Adit Gupta

4 min read. Updated Nov 2017

2017 | ENTERPRISE

Bicycle AI

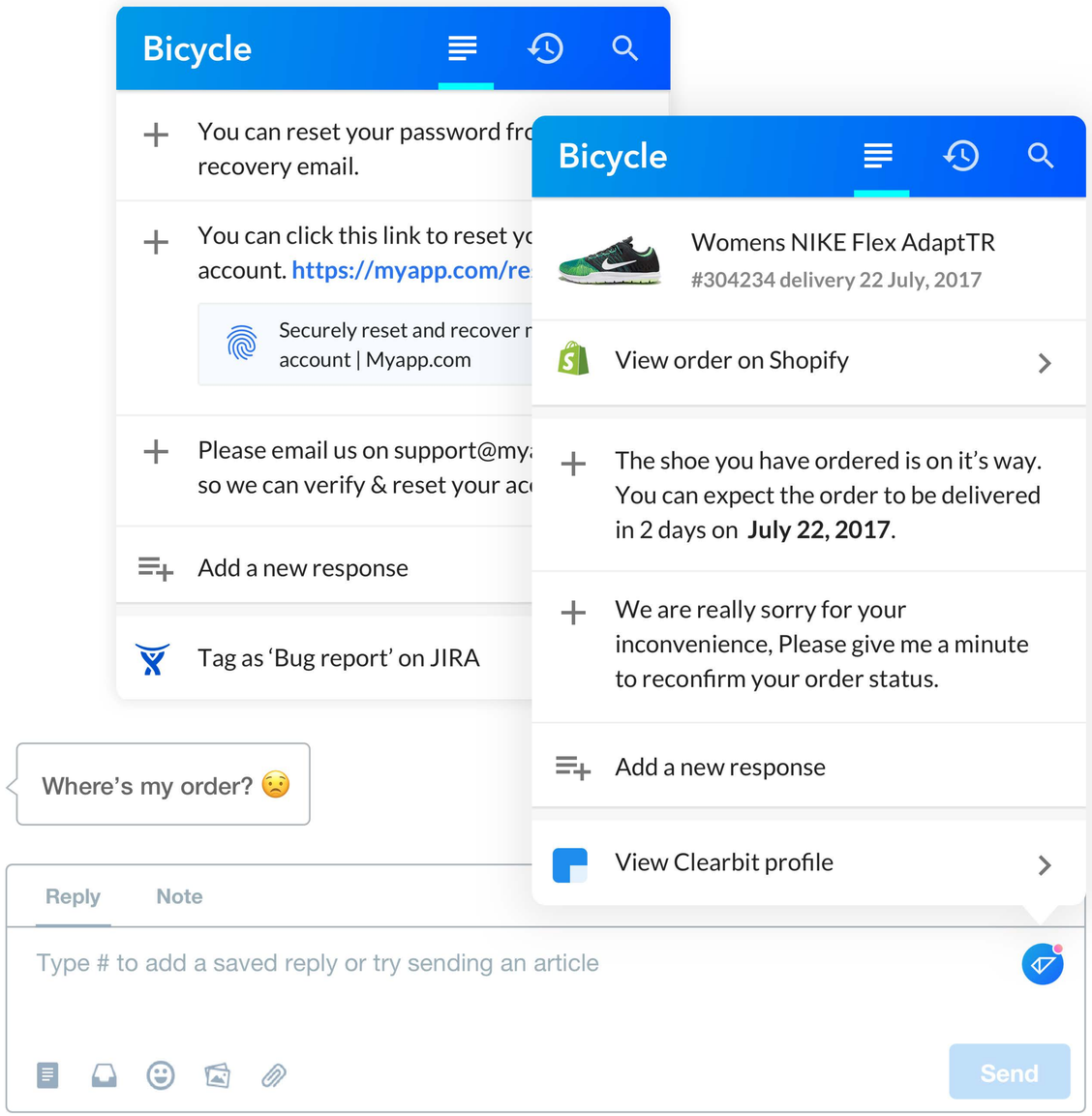
YC W'17 enterprise startup that provides ML powered solutions for support and sales teams

Problems

- Build an **ML suggestion tool** that works across all help-desks that improves quality of responses and reduces the effort spent on repetitive tasks
- Onboard teams and collect data for our learning models with the least amount of friction
- **Measure and report** team efficiency to leadership

