

# Growing the number of reviews on

*Flipkart*



# Understanding business model of Flipkart

Problem Statement : Growing the number of user generated content i.e. reviews and ratings on the platform.

## What is Flipkart ?

Flipkart is an Indian e-commerce company established in 2007. It started with a primary focus on online book sales and soon, expanded to lifestyle products, electronics, home essentials and groceries. Today, Flipkart is the biggest online Indian marketplace competing with the world leader Amazon.

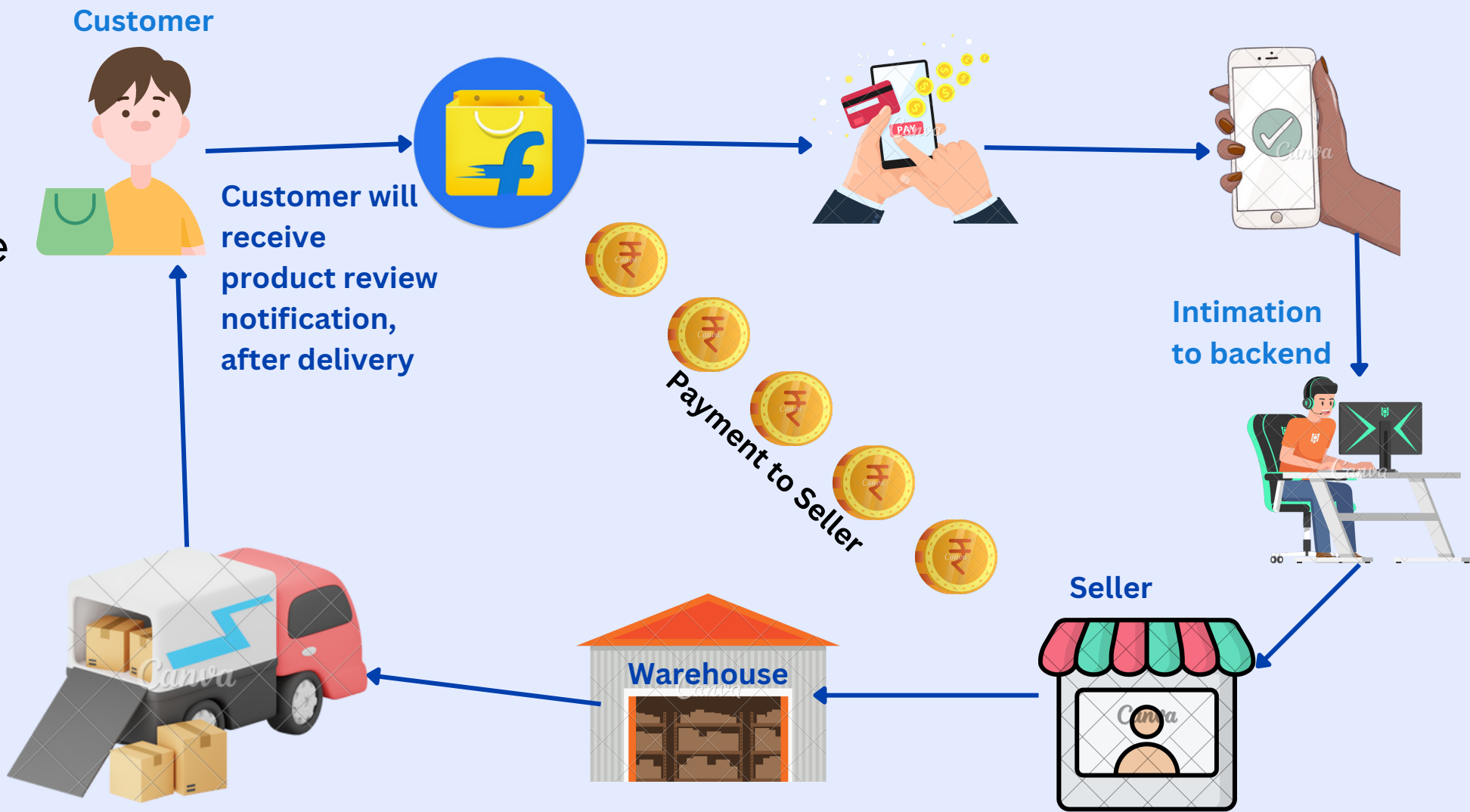
**150 M**  
NO. OF  
PRODUCTS



**167 M**  
APP USERS

**\$7 B**  
REVENUE

**0.42 M**  
SELLERS



## What is our goal ?

Create a more enjoyable and personalized experience for users to share their thoughts. Implement a friendly and easy-to-use review system with personalized prompts and recommendations. Introduce a rewards program to thank and recognize users for their valuable contributions, fostering a sense of community around shared experiences.

