Adit Gupta

DESIGN PORTFOLIO

4 min read. Updated Oct 2017

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
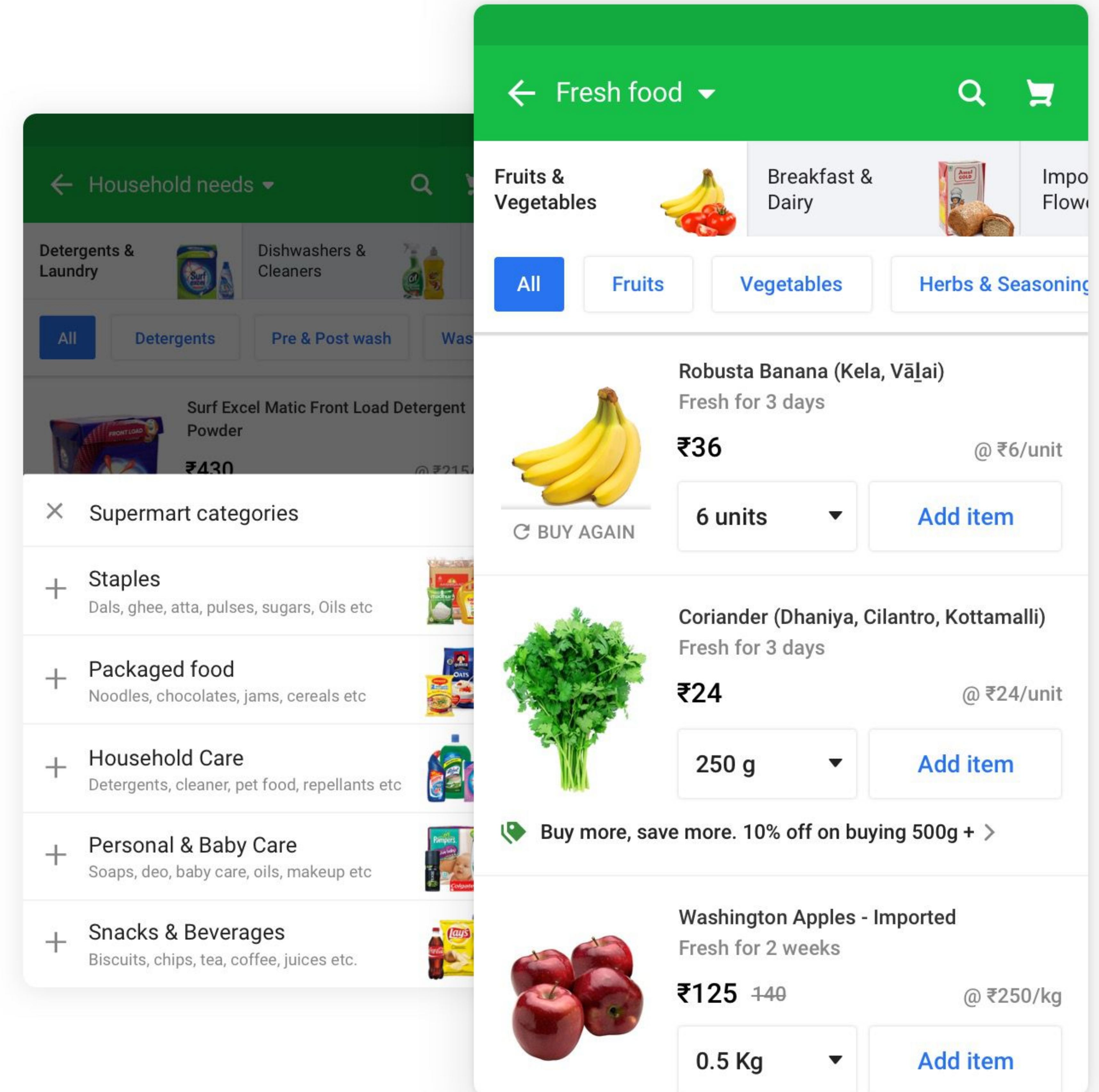
BASKET CHECKOUT FLOW

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 f 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) Free   29 Mar (Sun)   30 Ma

◉ **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

Web 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

- Phase 2: Launched our Checkout, Payments and Order management experience via an A/B.

- Phase 3: Currently we're enhancing our core navigation and homepage such that all our mobile experiences can easily be scaled to our website
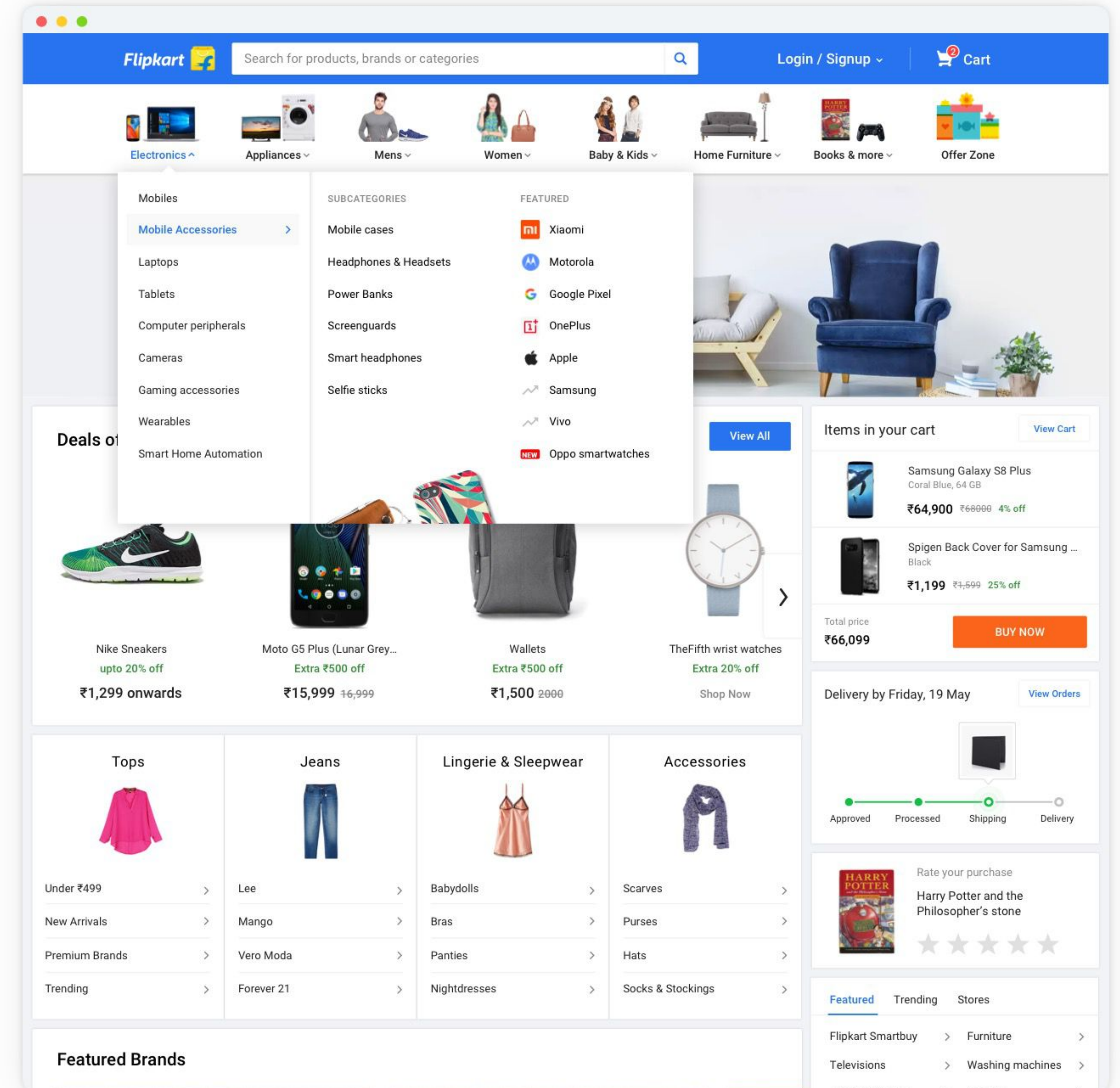
PRODUCT PAGE

