Capstone Project

Product Space

IMPROVING ENGAGEMENT AND ADOPTION OF SWIGGY DINEOUT



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Product Overview

Product Space

Swiggy Dineout

Swiggy Dineout is a leading dining-out platform in India, offering restaurant discovery, table reservations, and exclusive dining deals. Acquired by Swiggy in 2022, the platform enhances the dining experience by providing users with seamless access to top restaurants, contactless payments, and loyalty programs.

Mission :

To provide users with the best dining alternatives, offers, and experiences while assisting restaurants in increasing their reach and efficiency.

Vision

To transform the dining experience by making it more convenient, rewarding, and accessible for everyone, everywhere.

7 Millions +

Users

20+ Cities

Cities

50,000+

Restaurants Partners

Rs 77.5 Cr FY23

Revenue



Product Offering

Restaurant Discovery

Table Reservations

Dineout Pay

Discounts & Offers



MARKET SIZE

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01 **Total Addressable Market (TAM)**

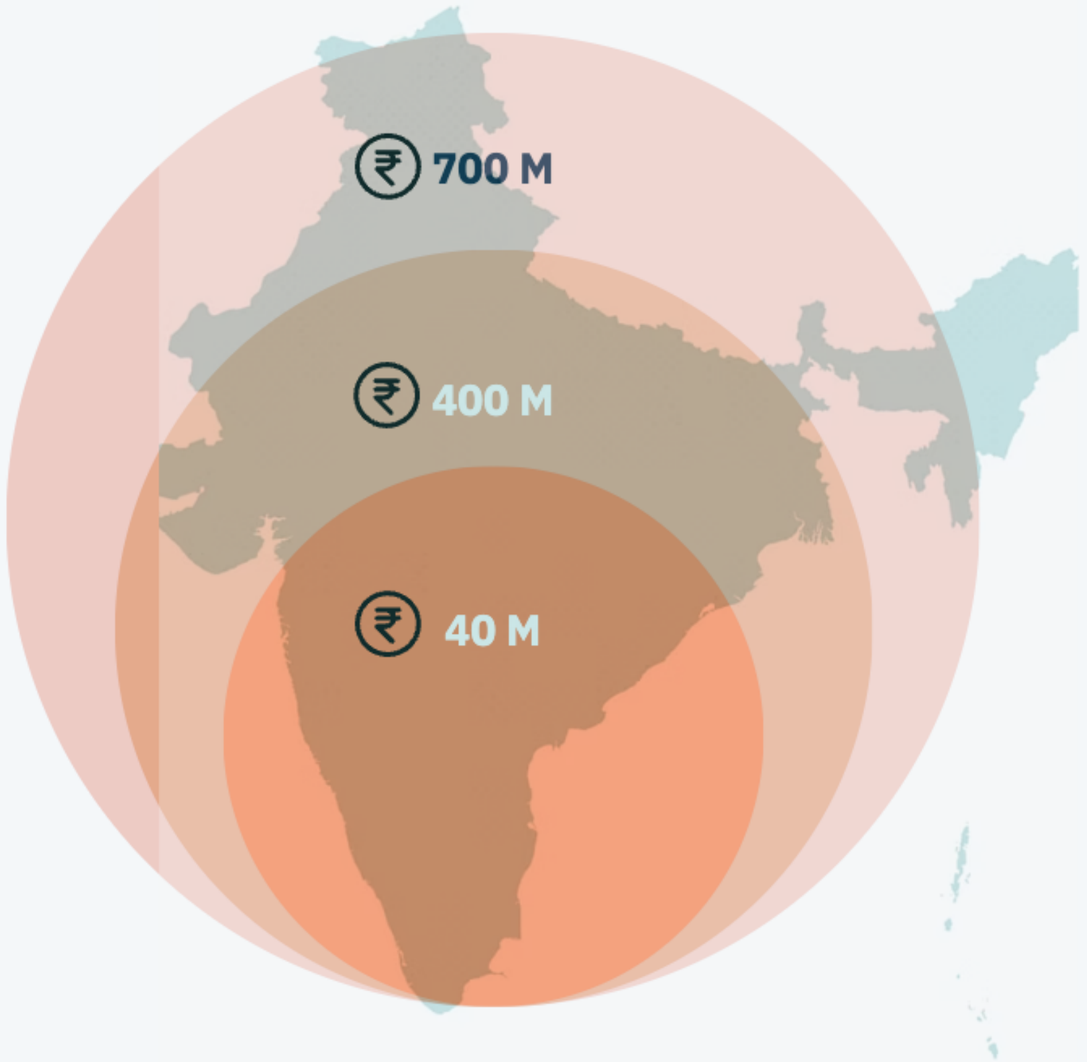
Total Indian Population-1.4 Billion
Internet penetration among the population-50%
i.e 0.7 Billion=700 Million

02 **Serviceable Addressable Market (SAM)**

Smart phone Penetration=55%(Urban)
55% of 0.7 Billion(TAM)=38.5 crore i.e 40 crore

03 **Serviceable Obtainable Market (SOM)**

High -Medium-low Income split is 10%: 30%:40%
Assuming, we are targeting the High Income Group
=10% of 40 crore=4 crore



Key Competitors

Zomato Dining

Zomato Dining is a platform that offers restaurant reservations and dining experiences. It provides users with options for booking tables, exploring dining deals, and reading reviews to enhance their dining experiences.

Eazydiner

EazyDiner is a dining and table reservation platform that offers curated restaurant recommendations, exclusive deals, and instant booking confirmations. It focuses on providing a seamless dining experience with special offers and loyalty rewards.

Magicpin

Magicpin is a local discovery platform that allows users to find deals and discounts at nearby restaurants, cafes, and stores. It rewards users with points for every transaction, which can be redeemed for various offers, making it popular for savings on dining and shopping.

