

Retail Apps Comparison Study

iPhone apps

Sep 27, 2015

Comparison Study

Analyzed few Retail mobile apps from India, Japan & USA for

- Overall customer experience
- Rich media & content
- Any new features

Apps studied were:



Snapdeal



Jet.com



Flipkart



UNIQLO

Comparison Study

Compared iPhone mobile apps on Sep, 2015

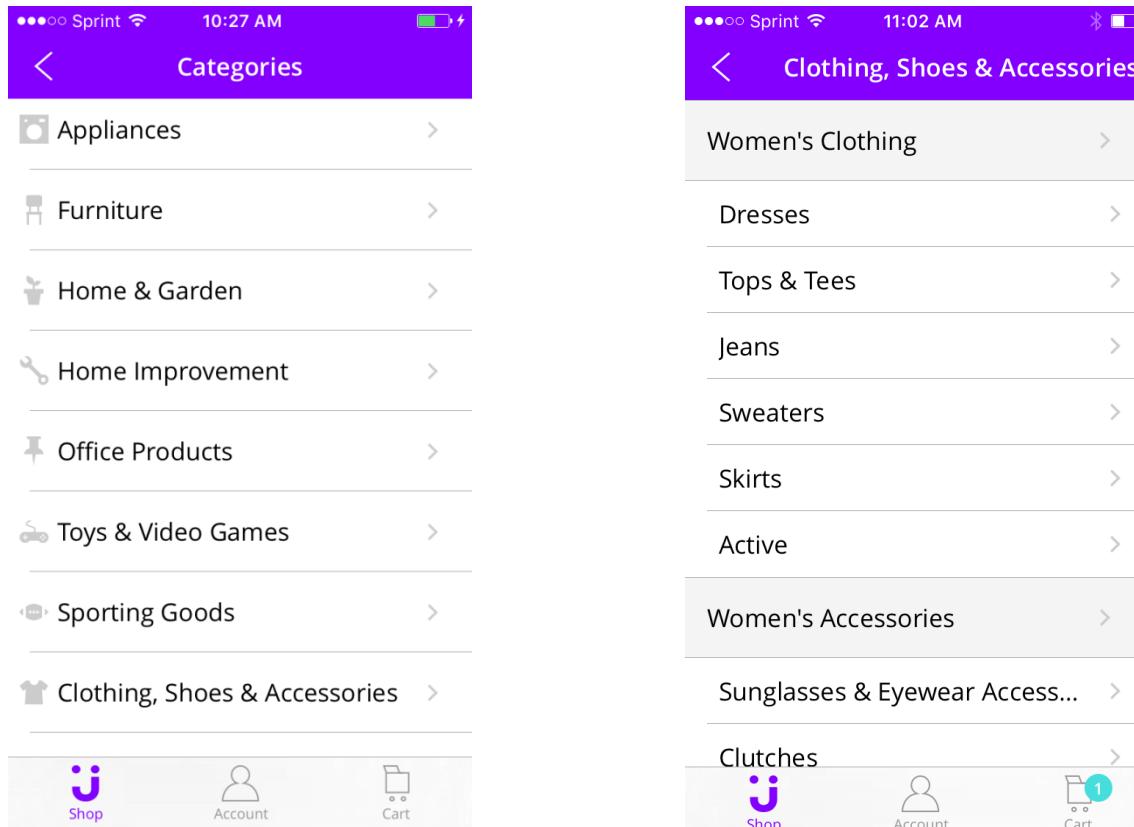
- Flipkart 's mobile app was a clear winner in both user experience and new features.
- UNIQLO has lot of features , but badly designed and confuses the user.

	Macy's	Jet.com	Flipkart	Snapdeal	UNIQLO
Home Page	Average	Good	Good	Average	Fair
Categories and Primary Navigation	Average	Good	Good	Average	Poor
Browse – Footer Menu	No	Yes	Yes	Yes	Yes - minimal
Search	Yes- barcode, image and text	Yes – text only	Yes – text, image , search history	Yes – text only	No
Social Shop	No	No	Yes- Ping	Yes - Shopo	No

1- Poor , 2– Fair, 3-Average , 4–Good, 5-Excellent

Jet.com

- 3 level of Navigation in 2 screens, consistent across options
- In just 2 touch / Navigation, the User could get to the product list
- Each Menu bar displayed in a separate page so more clean and great user experience.