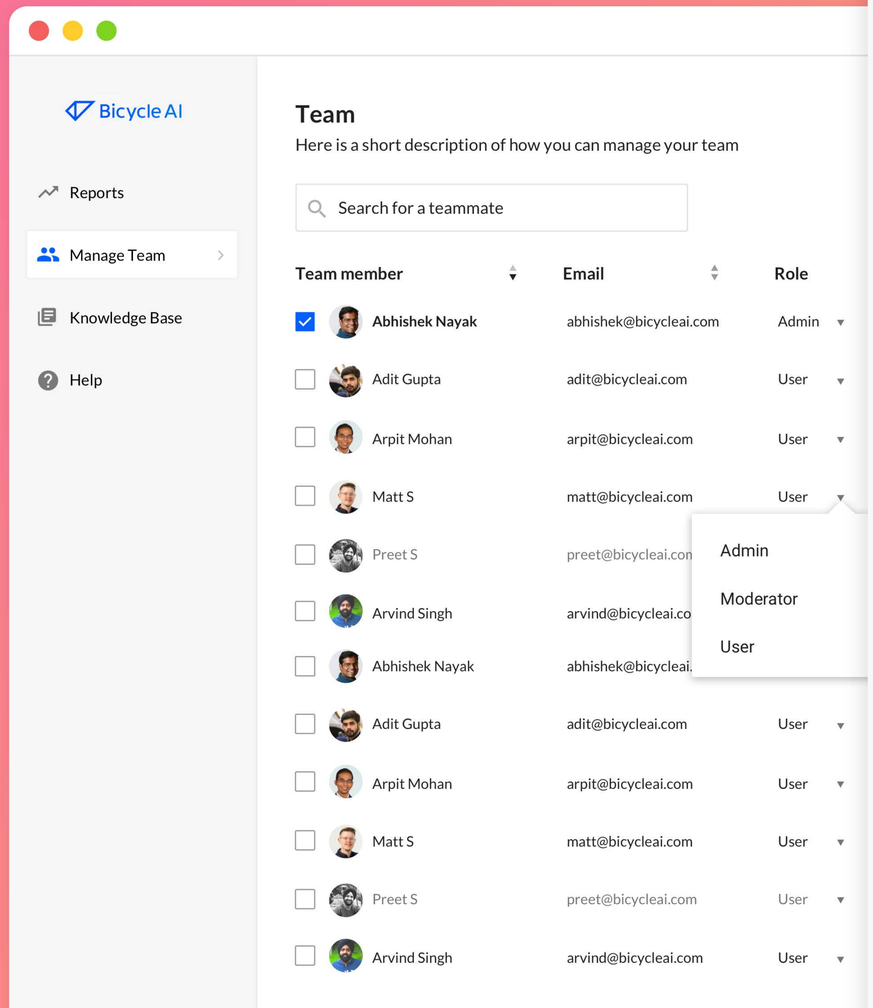
Impact

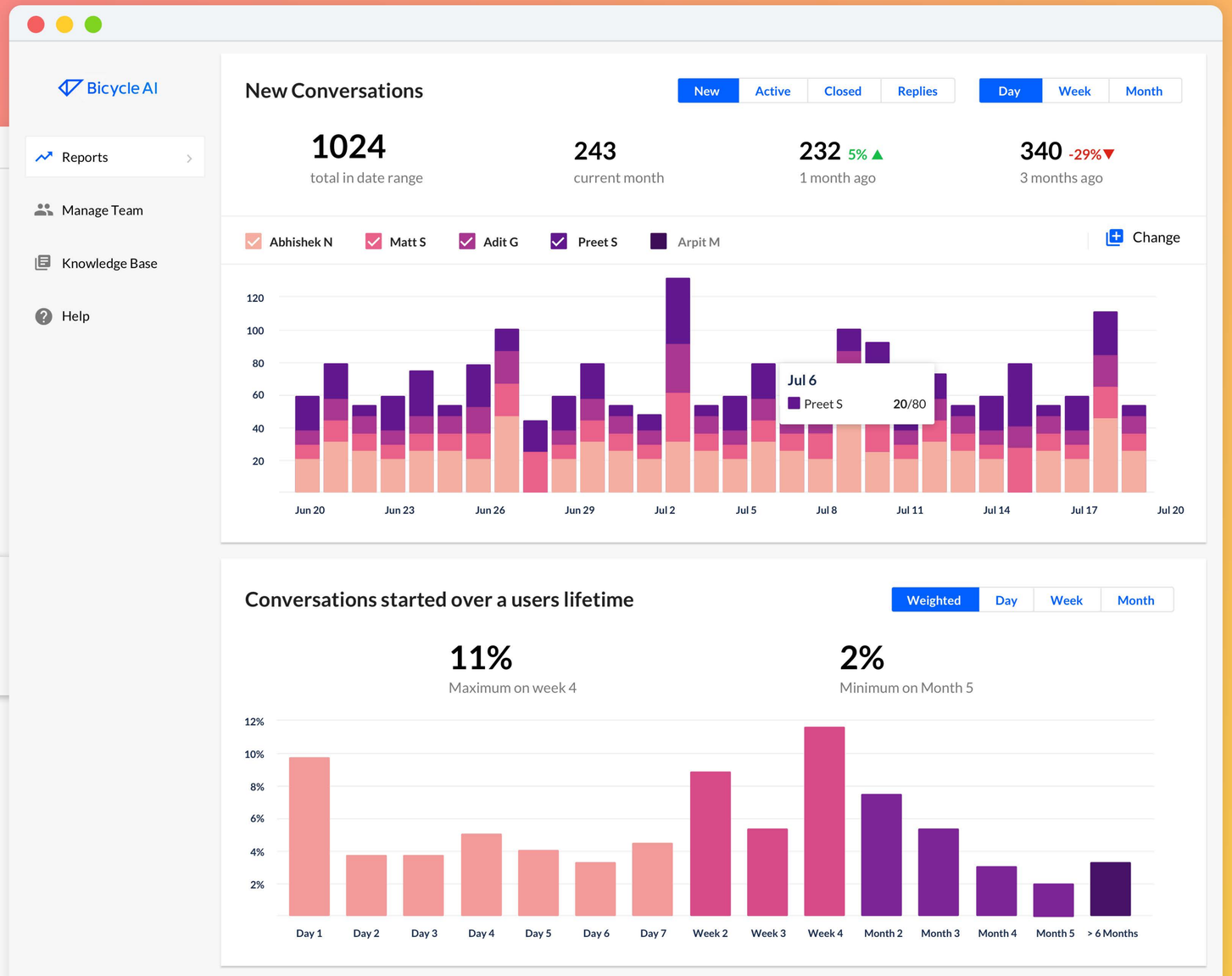
- Designed a Chrome extension which works across all help-desks like Intercom, Salesforce, Zendesk, Freshdesk etc.
- Built a prototype for sales teams to validate the product with agents & our early PH signups
- Designed an analytics dashboard for team managers to track issues, agent metrics and response quality