COMPETITIVE LANDSCAPE

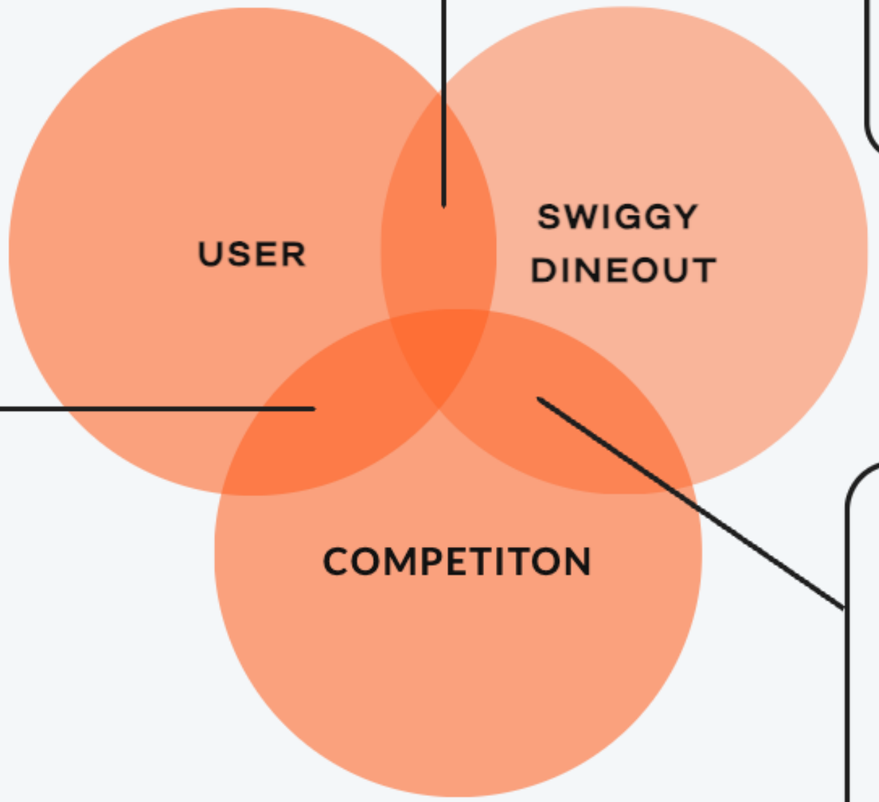
Product Space

Point of Differentiation

- Loyal customer base
- Comprehensive User Experience
- Integration with other swiggy services

Competitor USP

- Extensive restaurant listing & User Base
- Hyperlocal Reach
- Social Community Engagement
- Location based Offers
- Well establised brands

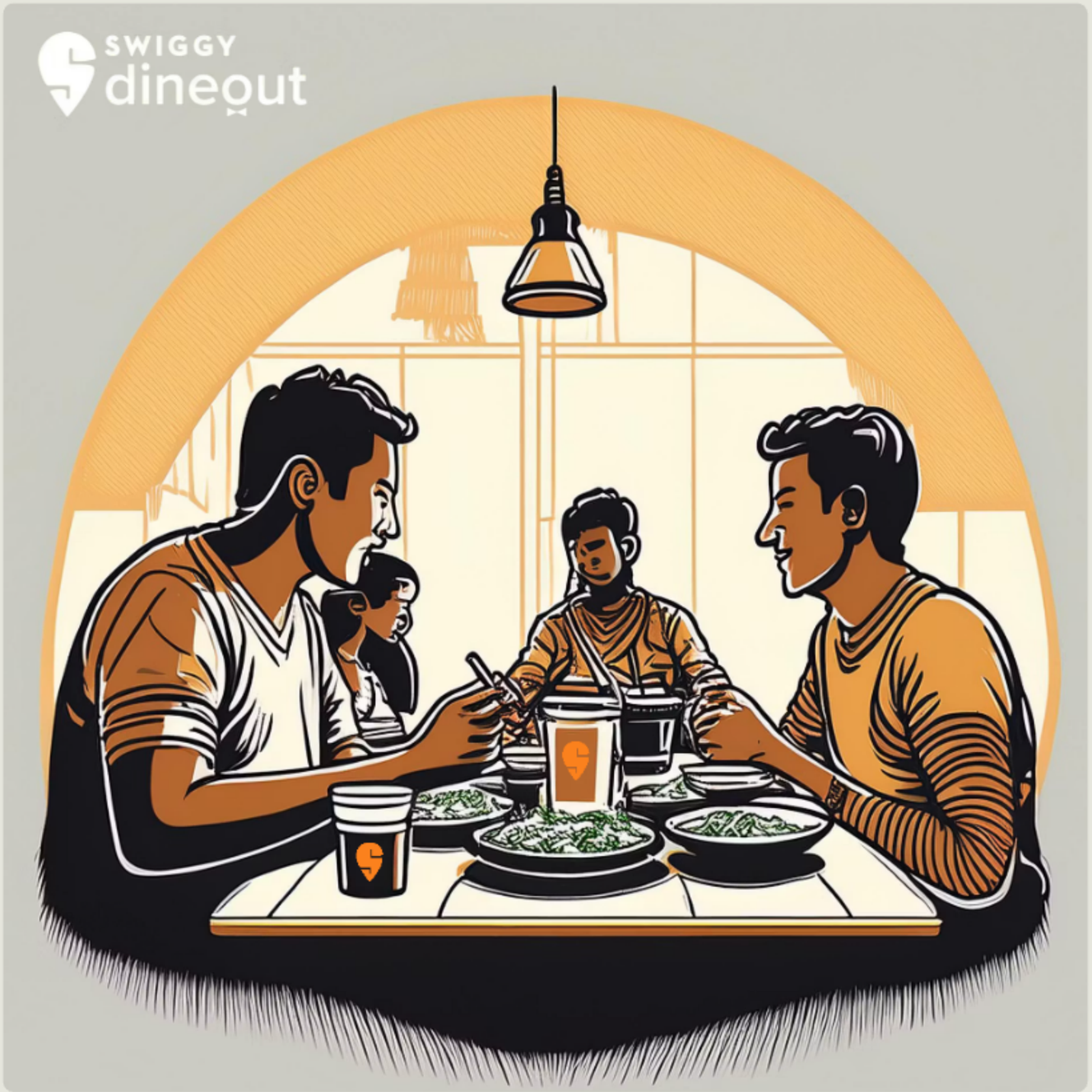


Point of Parity

- Cashback & Reward System
- Personalized Offers & Discounts
- Diverse Merchant & Restaurant Network
- Curated Restaurant Listing



Problem Statement



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Problem Statement

We are aiming to **increase user engagement and adoption** of Swiggy Dineout

Goal:

The **goal** is to make Swiggy Dineout the go-to platform for users looking to dine out, by enhancing the overall experience and offering compelling value propositions that differentiate it from competitors

Why to Solve ?



1. Delivering an exceptional dine-out experience boosts **brand loyalty** and advocacy, driving organic growth and reinforcing Swiggy's **leadership in the dining-out sector.**

2. Enhancing Swiggy Dineout can **differentiate** Swiggy from **competitors** like Zomato, offering a superior dine-out experience that gives Swiggy a **competitive edge** as an **all-in-one solution.**

3. This presents a significant **opportunity** to **leverage Swiggy's ecosystem** to **optimize** existing Dineout services, thereby expanding our reach to a larger user base.



4. Specific It directly **aligns** with **mission of Swiggy dineout** to elevate the **overall dining experience of the users .**

5. **Sustainable growth** in Swiggy Dineout's **engagement and adoption** is key to long-term success, boosting user satisfaction, loyalty, and financial stability while creating opportunities to further enhance the user experience.

