Improving Swiggy's customer retention & revenue by helping users make better-informed decisions while choosing a dish

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Context

1. The aim of this doc is to chart out solutions to improve Swiggy's customer retention & revenue by helping users make better-informed decisions while choosing a dish.

2. Swiggy offers users to discover new restaurants to order a variety of new dishes from.

3. Solutions are aimed to improve customer retention and consequently revenue for Swiggy, offering scope for being launched as a perk under Swiggy Super/Binge plans.

User flow while ordering a dish

Case #1: Ordering a previously ordered dish
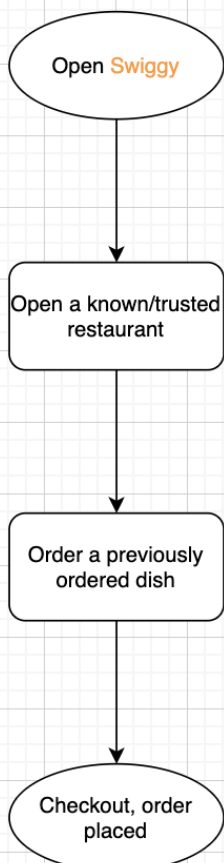
Pros -

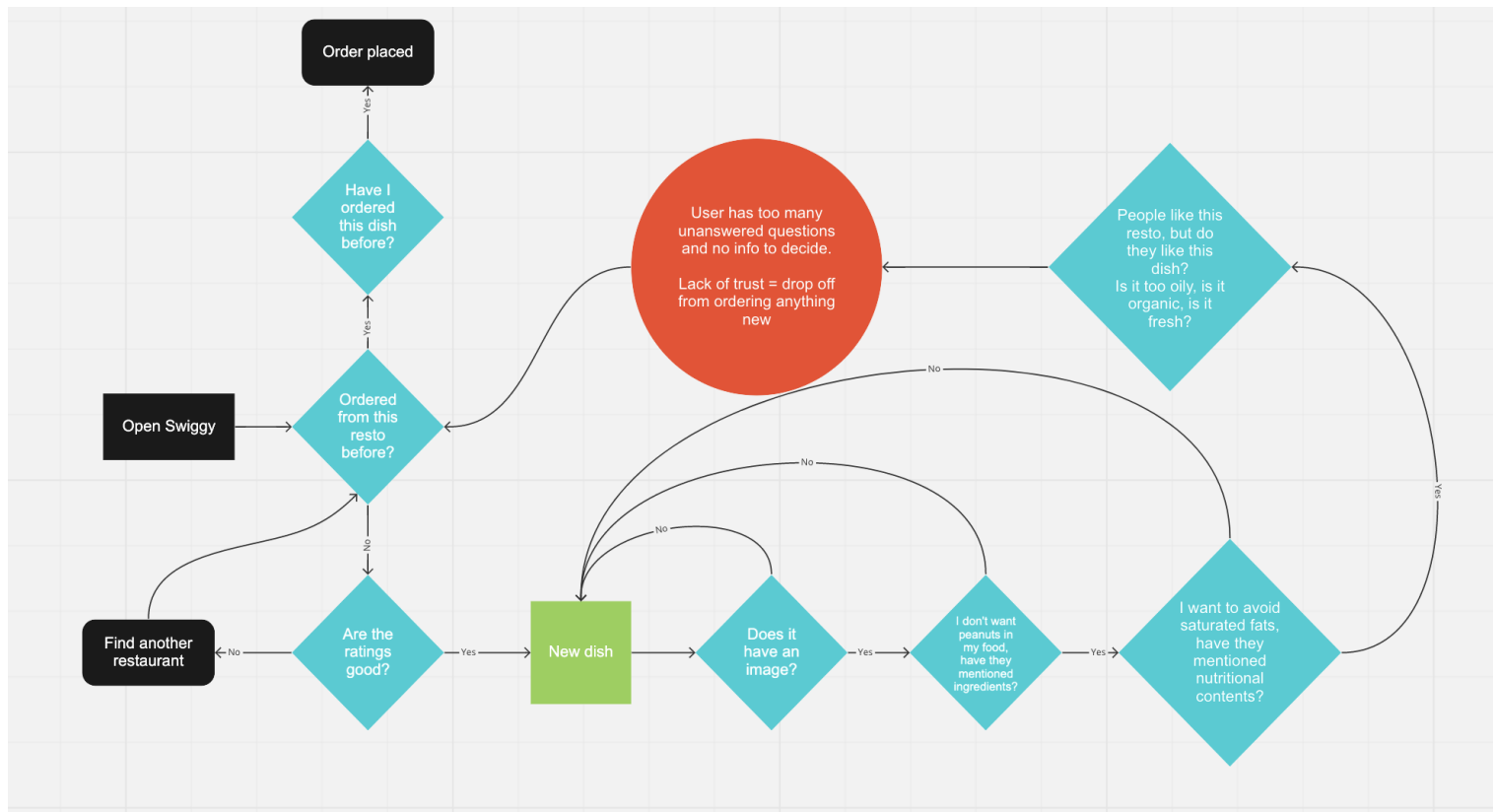1. This is the fastest way to order food - almost no cognitive load
2. High level of trust