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 | | Colors |
| 11 | 12 | 13 | **Size Chart** |

Highlights	• 100% Merino wool		Services	• 30 day replacement. ⓘ
	• Natural Grey			• Cash on delivery ⓘ
	• Water resistant finish		

| 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**

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.
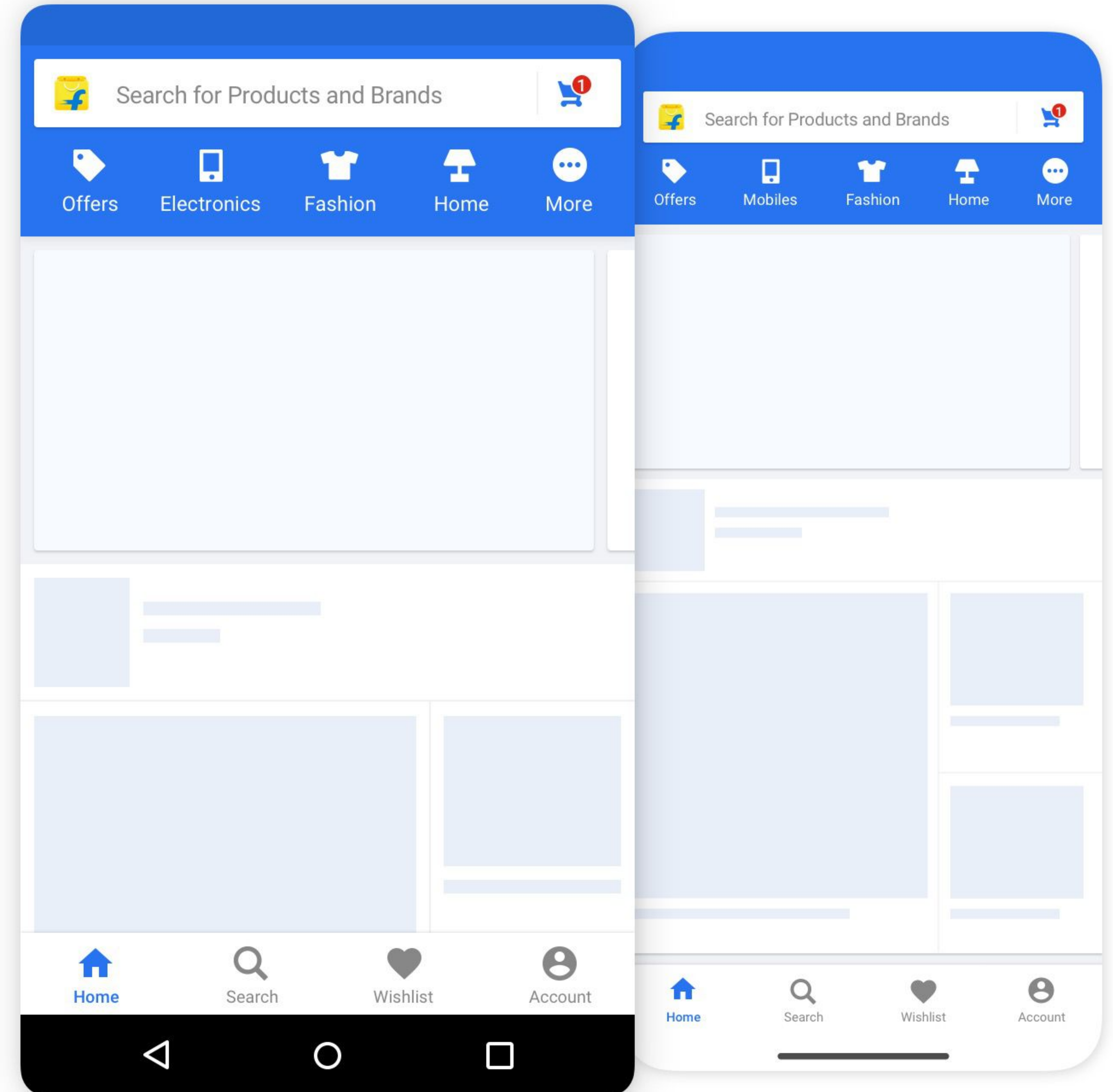
MODULAR EXPERIMENTATION

