

# Business Requirements Document (BRD)

Project Name	Swiggy Instamart 'Insta-Bundles' Optimization
Document Version	1.0
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## 1.1 Business Objective

The primary objective is to increase the Order Frequency and Customer Lifetime Value (LTV) of high-frequency power users (specifically the 'Gym Staples' and 'Weekly Household' cohorts) by reducing the friction in the cart-building process.

## 1.2 Current State vs. Future State

**Current State:** Users spend an average of 180–300 seconds manually searching and adding 10+ recurring items to their cart. High bounce rates are observed during the search-and-add phase.

**Future State:** Users can populate a 10+ item cart in <5 seconds using a single-tap 'Bundle' feature, leading to a projected 15% increase in monthly order volume per power user.

## 1.3 Business Constraints & Assumptions

**Constraint:** The feature must reside within the existing bottom navigation real estate.

**Assumption:** Users prefer speed over discovery for their routine weekly purchases.

## 1.4 Stakeholders

- Product Growth Team (Owner)
- UX/UI Design Team (Contributor)
- Engineering/Backend Team (Execution)