Swiggy Instamart Product Case Study: Enhance User Experience

Analyzing user pain points and market dynamics for success

Shrikant Phepde

Case Study Agenda

- Problem and Objective

- Market Landscape and Competitive Analysis

- User Personas, User Journey Map and Pain Points

- Solution, MVP and Prioritization

- MVP Features Mockups

- Risks and Metrics

Problem and Objective

Problem:

Market share of Instamart is down from 40% to 27%.

Role Overview:

Act as Product Manager to guide Swiggy Instamart's strategic product decisions and improvements.

Objective:

Analyze User Pain Points. Based on that, provide solution to enhance Swiggy Instamart's product performance and user experience.

Swiggy's Evolution and Instamart Introduction

Swiggy's Growth

Being among the first few entrants, Swiggy has successfully pioneered the hyperlocal commerce industry in India, launching Food Delivery in 2014 and Quick Commerce in 2020. Due to the pioneering status of Swiggy, it is well recognized as a leader in innovation in hyperlocal commerce and as a brand synonymous with the categories it is present in.

Innovative Services

Swiggy diversified its offerings with services like Swiggy One and Swiggy Dineout, enhancing customer convenience.

Instamart Grocery Delivery

Instamart offers fast online grocery delivery, simplifying daily essentials shopping with a wide product range.

Instamart's Market Landscape

Market Presence:

Instamart operates in over **124 cities** with more than **1.1 million daily active users** and **30000 products** available.

Market Share:

Instamart holds an estimated **27% market share** in the Indian quick commerce sector.

Key Competitors:

Main competitors include Blinkit, Big Basket, Zepto, Amazon Fresh, Flipkart Minutes, Dunzo.

Market Share and Competitive Analysis

Competitor Name	Market Share	Customer Ratings	Strengths	Weaknesses	Pricing Comparison	Delivery Speed
Blinkit	45%	★★★★☆ (4/5)	Instant delivery in minutes, Feature-rich	Limited delivery areas, High delivery charges	₹50 per delivery	10-15 minutes
BigBasket	34%	★★★☆☆ (3/5)	Remote areas covered, Big variety, Express Delivery	Issues with freshness of products, Quality control issues	₹40 per delivery	60-90 minutes
Zepto	29%	★★★★☆ (4/5)	Fast delivery, User-friendly interface	Limited product range, High delivery charges	₹45 per delivery	10-20 minutes
Swiggy Instamart	27%	★★★★☆ (4/5)	Wide coverage, Multiple services	Inconsistent delivery times, Quality control issues, refund issues	₹35 per delivery	15-30 minutes
Amazon Fresh	23%	★★★★☆ (4/5)	Reliable service, Large product range	High minimum order value, Limited delivery slots	₹60 per delivery	30-45 minutes
Flipkart Minutes	7%	★★★☆☆ (3/5)	Affordable prices, Good customer support	Limited availability, Slow app performance	₹30 per delivery	45-60 minutes
Dunzo	3%	★★★☆☆ (3/5)	Wide coverage, Multiple services	Inconsistent delivery times, Higher prices	₹35 per delivery	30-45 minutes