Jet.com

- Primitive & Clean PDP Page
 - Add to Cart – always on Footer and accessible.
 - no add to wish list, share

The screenshot shows a mobile product detail page for a "eco stone bicycle stretch jersey knit v-neck sleeveless t-shirt". The top navigation bar includes a back arrow, a search icon, and a magnifying glass icon. The main content features a large image of a woman wearing the t-shirt, with a size indicator below it. Below the image is the brand name "Alternative Apparel" and a detailed product description. A dropdown menu for "Size: S" is open. At the bottom of the page is a large teal "Add to Cart" button.

● ●

Alternative Apparel
eco stone bicycle stretch jersey knit
v-neck sleeveless t-shirt

Size: S

Price
\$17.50

Add to Cart

This screenshot shows the same product detail page as the first one, but with "Size: L" selected. The rest of the interface is identical, including the product image, brand information, price, and the large teal "Add to Cart" button at the bottom.

● ●

eco stone bicycle stretch jersey knit
v-neck sleeveless t-shirt

Size: L

Price
\$17.50

Add quantity and save more

- 1 +

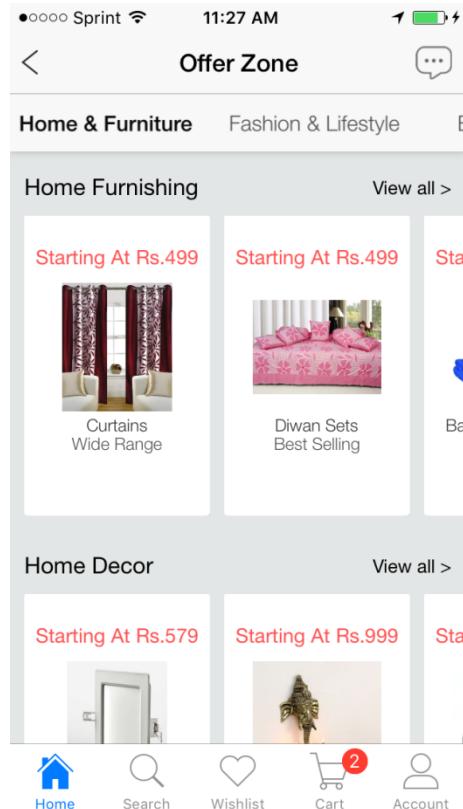
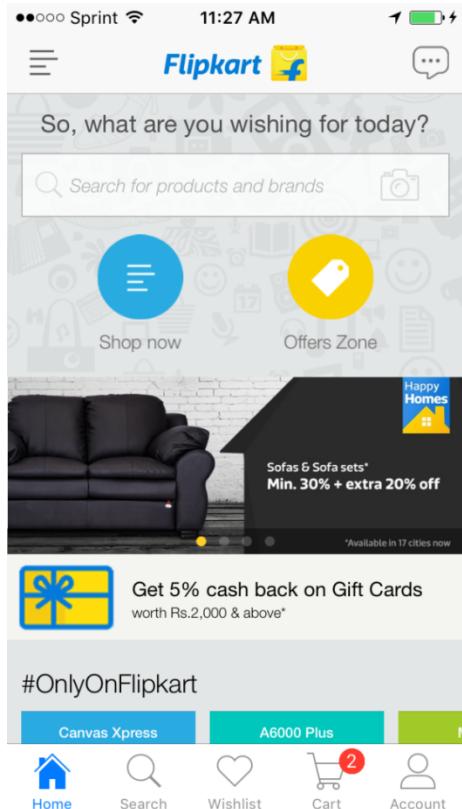
About This Item

If you're looking for premium basics, definitely choose Alternative Apparel.

