SWIGGY

FOOD DELIVERY APP

Product Teardown – Improving Customer Experience & Impact In Revenue

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Offerings

Food Delivery from a wide variety of restaurants

Grocery Delivery through Instamart (25+ cities)

Alcohol Delivery (in select cities)

Restaurant Bookings.

500+ cities in India

50,000 + restaurants

GOV ₹24,230 Cr. (2024)

25% YoY growth

Revenue 8265 Cr. (2023)

Revenue Model

Commissions: *A significant portion of its revenue from commissions charged to restaurant partners for orders placed.*

Delivery Charges: *Swiggy collects delivery charges from the customers on behalf of their delivery partners.*

Subscriptions: *Swiggy One where users pay a monthly fee to access exclusive deals and restaurants pay a fee to be included in these.*

Advertising: *Income from restaurant partners, wherein the restaurant pay for higher visibility on the platform.*

Competitors

Zomato *(Market leader)*

ONDC *(Govt backed)*

Zepto *(Competitor of Instamart)*

EazyDiner *(Competitor of Dineout)*

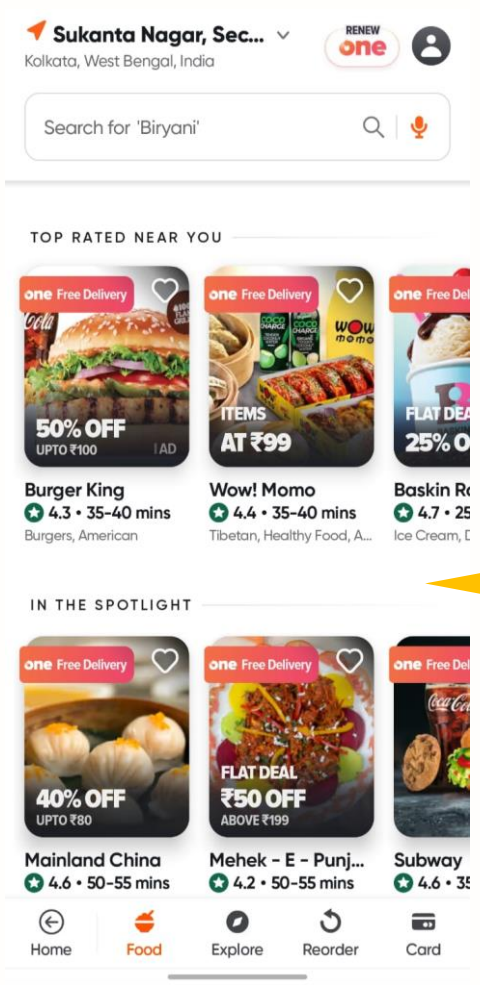
User Situations

Needs	Goals	Challenges
Need to order from multiple restaurants. Inadequate portion sizes.	*Less time spend on food ordering.*	*Keeping track of delivery time. Multiple delivery charges.*
Need quick, no delay delivery. Need scheduled delivery for continuous days.	*Efficient use of team time.*	*Managing multiple delivery schedules.*

When at work

When at home

Needs	Goals	Challenges
Want to know what people are saying about the restaurant/dish.	*Do not want to experiment right now.*	*Can only see the ratings.*
Need a minimalistic design but want to get notified of delivery updates.	*Want to do other household works.*	*Managing multiple delivery schedules.*