A/B experiments for a data driven design system
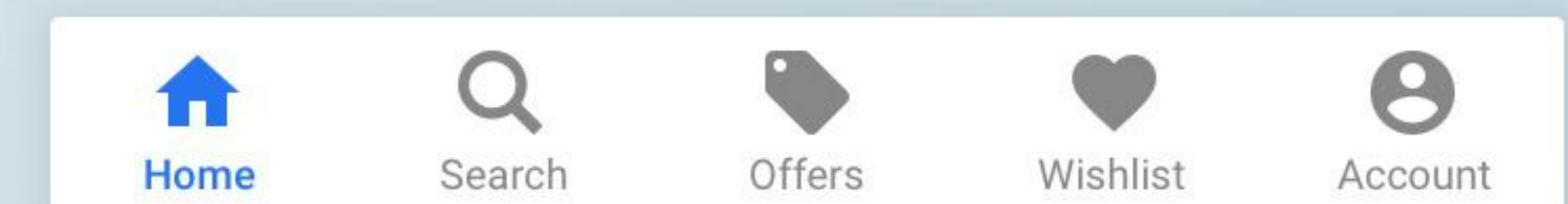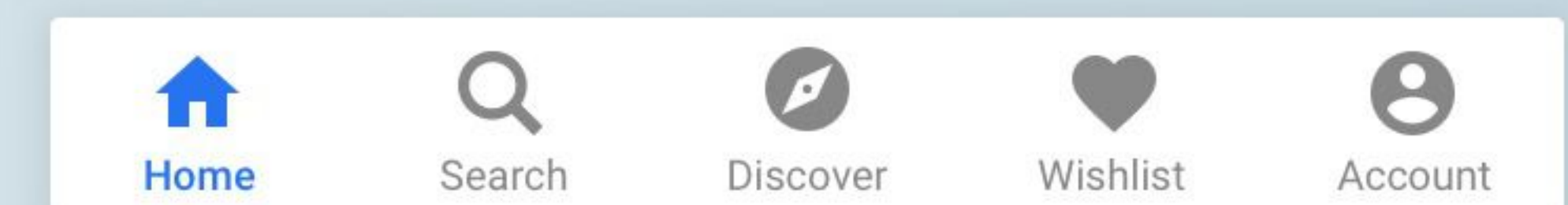