Add to Cart

Flipkart

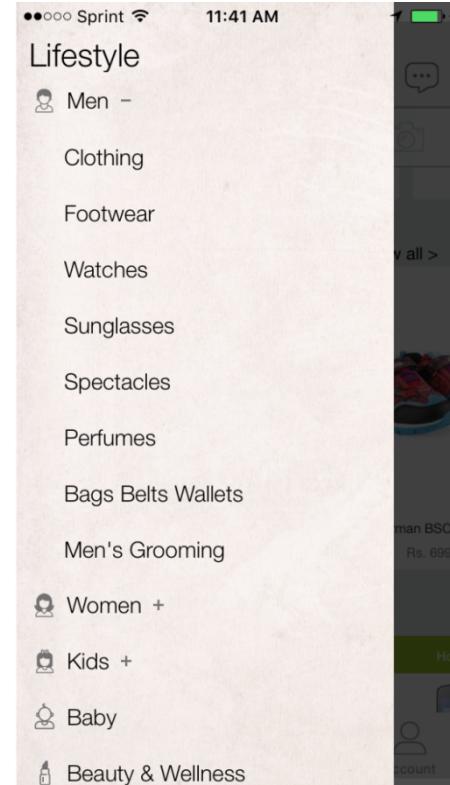
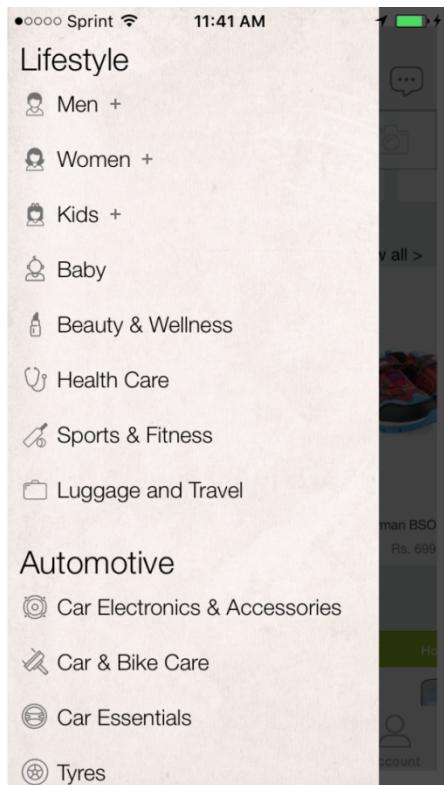
- Offer/Specials Zone link from the Home Page
- Offer Zone link directs to Offers by Category



Category displayed as Horizontal bar and scrollable. The user can browse and view the specials by category.

