# FUNDSROOM

**Ecommerce - Flipkart**

## 1 . Business and Market Understanding

i . Flipkart's Business:

- Flipkart is like a giant online shopping mall. You can buy everything from electronics to clothes and even groceries on their website or app.

- It started in 2007 as a place to buy books online but quickly grew into selling all sorts of products.

   2. How    Flipkart Makes Money:

- Flipkart earns money when people buy things from their website or app. They take a small portion of each sale as a fee.

- They also make money from ads on their website and other services they offer to sellers, like helping them deliver products.

3. How Flipkart Attracts Customers:

- Flipkart runs ads on TV, social media, and other places to let people know about the cool stuff they have for sale.

- They also have sales and discounts to encourage people to shop more often.

4. What Makes Flipkart Stand Out:

- Flipkart has a huge selection of products from many different brands, so you can find almost anything you need in one place.

- They offer features like fast delivery, easy returns, and personalized recommendations based on your shopping habits.

- Flipkart also has its own brands and exclusive deals, which you can't find anywhere else.

5. Challenges and Strategies:

- Flipkart faces tough competition from other online stores like Amazon, so they have to constantly come up with new ideas to attract customers.

- They focus on building a strong brand image by partnering with celebrities and offering high-quality products at competitive prices.

- Flipkart invests in technology to improve the shopping experience, making it easier and more enjoyable for customers.

6. What's Next for Flipkart:

- Flipkart is always looking for ways to improve, whether it's by expanding into new categories like healthcare or reaching more customers in smaller cities.

- They want to keep innovating and offering new features to make shopping on their platform even better for everyone.

Flipkart is a popular online shopping destination in India that makes money by selling a wide range of products and offering great deals and services to customers. They're always looking for ways to grow and stay ahead in the competitive e-commerce market.

## 2. Business Requirement Document (BRD) for Flipkart:

1. Introduction:

Flipkart is one of the leading e-commerce platforms in India, offering a wide range of products across categories like electronics, fashion, home essentials, and groceries. This document outlines the business requirements necessary for enhancing and expanding Flipkart's services to meet the evolving needs of its customers and maintain its competitive edge in the market.

2. Purpose:

The purpose of this BRD is to outline the functional and non-functional requirements for the development and improvement of Flipkart's e-commerce platform. It serves as a guideline for the development team to understand the business objectives and deliver solutions that align with Flipkart's strategic goals.

3. Scope:

The scope of this document encompasses the requirements for both the frontend and backend systems of Flipkart's e-commerce platform. It includes enhancements to existing features, introduction of new features, and improvements in performance, security, and user experience.

4. Functional Requirements:

4.1 User Authentication and Authorization:

- Users should be able to register, login, and manage their accounts securely.

- Implement role-based access control for administrators, sellers, and customers.

4.2 Product Catalog Management:

- Enable sellers to add, update, and manage product listings efficiently.

- Implement a search and filtering mechanism for users to find products easily.

- Introduce product recommendations and personalized suggestions based on user behavior.

4.3 Shopping Cart and Checkout:

- Allow users to add items to their cart, update quantities, and proceed to checkout seamlessly.

- Integrate multiple payment gateways to offer flexible payment options.

- Implement order tracking and notifications to keep users informed about their purchases.

4.4 Order Management:

- Enable administrators to manage orders, process returns, and handle customer inquiries effectively.

- Integrate with logistics partners for smooth order fulfillment and delivery tracking.

- 4.5 Customer Support:

- Provide multiple channels for customer support, including live chat, email, and phone support.

- Implement a ticketing system to track and resolve customer issues efficiently.

5. Non-Functional Requirements:

5.1 Performance:

- Ensure fast loading times and smooth navigation across all devices and browsers.

- Conduct regular performance testing to identify and address bottlenecks.

5.2 Security:

- Implement robust encryption and security measures to protect user data and transactions.

- Conduct regular security audits and vulnerability assessments to mitigate risks.

5.3 Scalability:

- Design the system to handle a large volume of users and transactions during peak times.

- Implement scalable architecture and infrastructure to accommodate future growth.

5.4 Reliability:

- Minimize downtime and service interruptions through redundancy and failover mechanisms.

- Implement automated monitoring and alerting to proactively identify and resolve issues.

6. Constraints:

- Compliance with regulatory requirements and data protection laws.

- Integration with third-party systems and services.

- Budget and resource constraints for development and maintenance.

7. Assumptions:

- Users have access to internet-enabled devices to access the Flipkart platform.

- Sellers comply with product listing guidelines and quality standards.

The availability of reliable internet connectivity for order processing and communication.

8. Sign-off:

This BRD is hereby approved by the stakeholders involved in the development and enhancement of Flipkart's e-commerce platform.

9. Revision History:

Version Date    Description      Author

1.0     2024-03-06      Initial version   [Your Name]

10. Appendix:

- Glossary of Terms

- Reference Documents

- Stakeholder Contact Information

# 3 .Product Requirement Document (PRD) for Flipkart:

## 1. Multi File Upload

## 2. QR code

1. Introduction:

This Product Requirement Document (PRD) outlines the implementation of two new features in the Flipkart app aimed at enhancing security and improving user experience. The proposed features include Multi-File Upload for secure login and PhonePe QR Option for transaction verification and user management.

