

# Product Teardown

Incognito Mode 



**Kumud Acharya**  
Product Fellow

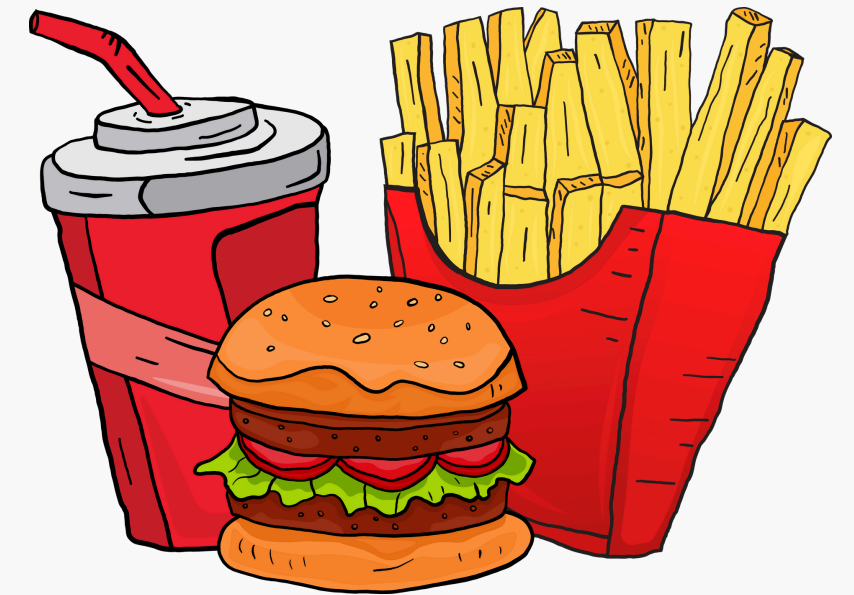
Learn In Public Challenge (2/5)

# Overview of Swiggy

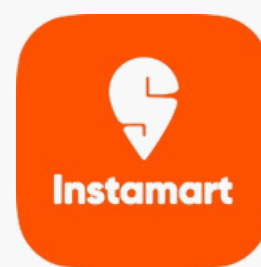
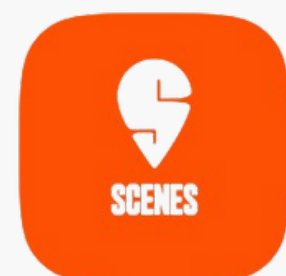
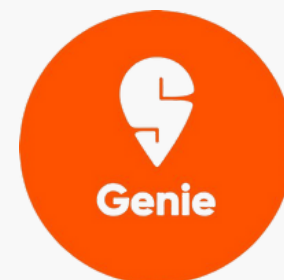
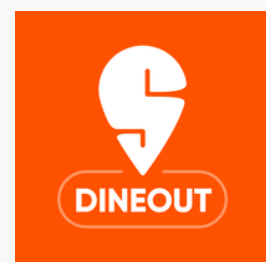
**Established in 2014**, Swiggy has rapidly expanded its operations across India

**Business Model:** Primarily focuses on food delivery but has branched into other sectors such as grocery delivery and logistics

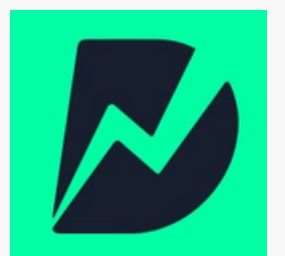
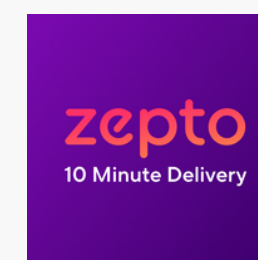
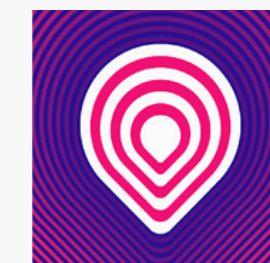
**Revenue Streams:** Generates income through delivery charges, commissions from restaurants, advertising on its platform, and innovative services like cloud kitchens