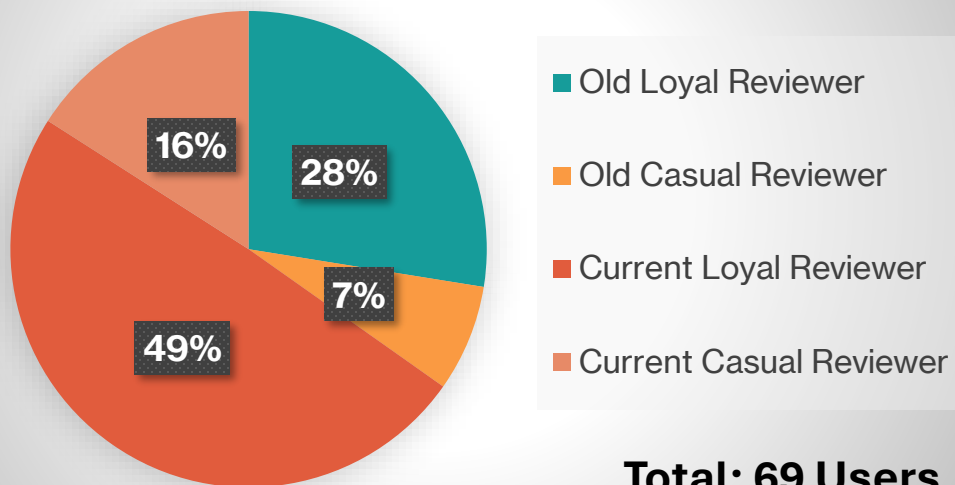# User Segmentation and User Research

User data was pulled from last 12 months to conduct User Research for which User Segmentation is done first.
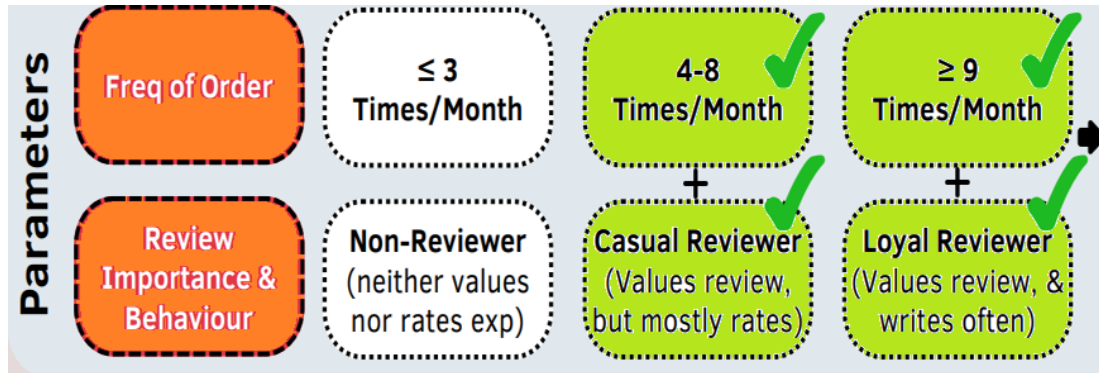
User Segmentation:
- This segmentation provides both types of users who are still with us and who already left us due to dissatisfaction.
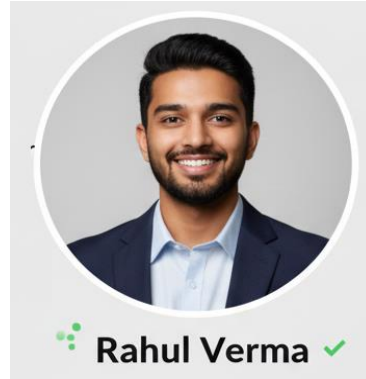

Survey for User Research:
- Post analysis, **100 users were shortlisted for Survey**.
- Customer support team called 100 users and requested to participate in 5-minutes Survey.
- **69 users participated in Survey.**

User Personas Participated in Survey

Old Loyal Reviewer

Age: 28
Job: Business Analyst
Location: Delhi
Living with Family
Orders / Month: 15

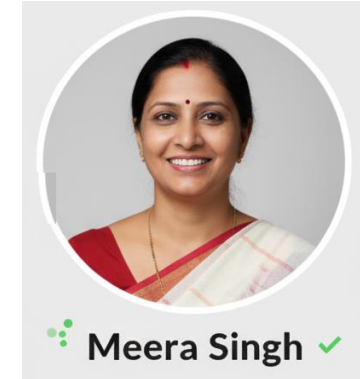Rahul Verma ✓

Pain Points:

Received food items which were near expiry for 4 times which was not good for me and my family's health.

Needs:

Fresh food items which will be healthy for me and my family as well.

Old Casual Reviewer

Age: 34
Job: Homemaker
Location: Mumbai
Living with Family
Orders / Month: 7

Meera Singh ✓

Pain Points:

Ordered for 11 items and 2 items were missing. This happened 3 times in a month which was frustrating. For refund, I had to call customer care many times.
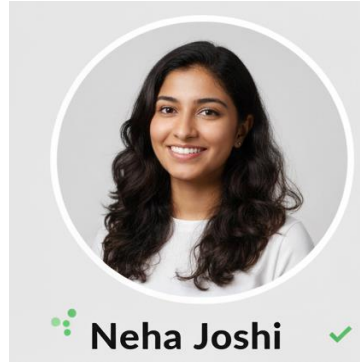
Needs:

Should deliver the exact quantity I ordered. Refund process should be streamlined.