Discovery

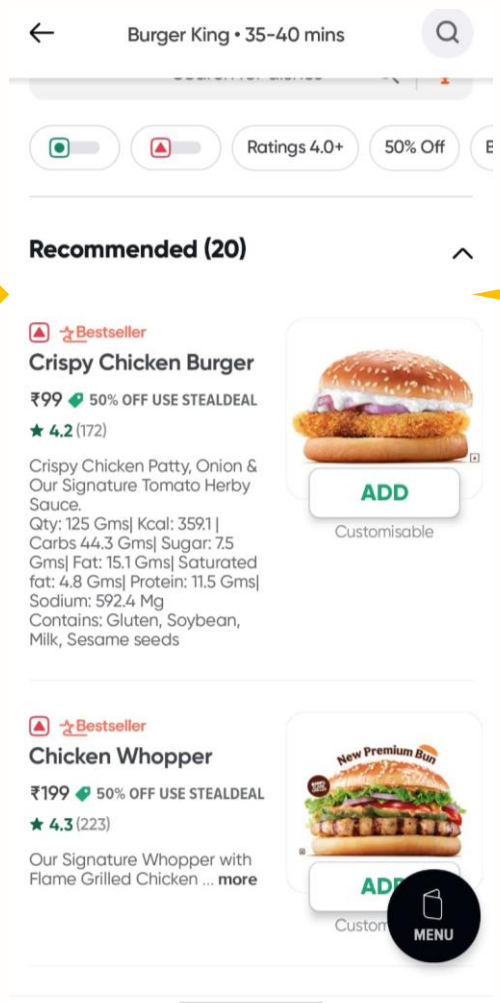
"What should I eat? Let me browse restaurants and see what's tempting."

(Open to options, craving exploration)

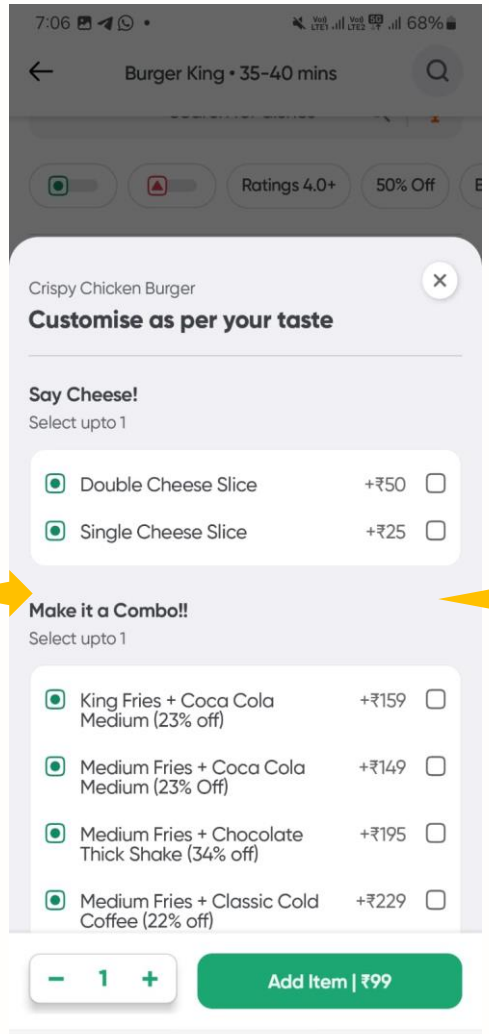
Understanding

"Okay, these options look good. Let me check cuisine, price, & reviews to find the perfect meal."

(Evaluating options, making decisions)



Why, How, What?



Selection

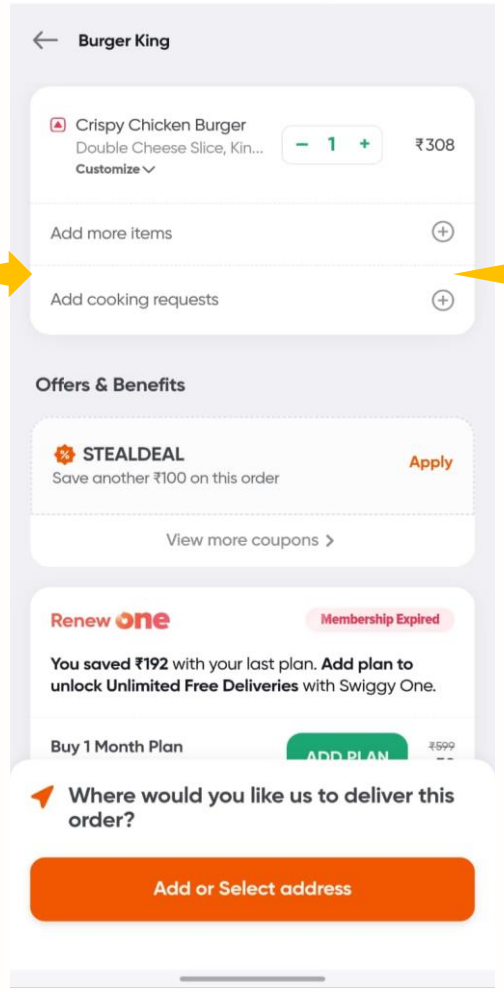
"Got it! This [dish] from [restaurant] sounds amazing. Time to add it to my cart."

