

Khushi Kanade

Assignment 1 Phase 3

Step 1: Brainstorm Solutions (Diverge)

P0 Problem:

Users (working professionals and frequent food delivery users) are struggling with delayed and unpredictable food delivery during peak hours because of high order volume and inconsistent rider allocation. This is leading to missed meals, frustration, reduced trust, and lower repeat usage.

Solution	Short Description	Key Assumption	Category
Conservative ETA Engine	Use peak-hour predictive modelling to show longer but more accurate ETA ranges (e.g., 40–55 min instead of 30 min).	Users prefer accuracy over optimistic speed.	High confidence
ETA Confidence Indicator	Show a visual label: High Confidence (low variance) Medium Volatile (peak congestion)	Transparency about uncertainty increases trust.	High confidence
“On-Time Guarantee” for regular customers (students /employees)	If delivery exceeds predicted window → auto credit wallet ₹50–₹100.	Time guarantee increases retention among high-frequency users.	High confidence

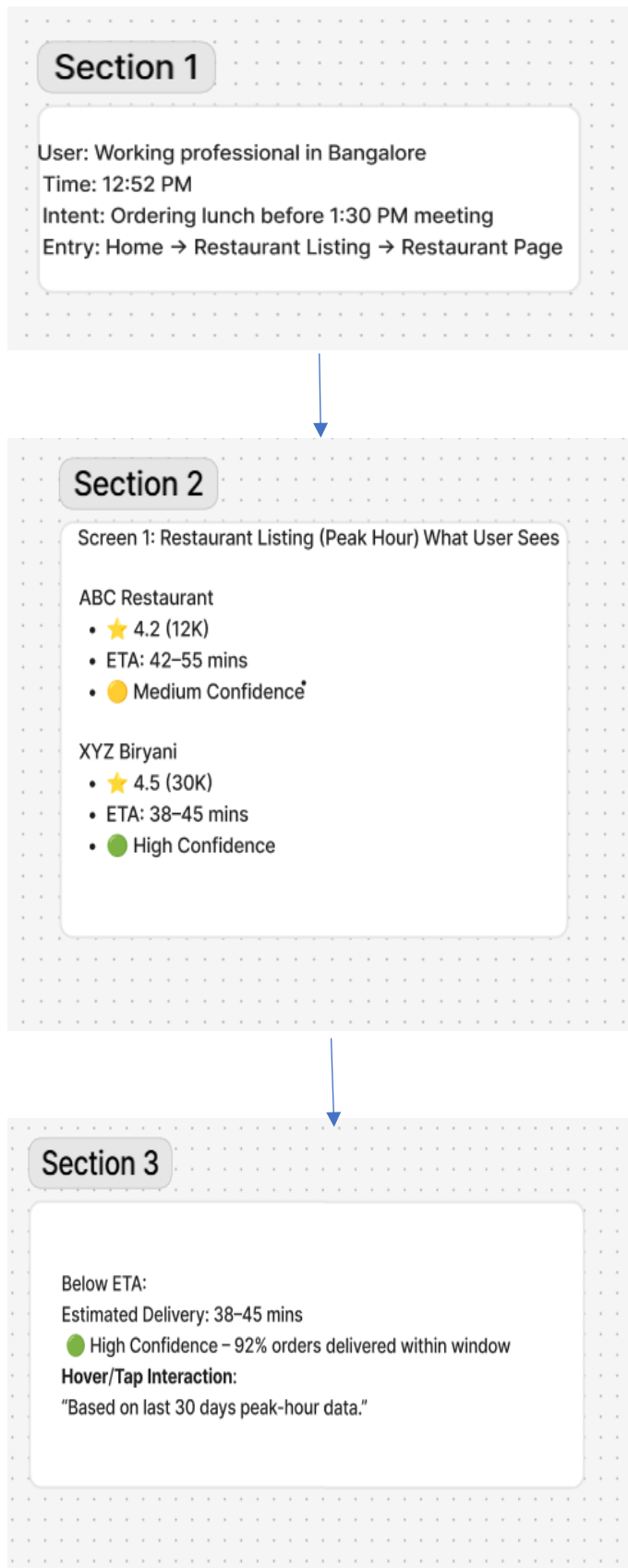
Peak Hour Badge Before Checkout	Label restaurants: “High Demand – ETA May Fluctuate” before order confirmation.	Setting expectation reduces emotional reaction.	High confidence
Real-Time Delay Explanation Cards	If ETA changes: 1.“Restaurant running behind” 2.“Rider handling 2 nearby deliveries” 3.“High traffic congestion”	Explanation reduces frustration even if delay remains.	High Confidence
Reliability Score for Restaurants	Display: “90% On-Time in Peak Hours”	Users will prefer reliable restaurants over faster but inconsistent ones.	High Confidence
Smart Peak Nudging	At 12:45 PM: “Peak expected at 1:30 PM. Order now for on-time delivery.”	Behavioural nudges smooth demand spikes.	Low Confidence
Auto Buffer Mode	If user historically orders at 1 PM, suggest: “Order at 12:40 PM for reliable lunch.”	Predictive personalization increases punctuality.	Low Confidence
Swiggy “Pro Reliable”	1.Priority rider allocation 2.Guaranteed window 3.Dedicated support	Professionals will pay for reliability.	Moonshot

