



How can Swiggy improve the experience for restaurant partners?

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Swiggy Vision

“We build products & solutions that redefine the food ordering & delivery space in India, every single day helping change the way India eats.”

About the Company

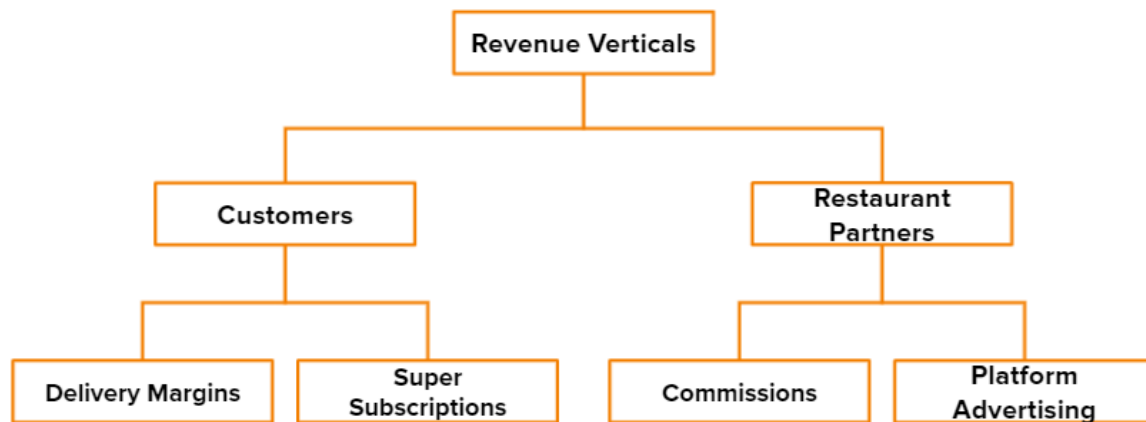
Swiggy is an online food delivery based marketplace with restaurants, customers and delivery personnel as the main stakeholders. It is presently operating in more than 500 cities and more than 1.25 Lakh restaurant partners across India.

Value Proposition

Swiggy offers a one stop platform for all customers who wish to order food items for consumption, directly deliverable to their homes. Customers can provide ratings to food items and delivery services viewable by everyone as a transparent resource for users to. The other key stakeholders include restaurant partners and delivery personnel.

Revenue Verticals

Swiggy's revenue predominantly comes from three verticals i.e. Online orders, advertisers, Swiggy Super subscriptions.



Defining the Problem Statement

Restaurant partners on partnering with Swiggy, gain a wider customer base and an alternate opportunity to monetise their offerings with a reliable delivery fleet system and multiple payment methods.

With the pandemic, unexpected lockdowns and health concerns have impacted dine-in revenues for many restaurants across the country. Owing to this, the restaurants have become heavily dependent on delivery platforms like Swiggy for their revenues.

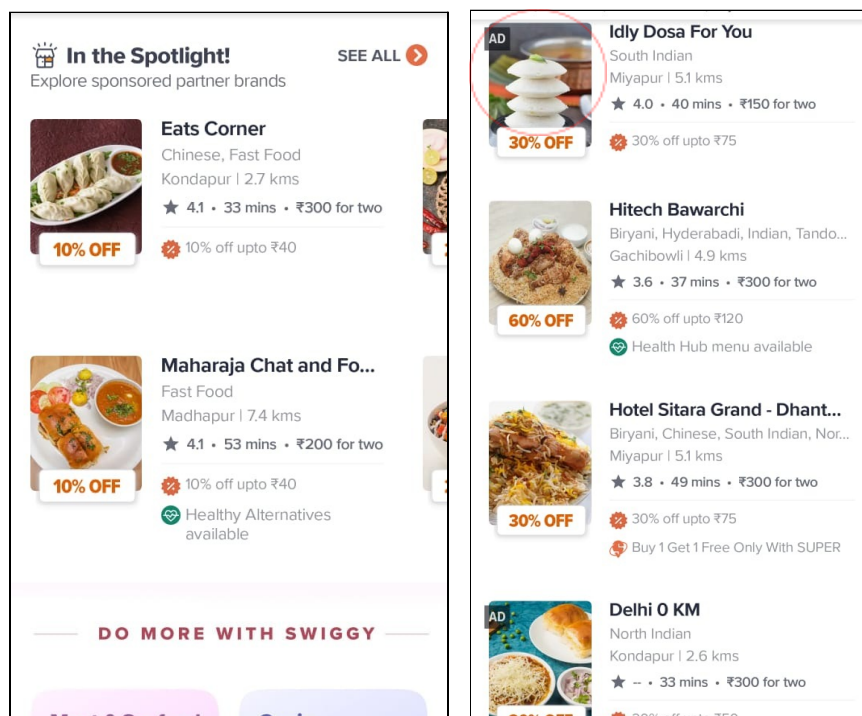
With the revenue dependency at an all time high, it becomes extremely important for each restaurant to stand out and create their brand. The ability to create a

