

Product Teardown: “**Writing a review**”

Learn In Public Challenge 2

By Pratyush Singh

Flipkart

Overview

Flipkart is an Indian e-commerce company. The company initially focused on online book sales before expanding into other product categories such as electronics, fashion, home essentials, groceries, and lifestyle products. It was valued at $37.6 billion as of 2022.

Value Propositions

- Wide range of products
- Huge delivery network
- Free shipping above Rs. 500
- Upto 30 day return & exchange policy
- Cash on Delivery
- No-cost EMIs

Stats

188.3 M
Total visits last month

12.3%
Up from previous month

00:04:36
Avg. visit duration

51.12%
Bounce rate

5.97
Pages per visit

$65M
Approx. annual revenue

User Persona

Flipkart



Kate

"I am a software engineer. I shop online for almost everything!"

Profile

Clara is a software engineer at a big tech firm in Mumbai. She loves shopping. As an engineer at a big tech firm, she is very busy with her work. So she prefers to shop online for almost everything. She heavily relies on e-commerce applications for her shopping needs.

Goals:

- Make quick comparisons
- Save through offers
- Avail EMIs/BNPL

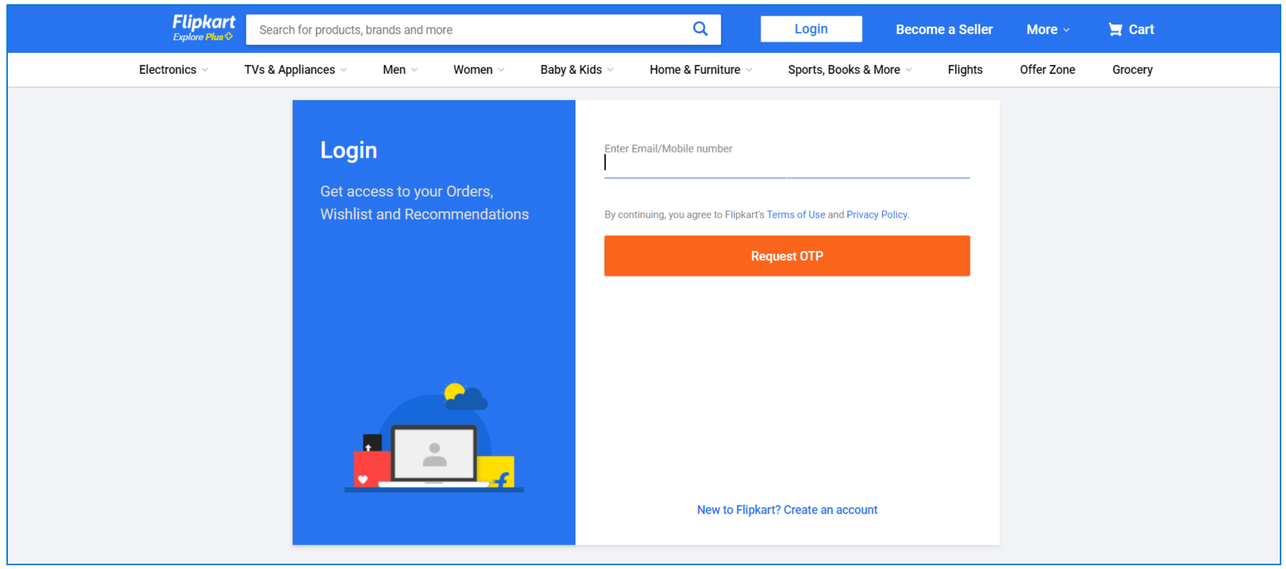
Pain points:

- Lack of proper reviews
- Not enough product categories

Story

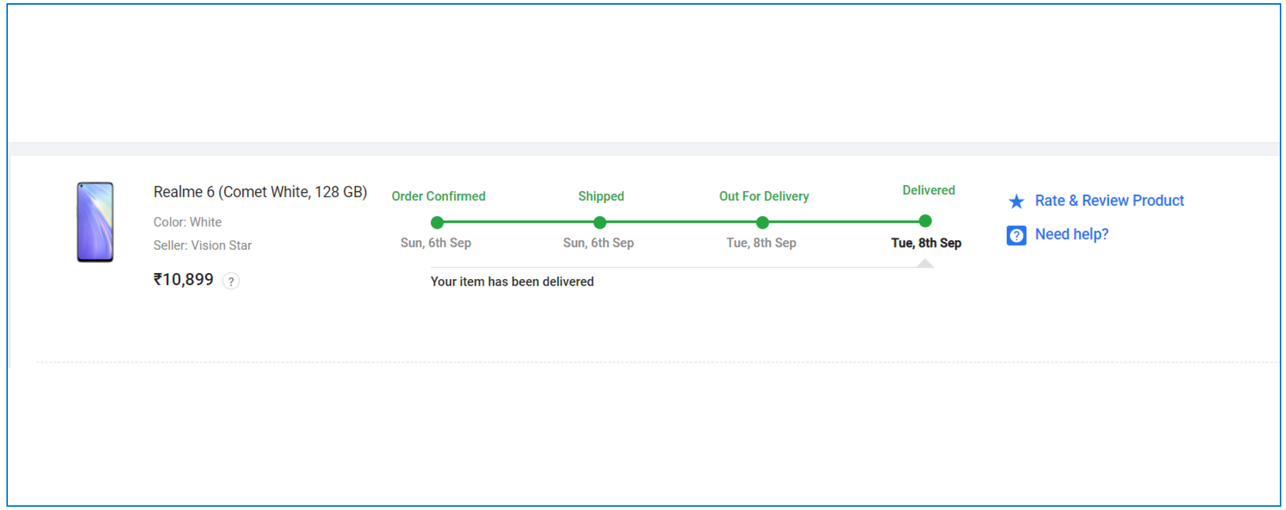
I am software engineer at a big tech firm who loves to shop. But due to workload, I rarely get time for shopping. So I use e-commerce applications like Flipkart for all my shopping needs. Flipkart is my one-stop shop for all my online shopping. To purchase anything, I first check if it is available on Flipkart. It is very convenient because it saves me a lot of time. Plus, I can also compare products, read reviews, return or exchange products, shop at anytime & from anywhere.

User Journey (Writing a review)



Step 1: Login

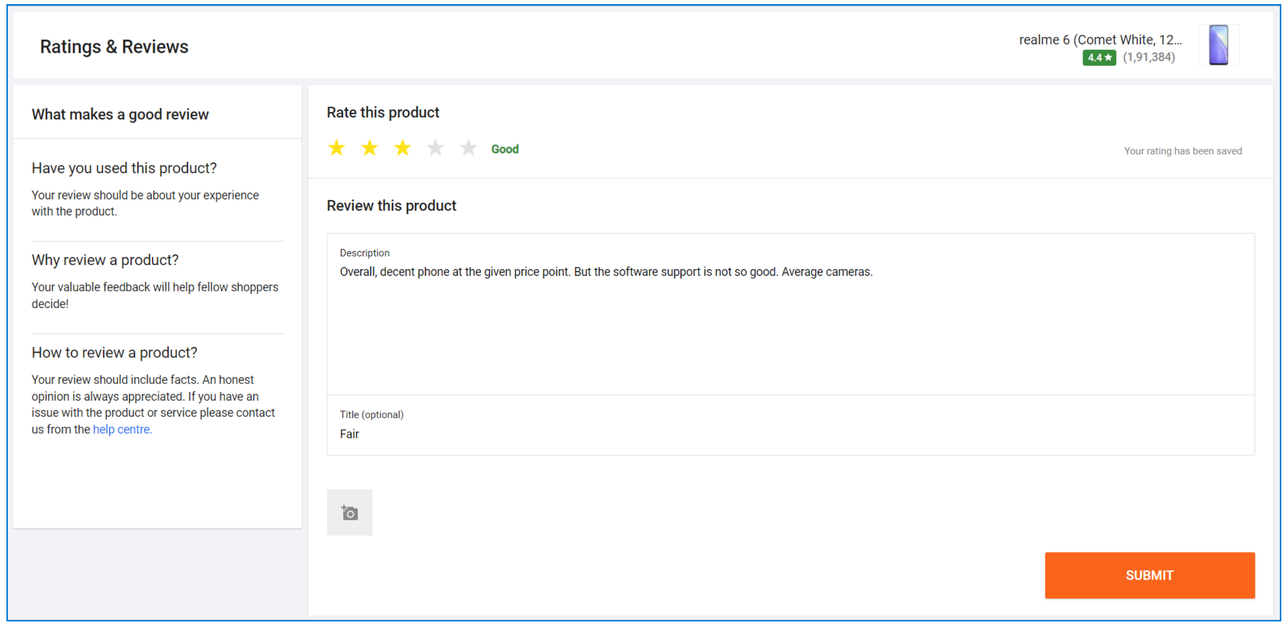
"Okay, I have to login first"



