

Increasing conversion
for
Flipkart Furniture



Live challenge no. 115

Flipkart

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SUMMARY

- 1 . Problem statement
- 2 . Market Review
- 3 . User personas
- 4 . Opportunity Matrix
- 5 . Inventing New Features
- 6 . Marketing strategy





Problem Statement

Case Scenario

There is a major drop-off of users from awareness about Flipkart furniture to users looking at the product offerings to finally making a purchase. Interviewing a few users, you have realized the trust among users is more for your competitors like Pepperfry and Urban Ladder. Also, furniture still remains a purchase users still rely more on offline outlets than online ones.





Problem Statement

Product feature to be rolled out on the current platform.



Flipkart

Flipkart is one of the popular and leading e-commerce company with 31.9% market share





Flipkart user research

- Flipkart has 150 million products in more than 80 categories
- About 39% of online customers prefer Flipkart over others

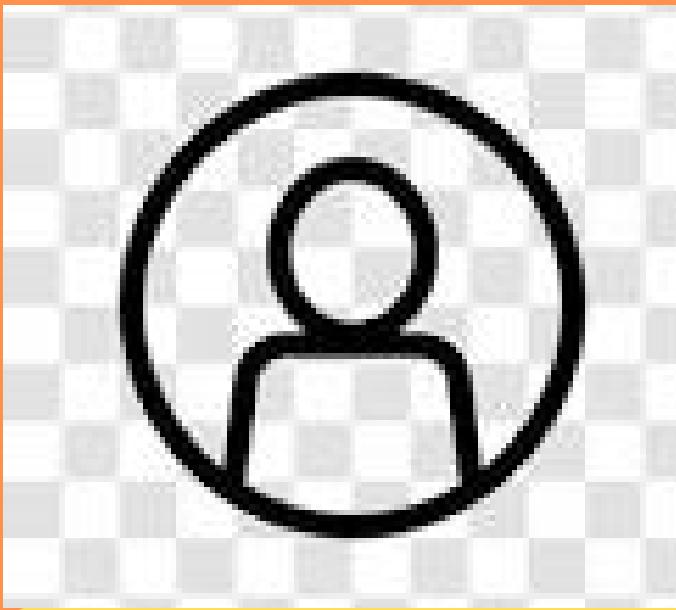
About Flipkart Furniture:

*Trust among users is more for your competitors like Pepperfry, Urbanladder, Snapdeal

*About 37% of people have made a furniture purchase based exclusively on an online platform