better brand for themselves makes it easier to acquire new customers and retain them, improving recognition and trust. But, currently restaurants are entirely dependent on the limited discovery offered by the platform.

Current Solutions

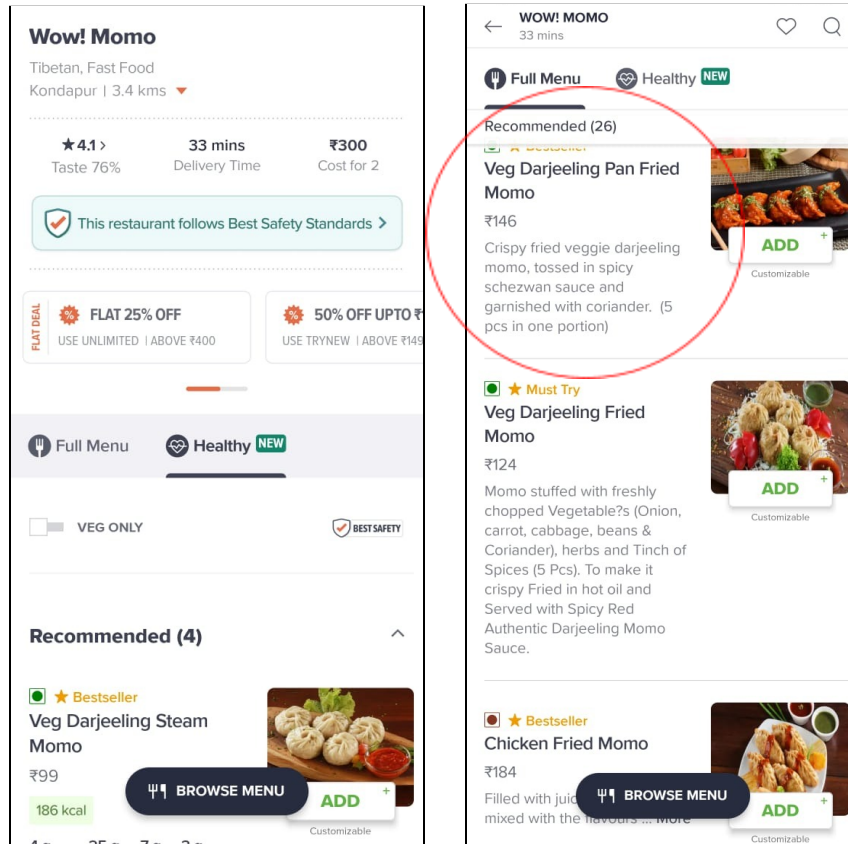
At present, restaurant partners have the following options to improve their discoverability with the user and create an impression.

- 1. Banner Promotion & Priority Listing** - Restaurants can employ a paid promotion method to rank higher on search results and restaurant listings on home page and throughout the app, which include 'In the Spotlight' and general promotions with an 'Ad' tag in the results.



2. Menu/Item Detail Page - The current restaurant page offers the ability to describe each item being offered with words of their choice, present relevant pictures associated with the restaurant and item and the cuisines.

