

A Report On UX/UI Design Of Flipkart

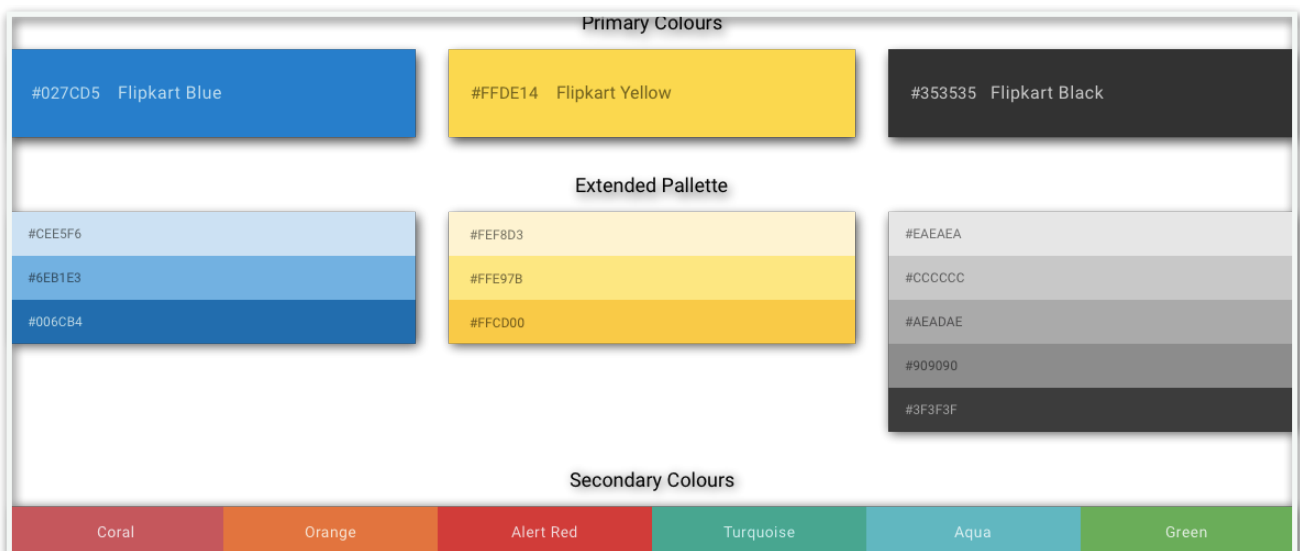
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BRIFE:

Flipkart had changed their logo and identity design in the mid 2014. The Umbrella Design studio helped them to evolve their new identity. After that Flipkart worked with the “THOUGHT OVER DESIGN” for their updated interface. The design was developed with both Umbrella Design and THOUGHT OVER DESIGN.

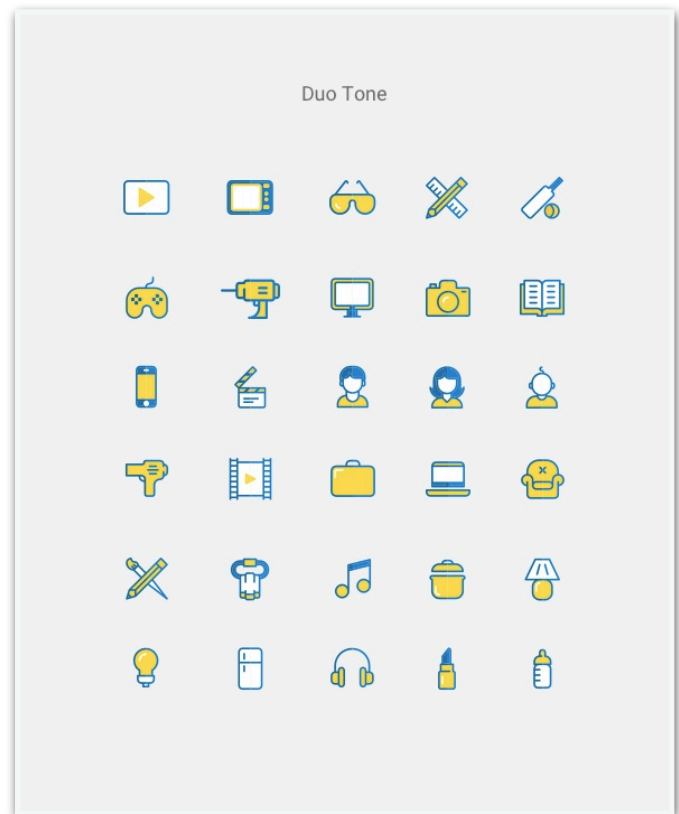
The PALETTE:

Their new colour was simple. They accented the blue and yellow with shades of grey and added secondary colours to enable some variation in design across the web interface.



Icons:

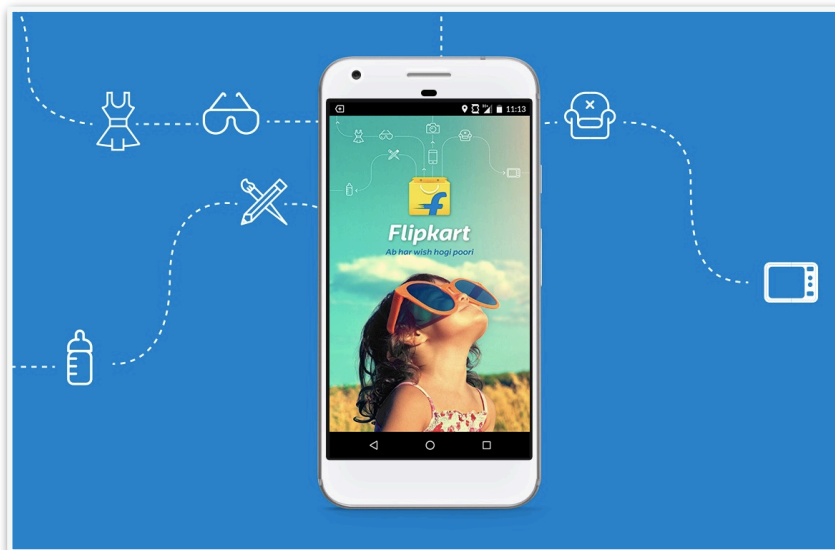
The used icon in this interface is very understandable for user. There is no confusion icons used here. No fancy icon has been added here. Each icon can represent its corresponding components. So, if they do not use text to represent any item, the logo will do its work.



THE INTERFACE:

The interface was very simple and user friendly.

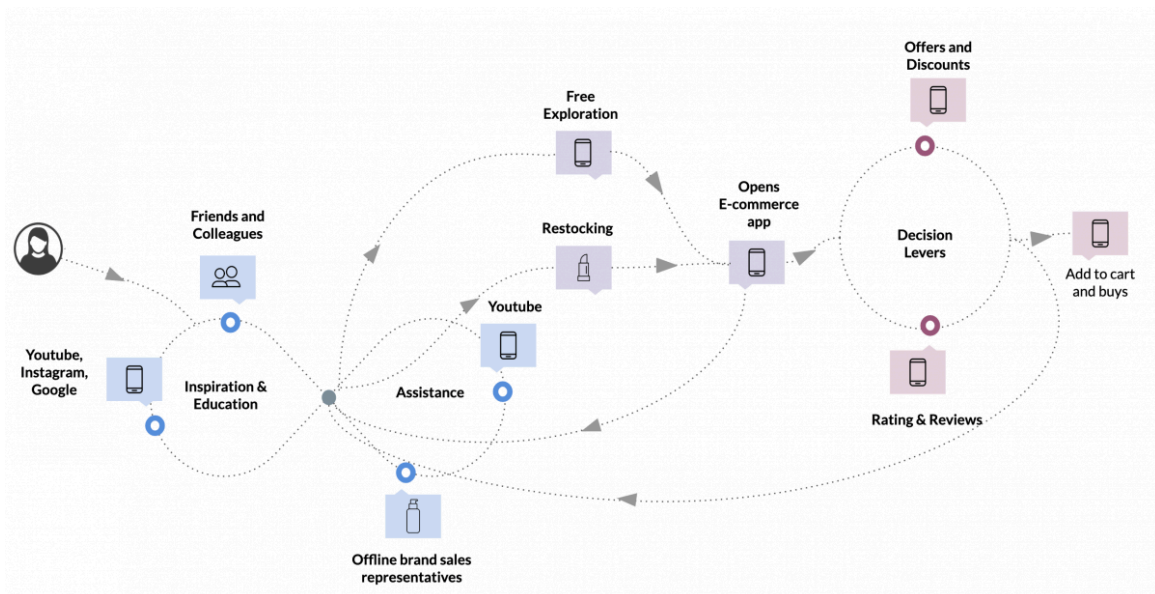
This simplicity attracted the users and made the user experience more comfortable. The interface is



