

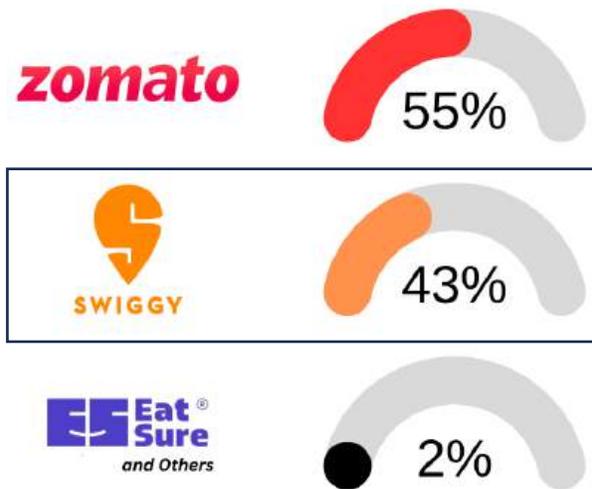


PRODUCT STRATEGY DOCUMENT

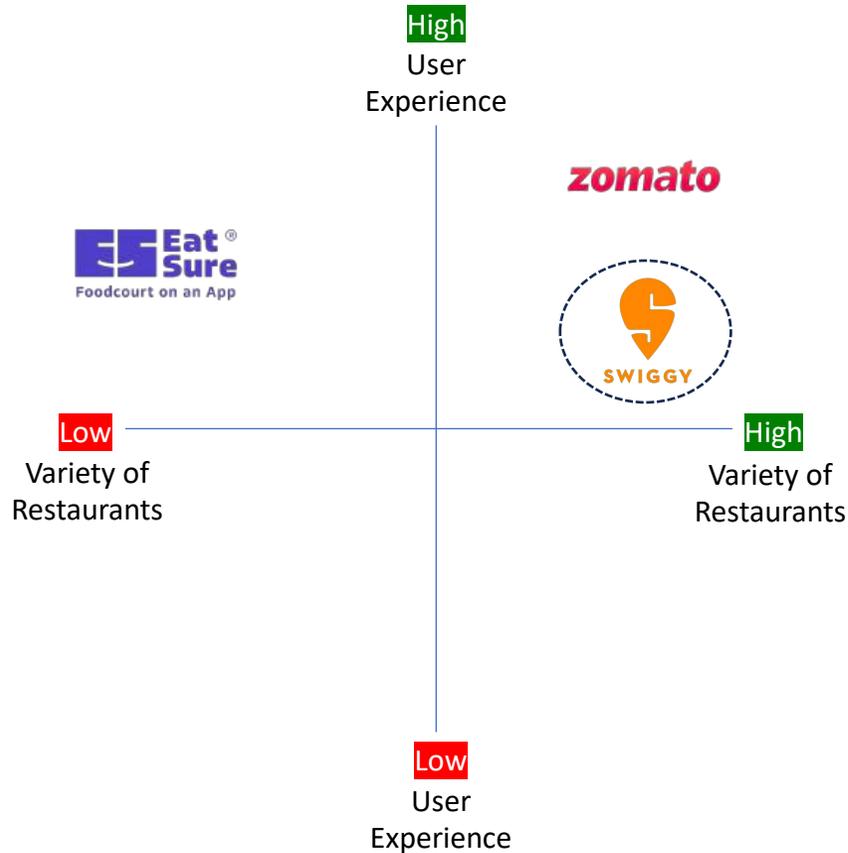
Team members :

