

Capstone Project

# Flipkart



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Product  
Space

## ABOUT FLIPKART

Flipkart Minutes is the quick-commerce arm of Flipkart, India's leading e-commerce platform owned by Walmart. This service represents Flipkart's significant move into the quick-commerce domain, which is characterized by ultra-fast delivery of goods

## MISSION

To leverage Flipkart's supply chain network to offer quick delivery of a variety of products

## VISION

To compete with other quick commerce companies like Blinkit, Zepto, and Instamart

## Competitors



## CURRENTLY SERVING IN



Bangalore



Mumbai



Delhi NCR



## FLIPKART SERVICE



## SNAPSHOT FY23 (in Cr)

4831 ↑

Revenue  
From  
operations

1441 ↑

Net Loss of  
Flipkart

1180 ↑

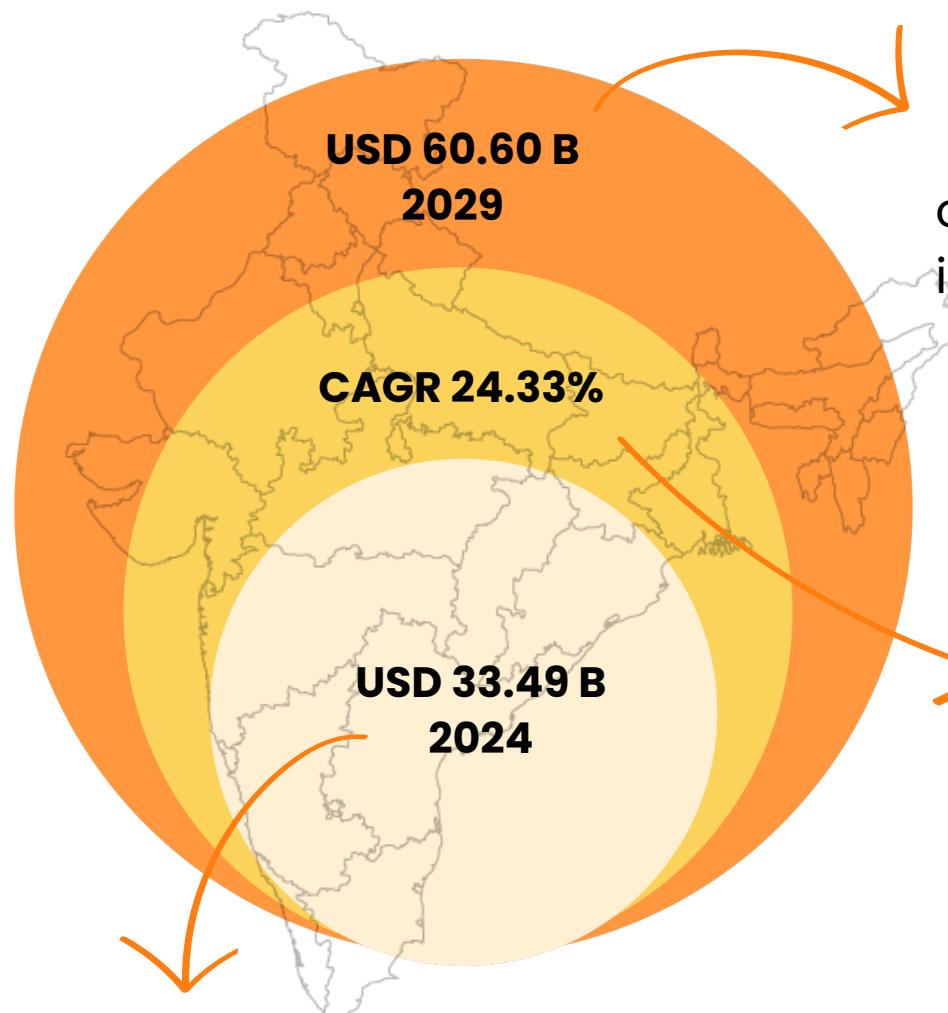
Employee  
Benefit  
Expenses

6278 ↑

Total  
Expenses



## MARKET ESTIMATION



Currently, Quick commerce market size is estimated around US\$3,349.00m in 2024

By 2029, it is anticipated that the number of users in the Quick Commerce market in India will reach **60.6m** users.

This market is expected to exhibit a compound annual growth rate (CAGR 2024–2029) of **24.33%**, leading to a projected market volume of US\$9,951.00m by 2029.

## Market Analysis

**The user penetration rate, which currently stands at 1.8% in 2024, is projected to rise to 4.0% by 2029.**

**The average revenue per user (ARPU) is estimated to be US\$127.70.**



# PROBLEM STATEMENT

Help **Flipkart Minutes** to stand out in crowded quick-commerce market by delivering a seamless user experience, maintaining operational efficiency, and ensuring fast, reliable deliveries to drive customer adoption.

## WHY DO WE NEED TO SOLVE IT?

Enhancing the user experience increases satisfaction, driving repeat usage and reducing churn in a competitive market.



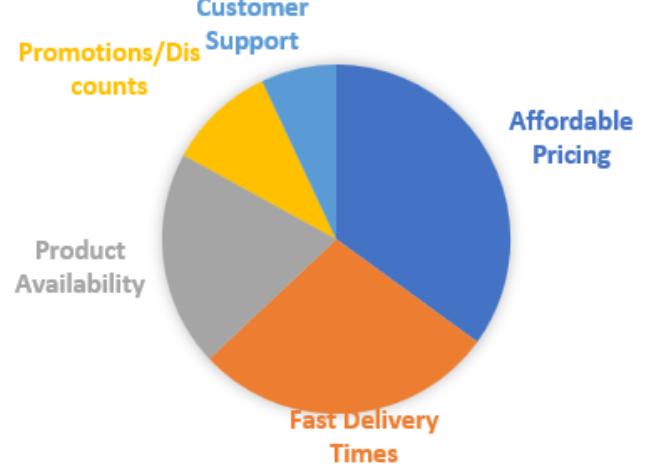
Differentiating Minutes with unique features or services helps Flipkart attract and retain customers over established rivals.

Improving operational efficiency ensures competitive delivery times while keeping costs low, essential for profitability and growth.

