

Secondary Research & Data Analysis

- Swiggy wants to increase customer loyalty and retain customers.
- During the building process, Swiggy wants to understand the user's pain points and requirements.



Topics



Secondary Data Analysis

Using existing data collected by someone else, such as market research reports, academic studies, or customer feedback, to analyze and gain insights into user behavior, preferences, or needs for a product or service is known as secondary data analysis in user research. It is a cost-effective and time-efficient approach that can supplement primary research methods.

Secondary Research

Swiggy is a popular food delivery app in India that has gained significant traction in recent years. To understand the food delivery industry and recent trends, a secondary research exercise was conducted, which revealed some interesting findings.

Secondary Data Analysis

Users of food delivery apps like Swiggy face various challenges and have specific needs that need to be addressed for a better experience. The challenges include intense competition, quality control issues, meeting promised delivery timings, providing excellent customer service, managing logistics, investing in marketing and promotions, and ensuring user data security and privacy (Octal Software). Technical issues can also disrupt services and impact user satisfaction, highlighting the importance of resolving them promptly to maintain a seamless experience (Livemint).

In terms of user needs, maintaining high food quality, ensuring timely deliveries, managing delivery costs, coordinating with multiple stakeholders, and adapting to changing regulations are crucial (Posist). Specific to Swiggy, users require a simple and intuitive design, quick access to features, easy order tracking, and a seamless payment experience (UX case study on Swiggy Genie) (UX case study on Swiggy). Delivery tracking and refund issues have been reported by users, suggesting the need for improvements in these areas to enhance customer satisfaction and reputation (Adgully). The app's design should be simplified, with consistent UI elements and an improved layout to provide a better user experience (Bootcamp). Additionally, the concerns of food delivery executives, such as poor compensation, long working hours, traffic difficulties, and lack of access to facilities, need to be addressed to improve working conditions and indirectly benefit the users (DailyO). Lastly, emerging competition from government-backed initiatives calls for addressing issues related to platform accessibility, commission rates, and fair distribution of value to maintain market share (Economic Times).



Resource Page

Article 1 : <https://www.octalsoftware.com/blog/food-delivery-apps-challenges>

Article 2 : <https://www.livemint.com/companies/news/food-delivery-giants-zomato-and-swiggy-down-due-to-technical-issues-11649236285767.html>

Article 3: <https://www.posist.com/restaurant-times/restro-gyaan/food-delivery-challenges.html>

Article 4: <https://uxplanet.org/a-ux-case-study-on-swiggy-genie-5f463da8aa04>

Article 5: <https://www.adgully.com/swiggy-is-most-popular-food-ordering-app-but-some-issues-need-ironing-out-85726.html>

Article 6: <https://bootcamp.uxdesign.cc/ux-case-study-on-swiggy-e4c328ae7969>

Article 7: <https://www.similarweb.com/website/swiggy.in/#overview>

Article 8: <https://www.reuters.com/article/us-india-swiggy-layoffs-idUSKBN22U0UP>

Article 9: <https://www.dailyo.in/social/zomato-and-swiggy-4-major-problems-food-delivery-executives-face-in-india-36182>

Article 10:
<https://economictimes.indiatimes.com/tech/newsletters/morning-dispatch/ondc-vs-zomato-swiggy-westbridge-closes-in-on-milky-mist-funding/articleshow/100059996.cms?from=mdr>

After conducting secondary research from the different websites, the following key insights into the food delivery industry can be summarized:

Recent Trends and Developments:

1. Increased mobile penetration and internet usage have driven the growth of the industry, enabling wider reach and ease of ordering food online (Source: Statista).
2. The rise of aggregator platforms such as Swiggy, Zomato, and Uber Eats highlights the growing preference for convenience, variety, and speedy delivery (Source: IMARC Group).
3. The COVID-19 pandemic accelerated the shift towards online food delivery, with people ordering food from the safety of their homes (Source Expert Research).
4. Cloud kitchens and virtual restaurants have emerged as popular business models, minimizing the need for physical infrastructure and overhead costs (Source: Research and Markets).
5. There is an increasing focus on healthy and gourmet food options, with many platforms and restaurants offering diet-conscious meal choices (Source: Renub Research).