Product Space



Product Space

User Research



User Research

Product Space

Dining Frequnecy

User Ratings

Preferences of user for choosing restraunts

App used for exploring Dineout places

Problems faced

Insights

- 30+ users were interviewed between the **age group of 17 to 35**
- More than **20 +** users are **more comfortable** using **Google** inorder to search for Restaurants than Other app.
- All the users have used Swiggy for deliveries only **38%** know of or are using **dineout** actively
- **Factors** to select a restaurant **Food>Ambience>Pricing**
- Most of the users prefer to dine out during **special occasions**

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STORY



Sneha, a college student, frequently seeks out affordable and quick dining options that fit her busy schedule. With a tight budget and limited time between classes, she values eateries that offer budget-friendly meals and are conveniently located near her campus or dorm. Sneha typically dines out 2-3 times a week and relies on quick-service restaurants or takeout to grab a meal while studying or socializing with friends.

NEEDS



1. **Affordable Options:** Sneha needs access to restaurants that offer budget-friendly meal options.
2. **Quick Service:** She requires eateries that provide fast service.
3. **Convenient Location:** Restaurants should be located close to her campus or dorm to minimize travel time.

GOALS



1. **Find Budget-Friendly Restaurants:** Provide a curated list of affordable dining options .
2. **Offer Menu Variety :** Ensure that the dining options available have a varied menu.
3. **Ensure Quick Service:** Highlight restaurants known for their fast service



Sneha

(STUDNET)

Position

Student

Income

Stable

Location

Pune

Age

20

Tech Savviness

Easy — Difficult

Budget-Conscious

Low — High

Ready to Explore options

YES — NO

CHALLENGES



1. **Limited Budget Options :**Finding restaurants that offer good quality meals at a low price.
2. **Hygiene Concerns:** Lower-cost restaurants may sometimes have varying standards of cleanliness and hygiene.
3. **Noise and Distractions:** Eateries that cater to quick meals might be noisy

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STORY



Every weekend, Rajesh seeks out restaurants that offer a comfortable, safe environment where both adults and children can enjoy a pleasant meal together. He typically dines out once a week and looks for establishments that cater to families, ensuring that his outings are enjoyable and stress-free.

NEEDS



1. **Healthy options:** Restaurants that are specifically designed to cater to old , young kids.
2. **Comfortable Environment:** Needs a comfortable environment where family can relax and enjoy their meal.
3. **Ambiance:** Needs detailed descriptions and visuals that highlight a restaurant's ambiance.

GOALS



1. **Family-Friendly Establishments:** Provide Rajesh with a curated list of restaurants that are known for being family-friendly.

2 . **Comfort :** Features like child-friendly seating, safe play areas.

3. **reservation options:** that make it easy for Rajesh to plan his family outings.



Rajesh

(MID-AGED PROFESSIONAL)

Position
Senior Finance Manager

Income
Stable

Location
Pune

Age
37

Tech Savviness

Easy — Difficult

Budget-Conscious

Low — High

Ready to Explore options

YES — NO

CHALLENGES



1. Ensuring that the restaurant is comfortable for adults and safe for children can be a challenge
2. **Limited Menu Options:** Menu options that cater to both adult preferences and children's tastes .
3. **Long Wait Times :** May face long wait times for a table, especially on weekends.

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STORY

As a social and outgoing professional, Aisha looks forward to unwinding after work by dining out with friends and colleagues. She enjoys discovering unique and trendy restaurants that offer more than just good food—places with an ambiance that she can showcase on social media. Aisha values these dining experiences as an opportunity to relax, socialize, and keep her social media feed vibrant and engaging.

NEEDS

1. Aisha needs a selection of unique and trendy dining spots, including themed restaurants.
2. **Exclusive Offers:** Aisha is drawn to popular and highly-rated venues. She needs access to exclusive deals
3. **Ambiance:** Needs detailed descriptions and visuals that highlight a restaurant's ambiance.

GOALS

1. **Increase Transparency :**Ensure that all restaurants on the platform have up-to-date menus and pricing available.
2. **Visual Representation :**Restaurants to provide accurate and recent photos that reflect the current ambiance
3. **Convenient Parking Solutions:** Provide information about nearby parking options, including availability



Aisha

(YOUNG PROFESSIONALS)

Position
Marketing Manager

Income
Stable

Location
Pune

Age
24

Tech Savviness

Easy — Difficult

Budget-Conscious

Low — High

Ready to Explore options

YES — NO

CHALLENGES

1. **Inconvenience**: Customers like Aisha may feel frustrated if they cannot view the menu or pricing beforehand.
2. **Disappointment :** If the restaurant's actual appearance or presentation of dishes does not match the photos.
3. **Parking:** Difficulty finding parking could lead to delays, making Aisha and her friends late for their reservation.



PAIN POINTS

Product Space

- **Outdated Info**: Inaccurate menus, prices, and contact details cause confusion.
- **Wait Time Uncertainty**: Lack of real-time wait updates leads to wasted time.
- **Bill Splitting**: No easy way to split bills, causing disputes and inconvenience.
- **Parking Issues**: Difficulty finding parking, no app suggestions for nearby spaces.
- **Lack of Authentic Visuals**: Missing real food and ambiance photos disappoint users.
- **Sharing Invoices**: Trouble sharing invoices across apps for expense tracking.
- **Uncertain Serving Times**: Users don't know how long their food will take to arrive.
- **Reservation Reminders**: No reminders or sharing options for reservations.
- **Limited Deals**: Not enough deals compared to competitors
- **Inaccurate Recommendations**: Poorly personalized restaurant recommendations.



Prioritisation of Pain Points

Product Space

Pain Points	MoSCoW	Rationale
Outdated Restaurant Information	MUST	Lost Trust and Reduced Engagement.
Uncertain Serving Times and Waiting Time	SHOULD	ETA improves Planning, satisfaction
Limited Deals and Offers	MUST	More deals, higher satisfaction
Lack of Reservation notification	COULD	Ensure Seamless, Reliable reservations
Irrelevant Restaurant Recommendations	MUST	Personalization boosts engagement, satisfaction.
Difficulty Sharing Invoices Across Platforms	COULD	Less crucial than core
Lack of Authentic Visuals	SHOULD	Visuals Secondary, Core intact
Parking Challenges	COULD	Parking unrelated to their core offering-dining
Difficulty in Splitting Bills	SHOULD	Feature reduces disputes, awkwardness



User Journey

Search and explore



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Stage	Open the app	Go to the swiggy dine out	Recommendations	Search and select
Actions	Click on the Swiggy App	Opens Swiggy Dine out .	Explore Dineout options based on personal preferences or recommendations tailored to categories and past visits.	Search for the Restaurant/cafe and select it.
Thoughts	“Feels great as all the swiggy features are at the same place”(Food delivery, Instamart, Dineout , Genie)	" Good Experince and Smooth App launch "	"Overwhelmed by too many recommendation categories to choose from."	"Decent search autofill recommendations "
Mood	😄	😄	😕	😐
Opportunity	Could utilize the Main screen inorder to push deals and offers of dine outs		Refine the pre-search experience and offer personalized recommendations to help users make accurate, satisfying decisions.	Enhance search optimization for improved restaurant discovery based on preferences and mood.