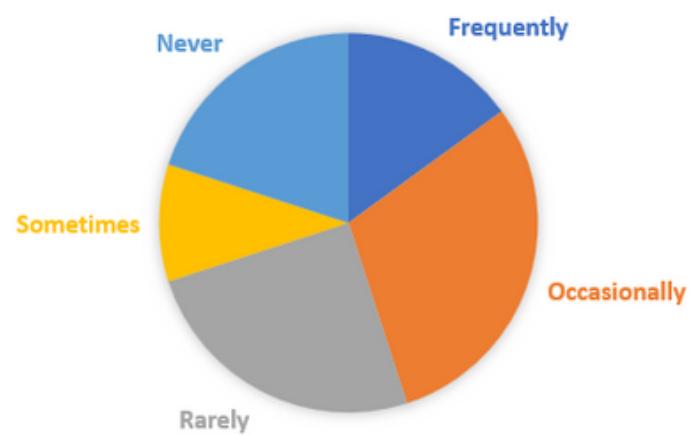


	Blinkit	Zepto	Instamart	Big Basket
Services	Offering everything from groceries to iPhones and gaming consoles, known for its versatility.	Focus primarily on top-up grocery products and household essentials	Focuses on top-up groceries and household essentials, with features like 'brand of the day' to stand out.	Offers a wide range of groceries and household products, using strong supplier relationships for a broad inventory.
Market Share	Leading the Indian quick commerce market with a 45% share, thanks to its wide product range and fast delivery.	With a 27% market share, Blinkit is a strong competitor, backed by its parent company, Swiggy.	Captures about 21% of the market, known for ultra-fast delivery and rapid growth in dense urban areas.	Holds about 7% of the market, focusing on traditional grocery delivery with a presence in quick commerce.
Avg no of order per day	Blinkit handles over 400,000 orders daily, showing its strong market position.	Blinkit processes 350,000–450,000 orders, using Swiggy's infrastructure to boost efficiency.	Handles around 200,000–250,000 orders, focusing on metros where fast service is crucial.	Historically lower frequency than pure-play quick commerce, handling about 150,000–200,000 orders across various delivery models.
Avg delivery time	With 10-minute deliveries, Blinkit leads in speed, appealing to consumers who value quick service.	Offers delivery in 30–45 minutes, slightly longer than Blinkit and Zepto, but still competitive.	Offers delivery in just 10 minutes, leading in speed and appealing to speed-focused consumers.	Traditionally focused on same-day or next-day delivery but now offers quicker times in response to market changes.
Avg Order Value	Typically around INR 400–500, common for quick commerce platforms focusing on fast, essential deliveries.	Typically around INR 500, slightly higher than Blinkit, due to promotional bundles and a wide selection.	Below INR 300, focusing on small, immediate needs to boost transaction frequency.	Typically around INR 1,000 or more, due to its focus on bulk grocery shopping.
Revenue FY-23	Blinkit reported revenue of INR 769 Cr in Q4 FY24, up from INR 363 Cr a year ago and INR 644 Cr in Q3 FY24.	In FY23, Zepto's operating revenue surged 14.3 times to INR 2,024.3 Cr, up from INR 140.7 Cr the previous year.	Instamart's consolidated revenue from operations was INR 3,221.4 Cr.	Instamart's consolidated revenue from operations was INR 3,221.4 Cr.