Cons -

1. No discovery of new restaurants and dishes
2. Gets dull ordering from a limited set of restaurants and dishes

To the users this seems like Swiggy doesn't have a variety of dishes to choose from, which is obviously untrue as Swiggy has over 1,00,000 partner restaurants.
The actual problem is that *the users assume* Swiggy *doesn't have a variety of* **trustworthy** *dishes to choose from.*

Case #2 - Ordering a new dish

Order placed

Have I ordered this dish before?

User has too many unanswered questions and no info to decide.

Lack of trust = drop off from ordering anything new

People like this resto, but do they like this dish?
Is it too oily, is it organic, is it fresh?

Open Swiggy

Ordered from this resto before?

Find another restaurant

Are the ratings good?

New dish

Does it have an image?

I don't want peanuts in my food, have they mentioned ingredients?

I want to avoid saturated fats, have they mentioned nutritional contents?

Yes · Yes · No · No · No · No · Yes · Yes · Yes

Conclusion

1. User has too many unanswered questions.
2. Leads to lack of trust = drop off from ordering anything new
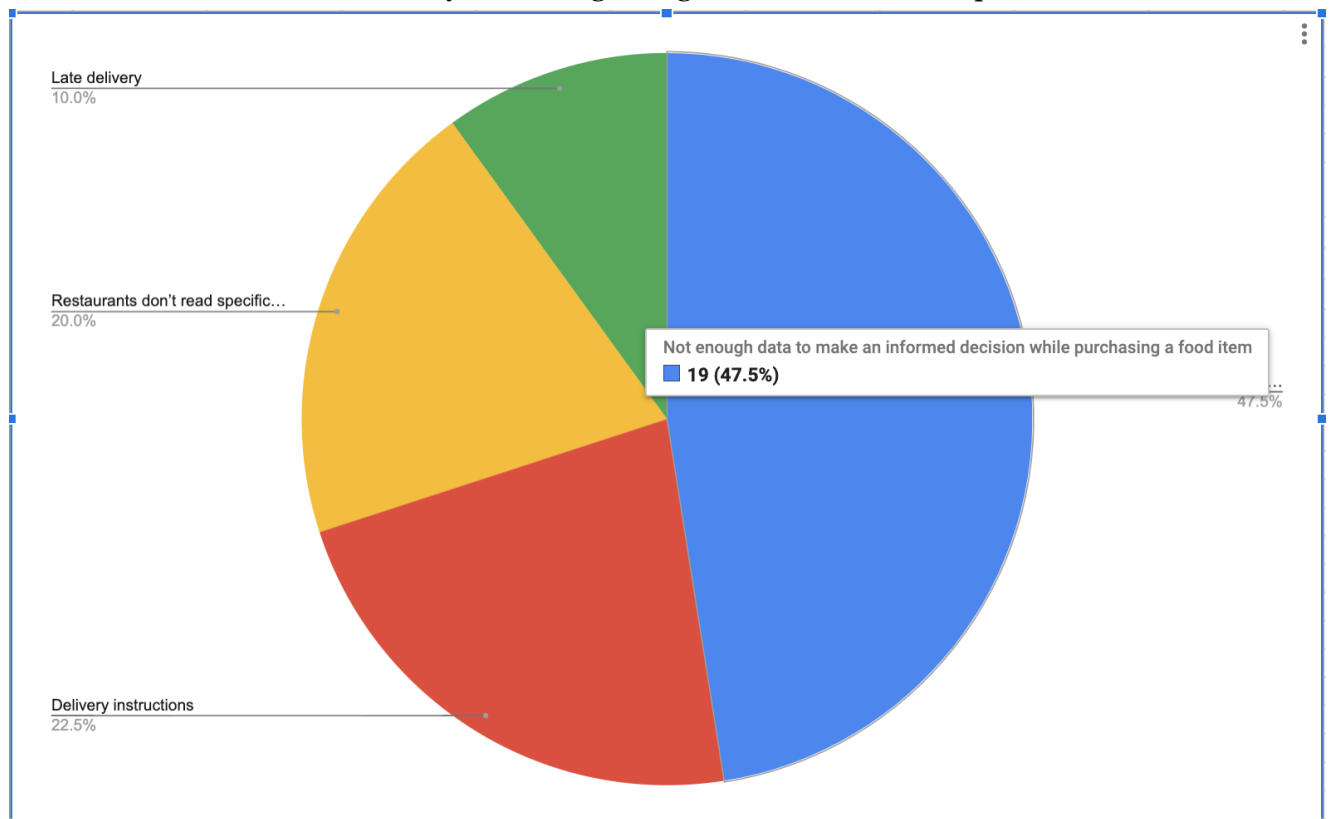
User pain-points