TEAM ANALYTICS

Analytics dashboard for team managers to track issues, agent metrics and response quality.





2016 & 2017 | E-COMMERCE

Website Redesign

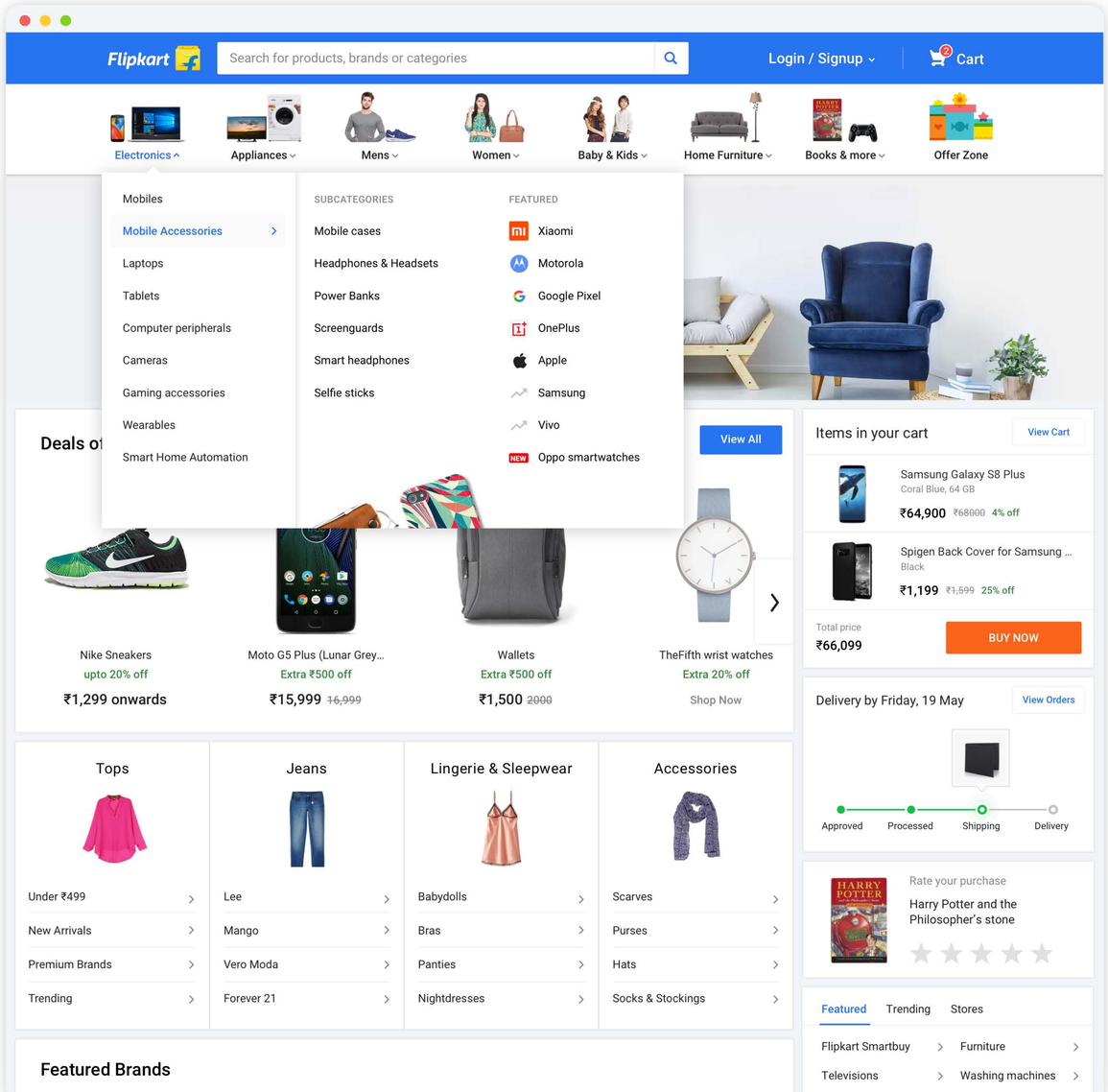
Design architecture overhaul to reimagine our web experience.