## Key Competitors

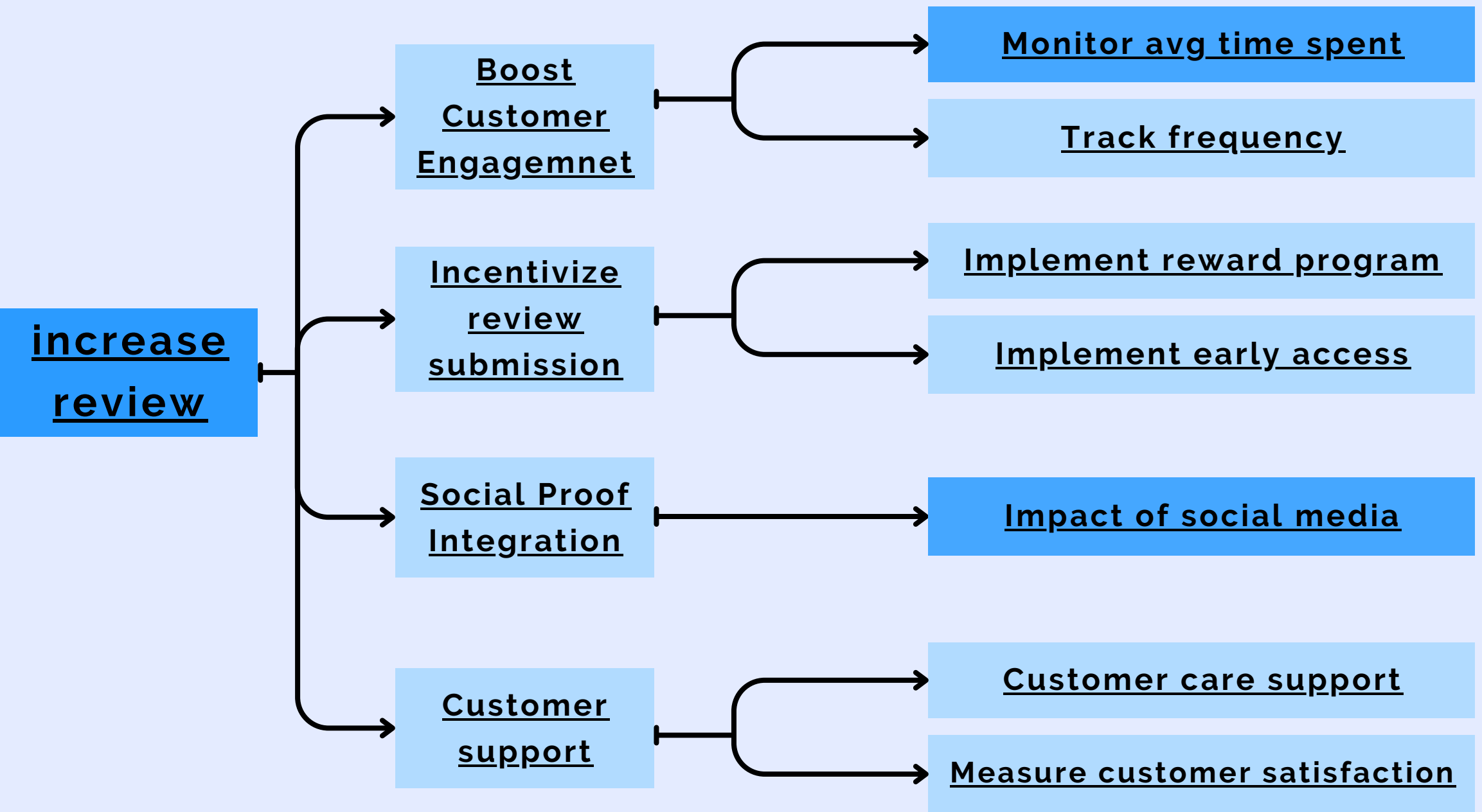
1	amazon
2	AJIO
3	snapdeal

# Analysis of the targeted business outcomes

## Effects of reviews and ratings :

Consumer trust is cultivated through reviews and ratings, offering genuine insights into product or service quality, significantly impacting purchasing decisions. The SEO landscape is positively influenced by favorable reviews, potentially enhancing search engine rankings and expanding the product's reach to a wider audience.

User engagement is fostered through the interactive nature of reviews, creating a sense of community and cultivating brand loyalty. Beyond influencing purchase decisions, reviews provide valuable feedback that guides product improvement, showcasing a commitment to customer satisfaction and responsiveness to user needs.



## Actors involved

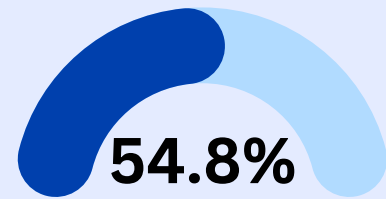
Customer: Customers are central to the process as they provide reviews based on their experiences with products and the overall shopping platform.

Flipkart: Those responsible for managing and optimizing the online shopping platform. Analyzing data to understand user behavior, review trends, and the impact of various initiatives.

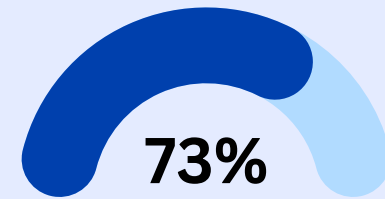


# User Segmentation and Unmet Needs Analysis

## Target segment :



Age group: 18-30



Working professionals

## How this is related to our product outcome ?

- Understanding the target user segment and their unmet needs through reviews and surveys is pivotal for our product's success.
- By analyzing customer feedback, we gain valuable insights that directly inform product development, ensuring our offerings align with user expectations.
- This user-centric approach not only enhances customer satisfaction but also contributes to the continuous improvement of our product.
