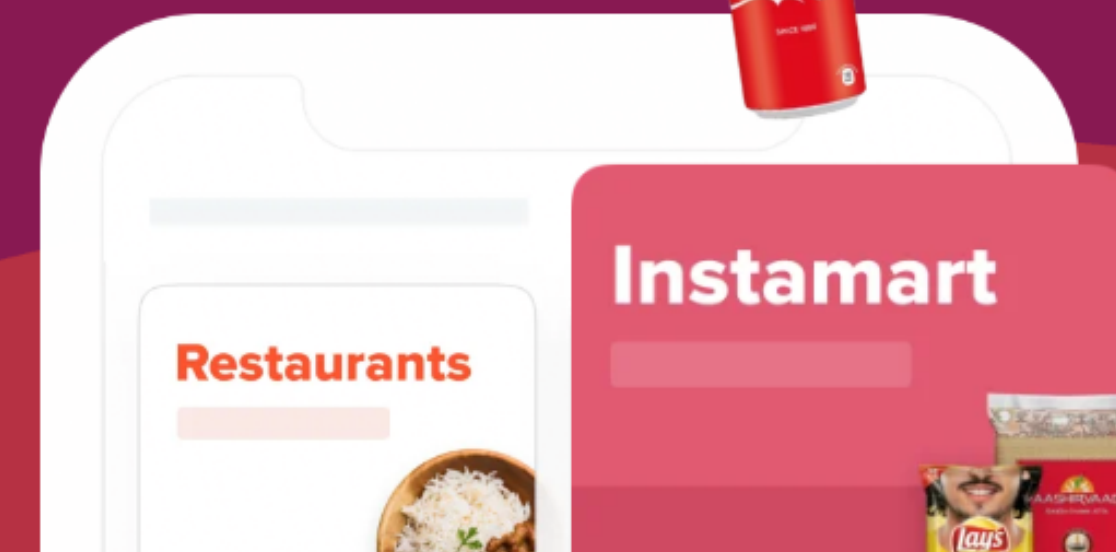
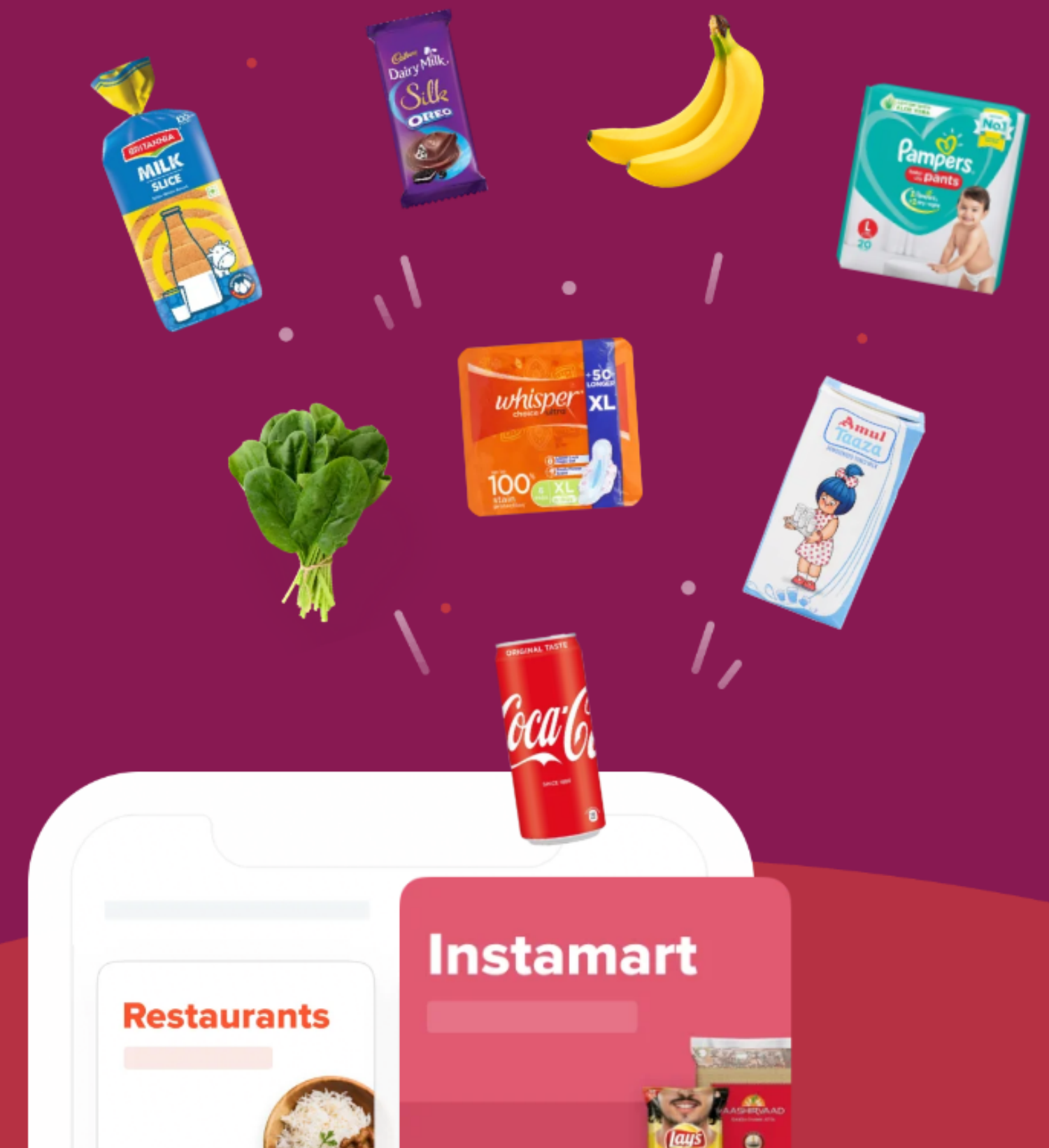