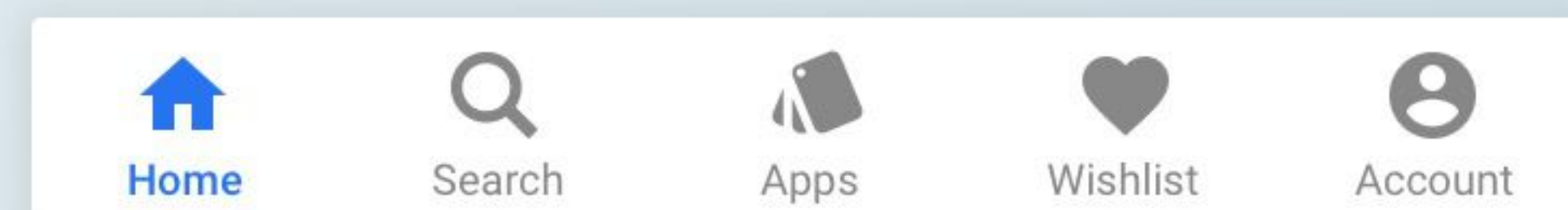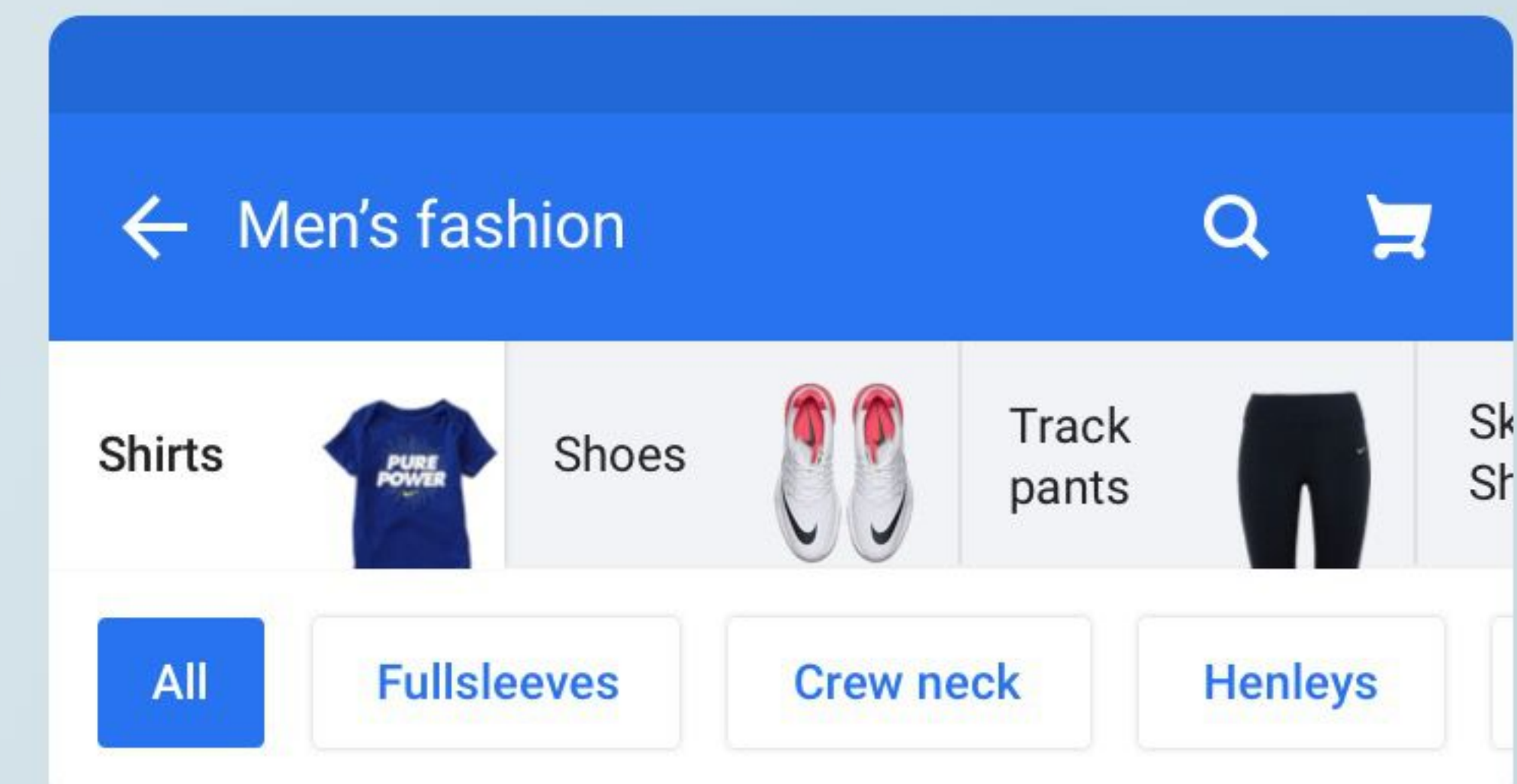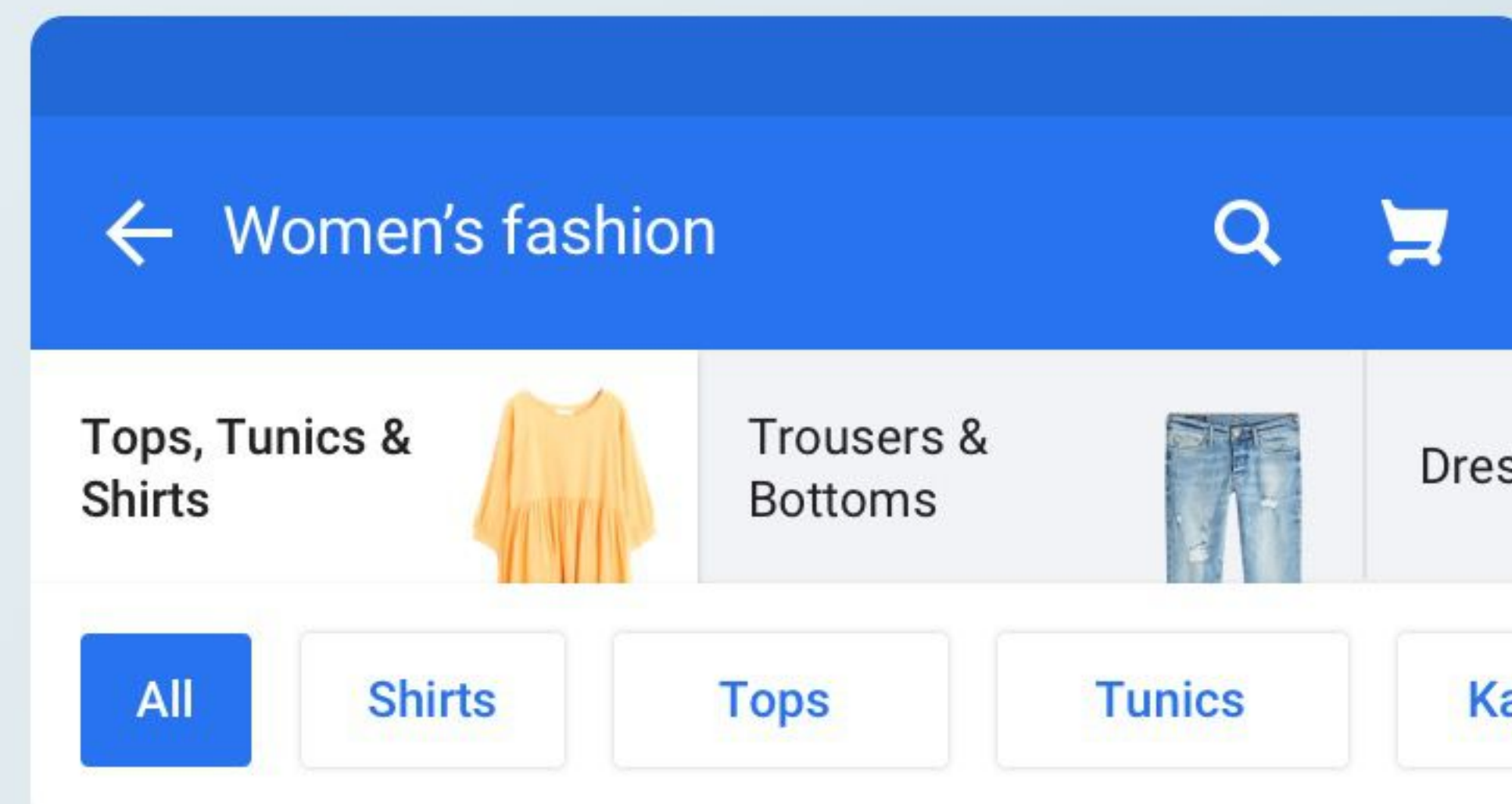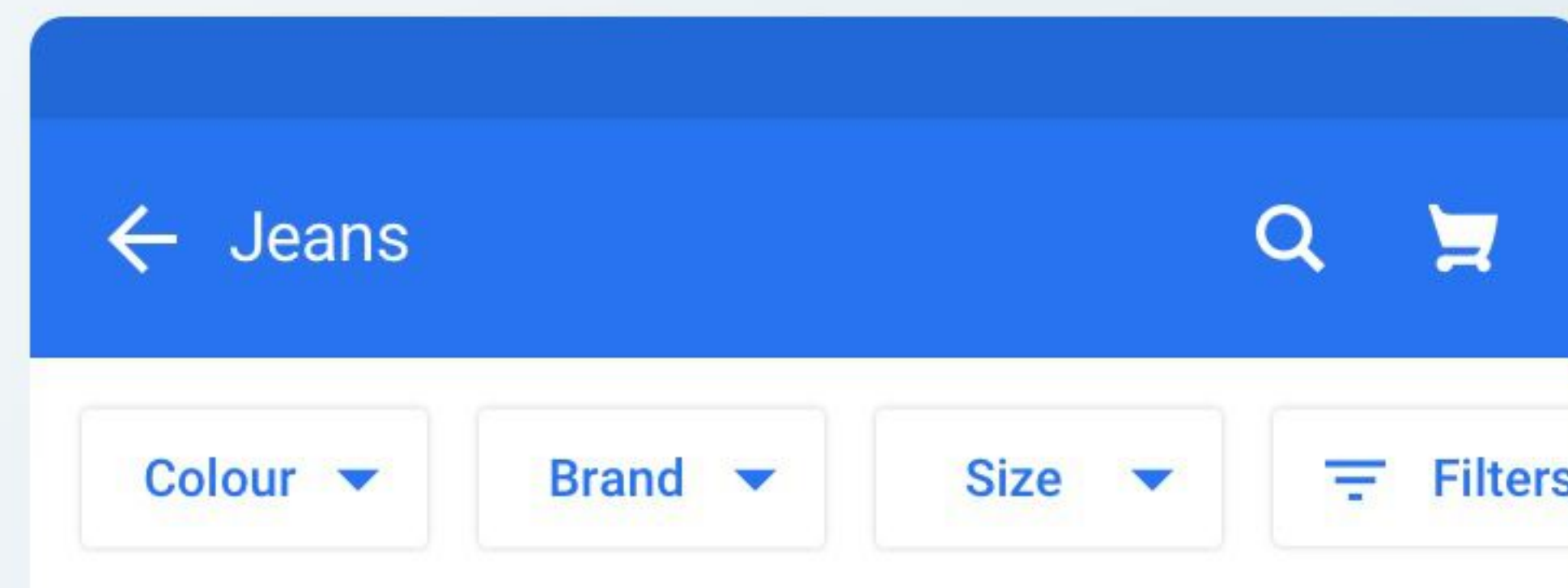