Booking and Confirmation

Stage	Go through Restaurant Info	Select Book a table	Put Necessary Details	Make a Booking	Get a booking Confirmation
Actions	Click on the menu , photos , distance, timings and discounts available.	Click on the Book Table	Add Necessary details(No of guests , Date & time and offers) for the Booking table	Pay initial price for the booking or free Table booking	After payment get the booking confirmation message.
Thoughts	"Disappointed by the lack of accurate information on the place, menu, offers, and ambiance, along with no verified reviews by Swiggy."	“Button is evident and process is smooth ”	“Great but i dont know till when the can the offer be availed”	“It is good , No issues ”	“There are no issues , the process is smooth”
Mood					
Opportunity	Empower users to make informed decisions by providing accurate, tailored information.		Include a section to view offer duration/expiry and add special requests or pre-order options.		- After confirmation, the page can offer options for special requests or suggest popular dishes..

Pre Dine Experience



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Stage	Go to the restraunt	Park the vehicle(If you have one)	Confirm the reservation	Have your meal
Actions	Reach Restaurant	Park the vehicle	Confirm the Table with the Administration	Order food and Have a good time
Thoughts	“Excited to spend good time with loved once or Smooth ongoing business meating or have a good time”	“Popular places have crowded at peak hours, having an issue with the parking ”	“So far so good, Booked is table is available - no issues ”	“Overall expirence is good but the order taking time and serving time is Off as the crowd is More”
Mood	😄	😐	😊	😊
Opportunity		- Love to know if the Dineout has adequate space for parking OR - Suggest some parking spots near by		Leverage this opportunity to learn customer preferences by suggesting popular dishes or personalized options before they arrive at the restaurant.

Post Dine



Stage	Confirm the time of Offer Activation	Make payment	Payment confirmation and Receive Receipt	Feedback
Actions	Confirm if the Offer is still active	Make the payment	Bill paid notification and receive receipt from the Restaurant	Give feedback
Thoughts	“Confused about what will be the time frame in which the offer can be availed”	"Good experience the offer are pre applied”	“Their is option to Share my bill with the other person ”	"No option to give feed back ”
Mood	😔	😄	😐	😔
Opportunity	Add a section to know by what time last the offer can be availed.	- As users usually go for dine out with friends we can use this opportunity to split the bill payment feature	- An option to share the bill with friends or if the dienout is professional then the bill share can be used for the Reimbursement.	- rating or option to write feedback about the process and their experience


Product
Space
Solutions

Problem Solution Mapping



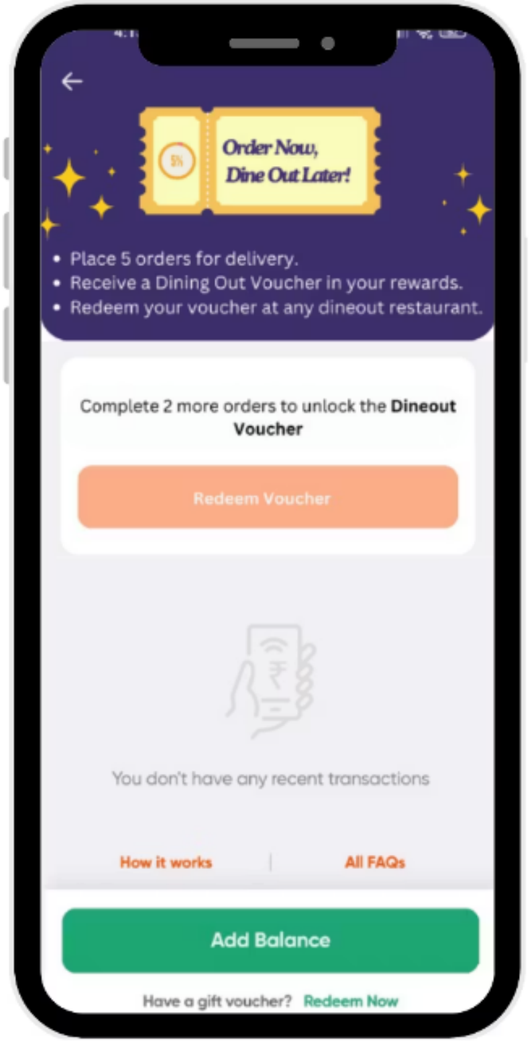
Product Space

Pain Points	Solutions	Rationale
Limited Deals and Offers	**Cross feature Gamification**	*Encourages cross-platform usage by offering a unified rewards system.*
Virtual tours of Ambience and Genuine Photos /Reviews	**Lack of Authentic Visuals and Reviews**	*Builds trust by providing a realistic view of the restaurant's environment and food.*
Outdated Restaurant Information, Uncertain Serving Times, Uncertainty About Wait Times, Parking Challenges	**Real-time update system for restaurant information.**	*Ensures users have accurate, up-to-date information.*
Irrelevant Restaurant Recommendations	**Enhanced Recommendation**	*Provides personalized suggestions that enhance the dining experience.*
Difficulty in Splitting Bills	**Bill Splitting feature**	*Solves the common pain point of dividing payments among groups, making group dining more seamless and convenient.*
Difficulty Sharing Invoices Across Platforms	**Invoice sharing Feature**	*Makes it easier for users to share receipts across platforms, increasing convenience.*
Lack of booking reminders	**Reminder notifications**	*Helps users avoid missed reservations by providing timely reminders.*

Solution 1 CROSS FEATURE GAMIFICATION

Introduce a rewards program where customers earn vouchers on Swiggy delivery/ Instamart orders, which can be redeemed on Swiggy Dineout.

Solves for : Limited Deals and Offers



WHAT IS THIS FEATURE?

A Frequency-based loyalty system integrated across Swiggy delivery and Swiggy Dineout platforms.

HOW WILL IT WORK?

Customers earn voucher for every 5 successful delivery order, which accumulate in their Swiggy account under rewards section. These vouchers can be redeemed for discounts, free dishes, or exclusive offers when booking through Swiggy Dineout.