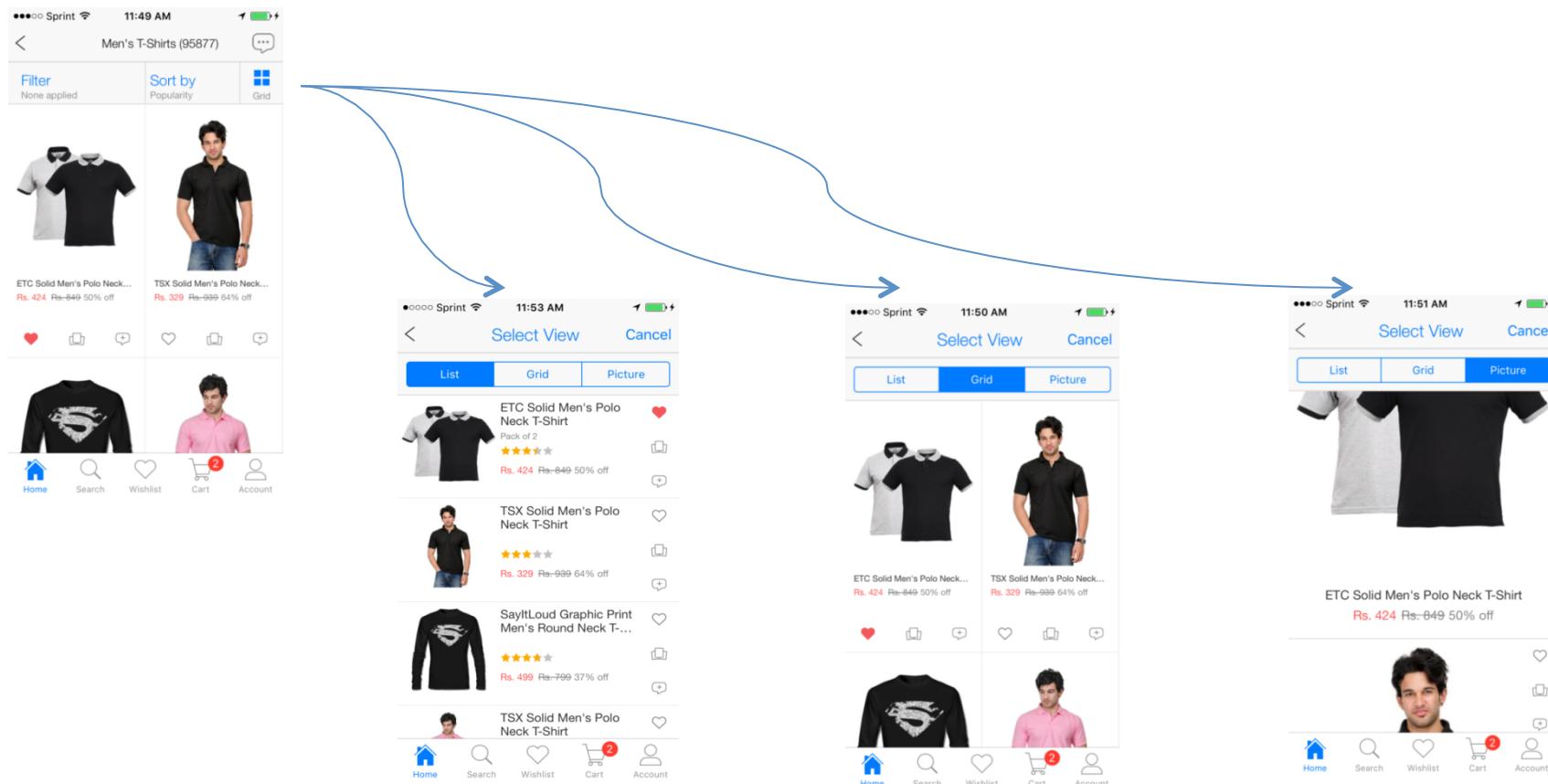
Flipkart

- Primary and secondary Navigation all in One Menu.
- Provides the complete list of categories and clearly tells the user what to expect
- Customers may get lost with the long list?



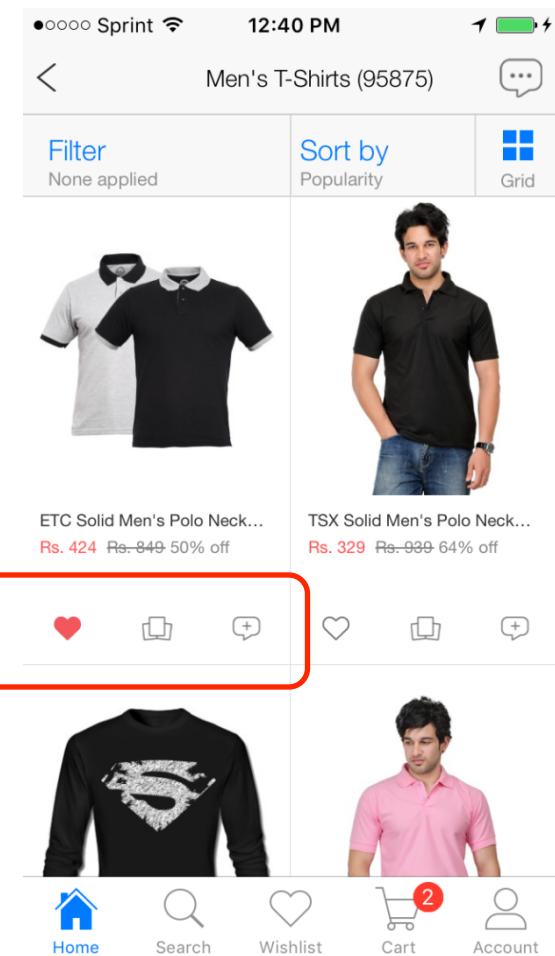
Flipkart

- Search Results - Ability to View as List , Grid or Picture
- Provides the User more choices to browse through the product list . The icon used is intuitive and works well.
- Search Option is not present in the Search Results page.



