

# **Flipkart**



**Product Teardown: “Writing a review”  
Learn In Public Challenge 2  
By Amaan Kamil**

## 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
- Up to 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

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

### Kate

### 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

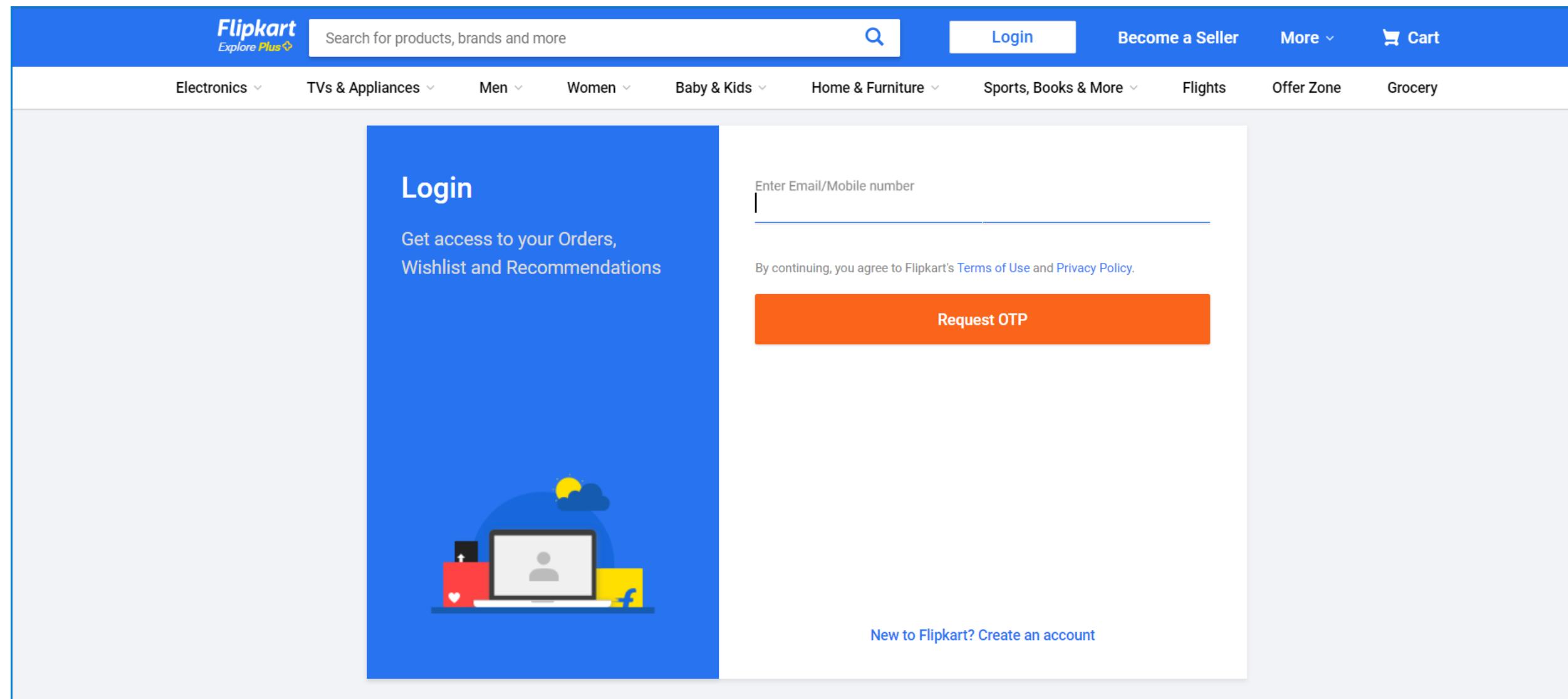
### Pain points:

- Lack of proper reviews
- Not enough product categories

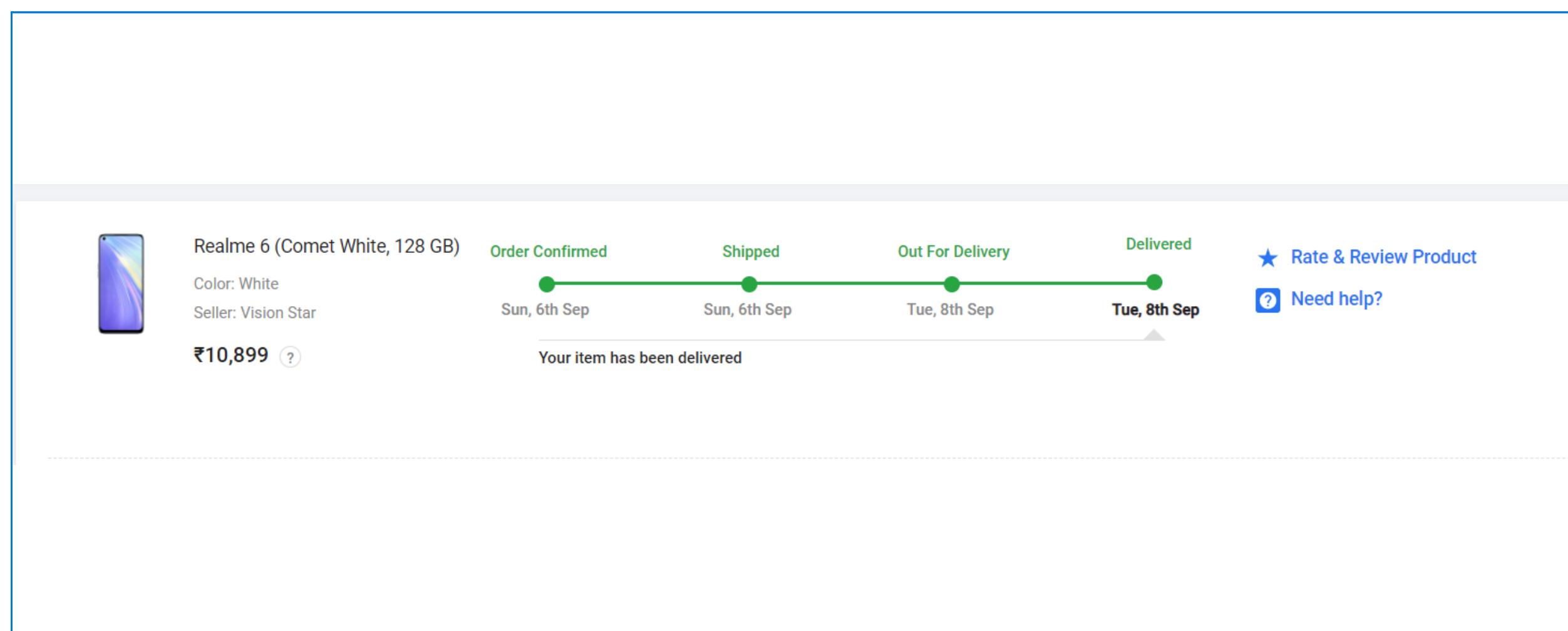
### Story

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)