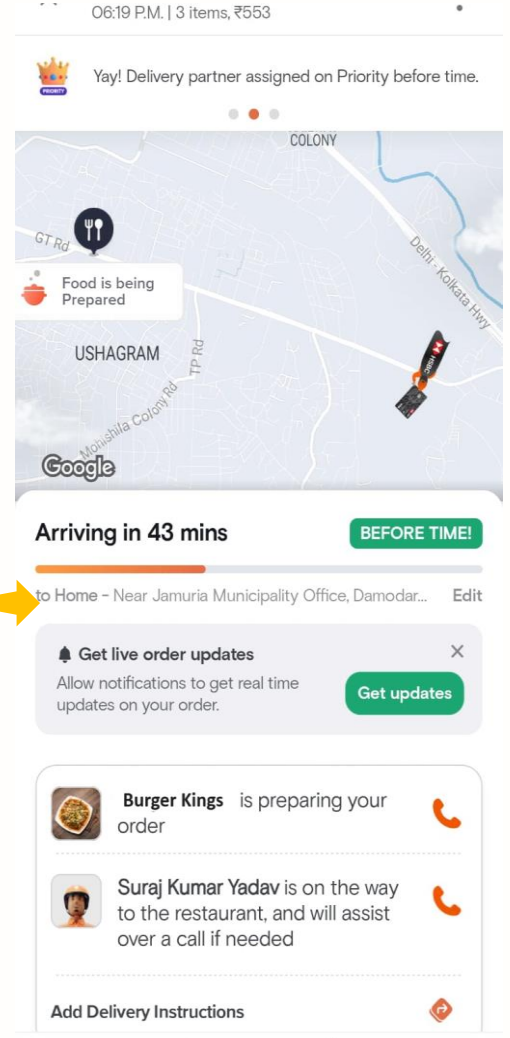
(Confident choice, ready to commit)

Order

"Reviewing my order. Everything looks good, let's place it! Do I have some discounts?"

(Confirming details, anticipating delivery)