Product Teardown :
Product Recommendations



About **SWIGGY**

Swiggy is one of India's largest food and grocery delivery platform. It is working extensively towards "**Changing the way India eats**".

Swiggy Instamart was launched in the middle of the pandemic, August 2020. It is running its services in 28 cities as of now. The highest usage is of Mumbai, Bangalore followed by Delhi-NCR.

Swiggy: **Instamart**

A **wide variety** of household products from groceries to cleaning essentials

15-30 min safe delivery

Recreating the "**Joy of shopping**" online

More than 5000 different products

More than 500 brands associated with the platform



Fruits & Vegetables



Dairy, Bread & Eggs



Bakery



Meat



Swiggy's Vision for Instamart

"Recreating the Aisle shopping experience online" using the 3-I framework

Intent

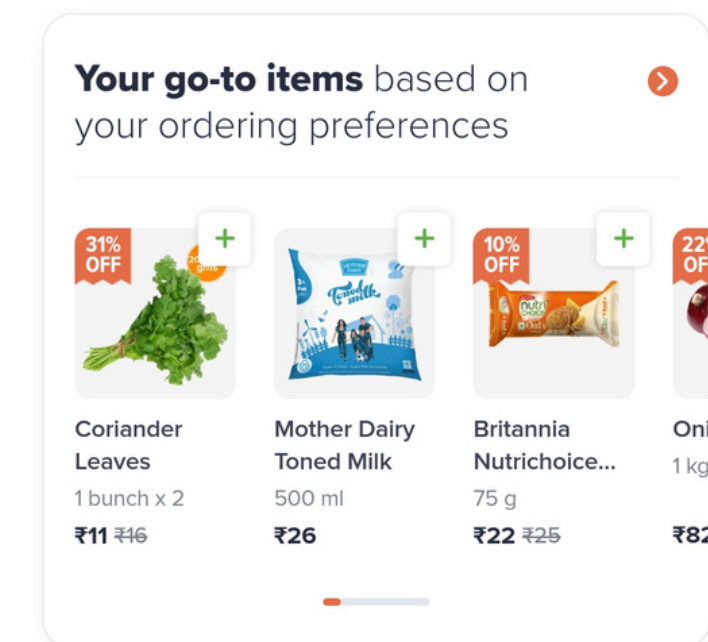
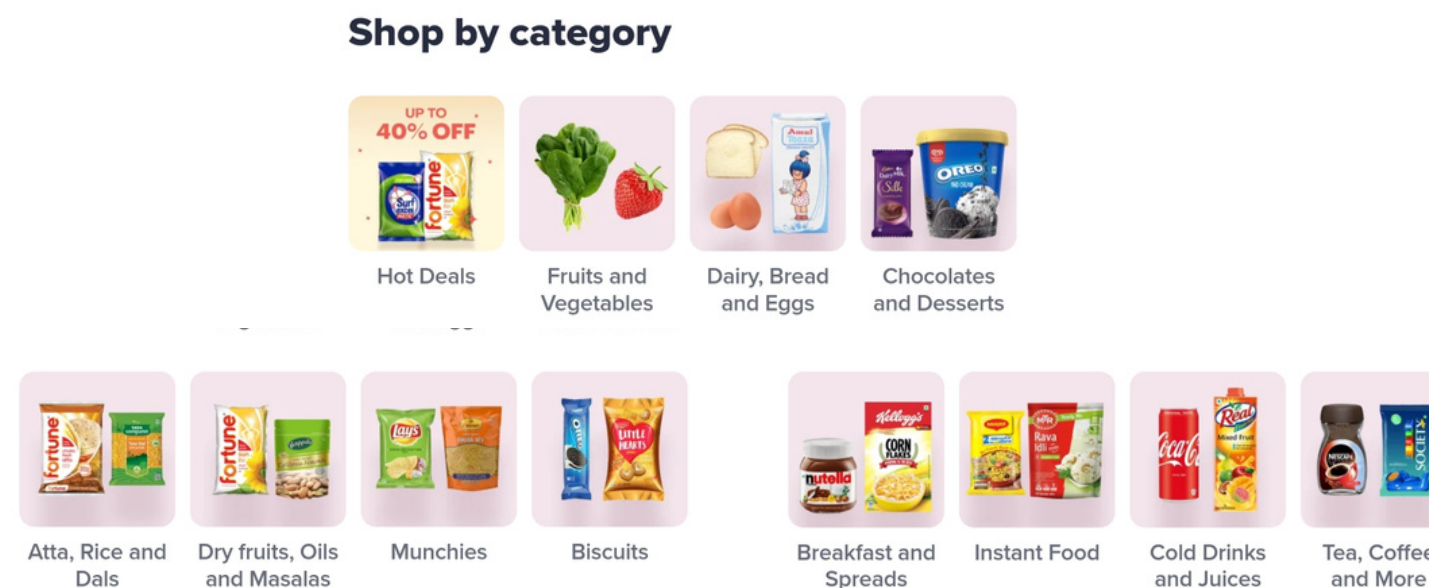
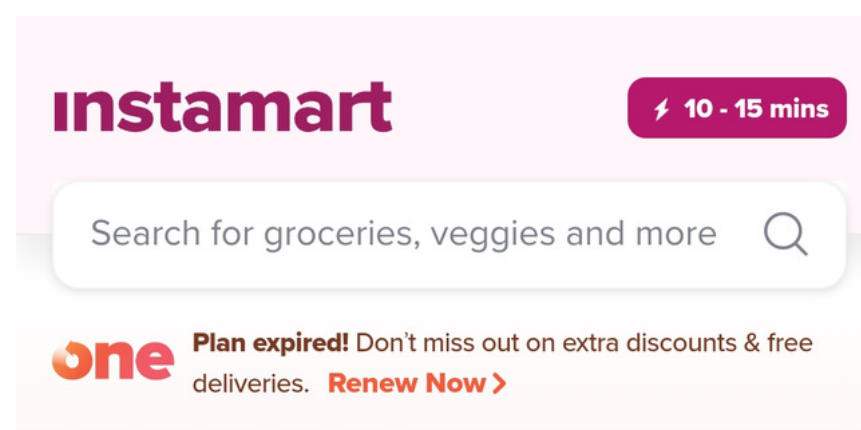
Providing the users the ability to search for intended items to buy

Indulge

Indulge them in an exciting experience of exploring different new products/sections which induces an increase in Cart value. Just as exciting as searching in different aisles in a supermarket

Inspire

Nudge them with their go-to items based on their past purchases. Traditional cross-selling.



User persona

Smita



Age: 24

Occupation: Software Engineer

Location: Mumbai, India

Needs a solution to get last minute Grocery and cooking essentials

Bio

Smita is a Software engineer living with two flatmates in Mumbai. Along with a full-time job she doesn't want to go out to get groceries and other essentials when she is back home after a long day.