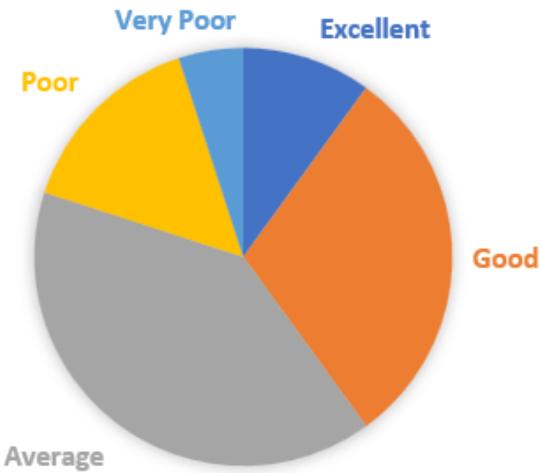
## PREFERENCES OF USERS ON CHOOSING THE APP FOR QUICK COMMERCE



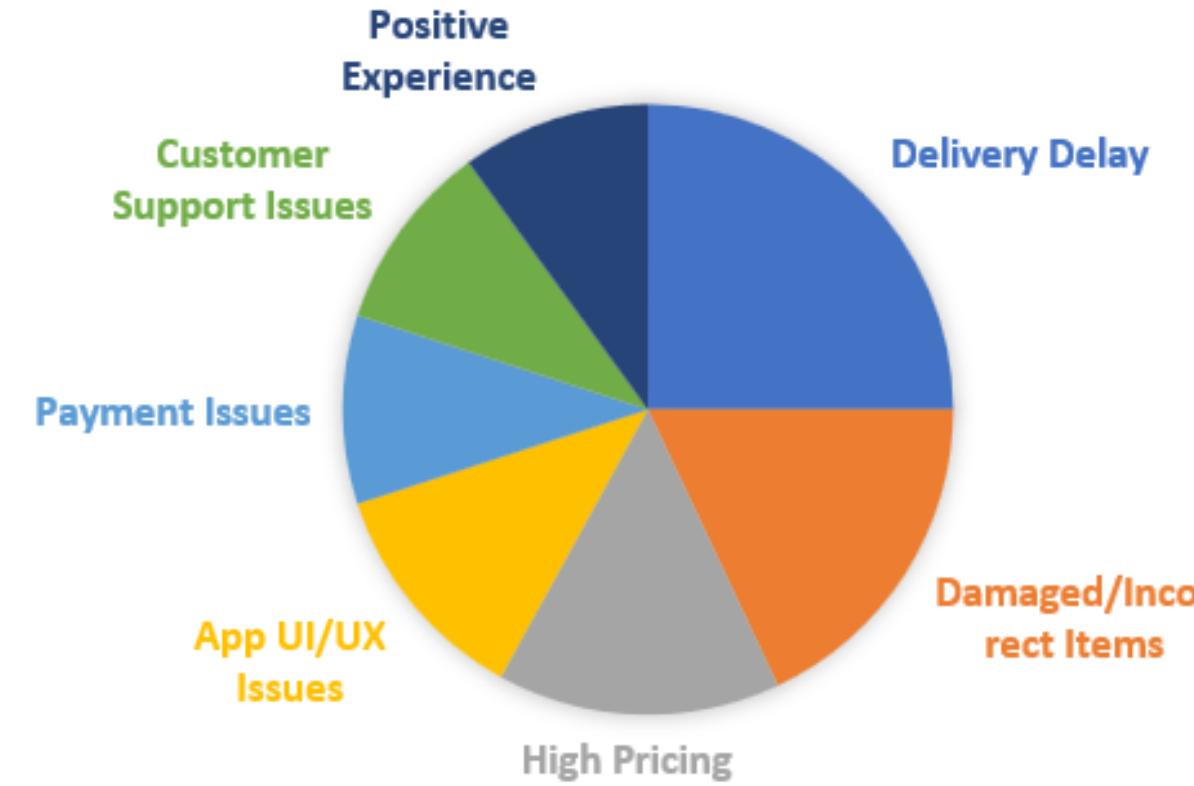
## FREQUENCY OF DELIVERY



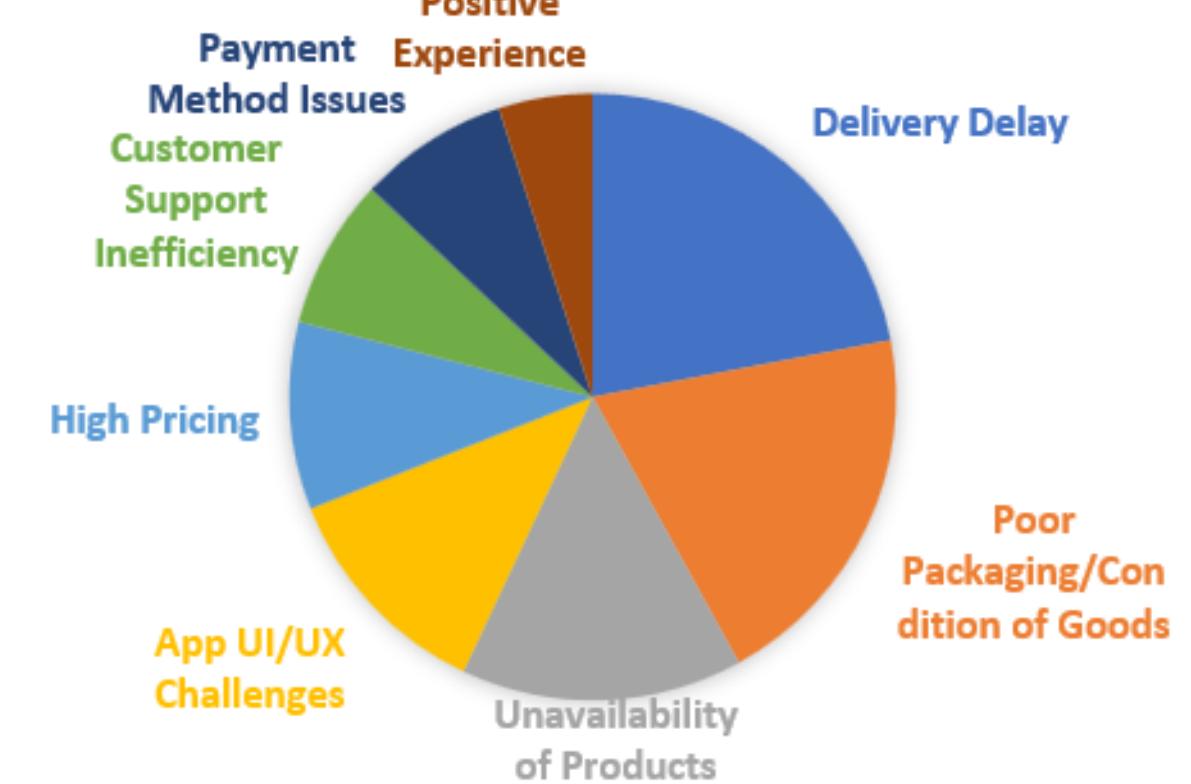
## CUSTOMER SUPPORT RATINGS



## USER REVIEWS



## USER INTERVIEWS



## Data Collection Approach

We gathered data from analyzing over 300+ user reviews across 1-star, 2-star, and 3-star ratings on the Google Play Store and App Store for popular quick commerce apps (Zepto, Blinkit, Swiggy Instamart). Additionally, we conducted 25+ user interviews using structured surveys to pinpoint where users are experiencing the most dissatisfaction and identifying areas for improvement in the delivery experience.

## Top Insights from Both Analyses

- Delivery Delay: Highlighted as a key issue across user reviews and interviews, leading to frustration.
- Damaged/Incorrect Items: This has been frequently mentioned, impacting user satisfaction.
- High Pricing: Users express dissatisfaction with the perceived value for money.
- App UI/UX Challenges: Some users find the app difficult to navigate or experience glitches.
- Customer Support: Users report delays in response or inadequate issue resolution.

**About**

**Name** - Sarthak  
**Age** - 21  
**Occupation** - Student  
**Location** - Pune  
**Income** - 10-15k

**About**

Sarthak is a second-year university student living in a hostel. He juggles classes, assignments, and extracurricular activities. He's tech-savvy and prefers convenience over cost.

**Frequency:** Once a week

**Goals**

- Get groceries and essentials fast with minimal effort.
- Stay within a tight budget as he's managing expenses.
- Access products for late-night cravings or sudden group study snacks.

**Needs**

- Easy-to-use app with quick reordering options.
- Affordable delivery fees or discounts.
- 24/7 availability for urgent needs.

**Motivation**

- Save time between classes and study sessions.
- Access affordable, instant meals and snacks without wasting time going to stores.
- Get deliveries for spontaneous social hangouts or midnight snacking.

**Pain-Points**

- Inconsistent delivery times disrupt her schedule.
- Doesn't like complex interfaces or apps with too many steps to place an order.
- No any coupon code redeem option to avail discount & offers



A circular portrait of a woman with long dark hair, wearing a light-colored cardigan over a top. She is smiling slightly. The background is blurred, showing what might be an outdoor setting. The portrait is surrounded by several yellow starburst sparkles of varying sizes.

**About**

**Name** - Priya

**Age** - 30

**Occupation** - Engineer

**Location** - Bangalore

**Income** - 8 LPA

**Background**

Priya is a software engineer at a private company in Bangalore. She owns a vehicle but often uses cabs to avoid parking issues during her office commute and hates driving daily due to the heavy traffic and pollution.

**Frequency:** 4 times a week

**Goals**

- Maximize productivity by minimizing time spent on non-work tasks.
- Access quick, healthy meals and snacks to maintain energy during busy workdays.
- Efficiently manage household needs without disrupting work focus.

**Needs**

- Fast and reliable delivery of groceries, ready-to-eat meals, and essentials.
- High-quality, healthy food options available at all hours.
- Seamless, intuitive app experience that supports quick ordering.

**Motivation**

- Efficiency and convenience—every minute saved on errands can be spent on work or relaxation.
- The ability to order meals or groceries late at night, especially after working late.
- A desire to maintain a healthy diet without spending too much time cooking.

**Pain Points**

- No scheduling feature leads to waste time in ordering of groceries.
- Limited availability of fresh, healthy food options.
- Having to spend time scrolling through options when she needs something quick.



**About**

**Name** - Verma Family  
**Members** - 4  
**Occupation** - corporate  
**Location** - Delhi  
**Income** - 8 LPA

**Background**

Rajesh and Priya are a working couple in their early 40s, living with their two children (ages 8 and 12). Both parents work full-time jobs, juggling work and family responsibilities. Grocery shopping can be overwhelming, and they often need last-minute items for family dinners, school lunches, or household needs.

**Frequency:** 4 times a week

### Goals

- Efficiently manage grocery shopping and household supplies with minimal time investment.
- Ensure the availability of kid-friendly snacks and essentials for school and home.
- Balance quality and cost while shopping for the family.

### Needs

- Consistent and fast delivery of groceries, including fresh produce and snacks.
- A wide variety of products suitable for both adults and children.
- Reliable service with clear communication on delivery times and availability.

### Motivation

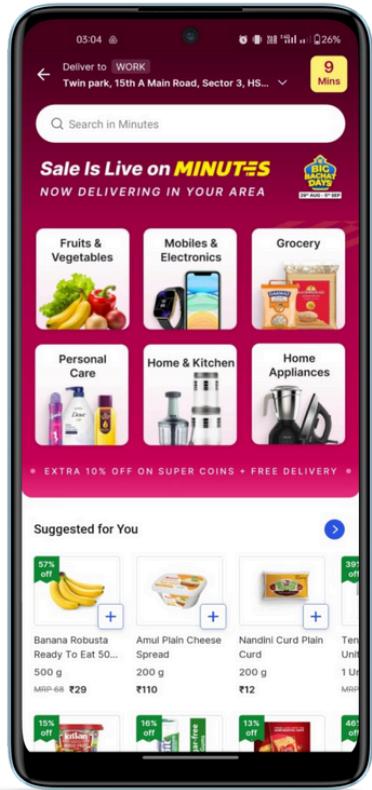
- Convenience—using the app to save time and reduce stress in managing the household.
- The need for reliable delivery to avoid last-minute trips to the store.
- Ensuring the family has healthy and fresh options available at all times.

### Pain Points

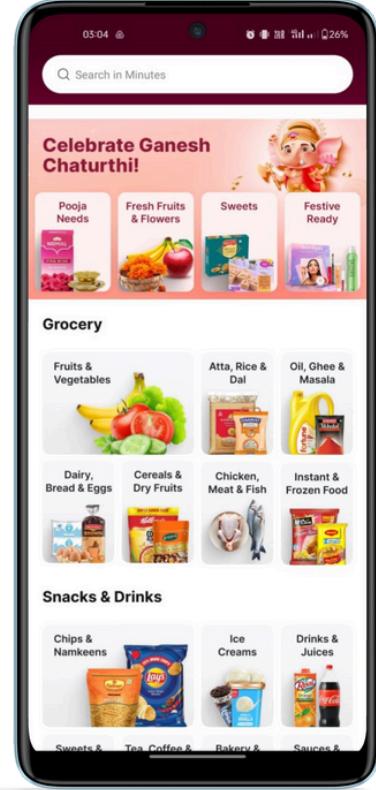
- Unreliable service means extra work for them—going to the store themselves, which disrupts their work-family balance.
- Difficulty finding all necessary items in one app, leading to multiple orders.
- Concerns about product quality, especially for fresh produce and perishables.