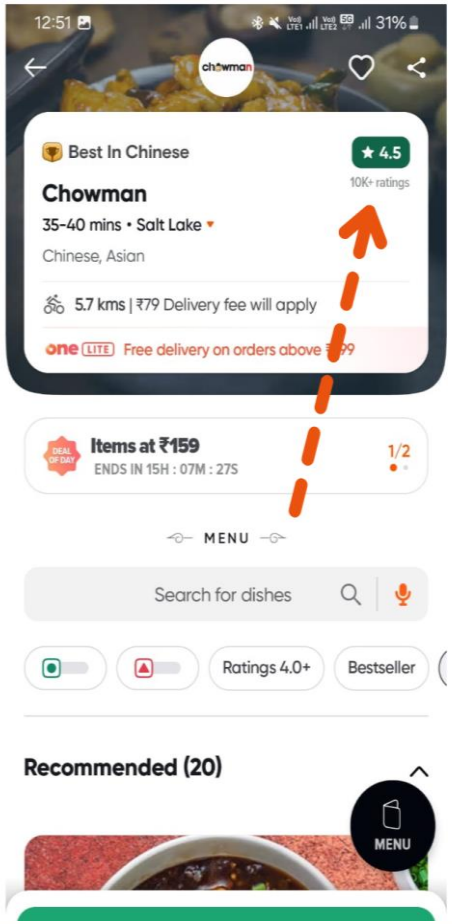


Track

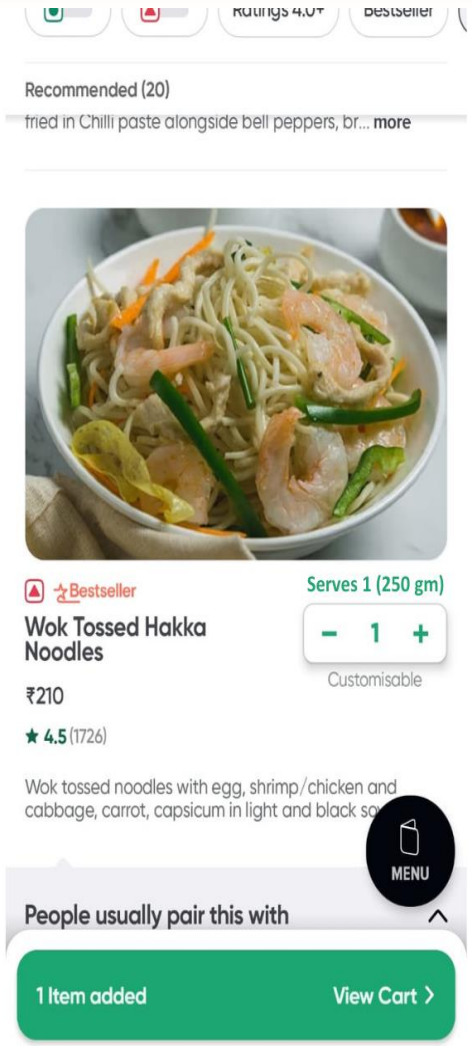
"My order is confirmed! Let's track it on the map. I wonder how long it will take..."

(Excited, eager to receive food)

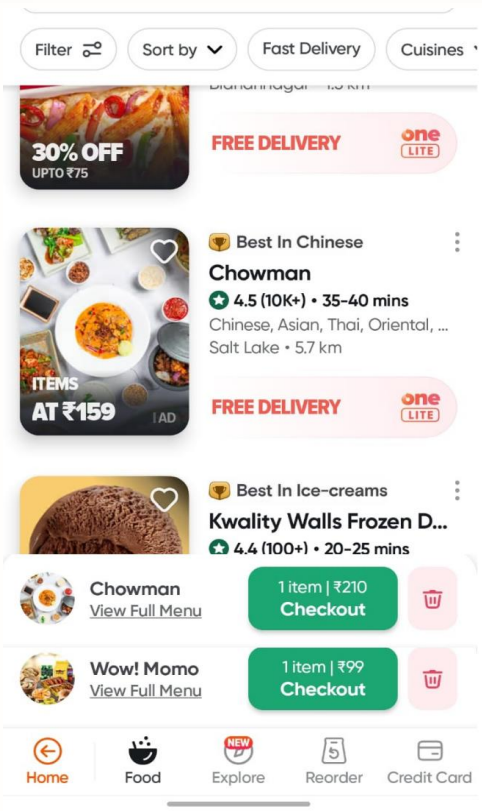
Problem Need To Be Solved	Action	Thought	Emotion	Opportunity
User spends more time to place the multiple orders.	*Using multiple devices or multiple orders at the same time.*	*User is frustrated and confused*	 ***Inefficient and time-consuming***	*Develop a feature that allows users to order from multiple restaurants in a single transaction.*
Users placing order from a new restaurant does not know if the food portion is sufficient or not, ending up with either less food or wasting food.	*Reviews don't provide enough information on portion sizes.*	*User is indecisive and unsure about the quantity to order.*	 ***Can lead to food waste or unsatisfied customers.***	*Include information about portion sizes in the restaurant reviews or photos.*
Employees in workplaces often struggle to arrange food during their break time because of less time. Ordering while break time often delivers food after break time.	*Uncoordinated ordering and delivery timeframes*	*User is frustrated and hungry.*	 ***Disrupts the user's workflow.***	*Implement a scheduling feature that allows users to pre-order their lunch at a specific time.*
Overall restaurant rating seldom allows the user to get to know about specific dishes and ambience of that restaurant for dine out. Sometimes just a few dishes are reviewed.	*Ratings don't provide well-rounded information.*	*User is indecisive and unsure about the restaurant.*	 ***Can lead to a bad dining experience.***	*Make reviews publicly available that include comments on specific dishes, ambience, and value for money.*
When users are working on other important things and do not have the time to check the phone, they ask someone else to check their phone or have to drop their work to check delivery status.	*Lack of real-time order status updates.*	*User is anxious and impatient.*	 ***Disrupts the user's workflow.***	*Implement a real-time order tracking system with voice-prompts.*



