1-pager brief for Designers

Brief:
Zomato has recently launched nationwide delivery. How can Swiggy increase customer loyalty and retention while also attracting new customers in a competitive market?

Objective:
The objective of this project is to increase customer loyalty and retention while also attracting new customers in a competitive market for Swiggy.

Key Results and Success Criteria:
The key results and success criteria for this project are as follows:
- Increase customer loyalty by 10%
- Increase customer retention by 5%
- Attract 1 million new customers

Problem/Opportunity:
The problem that this project is trying to solve is the increasing competition in the food delivery market. Zomato has recently launched nationwide delivery, which has made the market even more competitive. Swiggy needs to find ways to differentiate itself from Zomato and other competitors in order to attract and retain customers.

Target Audience:
The target audience for this project is anyone who uses food delivery services. This includes people who live in urban areas, people who live in rural areas, and people who are on the go.

Scope:
The scope of this project includes the following:
- Improving the customer experience
- Increasing the selection of restaurants
- Offering discounts and promotions
- Conducting marketing campaigns

Ways of Working:
The team will work in a collaborative and agile manner. The team will use a variety of tools and techniques to achieve the project goals.
- Team routines: The team will meet regularly to discuss progress and make decisions.
- Communication modes: The team will use a variety of communication modes, including email, Slack, and video conferencing.
- Collaboration tools: The team will use a variety of collaboration tools, including Google Docs, Jira, and Trello.