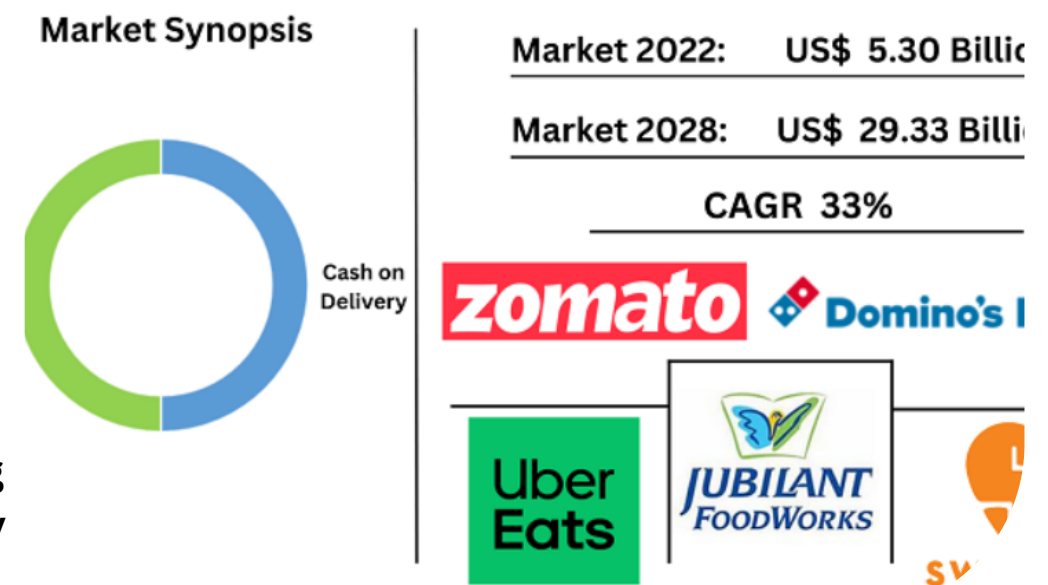
Factors Affecting the Industry:

1. Changing customer preferences: Consumers demand convenience, variety, affordability, and faster delivery times, driving platforms to adapt and offer more options (Source: Mobility Foresights).
2. Competition: The fierce competition among industry players encourages innovation, improved service offerings, and attractive deals to lure customers (Source: Globe Newswire).
3. Technological advancements: The integration of Artificial Intelligence (AI) and Machine Learning (ML) in platform operations enhance customer recommendations, route optimization, and delivery efficiency (Source: Grand View Research).
4. Government regulations and policies: Ensuring food safety, hygiene, and delivery staff welfare impact the industry's growth and profitability (Source: YCP Solidiance).
5. Economic conditions: The overall state of the economy and disposable income influence the frequency of online food orders (Source: Statista).

In conclusion, the food delivery industry's growth is driven by technological advancements, evolving consumer preferences, and innovative business models. Key factors affecting the industry include competition, regulatory landscapes, and economic conditions.

Secondary Research

India Online Food Delivery Market



Swiggy is a leading online food delivery platform in India, providing customers with access to restaurant menus and offering delivery services. Founded in 2014, Swiggy has expanded its presence to over 500 cities in India (Source: IMARC Group). The company has been successful due to its focus on technological innovation, catering to evolving consumer preferences, and overcoming challenges in the food delivery industry.

Resource Page

Article 1:<https://www.statista.com/outlook/dmo/online-food-delivery/india#revenue>

Article 2:<https://www.imarcgroup.com/india-online-food-delivery-market>

Article 3:<https://www.expertmarketresearch.com/reports/india-online-food-delivery-market>

Article 4:<https://www.researchandmarkets.com/reports/5690660/online-food-delivery-market-in-india-2022-2027>

Article 5:<https://www.renub.com/india-online-food-delivery-market-p.php>

Article 6:<https://mobilityforesights.com/product/india-online-food-delivery-market/>

Article 7:<https://www.globenewswire.com/en/news-release/2023/03/31/2638452/28124/en/India-Online-Food-Delivery-Market-Report-2023-Demand-for-Quick-Access-to-Affordable-Food-Sparks-Growth.html>

Article 8:<https://www.grandviewresearch.com/industry-analysis/online-food-delivery-services-market>

Article 9:<https://ycpsolidiance.com/article/India-Online-Food-Delivery-Industry>

For inquiries, contact us.

Email

Krishnaaxo@gmail.com

Portfolio

www.kahnamore.com

Linkedin

<https://www.linkedin.com/in/krishnamore/>

Thank You