Flipkart is India's one-stop e-commerce site for purchasing multiple products in nearly all categories. From a small firm with only two members, it has emerged as the leading e-commerce site. Reviewing a top-notch e-commerce site is quite a daring task. The Pros, Cons, and Suggestions needed for Giant E-Commerce are reviewed below.

PROS

- **FILTERS** - Easily access the list of products that has comprehensive list of features (Brand, Rating, Features, Color, Price Range, etc...).
- **COMPARE** - View the detailed feature comparison of multiple products in a tabulated way.
- **TRUST** - Verified sellers provide benefits like 7 Days Replacement & Return Policy and On-Time delivery.
- **PRODUCT IMAGE** - Clear and zoomed angle-wise pictures of the products.
- **FLIPKART-PLUS MEMBERSHIP** - Members crossing 200 SuperCoins in a year, are automatically given a prime membership instead of paying a certain amount.
- **EARN COINS** - SuperCoins are transferred to the member's account after the successful product delivery.
- **USE COINS** - Claiming various rewards from many entertainment platforms (Dominos, Airtel, Youtube, etc.) or redeeming it in the next purchase that gives you an invisible offer/discount.
- **SALES ALERT** - Updating about the blockbuster sales in advance via mail and early access to Flipkart-Plus members.
- **HOMEPAGE** - Dynamic display of products based on occasion, with the starting price and discount offered.

CONS & SUGGESTION

- **POP-UP BOX** - Once the Flipkart page is loaded, the LOG-IN box pops up, blocking the homepage elements. This pop-up box feature can be removed, as this will be annoying to both registered and new users. The user can log-in at their desired time by clicking "Login" in the top-right of the webpage.

- **DROP-DOWN BOX** - Flipkart homepage has the categories listed at the top of the webpage. Some categories display a drop-down box while hovering. The elements present in the drop-down box can be limited to a lower number to avoid an overridden box on the homepage.

- **LOG-IN** – The Log-in page has a "Get OTP" field instead of the password. An alternative option to Sign-In with a password needs to be added. This additional feature will benefit the account holder, which is handled by multiple users.

- **DISPLAY LIMIT** - Scrolling the list indefinitely is quite a tedious task. A new feature, "Display Range", can be added (Example: 2-50, 50-100) for a better user interaction.