User Personas Participated in Survey

Age: 22
Job: Content Writer
Location: Mumbai
Living alone
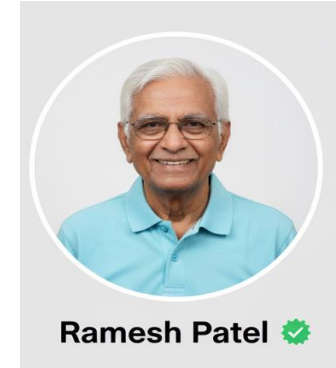**Orders / Month:** 11

Neha Joshi

Pain Points:

Received food items 30 minutes late for 2 times which was not good for me as my made left without cooking due to late delivery.

Needs:

Delivery on time to avoid inconvenience.

Current Casual Reviewer

Age: 64
Job: Retired
Location: Gujarat
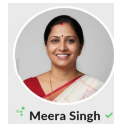Living with Family
Orders / Month: 5

Ramesh Patel

Pain Points:

Difficulty in reaching support, refund claims need many proofs; responses are delayed even after providing proofs.

Needs:

Refund process should be smooth with quick response from customer support.

User Journey Map

User Name: Meera Singh
User Type: Old Casual Reviewer (**Orders / Month:** 7)

Meera Singh

STAGE	Search	Add Quantity	Add to cart and Payment	Delivery at home	Refund
ACTIONS	• Go to home page • Search for grocery	• Select food item • Add the quantity as per need	• Click add to cart • Select payment method • Complete payment	• Get delivery from delivery partner at home • Count items I have ordered	• Go to Order page, click on Help & Support. • Chat with Human Representative.
THOUGHTS	"Will the food items that I need be available?"	"Nice, I am able to add quantity as per my need"	"Great! Seamless process. I added items to cart and completed payment as well"	"No way! 2 items are missing from my order. Now I have to spend lot of time on refund."	"Frustrating! How many times I have to submit proofs? No idea when will I get my refund?"
EMOTIONS					
PAIN POINTS				• Quantity Mismatch	• Refund process need lot of proofs. • No transparency about timeline of refund process
OPPORTUNITIES	• Show availability of previously ordered items			• Attach some proof from delivery partner at the time of packing	• Process with minimum proofs • Show step wise progress

- **Underweight / Quantity Mismatch**

  Orders say delivered, but some items are missing. Sometimes items delivered are wrong. Users have had to follow up.

- **Poor quality or near-expiry items**

  Fresh produce or perishable items sometimes near expiry; some users report clearly expired / mold-covered items even

- **Delayed deliveries**

  Because speed is a promise ("quick delivery"), delays are especially frustrating. Sometimes due to logistics or unavailability of delivery partners.

- **Refund issues:**

  Difficulty in reaching support; refund claims sometimes need lot of proof; responses delayed or weak; sometimes complaints dismissed as "unable to validate"

Key Takeaways from User Research

Market share of Instamart is down from 40% to 27%:

User retention rate is low due to multiple reasons which are mentioned below:

- **User trust erosion (underweight, missing items, refund issues):**

  When services grow fast, sometimes user experience suffers. if systems or supply chain / QC / logistics are not scaled or managed properly. That leads to negative word of mouth, higher churn. There are reports of issues like missing items, expired or near-expiry items being delivered, items under-weight, etc. These reduce trust.

- **Delivery delays, service coverage gaps:**

  Quick commerce fuses high convenience + speed, so any failure in quick delivery expectation (delays, out-of-stock, wrong items) hurts more than in regular e-commerce. As the service expands to more geographies, more dark stores, the coordination challenges increase.

- **Intense competition from rivals:**

  Rival players like Blinkit, Zepto, etc., have been aggressively expanding their dark-store footprints. Blinkit, for example, had more dark stores at one point, pushing faster delivery and better reach. Because of this competition, Swiggy Instamart has had to match or exceed their investment in logistics, incentives, delivery partners, etc., which raises costs.

Solution: New Features

- **Packed Order Photo Evidence** with Weight and Quantity

- **Expiry Info per item:** Add "Fresh till" or expiry date range visibility per item

- **Dynamic Delivery ETA Engine**: Use historical & live data to show more accurate ETAs during peak/off-peak.

- **Live Order Heatmap View**: Show user status with zone congestion ("High demand zone – 5 mins delay expected").

- **Auto-refund for near expiry items:** no-questions asked

- **One-Pic Refund request:** for underweight / missing items.

- **Refund Progress Tracker**: Users can see refund status to boosts trust.