- a. Must Try
- b. Bestseller



Lapses in Current Solutions

1. Banner Promotion & Priority Listing -

While these choices can increase the probability of a user clicking on the restaurant and reaching the menu page, this does not help in creating a brand impression or a better motivated choice by the user. And the fact that advertising comes at a cost to the already surviving restaurants, makes it a difficult choice even if there is payoff.

2. Menu/Item Detail Page - Apart from the basic naming and thumbnail pictures which are generic and of the same quality across restaurants, the item description and price are the only differentiating factors.

- Aspects like restaurant's picks or local specialties are not communicated through the present 'Must Try' & 'Bestseller'
- Customer assurance about transparency of how the food is made and handled is not communicated well.
- Also multiple generic choices across restaurants increases the cognitive effort for consumers to choose and can lead to increase in time taken to order an item and subsequently drop offs.

Proposed Solution

Platform Native Restaurant Microsite

1. Description

The restaurant microsite is a portfolio dedicated to each restaurant partner on the Swiggy platform to display relevant content, helping in developing and creating a brand voice for the business.

2. Value Proposition

This solution enables restaurant partners to go beyond just menu and offers to effectively communicate with the users on the platform, by their own accord to manage their brand directly from the platform.

3. Out of Scope

- Web page accessibility from browser
- Restaurant to consumer direct chat service
- Multiple media type support and external links
- Typeface and other customizability through the portfolio
- Social media type content interactive features for the media

4. What are the features involved?

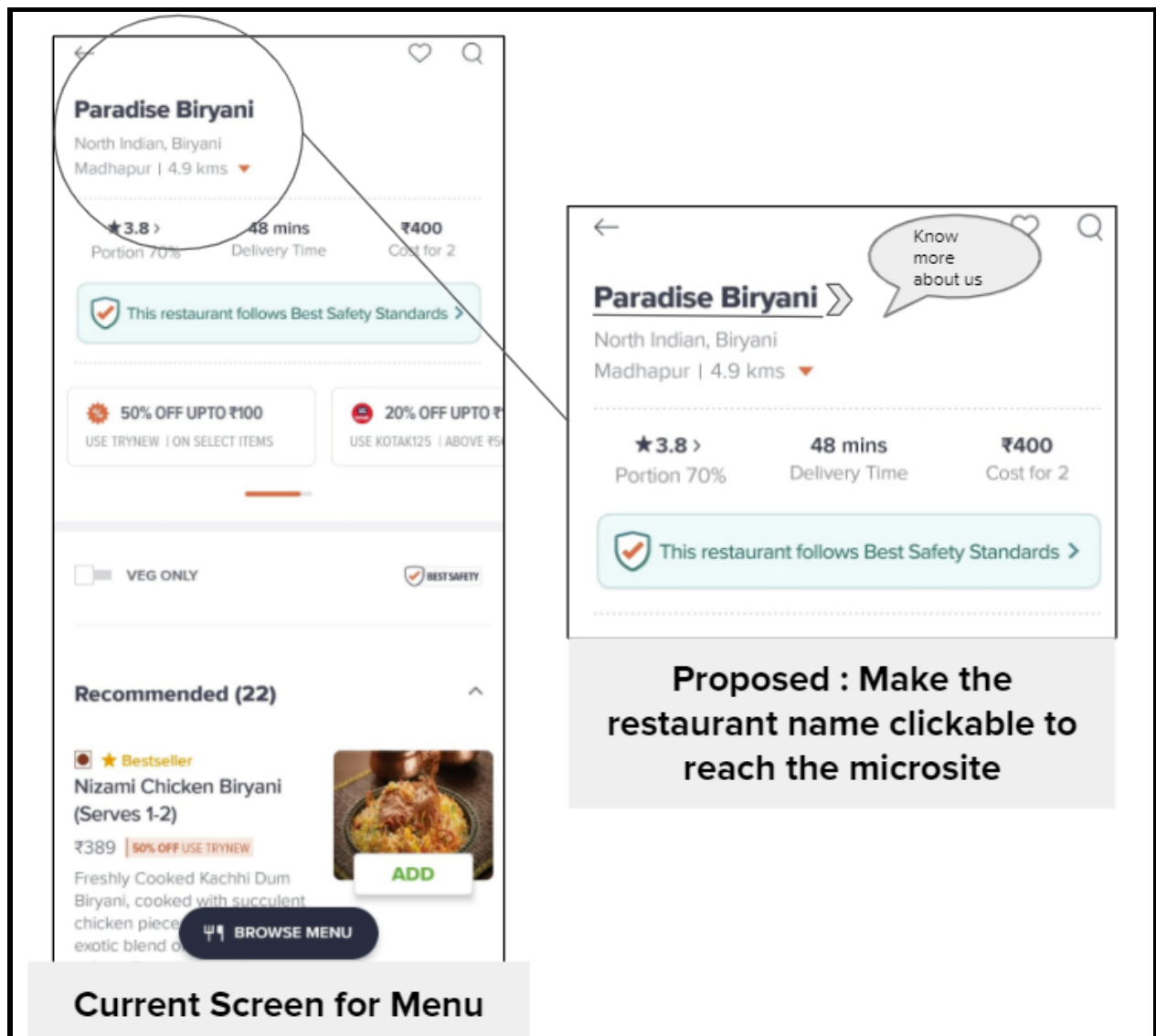
- Brand Bio
 - A short description of choice for the restaurant to communicate about their business in a brief manner.
- Restaurant Logo
 - A display picture for each restaurant to communicate their brand logo.
- Order History
 - User accessible previous order history with the related brand.
- Share Option
 - A share button which generates a shareable link to the brand's portfolio on the Swiggy app.
- Notification Alerts
 - An option for the user to set notification alerts for any restaurant's communication like offers, new items etc.
- Sections of Restaurant's Choice
 - Restaurants can choose the sections which they want to display like 'Today's Offers', 'Featured Collections', 'Our Chefs' etc.
 - Partners can include media of their choice in each section along with item specific add to cart CTAs.