1. Aryaraj Singh
2. *Ishan Goyal*

Market Share



Positioning Chart



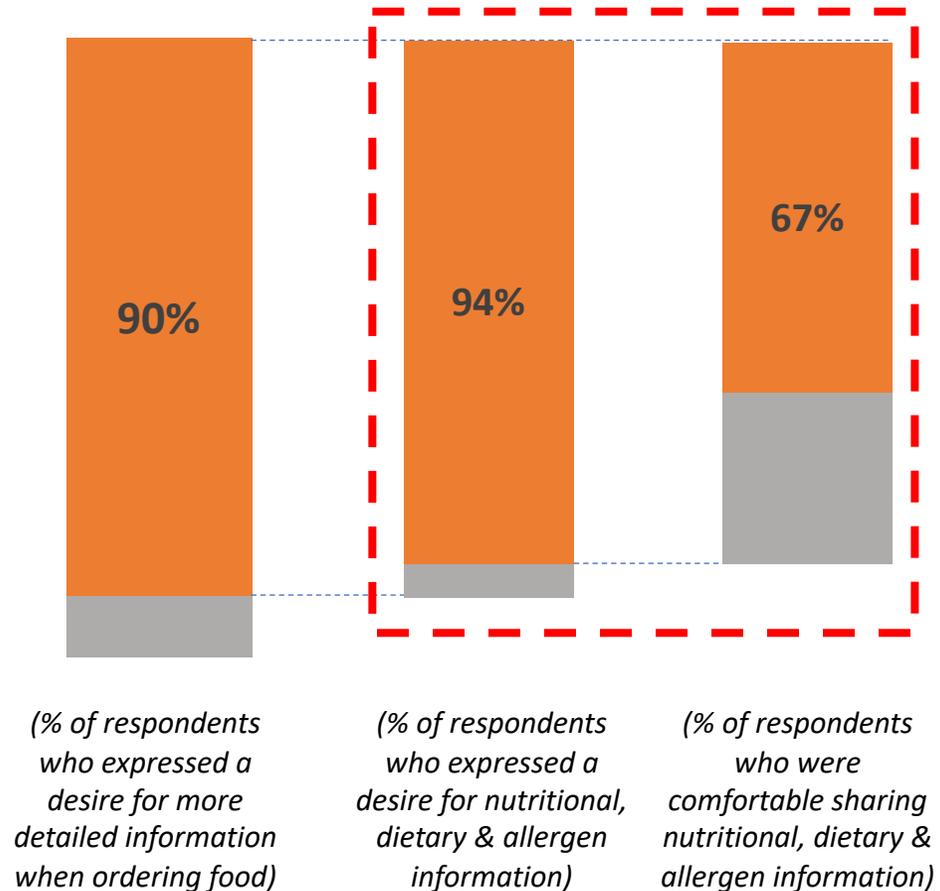
SWOT Analysis

<p>STRENGTHS</p> <ul style="list-style-type: none"> Diverse offerings beyond food delivery like Swiggy Genie, Instamart, and Swiggy Go Strategic advertising and promotional offers effectively attract and retain customers Personalized recommendations and offers improve user experience and engagement Round-the-clock support ensures customer issues are promptly addressed, increasing satisfaction Swiggy's app is intuitive and easy to navigate, providing a seamless user experience with features like real-time tracking and order customization 	<p>WEAKNESS</p> <ul style="list-style-type: none"> Heavy reliance on discounts to attract customers can erode profit margins over time Swiggy's reliance on restaurant partners can affect food quality and delivery time, impacting customer satisfaction Competing with other platforms like Zomato forces Swiggy to offer competitive pricing, which can limit profit potential Ensuring compliance with food safety standards and instructions of users requires continuous oversight and investment
<p>OPPORTUNITIES</p> <ul style="list-style-type: none"> Health enthusiast and individuals with food allergies Students and young professionals who may order regularly if sufficiently incentivised Culinary enthusiasts who may engage more with a personalised experience with recipe suggestions and cooking tutorials Tap into the deliveries of print outs and electronics to match competition Carbon footprint reduction via electric vehicles for delivery 	<p>THREATS</p> <ul style="list-style-type: none"> Aggressive pricing and marketing strategies from competitors Potential loss of market share to rivals Changing regulations and compliance requirements Impact of labor laws on operations Economic downturns affecting consumer spending on online orders Inflation impacting operational costs and pricing strategies



Swiggy holds 43% market share, competing closely with Zomato's 55%, with strengths in diverse offerings but challenges in discount reliance & pricing.

94% of Respondents seek comprehensive info on Dietary needs; 67% are comfortable sharing their preferences*



Users appreciate Loyalty programs and Comprehensive Reviews to enhance their overall experience*



About **60% of regular users & 25% of occasional users** of the app showed interest in **loyalty program** that would reward them for placing more orders per month.

"As a working professional in Gurgaon, I order from Swiggy a lot. A loyalty program would be awesome, helping me save money and feel appreciated. Discounts, faster delivery, or rewards for frequent orders would be perfect."



Only **21% of respondents** indicated that they would prefer to see **written reviews** in addition to ratings. This suggests that a segment of the user base values the additional details that written reviews provide.

"Swiggy's reviews are occasionally less detailed when contrasted with Zomato's thorough feedback."

