Human Computer Interaction UI/UX Case Study
Beauty product sales on Flipkart

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Overview

- Beauty has tremendous potential to drive repeated purchases.
- Presently, 4.5% of the overall target segment shops online are for make up and personal care products
- This case study is to study how current and potential customers led to higher conversion for Flipkart
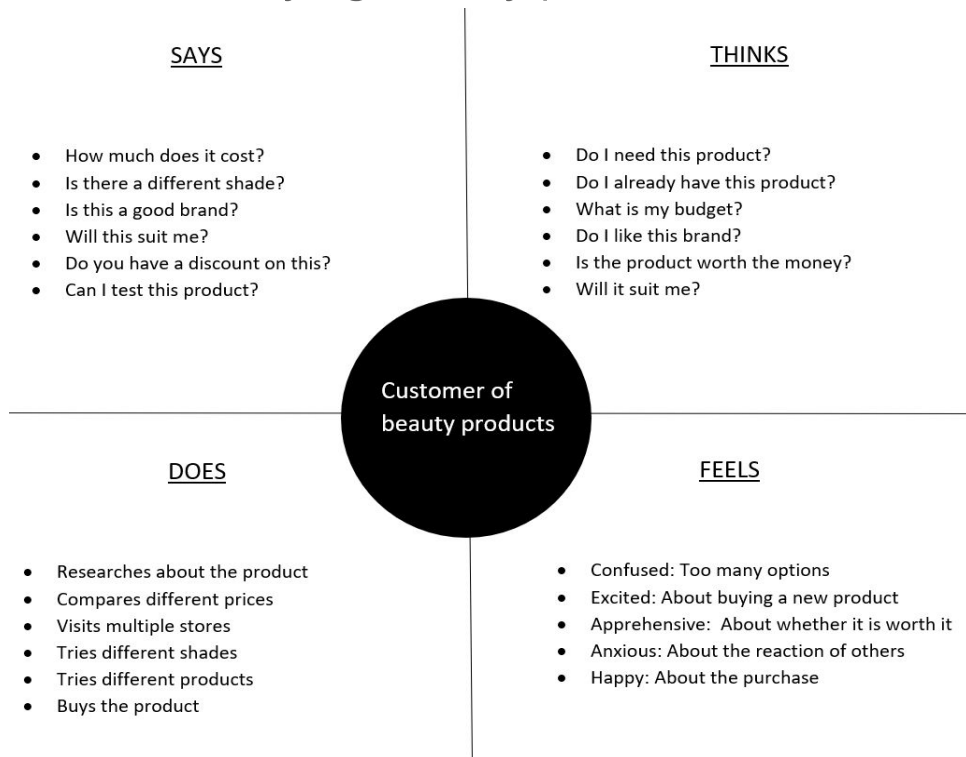
Case Study Procedure

- Research
  - Empathy map
  - Personas
  - Surveys, interviews etc
- Strategy: Road Map
- Interaction: Sketches/Userflow
- Testing

User Research Objectives

- Understand beauty shopping behaviour in both the offline and online world for beauty products
- Understand buying behaviour in terms of context, reasons to shop, expectations, issues and workarounds for buying beauty products offline as well as online
- Identify key growth levers and gaps to scale personal care and makeup
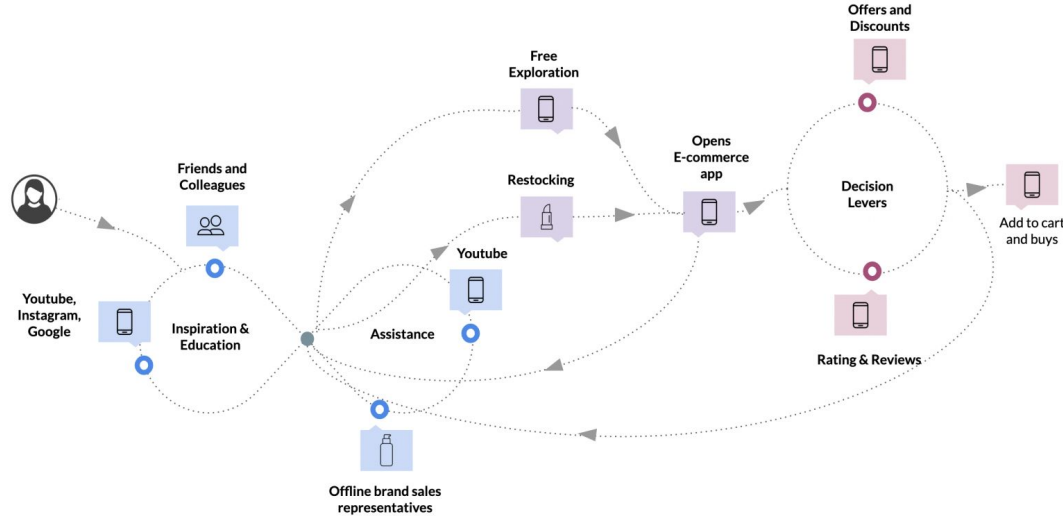- Identify best practices across the competitive landscape