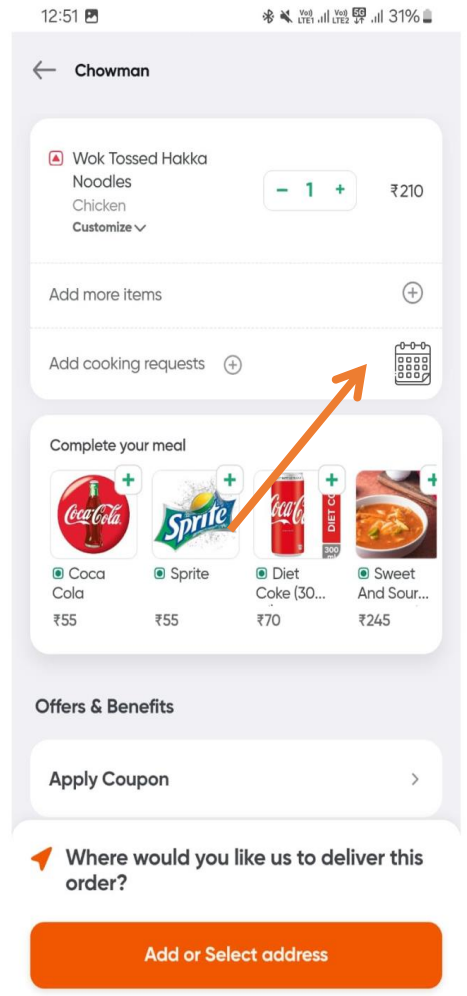
Discovery : *Upon clicking this button, users will be able to* ***view all the reviews*** *from their past orders. The interface will provide options to sort these reviews based on various criteria, such as rating (high to low) and the time of the order (most recent to oldest.*



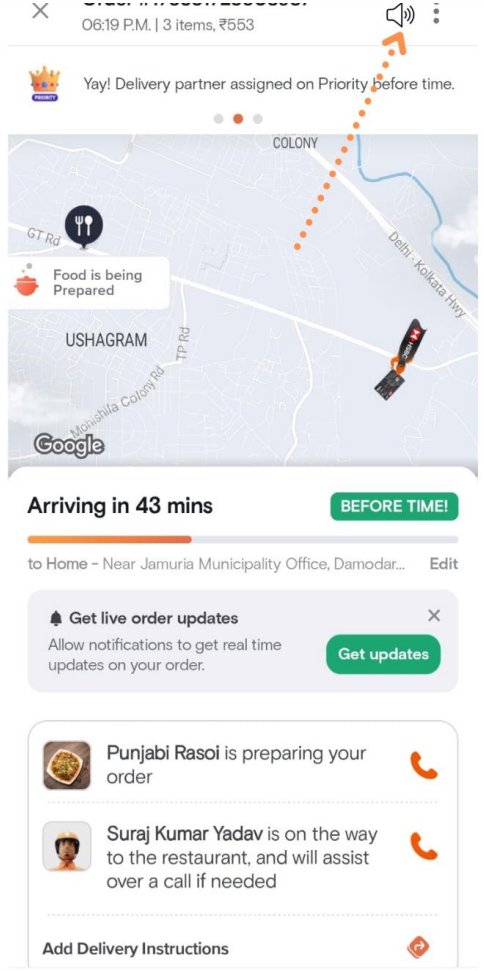
Understanding : *The restaurant page should* ***include information on the amount*** *of food in grams and specify the ideal number of people it serves.*