- Identifying and addressing unmet needs positions us to deliver solutions that resonate with our audience, fostering loyalty and increasing the overall value proposition of our product in the market.

## User Persona

### Riya Sharma



Age: 24

Occupation:  
College Student  
Location: Pune

#### Goals and Motivations:

- **Fashion Enthusiast:** Riya loves exploring the latest fashion trends and frequently shops for clothing, accessories, and beauty products.
- **Budget-Conscious:** Being a student, Riya is mindful of her budget and often looks for good deals, discounts, and value for money when making purchases.

#### Challenges:

- **Time Constraints:** Juggling classes, assignments, and social activities leaves Riya with limited time for exhaustive product research.
- **Need for Validation:** Riya values the opinions of her peers and seeks reassurance from online reviews before making purchase decisions.

### Siddharth Menon



Age: 36

Occupation:  
Working Professional  
Location: Mumbai

#### Goals and Motivations:

- **Time-Efficient Shopping:** Siddharth values online shopping for its time-saving convenience amidst his demanding work schedule.
- **Quality and Reliability:** As a discerning shopper, Siddharth prioritizes quality and reliability when making purchases for himself and his family.

#### Challenges:

- **Limited Time:** Siddharth faces time constraints due to his demanding job, making it challenging to thoroughly research products before purchasing.
- **Information Overload:** With a vast array of product options available, Siddharth may feel overwhelmed by the abundance of choices and information.

# Validating the problem using survey

## Analysis of problem

### The True Problem

The true problem is that customers are not giving reviews on the online shopping app platform due to a lack of incentives and time constraints.

### Who are facing this issue?

According to survey, User between age group 18-34 year of age group who are primary users of Flipkart app are facing this issue.