Step 2: Prioritize Smartly (From Possibility to Focus)

Solution	Reach (1-3)	Impact (1-3)	Confidence (1-3)	Effort (1-3)	RICE Score	Notes
Conservative ETA Engine	3	3	3	3	9	Core fix but heavy backend effort
ETA Confidence Indicator	3	2	3	1	18	Quick win, strong trust signal
Real-Time Delay Explanation Cards	3	3	3	2	13.5	Directly reduces frustration
Peak Demand Badge (Pre-Checkout Transparency)	3	2	3	1	18	Easy expectation setting
Reliability Score (Restaurant On-Time %)	2	3	2	2	6	Strategic but data-heavy
On-Time Guarantee (Auto Credit)	2	3	2	3	4	High impact but operational risk
Smart Peak Nudging	2	2	1	2	2	Assumption-heavy behavioural play
Auto Buffer Mode	2	2	1	2	2	Personalization but low validation
Swiggy “Pro Reliable”	1	3	1	3	1	Premium moonshot, high complexity

Step 3: Wireframe Your Top Ideas

1. ETA Confidence indicator



Section 4

ANNOTATION

Confidence label calculated from historical variance during peak (12–2 PM).

Green = ± 5 min variance

Yellow = ± 10 min

Red = $\pm 15+$ min

How it solves P0:

1. Users choose reliability when stakes are high.
2. Reduces frustration from expectation mismatch.
3. Sets predictive transparency.

2. Peak Demand Badge (Pre-Checkout Transparency)

User Context

Time: 1:07 PM

User adds Butter Chicken Meal

Moves to Checkout

Screen 1: Cart Page

Cart Summary:

- Butter Chicken Combo – ₹349
- Taxes – ₹28
- Delivery – ₹30

ETA: 35–50 mins

High Demand Alert

Peak lunch rush. Delivery time may fluctuate ± 10 –15 mins.

[Continue Anyway]

[Order Earlier Tomorrow Reminder Toggle]

If user taps info icon:

“Order volume in your area is 35% higher than usual.”

Why This Solves P0

- Sets expectation before commitment.
- Reduces post-order anger.
- Gives user agency.

This is a conversion-safe transparency layer.

3. Real-Time Delay Explanation Cards

User context:

User ordered at 12:40 PM

Initial ETA: 40–50 mins

At 1:15 PM ETA shifts to 55–65 mins

Screen 1: Order Tracking (Before Delay)

Status:

Order Confirmed
Food Being Prepared
Rider Assigned
ETA: 12:40 → 1:25 PM

Screen 2: ETA Update (Delay Occurs)

Push Notification:

"Your order is slightly delayed."

App screen shows:

Updated ETA: 1:35 PM

Why the delay?

Card shows:

High traffic congestion near Indiranagar
Rider completing 1 nearby delivery
New ETA adjusted accordingly

[Chat Support]

[₹30 Apology Credit if delayed > window]

Why This Solves P0

- Explains delay rather than hiding it.
- Preserves trust.
- Reduces angry support tickets.
- Protects retention.

STEP 4: Define Success Metrics

1. ETA confidence indicator

Improve trust by showing delivery time reliability (High / Medium / Volatile).