Top problem

1. Users don't have enough data to make an informed decision while choosing a dish
2. Users have low trust while exploring new dishes and new restaurants
3. Loss to Swiggy
   a. Low discovery rate for new dishes and restaurants
   b. Revenue loss when users churn due to trust issues

How did I identify this as the top problem?

To understand the most common and pressing user issues, I conducted a short research by going through Google Play reviews for Swiggy, hypothesizing potential problems, and personally interviewing 40 Swiggy users to validate my findings.

Survey Results (# of users = 40)

47.5% users were most bothered by not having enough dish data to make a purchase

Pie chart:
- Late delivery — 10.0%
- Restaurants don't read specific… — 20.0%
- Delivery instructions — 22.5%
- Not enough data to make an informed decision while purchasing a food item — 19 (47.5%)

Other issues faced by users (voting was done for the top 4 prioritized issues)

Problem	Impact (I)	Satisfaction (S)	Priority (I + max(I-S,0))	Votes
Not enough data to make an informed decision while purchasing a food item	7	5	9	19
Delivery instructions	8	5	11	9
Restaurants don't read specific instructions	7	5	9	8
Late delivery	8	6	10	4
Surge fee	5	6	5	
Bad packaging	5	7	5	
Attend calls about unavailable items	5	8	5	
Coupon code vanishes even if the order didn't go through	5	8	5	
Canceling order	4	8	4	
Ordering food is expensive	4	8	4	
Canceling an order after a long wait	3	7	3	

To see a detailed sheet of problems, click here (see the 'Problems' tab at the bottom).
Solutions to other problems -
1. Explaining delivery instructions on call
   a. Add voice note instructions
   b. Option to add house/nearby landmark images
2. Delayed delivery
   a. Schedule in advance
   b. Subscription-based delivery

Solutions for top problem

Solutions	Description	Reach	Impact	Confidence	Effort	(R*I*C/E)
Add details page	Page contains item image, info about ingredients, nutritional value, user ratings, and reviews; add scope for customization here itself (cooking medium) Collaborate with 3rd party APIs for info - nutritional values and ingredients until restaurant modifies it or adds on their own.	100	3	100	2	150
Incentivize owners to add images and info	Swiggy algo promotes their restaurant and gives extra points for helping users make better decisions Users can report if images don't match, hence keeping malicious activities in check Progress bar while inputting info like in LinkedIn	90	2	80	2	72
FAQs for each item, replied with general consensus of user feedback	"How spicy was the food?" -"40% of foodies found it spicy" "How oily was the food?" -"10% of foodies found it oily"	70	1	80	1	56
Ask item specific questions to an AI chatbot	"Hey SwiggyBot, tell me more about this dish"	60	1	80	2	24
Ask "Do you want to see an image and details for this item?"	The restaurant is liable to upload a photo according to the # of people asking to see item details. More # of people asking = More urgently upload photo	90	0.5	50	1	22.5
User uploads photo of food item	If the user has ordered an item with a missing photo, he is incentivized to add a photo after the order is delivered.	70	1	50	2	17.5