Step 2: Go to orders
Click on 'Rate & Review Product'

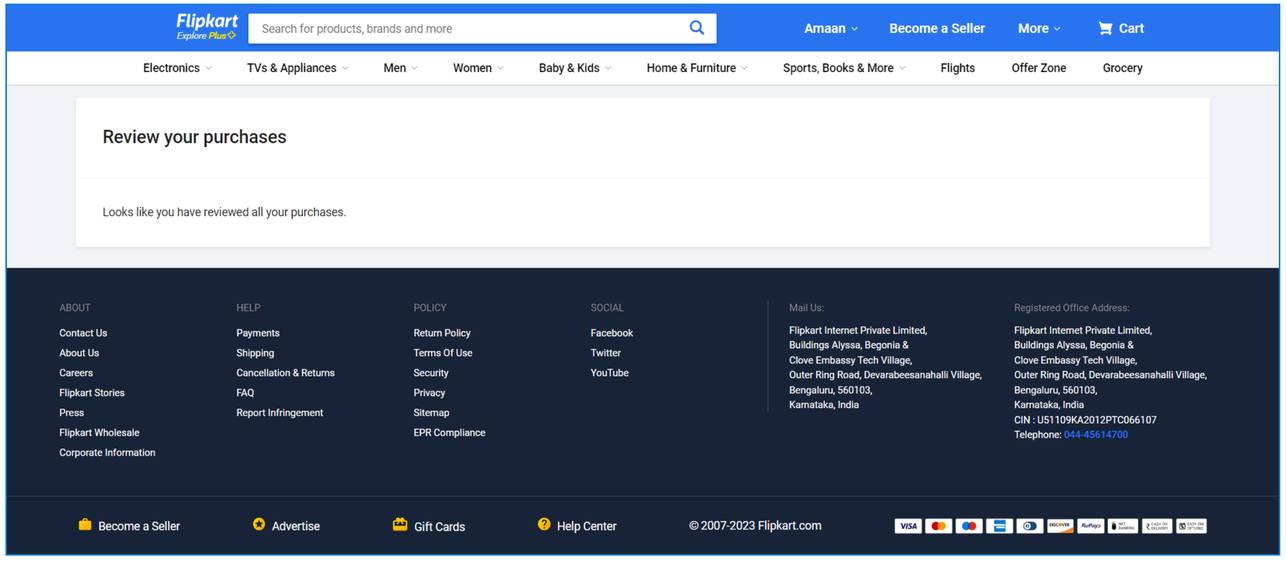
"Let me go to my orders to write a product review!"

User Journey (Writing a review)



Step 3: Write a review

"Its review time!
Nice that they also explain
how to write a good review"