Swiggy's robust customer lifetime value and satisfaction scores demonstrate its ability to balance cost-effective acquisition with high retention in a booming market



Market size
₹410Bn in 2021



Growth Rate
CAGR 30%



CAC
₹120-130



CLTV
₹15,000



Customer satisfaction scores
4.3/5 (80L reviews)



NPS
8/10

PROBLEM



- Lack of customer trust owing to potential health risks
- Lower customer retention and low engagement
- Underutilization of app's potential due to absence of value added services

EXISTING ALTERNATIVES

- Manual checks via specialized apps or recipe websites
- Coupon apps/channels and meal subscription platforms
- Recipe videos and social media groups for cooking enthusiasts

SOLUTION



- User profile customization and real time alerts
- Scratch cards, leaderboards and time-to-time rewards
- AI generated ingredients and recipe suggestions for a personalized experience

KEY METRICS



- User adoption rate and engagement with alert pop-ups
- Frequency of orders and engagement level tracking
- Cart size, tracking if purchases are repeated and engagement with the feature

UNIQUE VALUE PROPOSITIONS



- Your meals ain't risky with Swiggy
- Reward in every bite
- Let the culinary experience begin

HIGH LEVEL CONCEPT

- Safety alerts aligning with the user's dietary preferences
- An engaging gamified system for enhanced experience and improved loyalty
- An instant culinary companion that uses AI to amplify the user experience

UNFAIR ADVANTAGE



- Existing restaurant partnerships and data on ingredients
- Swiggy's integrated ecosystem with Genie and Instamart along with its advanced analytics engine
- Culinary database and Swiggy's AI technology

CHANNELS



- Alerts on the application and email newsletters
- Pop ups on the application and WhatsApp broadcasts
- Blog posts/newsletters combined with social media marketing and suggestions via mobile app

CUSTOMER SEGMENTS



- Individuals with allergies, vegans, health-conscious users and fitness enthusiasts
- Regular users like students and corporate employees
- Aspiring culinary enthusiasts and young professionals

EARLY ADOPTERS

- Health-conscious individuals and allergic users
- Users who order on a regular basis as well as students/professionals who may switch from their previous meal subscriptions
- Frequent users who are novices in the culinary space

COST STRUCTURE



- Costs related to developing the technology for registering and analyzing the dietary preferences of users, maintaining the database, promotion of the new feature, customer support services and potential refunds
- Expenses incurred to provide the rewards, incorporating the gamification of reward system on the app and user support
- Integration of recipes related to the products listed on Instamart along with regular updates, developing content for the users and marketing of the new feature

REVENUE STREAMS



- Premium subscription plans for users who want more personalized suggestions (potential for tapping into diet plans), increased collaboration with brands that offer healthy meals, new customers with health conscious lifestyles and more orders from allergic individuals/vegans
- Higher customer retention and repeat orders from regular users, collaboration with brands that want to leverage Swiggy's customer base via rewards and proceeds from advertisements
- Increased AOV (average order value), subscription based cooking content (videos/blogs) for culinary enthusiasts and brand advertisements

Ideation | Customer Journey Map

	AWARE	JOIN	USE	DEVELOP	LEAVE
	SIGN UP	ONBOARDING	INITIAL ENGAGEMENT	APP EXPLORATION	ORDER PLACING
ACTIONS	<ul style="list-style-type: none"> Sees an ad, hears from friend about the app 	<ul style="list-style-type: none"> Downloads app, creates account, sets a location 	<ul style="list-style-type: none"> Checks out different features like Instamart, Genie, Minis, Dineout Checks out various cuisines and restaurants 	<ul style="list-style-type: none"> Tries to place an order but has to check list of ingredients carefully to stay safe of allergies 	<ul style="list-style-type: none"> Decides on the dish but also mentions special instructions for allergic ingredients
TOUCH POINTS	<ul style="list-style-type: none"> App store / Play Store listing or social media ads 	<ul style="list-style-type: none"> Registration screens (Name, phone number, OTP, location) 	<ul style="list-style-type: none"> Bottom tray tabs (Food, Instamart, Genie, Minis, Dineout) 	<ul style="list-style-type: none"> Various restaurant sections, Menu button, dish details 	<ul style="list-style-type: none"> Coupons, Special Instructions, Payment options
PAIN POINTS 	<ul style="list-style-type: none"> Choosing between different apps and deciding if it is worth trying 	<ul style="list-style-type: none"> Sometimes the OTP and precise location search can be time consuming 	<ul style="list-style-type: none"> So many features can overwhelm a new user 	<ul style="list-style-type: none"> People with serious allergies need to spend a lot of time choosing their dishes 	<ul style="list-style-type: none"> A very tedious process to order food
EMOTIONS 	<p>serenity acceptance amazement annoyance anticipation</p>				
OPPORTUNITIES 	<ul style="list-style-type: none"> In the splash screen, show the most used features or most ordered dishes to induce purchase at the earliest 	<ul style="list-style-type: none"> Collect the allergies data in the onboarding flow to ease the process later on 	<ul style="list-style-type: none"> Simplify the user flow by reducing features on the bottom tray 	<ul style="list-style-type: none"> The app gives a warning to the user if any of the mentioned allergens are present in the dish 	<ul style="list-style-type: none"> Reassurance to the customer on the checkout page that their allergies have been taken care of

