

# Product Requirements Document

## Swiggy "Insta-Bundles"

Status	Draft / Proposal
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Target Audience	Product, Design, and Engineering Teams

### 1. Executive Summary

The Insta-Bundles feature aims to optimize the "First Mile" of the Swiggy Instamart user journey. By allowing high-frequency users to create and order pre-set groups of items in a single tap, we aim to reduce the Time to Checkout (TTC) by **85-90%**.

### 2. Target Audience & Persona

#### "The Gym Freak" (Primary)

Users in urban hubs like Hyderabad who order specific fitness staples (Eggs, Paneer, Oats) 3x per week. Values speed and consistency.

#### "The Weekly Planner" (Secondary)

Households that order a fixed set of vegetables or dairy every Monday morning. Prioritizes convenience and budget control.

### 3. User Stories

ID	User Role	Requirement	Goal/Benefit
US.1	Power User	I want to save my current cart as a "Bundle."	To avoid searching the same 10 items every 3 days.
US.2	Power User	I want to access my bundles from the home screen navigation.	To minimize the number of taps required to reach the cart.

ID	User Role	Requirement	Goal/Benefit
US.3	Power User	I want the bundle price to update to current INR (₹) rates.	To ensure I am paying the correct amount without manual calculation.

## 4. Functional Requirements

- **4.1 UI Transformation:** Decommission the legacy "Print" icon (Bottom Right Nav) and replace it with the "Favourite Bundles" entry point.
- **4.2 Bundle Execution:** A single tap on a saved bundle icon must trigger a "Batch Add" API call to populate the cart.
- **4.3 Inventory Validation:** The system must check local dark-store availability. If an item is OOS, the system must add the available items and show a "Partial Success" message.
- **4.4 Conflict Resolution:** If the user already has items in their cart, the bundle items should be appended to the existing list, not overwrite it.

## 5. User Experience (UX) & Design

- **Entry Point:** Vibrant Swiggy Orange (#FC8019) icon in the bottom navigation bar.
- **Empty State:** If no bundles are saved, the landing page should show "Suggested Bundles" based on the user's last 3 orders.
- **Confirmation:** A haptic feedback vibration and a "Cart Updated" toast message upon successful bundle addition.

## 6. Success Metrics (KPIs)

- **TTC (Time to Checkout):** Average time from App Open to "Pay Now" for repeat orders.
- **Bundle Conversion Rate:** Percentage of users who complete an order after using the 1-tap bundle feature.
- **AOV (Average Order Value):** Monitoring if "Bundles" lead to higher item counts per order compared to manual searching.

## 7. Technical Constraints

- **Local Pricing:** Prices must be fetched based on the user's current geo-tagged dark store.
- **Limit:** Users are limited to 5 custom bundles to maintain UI simplicity and minimize server-side storage overhead.