

We regularly interact with a lot of people around us and notice problems they face on a day-to-day basis. As a product manager you have a keen eye for such hurdles and acknowledge the need to work on it.

Tell us about a real-world problem that you have observed around you which can be solved using a digital product.

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- Why did you choose this problem and what potential impact can solving it create?
- Which parts of the problem will you solve for first and why?
- How will you use technology to solve it?
- How would you measure whether the chosen solution is working?
- What might be the reasons for this chosen solution to fail?



Problem

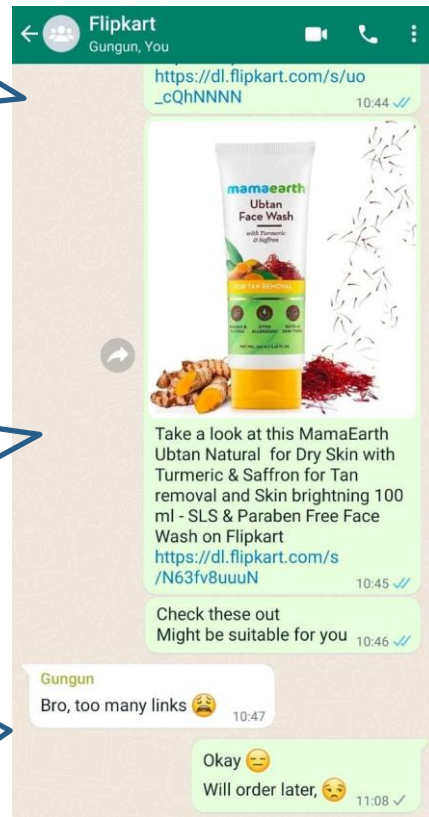
- User is much more interested in feedbacks or recommendations from their friends and relatives than the feedbacks of other generic reviews available of *Flipkart*.
- User frequently shares/recommend an item to his/her friends through links on other social platforms like WhatsApp/Instagram etc.
- Sending many links becomes tedious for both the sender as well as the receiver who has to view them individually repeatedly.
- It often leads user to become disinterested in the purchasing of product that moment and later he/she might not order it.

*Shopping is not just about purchasing a product,
It is about socializing*

User frequently shares products to get feedback. Thus needs to share links.

Too many links to share and tracking reviews per product difficult

Different platform used, possibility of distraction



Problem \Rightarrow Why to Solve? \Rightarrow Key Solution \Rightarrow Benefits & Impact \Rightarrow Metrics & Failures

Why to Solve?

Do you know one of the biggest challenges in Ecommerce is-- Converting Shoppers to Buyers



Yes, and I think I can say major reasons for the same. At times user can get distracted to use another app or user might not be getting trustable feedback



But there are generic feedback available



Do you know according to a report **81%*** users agree that their decision making is influenced by their family & friends



Oh now I get it !
Since user has more tendency to get influenced from friends and family & while doing to the user is currently getting distracted; Thus solving this problem is will help **solving two problems simultaneously**



Typical User Journey



App in background user gets distracted

Receiver gets irritated or procrastinate because of many links to view

*Dead-ends
No order placed*

User's Selection of product

User switches to other platforms

Shares links of many product and asks receiver to view

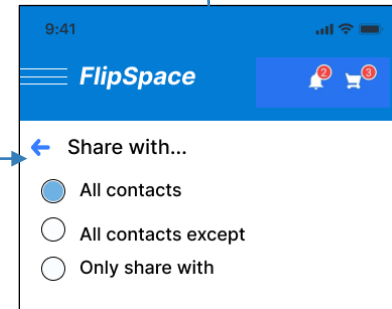
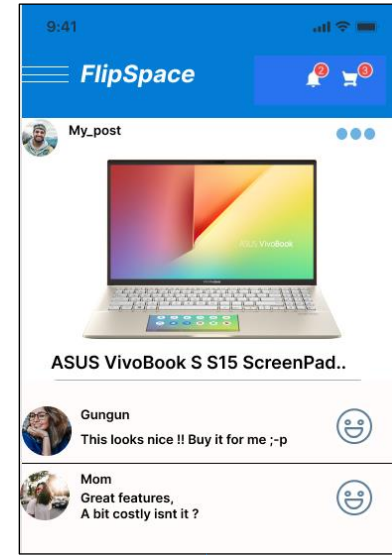
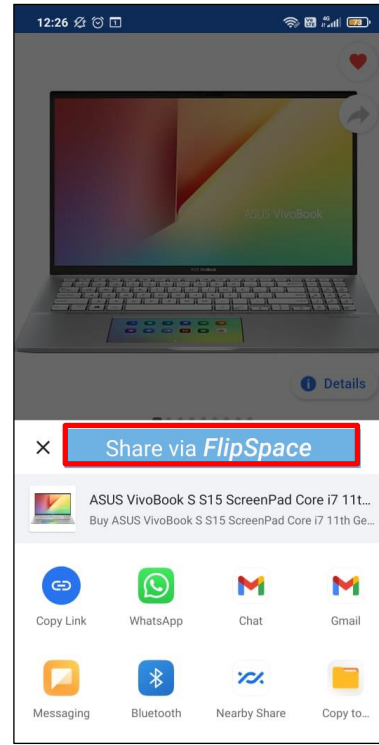
Feedback obtained and order placed