MVP Feature Prioritization

No.	Feature	Reach (R)	Impact (I)	Confidence (C)	Effort (E)	RICE Score = (R * I * C / E)	MVP	Rationale
1	Packed Order Photo Evidence with Weight and Quantity	5	5	5	3	41.7	Yes	Provides proactive, objective evidence for every order, **building trust and drastically minimizing disputes** (e.g., missing items, weight claims) which are major customer service pain points.
2	Expiry Info per item	4	4	4	4	16	No	Addresses a critical product quality/safety pain point (receiving expired goods). **High impact on trust**, but the **effort is significant due to the required changes in inventory scanning/packing processes**.
3	Dynamic Delivery ETA Engine	5	3	4	3	20	Yes	Improves the core utility for every single user by providing a more accurate and reliable Estimated Time of Arrival (ETA). **Reduces customer anxiety** and "Where is my order?" support calls.
4	Live Order Heatmap View	2	1	5	2	5	No	Low value feature. The information (e.g., high demand zones) is **interesting but does not prevent or resolve a core customer pain point**. Focus resources on high-impact features first.
5	Auto-refund for near expiry items	3	5	3	3	15	No	Proactive quality assurance that delights the customer by automatically compensating for a bad experience. It's a great V2/V3 feature, but it has a **high dependency on the accuracy of the Expiry Info system**.
6	One-Pic Refund request	4	5	5	3	33.33	Yes	Massively simplifies the process for damaged/missing/wrong item complaints by **reducing the user's effort to one photo submission**, leading to the fastest resolution.
7	Refund Progress Tracker	4	4	5	3	26.7	Yes	Solves the problem of refund uncertainty/delay by providing transparency (e.g., "Processing," "Sent to Bank," "Complete"). **Low effort for a high impact on reducing user anxiety and support queries.**

MVP Features

**MVP Feature Priority Rank (Highest RICE Score First):**

1. **Packed Order Photo Evidence:**
   (RICE=41.7): Prevent the dispute.

2. **One-Pic Refund request:**
   (RICE=33.33): Solve the refund headache.