IMPACT

This encourages higher customer retention, increases cross-platform usage, and provides a seamless, value-driven experience across Swiggy's services. By leveraging userbase of Swiggy order service we can improve adoption of Swiggy dineout

Solution 2 VIRTUAL TOURS OF AMBIENCE , GENUINE PHOTOS AND REVIEWS

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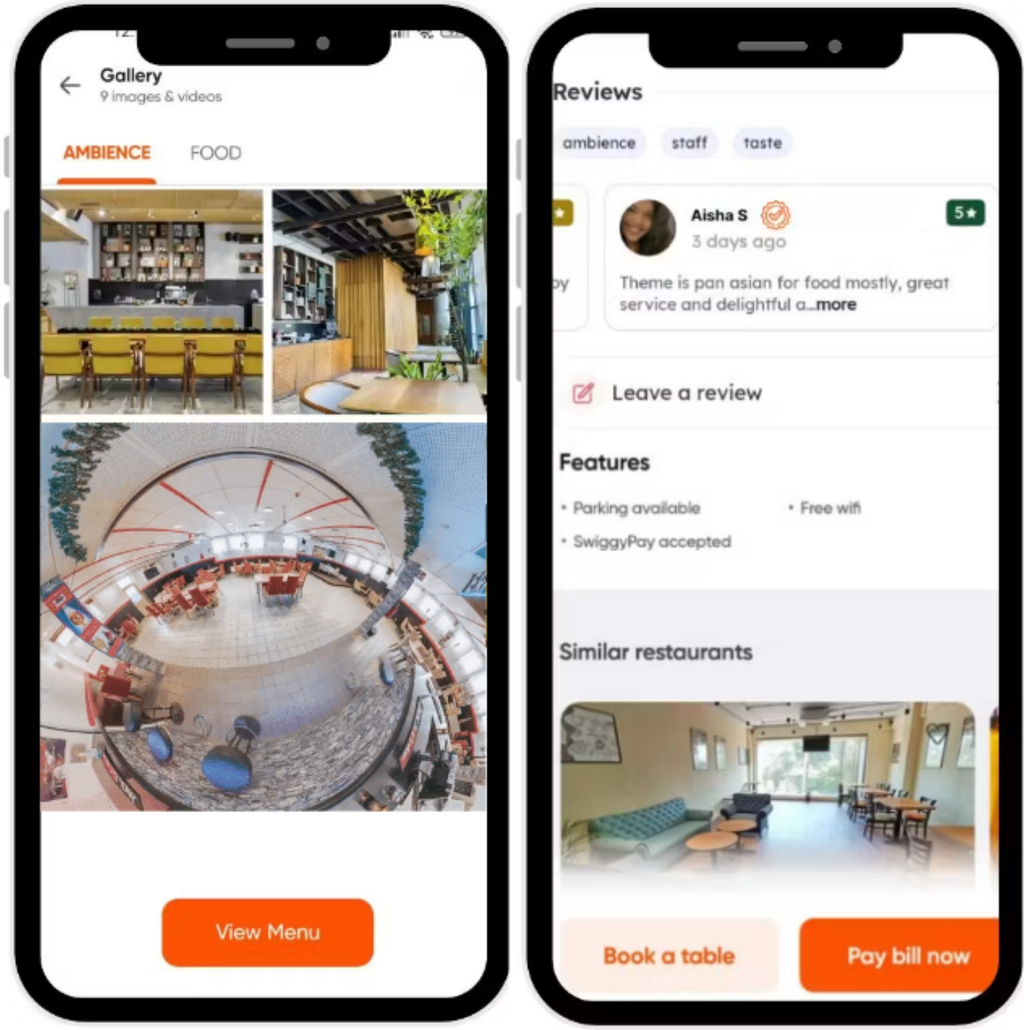
Integrate high-quality, user-generated photos , verified reviews and virtual tours of food and restaurant ambiance on the Swiggy Dineout platform.

Solves for : Lack of Authentic Visuals and Reviews



WHAT IS THIS FEATURE?

A gallery of user-generated photos and virtual tours of restaurants, showcasing both food items and the restaurant environment along with verified user reviews.

HOW WILL IT WORK?

Within restaurant gallery section,users can view genuine photos and videos of the dishes and dining spaces Virtual tours/360-degree view of the restaurant will be available to users in the same section.

Customers can write reviews of the place post dining and swiggy will validate it to make it reliable.

IMPACT

This enhances transparency, helps customers make informed decisions, increases user engagement, and boosts trust in the platform's listings.

Solution 3 REAL-TIME UPDATE SYSTEM FOR RESTAURANT INFORMATION.

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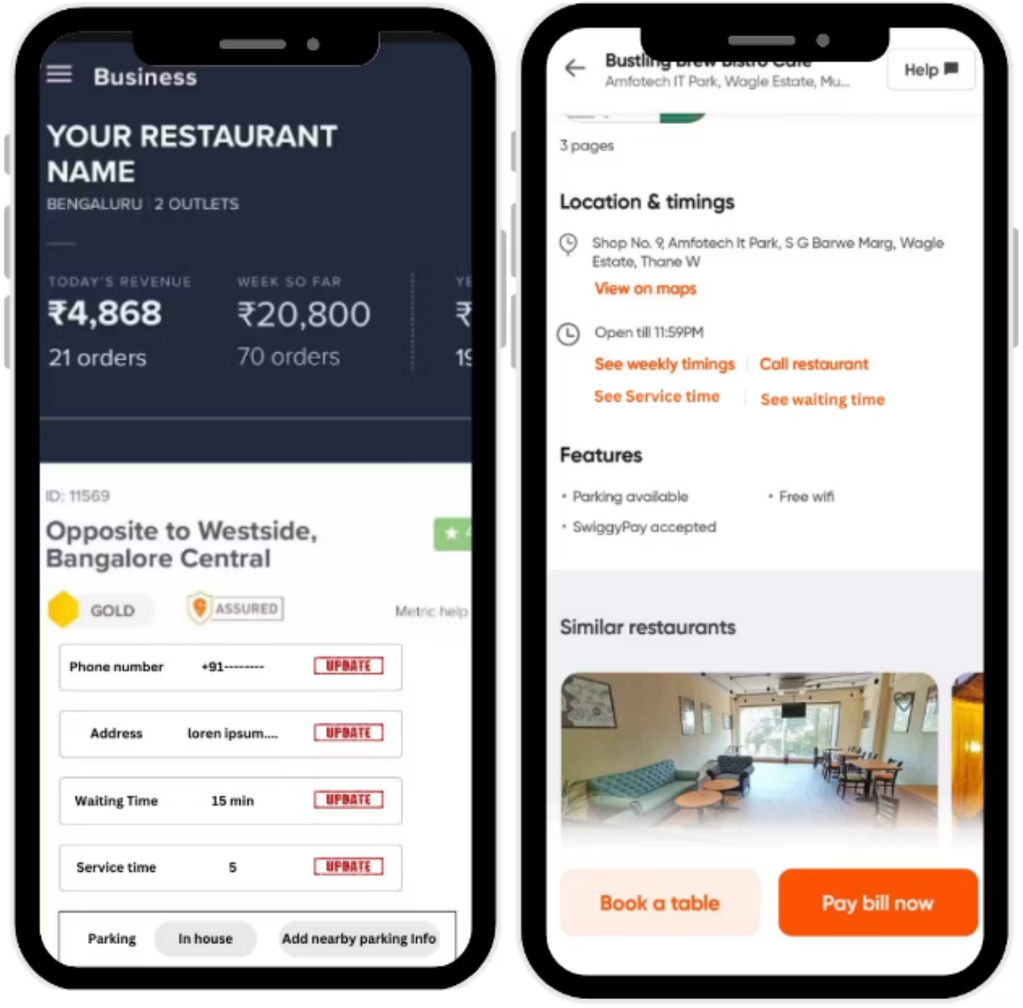
Implement a real-time update system for restaurant information, allowing restaurants to directly manage their menus, hours, phone numbers ,address other details like serving time and waiting time on Swiggy dine out.