5. Wins for Stakeholders

- Restaurant Partners
 - Develop their brand on the platform to attract customers.
 - Send restaurant notifications to core customers for repeat orders.
 - Small restaurants can build a microsite on the platform for free and get customers directly to the point of sale, with the link.
- Customers
 - Can make a better motivated choice for food orders
 - Reduced dissatisfaction levels with clear information pre-order and improved engagement.

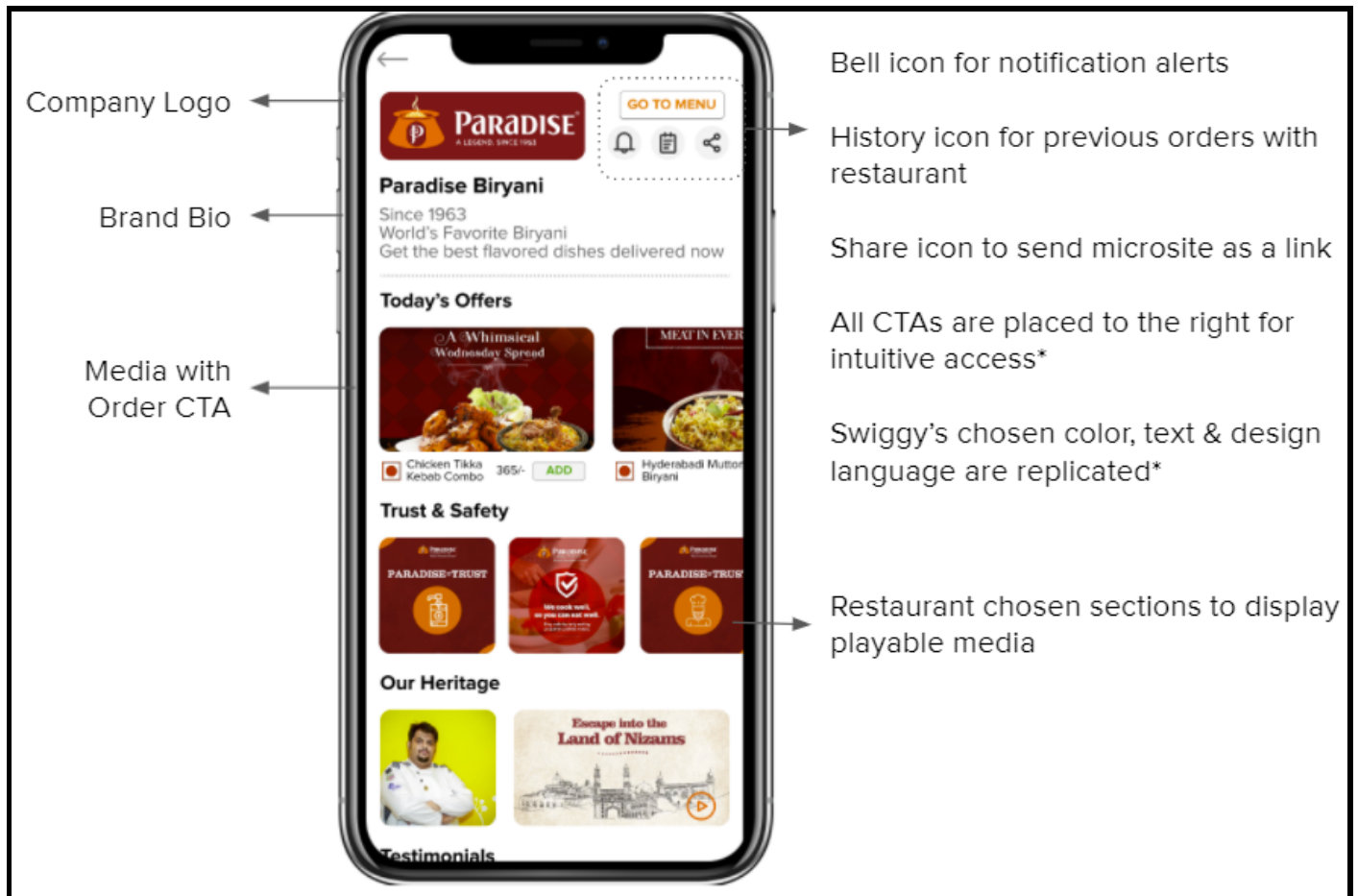
- Swiggy
 - Increased revenue with more restaurant partners choosing the platform.
 - More opportunity for advertising and restaurant commissions with controlled app real estate.