Problems

- Create discovery, search and checkout experiences optimised to needs of India web consumers
- Simplify our **information architecture** to browse and search through our catalogue
- Feature and design language **parity** with our mobile apps

Impact

- **Phase 1**: Launched the new experience on our Search, Browse and Product details pages via an A/B; ↑Engagement
- **Phase 2**: Launched our Checkout, Payments and Order management experience via an A/B. Drove significantly higher conversions + boosted high ASP item sales.
- **Phase 3** (Planned): Currently we're enhancing our core navigation and homepage such that all our mobile experiences can easily be scaled to our website



PRODUCT PAGE

Flipkart

Search for products, brands or categories

Adit Gupta

Cart 2

Haute Couture Solid Men's Dark Blue Chino Shorts

₹4,799 Assured

Sukun Casual loafers (Tan Brown)

₹1,799

Home > Men's clothing > Shoes > All Birds sneakers

Allbird's Men's Wool Runners

Write a product review

₹6,599 ~~6,999~~ 5% off Assured

Bank Offer - 10% off on all SBI cards, Offer valid above purchase

Delivery 400705 Check Availability

Delivery by Tomorrow Fri, 5 August. FREE Delivery by Sat, 6th August

Select Size 7 8 9 10 11 12 13 Size Chart

Colors

Highlights
- 100% Merino wool
- Natural Grey
- Water resistant finish

Services
- 30 day replacement.
- Cash on delivery

Note The products by this seller are 1 size larger than usual. Please verify carefully before buying.

Seller WS Retail (4.4)