Goals/Needs

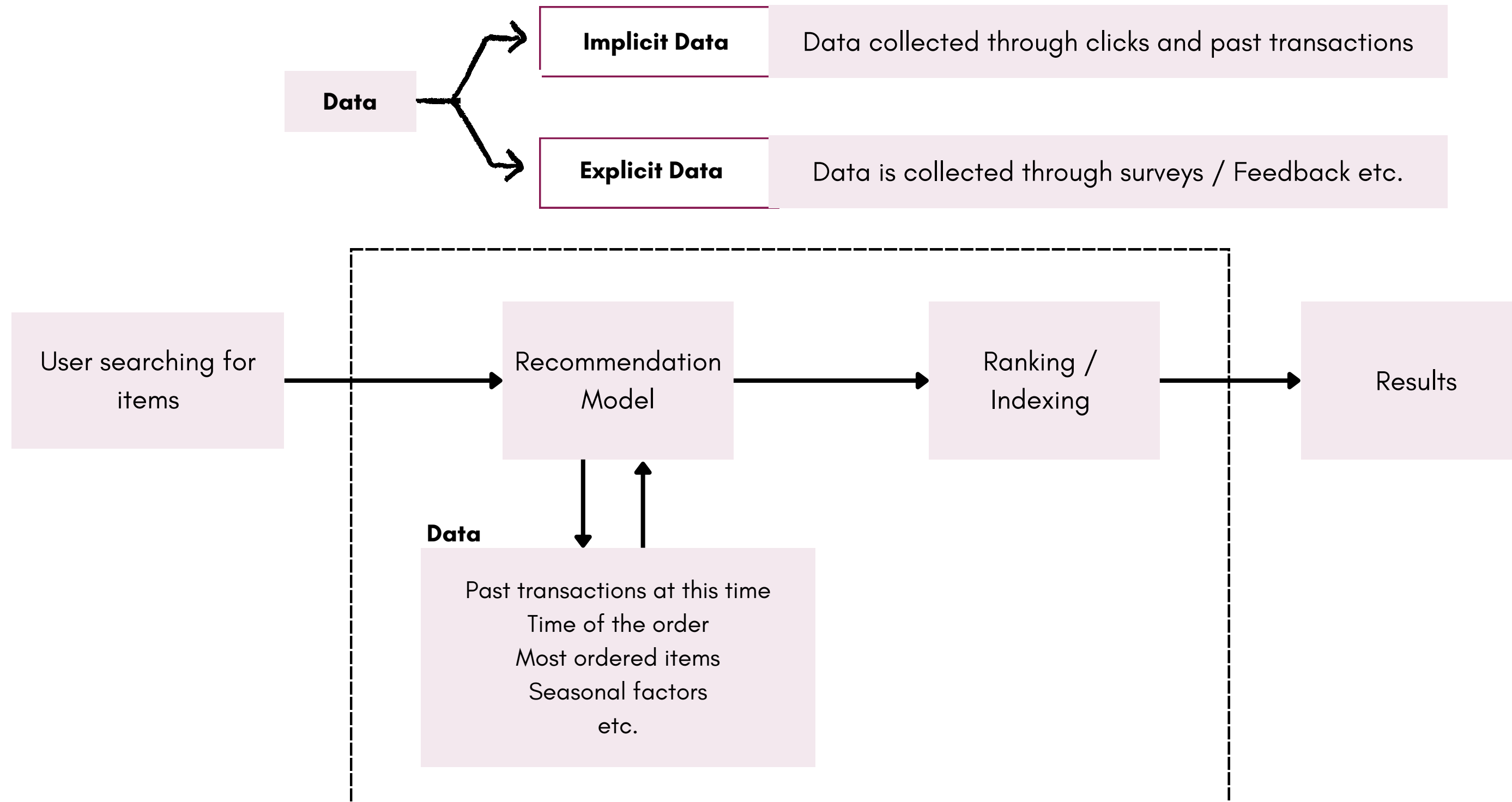
- Able to order groceries in her own comfort.
- Quick delivery of last-minute essentials
- Explore healthy eating options

