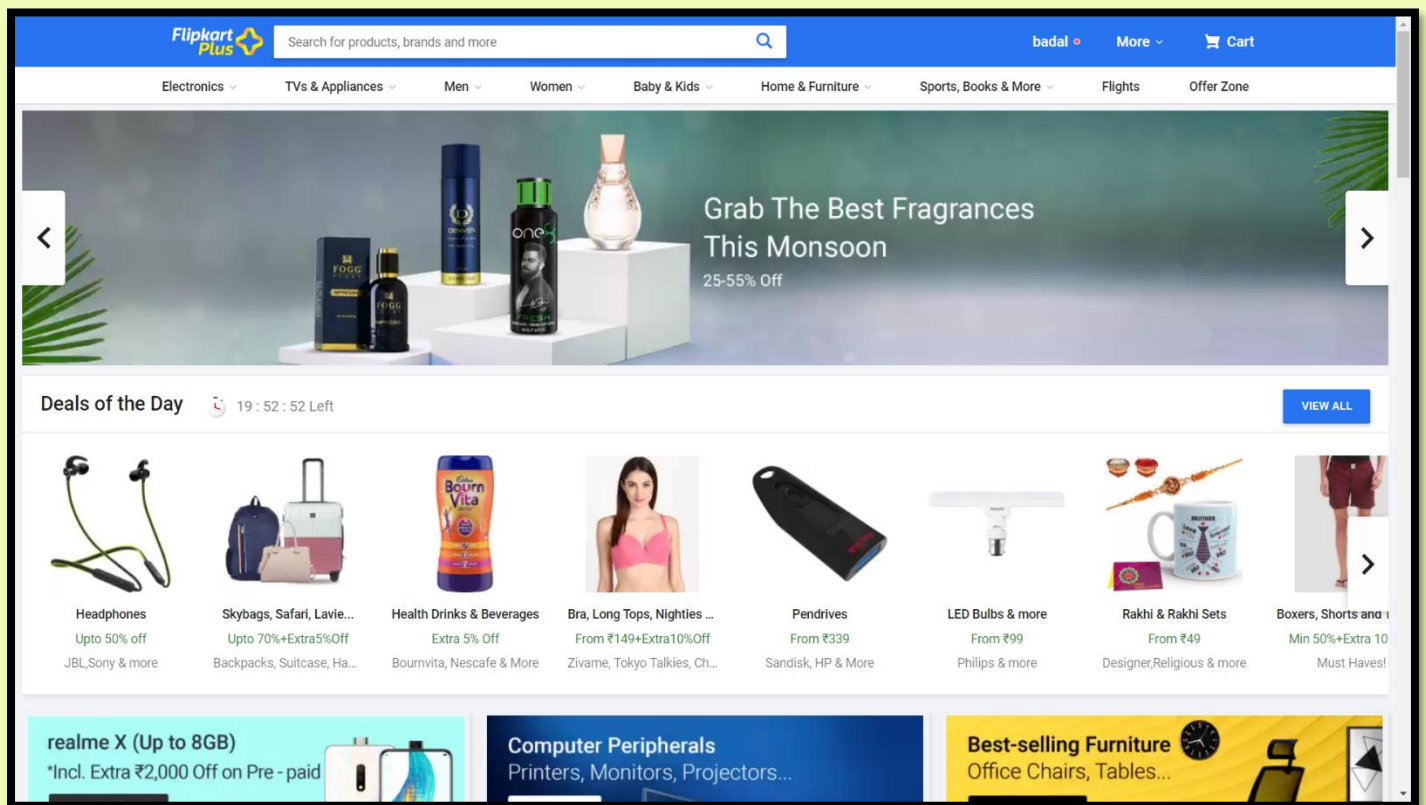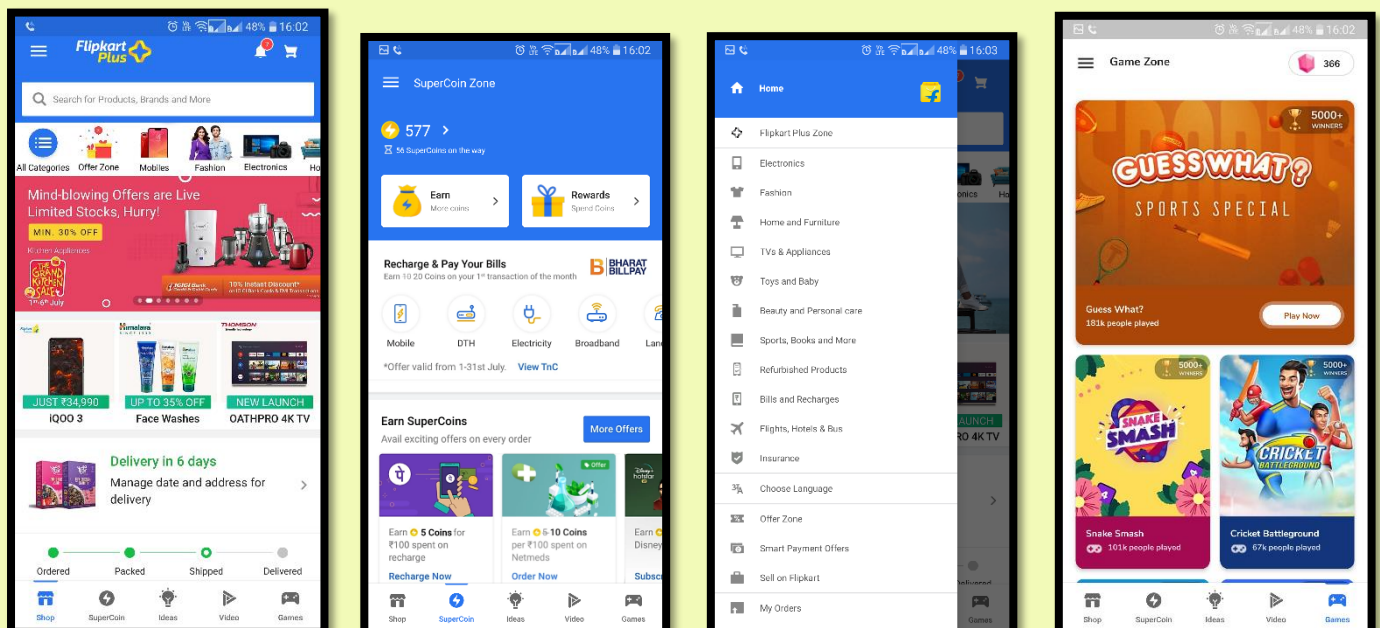# FLIPKART

