



SWIGGY SEVIE



The Problem

Solve the 'Paradox of Choice' problem through a differentiated product experience resulting in long term stickiness of the customer and thereby maximizing the revenues. Propose a product solution assuming infinite tech bandwidth



I'm wasting a lot of time scrolling through all the available options I'm getting confused by seeing these many choices



I have very less time to choose from this vast menu. I wish there were only fewer options so that I can order my get to go food



I could have ordered that instead of this. Having too many options sometimes mislead me

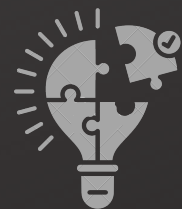
Validation

[-Link](#)

- 40% of frequent users often delay ordering
- Nearly 67% of the users find it harder or stressful to order due to vast number of choices
- 20 % of the people use filters and 52% users search something and scroll
- 12% of the users often exit the app and 40% claim that they exit sometimes
- 22% of the people sometimes worry about the leftover choices after having the ordered meal



Problem



Defining the Problem Statement

What?

Users end up wasting a lot of time, feeling stresses and sometimes exit the application while choosing what to order due to the overwhelming choices available

Who?

- Frequent users (order daily or at least thrice a week)
- Regular users (at least once a week)

Why Now?

- Major portion of the user base are currently facing this issue
- To increase the loyalty and stay ahead of the competitors

Customer Value

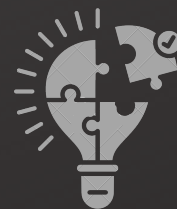
- Users can discover food that is best for their current mood
- Users can save lot of time while ordering

Business Value

- Bounce rate decreases
- MAU, DAU, Retention increase gradually thereby maximizing the revenue



Problem



Advanced Filters

- Introducing advanced filters to trim the feed more
- Consumption time, Budget criteria can narrow the choices

Swiggy Sevie

- Personal Assistant for curating the menu
- Asking few behavioral questions to understand the user mood and recommend best food

Swiggy Trends

- Showing the users current food trends on the app
- Information about the most ordered food items in the trending section can help the user to choose easily

Feature	Reach	Impact (Low Medium Or High)	Confidence	Effort	RICE
Advanced Filters	50	★☆☆	50 	★★☆☆☆	12.5
Swiggy Sevie	90	★★★	85 	★★★★☆	57.375
Swiggy Trends	80	★★★☆☆	75 	★★★★☆☆	40



