

Swiggy Design Enhancement

Problem Statement

- Currently, there is no option for choosing “Non-Veg” Available restaurants and “Non-Veg” dishes only in Swiggy, whereas there exists an option to choose “Veg Only” Restaurants and “Veg Dishes” only.

Why is it a problem?

- Users groups who are focused on only ordering Non- Veg dishes would find it currently difficult as they have to manually check it out.
- There are use-cases where the user selects a restaurant and finds out that there are no Non Veg dishes available(From the Main screen).
- **People Experience** - Based on my discussion with multiple users, my peers, colleagues and friends, this point came up multiple times as a pinpoint for most of the power users.
- **Personal Experience** - I would rate myself as a very active Swiggy user and also a Swiggy Super customer. This is one of my main pain points I have come across while placing orders on Swiggy.

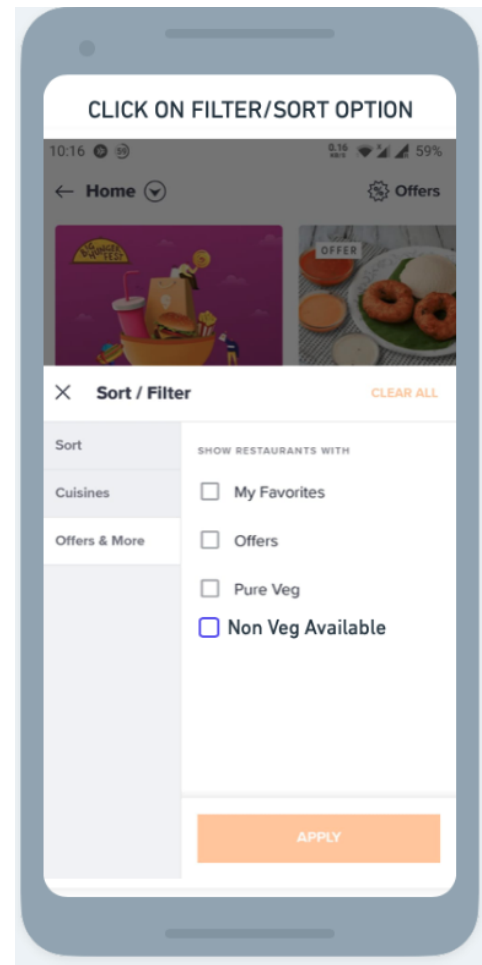
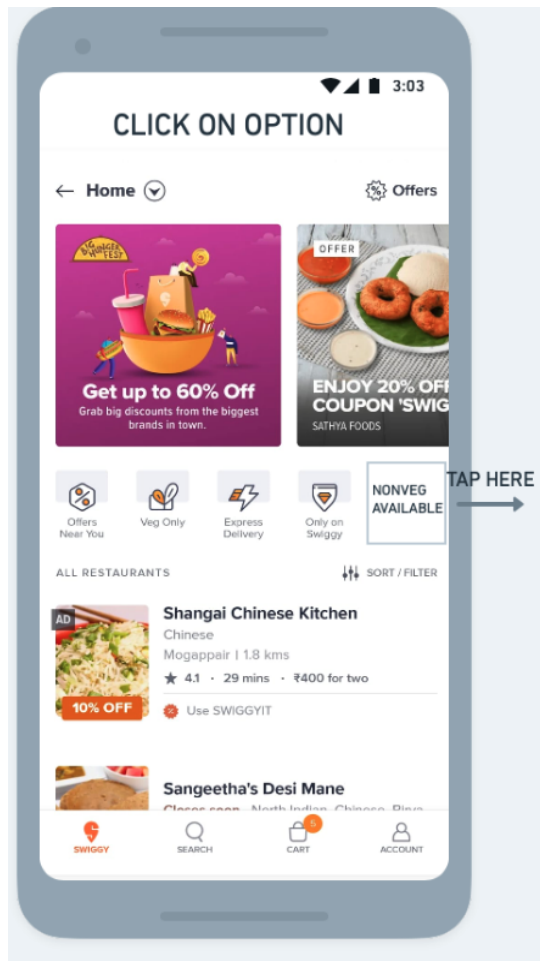
Problem Granularity

- Currently, there are filters in two places.
 - Restaurant list page, where all restaurants that driver are shown.
 - Once a restaurant is chosen, there is an option to filter out the veg dishes.
- Restaurants can be classified into 2 types.
 - Pure Veg Serving; Veg and Non-Veg Serving
- A user who wants a Veg only restaurant can apply the veg only filter and get to the relevant restaurants on the first page itself or can choose their desired restaurant and then apply “Veg dishes only” filter and see only the list of veg dishes.
- Whereas currently there is no such option for a person who wishes to order a Non-Vegetarian Dish. They have to go through the whole list of restaurants (Even Pure Vegetarian ones) and then choose a restaurant and then go through the whole menu, cross all the vegetarian dishes and then choose the dish of liking.