## Existing User Flow on the flipkart minutes

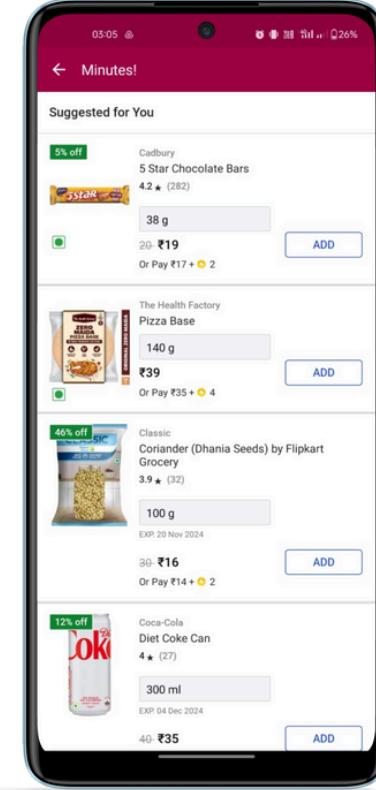
**Home Screen**



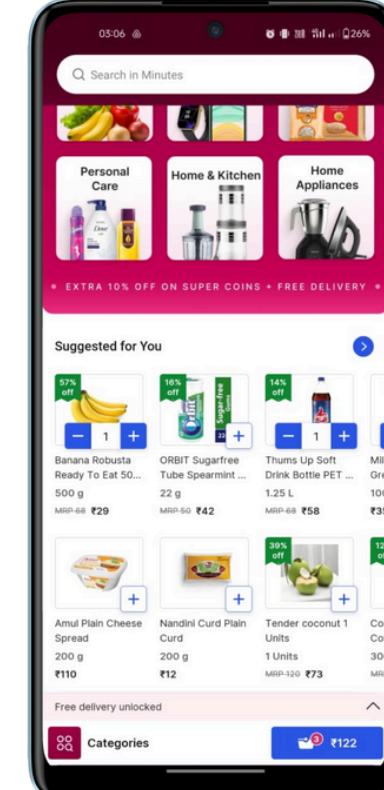
**Product listed**



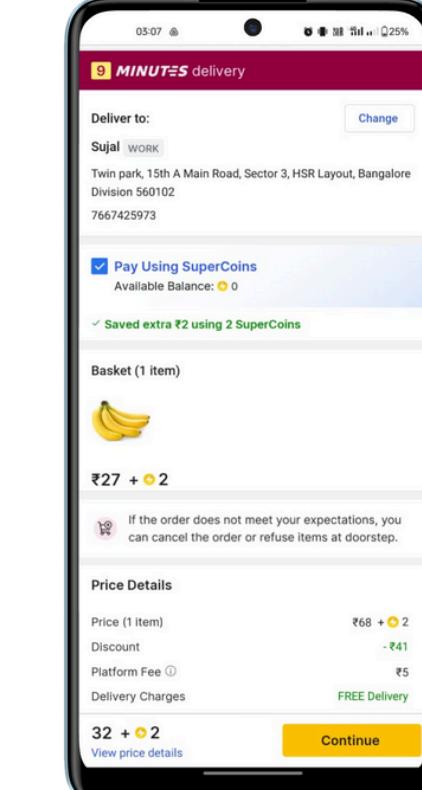
**Suggested Products**



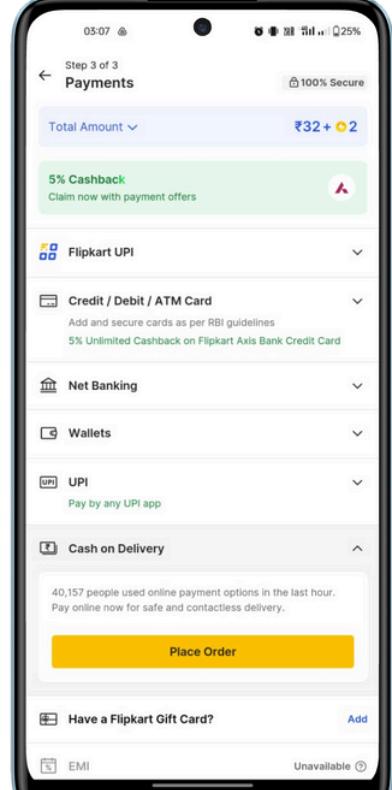
**Selected items**



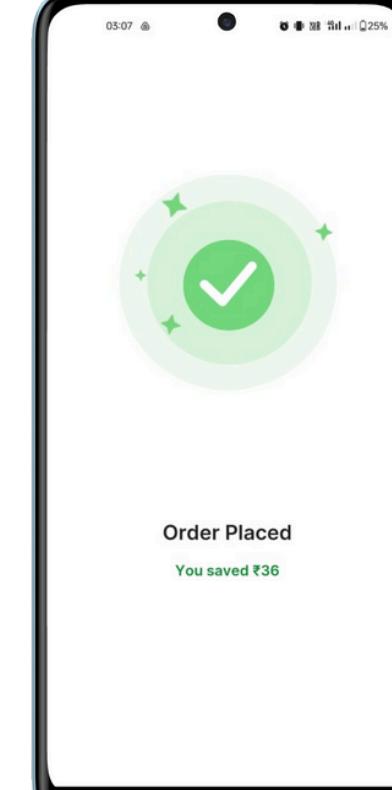
**Cart page**



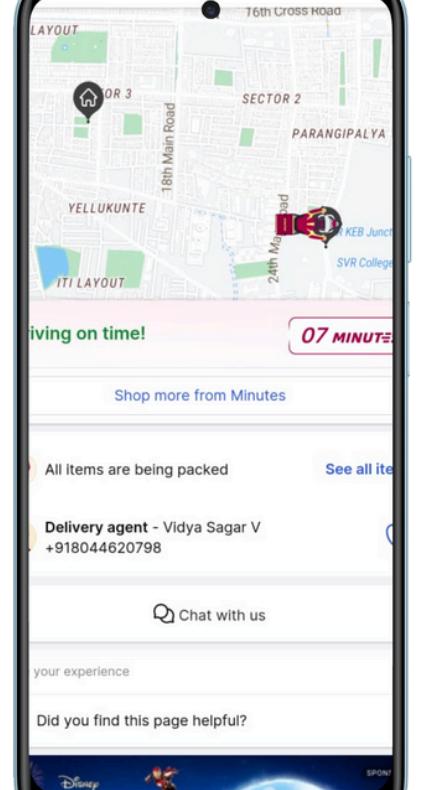
**Payment page**



**Order Successful**



**Delivery tracking**

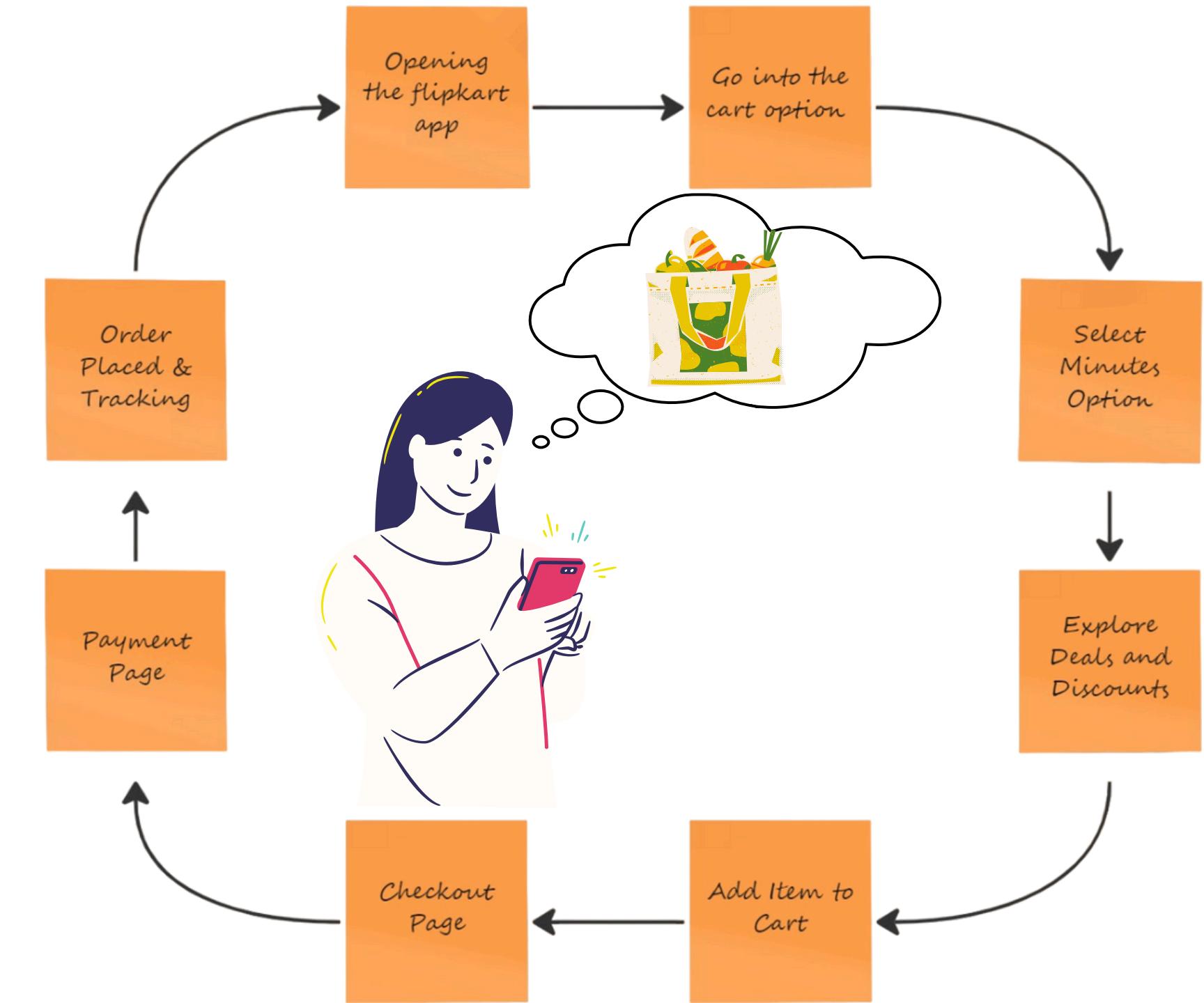


## User Journey Map - Buying items from flipkart minutes

Process	Opening the Flipkart App	Go into Cart option	Select Minutes Option	Explore Deals and discounts	Add item to Cart	Checkout Page
User Action	User taps the Flipkart app icon on their smartphone to launch the app.	User navigates to the cart icon at the top right of the screen to review items already added.	User selects the Minutes option from the menu or a prominent banner on the homepage.	User browses through deals and discounts within the Minutes section, looking for savings.	User selects desired items and adds them to the cart.	User reviews the items in their cart and proceeds to the checkout page.
Thoughts	"I need to quickly get my groceries/snacks/essentials."	"I need to check if I already have what I need in my cart before adding more."	"I want to get these items delivered quickly —let's see what's available in Minutes."	"Are there any good deals today? Let's save some money while I'm at it."	"This is what I need; let's add it to the cart and check out."	"Let's quickly review and make sure I didn't miss anything."