To see all solutions click here (see the 'Solutions' tab at the bottom).
The top solution is presented in this document as the following proposal -

Proposal for a 'Dish Detail Page'

Display all information about a dish- image, ingredients, nutritional value, user ratings & reviews

What does this feature do?

Helps Swiggy users make an informed decision while ordering a dish by showing all information about a dish (taken from 3rd party APIs) - image, ingredients, nutritional value, ratings & reviews in a details page when you click on "More about this dish" (See mockups)

Why do we want to build this feature?

1. Users- We want to prioritise building this to stop revenue loss in case the user doesn't have enough data points to make/influence his decision to make an informed decision on whether to buy a dish
2. Restaurants- Swiggy gives its restaurants the option to add a description and image, not a lot of restaurants make full use of that feature. Why should a restaurant miss out on sales, just because their advertising isn't great, even though their food is excellent? Restaurants should get better visibility, trust & increase revenue!

More info → more user trust → new dishes discovered → more transactions → more revenue

What information do users need to order a dish?

A lot of listed dishes don't have -

1. Images
   a. Missing
   b. Fake images → expectation-reality mismatch
2. Dish specific ratings and reviews
   a. Uncertainty while ordered without any social credibility of dish
   b. Good rating for the restaurant doesn't mean a good rating for all dishes
3. Ingredients
   a. Different users are picky about (or allergic to or avoid) different ingredients
   b. There is no way of knowing the constituents of a dish on the Swiggy app
4. Nutritional Value
   a. Some users are interested in keeping count of their calories and macronutrient breakup of a dish
5. Quantity and size

Who is it for?

This feature, in general, targets everyone who wants to make a better-informed decision when it comes to their food. In specific, it will appeal to -

1. People following a specific diet (vegan, gluten-free, keto)
2. Are allergic to certain food items (lactose, nuts)
3. Avoid certain ingredients due to personal/religious reasons (onion, garlic)
4. Picky eaters ("Elaichi in my biriyani? No, thank you.")

What is this feature, how does it work?