Solution

- A solution to be would be to add a feature to the existing filters at both places with the option “Non-Vegetarian”.

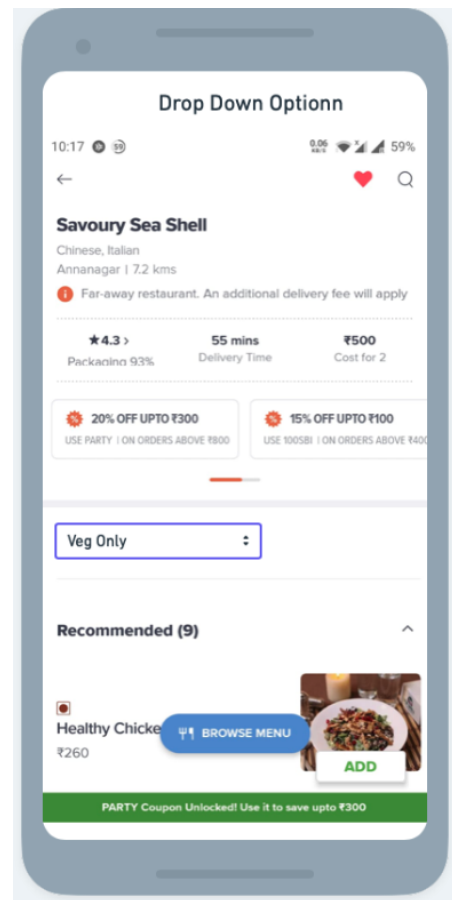
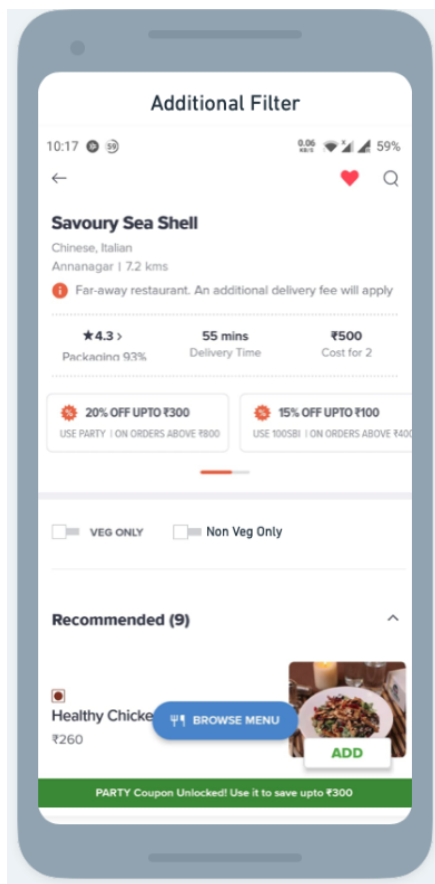
Font Page - Restaurant options (Two Solutions)



| Option | Description | Pros | Cons |
|----------|--|--|--|
| Option 1 | Addition of a button filter on the main screen along with the other filters. | There currently exists a button type "veg only" filter on the same screen. | There already exists a lot of filters, the user already has to scroll, making it cumbersome. |
| Option 2 | Addition of a quick-select filter option under existing filters. | There is already a filter here also for Veg only option | It might become too hidden unless the user doesn't know about the feature |

Selection - Both the options can be done as in both cases there already exists a veg only filter, same priority has to be given to the "Non-Veg Available" filter.

Second Level - Dish Level (Two Choices)



| Option | Description | Pros | Cons |
|----------|---|---|--|
| Option A | Addition of a switch filter on the restaurant screen along with "Veg only". | There currently exists a similar type "veg only" filter on the same screen. | |
| Option B | Addition of a Dropdown filter option with both the choices | | It changes with the current flow/style across the app. |

Selection - Option A, As it has already been replicated in the current model. The user might get confused if there is any sudden movement plus the user can choose the option more intuitively.