3. **Refund Progress Tracker:**
   (RICE=26.7): Bring transparency to the resolution process.
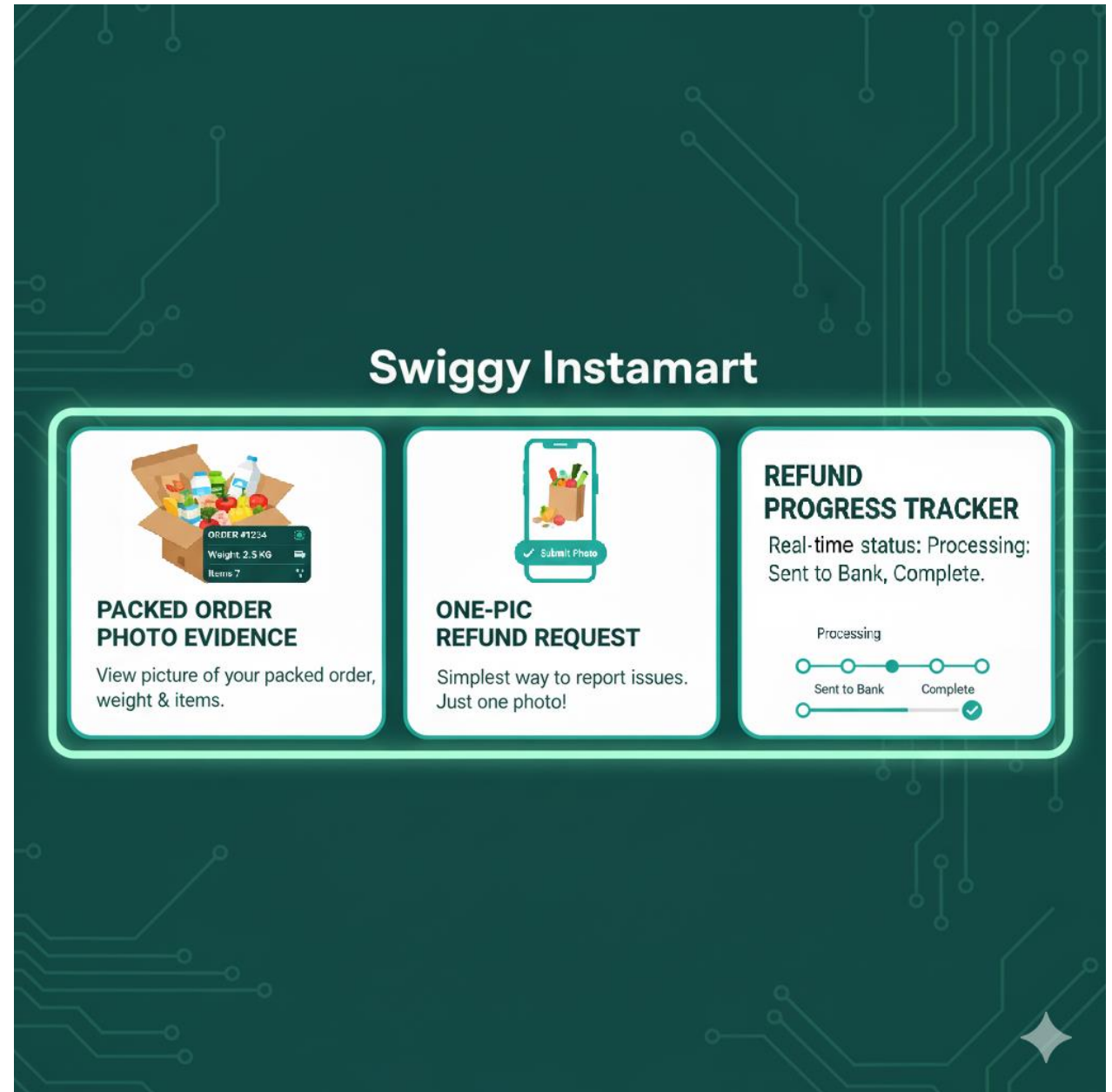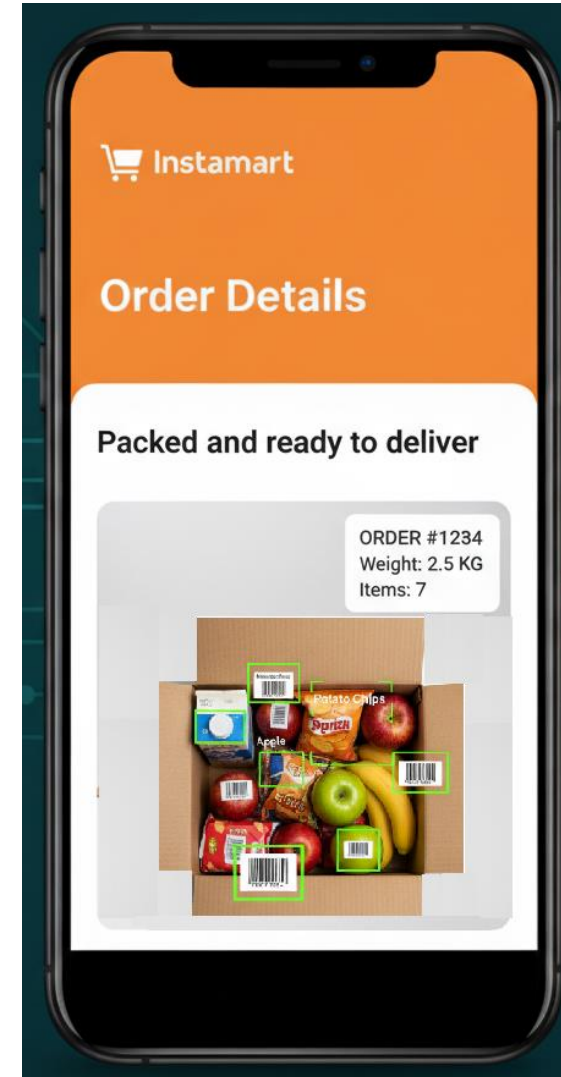
Mockups - Packed Order Photo Evidence

Delivery Partner's App Camera:

- Delivery Partner will capture Photo from App Camera.
- Weight will be captured from barcodes.
- Quantity will be calculated from photo and number of barcodes.
- "AI Analyze & Confirm" button will match items in the order with the captured photo.
- Once validated, order will be confirmed and will be displayed to user with status "Packed and ready to deliver".
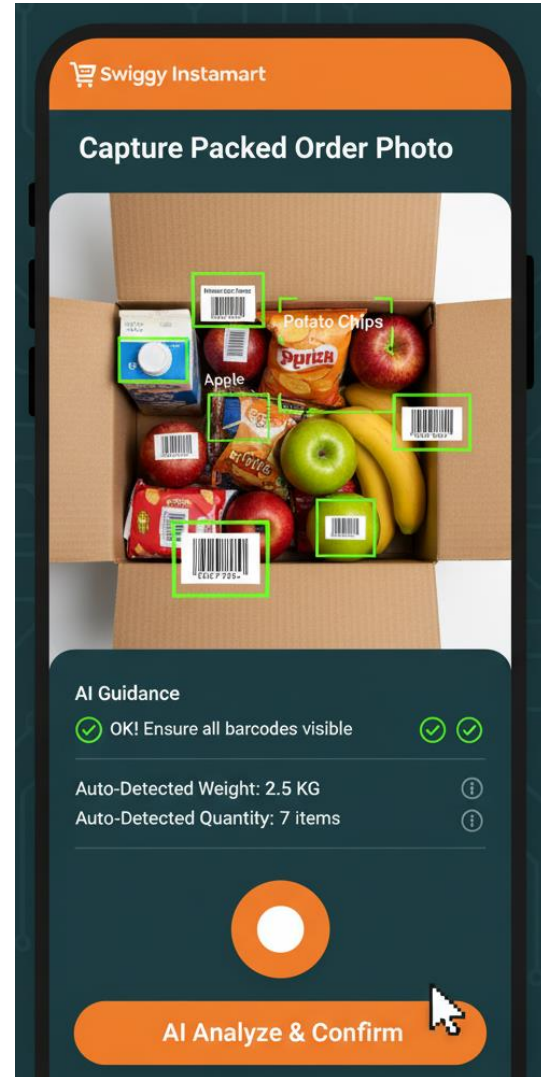
Customer's Order Details Screen:

- User will be able to see captured photo with status "Packed and ready to deliver".
- Weight & Quantity will be mentioned on photo.

Mockups - One-Pic Refund Request

Pass

Fail

AI Analysis?