## Offerings by Swiggy



## Competitors



# Swiggy By The Numbers



**Presence in  
650+ Cities**



**20 Million +  
MAUs**



**200,000+  
Restaurant Partners**



**Q-Commerce  
in 43+ Cities**



**450,000+  
Delivery Partners**



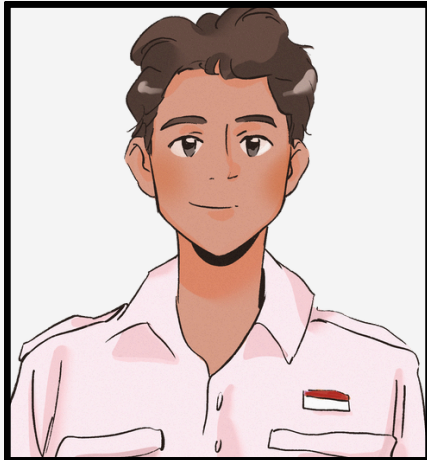
**580+  
Dark Stores**



# Incognito Mode Feature

- Swiggy launched its Incognito Mode feature on **September, 2024**
- **Incognito Mode** allows users to place food and grocery orders discreetly
- Initially **available to 10% of users**, it is set to be rolled out to all users
- **Key Features:**
  - a. **Privacy Assurance:** Designed for users who want to keep their orders confidential
  - b. **Simple Activation:** Users can easily activate the feature via a toggle in their cart
  - c. **Limited Visibility:** After delivery, orders are trackable for three hours

# User Personas



## Kunal

Software Developer

Hyderabad

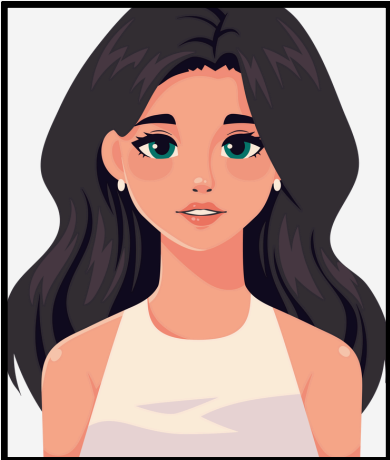
30 Years Old

### Pain Points

- He might be **unaware** of Incognito Mode
- He may find three-hour tracking **inadequate**
- He could be **uncertain** about activating Incognito Mode

### Needs

- Desire for complete order **confidentiality**
- Need for **intuitive activation** process
- Preference for **extended order visibility** post-delivery



## Kumud

Brand Manager

Mumbai

35 Years Old

### Pain Points

- She worries about **order visibility**
- She finds **limited personalization** options
- She notices **inconsistent functionality** across devices