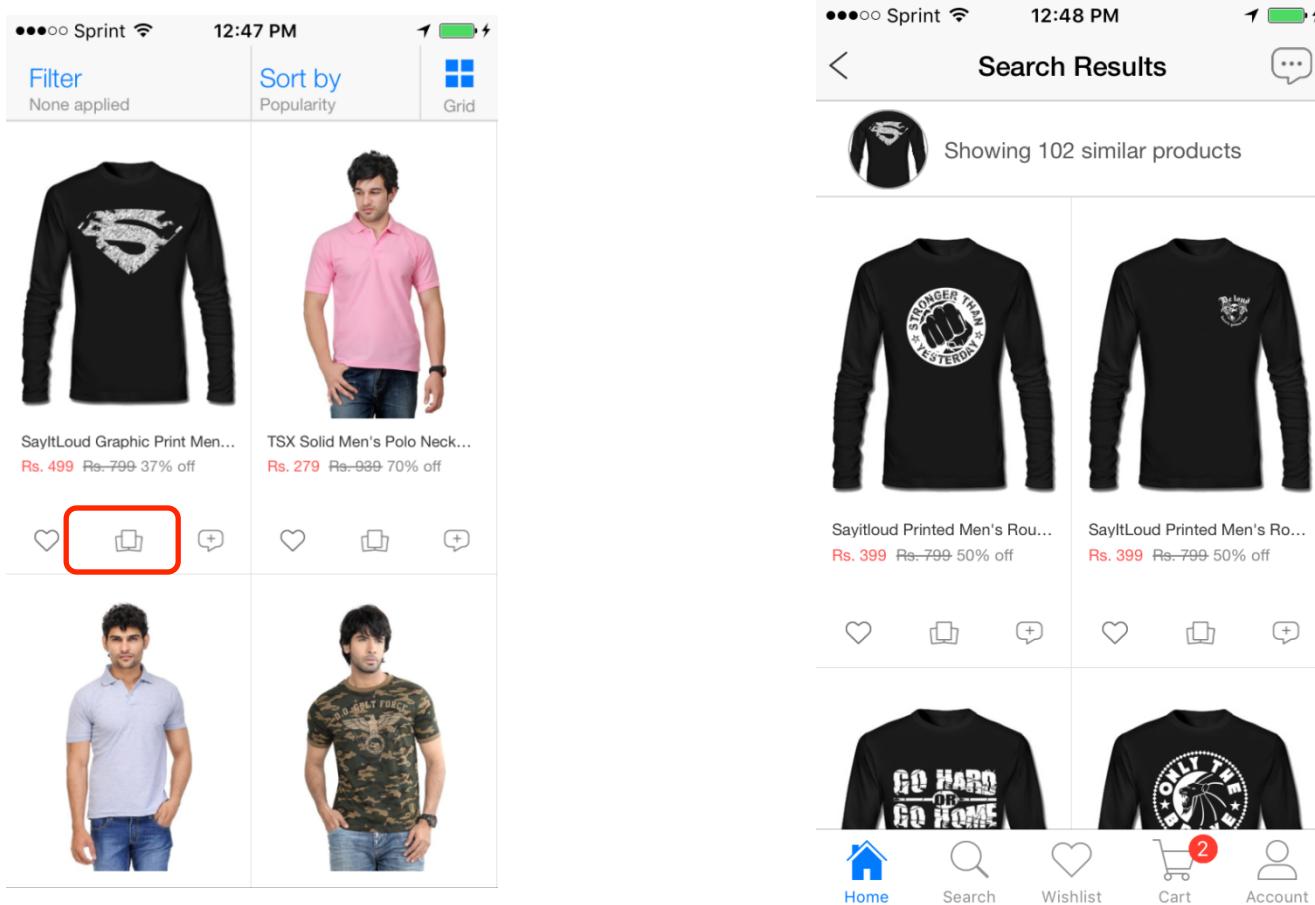
Flipkart

- More Options to perform from Search Results or PDP pages.
- On all Products there are Options for the User to Add to Wish List, Show similar products and Ping – Shop together with friends
- The icons are intuitive and works very well.
- The page is neatly designed and does not look overcrowded.



Flipkart

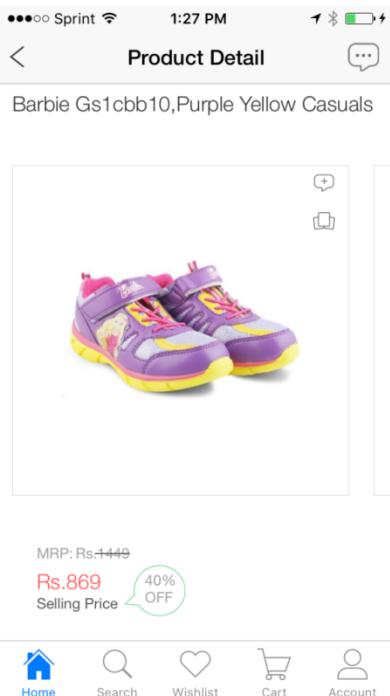
- Show Similar Products Available in Search Results and PDP pages
- Helps the User to narrow down on products more quickly.
- The text “ Showing similar products with the product image” tells the user what they are looking . The back button helps to navigate the user , back to where they started.