Checkout the clickable prototype (Figma) - click here.
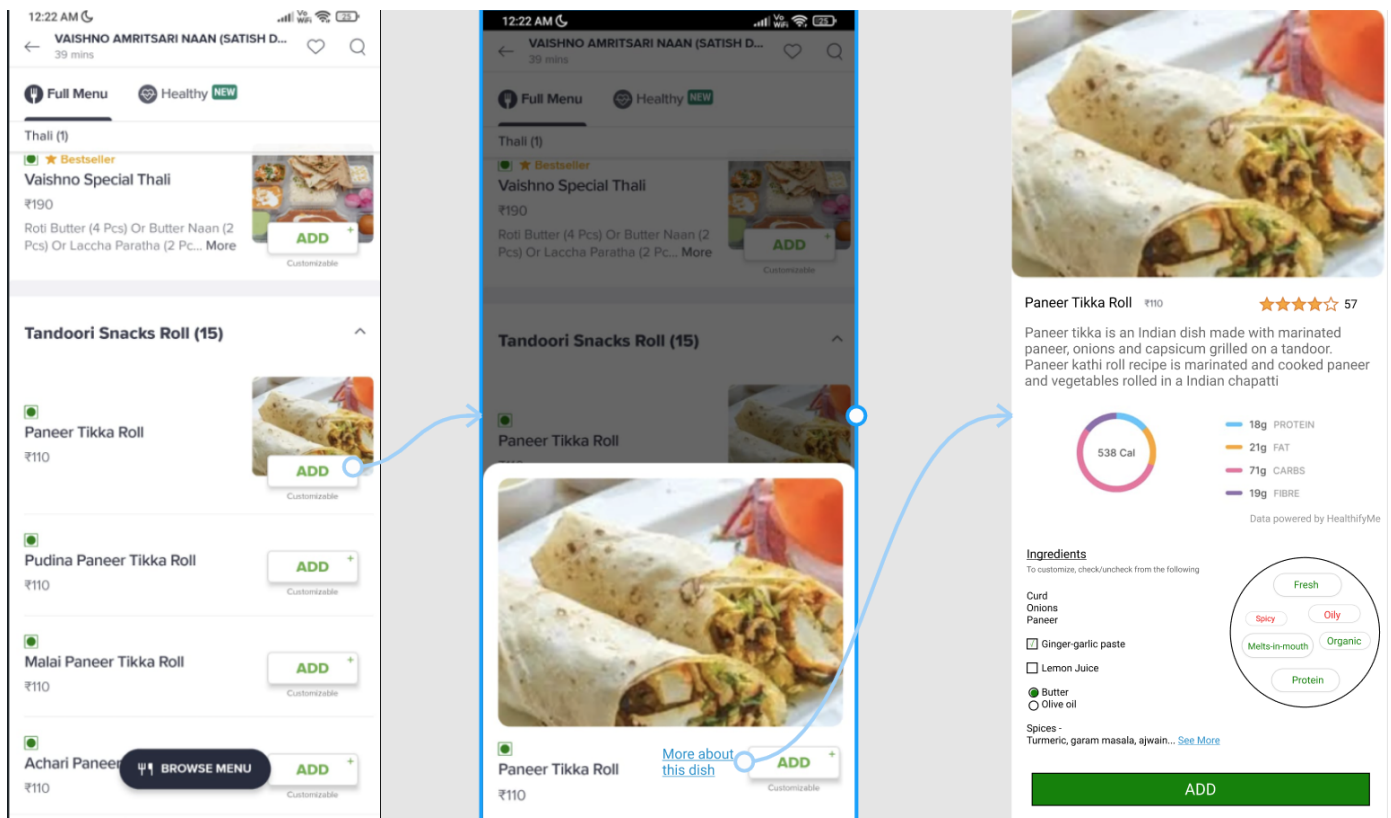
Specifics of the Details Page

Features have been numbered in the image, their explanation is as follows -

#1 - Dish Image
1. Prefer if the image is uploaded by the restaurant.
2. Keep expectation-reality mismatch in check if users complain about the disparity between image shown and actual dish when delivered.
3. If no image is uploaded, then Swiggy uploads photos using 3rd party apps like HealthifyMe

#2 - Dish Name
1. Use basic spelling checks to eliminate misspelled items (else user can't find misspelled items)

#3 - Dish specific ratings
1. Average ratings out of 5 stars, with total # of users who rated
2. Option to rate dish only after delivery (verified purchase, eliminates ratings without ordering)

#4 - Dish description
1. Prefer writeup from the restaurant
2. In case its absent, then Swiggy uploads descriptions using 3rd party apps like HealthifyMe

#5 - Nutritional Content
1. Limiting this info only to 'Health Hub' items is restrictive & challenging to get 1L+ partner restaurants to add this info for all dishes
2. Prefer if resto can add this info
3. For the restaurants that don't have this info/cannot add it, Swiggy adds standard nutritional content info from 3rd party apps like HealthifyMe