### Value generated by solving it

#### For the Customer

- Enhanced User Experience
- Tangible Rewards
- Informed Decision-Making
- Trust and Credibility

#### For the Business

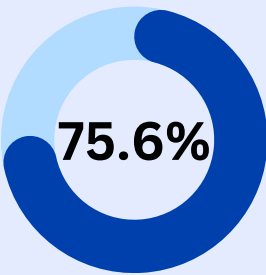
- Increase user engagement
- Data business insights
- Enhance customer loyalty
- Competitive advantage

### Why solve this problem now ?

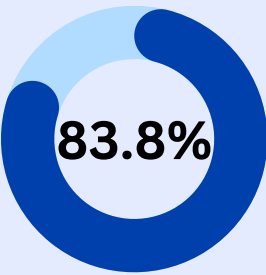
Swiftly addressing this challenge is crucial. User-generated content heavily influences consumer decisions, and neglecting our review system's enhancement risks missed engagement and eroded trust. In a competitive market, rapid improvements are essential to meet evolving expectations and secure our strategic position for sustained growth.

## User Survey Results

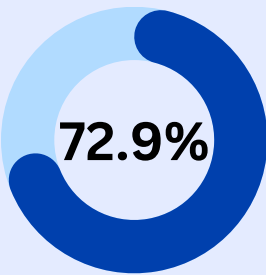
Surveying 37 participants indicates a common trend: reluctance to provide ratings and reviews due to time constraints and perceived low incentives. Users emphasize the need for a streamlined process respecting their time and improved incentives, highlighting the importance of addressing these factors to encourage active participation and valuable feedback.



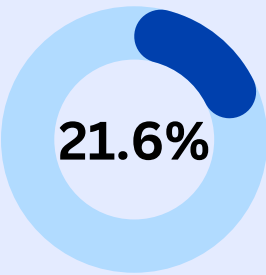
Mostly buy smartphones, laptops and electronic gadgets on Flipkart.



Read reviews everytime before they buy a product on Flipkart.

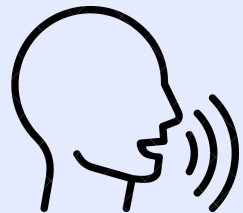


Only buy products with positive reviews and ratings on Flipkart.



Post reviews and pictures of the product on Flipkart mostly to show satsfaction or dissatisfaction.

# Ideating possible solutions



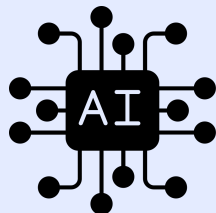
## Voice-Activated Review Submission

- Revolutionize the review process with a groundbreaking voice-recognition system. Users can effortlessly share experiences hands-free, enhancing accessibility and setting our platform apart with cutting-edge technology.
- The innovation not only simplifies the user journey but also positions our platform as a leader in user-friendly, tech-driven solutions.



## Incentivization Program

- Launch a comprehensive rewards system to boost engagement. Users contributing reviews are eligible for exclusive benefits, including discounts, early access to promotions, and loyalty points.
- This tiered approach encourages sustained participation, fostering a sense of appreciation and loyalty among our user base.



## AI - Generated Summaries

- Harness the power of advanced AI algorithms to automatically generate concise summaries for lengthy reviews. This streamlines the feedback process, reducing the time burden.
- By providing quick, digestible summaries, we ensure that valuable insights are effectively communicated, enhancing the overall user experience and encouraging more users to share their feedback.