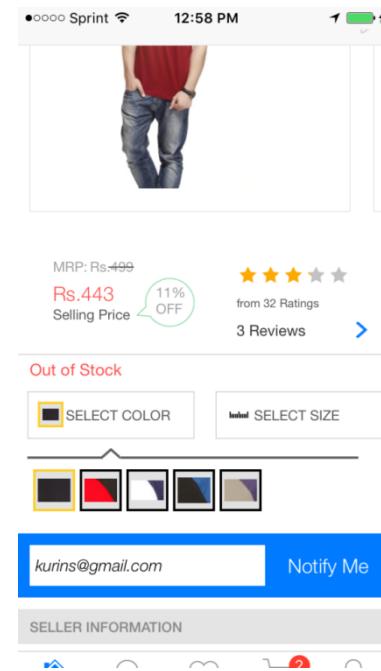
Flipkart

Swipe and View details of the next PDP page

- Horizontal swipe on the image, takes to next image within the same product. Swipe on the last image, takes to next product.
- Swipe any place other than the Product image takes to next Product.
- Bit confusing swiping on the image and on product description giving different results
- Also the system does not inform the user that feature is available in PDP page.

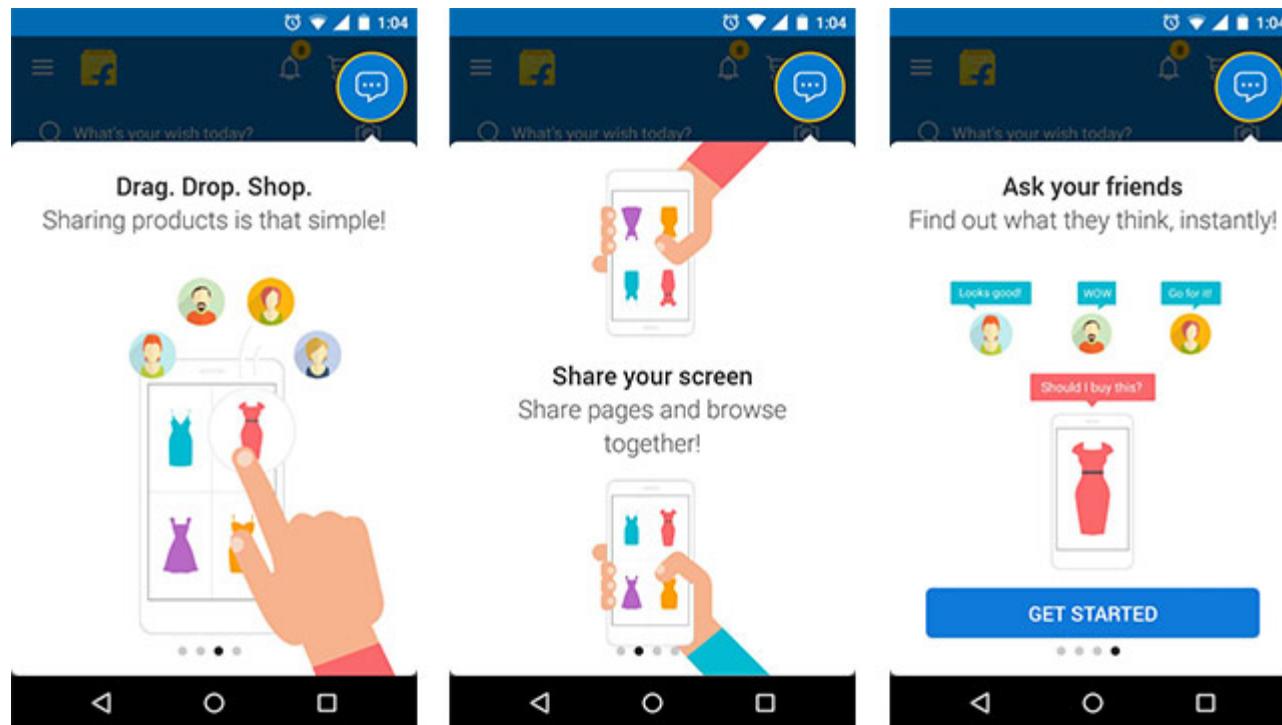


Notify me when my size / color product is available