View all 21 sellers starting from ₹5,235

ADD TO CART

BUY NOW

2017 | E-COMMERCE

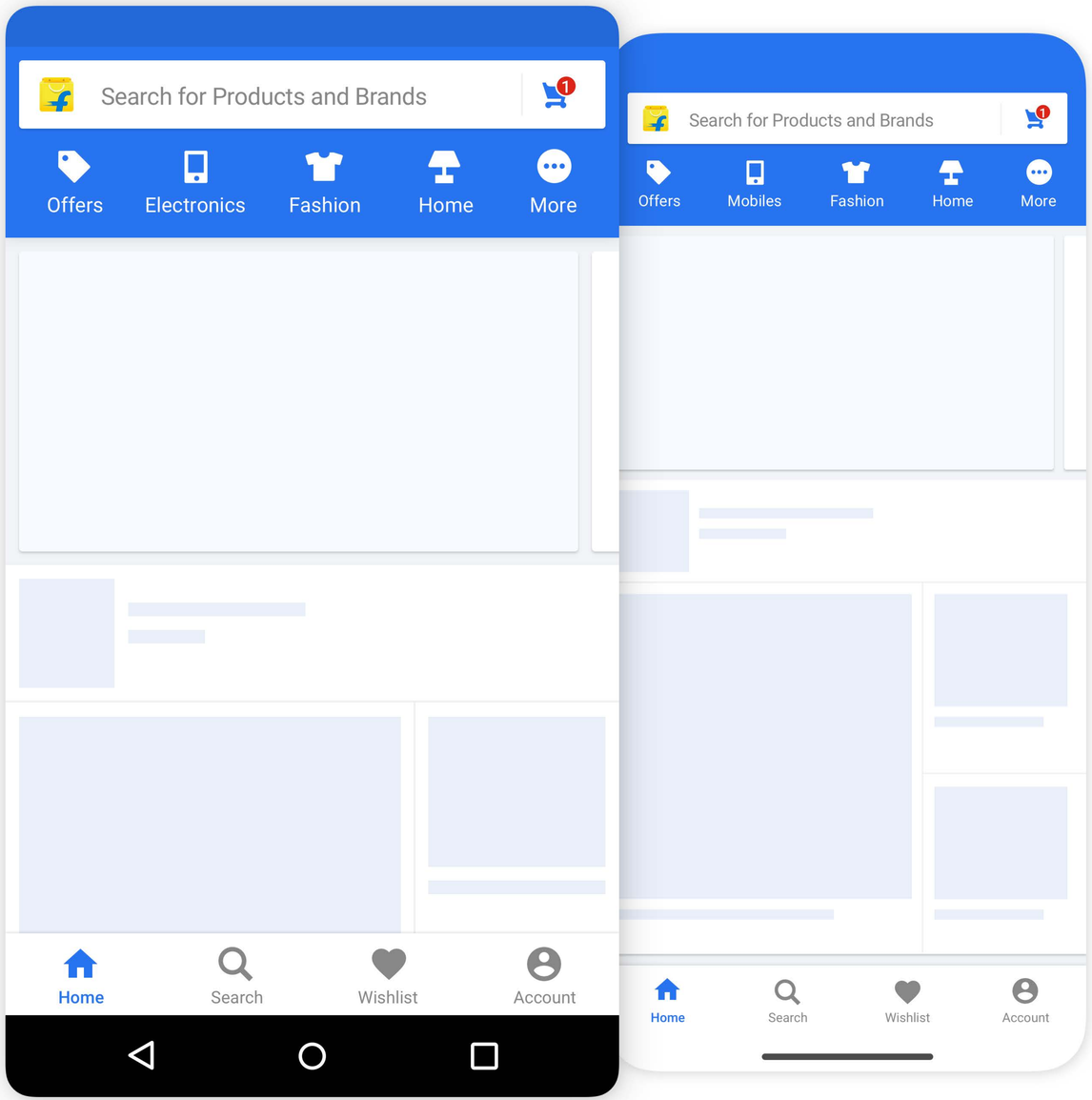
Navigation design system

A singular design language for all of Flipkart's mobile experiences

Problems

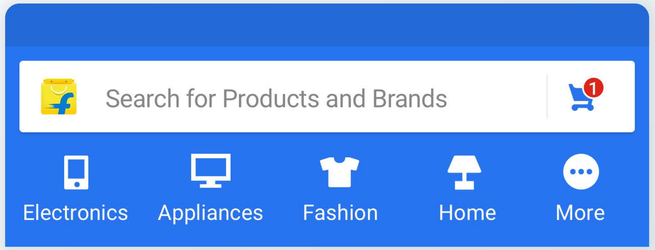
- Our **fragmented design** system required a lot of rework in order to launch across platforms
- Put more focus on solving problems rather than adapting solutions across devices
- Engineering stack shift toward React Native needed a corresponding **cross-platform design** thinking
- Reduce lead time between shipping across our iOS, Android and mobile site to almost ZERO
- Building a systems that is modular and accommodates for data-driven experimentation

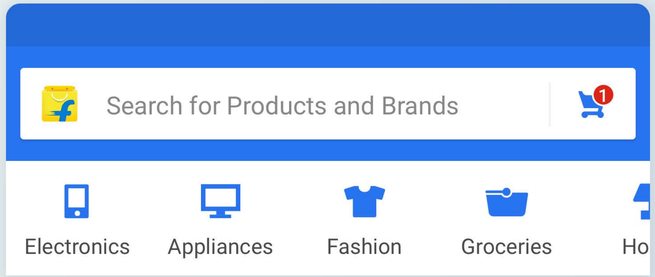
The solutions & experimentation outlined here are still a work in progress and under constant evolution.

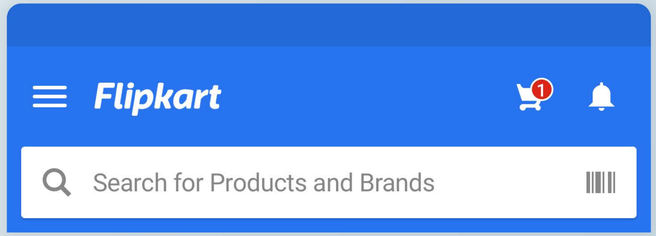


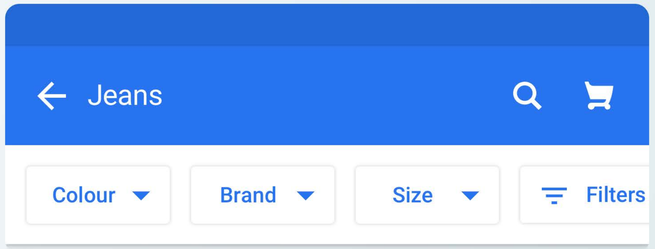
MODULAR EXPERIMENTATION

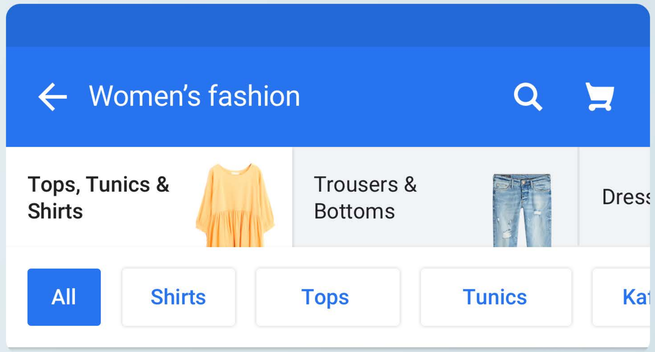
A/B experiments for a data driven design system