### Needs

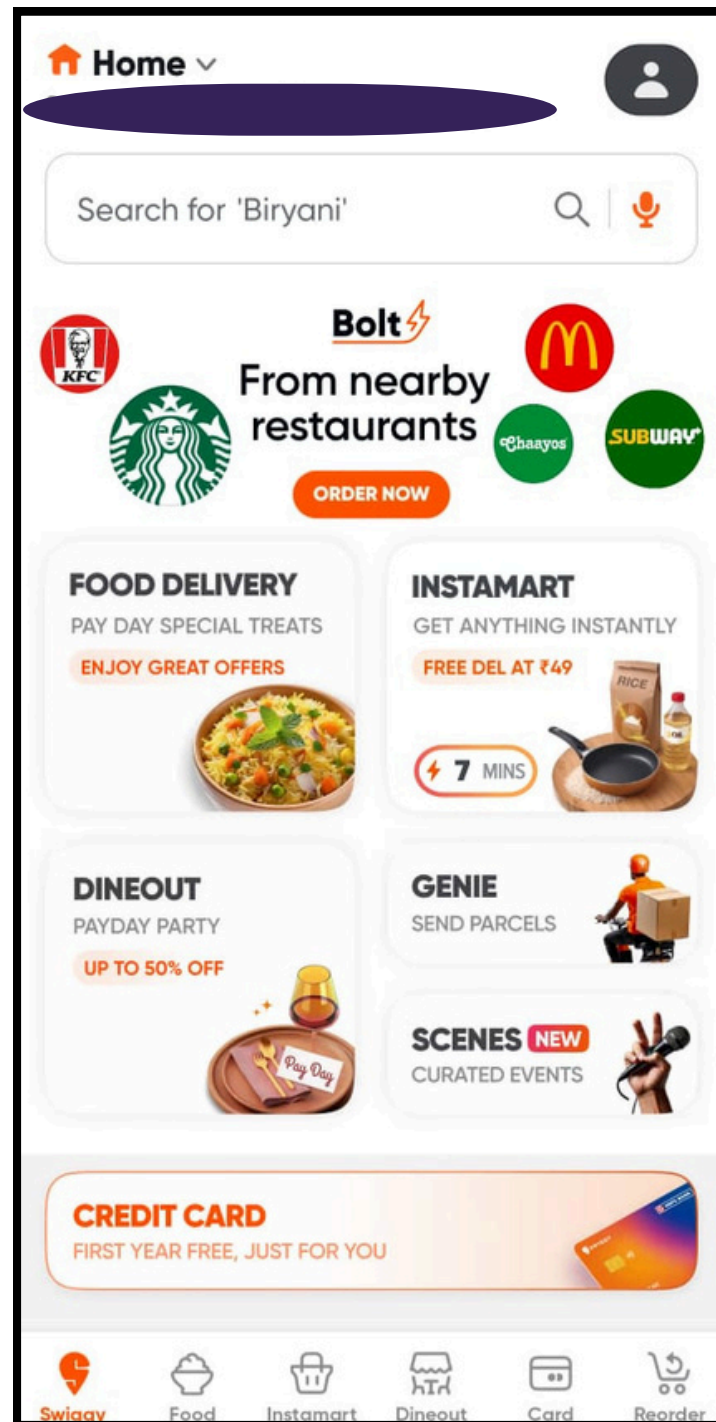
- She needs **easy access** to Incognito Mode
- Needs **assurance** of complete order protection.
- Kumud desires **features to personalize** her experience