Empathy map

Empathy map for a customer buying beauty products:

SAYS

- How much does it cost?
- Is there a different shade?
- Is this a good brand?
- Will this suit me?
- Do you have a discount on this?
- Can I test this product?

THINKS

- Do I need this product?
- Do I already have this product?
- What is my budget?
- Do I like this brand?
- Is the product worth the money?
- Will it suit me?

Customer of beauty products

DOES

- Researches about the product
- Compares different prices
- Visits multiple stores
- Tries different shades
- Tries different products
- Buys the product

FEELS

- Confused: Too many options
- Excited: About buying a new product
- Apprehensive: About whether it is worth it
- Anxious: About the reaction of others
- Happy: About the purchase

High-level insights

1. The buying journey is progressive not linear

Users are still not entirely comfortable shopping for this category online and their purchase journey involves a lot of back and forth, till it progresses to making a transaction.

2. Significant assistance is required for buying beauty products online

Users relied on Youtube and Instagram for makeup reviews of brands and products. They often browsed through their Instagram feeds looking for beauty tutorials.

3. Brands are extremely important and users are loyal to certain brands

Users usually stick to their brands and do not like to experiment while buying products online. Trials are important for this category.

4. Offers, discounts, rating, reviews are key decision drivers

Offers and discounts are a key driver for the decision to buy online vs. offline. Ratings and reviews are checked to confirm authenticity of the product.

Road map

1. Challenges:

· Gain user's trust in online payment.

· User always wants best and new products in reasonable price.

· Hardships associated with returning bought products.

· User always wants a easy interface to communicate.

2. Aspirations:

· Create an easy way for users to share the content and buy the products online.

· Users are allowed to check and make reviews for the interested product.

· Including features such as discounts, coupons to attract more users.

Road Map

3. Focus area:

· User flow.

· Interaction design.

· Interface design.

· Usability testing.

4. Guiding principles:

· All elements and features should associate with Flip kart's current design.

Road Map

5. Activities:

· Primary and secondary persona.

· User flow.

· Sketches.

· User interface.

· Prototype.

· User testing.

6. Measurements:

· High user engagement with new features.

Impact

1. Moved colour swatch closer to product image

Moved the colour swatch to the first fold just below the images. This made it easier for the users to explore various swatches and compare it with the image.
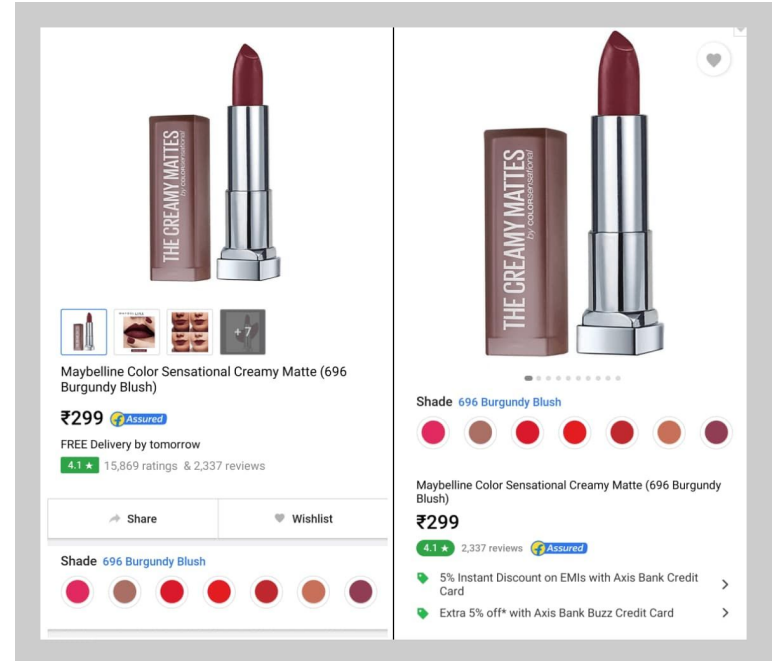
2. Reduced size of offer section and moved it up