Key Solution

- An interactive platform on *FlipSpace* on *Flipkart* itself to allow users to share or recommend products with their peers and get instant feedback from them on the post itself.
- There would be additional option available to users to share their product instantly on *FlipSpace*.
- It would include privacy settings so as to ensure the product is shared with only those people whom users wants to share.
- On main page, user can check feedback on his/her post as well as on other users who have recently shared the products.



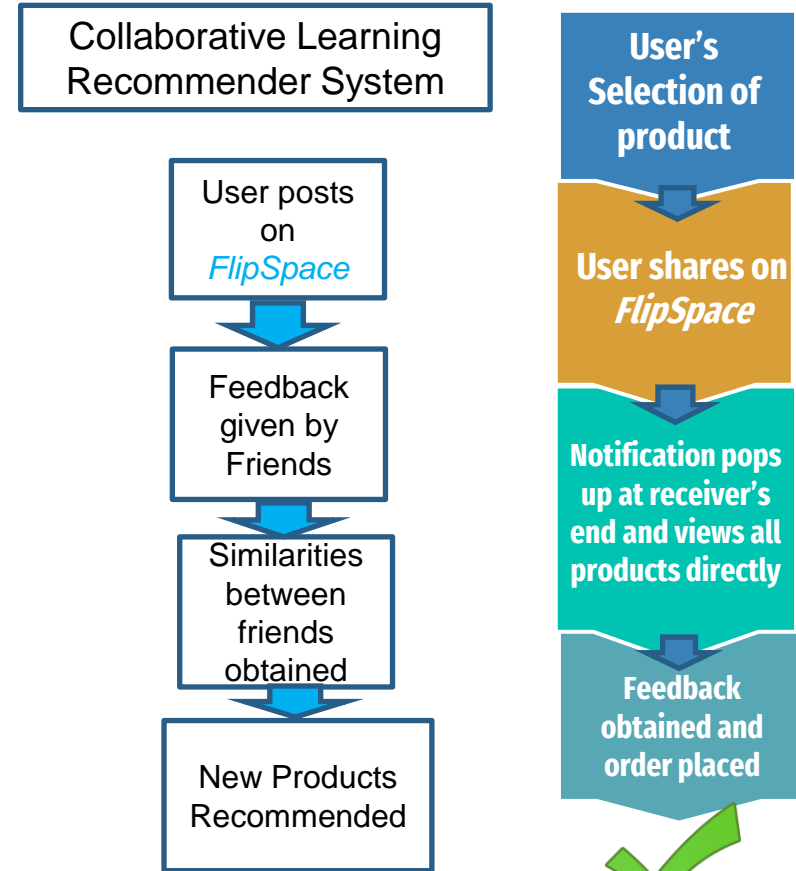
Previous- "Too many links spoil the mood"

Now- "No links just click, talk and order"

Benefits & Impact

- ✓ User Journey simplified, no need for external app to share the product.
- ✓ User more engaged with app and thus, chances of purchase increased.
- ✓ User can track the feedback per product from his/her friends
- ✓ Flipkart can use the develop a collaborative learning recommender system; wherein user can be displayed ads of similar products which friends have posted.
- ✓ Further, using machine learning models Flipkart can process the positive feedback and then accordingly display ads to the user.
- ✓ Thus, chances of purchased increased along with more user engagement to application

User Journey





Metrics to measure

- **Effective Conversion Ratio**
To understand effectiveness of the platform; how many users who are sharing the posts are actually purchasing the product.
- **Frequency of posts shared**
To provide insight about how often are users using the new platform

$$\text{Ratio} = \frac{\text{Number of users who placed the order after sharing post}}{\text{Total number of users sharing posts}}$$

- **Average Time taken to place order**
To keep a check on how longer it takes for the user to place an order while using platform for the feedback.
- **Number of Active Users**
Total number of active users who are sharing products using *FlipSpace*



Reasons for Failure

- **Increase in time taken to place order**
Many users may use platform repeatedly and would engage themselves in giving feedbacks while not placing order.
- **App crashes**
Application might not be able to handle too much load (*Flipkart* and *FlipSpace*) together and this may cause the app to crash.
- **Less feedback for general users**
Many users would now restrict their feedback to contacts/close friends. This may cause lack of generic reviews and would create a problem for Flipkart's recommender's system.
- **Adoption of new platform**
New user's/ non-tech savy user's might not be able to adopt themselves to the platform and might still not use it.

Where shopping is fun !!