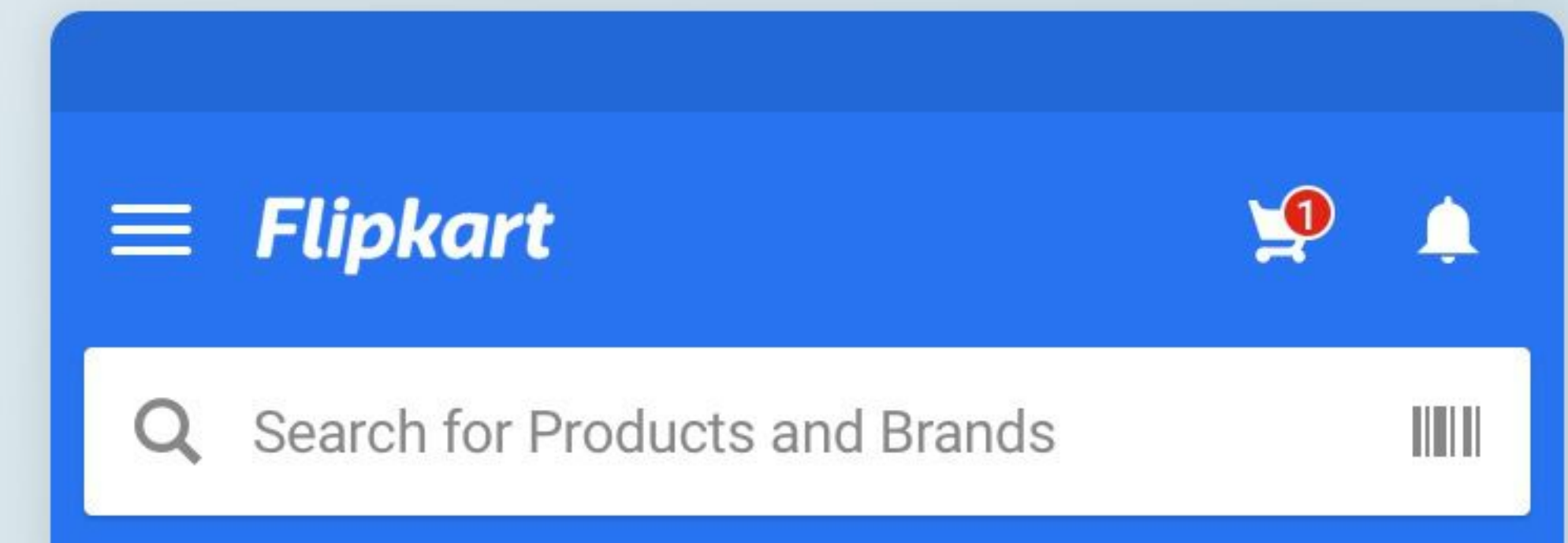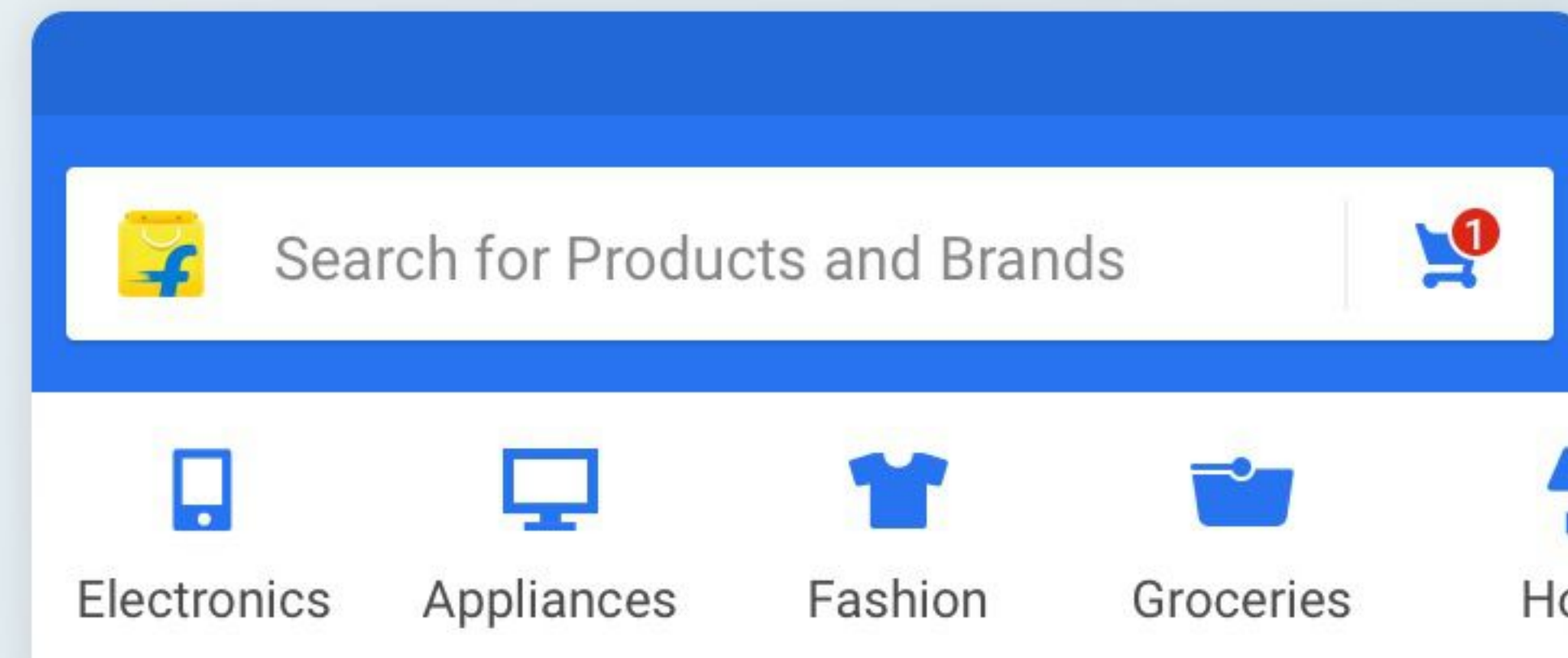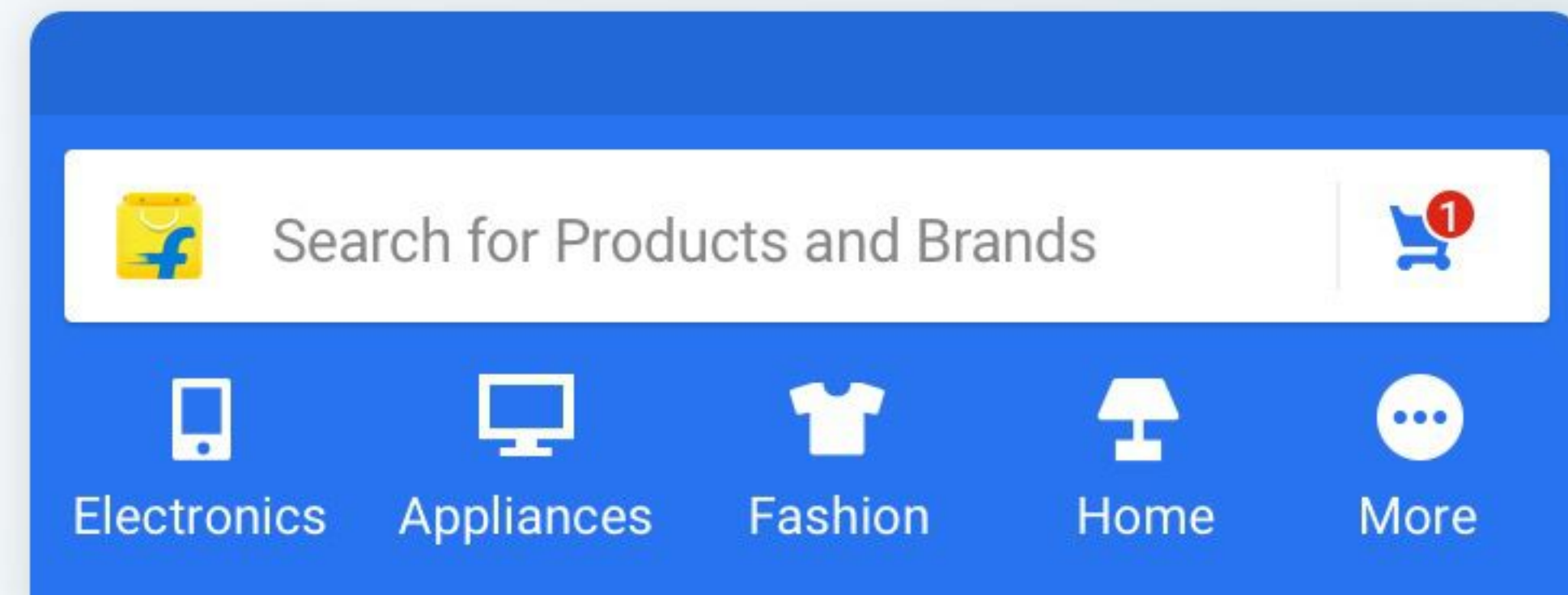
EXTENSIBLE COMPONENTS