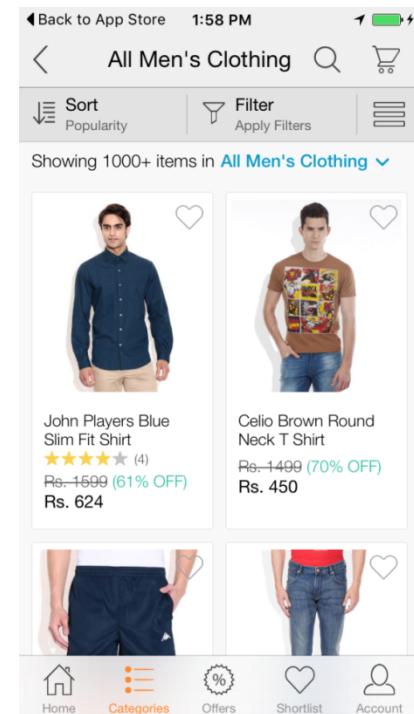
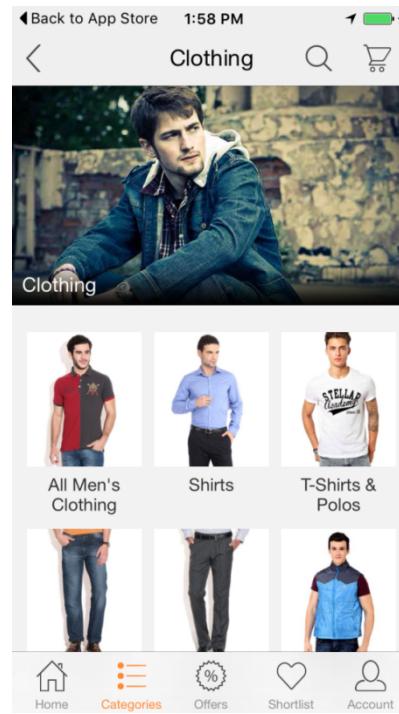
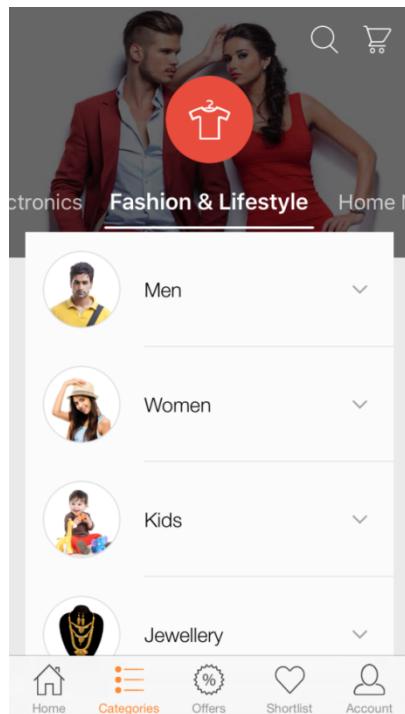
Flipkart

- Ping to Share and Shop Together
- Users can share products, wish-lists, and carts with their phonebook / any social app contacts, and chat with them. Users can also share their screens and browse together.



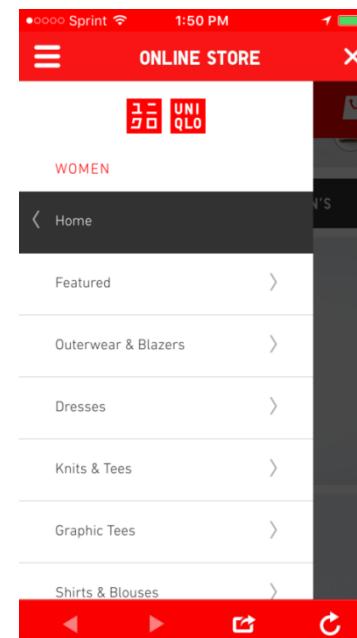
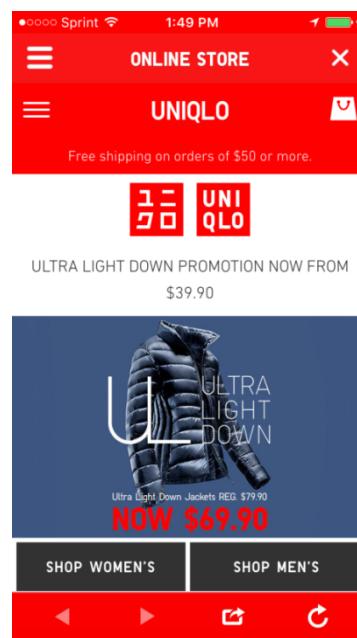
Snapdeal

- Uses Categories with no Hamburger icon
- Shopo Feature for social shopping
- They have more or less the same features as Flipkart but nothing stands out unique.