Selection : *Users can add items from* ***multiple restaurants in a single order****. An algorithm should be developed to compare and determine whether the nearest delivery agent who can handle both orders is assigned, or if two separate agents are assigned to each order. Users should have the option to choose between two delivery methods based on cost and delivery time.*



Order : *A schedule option is added in the order page. The order to the restaurant is placed at the* ***scheduled time*** *and delivery partner is assigned at the same time.*

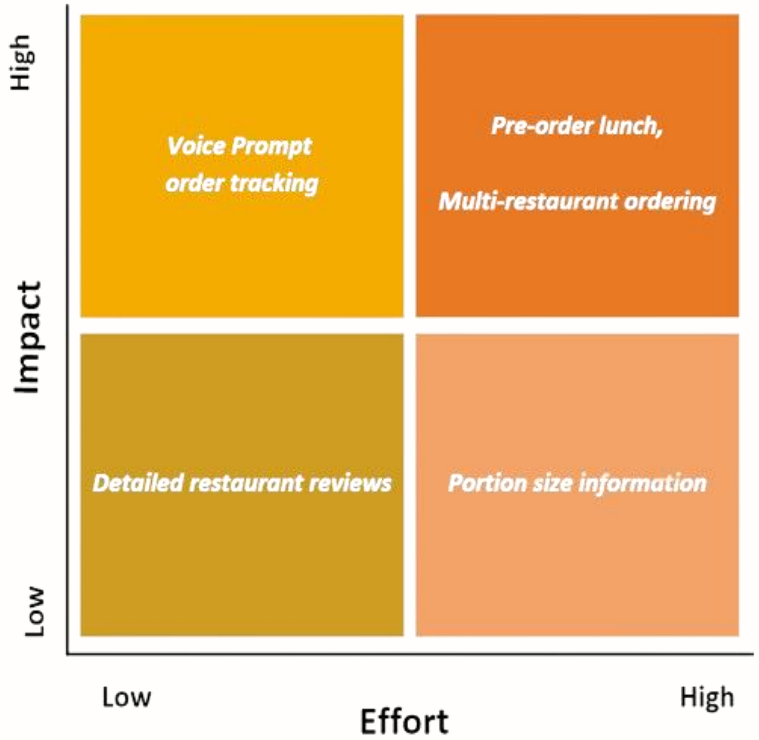


Track : *Keep users informed about any changes in their order status with* ***voice based prompt****. Notify the user when the delivery is nearby, specifically 5 minutes away, to ensure they are prepared to receive their order promptly.*

Feature	Reach (R)	Impact on User Experience (UX)	Impact on Average Order Value (AOV)	Net Impact	Confidence (C)	Effort (E)	RICE Score
Multi-restaurant ordering	Medium	High	High	High	High	Medium	High
Portion size information	High	Medium	Low	Low	High	Low	Low
Pre-order lunch	Medium	High	High	High	Medium	Medium	High
Detailed restaurant reviews	High	High	Low	Medium	High	Medium	Medium
Voice prompt order tracking	High	High	Low	High	High	Low	Low

RICE Evaluation

Reach (R): *How many users will be impacted by this feature?*
Impact on User Experience (UX): *How will this feature improve the user's experience with the app?*
Impact on Average Order Value (AOV): *Will this feature encourage users to spend more per order?*
Net Impact: *This is a weighted average of Reach, UX, and AOV.*
Confidence (C): *How confident are we in our estimates for Reach, UX, and AOV?*
Effort (E): *How much development effort is required to implement this feature?*
RICE Score: *This is a score (calculated by multiplying Reach, Impact, Confidence, and Effort) that helps prioritize features based on their potential value and ease of development.*



Impact – Effort Matrix

Thank You