A system that adapts with categories & contexts.

+ Ethnic Wear
Kurtas, Sarees, Salwaar and more

− Western Wear

   Tops, Tunics & Shirts

   Jeans

   Skirts

+ Footwear
Sandals, Heels, Shoes and more

+ Beauty and Grooming
Skincare, Haircare, Perfumes and more

+ OnePlus

− Apple

   iPhone X ›

   iPhone 8 & iPhone 8 Plus ›

   iPhone 7 & iPhone 7 Plus ›

+ Motorola

+ RedMi

+ Televisions

− Refridgerators

   Single door ›

   Dual door ›

   Chest freezers ›

+ Washing Machine

+ Air Conditioners
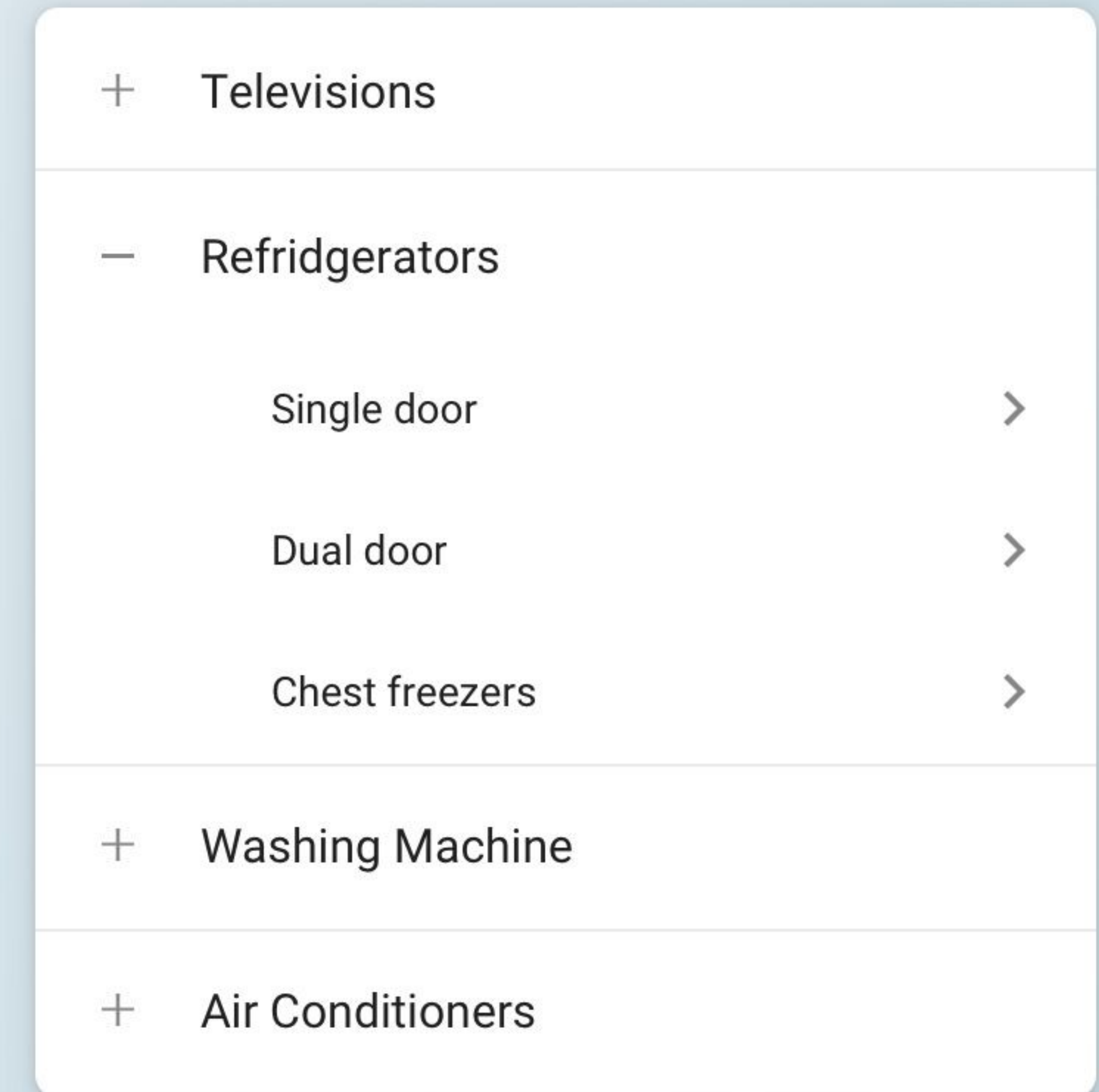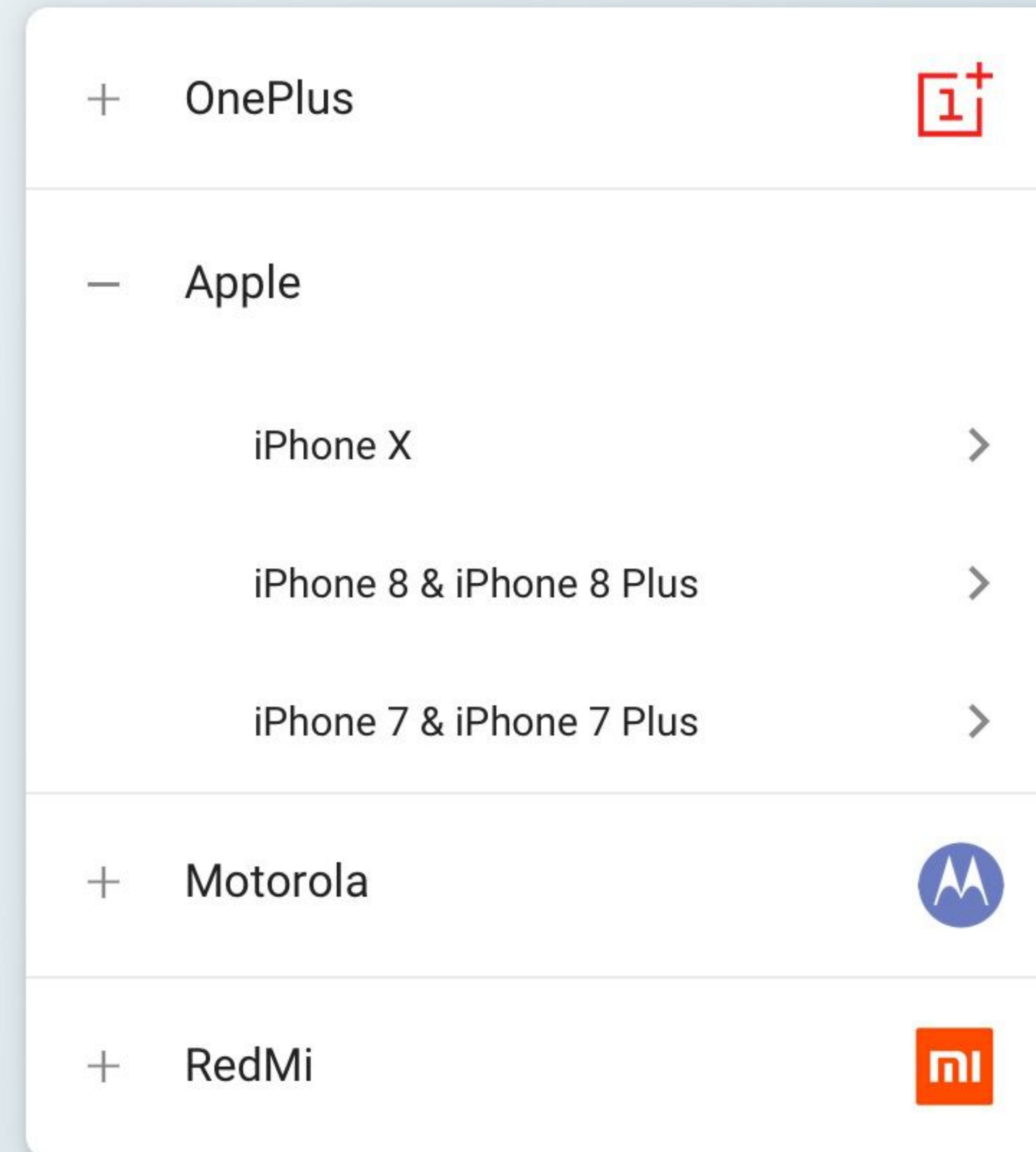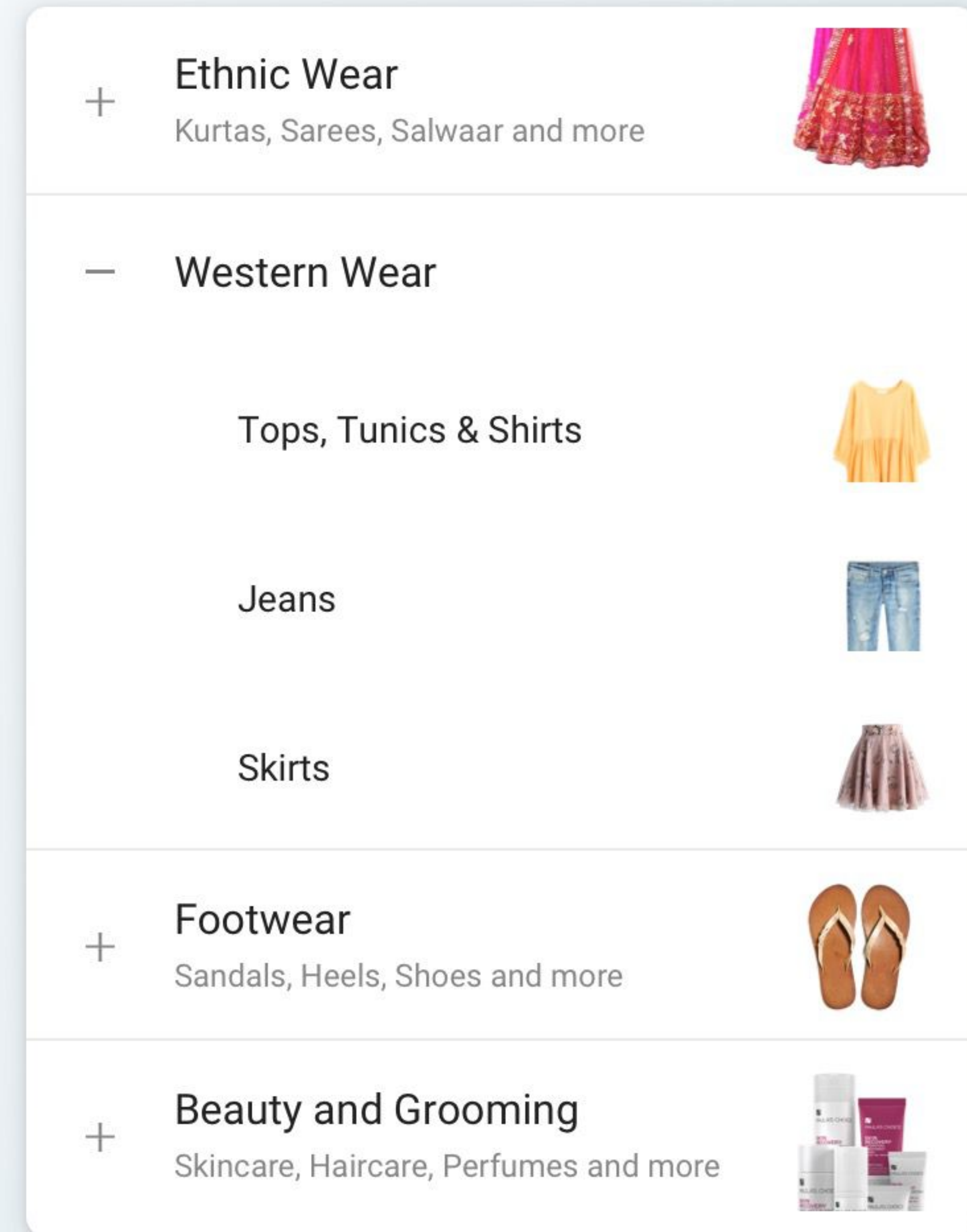
Bicycle AI