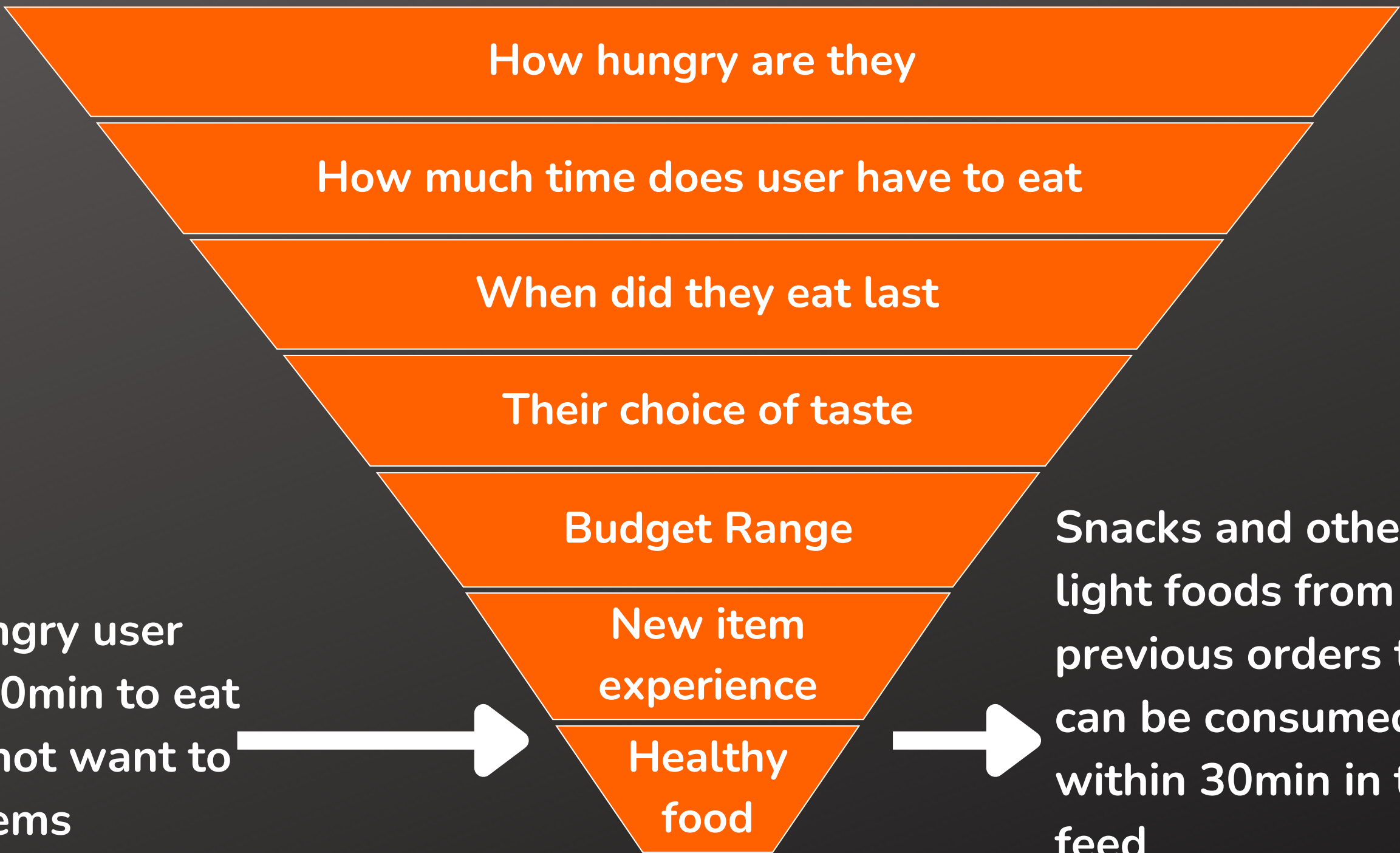
Behavioral questions helps in trimming the extra food items

Questions are arranged so that a large portion of the items are filtered after each one.

How about displaying your feed only with the items that works best for your current situation



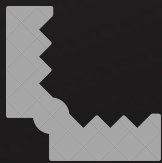
Eg. Case
A very hungry user who has 30min to eat and does not want to try new items