# Customer Journey Map

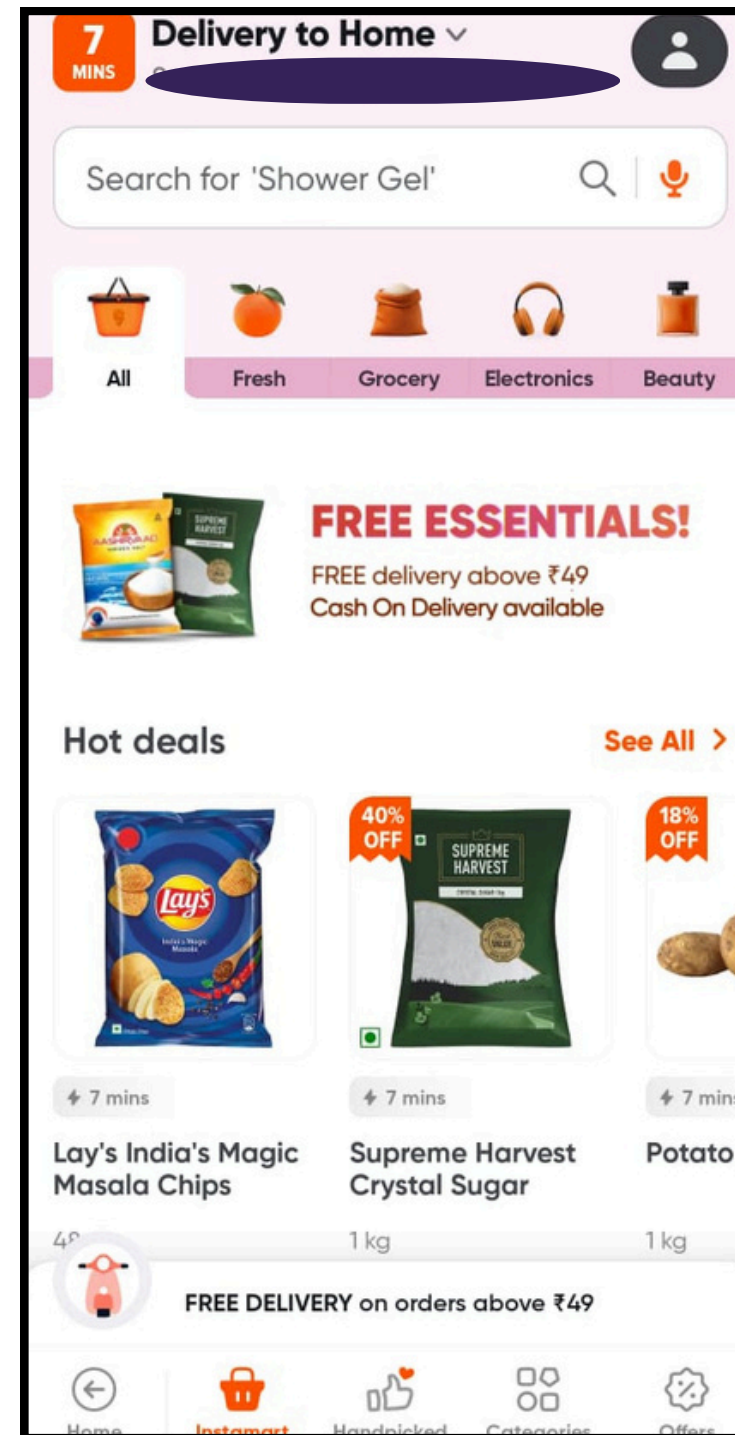
	Awareness	Consideration	Decision	Service	Loyalty
Customer Actions	Notices feature ad	Reads Feature Details	Tries Incognito Mode	Orders in Incognito Mode	Reuses feature, shares feedback
Touchpoints	Social Media, App Pop-ups	FAQs	UI Prompt, Feature Toggle	Cart Checkout	Reviews, Referrals
Customer Experience	Curious but Unsure 😟	Interested 😊	Feels Safer Ordering 😄	Uncertain 🤔	satisfied, happy 😍
Pain Points	Lack of Information	Privacy Concerns	Unclear Toggle Function	App still suggesting items	Limited awareness
Solutions	Demo, Clear Messaging	Explain Feature	Intuitive Onboarding	Seamless order flow	Prompt benefits, testimonials