Pain Points

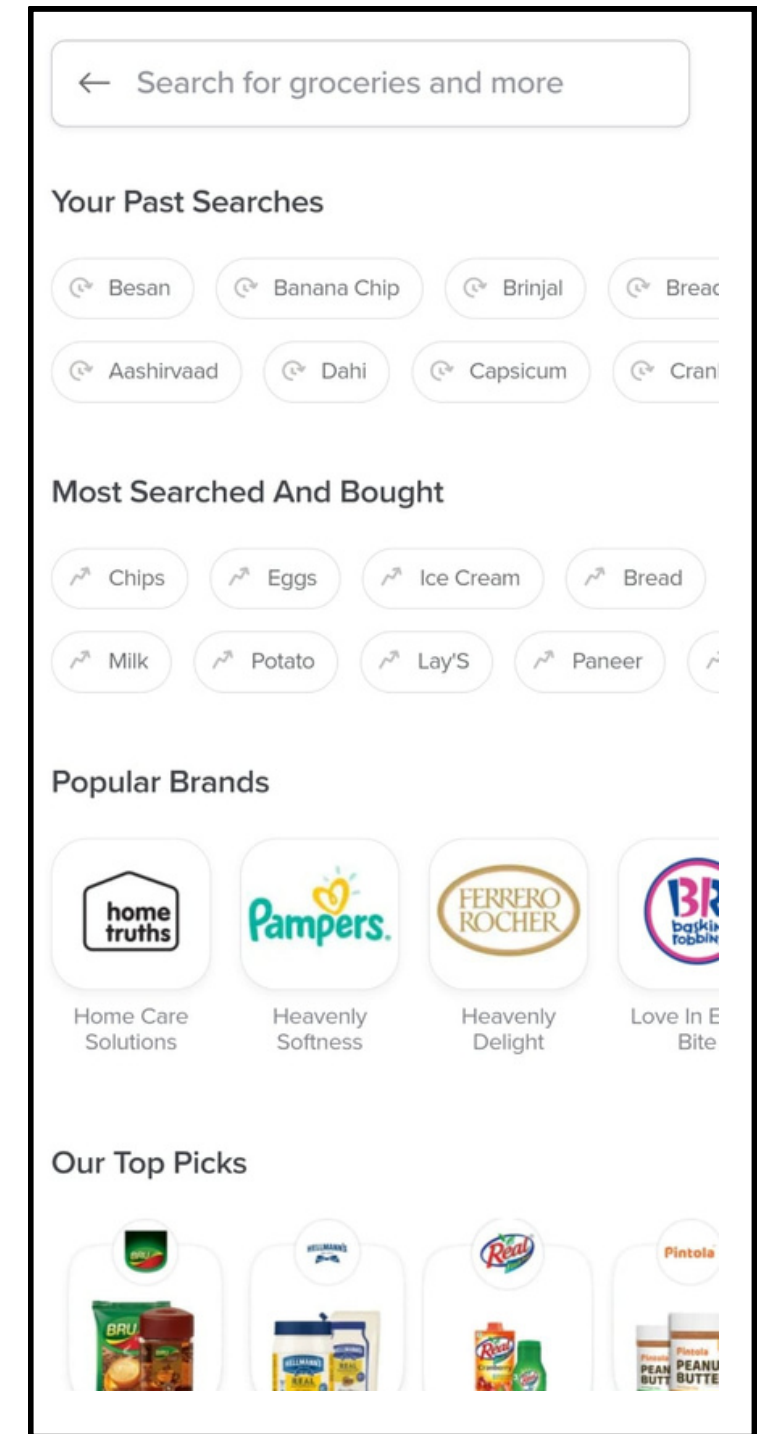
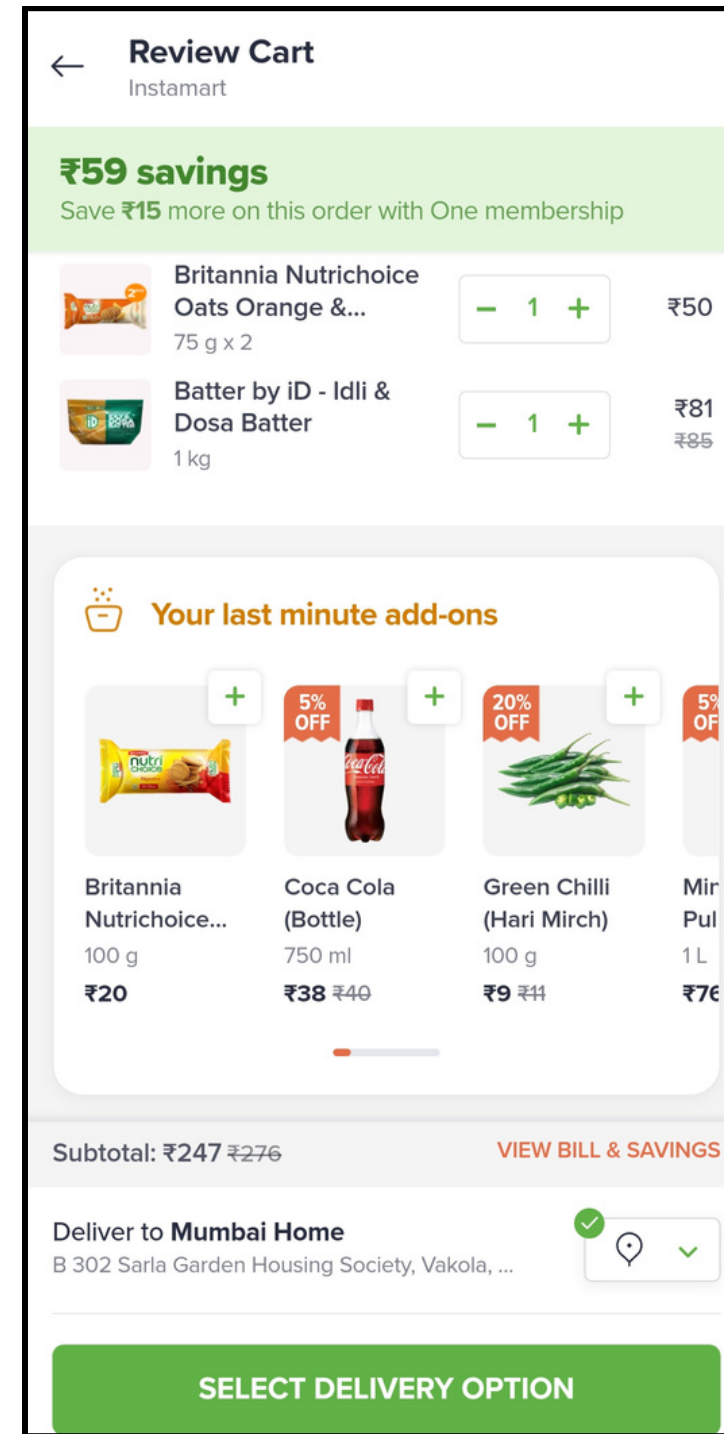
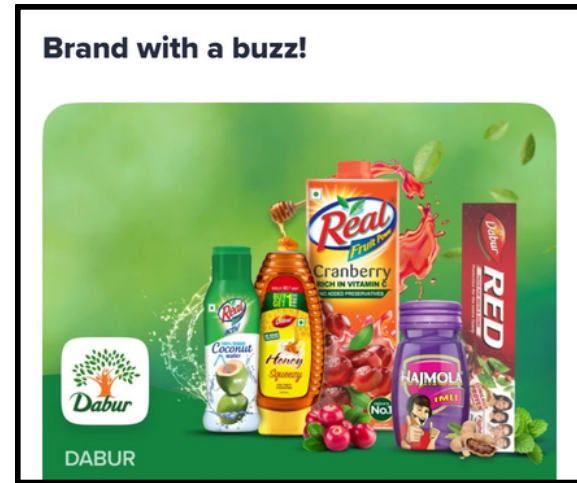