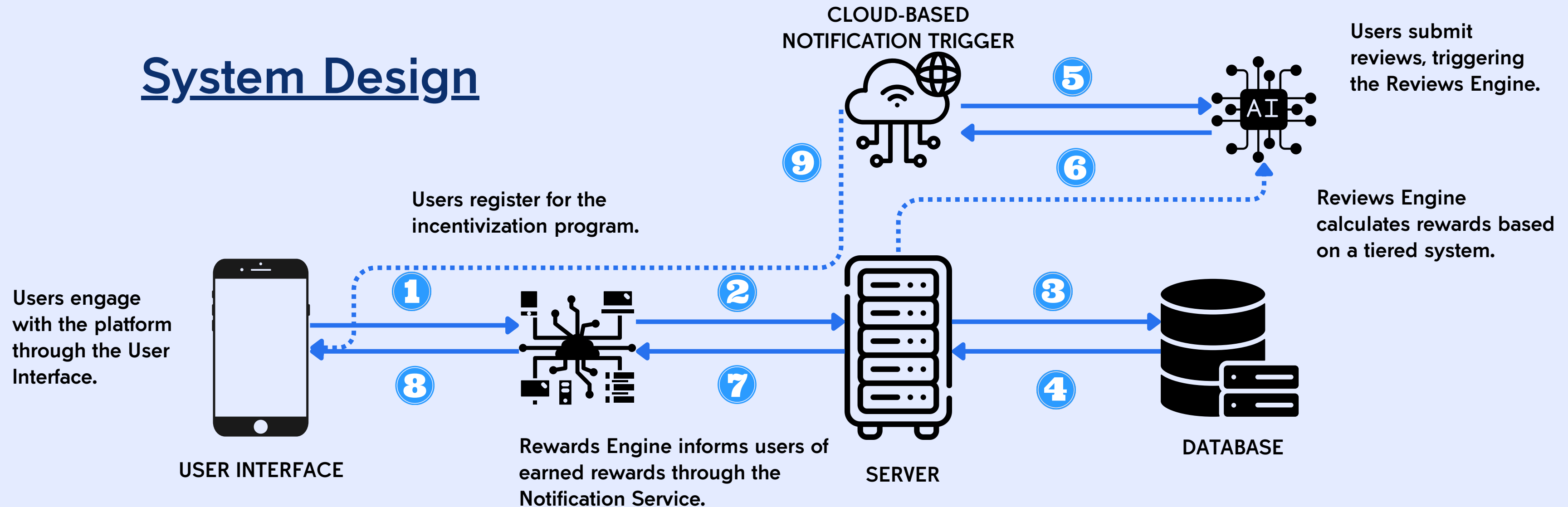
### Solution Evaluation Scores

Solutions	Adoption (A)	Impact (B)	User-engagement (C)	Score (A+B+C)
Voice-Activated Review Submission	8	9	8	25
★ Incentivization Program	9	8	9	26
AI - Generated Summaries	7	8	8	23



# Wireframing the ideal solution

## System Design



## Growth Strategy

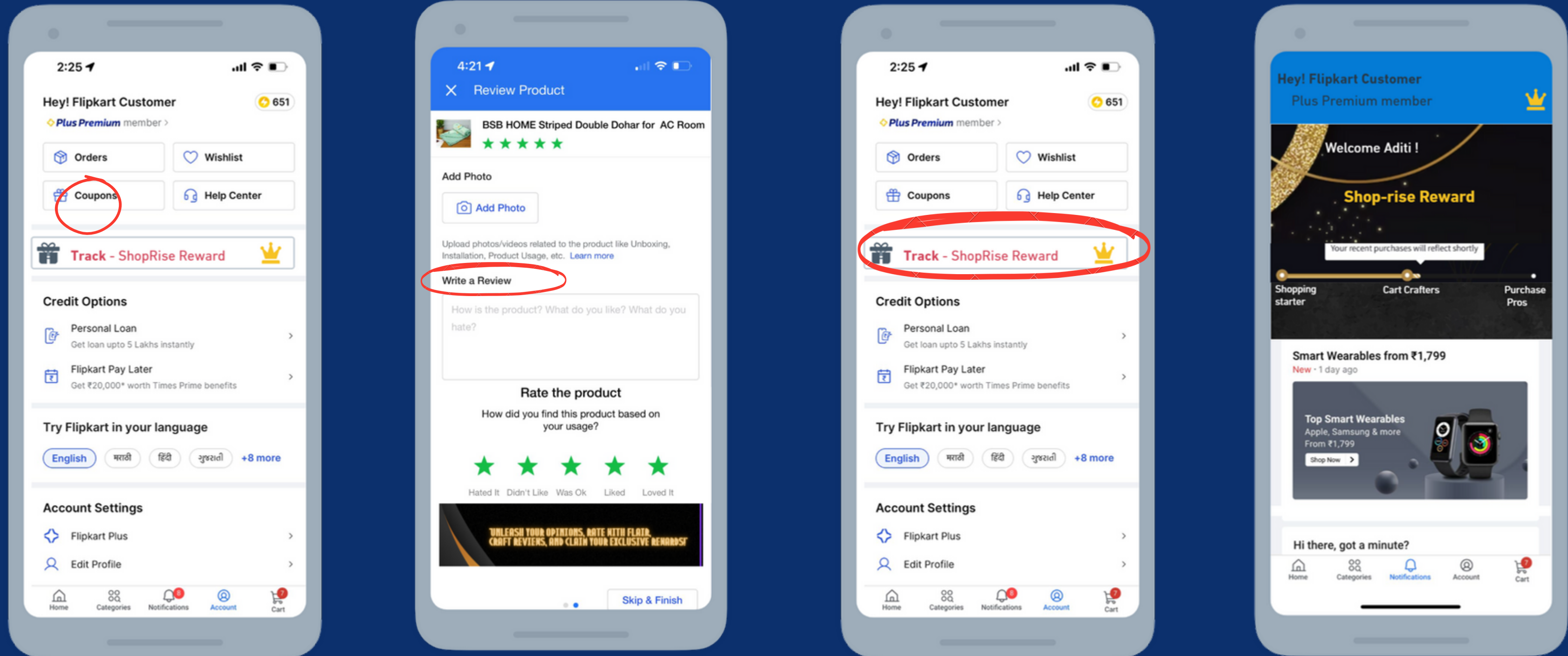
Boost engagement with a compelling incentivization program. Launch through targeted email and social media campaigns, highlighting exclusive rewards for contributors. Kickstart participation with a limited-time promotion, celebrate user successes, and gather testimonials. Iterate based on feedback, monitor metrics, and sustain momentum through periodic promotions, fostering a vibrant community of contributors.