Ideation | Customer Persona + Empathy MAP



Priya Bansal
(Young Professional)

Age	29 years
Gender	Female
Location	Mumbai
Occupation	Marketing Manager
Lifestyle	Busy, Health focused, socially active
Personality	Finicky , Health conscious, proactive
Values	Healthy living, convenience , safety in choices
Interests	Fitness, healthy eating, meal planning

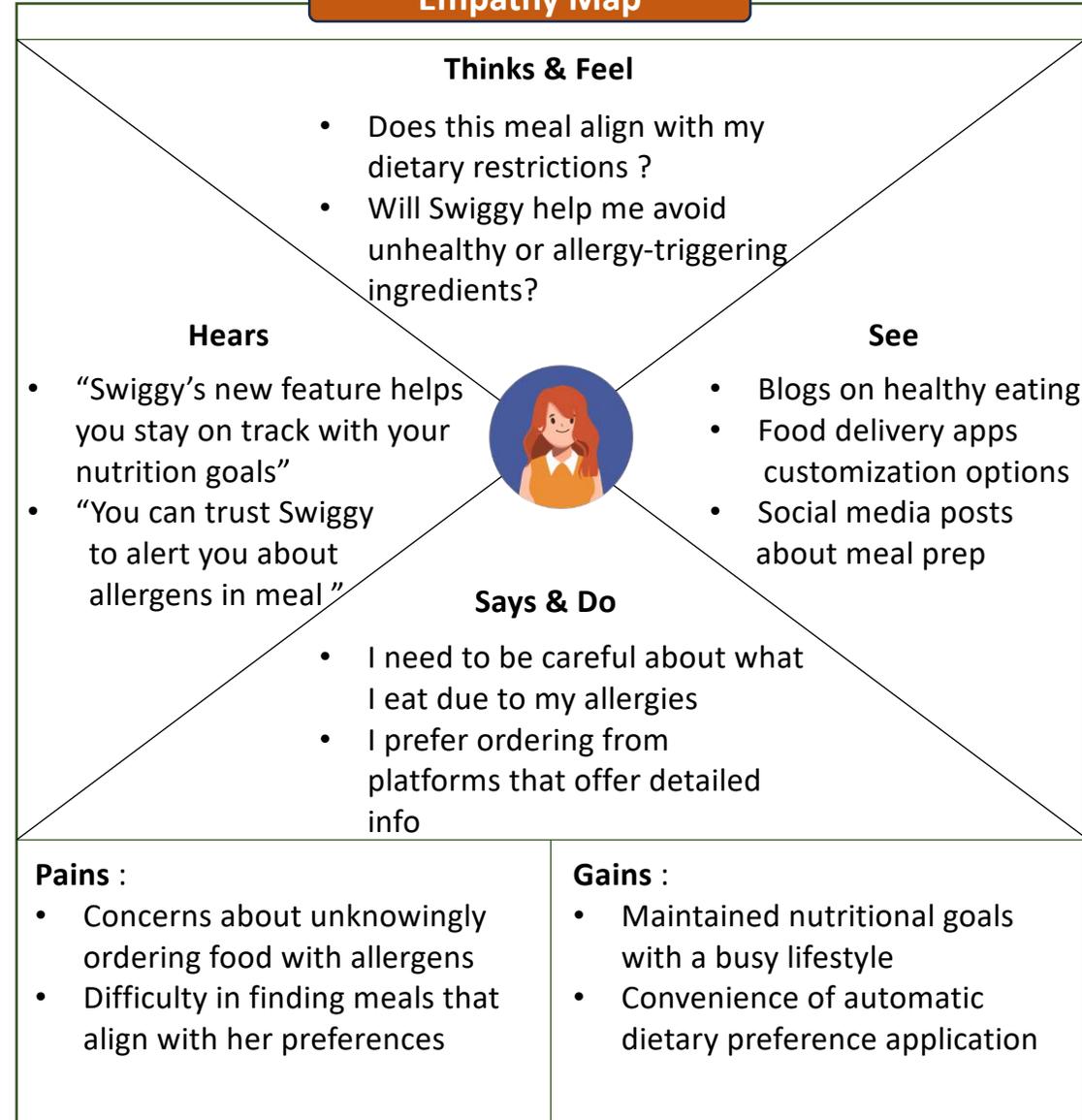
5 Whys Framework

- **Why use Swiggy?**
To order healthy meals that fit her dietary needs amidst busy schedule
- **Why order healthy meals?**
To maintain a balanced diet that supports her active lifestyle
- **Why maintain a balanced diet?**
To ensure she has the energy & well being needed to thrive at work & in her personal life
- **Why prioritize energy & well-being?**
To keep up with the demands of her past fast-paced career while staying healthy
- **Why stay healthy?**
To achieve long-term professional success & personal satisfaction

Motivations :

- Desire for safe & nutritious meals
- Convenience of quick & reliable food delivery

Empathy Map



Consumption Jobs	1. Define	2. Locate	3. Prapare	4. Confirm
<div data-bbox="389 358 524 548" data-label="Image"> </div> <p data-bbox="239 596 677 694">Swiggy - Food / Instant Grocery Delivery App</p> <p data-bbox="168 748 377 779">Assumptions:</p> <ul data-bbox="188 791 736 1039" style="list-style-type: none"> • Users have smartphones and access to the internet. • Users prefer personalized experiences and gamification. • Users want a seamless experience from order to delivery. <p data-bbox="168 1093 384 1125">New Features:</p> <ul data-bbox="188 1136 723 1343" style="list-style-type: none"> • Nutrition preferences and allergy alerts • Loyalty program - scratch cards and subsequent discounts • Recipe's ingredients suggestions. 	<ul data-bbox="784 339 1161 793" style="list-style-type: none"> • Define dietary preferences during onboarding • Define specific allergies, if any • Determine loyalty preferences and how they wish to participate in the program. • Identify which types of recipe suggestions they are interested in 	<ul data-bbox="1195 339 1572 793" style="list-style-type: none"> • Dish information from partner restaurants • User dietary preferences and allergy information • Recipe database for Instamart suggestions • Recipe database for Instamart suggestions • Loyalty program details, including rewards and milestones • Access to user's order history & behavior data 	<ul data-bbox="1605 339 1982 793" style="list-style-type: none"> • Users need to input their dietary preferences, allergies, and loyalty participation • Familiarize themselves with the app features like nutrition alerts and recipe suggestions • Setup payment methods and delivery addresses • Organize their time for expected delivery times 	<ul data-bbox="2015 339 2392 793" style="list-style-type: none"> • Confirm if the chosen dish meets their dietary needs and preferences • Verify order details before finalizing the purchase • Confirm the ingredients suggestion aligns with the recipe • Check loyalty points and potential rewards for the order
	5. Execute	6. Monitor	7. Modify	8. Conclude
	<ul data-bbox="784 965 1161 1343" style="list-style-type: none"> • Add items to the cart and review nutrition alerts for potential allergens • Participate in the loyalty program by ordering strategically to maximize points • Finalize the order and complete payment transactions 	<ul data-bbox="1195 965 1572 1382" style="list-style-type: none"> • Monitor nutritional information for any alerts or deviations • Keep an eye on loyalty points and progress toward rewards • Track order status and estimated delivery time • Ensure the quality of service and delivery meets expectations 	<ul data-bbox="1605 965 1982 1343" style="list-style-type: none"> • Adjust dietary preferences and allergy information as needed • Change loyalty participation preferences if desired • Modify order or items in the cart before finalizing the purchase based upon the suggestions 	<ul data-bbox="2015 965 2392 1343" style="list-style-type: none"> • Receive and verify the delivered order. • Provide feedback or ratings for the restaurant and delivery experience • Redeem loyalty rewards, if applicable • Utilize recipe suggestions for cooking with Instamart ingredients

