Shopping Assistant for Flipkart

By Kunal Shroff

About

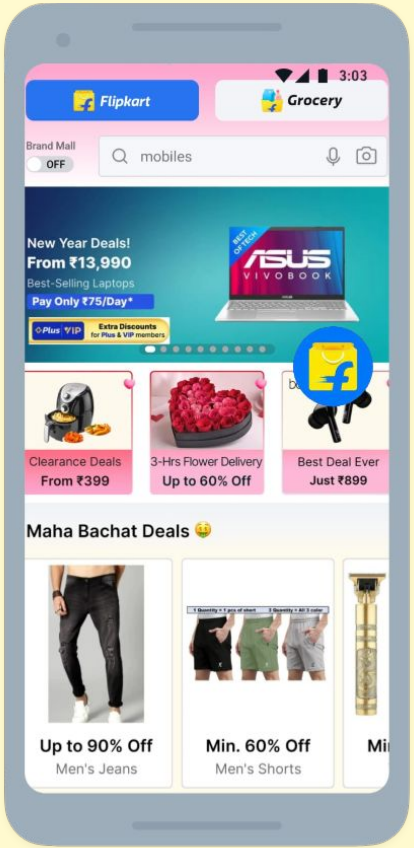
Flipkart introduces its new feature “Flippy” one of a kind shopping assistant to help its users enhance and fasten their shopping experience.

Jobs to be done

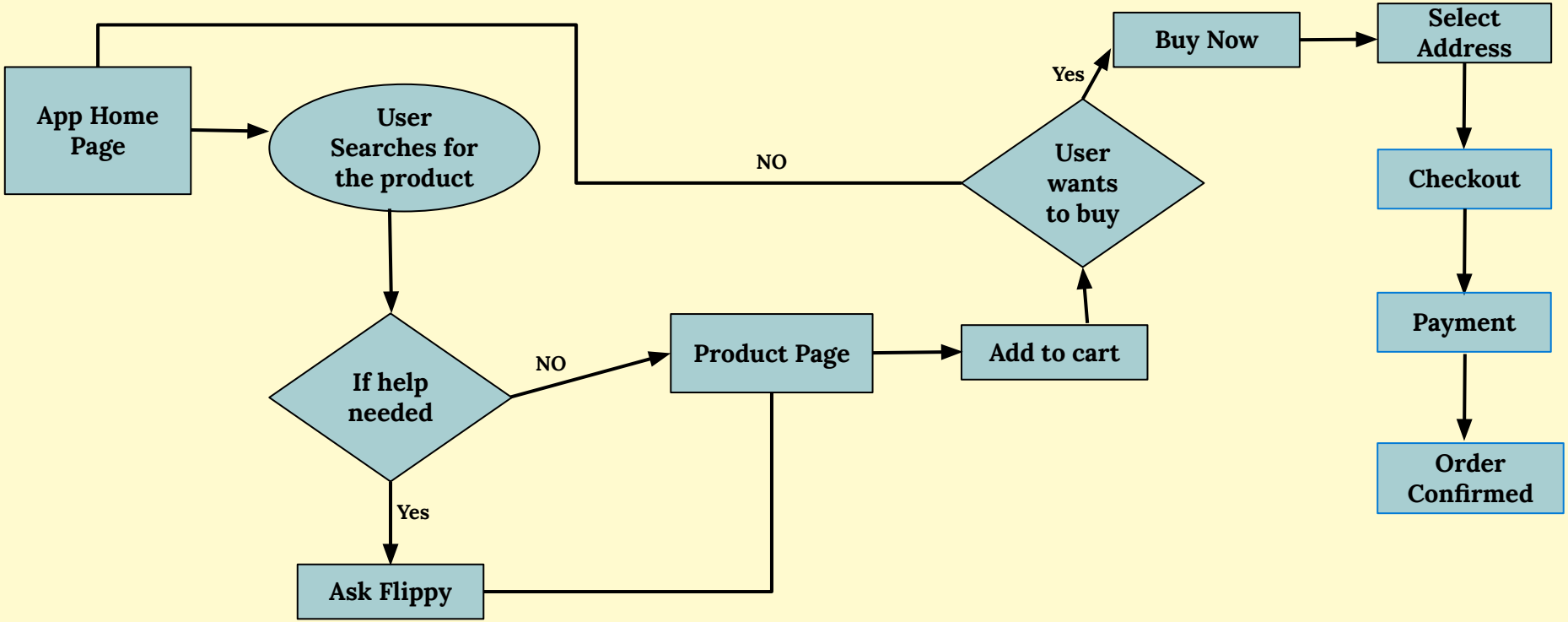
When I am looking for products that fit my requirements **but** have no idea which brands or products to buy **please help me** with product recommendations **so that I** can find and decide what is best for me.

Why “Flippy”

- Discovery- Makes it easier to find the right product
- Knowledge- Users may lack knowledge about the product, “Flippy” can educate them give them different options to choose from
- Conversion Rate- By simplifying the user journey and addressing user needs effectively “Flippy” can improve the overall conversion rate
- Personalized Experience- By learning user preferences and behaviour, “Flippy” can give more personalized recommendations and suggestion