## Overall Impact

Envision a transformative impact with a projected 30% surge in user engagement through increased review submissions. This innovative incentivization program is anticipated to boost overall user retention by 20%, fostering lasting loyalty. Additionally, it is poised to enhance product discoverability with an estimated 15% improvement in search engine rankings, amplifying the platform's visibility and influence.

# Wireframing the ideal solution

[Link for prototypes Here](#)



Users seamlessly register for the incentivization program through a simplified and intuitive sign-up process. Upon registration, they access a user-friendly rewards dashboard, providing a clear overview of earned benefits and upcoming incentives. Initiating the review submission process, users experience a streamlined interface, ensuring an efficient contribution process. Subsequently, the notification system proactively informs users about their earned rewards and upcoming promotions, enhancing overall engagement and satisfaction.



# Performance Metrics Evaluation

## North Star Metric



**Number of Product Reviews** : This metric represents the primary goal of the initiative, emphasizing the quantifiable measure of success—how many reviews are being generated for the products on the platform. It serves as a guiding indicator for the overall success of the strategy to enhance customer engagement and encourage more users to share their experiences through product reviews.

## L1 Metric

**Daily New Product Reviews Count** : The number of new product reviews submitted by customers each day  
**Review Submission Rate per Purchase** : The ratio of new product reviews to the total number of daily purchases.

## L2 Metric

**Customer Retention Impact** : Measure the impact of increased product reviews on customer retention rates.  
**Review Influence on Product Sales** : Measure the correlation between the presence and nature of product reviews and the sales performance of those products.

	Pitfall	Mitigation
1	Low Review Quality : Encouraging a high volume of reviews may lead to a decline in the quality of reviews, with customers providing brief or unhelpful feedback	Implement Review Guidelines and Incentives : Clearly communicate review guidelines to users, encouraging detailed and helpful reviews
2	Bias in Review Distribution : Certain products or categories might receive an uneven distribution of reviews, making it challenging to gauge overall customer satisfaction.	Review Prompting and Category-Specific Campaigns Implement strategic review prompting to encourage users to review products across various categories.

**Second Order Thinking** : Establish a system for addressing issues raised in reviews, showcasing a commitment to customer satisfaction. Leverage positive trends identified in reviews for marketing and promotional activities to reinforce a positive brand image