



# Report 2023



## Discovery (User/Product/Market)

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Think Food.  
Think Swiggy.



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# ABOUT : SWIGGY

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Swiggy is an Indian online food ordering and delivery platform. Founded in 2014, Swiggy is headquartered in Bangalore and operates in more than 500 Indian cities as of September 2021. Besides food delivery, the platform also provides on-demand grocery deliveries under the name Instamart, and same-day package delivery service called Swiggy Genie.

When Swiggy started out in 2014, it was seen as a late entrant to an overcrowded market. The online food ordering and delivery market was not considered attractive back then, and Zomato, the leader in food-tech, had decided not to expand its delivery business, which was seemingly messy and unviable. Yet, in less than four years, Swiggy is part of the much-vaunted league of ‘unicorn’ startups. It has also forced an about-turn from Zomato, which is now investing hundreds of crores of rupees to catch up with Swiggy, which sits pretty at the top of the online food ordering business.





# DESCRIPTION OF PROBLEM



In today's fast-paced world, convenience is priority, and Swiggy is at the forefront of revolutionizing the way we enjoy our favorite meals. One of the standout features that Swiggy offers is the ability to pre-book food orders and schedule deliveries in advance. This feature provides users with greater flexibility and control over their dining experience, making it even more convenient and fulfilled their needs.

## KEY BENEFITS

**Time Management:** Pre-booking food or scheduling deliveries allows users to plan their meals well in advance. Whether it's a busy workday. Now no more waiting in line or rushing to place orders during peak hours.

**Flexibility:** This flexibility is perfect for those who prefer lunch or dinner at specific times. You can also schedule orders for future dates, making it an excellent choice for parties, celebrations, or even surprise gifts of delicious food.

**Assured Availability:** Say goodbye to disappointment due to last-minute unavailability.

**Reduced Stress:** Planning meals ahead reduces stress and decision-making at mealtime.



# HOW IT WORKS

Select a Restaurant: Start by choosing the restaurant of your choice from the Swiggy app.

Browse the Menu: Explore the menu and select the items you wish to order.

Choose Delivery Time: After finalizing your order, select the delivery time that suits your schedule. You can opt for immediate delivery or specify a future time slot.

Payment: Proceed to the payment section, where you can make your payment as usual.

Confirmation: Once your order is confirmed, Swiggy will ensure that it's prepared and delivered at the time you specified.

## Conclusion:

Swiggy's "Pre-book food schedule delivery" feature is a game-changer for anyone who wants to take control of their dining experience. It transforms food ordering into a well-organized, stress-free process that caters to your specific needs and timing.



# USER/MARKET RESEARCH

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## HOW WE CONDUCT OUR RESAERCH

- 1:1 Interaction with people in the age group of 16-35
- Targeting tier-1 cities here
- We take a sample data as 200 people for the research

Which questions we ask our customer while interacting?

Que 1. What is your opinion on the new feature?

Que 2. How often customer can schedule their food orders in advance?

Que 3: what will be the difficulties they can face while placing?

Que4: expectation and preference?

Que 5: if they want to pay in advance?

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### Results:

- 73% like the feature that we are offering as pre-scheduling of food.
- Customer can schedule their food 2-3 times a day.
- When they try to schedule their food is like no availability of this option in many restaurants.
- Customer expects that they can pre-schedule their meals at anytime and from their fav restaurants.
- Customers are ready to pay in advance for using this service and to get a feeling of convenience.



# USER PERSONA

NAME

Shraddha

TYPE

Guardian



## Demographic

Female 28 years

Banglore

Married

Software Tester

## Technology



## Browsers



## Goals

- Lower monthly bills.
- Taking care of the baby while working.
- adjusting time to get some personal time.

## Quote

“ Believe in yourself and all that you are. Know that there is something inside you that is greater than any obstacle. ”

## Motivations

- Price
- Uniqueness
- quality
- Time-Saving
- organic and nature-loving

## Lifestyle

- Career oriented
- learn new things
- fashion
- Try new food items
- Music
- health conscious person

## Frustrations

I'm a working woman and a mother of a small baby. So sometimes didn't get much time to cook food also. So because of food delivery apps, I'm able to order food but that too takes 30min to 40 minutes to reach. Busy schedule I should get some options for pre-booking the food.