- User will click on "Help & Support" button
- Then user will select Issue type.
- Next, user will upload one photo and click on Submit.
- On Submit, Image Analysis using AI will be conducted and refund request will be approved and processed.
- In case Image Analysis is failed, then request will be transferred to concerned team for review.
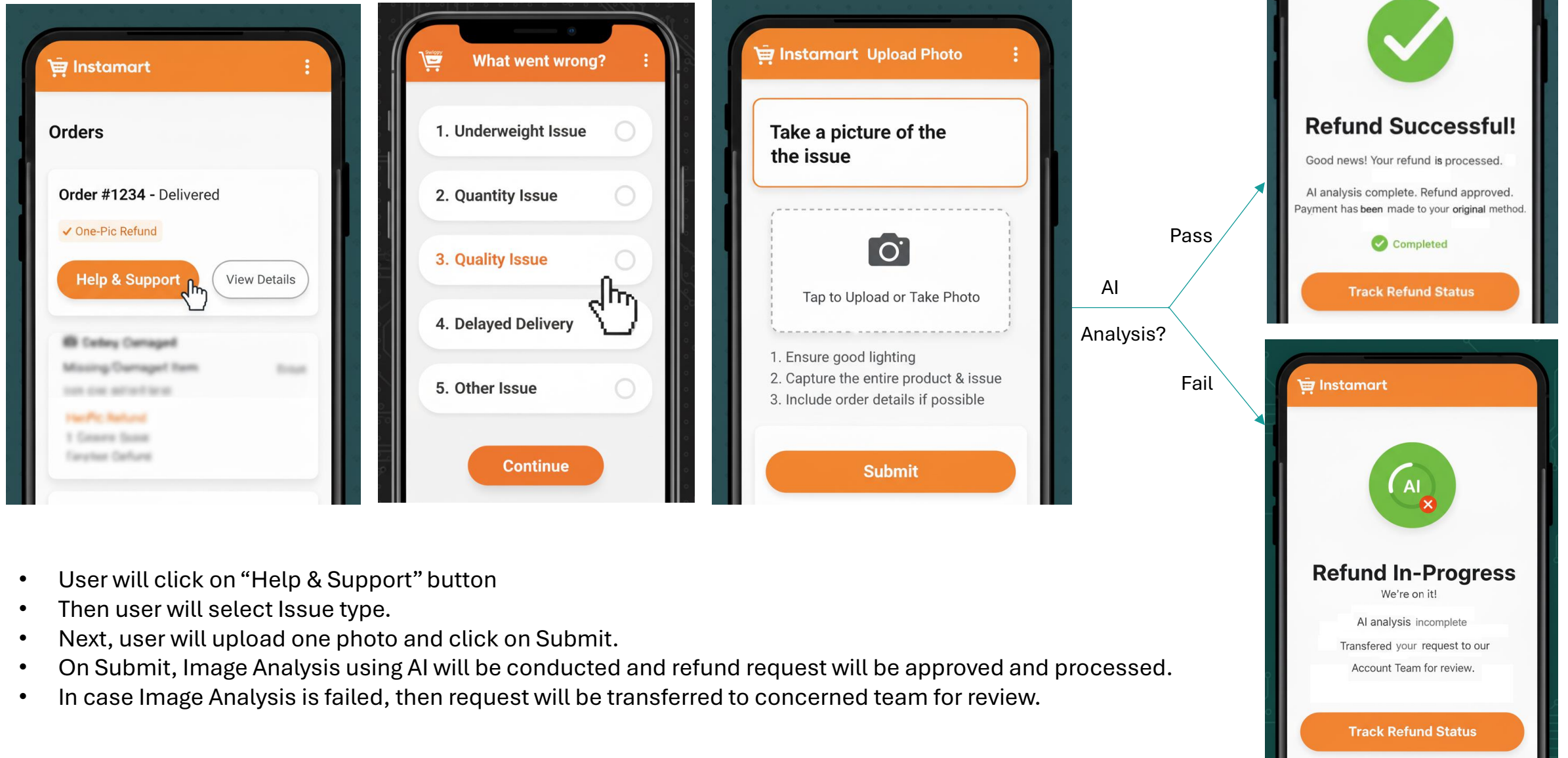
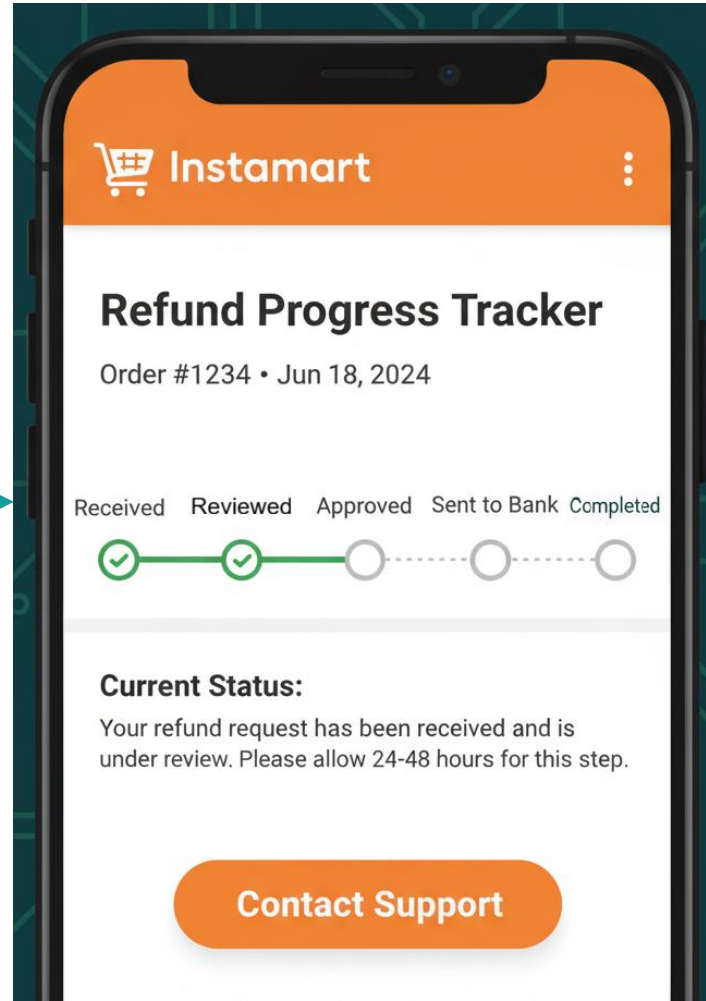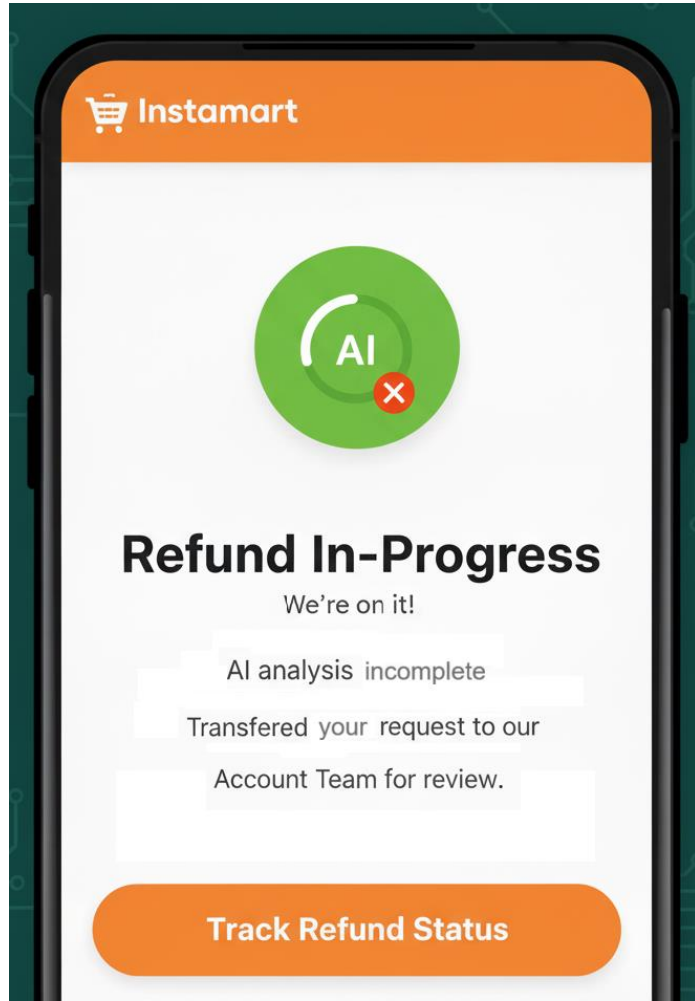# Mockups - Refund Progress Tracker