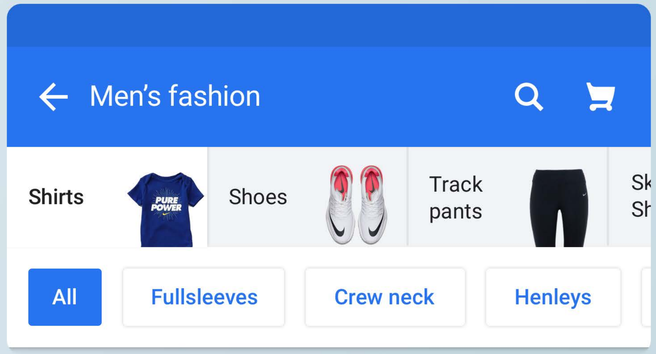


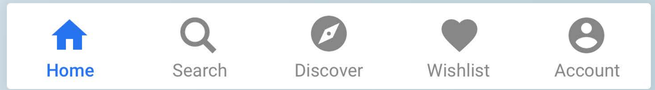


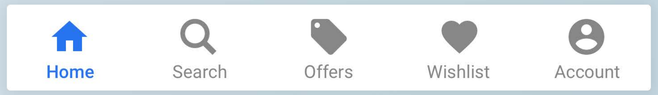






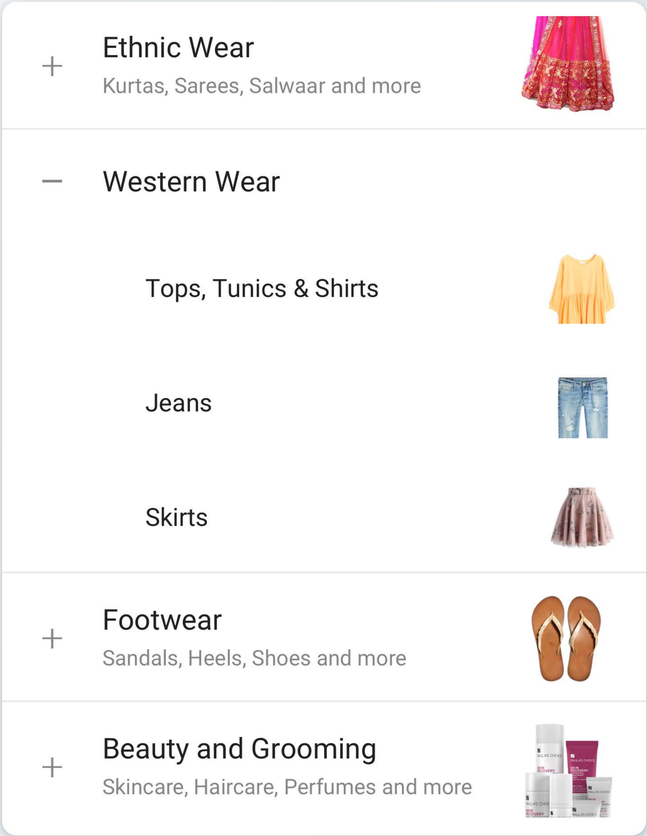


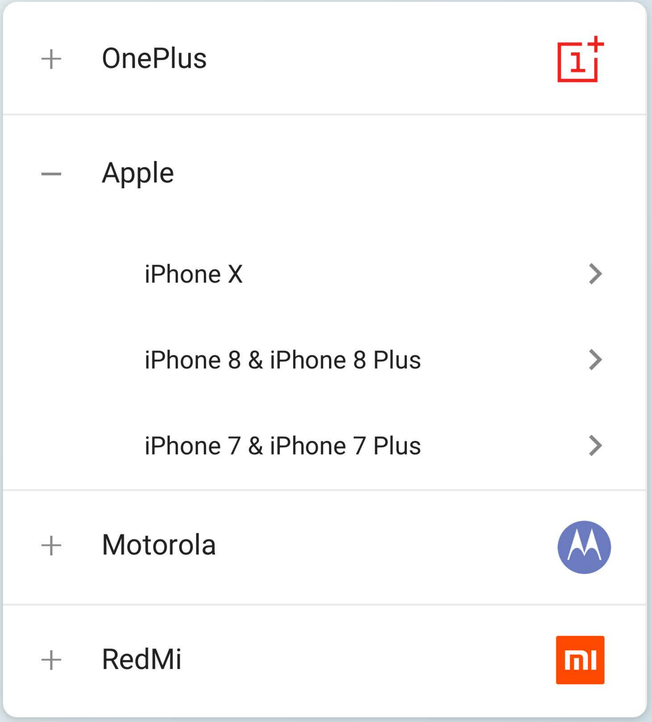


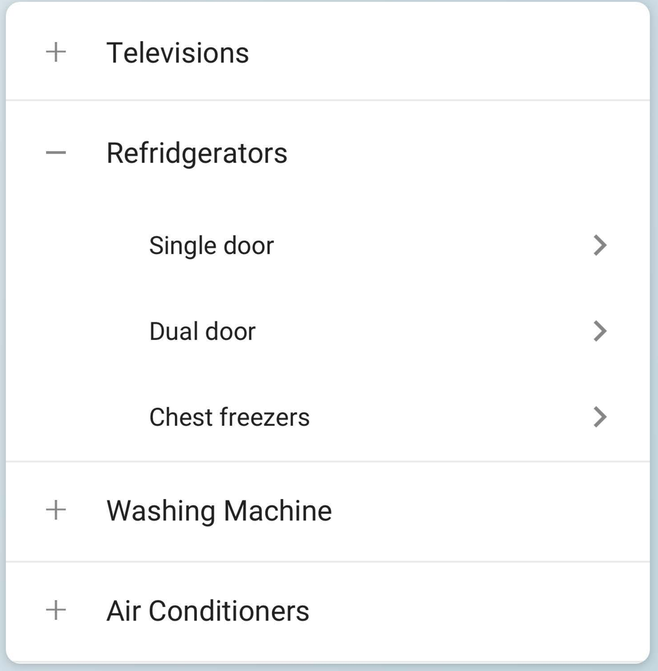


EXTENSIBLE COMPONENTS

A system that adapts with categories & contexts.