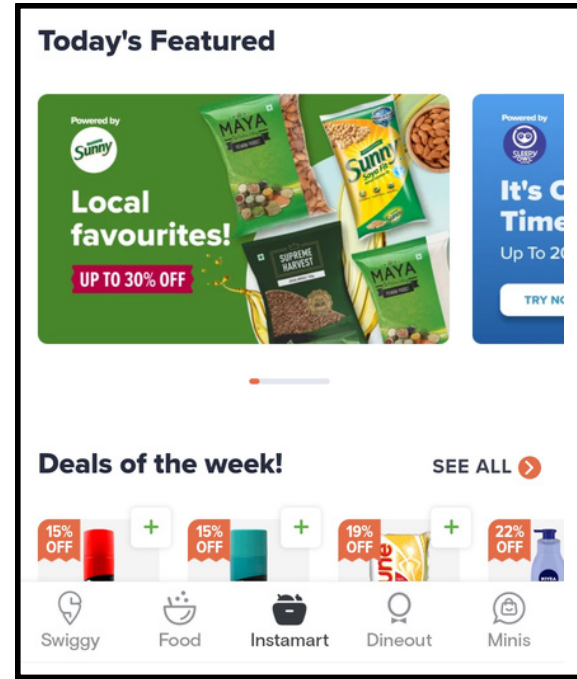
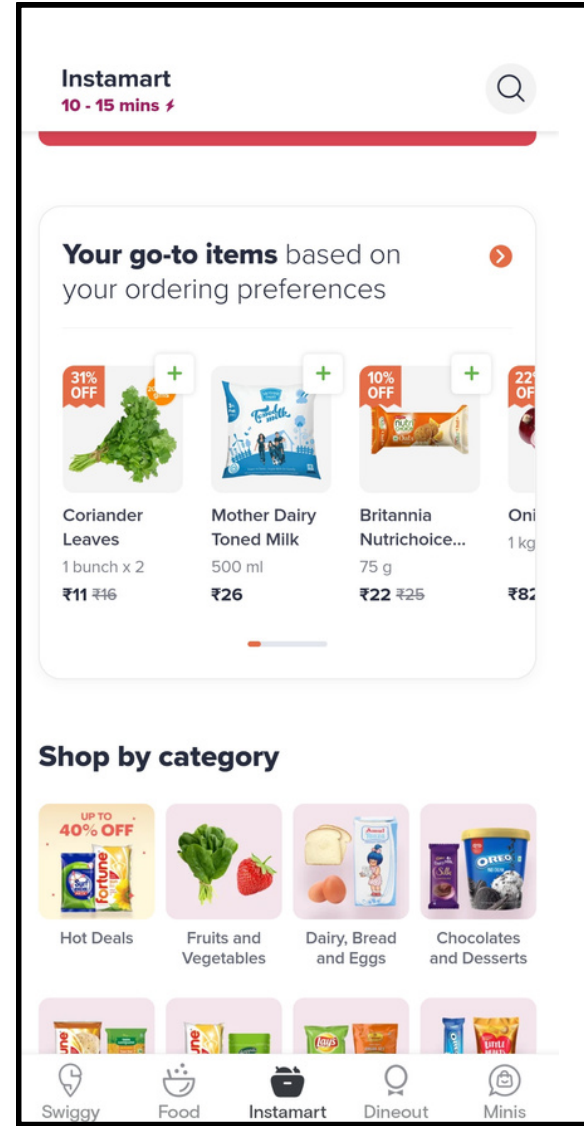
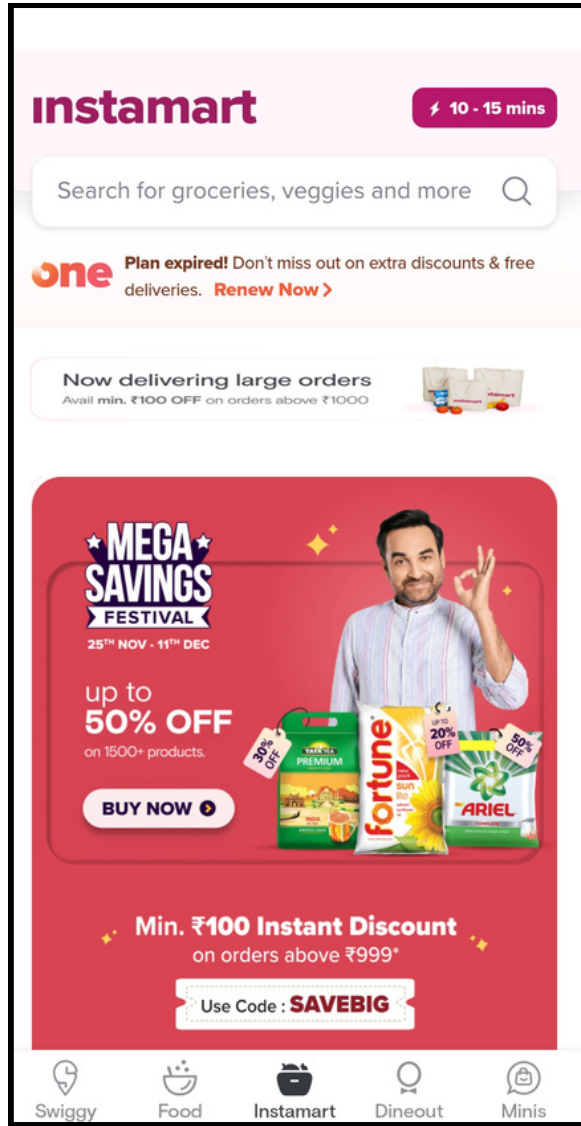
- No time to go out and get groceries
- Less knowledge of different vegetables available in the market.
- Unavailability to buy essentials for the maid while she is cooking at home and she is in the office.