## Brands

- YouTube
- LinkedIn
- Mynta, Nykka, Lifestyle
- Gaana
- Cult
- Puma



# USER PERSONA



## Demographic

♂ Male      28 years

📍 India

Backend Developer

## Skills

### Food literacy



### Web proficiency



### Time management



## Browsers



Chrome

## NAME

Shubham

## Background

Shubham is a Coder. He likes Cricket and played for the school team. Shubham loves to travel a lot. He listens to music online on his smartphone while travelling, doing his job. Shubham explores food available in his destination place. He also loves to try different cuisines and keeps exploring on Food Delivery apps.

## Quote

*I'm always on the lookout for new cuisines. It helps me to keep focus on work.*

## Goals

- To travel world and try all the cuisines.
- Try to maintain healthy diet.
- To save money for future investments.

## Motivations

- A wide variety of Cuisines;
- A free subscription or a new user discount;
- Quick delivery;
- A smart suggestion system;
- An intuitive interface.

## Technology



## Frustrations

- Unable to pre-schedule food
- High prices or Surcharges
- Difficult navigation;
- Very few options.
- Long time for delivery

## Channels



Smartphone



Laptop



YouTube



Mobile app



Online ad



Email



# EMPATHY MAP

PERSONA: Shubham

## 1.What Shubham THINKS?

- “
- On time delivery saves my time .
  - Real time tracking.
  - Preferences in payment options.
  - Late night cravings.
  - Freebies.
- ”



## 2.What Shubham SAYS?

- “
- I should get my food on time.
  - I should get updates on time of my order.
  - I can easily schedule my order in advance.
  - Flexible payment options must be there.
- ”

## PAINS

- Not getting priority as a " Swiggy One" user.
- Very few restaurants are available to pre-scheduling order.
- Complex User Interface.

## 5.What does Shubham DO?

- Update the app if required.
- Scheduled the order.
- Contact customer care
- Cancel the order.
- Provide the feedback
- Might get subscription of "Swiggy One" membership.
- Always search for offers & discounts.
- Can schedule the order according to his schedule.

## 3.What Shubham FEELS?

- Happy
- Satisfied
- Frustrated when food is not delivered on time.

## 4.What Shubham SEES?

- List of restaurants to schedule his order.
- Options to schedule date and time.
- Notifications.
- Free delivery restaurants.
- Zero cancellation fees.

## GAINS

- Should get minimal discounts/ offers/priority to Non Swiggy One user.
- Onboarding popular restaurants with most ordered dishes on 'Pre-Schedule List'.
- User friendly.

## UXPRESSIA

This persona was built in [uxpressia.com](http://uxpressia.com)



# USER JOURNEY MAP

MAP: Swiggy Mobile App CJM

## PERSONAS (I)



Shubham

Shubham is a Coder. He likes Cricket and plays for the school team. Shubham loves to travel a lot. He listens to music online on his smartphone. When he travels, he eats Shubham explores food available in his destination place. He also loves to try different cuisines and keeps exploring on Food Delivery apps.