Emotions						
Pain points	Slow app loading times can cause frustration, especially when in a hurry.	If the cart takes time to load or if items are out of stock, it can be frustrating.	Difficulty in locating the Minutes option or confusion about what it offers can lead to annoyance.	If deals are hard to find, not relevant, or poorly organized, it can cause disappointment.	Limited stock, items not being available for quick delivery, or errors in adding items to the cart can lead to frustration.	Unexpected delivery fees, unavailable payment options, or complicated checkout processes can cause anxiety or frustration.

## User Journey Map - Ordering an item

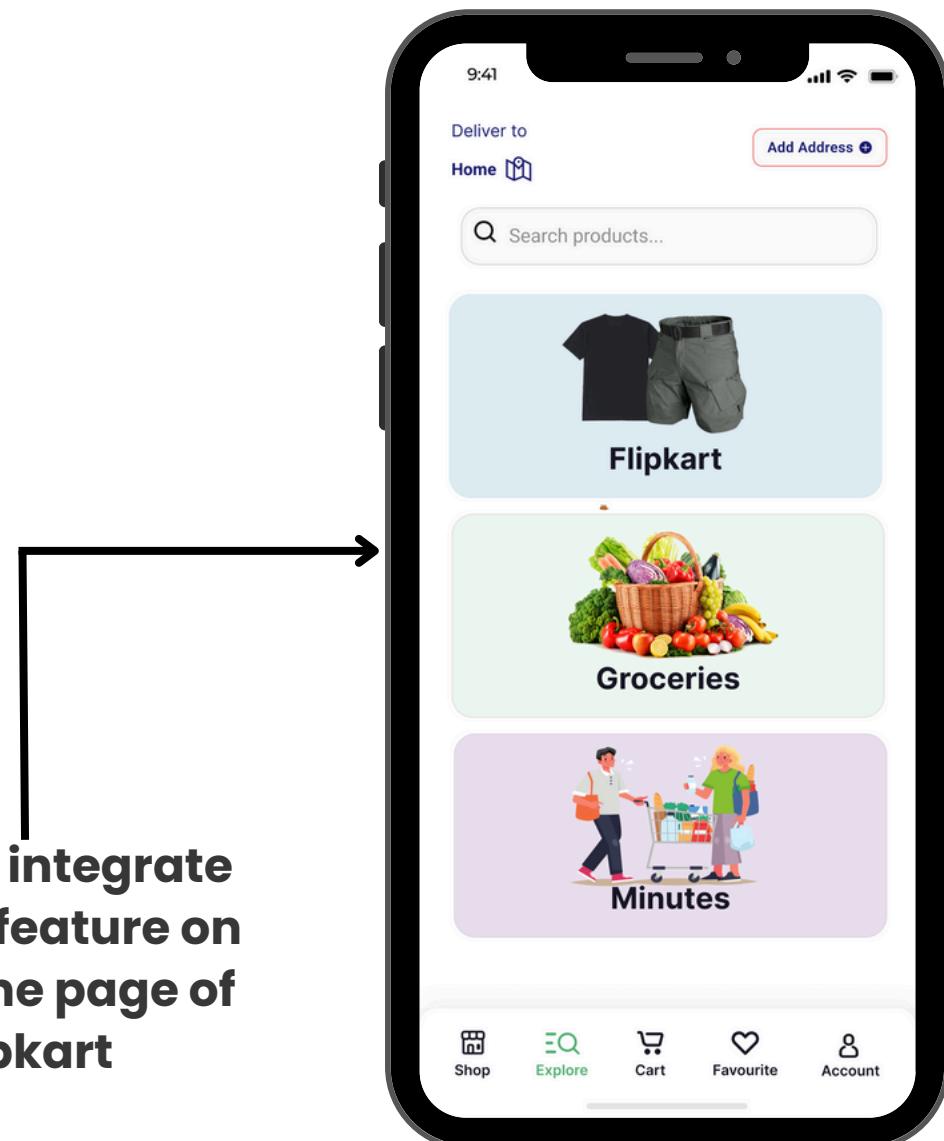
Process	Payment Page	Order Placed and Tracking
User Action	User selects a payment method (e.g., UPI, credit card) and confirms the payment.	User receives a confirmation of the order and starts tracking the delivery status.
Thoughts	"Let's finish this quickly so I can get my order."	"I hope the delivery is on time—let's track it and see how soon it arrives."
Emotions		
Pain points	Payment failures, slow processing, or security concerns can lead to significant frustration.	Inaccurate tracking information, delayed delivery, or lack of updates can cause anxiety or irritation.