simple to use but though there are some problems to buy some thing on online. Umbrella and THOUGHT OVER DESIGN tried to make the user interface user friendly.

THE BUYING JOUREY IS PROGRESSIVE NOT LINEAR:

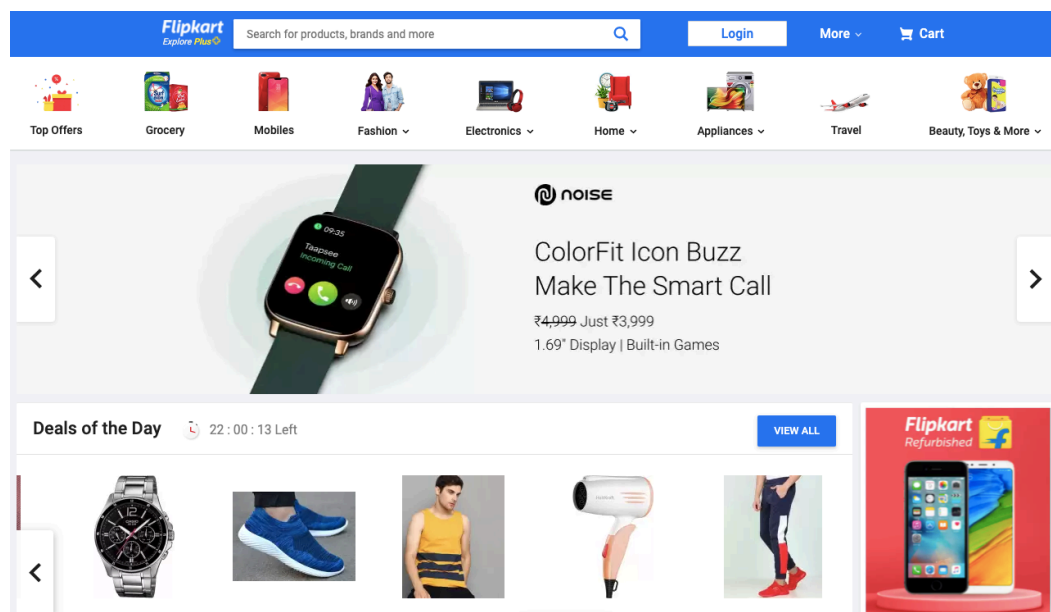
Users are still not entirely comfortable shopping for this category and



their journey involves a lot of back and forth, till it progresses to making transaction. Some it becomes more complex when many order has been placed. So users have to face the problem to remember their order or

have to go back a lots of time for the desire product. Beside this, we can see the option for unlogged user there are not so option. One can get full access by only log in.

This kind of problems have to be faced by its users. From a user experience, Their product discoverability with in flipkart search box is poor.



Another problem with flipkart is, when a new product clicked, the product details appears in a new window in browser. Which is ram consuming for a computer device.

