

UX CASE STUDY REPORT

App Chosen: **Flipkart – E-commerce Shopping Application**

1. Introduction

Flipkart is one of India's leading e-commerce platforms offering products across categories such as electronics, fashion, groceries, and home essentials. The app enables users to browse products, compare prices, place orders, track deliveries, and manage returns. This UX case study evaluates Flipkart's user journey, highlights strengths and weaknesses, and proposes UX improvements.

Objective of the Case Study: - Analyze end-to-end user experience - Identify usability strengths and pain points - Propose design improvements using UX principles

2. Target Users

Primary Users

- Online shoppers (18–45 years)
- Students, professionals, and families

Secondary Users

- Sellers using the seller dashboard
 - Users in tier-2 and tier-3 cities
-

3. User Goals

- Search and discover products easily
 - Compare prices, ratings, and reviews
 - Complete checkout quickly and securely
 - Track orders and manage returns
-

4. User Journey Map

Step 1: App Launch & Login

- User opens the app
- Logs in using mobile number/OTP

Emotion: 😊 Comfortable

Step 2: Home Screen Browsing

- User sees categories, deals, and recommendations
- Scrolls banners and offers

Emotion: 😊 Curious

Step 3: Product Search & Filters

- User searches for a product
- Applies filters (price, brand, rating)

Emotion: 😊 Engaged

Step 4: Product Details Page

- Views images, specifications, reviews
- Selects quantity and adds to cart

Emotion: 😊 Evaluative

Step 5: Cart & Checkout

- Reviews cart
- Selects address, payment method
- Confirms order

Emotion: 😐 Cautious (price & delivery time)

Step 6: Order Tracking & Delivery

- Tracks shipment in real time
- Receives delivery notifications

Emotion: 😊 Confident

Step 7: Post-Delivery Actions

- Rates product
- Requests return or replacement (if needed)

Emotion: 😊 Satisfied / 😰 if issues arise

5. Strengths of Flipkart UX

1. Wide Product Categorization

- Clear categories and subcategories
- Easy navigation

2. Powerful Search & Filters

- Filters by brand, price, ratings
- Sorting options improve decision-making

3. Detailed Product Pages

- High-quality images
- Verified customer reviews

4. Easy Returns & Refunds

- Clear return policies
- Increases user trust

6. Weaknesses & Pain Points

1. Cluttered Home Screen

- Too many banners and ads
- Overwhelming for first-time users

2. Inconsistent Seller Experience

- Quality varies across sellers
- Confusing delivery timelines

3. Checkout Complexity

- Multiple steps increase drop-offs
 - Offer application not always clear
-

7. UX Improvements (3 Key Suggestions)

Improvement 1: Personalized & Minimal Home Screen

Problem: Information overload on home screen

Solution: - Personalize content based on browsing history - Reduce banner clutter

Sample Wireframe (Text Mockup):

[Search Bar]

[Recommended For You]

- Product Card
- Product Card

[Categories]

UX Benefit: - Faster product discovery - Reduced cognitive load

Improvement 2: Smart Product Comparison Tool

Problem: Manual comparison between products

Solution: - Add “Compare” button on product cards - Show side-by-side comparison

Sample Mockup:

Product A		Product B
Price		Price
Rating		Rating
Specs		Specs

UX Benefit: - Better decision-making - Improves user confidence

Improvement 3: Simplified One-Page Checkout

Problem: Multi-step checkout process

Solution: - Combine address, payment, and review in one screen

Sample Mockup:

```
Address  
Payment Method  
Order Summary  
[ Place Order ]
```

UX Benefit: - Reduces cart abandonment - Faster checkout experience

8. UX Principles Applied

- **Usability:** Easy navigation & filters
 - **Consistency:** Uniform UI elements
 - **Feedback:** Order status notifications
 - **Accessibility:** Clear icons and labels
-

9. Competitive Advantage

Compared to competitors like Amazon: - Strong presence in Indian market - Localized offers and pricing - Easy return policies

10. Conclusion

Flipkart offers a feature-rich shopping experience with strong search and product discovery. However, simplifying the home screen, improving product comparison, and streamlining checkout can significantly enhance usability. The proposed UX improvements aim to create a smoother, faster, and more personalized shopping experience.

11. References

- Flipkart Mobile Application
 - Nielsen Norman Group UX Principles
 - Google Material Design Guidelines
-