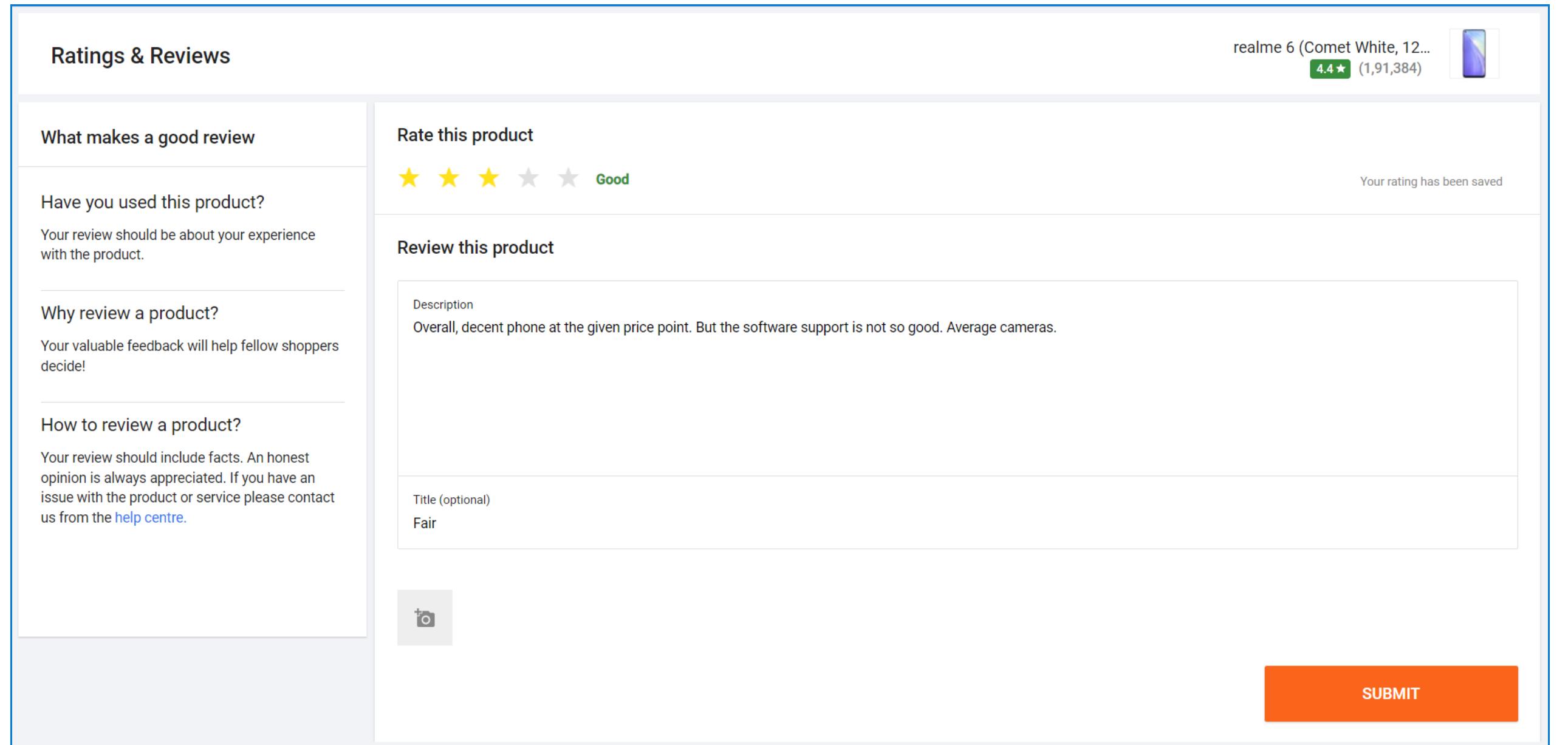


**Step 1: Login**  
*"Okay, I have to login first"*



**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)



Ratings & Reviews

realme 6 (Comet White, 128 GB) | 4.4 ★ (1,91,384) | 

What makes a good review

Have you used this product?  
Your review should be about your experience with the product.

Why review a product?  
Your valuable feedback will help fellow shoppers decide!

How to review a product?  
Your review should include facts. An honest opinion is always appreciated. If you have an issue with the product or service please contact us from the [help centre](#).

Rate this product

★ ★ ★ ★  Good

Your rating has been saved

Review this product

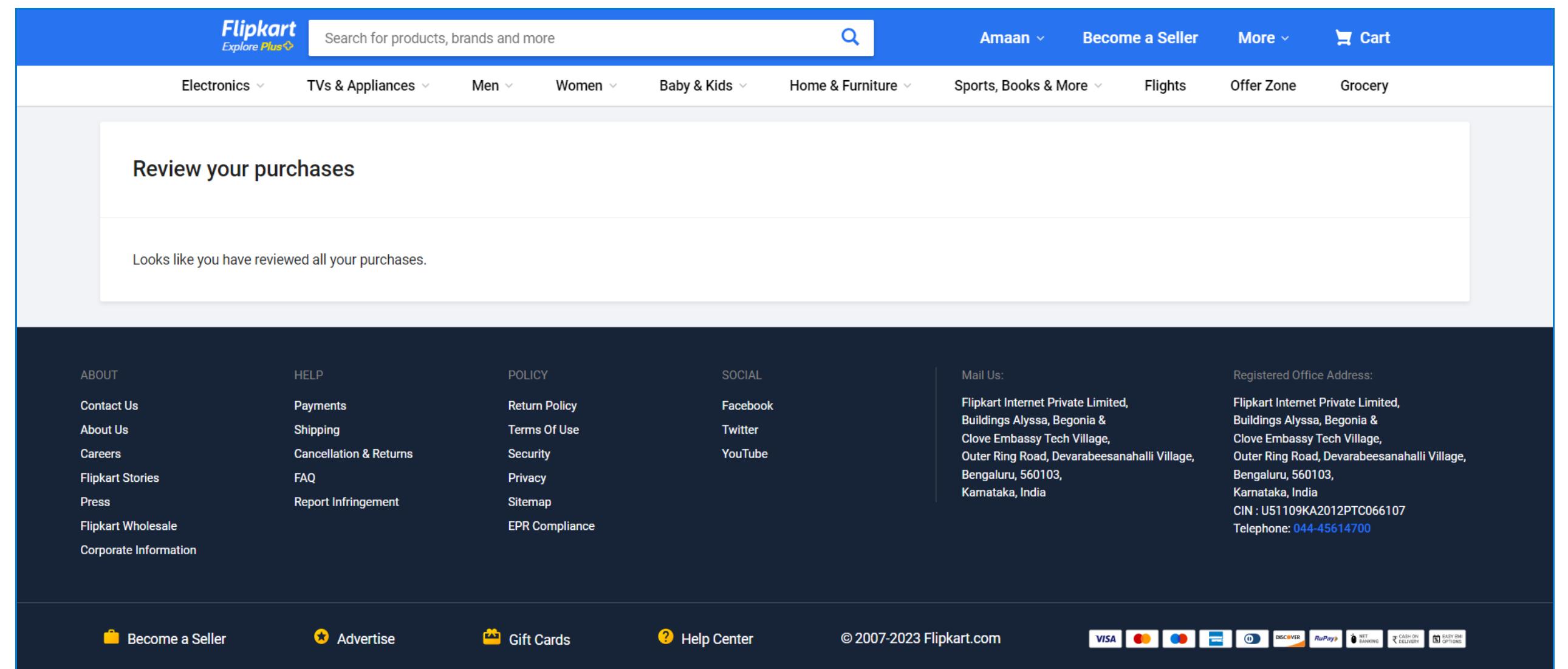
Description  
Overall, decent phone at the given price point. But the software support is not so good. Average cameras.