Related Jobs	Desired Outcomes	
<ul style="list-style-type: none"> Plan meals for the week using Instamart ingredients and recipe suggestions Manage budgets and spend efficiently to maximize loyalty rewards Explore restaurant menus for new cuisines or dietary-friendly options. 	<p>Observed</p> <ul style="list-style-type: none"> Nutrition alerts minimize the risk of allergic reactions, ensuring safety without extra steps Recipe suggestions reduce the effort needed to plan meals, saving time and hassle Gamified loyalty programs encourage repeated use without overwhelming complexity 	<p>Total Stakes</p> <ul style="list-style-type: none"> On-time delivery and accurate order fulfillment Variety and choice of restaurants and dishes available Ease of app use and seamless navigation
Emotional Jobs	<div data-bbox="1330 758 1824 878" style="background-color: #f4a460; padding: 5px; display: inline-block;">Appropriately Served</div>	
<ul style="list-style-type: none"> Customers want to feel safe and secure when ordering food, knowing that their dietary preferences are respected. They want to feel valued and appreciated for their loyalty and frequent orders Customers want to be inspired by culinary possibilities and feel empowered to try new recipes 	<p>Irrelevant</p> <ul style="list-style-type: none"> Overloading users with excessive notifications about loyalty points and rewards Offering overly complex customization options that confuse the ordering process 	<p>Underserved</p> <ul style="list-style-type: none"> Personalization of nutrition preferences and allergy alerts to cater to specific dietary needs Gamified loyalty rewards with clear tracking and tangible benefits Contextual recipe and ingredients suggestions based on Instamart purchases

Cognitive Load	Evaluation	Recommendation
Intrinsic	<ul style="list-style-type: none">• Moderate inherent difficulty due to variety of choices and details• High intrinsic load for allergen information due to manual effort in ensuring accuracy.	Integrate allergen information in the onboarding process to avoid human error and ensure smooth food ordering.
Extraneous	<ul style="list-style-type: none">• Moderate due to slightly cluttered design, making navigation around the app challenging.	Simplify by reducing or grouping features on the bottom tray for intuitive and clear design.
Germane	<ul style="list-style-type: none">• Can be high if users struggle to learn the app's features.	Analyze data to identify drop-off points, and improve design or add user education features to enhance the experience.

Features	Reach	Impact	Confidence	Effort	Score
1. Allergen & Nutrition Alerts	4	5	4	3	26.67
2. Gamified Loyalty Program	3	4	3	4	9
3. Recipe Suggestions for Instamart	2	3	2	2	6

 **Takeaway:** *Allergen & Nutrition Alerts take the lead, offering the highest potential value relative to effort*

Feature 1: Allergen & Nutrition Alerts

•**Feature Description:** During user onboarding or profile settings, users can input their dietary restrictions (allergies, vegan, etc.) and nutritional goals (low-carb, high-protein). Swiggy's algorithm will then flag menu items containing those allergens or not aligning with goals. This can be done with a clear warning icon or text alert next to the dish.

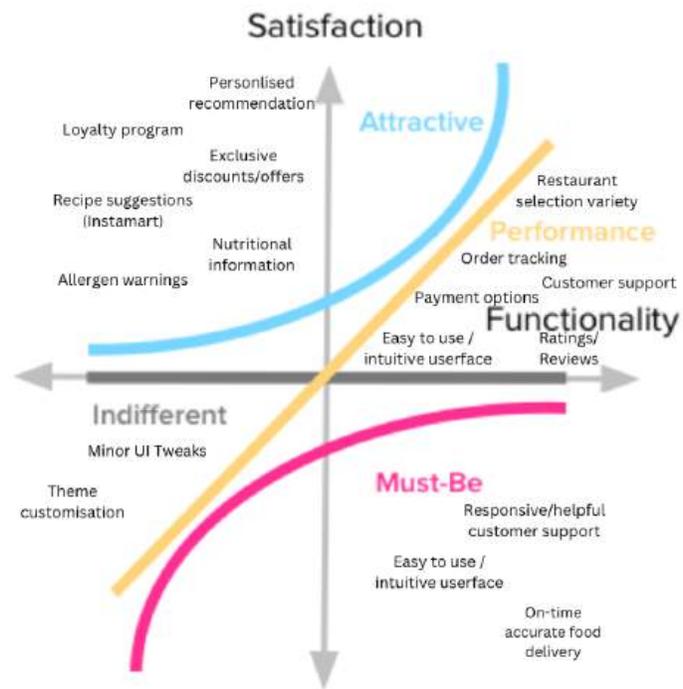
Feature 2: Gamified Loyalty Program

•**Feature Description:** Introduce a point-based system for placing orders, with bonus points for high-value orders, frequent orders, or specific actions (e.g., ordering during off-peak hours). Points can be redeemed for scratch cards, discounts, free delivery, or exclusive experiences.