Pain points	MoSCoW	Reason to solve
The "minutes" feature is currently only visible on the cart page and not on the home page.	Must	Ensuring visibility on the home page can drive user engagement and make it easier to access the service.
No Coupon code availing option	Must	Fixing this issue is crucial to maintain trust and satisfaction, as customers expect to redeem discounts smoothly.
Same product shown on Grocery & minutes, create a confusion for users.	Must	Clarifying the product listings prevents user confusion and ensures a seamless shopping experience.
No Cancellation feature after ordering items.	Should	Providing a reliable and accurate ETA improves planning and reduces uncertainty for users.
The platform currently lacks a scheduling feature for ordering items.	Should	A scheduling feature for ordering items would enhance user convenience, improve planning flexibility, and streamline the overall customer experience, ultimately boosting engagement and satisfaction.
There is no feature for order for someone else.	Should	It provide ease for the users to order for their friends and family.

## SOLUTION - Integration with Home page

Solves - Minutes Feature is only shown on the cart page of flipkart app.



We can integrate minute feature on the home page of flipkart

### EXISTING BEHAVIOUR & PAIN POINT

- Users have to go on cart button of flipkart app to explore minute feature.
- Users come to cart page first, then choose minutes option to order some items through it.
- It creates confusion in the first impression, eventually leads to bad impression.

### SOLUTION

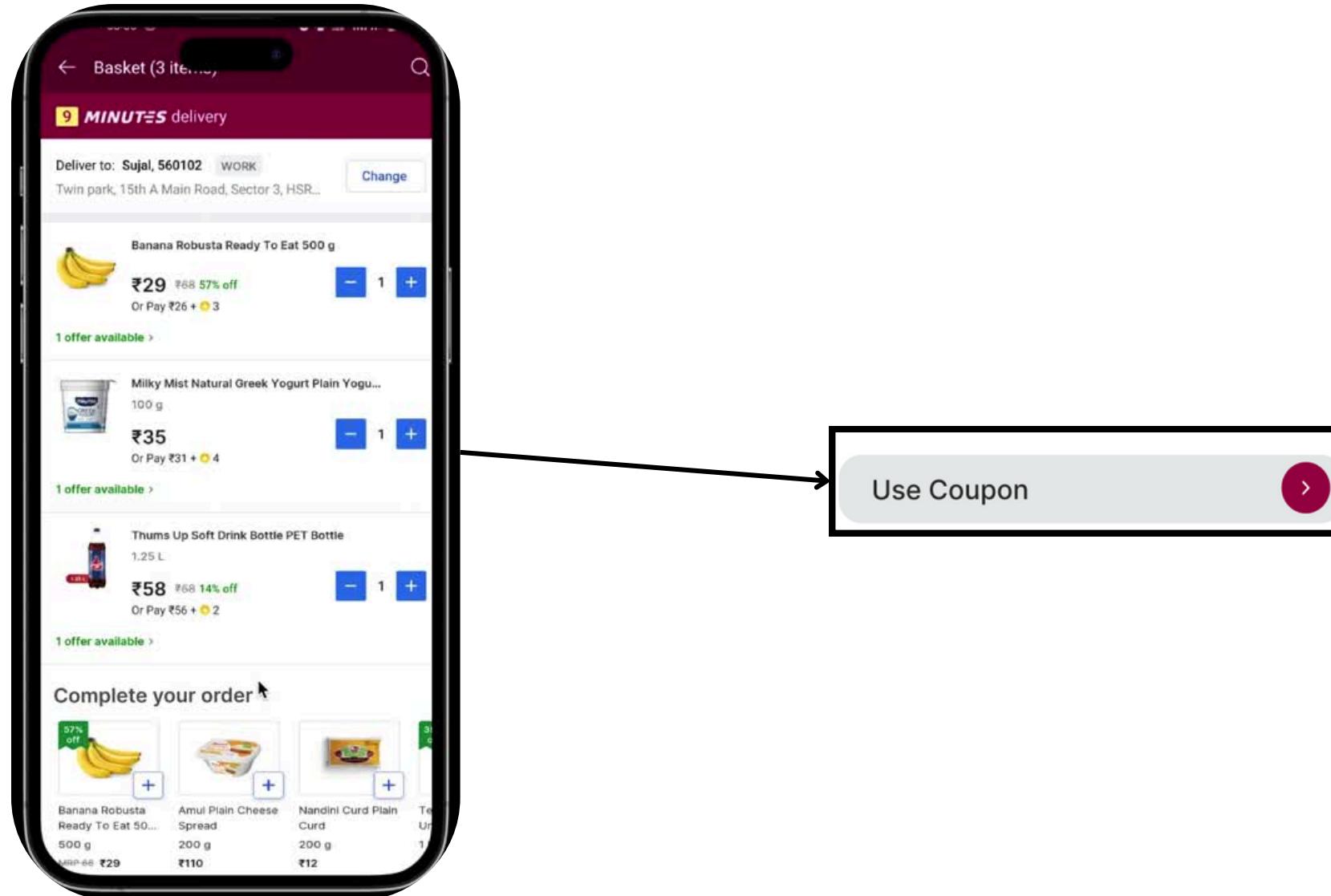
- We can give an option to users to switch through different segments of flipkart.
- Create 3 different segments for flipkart, Grocery and minutes, which shows on the home page

### IMPACT ON EXPERIENCE

- Provides an enhanced user experience to choose which segment the user wants to use.
- It saves users time and effort to order items and gives them freedom to choose according to their preferences.

## SOLUTION – Integrating feature to avail coupon code

Solves – No coupon code availing feature.



### EXISTING BEHAVIOUR & PAIN POINT

- No feature is available to redeem a coupon code for discounts.
- There is no option to apply a coupon code to receive a discount.

### SOLUTION

- Introduce an option to redeem coupon code, give some free coupon code to get some extra off.
- Give some extra supercoins to redeem and buying grocery items from minutes .

### IMPACT ON EXPERIENCE

- The coupon code feature enhances customer experience by providing a way to receive discounts.
- It gives users a sense of freedom and ownership when applying codes to access deals.

## SOLUTION - Merging Grocery & Minutes feature

Solves - same product shown on Grocery & minutes, create a confusion for users.