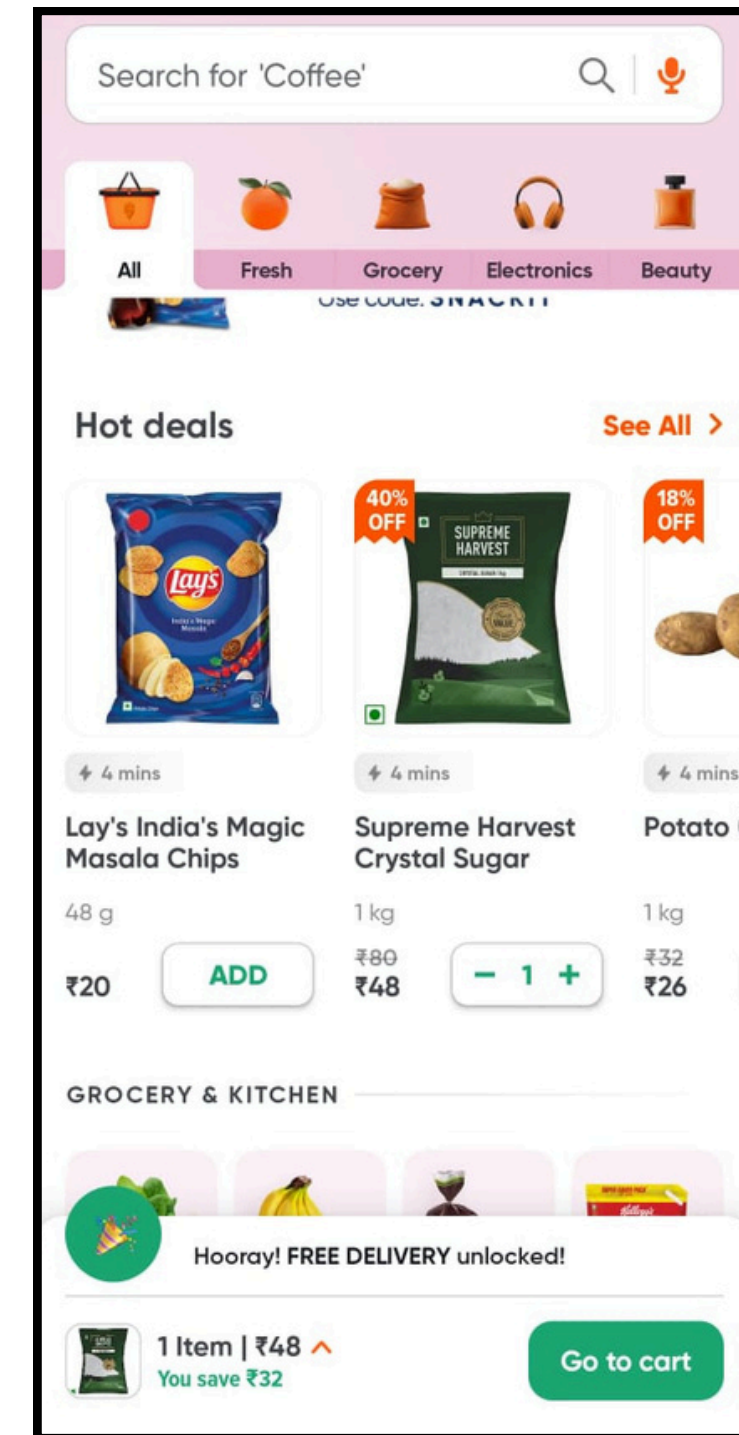
# Customer Journey Mapping



**Step 1**  
Open app

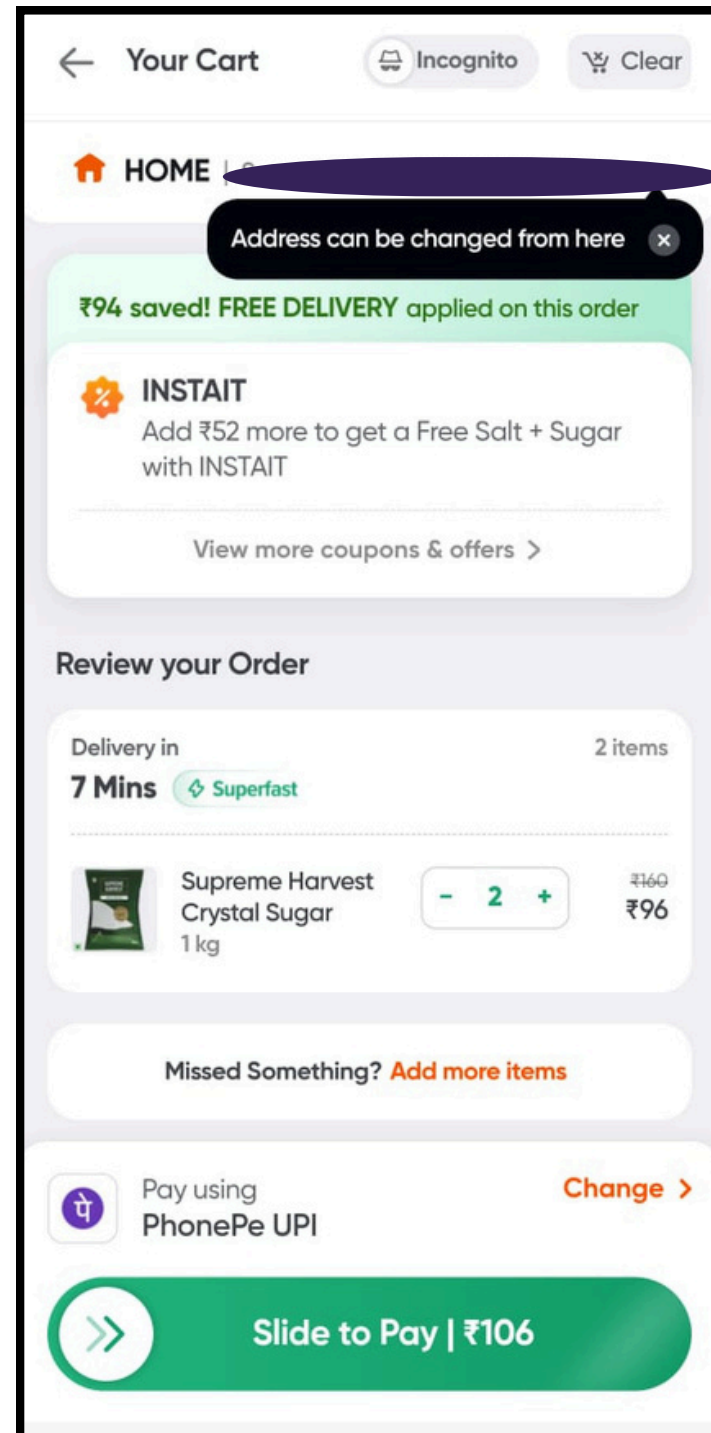


**Step 2**  
Browse product(s)

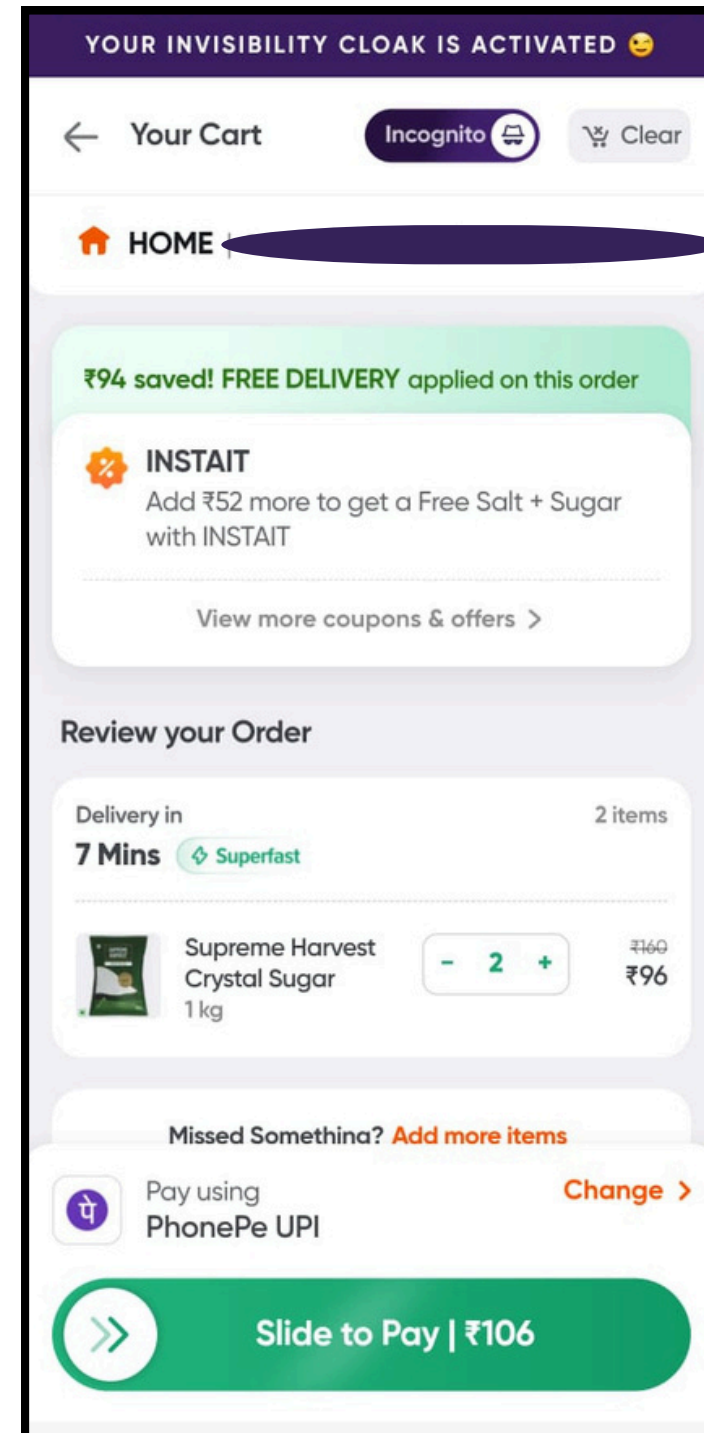