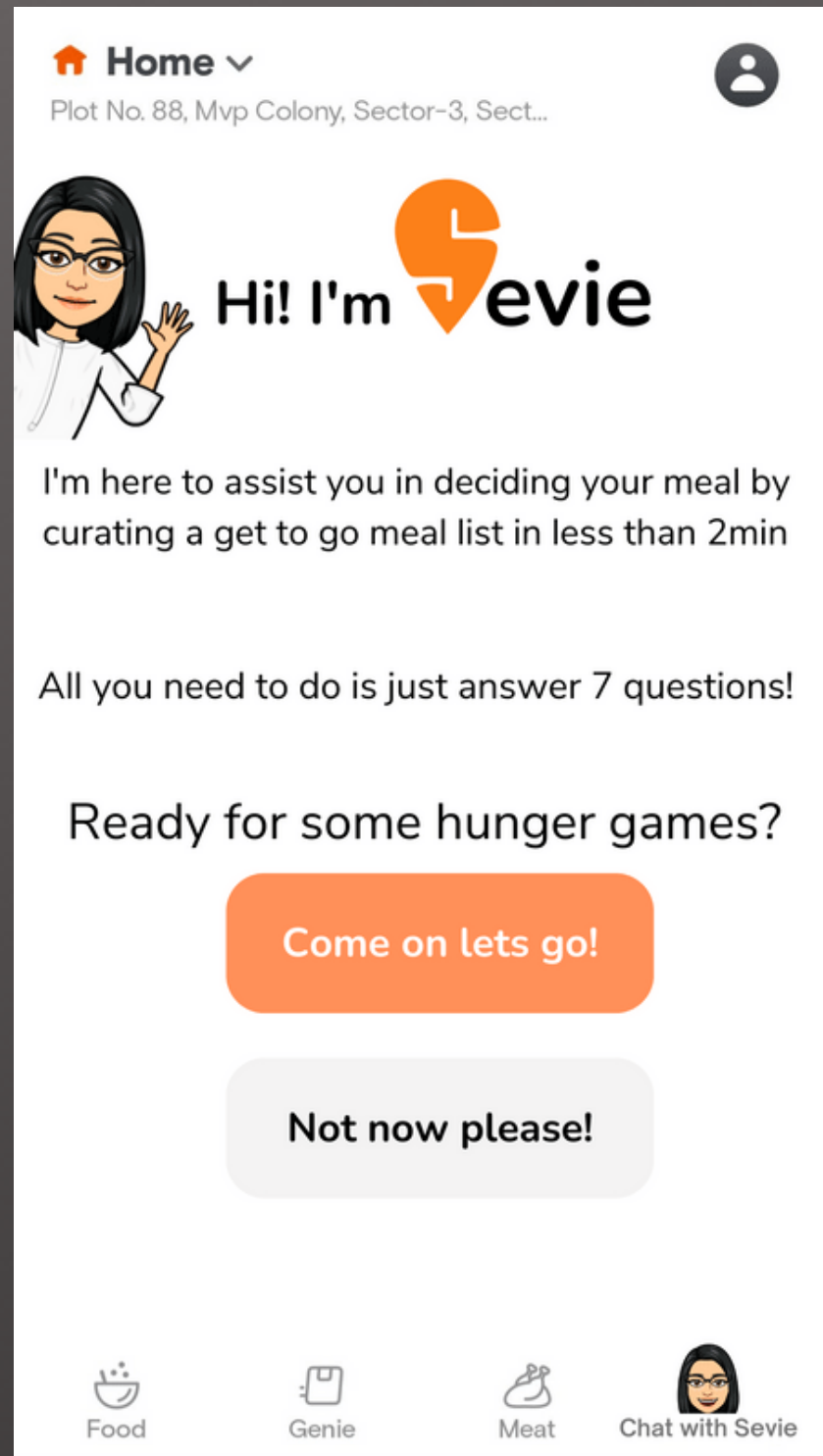
Snacks and other light foods from his previous orders that can be consumed within 30min in the feed



Solution



Second Order Thinking

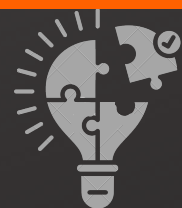


- Understanding the user mood helps in trimming the available choices by a major part
- This helps in reducing the user dilemma significantly as there would be left with few options which they can order using other delivery factors such as ratings, delivery time etc.