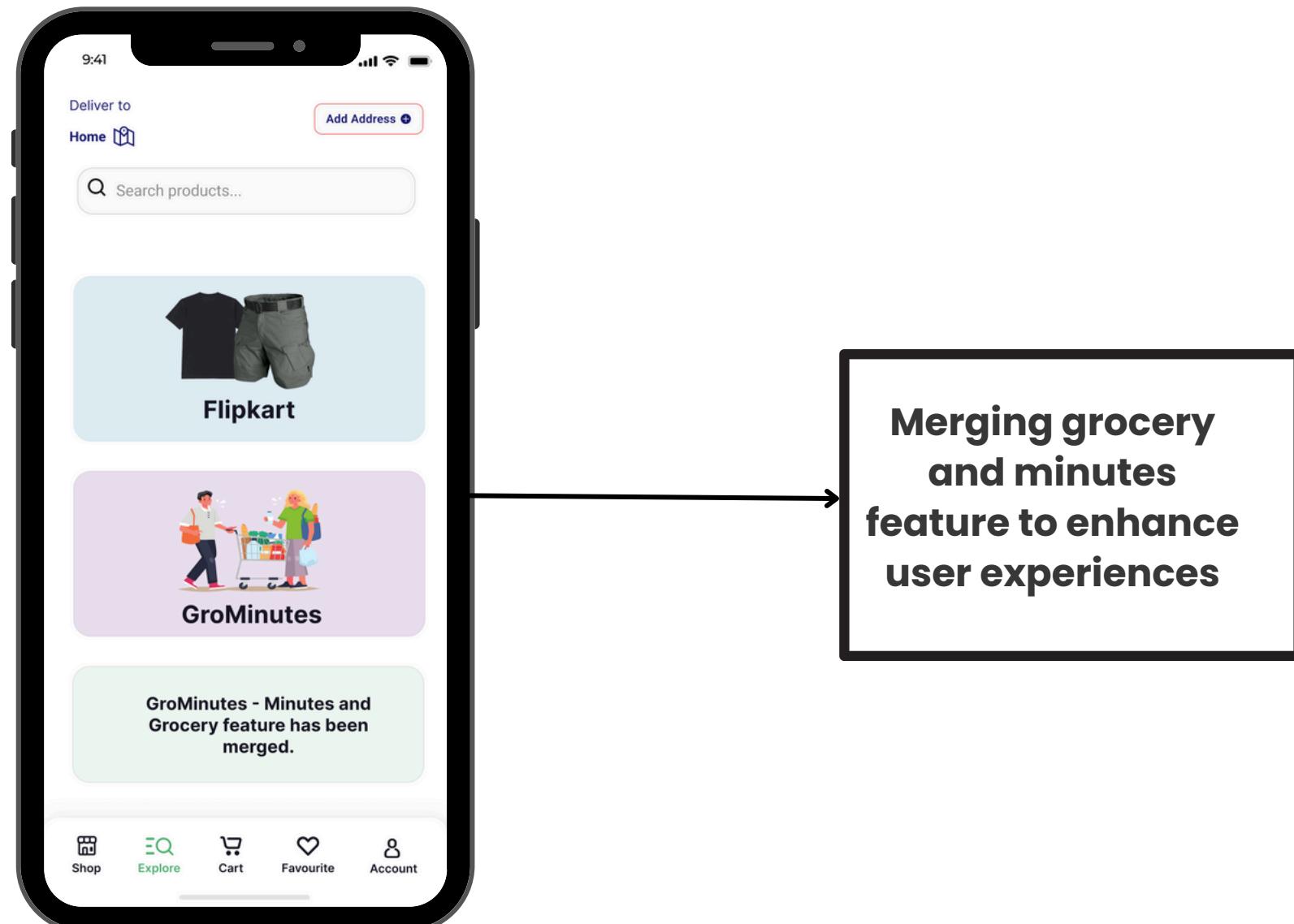
### EXISTING BEHAVIOUR & PAIN POINT

- Currently, Same items are listed on grocery and minutes . it create confusion for the users to order same items from different method.
- Minutes are currently active on some selected location of Bangalore while grocery are live in PAN India.

### SOLUTION

- The integration of the grocery and minute segments enhances user experience by simplifying the ordering process and reducing confusion. This merger improves the overall user interface, providing a more streamlined and smooth homepage with only two segments: Flipkart & Minutes.
- The launch of Minutes across PAN India ensures consistent access and a unified shopping experience nationwide.

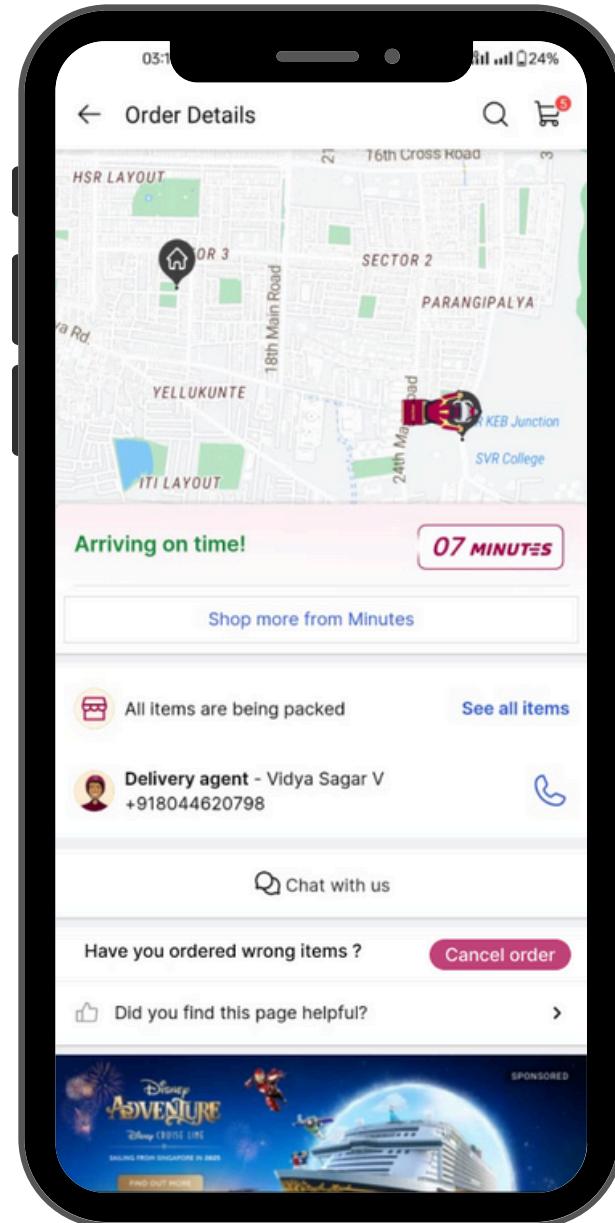
### IMPACT ON EXPERIENCE



- Simplified ordering process and reduced confusion by merging grocery and minute segments.
- Streamlined user interface with a cleaner homepage and nationwide access to Minutes.

## SOLUTION - Integrating cancellation feature

Solves - No Cancellation feature after ordering items.



Integrating  
cancelling feature  
button allow user  
to cancel items  
easily in any case

### EXISTING BEHAVIOUR & PAIN POINT

- There is no cancellation feature after ordering items .
- We have to do manually cancel the order items by calling the delivery guy.

### SOLUTION

- Introducing a cancellation feature button allows users to easily cancel items, providing a hassle-free solution for handling incorrect orders. This feature enhances user convenience and improves
- the overall order management experience.

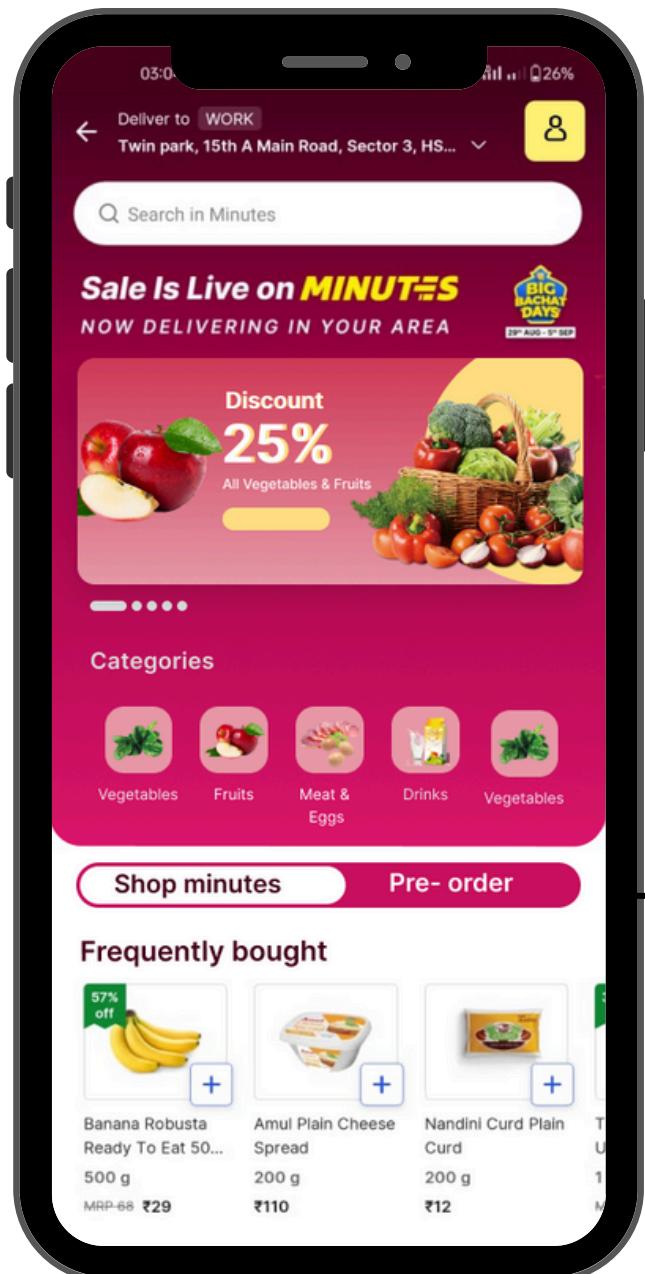
### IMPACT ON EXPERIENCE

- Provides users with a sense of ownership and freedom, allowing them to cancel orders easily.
- Reduces anxiety and panic by offering a straightforward way to manage and cancel orders, enhancing overall purchasing confidence.