We reduced the size of the offer section and moved it up. This effectively reduced the product page length. The overall interaction with different widgets on page increased.

3. Introduced a new recommendation widget

We introduced a new recommendation widget that acted as a brand/colour based filter. The recommendation widget conversion increased by >3% (units/clicks visits).
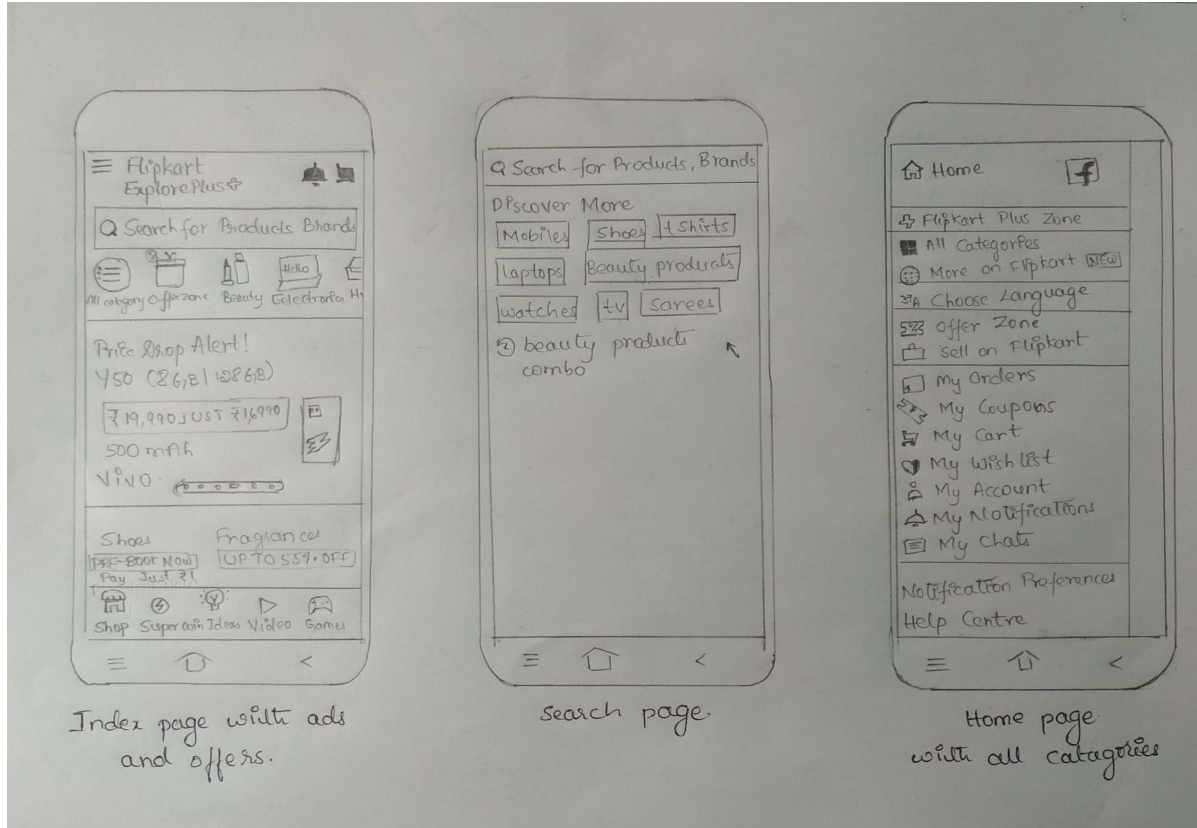
These experiments led to a significant increase in conversion. Based on this feedback, we have rolled out the experience to all our users and the overall conversion has jumped. Future steps will include making UX, as well as UI changes for the category as a whole – this will be part of a more holistic category specific experience.