User Journey - Design MockUps



Microsite Sample

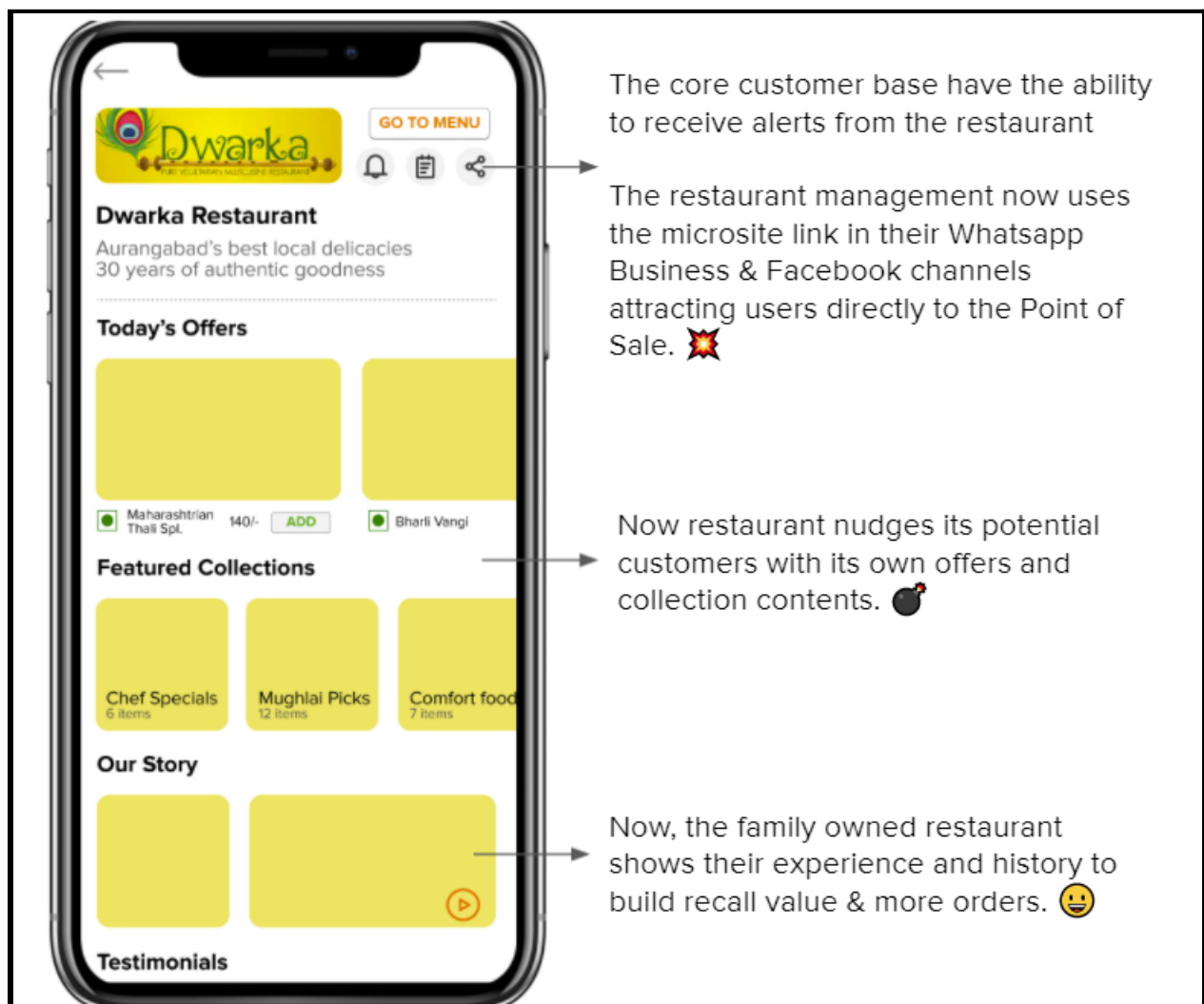
[Link to all Figma Designs](#)