## SOLUTION - Integrating Pre-order feature to order items

Solves - The platform currently lacks a scheduling feature for ordering items

### EXISTING BEHAVIOUR & PAIN POINT



- Currently there is no any feature to pre-order items.
- Busy professionals has a very tight deadline, no feature of pre-order make them feel quite anxious about order items.

### SOLUTION

- Integrating a pre-order feature helps to order items before time, it saves time and reduces the risk of end-moment hassle.

### IMPACT ON EXPERIENCE

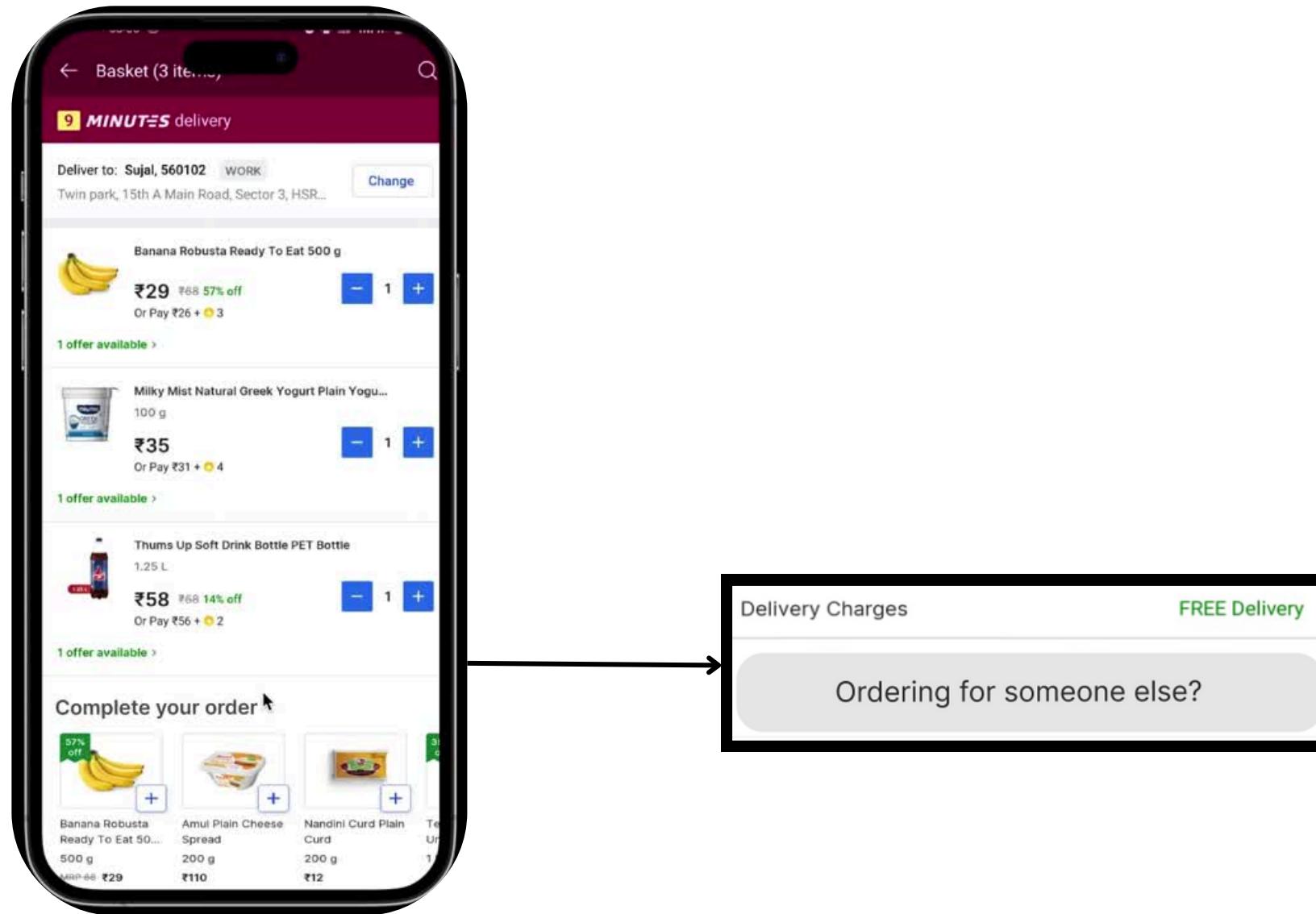
- Users can plan their orders ahead of time, offering flexibility in when they want items delivered.
- Reduces the stress of last-minute ordering, especially for essential or recurring items.

## SOLUTION - Integrating order for someone else

**Solves -** The platform currently lacks a scheduling feature for ordering items

### EXISTING BEHAVIOUR & PAIN POINT

- Currently there is no any feature to order for anyone else.
- It may be very difficult to order for anyone else by manually entering all the details of other users.



### SOLUTION

- Integrating a order for someone else feature.
- This allows users to place orders on behalf of friends, family, or colleagues, improving convenience and extending the platform's utility.

### IMPACT ON EXPERIENCE

- Users can easily order items for friends, family, or colleagues, increasing convenience for gifting or assisting others.
- Users feel more valued with the added functionality of helping others, fostering loyalty.

## Solution Prioritization ( Using Impact vs Effort Framework)

Features	Impact	Effort	Ranking
Integration with Home page	High	High	1 
integrating feature to avail coupon code	High	Low	2 
Merging Grocery & Minutes feature	High	High	3 
Enhancing user interface	Medium	Medium	5
Integrating cancellation feature	Medium	Low	4
Integrating scheduling feature to order items	Medium	Medium	6

# NORTH STAR METRICS

Features	Metrics	Baseline	How to Calculate
<b>Integration with Home page</b>	Segment Interaction Rate	At least 40% of users interact with each segment on the homepage within the first three months.	(Number of interactions with a segment / Total number of homepage visits) x 100.
<b>Integrating feature to avail coupon code</b>	Impact on Purchase Frequency	An increase of at least 15% in the frequency of purchases from users who redeemed coupon codes.	(Number of purchases by users with redeemed coupons - Number of purchases by users without coupons) / Number of purchases by users without coupons x 100.
<b>Merging Grocery &amp; Minutes feature</b>	User Satisfaction Score	Achieving an average satisfaction score of 4 out of 5 or higher, indicating positive feedback on the merged feature.	(Sum of user satisfaction ratings / Number of survey respondents) x 5.
<b>Enhancing user interface</b>	User Engagement Rate	Achieving a 25% increase in user engagement (e.g., time spent on the site, pages viewed) following the UI enhancement.	(User engagement metrics post-enhancement - User engagement metrics pre-enhancement) / User engagement metrics pre-enhancement x 100.
<b>Integrating cancellation feature</b>	Average Time to Cancel	Ensuring an average cancellation time of under 2 minutes, reflecting an efficient and user-friendly process.	Total time taken to cancel orders / Number of cancellations completed.
<b>Integrating scheduling feature to order items</b>	Feature Utilization Rate	Achieving a utilization rate of at least 15% of users scheduling their orders within the first three months.	(Number of users who use the scheduling feature / Total number of users who place orders) x 100.

**FEEL FREE TO REACH OUT TO US**

**Sujal Kumar**



**Swarnima Agarwal**



**Anirudh Sharma**



**Thank You !!**