Title (optional)  
Fair



SUBMIT

**Step 3: Write a review**  
*"It's review time!"*  
*Nice that they also explain how to write a good review"*



Flipkart Explore Plus+ Search for products, brands and more 

Amaan | Become a Seller | More | 

Electronics | TVs & Appliances | Men | Women | Baby & Kids | Home & Furniture | Sports, Books & More | Flights | Offer Zone | Grocery

Review your purchases

Looks like you have reviewed all your purchases.

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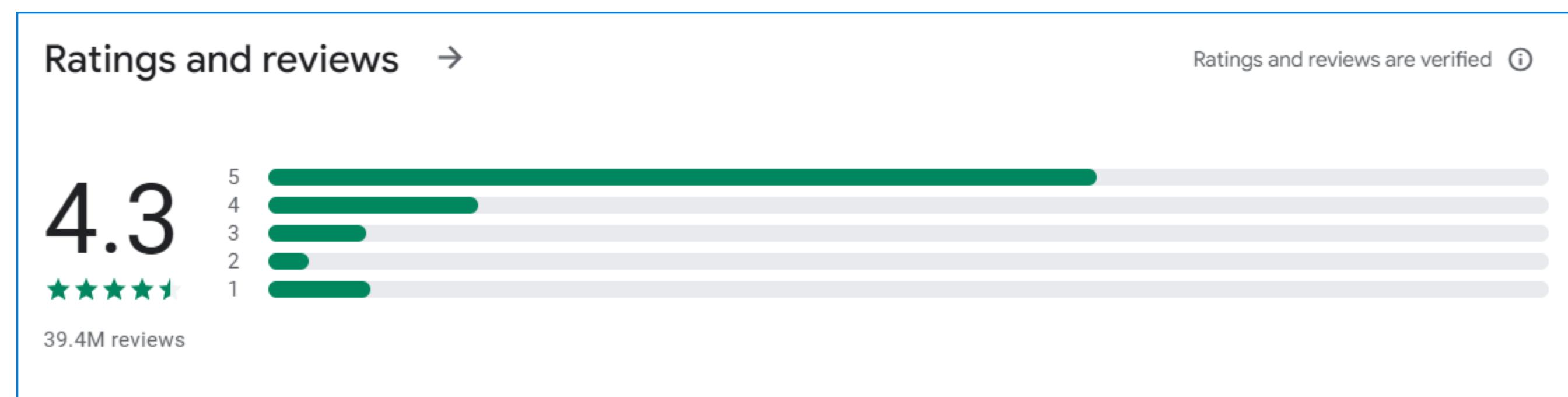
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**Step 4: Submit**  
*"Review submitted!"*

# User Experience



# The Good

 Saikat Bhattacharyya •

★★★★★ January 17, 2023

Satisfied with orders. My concern 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.

# 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

 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.

## 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 sometimes.
- There is no mention about how the ratings are calculated. Users need to know how Flipkart calculates 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

Etsy is an e-commerce company developing a smartphone application for buying and selling handmade and vintage items.



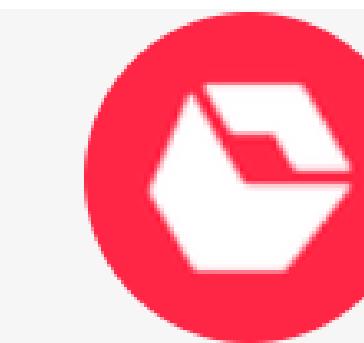
Myntra

Myntra is a company that offers an e-commerce store for fashion and lifestyle products.



Paytm

Paytm is a company operating a mobile payment and commerce platform.



Snapdeal

Snapdeal is a company that operates an online shopping portal.



eBay

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

Amazon is a company operating a marketplace for consumers, sellers, and content creators.



Alibaba Group

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.**