**Step 3**  
Add product(s) in cart

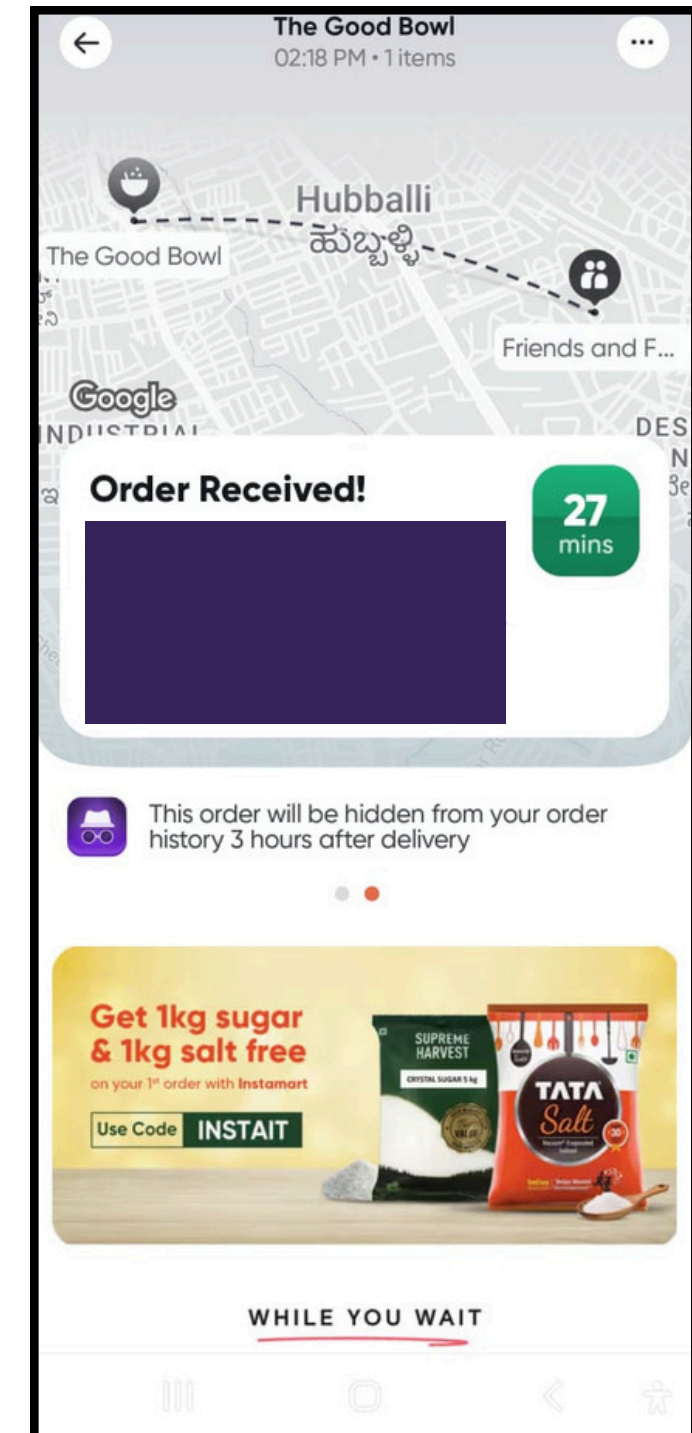
# Customer Journey Mapping



**Step 4**  
Tap incognito toggle



**Step 5**  
Make payment



**Step 6**  
Placed order

# Key Learnings & Recommendations

## Key