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FUNDSROOM ROUND 01:

Case Study on Flipkart –

To create a Flipkart report related to Business and Market Understanding-

We will need to gather and analyze data about Flipkart's business operations and market position. Here are some steps we can follow to create this report:

1. **Research Flipkart's business operations**:

   Start by gathering information about Flipkart's business model, revenue streams, customer base, and products or services. We can find this information on Flipkart's website, in news articles and press releases, and in financial reports.

2. **Analyze Flipkart's market position**:

   Look at Flipkart's market share, competition, and growth potential. We can find this information in market research reports, industry analyses, and competitive intelligence tools.

3. **Identify trends and opportunities:**

   Look for trends and opportunities in the e-commerce market, and consider how Flipkart is positioned to take advantage of them. We can find this information in market research reports, industry analyses, and news articles.

4. **Draw conclusions and make recommendations:**

   Based on my research and analysis, draw conclusions about Flipkart's business and market position, and make recommendations for how the company can improve its performance or capitalize on opportunities.

Business Requirement Document (BRD) for Flipkart :

Project Title: Flipkart

Date: 17/02/2024

1. Executive Summary

Provide a brief overview of the project, its purpose, and the key objectives.

2. Project Background

Describe the background and context of the project, including any relevant information about Flipkart and its market position.

3. Business Objectives

Outline the specific business objectives of the project, including any goals related to revenue, market share, customer satisfaction, etc.

4. Scope

Detail the scope of the project, including what is included and excluded from the project deliverables.

5. Stakeholders

Identify the key stakeholders involved in the project and their roles and responsibilities.

6. Functional Requirements

List and describe the functional requirements of the project, including any features or functionalities that need to be implemented.

7. Non-Functional Requirements

Outline any non-functional requirements of the project, such as performance, security, or scalability requirements.

8. Assumptions and Constraints

Document any assumptions made during the planning process and any constraints that may impact the project.

9. Risks and Mitigation Strategies

Identify potential risks to the project and outline strategies to mitigate them.

10. Project Timeline

Provide a high-level timeline for the project, including key milestones and deadlines.

11. Budget

Estimate the budget required for the project, including any costs associated with development, testing, and implementation.

12. Approval

Include a section for stakeholders to approve the BRD, indicating their agreement with the project scope and requirements.

Product Requirement Document (PRD) for Flipkart:

Project Title: Flipkart

Date: 17/02/2024

1. Introduction

Provide an overview of the product, its purpose, and its target audience.

2. Goals and Objectives

Outline the goals and objectives of the product, including any specific metrics or targets to be achieved.

3. User Stories

Describe the user stories that represent the needs and requirements of the users interacting with the product.

4. Features

List and describe the features of the product, including both mandatory and optional features.

5. Functional Requirements

Detail the functional requirements of the product, including how each feature will work and how users will interact with them.

6. Non-Functional Requirements

Outline any non-functional requirements of the product, such as performance, security, or usability requirements.

7. Design and User Interface

Provide details on the design and user interface of the product, including any wireframes or mockups.

8. Data Requirements

Specify any data requirements of the product, including data sources, storage, and management.

9. Assumptions and Constraints

Document any assumptions made during the planning process and any constraints that may impact the product.

10. Risks and Mitigation Strategies

Identify potential risks to the product's development and outline strategies to mitigate them.

11. Timeline

Provide a timeline for the development of the product, including key milestones and deadlines.

12. Budget

Estimate the budget required for the development of the product, including any costs associated with design, development, and testing.

13. Approval

Include a section for stakeholders to approve the PRD, indicating their agreement with the product requirements and features.

An new feature from my perspective in this App:

A. Business:

One feature that could enhance the business aspect of the Flipkart app is a personalized recommendation system based on user preferences and shopping behavior. This feature would use machine learning algorithms to analyze past purchases, browsing history, and interactions with the app to suggest products that are highly relevant to each individual user.

By implementing this feature, Flipkart could:

1. Increase Sales: By recommending products that match the user's interests, preferences, and shopping habits, Flipkart can increase the likelihood of users making a purchase.

2. Improve Customer Satisfaction: Personalized recommendations can enhance the overall shopping experience by helping users discover new products that they may be interested in.

3. Drive Repeat Business: By offering personalized recommendations, Flipkart can encourage users to return to the app for future purchases, increasing customer loyalty and lifetime value.

4. Optimize Inventory Management: By analyzing user preferences and buying patterns, Flipkart can gain insights into which products are popular and adjust their inventory accordingly, reducing the risk of overstocking or stockouts.

Overall, a personalized recommendation system could significantly enhance the business aspect of the Flipkart app by driving sales, improving customer satisfaction, and increasing customer loyalty.

B. Productivity:

One feature that could enhance productivity on the Flipkart app is a "Quick Reorder" option. This feature would allow users to quickly reorder products that they have purchased in the past without having to search for them again.

Here's how it could work:

1. **Order History**: The app would maintain a history of all past orders for each user, including the products purchased and the order dates.

2. **Quick Reorder Button**: On the app's home screen or in the user's account section, there would be a "Quick Reorder" button that users can click to view their past orders.

3. **One-Click Reorder**: When users select a past order, they would have the option to reorder all the products from that order with a single click. The app would add the selected products to the user's cart, and they can proceed to checkout immediately.

4. **Customization Options**: Users would also have the option to customize their reorder by adding or removing products from the past order before checking out.

Benefits of this feature:

1. **Time-Saving**: Users can quickly reorder products without having to search for them again, saving time and effort.

2. **Convenience**: The feature provides a convenient way for users to replenish their regular purchases, such as groceries or household items.

3. **Improved User Experience**: By simplifying the reorder process, the feature enhances the overall user experience and encourages repeat purchases.

4. **Increased Sales**: The feature can lead to increased sales as users are more likely to reorder products when the process is quick and convenient.

Overall, the "Quick Reorder" feature could significantly enhance productivity on the Flipkart app by making it easier and faster for users to reorder products they have purchased in the past.

Flow Diagram For Flipkart Application :

To move canvas, hold mouse wheel or spacebar while dragging, or use the hand tool

Flow Diagram for Flipkart Appication :

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