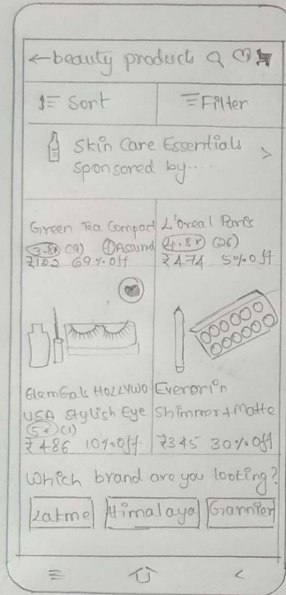# 3. Moved details section closer to price details

We moved the details section up on the product page to bring it closer to the price details. Usage of details widget increased by 20%.
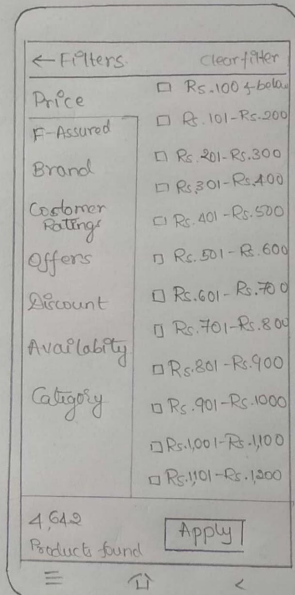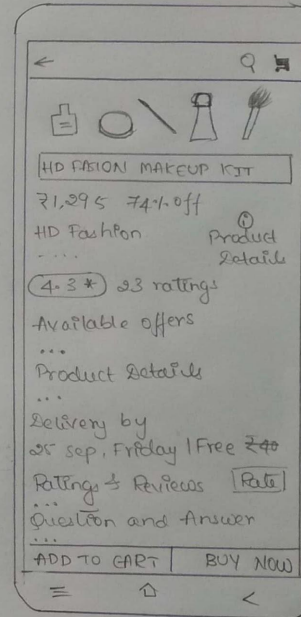
Paper Prototype

Index page with ads and offers.

search page

Home page with all categories
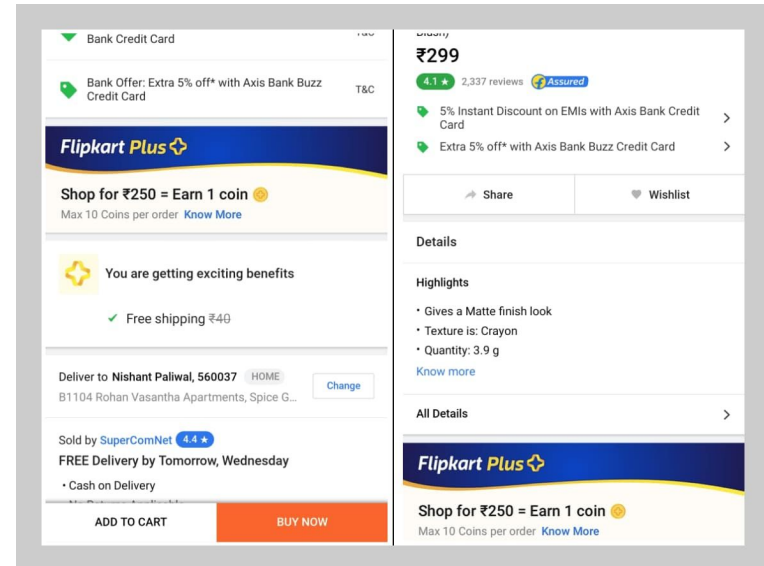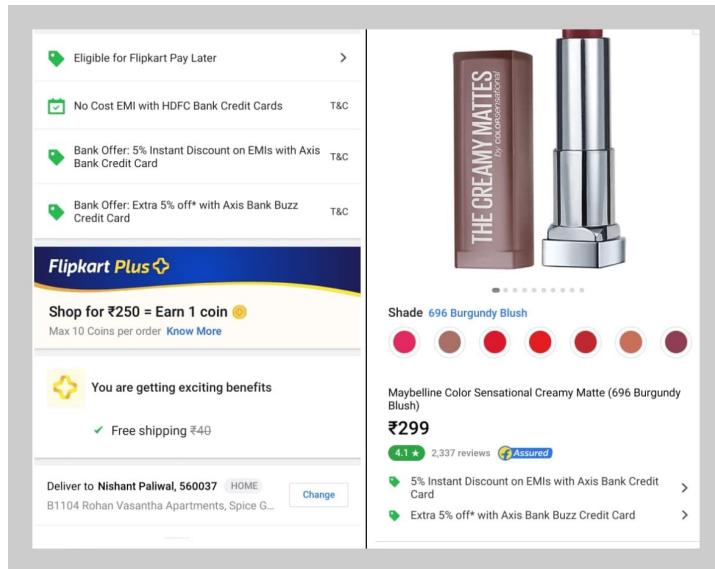
Paper Prototype