How does Swiggy know you are out of milk?

Just like any other recommendation system Swiggy work with the data to recommend the products in different ways to cross-sell/up-sell products and most importantly personalize your feed.



User Touchpoints



Landing Page recommendations

Seasonal Deals

Go to items

Category shopping

Weekly/daily featured

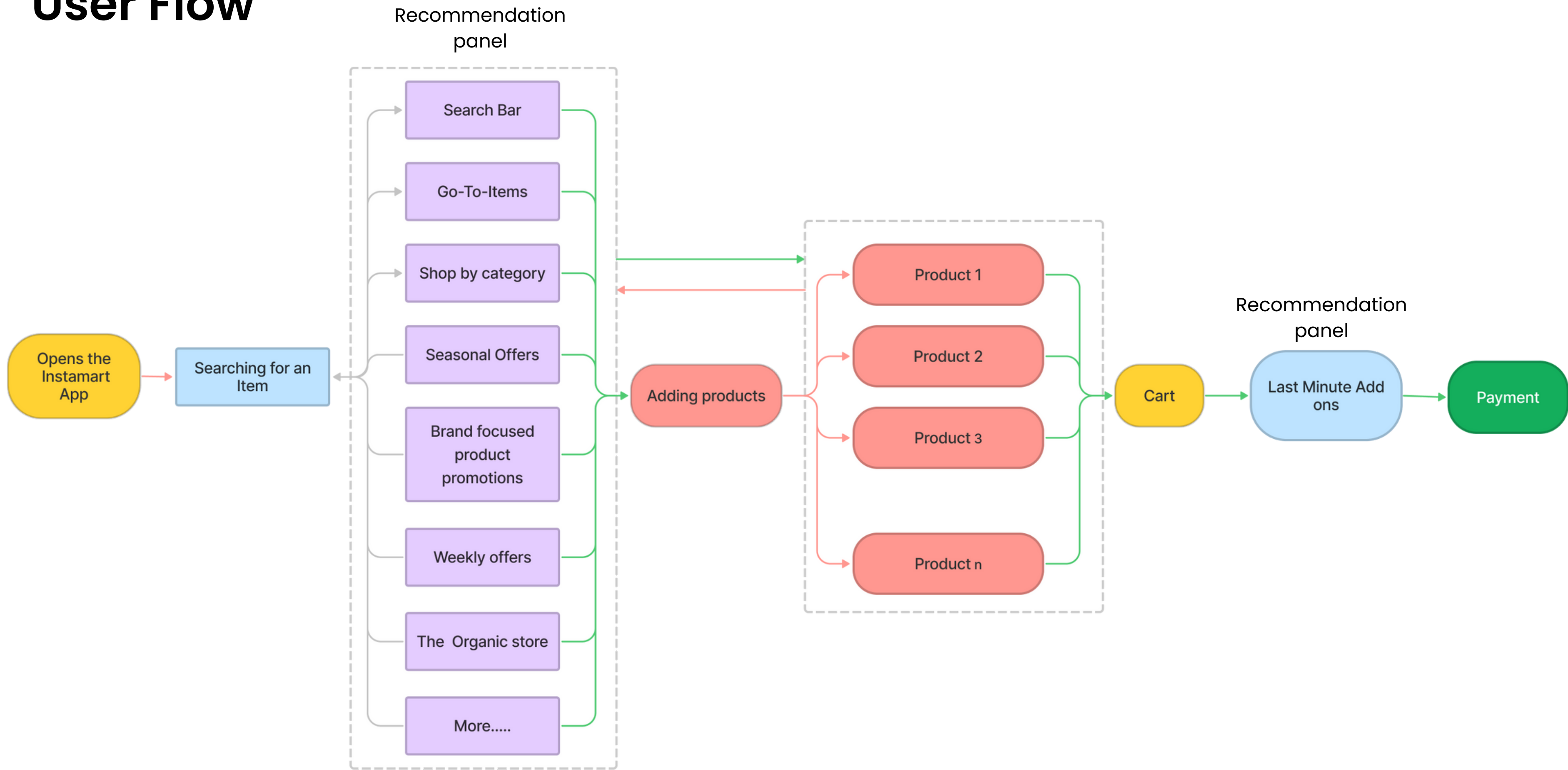
Brand promotions

More.....

Just before Payment

Search Bar recommendations

User Flow



Metrics (w.r.t Recommendations performance)

L2 Metric	Measures what percentage of the order contains the products recommended by Swiggy
% of recommended items being added to cart (Go-to item channel and Last minutes add on channel)	
L1 Metric	Measures and gives an idea about how the recommendations are helping the user to decrease their ordering time.
Time taken by user to create one order	
North Star Metric	Measure the increase in cart value
Increase in Cart value	

Sources:

<https://medium.com/fnplus>

<https://hasgeek.com/fifthelephant/>

Swiggy diaries

<https://bytes.swiggy.com>