Restaurant Persona #1

Dwarka Restaurant

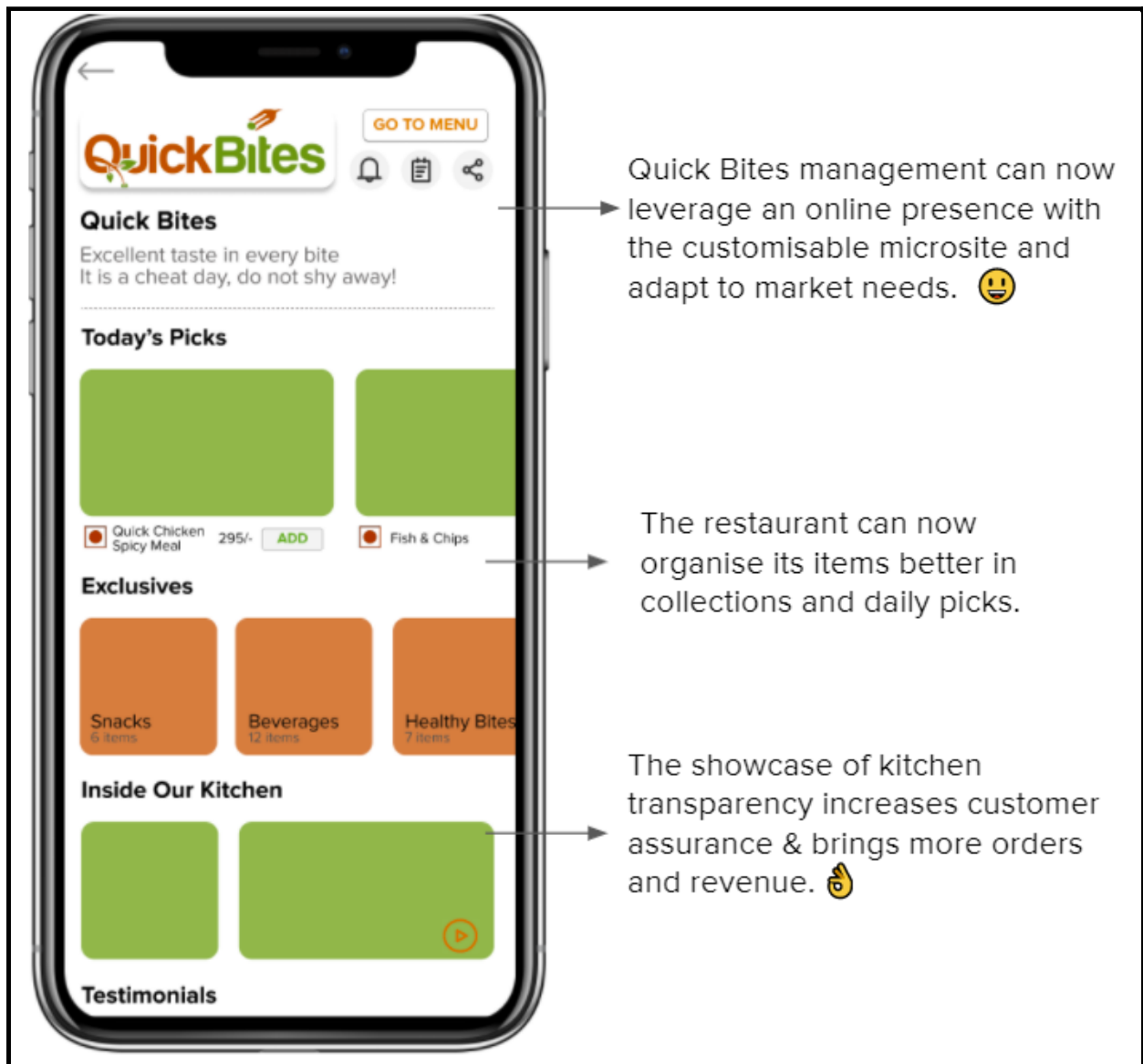
- A medium sized local restaurant in a tier II city, middle class family inherited business being run for more than 30 years.
- Enrolled on delivery platforms amidst the pandemic due to revenue concerns.
- Management feels helpless that the built customer base and experience over the years is not translating to the number of online orders.



Restaurant Persona #2

Quick Bites

- Quick Bites is a Quick Service type restaurant chain (QSR) with franchises based in 10 sites across 5 cities.
- It is competing against big organised players in the takeaway space and struggling with high customer acquisition costs.
- Although QSRs are estimated to grow, QB being an unorganised offline business it has proved difficult to move online and build recall value.



Potential Risks

- Restaurant partners can start to push their dine-in experience and alternate delivery systems creating a potential conflict of interest with Swiggy.
- This solution might be inaccessible for small businesses with not very tech savvy management and can start to alienate them.

Testing

Following are suggested metrics to track the success of our solutions.

Goal	Success Metrics
Adoption	# No. of restaurants opting to build their microsite # No. of restaurants creating at least three sections for the site
Engagement	# No. of visits to microsite # No. of users opting for restaurant notifications/alerts # No. of active restaurant partners using their portfolio # No. of times users share restaurant microsite link externally
Revenue	# Successful cart additions from portfolio # Successful orders after visiting the portfolio

Summary

- Identified and defined the problem statement from a key stakeholder's perspective (Restaurant Partners)
 - Analysed the current solutions being offered to identify gaps
 - Proposed the solution - Platform native restaurant microsite for restaurant partners with focused features.
 - Designed a few mockups, showcasing how the solution will look like post implementation
 - Discussed metrics to track the success of the solutions
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