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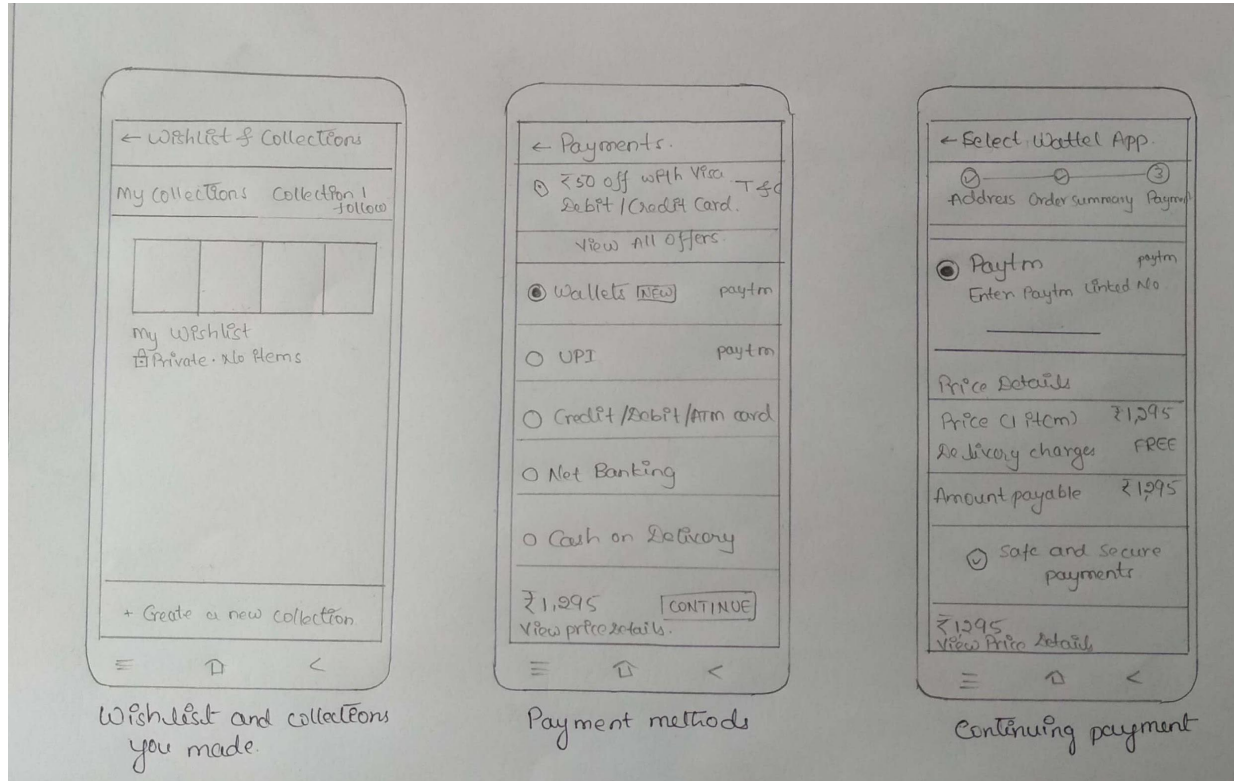
Usability Testing

- On adding a recommendation feature and all the other modifications as specified above,there was a significant increase in the sales of beauty products.
- Feedback of the users were taken and analysed.
- This promoted the thought for modifying the UI and UX furthermore to provide a more holistic category specific experience.