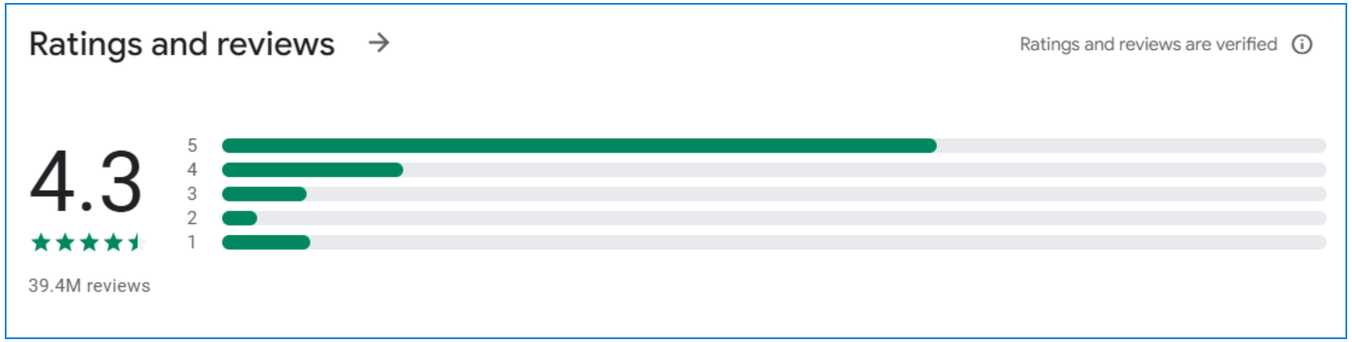


Step 4: Submit

"Review submitted!"

User Experience

Flipkart



The Good

Saikat Bhattacharyya

★★★★☆ January 17, 2023

Satisfied with orders. My conern is while placing orders, a couple of false orders are being placed sometimes. Might need to fix this issue. Apps on SmartStore often don't work properly. Details of Supercoins often don't show up while checking. Certainly have some serious issues with the app.

34 people found this review helpful

Did you find this helpful? Yes No

anamitra basu

★★★★★ January 31, 2023

using this past few years. Very good online platform for shopping.💛😍 sometimes problems happen but the sincere customer care team sort out and solve that quickly. 💯 Thanks a lot for your good, prompt and professional services.

3 people found this review helpful

Did you find this helpful? Yes No

The Bad

Shuvam Shah

★☆☆☆☆ December 30, 2022

The credit pages always shows "Something went wrong" I hope the company understands that these are critical features and not optional. People need to view details of their credit card. If you're not able to make these work then maybe cancel your program. It seems like I'll have to get the card cancelled if I can't get clarity or right information at the right time.. there's simply no point.

4,515 people found this review helpful

Did you find this helpful? Yes No

Mohit G

★☆☆☆☆ September 16, 2022

I've been using this app for the longest time, (since launch). The app is just more clunky now with the bigger text/UI size than competitors, and is more frustrating to navigate now. These are some of the bugs that I'm currently facing: 1. With the recent major update, the "Reviews" page is just completely broken. Images don't load 99% of the time. "Most recent" review toggle doesn't work - Shows a blank page. 2. Page loading error, as others have pointed out. 3. A lot UI/UX bugs.

15,682 people found this review helpful

Did you find this helpful? Yes No

Recommendations

- Users complained that the images don’t load in the reviews section. It is a critical issue as a lot of users look at product pictures before purchasing it.
- Some users complained that the toggle for most recent reviews doesn’t work some times.
- There is no mention about how the ratings are calculated. Users need to now how does Flipkart calculate the ratings. For example, Amazon clearly mentions that the ratings are not just calculated averaging it out. Instead, it also considers factors such as the recency of rating.

Competition

Etsy	Myntra	Paytm	Snapdeal	eBay	Amazon	Alibaba Group
Etsy is an e-commerce company developing a smartphone application for buying and selling handmade and vintage items.	Myntra is a company that offers an e-commerce store for fashion and lifestyle products.	Paytm is a company operating a mobile payment and commerce platform.	Snapdeal is a company that operates an online shopping portal.	eBay is a company developing an online auction and e-commerce platform that enables people and businesses to buy and sell goods and services.	Amazon is a company operating a marketplace for consumers, sellers, and content creators.	Alibaba Group is an e-commerce company operating a platform for wholesale trade.

Key Metrics

L1 metrics:

- Monthly Active Users (MAU)
- No. of reviews posted/No. of products sold.

L2 metrics:

- Bounce Rate
- % Change from last month
- Avg. visit duration

Thank You for your time :)
Please provide your feedback.