Solves for : Outdated Restaurant Information ,Uncertain Serving Times,Uncertainty About Wait Times,Parking Challenges



WHAT IS THIS FEATURE?

A self Service portal for Restaurant owners to update their information including serving times and operational changes in real time.

HOW WILL IT WORK?

Restaurants can log into a dedicated portal to update their menus, hours of operation, contact details, and other information. These changes reflect immediately on the Swiggy Dineout platform, ensuring that customers always see the most accurate and up-to-date information.

IMPACT

This solution improves the Swiggy Dineout experience of the user with more accurate and up-to-date information about the restaurant, reducing frustration about inconsistent info issues for the user.

Solution 4 ENHANCED RECOMMENDATION

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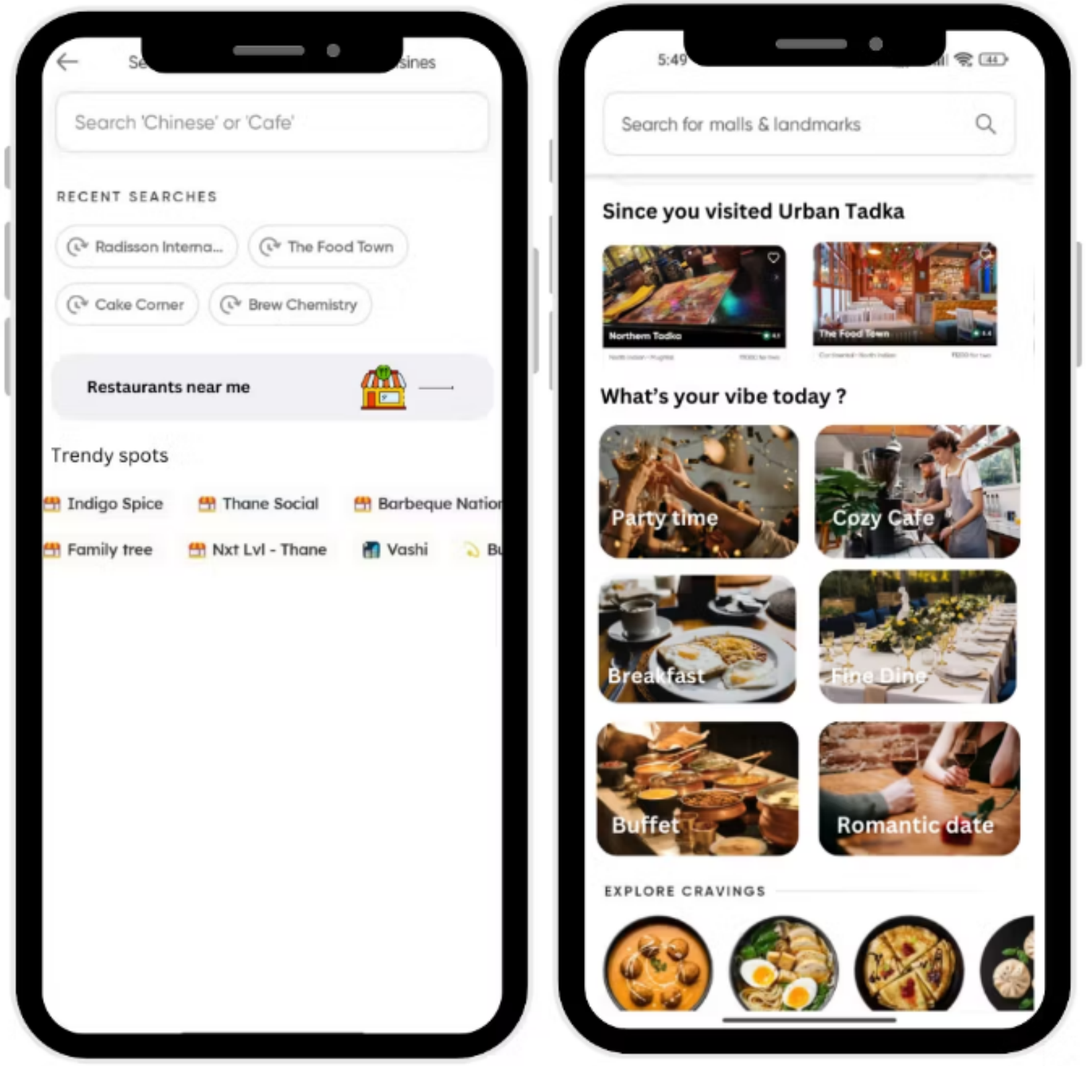
Implement an enhanced recommendation engine that leverages user preferences, past dining history, and real-time data to provide highly personalized dining options.

Solves for : Irrelevant Restaurant Recommendations



WHAT IS THIS FEATURE?

This feature offers highly personalized dining suggestions to the users. The recommendation engine aims to curate dining options that are most relevant and appealing to the user at any given moment.

HOW WILL IT WORK?

The users can find this feature on the home screen which has multiple categories of dining options curated based on the user location, mood, new options, top options and other categories based on the occasion and events.

IMPACT

This feature helps increase user satisfaction and engagement with more personalized experience, relevant suggestions and enhanced Discoverability of restaurants.

The feature also helps users in making quicker decisions and reducing time spent to searching dineout options.

Solution 5 BILL SPLITTING

Product Space

Integrate a bill-splitting feature within the Swiggy Dineout platform that allows users to easily divide and manage their dining expenses.

Solves for : Difficulty in Splitting Bills



WHAT IS THIS FEATURE?

A bill-splitting tool that enables users to allocate and settle individual shares of the total bill.

HOW WILL IT WORK?

Users can split bills by sharing QR code or link with their group and admin can select items from their bill to assign to different individuals or assign percentage share, specify amounts, and generate separate payment requests. The tool handles calculations and facilitates seamless payments.

IMPACT

This simplifies the billing process, enhances user convenience, and reduces the likelihood of errors and disputes over payments, thus increasing the app's user base and frequency of use.