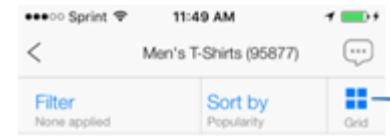
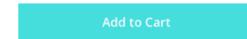
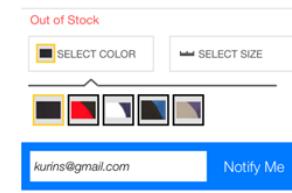
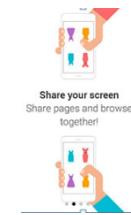
UNIQLO

- Can switch between 3 screens in homepage – UNIQLO, UNIQLO Life Tools and UNIQLO Stores.
- Has an App within another App- gets confusing
- Mixes Navigation between the banners and navigation menus- again confusing.
- No Search



Top 5 Recommendations

- Share and Shop Together – similar to Ping
- View Similar Products – from Search Results and PDPs
- Notify me when Size/ color is available
- Show Add to Cart button always stuck to the footer in PDP.
- Ability to View as List, Grid or Picture from Search Results



Annexure



- Add to Cart - Waive
Return and Save

The screenshot shows a mobile device interface for the Jet.com app. At the top, there's a purple header bar with the Sprint signal, the time (11:01 AM), and battery status. Below the header, the word "Cart" is centered above a "Checkout" button. A note "Apply it at checkout" is visible. The main content area shows a single item in the cart:

1 ITEM IN CART

Alternative Apparel eco stone bicycle stretch jersey knit v-neck sleeveless t-shirt (with an "X" icon to the right)

A thumbnail image of a woman wearing the shirt.

Quantity selector buttons: -, 1 (highlighted in blue), +

\$17.50
Delivery Estimate: 2 - 5 business days

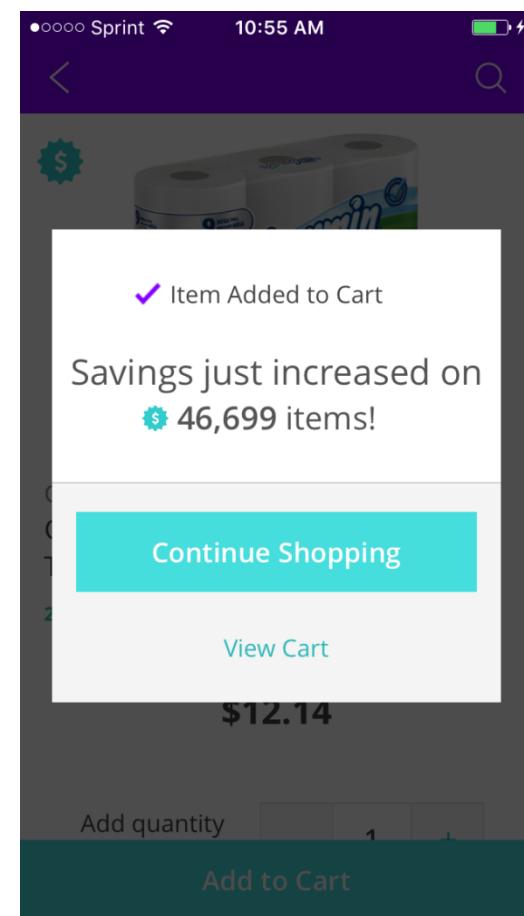
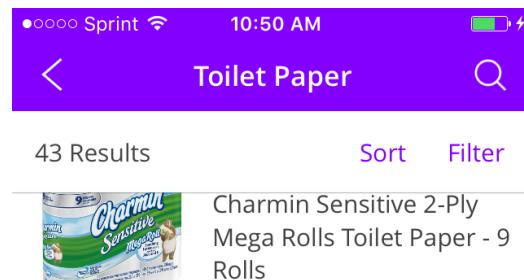
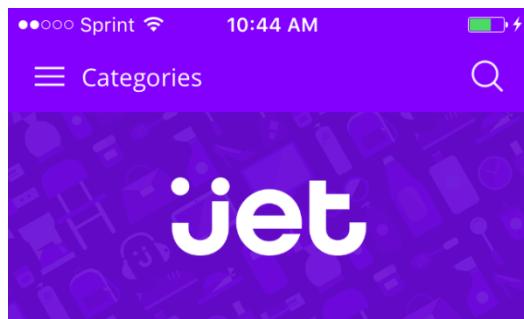
A toggle switch labeled "Waive return and save \$1.21" is turned off.

A large teal "Checkout" button is prominently displayed.

At the bottom, there are three navigation icons: "Shop" (with a stylized "J" icon), "Account" (with a person icon), and "Cart" (with a shopping bag icon showing a "1").

Jet.com

- Extra Savings based on purchase



Jet.com

- Search results - Sort based on member savings.

●●●○ Sprint ⌂ 1:21 PM ⚡

Sort By

Relevance ✓

Price: Low to High

Price: High to Low

Member Savings

Cancel

Apply