FLIPKART

The aim here is to understand the concepts of Product Lifecycle Management. It consists of six stages within the Life Cycle of a Product – Introduction, Growth, Maturity, Saturation and Decline.

Development:

To test the early response in India Flipkart developed some of the basic functional websites. It also sold large number of books which worth around 40million in the year 2009 in India. To have some further expand in the sector of ebooks, flipkart raised around 10million and acquired a book discovery platform “Weread”.

Introduction:

In the year 2012,Flipkart obtained a big electronic retailer “letsbuy”. To authenticate the idea of flipkart expanded to every sphere of consumer goods. Finally in the year 2013, the sales uprised and Flipkart was registered as the highest number of sales in the year.

Growth:

Flipkart had a healthy growth in the e-commerce till date which is able to capture 31.8 market share in India, which is said to be one of the highest in the India market. This even started a bookseller platform, which sells many of the books. These mindfull idea of them had made their growth to rise rapidly. Some of the major ideas which eventually increases their growth;

1.Acquisition and Expansion: For developing any product right from scratch it requires lots of time and energy and information. During the growth phase, developing and testing plays a major role in the growth of the product. In this flipkart started to acquire “weread”.

2. Cash on Delivery: COD is one of the finest features which enables the mode of payment in convenient with the customer. Due to this there was an increase in the cart conversion rate by 20%.

3. Delivery: Flipkart bought stakes in MapmyIndia, to improve the delivery options. This indeed helped the customers which endured last mile delivery in a very short period of time. This delivery option helped in the expansion of the rural parts of the country.

4. Marketing: In 2011, Flipkart was acquired by a content marketing company called Mime360, which helped in making up the innovative strategies which contributed in the growth of the product sales.

MODELS

The software development Life Cycle Models are the diagrammatical representation which is used to define every process and steps involved in the development of the software. These models are very useful which helps the developer to easily get to know about how the software is being planned, developed, tested and then deployed to the real world. There are different types of models which helps to understand the process of the software, this includes Waterfall Model, Incremental Model, Spiral model.

1. **Waterfall Model:**

The waterfall model is a software development model which is which is used in IT fields and its is one of the elementary software models. This model is prepared when the agenda of the project is clear and these are oftenly used in large scale projects.

The waterfall model is a structured model where it consists of proper structure with each element clearly described in each step of the model. This model is in the sequential order where each phase is completed before moving to the next phase. This includes lots of testing and maintenance before it is deployed to the real wolrd and the projects fulfills the stakeholder requirements.

The water fall models involves the different phases which includes requirements, design, development, testing, deployment and maintenance.

**Functional Requirements:** When the functional requirements of the developer is distinct the waterfall model is the best model. For Flipkart, this can be applied for characteristics like product catalog or payment mode, where the requirements are defined at start.

Non-functional requirements: This model even works better for non-functional requirements which includes attributes like performance, security. Flipkart can specify for components like scalability, availability, and transaction.

Risk and Change Management:

Risk: This waterfall model is rigid. As each phase will begin only when the previous phase will be completed, and this will get started after the development begins.

Change Management: This model is not flexible for the accommodate changes. Once the phase is completed, visiting to the same phase can outstrip it. This can be a task for Flipkart, because the customer demand in the fields like-commerce and technology is progressed rapidly.

Time and Cost Constraints:

Time: This model takes a longer time to assist due to the structural and sequential order.

Cost: This attribute can be predictable. If we take an example, when the bug is discovered after it is deployed to the real world can show up change in the costs.

1. **Incremental Model:**

The Incremental model is a model which divides into smaller segments or it is also referred to as increments. These small segments are built on the last phase and is designed and is implemented and examined before it is moved on to the next one.

Functional and Non-functional requirements:

Functional requirements: The incremental model comes to use when the functional requirements are divided into smaller modules. In Flipkart, this model is used to advance some of the features which includes a search system to check new product, or review of the product function. These attributes are finished and checked particularly.

Non-functional requirement: The incremental model is better for addressing non-functional requirements moderately. In Flipkart, it can first begin with the little features or attributes which later on gradually enhance the performance, privacy, security.

Risk and Change Management:

Risk: Incremental model minimizes the chances of risk. Flipkart can access effectiveness of the previous stages, recognize and make changes accordingly.

Time and Cost Constraints:

Time: One of the main advantage of this model is it can faster the time to the market. Flipkart can deliver to the previously stages and acquire user feedback and improvise in the next stages, which makes the market value higher.

Cost: Cost for the more features or adjustments can be planned for the upcoming increments. Flipkart can mainly target on some of the particular resources at a time, making adjustments in the budget and working on the performance required.

1. **Spiral Model:**

The Spiral model is a model which collects iteratively development along with the risk management. It uses many spirals to explain about different product which ensures the probability of the risks and is examined at its each iteration.

Functional and Non-functional requirements:

Functional requirements: This model is highly used to solve the complicated projects likewise in Flipkart we have AI-Driven product recommendations , advanced systems and so on where functional requirements can be progressed as the product is developed.

Non-Functional Requirements: Since Flipkart needs to manage lots of transactions, this non-functional requirements which includes scalability, performance, security.

Risk and Change Management:

Risk: One of the main feature of the spiral model is it prominence on risk management. In the beginning, the Flipkart cancan reassess the project risks, which includes resource allocation and many more.

Change Management: This model permits for the flexible in response to the changes required. Here Flipkart uses the user feedback to make changes after each stages which makes according to the customer preferences.

Time and Cost Constraints:

Time: The time requirements for the developments depends on the number of spirals included. This doesn’t have any fixed time This feature is a advantage for Flipkart because if many spirals are present this can lead to rapid updates or new features.

Cost: In spiral model, finding the cost is quite challenging. However for Flipkart this becomes useful as it can avoid some of the unnecessary expenditure on dome of the features which is not well-received.