User Personas

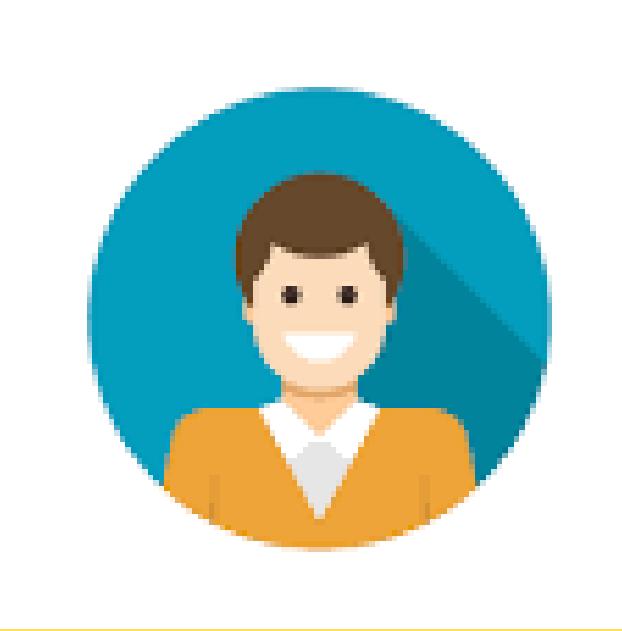


About the user

GOAL

User behaviour

Pain points

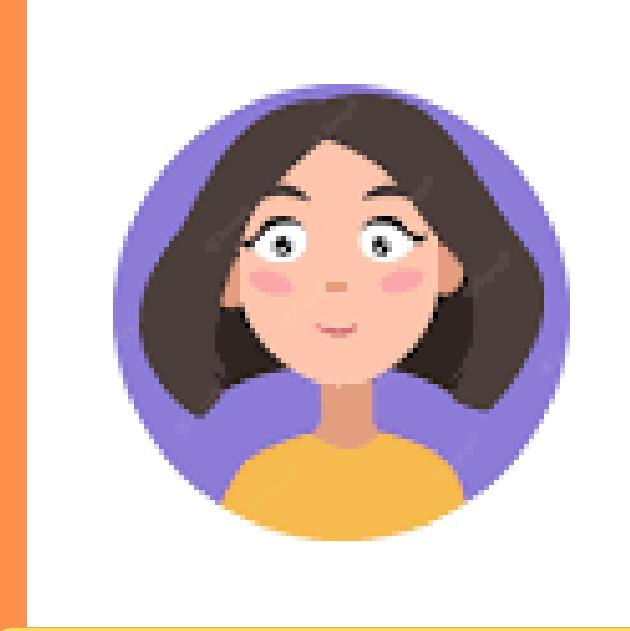


Lakshya 26 yr. employee in delhi

Expects better services after buying products.

Busy person who thinks customer care wastes a lot of time

As a busy ,transportation may be a problem

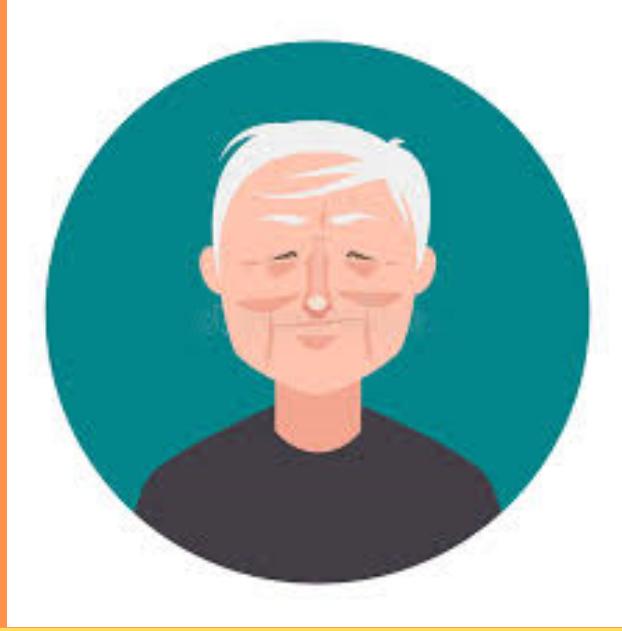


Ani 29 yr. a house wife

Wants the product as per her design.

Doesn't compromise with designing that match better with the interiors

As house wife, facing some problem in purchasing



Amit ji 58 yr.

Good finishing and long lasting

simple but long lasting

As an old, may face servicing problem



Selling of furnitures in flipkart

*customer satisfaction even after buying products plays vital role to gain trust

*Provide options for woods quality, if this increases the price ,may be that will be okay for someone.

*Facinating design of furniture attract the customer



Inventing New Features

Build a Dream Bedroom

From ₹ 6,199



*Flipkart
furniture*

Bedroom Furniture

UPTO 55% OFF

[EXPLORE NOW](#)

A photograph of a wooden bed frame with a headboard and a matching wooden nightstand. The bed has white bedding and pillows. The nightstand has a lamp and some small plants.

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Marketing strategy

Trust Gain Strategy

- Allow products on the platform of retailers who are trustworthy.
- Improve services by sending flipkart agents as a home service.
- Refunds or replace if the product is under warranty.
 - Trust is only depend on product that's why quality matter here.