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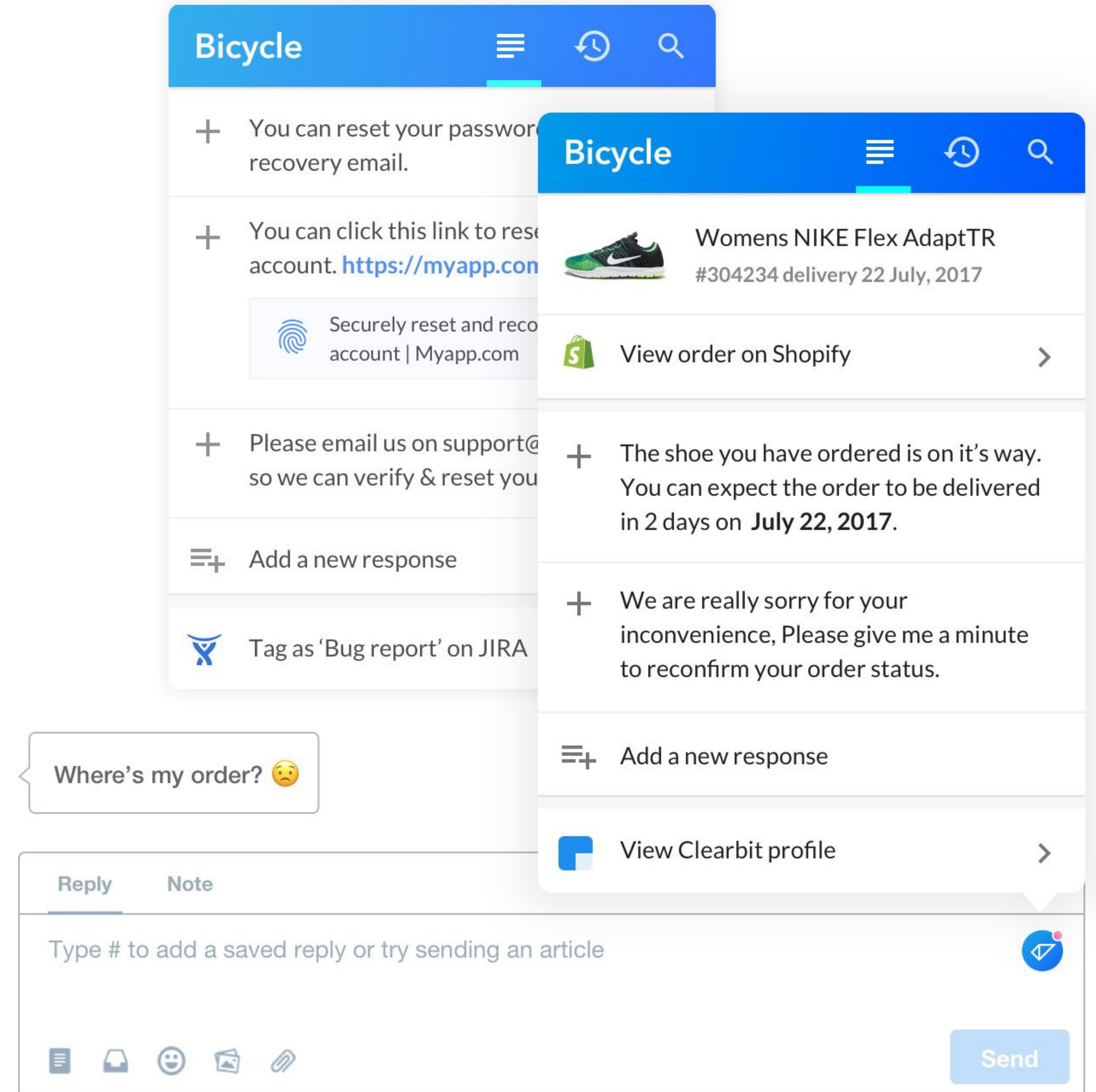
Analytics dashboard for team managers to track issues, agent metrics and response quality.

Bicycle AI

Team
Here is a short description of how you can manage your team

Search for a teammate

Team member ⇕	Email ⇕	Role
☑ Abhishek Nayak	abhishek@bicycleai.com	Admin ▼
☐ Adit Gupta	adit@bicycleai.com	User ▼
☐ Arpit Mohan	arpit@bicycleai.com	User ▼
☐ Matt S	matt@bicycleai.com	User ▼
☐ Preet S	preet@bicycleai.co	User ▼
☐ Arvind Singh	arvind@bicycleai.co	
☐ Abhishek Nayak	abhishek@bicycleai.	
☐ Adit Gupta	adit@bicycleai.com	User ▼
☐ Arpit Mohan	arpit@bicycleai.com	User ▼
☐ Matt S	matt@bicycleai.com	User ▼
☐ Preet S	preet@bicycleai.com	User ▼
☐ Arvind Singh	arvind@bicycleai.com	User ▼

Reports
Manage Team
Knowledge Base
Help

Admin
Moderator
User

Bicycle AI

Reports ›
Manage Team
Knowledge Base
Help

New Conversations

New | Active | Closed | Replies   Day | Week | Month

1024 total in date range
243 current month
232 5% ▲ 1 month ago
340 -29% ▼ 3 months ago

☐ Abhishek N ☑ Matt S ☑ Adit G ☑ Preet S ■ Arpit M   ⊞ Change

120
100
80
60
40
20

Jul 6
■ Preet S   20/80

Jun 20 Jun 23 Jun 26 Jun 29 Jul 2 Jul 5 Jul 8 Jul 11 Jul 14 Jul 17 Jul 20

Conversations started over a users lifetime

Weighted | Day | Week | Month

11% Maximum on week 4
2% Minimum on Month 5

12%
10%
8%
6%
4%
2%

Day 1 Day 2 Day 3 Day 4 Day 5 Day 6 Day 7 Week 2 Week 3 Week 4 Month 2 Month 3 Month 4 Month 5 > 6 Months