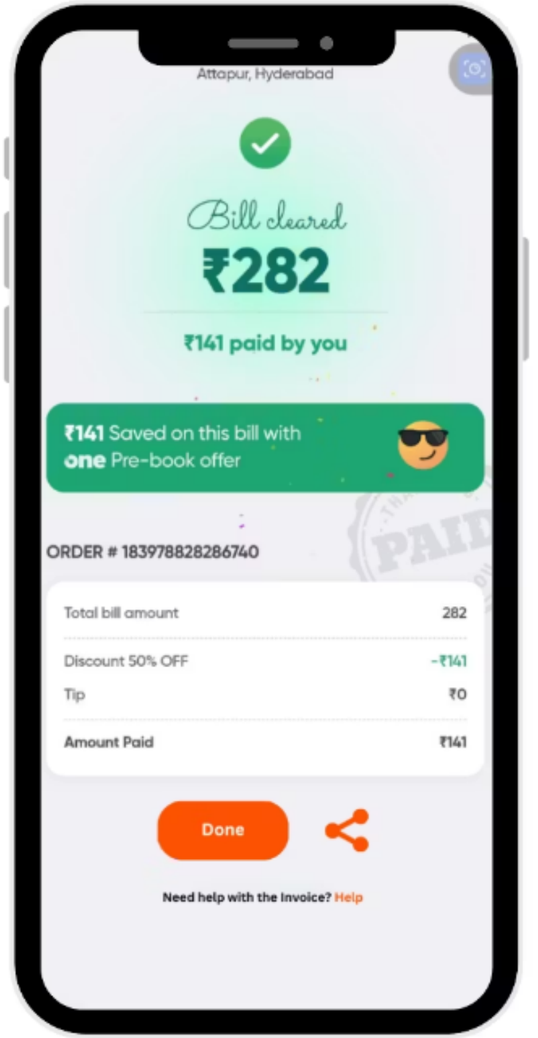
Sets the app apart from competitors who may not offer similar functionality, attracting users looking for more comprehensive solutions.

Solution 6 INVOICE SHARING

Product Space

Develop a cross-platform invoice-sharing feature that allows users to easily share dining invoices via multiple channels directly from the Swiggy Dineout app.

Solves for : Difficulty Sharing Invoices Across Platforms



WHAT IS THIS FEATURE?

An invoice-sharing tool integrated into the app that supports sharing via email, messaging apps, and social media.

HOW WILL IT WORK?

Users can select an invoice from their dining history and choose the preferred sharing method (email, text, etc.). The tool formats and sends the invoice directly to the desired recipient.

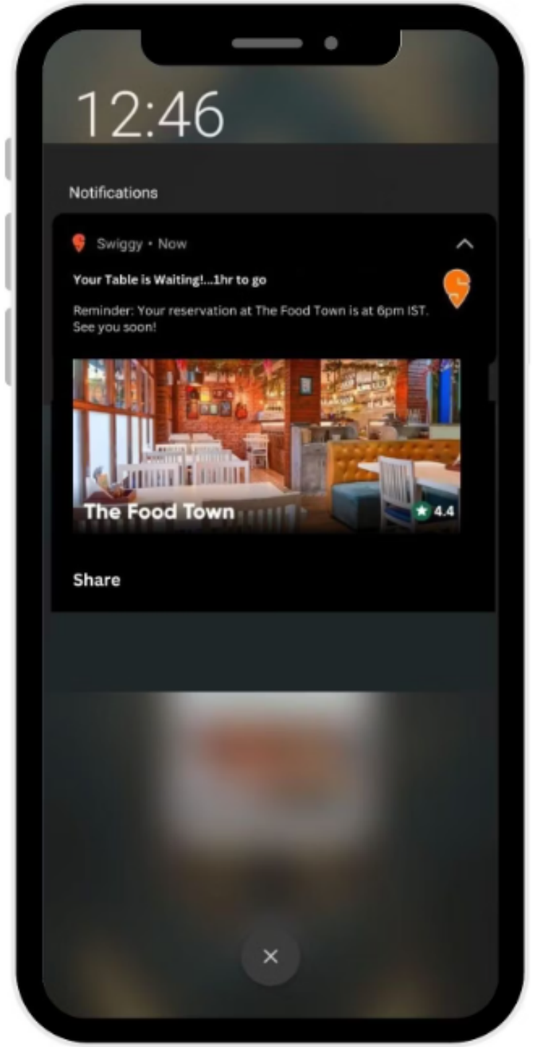
IMPACT

This simplifies documentation sharing, improves user convenience, and ensures accurate record-keeping, enhancing overall user experience and adoption.

Solution 7 RESERVATION REMINDERS

Implement automated booking reminder notifications with an option to share same with accompanieswithin the Swiggy Dineout app.

Solves for : Lack of booking reminders



WHAT IS THIS FEATURE?

A reminder system that automatically sends notifications to users on the day and an hour before and at the time of their dining reservations.

HOW WILL IT WORK?

Once a reservation is made, users will receive notifications leading up to their booking, including reminders a day before, an hour before, and at the time of the reservation with an option to share the details with accompanies

IMPACT

This ensures users don't miss their reservations, reduces no-shows for restaurants, and enhances customer satisfaction and reliability.

Prioritisation of Solution

Product Space

Solution	Impact	Effort	Priority
Cross feature Gamification	HIGH	HIGH	3
Virtual tours of Ambience,Genuine reviews and Photos of food	MEDIUM	MEDIUM	4
Real-time update system for restaurant information.	HIGH	MEDIUM	1
Enhanced Recommendation	HIGH	HIGH	3
Bill Splitting	MEDIUM	HIGH	6
Invoice Sharing	LOW	LOW	5
Reservation Reminder	MEDIUM	LOW	2



Trade-off & Pitfalls

Trade offs and Pitfalls

Product Space

Solution	Trade-Off	Pitfalls
Cross feature Gamification	• **Complex Implementation:** Creating a fair rewards system is complex and requires careful planning.	• **Loyalty Decay:** A complicated or underwhelming rewards system could lead to decreased user loyalty.
Virtual tours of Ambience and Genuine Photos of food	• **High Costs:** Creating quality virtual tours and photos requires significant time and investment	• **Low Engagement due to outdated content:** Irrelevant content may confuse user decisions-making skills
Enhanced Recommendation	• **Data Privacy:** use repository could raise privacy concerns. • **Overpersonalization:** Excessive personalization may limit users' choices in exploring new options.	• **Inaccurate Recommendations:** Flawed algorithms or insufficient data may result in poor recommendations, eroding user trust.
Cross feature Gamification	• **Complex Implementation:** Creating a fair rewards system is complex and requires careful planning. • **Dilution of Brand Value:** shift focus away from core service.	• **Loyalty Decay:** A complicated or underwhelming rewards system could lead to decreased user loyalty.
Virtual tours of Ambience and Genuine Photos of food	• **High Costs:** Quality virtual tours & photos requires significant time and investment.	• **Low Engagement:** Unengaging or irrelevant content may not influence user decisions. • **Outdated Content:** Without regular updates, visuals can become outdated, disappointing users.
Real-time update system for restaurant information.	• **Dependence on Restaurants:** Integration with Restaurants • **Technical Overhead:** Real-time data synchronization increases app complexity and technical demands.	• **Inconsistency:** Inconsistent updates from some restaurants can frustrate users. • **User Mistrust:** Unreliable real-time updates may erode user trust and damage the brand.