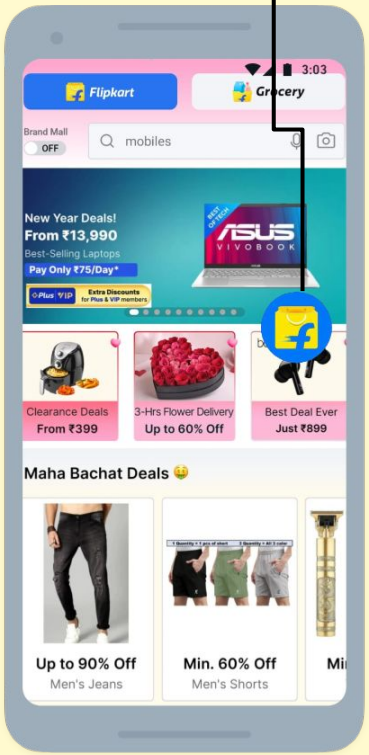


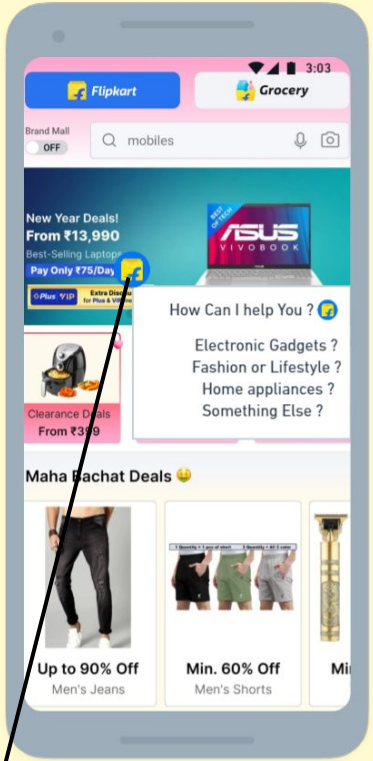
User Flow


App Home Page
User Searches for the product
If help needed
NO
Yes
Ask Flippy
Product Page
Add to cart
User wants to buy
NO
Yes
Buy Now
Select Address
Checkout
Payment
Order Confirmed

Wireframes

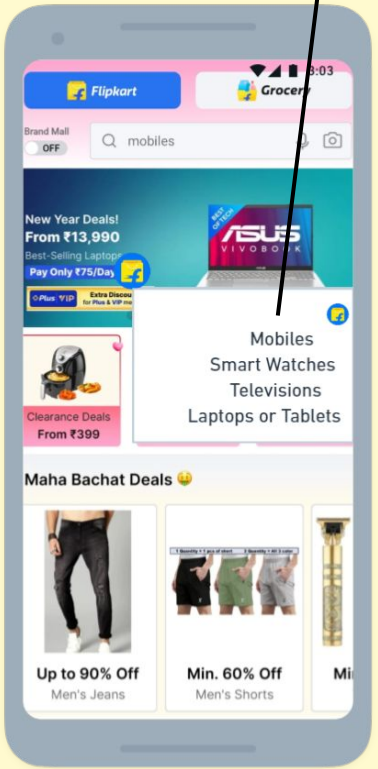
"Flippy"





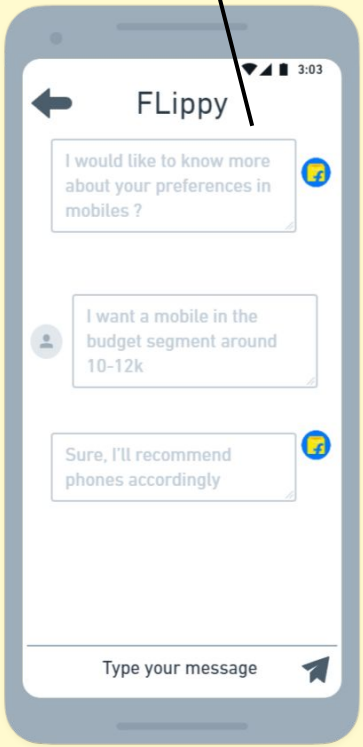
User clicks on the assistant

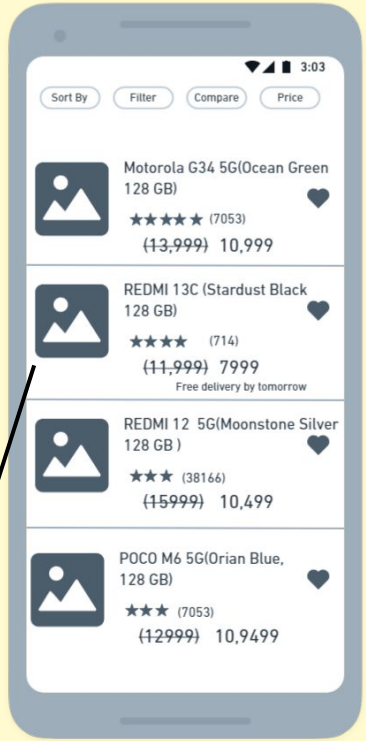
Flippy suggests different segments



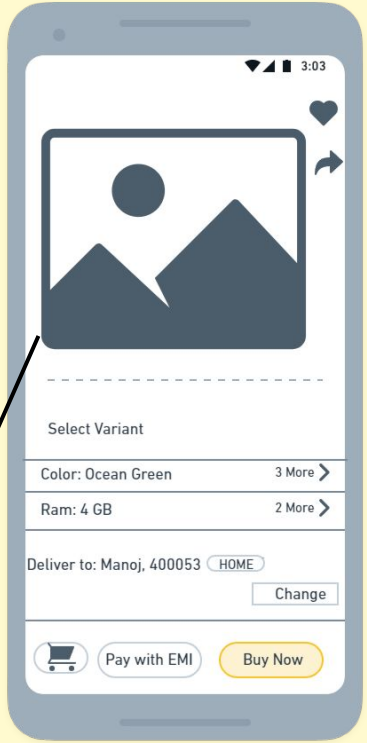
Wireframes

User interaction with Flippy





Flippy Showing search results according to user's requirements



User selects one product to buy