

Swiggy

Improve Engagement

—

Helping users eat healthy food



PM Challenge - By Coding Ninjas



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Problem Statement

You are the PM for Swiggy (food and essentials delivery startup) and there is a suggestion internally which claims that helping users eat healthier will improve engagement.

Here are some questions you should consider:

- How will you test this assumption?
- Do you need a new feature built?
- How does your new feature look? (Hint: consider using wireframes)
- What is the Go to market strategy? And how will you market this strategy?



How will you test this assumption?

Data Analysis: Initially, I will examine the search data for healthy food and essential items on our platform to determine the extent to which users are searching for healthy food options and the frequency of these searches.

User Research: I'll conduct user interviews and surveys to know the pain points, needs and preferences of the users related to healthy food and essentials.

Implement Healthier Food Option: As per the research I'll implement dedicated healthier food option

A/B tests: I'll create two user groups—one with access to healthier food options and another with the existing menu. Will measure engagement metrics such as order frequency, retention, session duration, user satisfaction.



Do you need a new feature built?

Yes, after doing user research I got to know these pain points of Swiggy users who want to stay fit:

Limited Healthy Options: Healthy food options are limited, making it challenging for health-conscious users to find nutritious meals.

Food Choice Dilemma For Weight Management: Users struggle to choose which foods are optimal for weight gain, weight loss, or weight maintenance or as per BMI.

Food Dilemma for Specific Diseases/Conditions: Ex. What to eat in PCOS, PCOD, Diabetes or any other condition.

Missing nutritional information: Users struggle to find nutritional information for some menu items, making it difficult to make informed decisions about their food choices. Also, manually checking the nutritional information for each item consumes a significant amount of time.

So we need new feature to focus on these pain points of the users



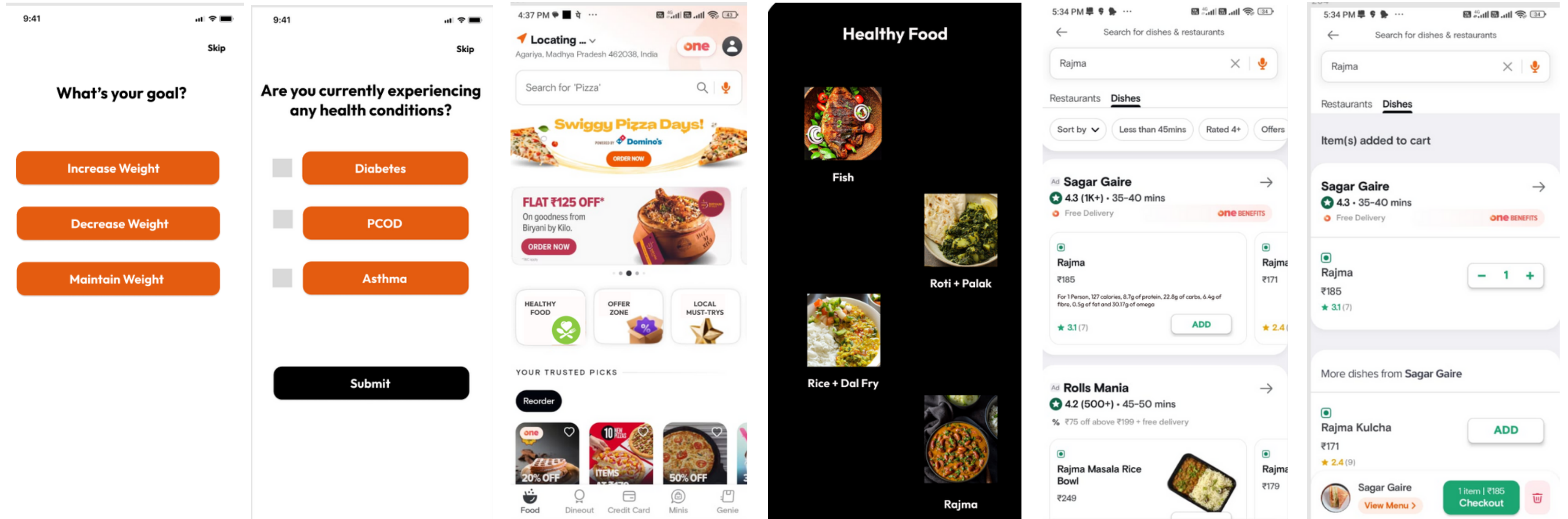
Feature for Swiggy users who want to stay fit:

Dedicated “Healthy Food” Section: A dedicated section within the app specifically curated for nutritious meals, featuring a wide range of healthy options.

- **Personalized Food Suggestions:** It provides personalized food recommendations based on users' weight goals, BMI, and specific health conditions such as PCOS, PCOD, Diabetes etc.
- **Comprehensive Nutritional Information:**
 - It'll ensure all menu items include detailed nutritional information, including calorie counts, macronutrient breakdowns, and any allergen information.
 - Users can filter menu items based on their nutritional preferences and dietary requirements.



Feature for Swiggy users who want to stay fit:



What is the Go to market strategy? And how will you market this strategy?

GTM

Goal: To help the users eat healthy food and increase user engagement on Swiggy

Target Audience: Health-conscious users & fitness enthusiasts

Pain Points: Limited Healthy Options, Food Choice Dilemma For Weight Management, Food Dilemma for Specific Diseases/Conditions, Missing nutritional information

Value Proposition: Leading the market in food and essentials delivery, with a primary focus on promoting healthy eating choices.

Launch Timeline:

Pre-launch: Tease the feature through social media and email newsletters.

Launch: Roll out the feature to a subset of users and gather feedback.

Post-launch: Scale the feature to all users and monitor engagement metrics.



Promotion Strategy:

Notify existing users about the new features - By Push Notifications, Emails & Social Media

Highlight the “Healthy Food” section - By In-App Promotions

Onboard new users - By Google Ads, Instagram Ads and Collaborations with fitness platforms, gyms, and nutritionists

Build Trust: By sharing success stories on social media, email newsletter & platform

Key metrics to see User Engagement:

- Daily/Monthly Active Users (DAU/MAU)
- Session Duration
- User Activity Frequency
- Retention Rate
- Conversion Rate



To market this strategy effectively

1. **Content Marketing:** I'll create informative blog posts, articles, and social media content highlighting the importance of healthy eating, addressing common pain points, and offering tips and solutions
2. **Email Campaigns:** I'll send targeted email campaigns to the user base
3. **In-App Messaging:** I'll Implement in-app notifications and messages to inform users about it
4. **Partnerships:** I'll Collaborate with influencers, nutritionists, and health-related organizations to amplify the message and reach a wider audience
5. **Webinars:** I'll host virtual events where experts will discuss topics related to healthy eating
6. **Targeted Advertising:** I'll run targeted ads on platforms like Google Ads or social media channels, specifically reaching users who are interested in health, & wellness



Thank you!



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