Modified Flow

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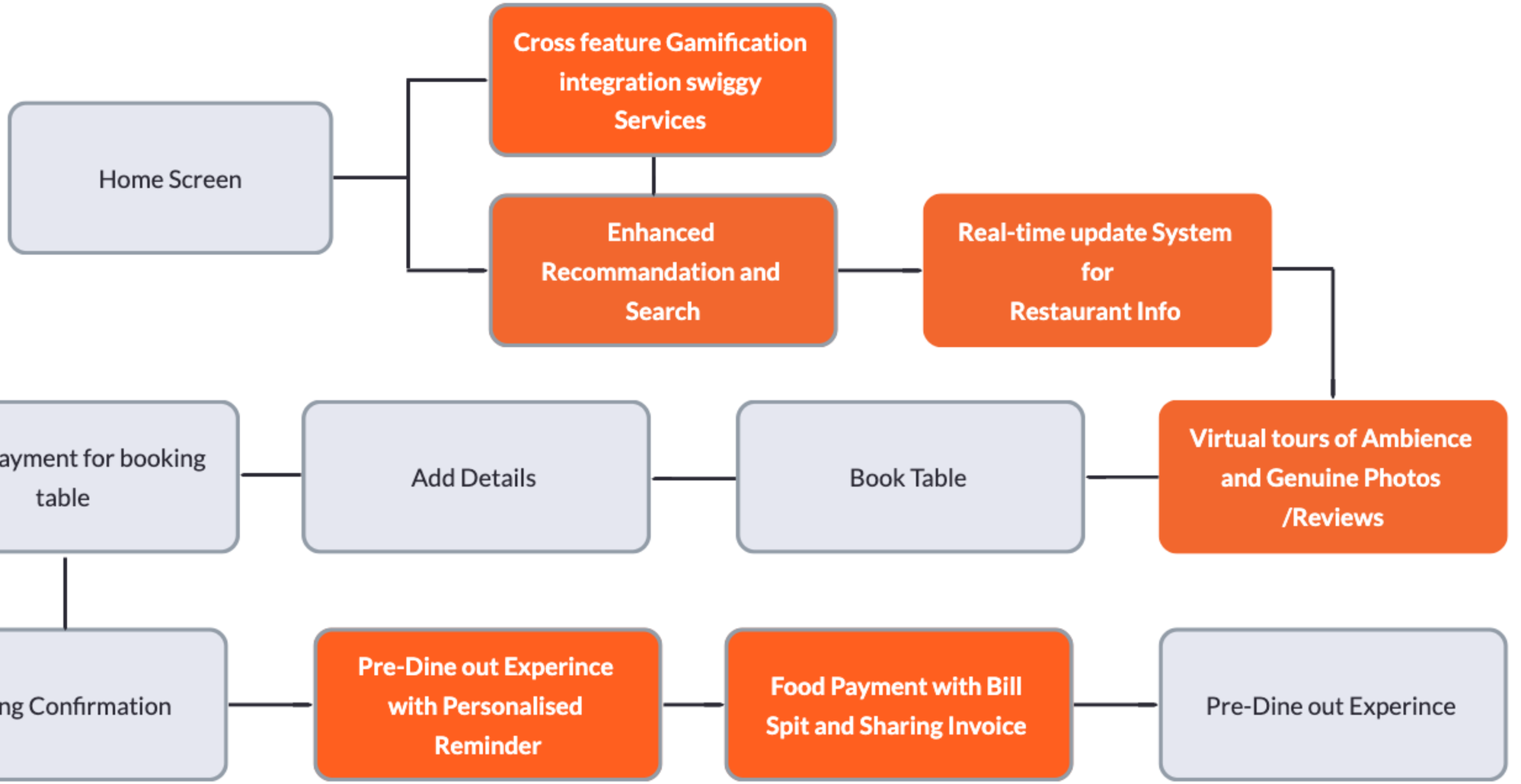



Metrics

North Star Metric

Product Space

Monthly Active Users Making Reservations:

The Monthly Active Users Making Reservations metric effectively captures both adoption and engagement by measuring how many users are actively using the core feature (making reservations) on a regular basis.

Solution	Metrics	Measuring Frequency	Hypothetical Traget
Cross feature Gamification	• **Voucher Redemption Rate**	**Monthly**	**Voucher Redemption Rate: 50%**
Virtual tours of Ambience and Genuine Photos of food	• **Content Engagement Rate**	**Weekly/ Monthly**	**Content Engagement Rate : 70 %**
Real-time update for Restaurant	• **CSAT**	**Weekly**	**CSAT Rate 4.5-4.8**
Bill Splitting	• **Feature Adoption Rate and CSAT Score**	**Weekly/Monthly**	**Feature Adoption Rate:60%** **CSAT Rate 4.5-4.8**
Invoice Sharing	• **Invoice Sharing Rate**	**Monthly**	**Invoice Sharing Rate: 60%**
Reservation Reminder	• **Reminder Notification Open Rate** • **Booking No-Show Rate**	**Monthly**	**Reminder open rate : 70%** **Booking No-Show Rate: 2% (Decrease)**
Enhanced Recommendation	• **Engagement Rate** • **Conversion Rate**	**Weekly**	**Engagement Rate: 80%** **Conversion Rate: 45-50%**

SUMMARY

This Project involved analyzing *Swiggy Dineout's* founding story, conducting competitor analysis, and market sizing to define a clear problem: improving app adoption and user engagement. User research led to creating personas, identifying pain points, and prioritizing solutions. We developed recommendations like reminders, bill-splitting, real-time updates, virtual tours, and a rewards system, addressing key user needs. Trade-offs and pitfalls were considered, and success metrics were defined for each solution to track progress. The project delivered a strategic plan to enhance Swiggy Dineout's user experience and engagement.

Thankyou!

Team - MVPs of Product



Abhilasha Shinde



Siddharth Malpath



Aditya Mohanty



Afeya Akhtar



Product Space

I am a member of the Product Management Fellowship Cohort.

Join me as I navigate and excel in the world of Product Management.

Use my referral link:



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