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 ⟶
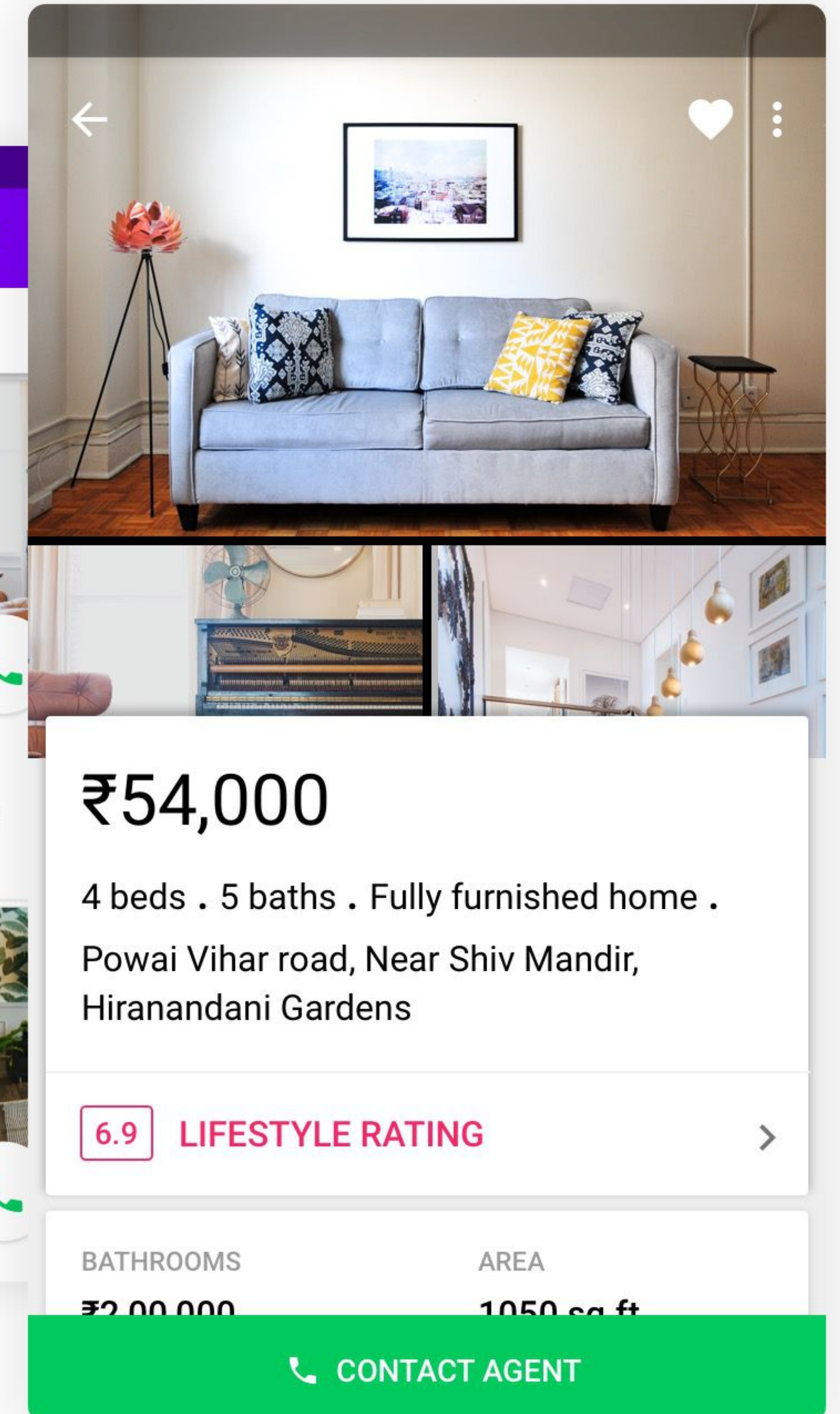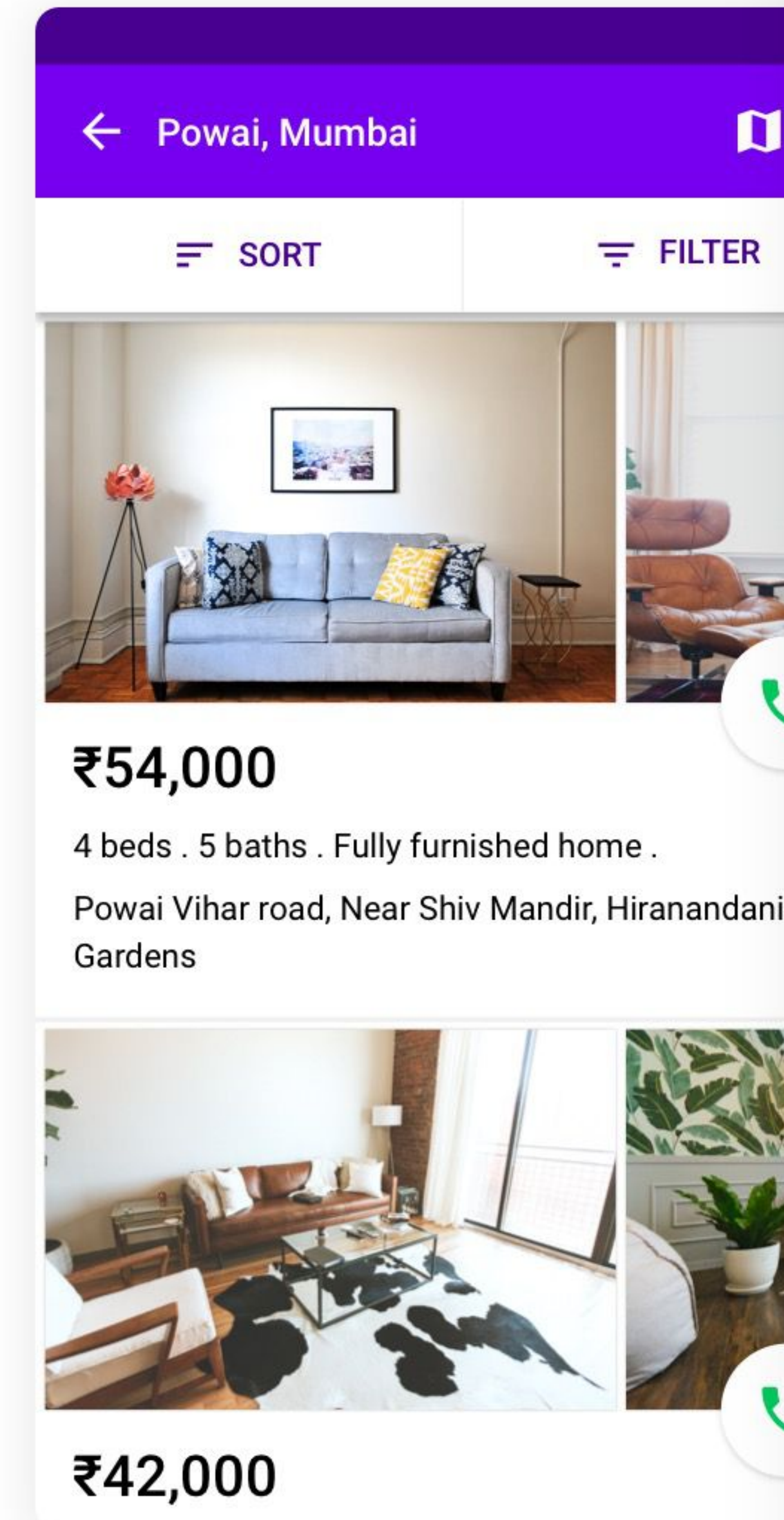
Thanks!

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CREDITS

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Page 3   Photos by Booqbags, theFifth watches, Mango

Page 4   Photos by Allbirds.com

                Design collaboration with Bilal Mohammed

Page 6 & 7   Design collaboration with Neel Raj

                Icons by Ayesha Rana

Page 8   Illustrative UI components from Intercom

                Icons from Material design iconset by Google

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