2. Feature 1: Multi-File Upload for Secure Login

A. Business Enhancement:

- Improved Security: Implementing multi-file upload during the login process enhances security by adding an additional layer of authentication. Users will be required to upload multiple files, such as a photo ID and a utility bill, to verify their identity, making it harder for hackers to gain unauthorized access.

- Trust and Confidence: By providing users with a more secure login process, Flipkart can enhance trust and confidence among its user base, leading to increased customer loyalty and retention.

- Compliance: Multi-file upload aligns with regulatory requirements and industry best practices for user authentication, ensuring compliance with data protection laws and security standards.

B. Productivity Improvement:

- Streamlined Verification: The multi-file upload feature streamlines the identity verification process for users, reducing the time and effort required to confirm their identity.

- Reduced Fraudulent Activity: By implementing stricter authentication measures, such as multi-file upload, Flipkart can reduce fraudulent activities, such as account takeover and unauthorized access, leading to a more secure platform for users and sellers.

3. Feature 2: PhonePe QR Option for Transaction Verification and User Management

A. Business Enhancement:

- Seamless Transactions: Integrating the PhonePe QR option into the Flipkart app provides users with a convenient and secure way to verify transactions and complete payments. This enhances the overall user experience and encourages more transactions on the platform.

- Enhanced User Engagement: By offering additional payment options, such as PhonePe QR,

Flipkart can attract more users and increase user engagement, leading to higher transaction volumes and revenue generation.

- Fraud Prevention: The PhonePe QR option enables users to verify transactions in real-time, reducing the risk of fraudulent activities such as unauthorized payments or chargebacks. This helps protect both users and Flipkart from financial losses and reputational damage.

B. Productivity Improvement:

- Efficient User Management: With the PhonePe QR option, administrators can quickly identify and block users who engage in fraudulent or suspicious activities, such as making wrong payments or attempting to scam other users. This improves user management efficiency and enhances platform security.

- Streamlined Payment Verification: Integrating the PhonePe QR option simplifies the transaction verification process for users, reducing the time and effort required to complete payments securely. This improves productivity and enhances the overall user experience on the Flipkart app.

4. Technical Specifications:

Multi-File Upload:

- Implementation of a secure file upload feature during the login process.

- Integration with identity verification systems to validate uploaded documents.

- Encryption of uploaded files to protect user data and privacy.

PhonePe QR Option:

- Integration of PhonePe's QR code scanning functionality into the Flipkart app.

- Real-time transaction verification and confirmation.

- User management capabilities for administrators, including blocking users and flagging suspicious transactions.

5. Timeline:

- Multi-File Upload: Estimated implementation time of 4-6 weeks.

- PhonePe QR Option: Estimated implementation time of 6-8 weeks.

6. Risks and Mitigation Strategies:

- Potential user resistance to new authentication measures: Conduct user testing and gather

feedback to address concerns and optimize the user experience.

- Technical challenges in integrating with third-party payment systems: Collaborate closely with PhonePe's technical team to ensure seamless integration and compatibility.
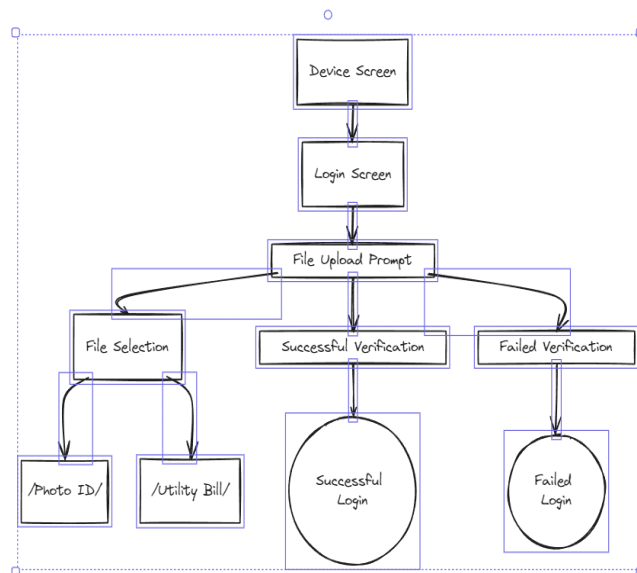
7. Conclusion:

The implementation of Multi-File Upload for secure login and the PhonePe QR Option for transaction verification and user management represents significant enhancements to the Flipkart app, improving both security and user experience. These features align with Flipkart's strategic goals of prioritizing user trust, security, and convenience, ultimately contributing to the company's long-term success and growth.

This PRD provides a detailed overview of the proposed features and their benefits for Flipkart's business and productivity. By implementing Multi-File Upload and PhonePe QR Option, Flipkart can enhance security, streamline transactions, and improve overall user experience, leading to increased customer satisfaction and loyalty.

## 4. User Journey & Workflow for Flipkart's New Features

## Feature 1 : Multi -File upload

.

**Feature 2 : QR code Option and block fradulent users**



User selects payment method

PhonePe → Transaction initiated with PhonePe
UPI → Transaction initiated with UPI

Payment processed via PhonePe
Payment processed via UPI

Confirmed → Transaction completion
Confirmed
Fraudulent → Admin notification
Fraudulent

Admin notification → Admin accesses admin dashboard → Admin views transaction history → Admin blocks user if payment is fraudulent

Transaction security and user management enhanced