Metric Type	Metric Name	Definition	Why it Matters
Key Metric	Peak-Hour 7-Day Repeat Order Rate	% of users who place another order within 7 days after ordering during peak	If confidence labelling reduces frustration, users should return more frequently
Secondary Metric	Restaurant Selection Shift to High-Confidence Listings	% increase in orders from "High Confidence" restaurants	Shows users are actively using the reliability signal
Secondary Metric	Checkout Conversion Rate (Peak Hours)	% of users who complete order after viewing restaurant page	Ensures confidence indicator doesn't scare users away
Guardrail Metric	Peak-Hour Conversion Drop	% decline in overall peak-hour orders	Ensures showing volatility does not hurt revenue

2. Peak Demand Badge (Pre-Checkout Transparency)

Set expectations before order confirmation to reduce emotional backlash.

Metric Type	Metric Name	Definition	Why it Matters
Key Metric	Peak-Hour Order Cancellation Rate (Post-Checkout)	% of confirmed peak-hour orders cancelled before delivery	If expectations are set properly, fewer users should cancel in frustration
Secondary Metric	ETA Shock Rate	% of orders where ETA increases by >10 min after confirmation	Measures mismatch between expectation & reality
Secondary Metric	Support Tickets per 1,000 Peak Orders	Customer complaints related to delay	Reduced complaints indicate reduced frustration
Guardrail Metric	Checkout Drop-Off Rate	% users abandoning cart after seeing badge	Ensures warning doesn't scare customers away

3. Real-Time Delay Explanation Cards

Reduce frustration when delays happen by explaining why.

Metric Type	Metric Name	Definition	Why it Matters
Key Metric	Delay-Affected Order CSAT (Peak Hours)	Average satisfaction score for orders where ETA increased after confirmation	Directly measures emotional impact of explanation

Secondary Metric	Support Contact Rate for Delayed Orders	% of delayed orders where users contact support	If explanations work, support contacts should decrease
Secondary Metric	Post-Delay Order Retention (30-Day)	% of users who reorder within 30 days after experiencing a delay	Ensures bad experiences don't cause churn
Guardrail Metric	Compensation Credit Burn Rate	Total credits issued due to delays	Prevents operational cost explosion

STEP 5: Identify Pitfalls & Mitigations

1: ETA Confidence Indicator

Assumption at Risk	Failure Mode	Impact	Likelihood	Mitigation	Detection Signal	Containment / Rollback
Users value confidence labels	Users ignore label or don't understand it	M	M	Add short tooltip: "Based on last 30 days peak data"; run usability test with 20 users pre-launch	% users tapping confidence tooltip	If <5% interaction + no retention lift → simplify label or reposition near ETA

Showing “Volatile” won’t hurt orders	Orders drop significantly for volatile-tag restaurants	H	M	Pilot in 1 city only; only show “Volatile” during extreme variance	Peak-hour conversion rate (volatile-tag restaurants)	Hide “Volatile” tag; revert to neutral wording (“Extended ETA”)
Confidence score is accurate	High-confidence restaurants still deliver late frequently	H	M	Running 2-week backend validation before UI launch; QA 500 peak orders	% of High-Confidence orders delivered outside window	Disable confidence tags until recalibrated

2. Peak Demand Badge

Assumption at Risk	Failure Mode	Impact	Likelihood	Mitigation	Detection Signal	Containment / Rollback
Warning reduces cancellations	Cancellation rate remains unchanged	H	M	A/B test badge vs no badge during pilot	Post-checkout cancellation rate	Kill feature if no statistically significant improvement
Transparency won’t scare users	Cart abandonment increases	H	M	Soft wording: “May fluctuate ± 10 min” instead of “Severe delay”	Checkout drop-off rate	Limit badge to extreme congestion only
Users read the badge	Users confirm order without noticing warning	M	H	Make badge inline near “Place Order” CTA; subtle color highlight	Scroll depth before order placement	Make badge sticky above CTA

3.Real-Time Delay Explanation Cards

Assumption at Risk	Failure Mode	Impact	Likelihood	Mitigation	Detection Signal	Containment / Rollback
Explanations reduce frustration	CSAT for delayed orders does not improve	H	M	Test explanations vs generic delay message in A/B pilot	Delay-affected order CSAT	Revert to apology + compensation model
Users trust explanations	Users perceive reasons as excuses → more anger	H	L-M	Use real operational data (traffic API, batching logic); avoid vague language	Support tickets mentioning “fake excuse”	Remove specific reason text, show neutral delay update
Support load decreases	support contacts increase after ETA change	M	M	Add “Need help?” quick self-serve options	Support contact rate for delayed orders	Auto-trigger small goodwill credit to reduce escalations