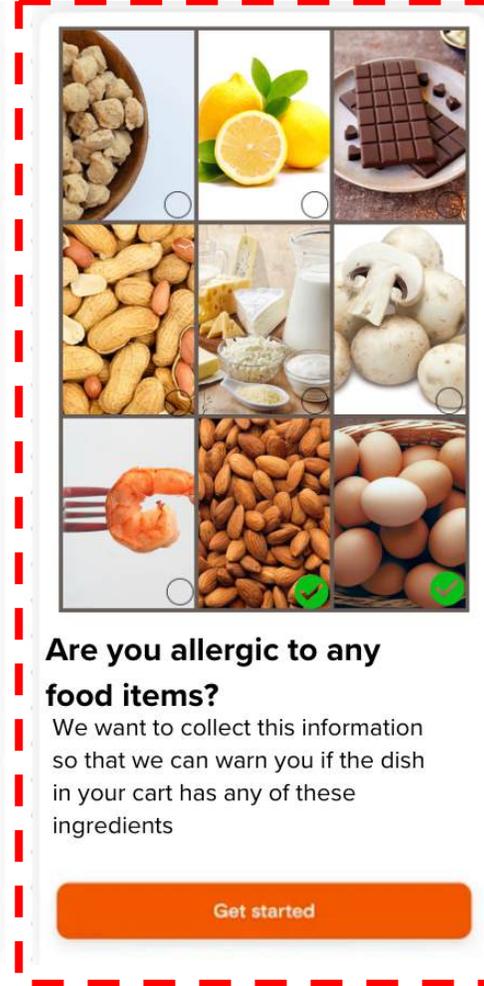
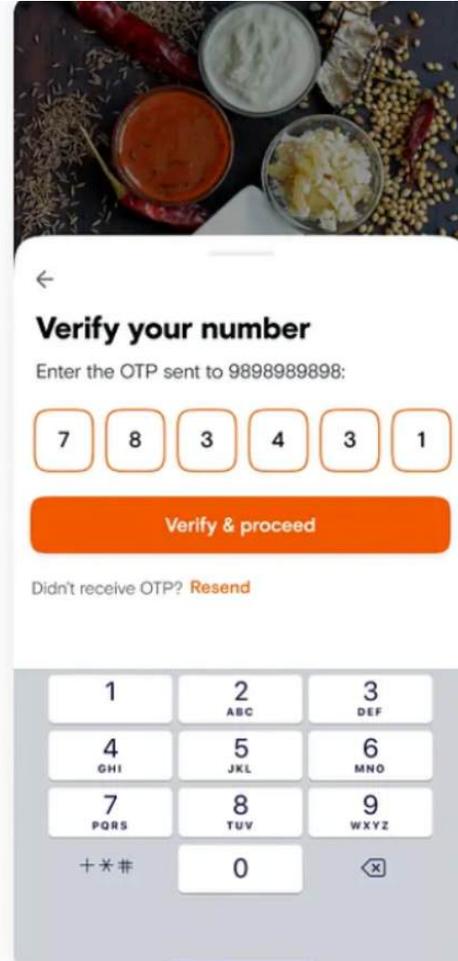
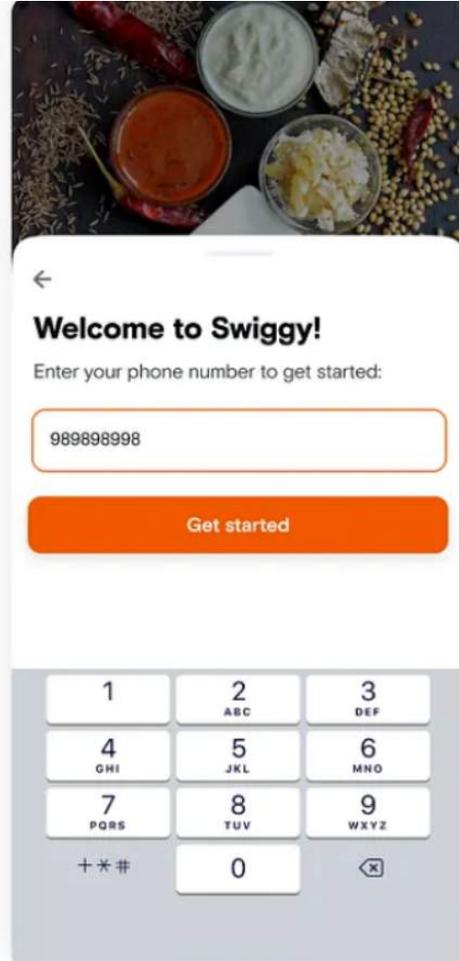
Feature 3: Recipe Suggestions for Instamart

•**Feature Description:** When users add items to their Instamart cart, Swiggy suggests relevant recipes using those ingredients. Users can then easily add any missing ingredients to their cart.