Flipkart is an online shopping platform specifically designed to cater Indian consumer needs. A variety of product ranging from groceries to electronic goods are sold on Flipkart in competitive prices. Users have the option to either add the products to the cart and buy them together or add them to a wishlist and wait for their price to drop. Flipkart also hosts various mini games in it's mobile interface for consumers to engage in Lucky Draws and similar competitions.

Website Interface

Mobile Interface

OPERATION NAME	DESCRIPTION	Website	Mobile
Shop Tab	Latest launches and frequently bought products catering to a user specific preference are hosted here.	✓	✓
SuperCoin Tab	Offers on buying products using SuperCoins and the total accumulated amount is shown here.	✗	✓
Ideas Tab	Fashion and business-related ideas can be posted by the users in this tab.	✗	✓
Video Tab	Flipkart also provides a platform to watch web-series and movies online that are found in this tab.	✗	✓
Games Tab	Games such as Spin-n-Win, Luck Draws, and much more can be played by the user in this tab.	✗	✓
More Options Tab	All the options that are readily present on the web interface are present in this tab on the mobile interface.	✗	✓
Category options	Users can select various categories in shopping from these tabs.	✓	✓
More Options Tab	Additional options like pages, marketplace, friends, etc. can be accessed through this tab.	✗	✓
My Orders Tab	Ordered and received products list can be seen here along with the provision to track the orders.	✓	✓
Account Settings Tab	Personal information and default address can be accessed and edited in this tab.	✓	✓
Cart Tab	Items that are added to the cart are listed in this section, user can either proceed with buying the added products or save them for buying later.	✓	✓
Notifications Tab	Special notifications pertaining to ordered products and new launches along with upcoming sales are mentioned here.	✓	✓
Flipkart Pay Later Tab	It works like a credit card; users can buy products on a loan from Flipkart and pay it off within a month.	✗	✓

Conclusion: As it can be observed from the table, Flipkart usually promotes use of its mobile application, since it provides additional benefits. However, most of the options are readily available on the web interface while in the mobile app the user needs to dig deeper into the menus.