2017 | E-COMMERCE

Supermart

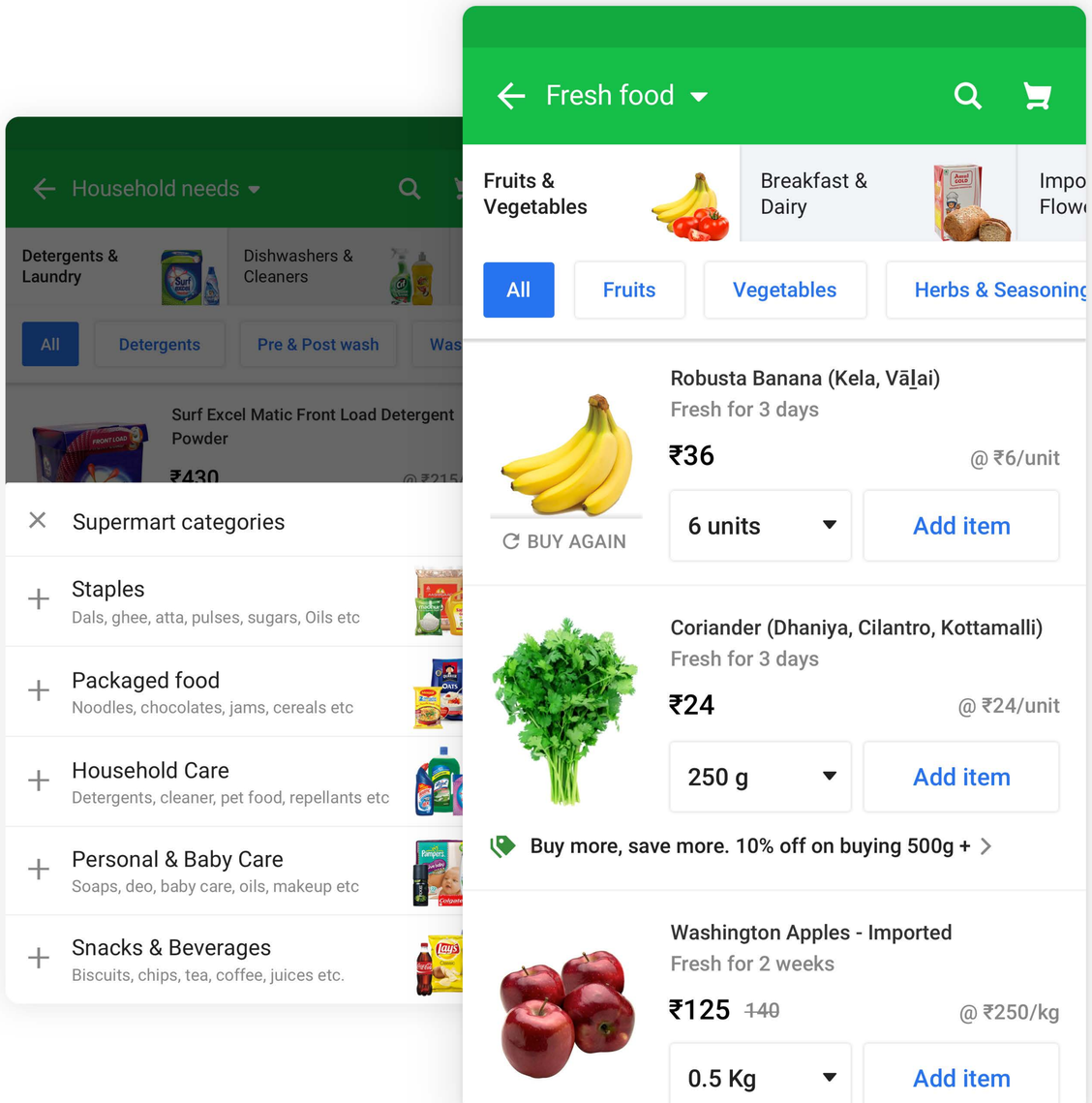
A new category for household groceries within Flipkart's apps

Problems

- Pilot groceries within our apps for urban professional families as our target segment
- Build **habit forming loops** to boost orders per customer and average order value for sustainable unit economics

Impact

- Designed an aisle-like browse experience for customers to quickly add items and move onto the more categories.
- Restock flows, Savings milestones & wallet credits are at the core of the experience
- Baked new concepts like 'Basket' and 'Slotted delivery' within our current core e-commerce checkout flow.
- Launched in Bangalore for a small subset of our users



BASKET CHECKOUT FLOW

Seamless within our core e-commerce experience

My Cart (2)

Deliver to 560034, Bangalore — Change

Basket (15 items) — View All

₹1,311 ~~1,365~~

Add ₹189 more for FREE delivery by Tomorrow 11am

Save for later | Remove

Apple iPhone 8 Plus

(Space Grey, 256GB)

Seller : WS Retail Assured

₹86,000 — Qty : 1

2 Offers Applied

FREE Delivery by 22 Jan

Save for later | Remove

Delivery

Adit Gupta HOME

G1, Alpha residential complex, Koramangla 4th block
Bangalore - 560034 Phone - **987654321**

