changes: If a restaurant partner suddenly withdraws from a limited-time offer or flash sale, quickly update the app and notify affected users. Offer alternative deals or compensation to maintain user satisfaction and trust.

(B) Use customer data and analytics to create personalized offers and promotions for customers based on their order history, preferences, and location

Product Functionality:

- Data collection and analysis: Gather and analyze customer data, including order history, preferences, location, and browsing behavior, to create user profiles and identify patterns and trends that can be targeted with personalized offers and promotions.
- Personalization engine: Develop an intelligent personalization engine that uses customer data to generate relevant and attractive offers and promotions for each user, increasing the likelihood of engagement and conversion.
- User interface: Integrate personalized offers and promotions seamlessly within the app, displaying them on the homepage, restaurant listing pages, and menu pages, as well as in a dedicated section for personalized deals.
- Real-time updates: Ensure that personalized offers and promotions are updated in real-time based on user behavior, preferences, and location, providing a dynamic and engaging experience for users.
- Analytics and reporting: Track the performance of personalized offers and promotions, analyzing user engagement, conversions, and revenue generated. Use this data to optimize and refine the personalization engine and targeting strategies.

Edge Cases:

- Insufficient data: For new users or users with limited order history, create fallback strategies to provide personalized offers and promotions based on popular items, trending deals, or nearby restaurants.
- Privacy concerns: Ensure compliance with data privacy regulations and obtain user consent for collecting and using their data for personalized offers and promotions. Provide clear explanations on how their data is used and offer options to opt-out or manage their preferences.
- Irrelevant or repetitive offers: Implement measures to avoid showing irrelevant or repetitive offers and promotions to users, which can negatively impact user experience. Continuously refine the personalization engine and targeting strategies to maintain relevance and variety.
- Limited-time promotions: If personalized offers and promotions have an expiration date or limited availability, clearly communicate this information to users and provide real-time updates on the remaining time or quantity.
- Technical issues: In case of technical issues affecting the personalization engine or the display of personalized offers and promotions, notify users about the problem and provide an estimated time for resolution. Consider offering alternative deals or compensations to maintain user satisfaction and trust.

(C) Introduce a rewards program

Product Functionality:

- Rewards program design: Develop a rewards program structure that is simple, engaging, and provides value to users. Define how users can earn points based on their spending, as well as the types of rewards they can redeem, such as discounts, free items, or exclusive benefits.
- User interface: Design a dedicated section within the app to showcase the rewards program, displaying the user's points balance, available rewards, and any personalized offers or promotions related to the program.

- Integration with app: Seamlessly integrate the rewards program with the existing app user flow, allowing users to easily track and manage their points while browsing restaurants, placing orders, and checking out.
- Real-time updates: Ensure that users' points balances and rewards availability are updated in real-time as they earn and redeem points, providing a consistent and engaging experience.
- Analytics and reporting: Monitor the performance of the rewards program, analyzing user engagement, redemption rates, and the impact on customer loyalty and revenue. Use this data to optimize the program and enhance its value to users.

Edge Cases:

- Points expiration: If points have an expiration date, clearly communicate this to users and provide timely reminders to encourage redemption before points expire. Consider offering special deals or promotions to incentivize users to use their expiring points.
- Technical issues: In case of technical issues affecting the rewards program, such as incorrect points balances or redemption errors, promptly notify users and provide an estimated time for resolution. Offer compensation or alternative rewards if necessary to maintain user satisfaction and trust.
- Abuse prevention: Implement measures to prevent users from abusing the rewards program, such as setting limits on points earning or redemption, monitoring for suspicious activity, and enforcing terms and conditions.
- Privacy concerns: Ensure compliance with data privacy regulations and obtain user consent for collecting and using their data for the rewards program. Provide clear explanations on how their data is used and offer options to opt-out or manage their preferences.
- Changes to the program: If changes need to be made to the rewards program structure or terms, communicate these updates to users well in advance and offer a grace period for users to adjust to the changes. Consider providing additional benefits or promotions to offset any potential negative impact.

(D) Integrate a price comparison tool

Product Functionality:

- Price comparison tool design: Develop a user-friendly interface for the price comparison tool that allows users to easily compare prices for specific dishes, cuisines, or restaurants from Swiggy and competing platforms.
- Data integration: Integrate real-time pricing data from Swiggy and competing platforms to ensure accurate and up-to-date price comparisons.
- User interface: Seamlessly integrate the price comparison tool within the app, allowing users to access it from the homepage, restaurant listing pages, and menu pages, as well as through a dedicated section in the app.
- Filtering and sorting: Enable users to filter and sort the price comparison results based on factors like distance, delivery time, and user ratings, helping them make informed decisions.
- Analytics and reporting: Monitor the usage and impact of the price comparison tool on user engagement, conversion rates, and revenue. Use this data to optimize the tool and enhance its value to users.

Edge Cases:

- Inaccurate data: In case of inaccurate pricing data from competing platforms, ensure a robust data validation and error-handling process to minimize discrepancies and maintain user trust in the price comparison tool.
- Missing data: If pricing data is unavailable for certain restaurants or dishes on competing platforms, provide fallback strategies, such as displaying average prices for similar items or offering alternative comparison options.
- Technical issues: In case of technical issues affecting the price comparison tool, promptly notify users and provide an estimated time for resolution. Consider offering alternative deals or compensations to maintain user satisfaction and trust.

- Legal and compliance issues: Ensure compliance with any applicable laws and regulations related to price comparison tools, as well as agreements with restaurant partners and competing platforms. Maintain transparency with users and partners regarding the tool's functionality and data sources.
- User experience: Continuously monitor and optimize the user experience of the price comparison tool, addressing any issues related to usability, design, or performance that may impact user satisfaction and engagement.

Metrics and counter metrics

North Star Metric:

1. Conversion Rate: Measure the percentage of users who engage with the limited-time offers or flash sales and proceed to place an order. This metric indicates how effective the feature is in driving user actions.

L1 Metrics:

2. Order Frequency: Track the average number of orders placed per user before and after the introduction of limited-time offers or flash sales. An increase in order frequency suggests that the feature is encouraging repeat purchases.
3. Average Order Value: Determine the average value of orders made during the limited-time offers or flash sales period. This metric indicates if the feature is driving larger or more profitable orders.

Counter Metrics:

1. Margin Impact: Analyze the impact of the limited-time offers or flash sales on the overall profitability of the business. If the feature significantly reduces margins without sufficient gains in other metrics, it may not be sustainable.
2. Customer Churn: Monitor the rate at which customers stop using Swiggy after the limited-time offers or flash sales end. If the feature primarily attracts deal-seekers who are not interested in the platform beyond the offers, it could lead to higher churn rates.