Huff!! Finally I got to know what to order in a quick way



Working of the feature
Wireframes



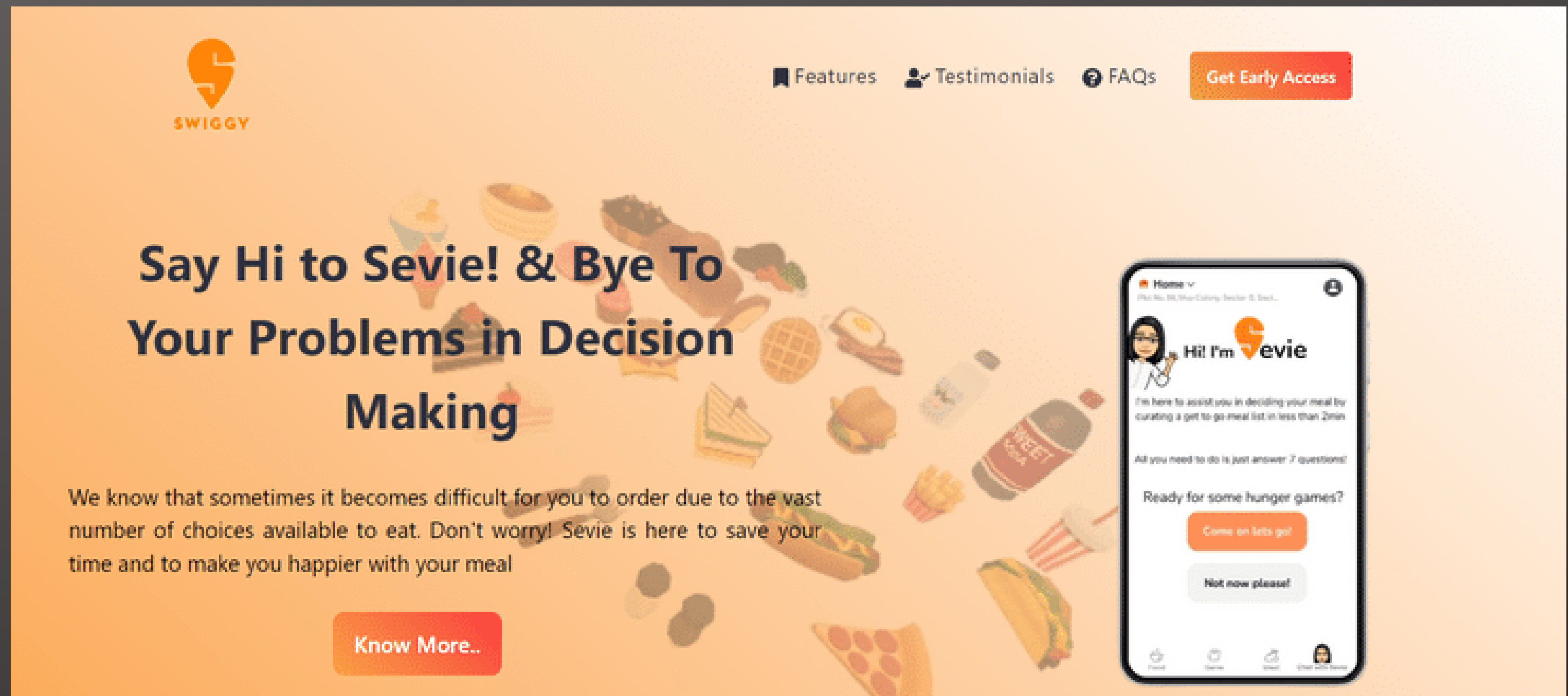
Page Visits
24

Users
14

Avg Session Time
3.58 sec

Clicks on CTA
10

Conversions
7



[Link](#)



Landing Page



North
Star

L1
Metrics

L2
Metrics

Checkout Rate after
interacting

Retention
Users revisiting Sevie for
recomendation

Engagement
Time spent by the users
interacting

Acquisition
New users interacting
with Sevie

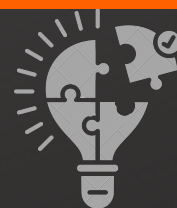
Frequency of revisiting
users

Recency of revisiting
users

Users answering all the
questions

Daily Active Users
Weekly Active Users

New users after release
of the feature





Please point out why I might not work for you

What if I still experience the paradox even after answering the questions?

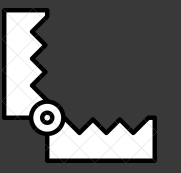


I can set a limit on the #items in the feed and recommend you only the most ordered dishes based on your responses. The more people use me, the better I get :)

I may not feel good answering all the questions everytime I'm confused about what to order:(



Whatif you had the option to answer only 2 questions that have more weight in curating your menu eventually? I'll use your initial responses for others. End of the day its all about data I have :)



Pitfalls