#6 - Ingredients
1. List all major ingredients
2. Checkbox option to opt-in or opt-out of omissible ingredients (ex - garnish)
   a. By default, keep all options selected as required by the dish
   b. User can opt-out of omissible items according to personal preference
3. Radio-buttons for options to choose either from (ex- cooking medium (butter or oil))
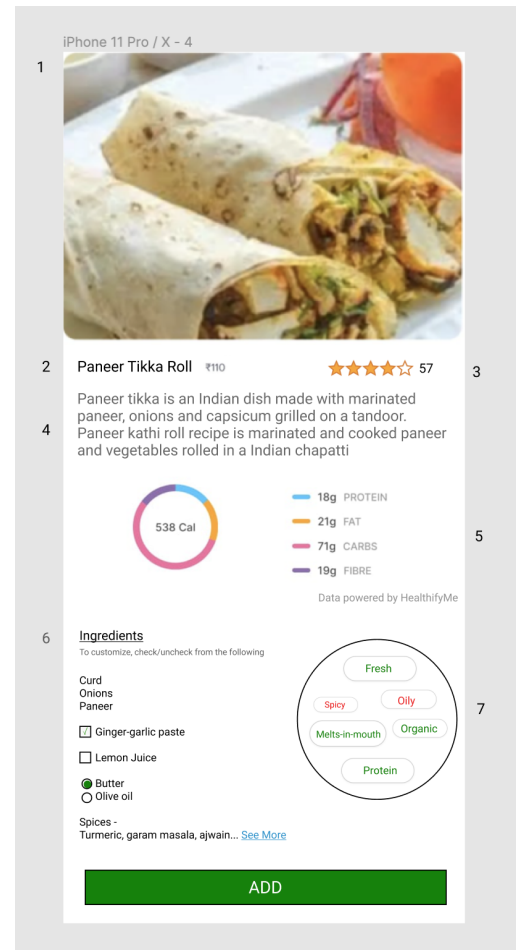
a. Default selection - as preferred by the restaurant (also reduces cognitive load for users who are not selective)
b. Swap and choose a different one
c. Option to submit preference under "Other: _____" so that the restaurant can take note & hopefully add the ingredient if there is sufficient demand

#7 - Dish tagging
1. A word-cloud of most frequently used adjectives extracted from user reviews
2. Adjective in red extracted from negative reviews
3. Adjective in green extracted from positive reviews
4. Clickable tags. On-click reaction - search similarly tagged items across restaurants

How would we know if the feature is a success?
Increase in the following metrics will indicate 'Dish Details Page' is a success -

1. Quantitative metrics
    a. *CTR (# of views) of details page*
        i. Total
        ii. Per restaurant
        iii. Per item
    b. *Interactions on details page*
        i. Ingredients opted in/out
        ii. Tags clicked
        iii. Time spent on details page
    c. # of new restaurants explored per user
    d. # of new dishes
        i. Explored per user
        ii. Ordered per user
    e. # of reviews and ratings per user
        i. Quality of reviews- decrease in -ve and increase in +ve reviews
    f. Average order value
    g. Frequency of ordering per user
    h. Session length per user (day, week, month)
2. Qualitative metric
    a. 'Happiness'
        i. Positive reviews of the feature in user interviews (& Google Play/App Store)
        ii. Making healthier choices- helps Swiggy's brand image (when food delivery is not associated with unhealthy eating habits)

Launching the feature (Execution)

v1
1. Get info on details page from existing APIs from 3rd party apps
2. Introduce the feature to 30% of Swiggy's power users (who order > 5 times a week)
    a. If successful, offer to 100% of power users

i.   If successful, offer to all Swiggy users
    3. When can we launch it?
        a. Rough estimate - 45-60 days
        b. Actual estimate - after validating with engg + design team

v2
    1. Incentivize restaurants to add details page info for every item (reduces Swiggy's cost of using 3rd party APIs)
        a. Swiggy algo promotes their restaurant and gives extra points for helping users make better decisions
        b. Progress bar while inputting info like in LinkedIn
        c. Compare the info to added discoverability and profit (ex - Restaurants that show all info have 70% better user trust rates and X% higher profits)
    2. If v1 is a success, add ability to see nutritional value and ingredients as Swiggy Super
        a. Addition to perks provided by Super → increase in users and revenue
    3. When can we launch it?
        a. Rough estimate - 45 days
        b. Actual estimate - after validating with engg + design team

Do we see any risk?
    1. Adding too much info might interfere with impulse purchases
    2. Occasional users might not find too much value in it (no risk as such, as the details page is an optional step)
How do we measure this risk?
    1. Reduction of ARPU of those who visit details page frequently

What is the future scope of this feature?
If the feature is a success we can do the following -
    1. Train Swiggy algo to recommend dishes
        a. Based on user's history using the 'food tags' data
        b. Based on ingredients usually opted out/in by the user
        c. Based on macronutrients preferred by the user