Prioritisation | Kano Framework



Feature	Must-Be (M)	Performance (P)	Attractive (A)	Indifferent (I)	Reverse (R)
Food Delivery (on-time, accurate)	✓				
Restaurant Selection Variety		✓			
Search/Filtering (cuisine, price, etc.)		✓			
Order Tracking (real-time updates)		✓			
Customer Support (responsive, helpful)	✓ /P	✓			
User Interface (easy to use, intuitive)	✓ /P	✓			
Payment Options (variety, security)		✓			
Ratings/Reviews (transparent, reliable)		✓			
Personalized Recommendations			✓		
Gamified Loyalty Program			✓		
Exclusive Discounts/Offers			✓		
Recipe Suggestions (Instamart)			✓		
Nutritional Information			✓		
Allergen Warnings			✓		
Theme Customization				✓	
Minor UI Tweaks				✓	
Excessive Notifications					✓
Forced App Updates					✓



Problem
Customers with food allergies face difficulty navigating menus, risking exposure to allergenic ingredients while ordering through Swiggy

Solution
Introduce a feature in Swiggy that asks customers about food allergies, hiding dishes containing those allergens from their view

Solution | Product Roadmap

Tasks	Week – Wise Execution												
Phase 1: Pilot Program	1	2	3	4	5	6	7	8	9	10	11	12	13-16
1. Database Development													
2. User Preference Input													
3. Alert Display & UI/UX Design													
4. Smoke Testing													
5. Pilot Launch & Data Collection													
Phase 2: Beta Launch													
6. Feedback Analysis & Iteration													
7. Database Expansion & Algorithm Refinement													
8. A/B Testing & Optimization													
Phase 3: Full Launch													
9. Gradual Feature Rollout													
10. Monitoring, Feedback, and Iteration													

Solution | Pilot Launch

1

100+ days active users

- Invite them to use the new feature and provide feedback through in-app notifications or emails

2

Users Who Give Special Instructions

- Highlight the allergen feature during the order process and request feedback

3

High-Value Customers

- Users who have a high average order value or order frequently. Their satisfaction is crucial for the business
- Offer early access to the feature and collect detailed feedback

4

Health-Conscious Users

- Users who order healthy food options or have previously interacted with health-related features
- Notify them about the new feature through personalized recommendations

5

Random Sample Group

- A diverse group of users randomly selected to provide a broad range of feedback
- Deploy the feature to this group and analyse their interaction and feedback

These segments of users should be reached through various channels of communication like

- *Push Notifications*
- *SMS*
- *In-app pop ups*
- *E-mails*

GOOGLE HEART FRAMEWORK

	GOALS	SIGNALS	METRICS
Happiness	USERS ENJOY THE NEW FEATURES AND FIND THEM USEFUL	USERS GIVE POSITIVE FEEDBACK FOR SWIGGY'S SUGGESTIONS	RATING PROVIDED BY CUSTOMERS AFTER THE LAUNCH OF NEW FEATURES
Engagement	USERS SPEND MORE TIME INTERACTING WITH THE APP	USERS NAVIGATE TO THE NEW FEATURES AND ENGAGE WITH THEM	AVERAGE TIME SPENT ON ADS AND ORDER CONVERSIONS
Adoption	NEW USERS FIND THE FEATURES BENEFICIAL AND TRY THEM	NEW USERS SET UP ACCOUNTS AND PLACE ORDERS	HOW QUICK THE NEW USERS PLACE ORDERS AND FREQUENCY
Retention	PEOPLE KEEP COMING BACK TO THE APP AFTER USING IT	REPEAT PURCHASES AND SUBSCRIPTION RENEWAL	NUMBER OF REPEAT PURCHASES MADE BY THE USERS
Task Success	THE PURCHASES GO UP AND USERS MAKE REPEAT PURCHASES	USERS BUY THE RECOMMENDED PRODUCTS AND AOV STARTS RISING	RISE IN CART VALUE, REPEAT ORDERS AND CONTENT ENGAGEMENT

Sub-features of Allergen & Nutrition Alerts



User Profile & Preferences

- Input and manage dietary needs (allergies, preferences)
- Intuitive interface with clear options
- Seamless integration with existing profile



Allergen & Nutrition Database

- Comprehensive and up-to-date information
- Partnership with restaurants for data accuracy
- Standardized data structure for consistency



Alert Display

- Visually clear and distinct alerts
- Detailed information on hover/click
- Dynamic updates based on user preferences



Search & Filtering

- Filter options for allergens, diets, nutrition goals
- Highlighted results for easy discovery
- Improved search algorithm for personalization