Learnings from UX

Easy toggle for quick activation

Clear Confirmation Reminder

Temporary Tracking Period

Focus on Privacy Needs



## Recommendations

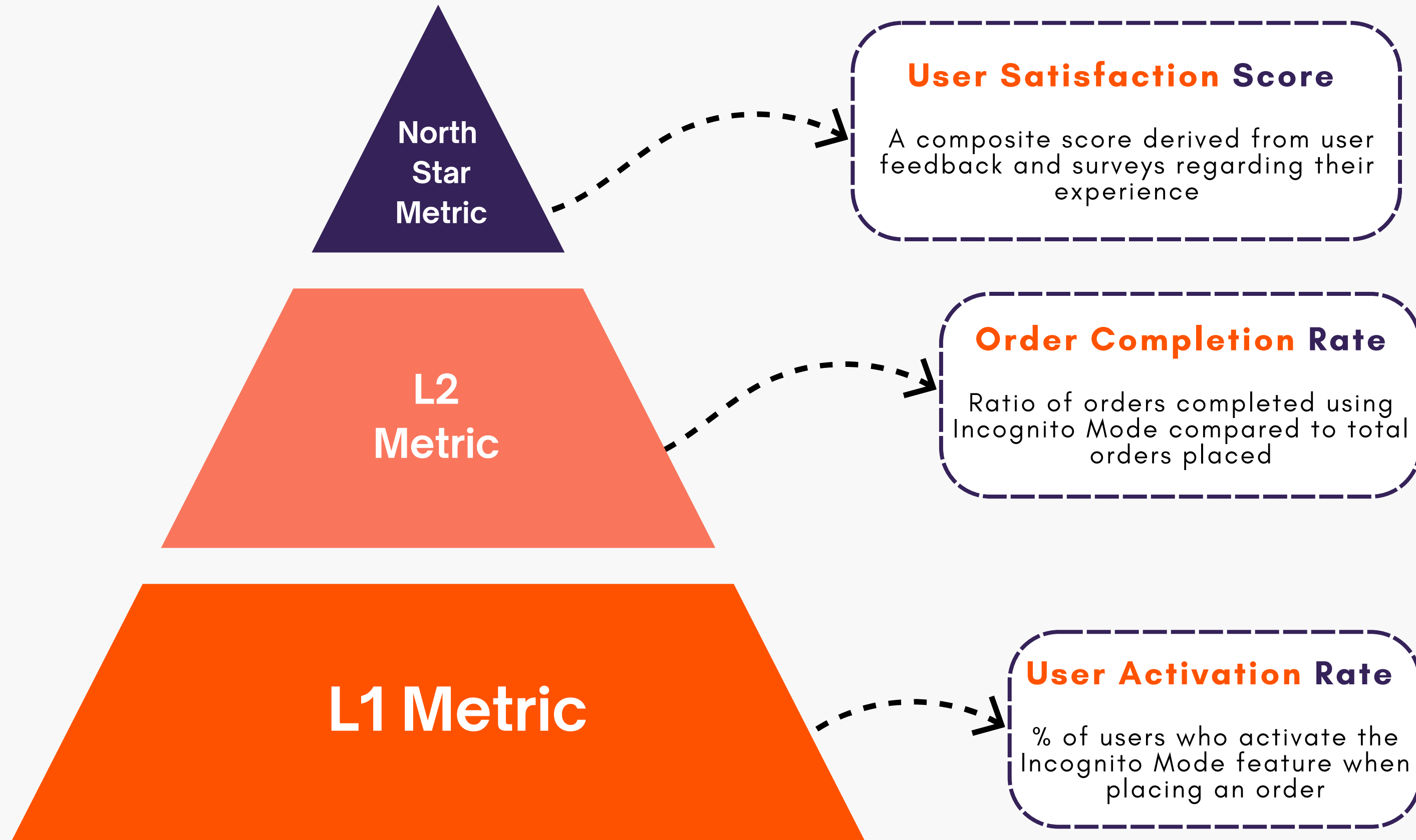
Add onboarding tutorials for Incognito Mode

Extend tracking beyond three hours

Allow users to customize privacy settings

Enable reviews for Incognito Mode orders

# Key Metrics



*Thank You*



**Kumud Acharya**  
**Product Fellow**  
**Cohort 33**

**nextLeap**