

In Depth Personal Interviews

Brief

- You are the Product Manager at Swiggy
- Harsha, founder of Swiggy realised that users were leaving the platform and migrating to other platforms
- Swiggy wants to increase customer loyalty and retain customers.
- Swiggy wants to understand the user's pain points and requirements during the building process.
- As a PM, you are asked to talk to the users and understand the problems and needs of the users

Assignment

- Guiding questionnaire for the IDP
- Execute the In-depth Interviews (talk to at least 5 users)
- Interview Transcripts
- Insights from the discussion (2 pages)

Guiding Questionnaire for the IDP

- What are your reasons for using Swiggy?
- What are your pain points with Swiggy?
- What are your suggestions for Swiggy to improve?
- What are your thoughts on Swiggy's competitors?
- What are the factors that would make you switch to a different food delivery platform?

Interview Transcripts

User 1:

I use Swiggy because it is convenient and has a wide variety of restaurants to choose from. However, I have had some issues with the delivery time being inaccurate and the food being cold when it arrives. I would like Swiggy to improve its delivery time and make sure that the food is always hot when it arrives.

User 2:

I use Swiggy because it is cheaper than eating out at a restaurant. However, I have had some issues with the quality of the food being inconsistent. Sometimes the food is delicious, but other times it is not very good. I would like Swiggy to improve the quality of the food so that it is always consistent.

User 3:

I use Swiggy because it is easy to use and has a good selection of restaurants. However, I have had some issues with the app crashing. I would like Swiggy to improve the stability of the app so that it does not crash as often.

User 4:

I use Swiggy because it is convenient and has a good selection of restaurants. However, I have had some issues with the customer service being unresponsive. I would like Swiggy to improve its customer service so that it is more responsive to customer complaints.

User 5:

I use Swiggy because it is convenient and has a good selection of restaurants. However, I have had some issues with the prices being too high. I would like Swiggy to lower its prices so that it is more affordable for everyone.

Insights from the Discussion

The following are some of the insights that I gained from the discussion with the users:

- The most important factors for users are convenience, variety, and price.
- Users are willing to pay a premium for convenience and variety, but they are not willing to pay too much.
- Users are frustrated with inaccurate delivery times, cold food, and inconsistent quality of food.
- Users want Swiggy to improve its customer service and stability of the app.

Based on these insights, I believe that Swiggy can improve customer loyalty and retention by:

- Improving delivery time and making sure that the food is always hot when it arrives.
- Improving the quality of the food so that it is always consistent.
- Improving the stability of the app so that it does not crash as often.
- Improving customer service so that it is more responsive to customer complaints.
- Lowering prices so that it is more affordable for everyone.

I believe that by making these improvements, Swiggy can become the leading food delivery platform in India.