	AWARENESS	ACTION	PRE-SCHEDULING THE FOOD
Storyboard	Watching travelling logs on YouTube	Re-directing and Updating	Exploring 'Pre-Scheduling' Feature
User actions	Shubham opens his favorite YouTube channel to watch a video with the top 10 travelling vlogs of 2023, but he has to watch a pre-roll ad promoting Swiggy's new feature of pre-scheduling order when the video starts playing.	<ul style="list-style-type: none"> <li>Ad now made him curious.</li> <li>Now he wants to have some food as soon as he reaches home.</li> <li>So, he switches from YouTube to Swiggy by clicking on the Ad.</li> </ul>	<ul style="list-style-type: none"> <li>Starts by choosing the restaurant of his choice from the Swiggy app.</li> <li>Explores the menu and selects the items he wishes to order. He also customizes order just as he would with an immediate order.</li> </ul>
User goals	Explore the feature.	Order his favourite food by exploring the new feature he saw in Ad.	<ul style="list-style-type: none"> <li>Select a restaurant which has good rating and available to prepare and deliver on requested time.</li> <li>Select the item from menu.</li> </ul>
Process and channels	<pre> graph LR     A[Smartphone] --&gt; B[YouTube]     B --&gt; C[Online ad]     C --&gt; D[Mobile app]   </pre>		
Experience	<pre> graph TD     A[Let's explore new options] --&gt; B[anticipation]     B --&gt; C[App requires to be updated]     C --&gt; D[annoyance]     D --&gt; E[Let's see what we have here]     E --&gt; F[interest]     F --&gt; G[It's cool that it was so easy to schedule order]   </pre>		
Problems	<ul style="list-style-type: none"> <li>The ad nearly irritates Shubham as it's too long, and he cannot skip it.</li> <li>From the ad, Shubham doesn't really understand the benefits of new feature.</li> </ul>	App is to be updated to use new feature which in turn would consume time.	<ul style="list-style-type: none"> <li>Shubham gets very few restaurants and dishes to choose and pre-schedule order.</li> <li>Not getting priority as a Swiggy One user.</li> <li>Unable to update ordered items once payment is done.</li> </ul>
Solutions	<ul style="list-style-type: none"> <li>YouTube users mostly dislike pre-roll ads. To eliminate a negative first impression, make the ad short and sweet.</li> <li>Follow pre-roll ads' best practices to make the ad more convincing.</li> </ul>	Allow user to see infographic slides while app is getting updated in background.	<ul style="list-style-type: none"> <li>Onboarding popular restaurants with most ordered dishes on 'Pre-Schedule List'.</li> <li>Providing free items with minimum order value for Swiggy One user.</li> <li>Give the option for reschedule before an hour so if they are not feeling hungry enough they can reschedule the delivery.</li> <li>Full refund on cancellation before food preparation starts.</li> <li>Option to add or remove items until restaurant has not started preparing.</li> </ul>

UXPRESSIA

This map was built in uxpresa.com



# GUESSTIMATE : TAM

Lets take India's population as 1.4Bn

Taking Tier 1 urban cities of India as:  
Mumbai,Delhi,Bangalore,Kolkata,Chennai

suppose the population of Tier 1 cities is 75Mn  
we are dividing the target audience in 3 groups as:  
families,couples,students  
considering the families are 55% of 75Mn = 41.25Mn  
considering the couples are 30% of 75Mn = 22.5Mn  
considering the students are 15% of 75Mn = 11.25Mn

So we will consider that a family has 4 members as 2 kids and parents.

so no. of active users would be 1/4 of total count

that is 25% of 41.25Mn = 10.3Mn

considering that the couple is working professionals so the total count be 22.5Mn

at last considering that each student is a user that means 11.25Mn Users

now the total no. of users is the sum of users of families + couple users + students =  $10.3+22.5+11.25 = 44.05\text{Mn}$

**So the Total addressable market (TAM) for swiggy is 44.05Mn**

# VALUE PROPOSITION CANVAS

JBTD	PAINS	GAINS	PAIN RELEIVER	GAIN CREATOR	PRODUCT & OFFERING
Right restaurant to choose	Not having good nearby restaurants	easily choose a restaurant without hassle	finding best restaurants in clicks	choosing from a wide range of restaurants	mobile app
pre-scheduling of food	not have time to prepare food at their convenient time	pre-schedule their food without preparing it	easily pre-scheduling their food at their specific time	pre-schedule the food at anytime with the ease	pre-scheduling feature
tracking of food order	not able to track my food order	easily track my food	tracking at your fingertips	providing notifications of food order	notifications
Getting food delivered at home	no option are available for food delivery	get the food at doorsteps	hassle free home deliveries of food	put the drop location and get the food at your location	delivery system
worry about making a payment	no convenient option is there for payment	make payment via mobile phone	providing various payment options	digital payments	wallets system and upi integrations



# IMPORTANCE VS SATISFACTION

## FEATURES

### **App user interface:**

Importance : High

Satisfaction: The user interface of the app plays a crucial role in getting more customers and orders. The UI should be easy to use and give's customer a happy experience of usage.

### **Restaurant selection:**

Importance: Moderate

Satisfaction: Having a range of good quality restaurants which offers the best taste foods.

### **Payment options:**

Importance: High

Satisfaction: There are different payments options will be available to make the payment process easier and convenient.

### **Underserved need of the customer**

The basic need of the customers nowadays is to pre-schedule their food orders according to their specific time. Most people love's to have their meals on the regular time intervals but due to their hectic schedule they don't get the time to prepared their food.

By using this particular feature of pre-scheduling of their food gives them a feeling of happiness and convenience, so they can have their meals at their time.

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