- User will click on "Track Refund Status" button
- Then user will be able see 5 different stages of Refund process.
- This will bring transparency to the resolution process.

Risks and Mitigations

No.	Risk	Mitigation
1	Low-quality photos (blurry, poor lighting, obscured items) making AI analysis difficult or ineffective.	Implement **AI-powered real-time guidance** in the app for optimal camera angles and lighting during capture; pre-submission validation. Provide **clear training and examples** for delivery partners.
2	AI misidentifies items or miscounts quantity (e.g., two apples look like one, or an item is missed)	Continuously **train and update AI models** with diverse product data and packing variations to improve accuracy. Allow **manual correction by packers/partners**, with this feedback loop contributing to AI model refinement. Prioritize **barcode scanning.**
3	Increased effort/time for delivery partners/packers, potentially slowing deliveries or causing resistance.	Design an extremely **streamlined and intuitive UI/UX** for rapid photo capture (e.g., one-tap). **Optimize hardware and software** for quick image processing and AI analysis.
4	Customers submitting unclear/unusable photos, delaying refund processing.	Provide **explicit in-app photo guidelines** (lighting, angles, full item view) with visual examples. Utilize **AI for initial photo validation** to detect blurriness, poor lighting, or insufficient content, prompting re-capture.
5	Privacy concerns regarding capturing customer-specific orders/data in photos.	Strictly **focus photo capture on package contents** only, avoiding personal surroundings; Implement robust **data anonymization and encryption** for stored images.
6	Increased refund fraud due to simplified process (easy to submit a fake photo).	Develop **AI-powered fraud detection** to analyze image authenticity, detect manipulation, and identify suspicious claim patterns.

Metrics

No.	Metric	Ideal Value	Purpose
1	% of Orders with Photo Evidence	100%	To ensure consistent implementation and coverage of the feature across all orders.
2	Photo Quality Score (AI-based)	> 90%	To ensure photos are clear enough for effective AI analysis and customer review.
3	Reduction in "Missing Item / Underweight" Complaints	> 20%	To directly quantify the impact on preventing disputes and improving customer trust.
4	Refund Resolution Time (for 1-Pic requests)	< 24 hours	To measure the speed and efficiency of the simplified refund process.
5	% of Valid Refunds Initiated via 1-Pic	> 70%	To assess feature adoption and how effectively it streamlines issue reporting for valid cases.
6	Customer Satisfaction Score (for Refund Process)	> 4.5 / 5	To gauge how much the simplified process improves customer experience and reduces frustration.
7	Reduction in "When will I get my refund?" Support Tickets	> 40%	To directly measure the impact on reducing specific types of customer support inquiries.

Thank You!

Shrikant Phepde
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