Pickup Stores | Change Address

Basket (15 items) — View All

₹1,311 ~~1,365~~

Choose a Delivery slot

27 Mar (Fri) | 28 Mar (Sat) | 29 Mar (Sun) | 30 Mar (Sun)

- (●) 11am to 2pm (Afternoon) — Free ~~₹50~~
- ( ) 2pm to 5pm (Evening) — Free ~~₹50~~
- ( ) 6pm to 9pm (Late Evening) — ₹50

My Orders

Delivery tomorrow between 11am & 2pm

Approved — Processed — Shipping — Delivery

Basket (15 items) — Details

Expected on Sunday, 28th Nov between 6pm to 9pm

Cancel | Help

Delivery within 4 days

Approved — Processing — Shipping — Delivery

Apple iPhone 8 Plus (256 GB, Space Grey)

Expected on Sunday, 28th Nov

2014 & 2015 | REAL ESTATE

Housing.com

Renting homes online across all Indian cities

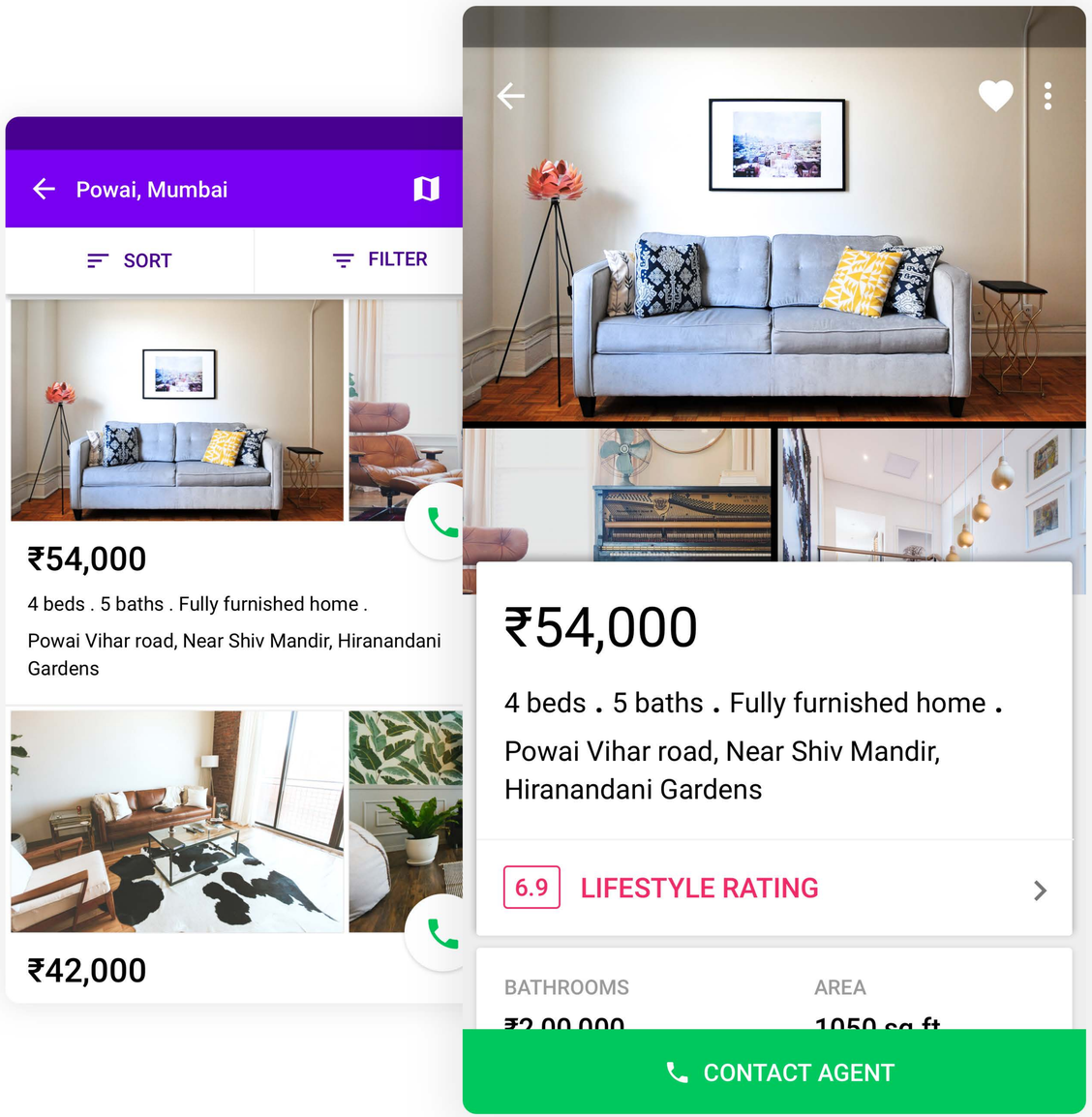
Problems

- Showcase our core value proposition of **authentic photography** to Indian consumers
- Eradicate the need for a person to physically visit the home
- Improve **quality leads** for our verified agents

Impact

- Created a unique interaction called ‘Photostories’ to highlight our verified photography and build trust in our customers. Read more
- “Locality snapshots” improved confidence and trust perception in customers while renting homes
- Increased focus on photography significantly drove up our lead conversions (2.2x) and engagement (1.4x)

View Prototype →



Thank you

aditsgupta@gmail.com

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