Flipkart

Growing the number of reviews on the platform

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Product and Problem Overview

Flipkart

E-commerce Marketplace

$33B Valuation

2.5M orders/day

450M+ buyers

$6.74B Revenue

1.4 M sellers

🚀 **Powering India's Digital Commerce**

The Problem Space

Define Goal: Turn the post-purchase experience into a moment of delight and trust-building Assumption: We have infinite tech bandwidth. We are solving for mobile-first users.

What is a user review?

A user review is an evaluation of a product or service written by someone who has purchased and used it.
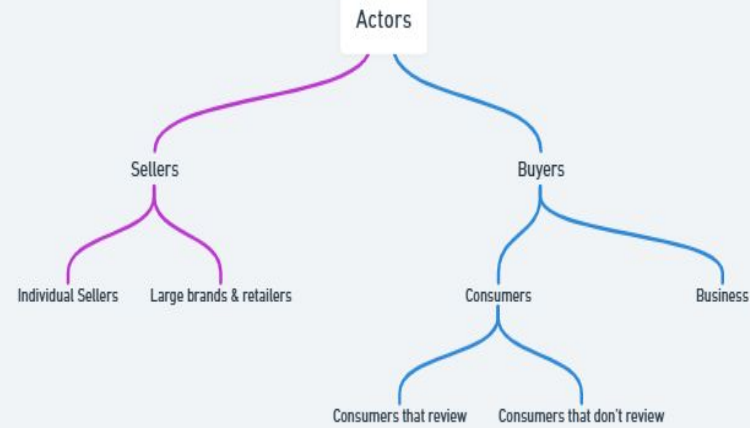
Business model - Marketplace

- Flipkart is a platform connecting buyers and sellers across India.

- Sellers list their products on the platform, and Flipkart takes a commission on each sale — this is Flipkart's primary revenue stream.

- Flipkart does not hold inventory — this model enables a wide product range without the complexities of inventory management.

User Journey

Buyer journey@Flipkart

Signup, Login, Discovery, Decision, Checkout flow, Payment flow, Order tracking, Delivery

Recieve notification on Flipkart app for Feedback

Review

Rating questions   Textual review

KPI Tree

- % of purchases with reviews
  - Total No of purchases
  - Total no. of reviews
    - # of Video reviews
      - Unboxing Videos
      - Experience Videos
    - # of Text reviews
      - Immediate review
      - Review after 10 days
      - Review after 1 month
    - # of ratings
      - After Delivery
      - At next purchase

Actors/Stakeholders in the System

- Actors
  - Sellers
    - Individual Sellers
    - Large brands & retailers
  - Buyers
    - Consumers
      - Consumers that review
      - Consumers that don't review
    - Business

Why are User Reviews Important?

1. Build trust & credibility
2. Boost conversions on product pages
3. Feedback loop for sellers & Flipkart
4. Improve product visibility (SEO/ranking)
5. Enable rich content (photos, videos)

Problems Faced by Users

1. Delivery delays & poor tracking
2. Confusing returns/refund flow
3. Robotic or slow support
4. No human touch post-payment
5. Review prompts come too late or are ignored

Product Outcomes

1. More reviews
2. Higher conversions
3. Stronger trust
4. Fewer support tickets
5. Better product visibiity

Who are the users facing this problem?

Young working adults (21–35) in Tier 1 & Tier 2 cities
- Shop regularly on Flipkart using mobile apps
- Spend hours daily on social media (YouTube, Instagram)
- Prioritize speed, convenience, and trusted peer opinions
- Don't revisit the app post-delivery unless there's a problem

Needs & Goals
- Clear, easy review process
- Motivation or reason to share feedback
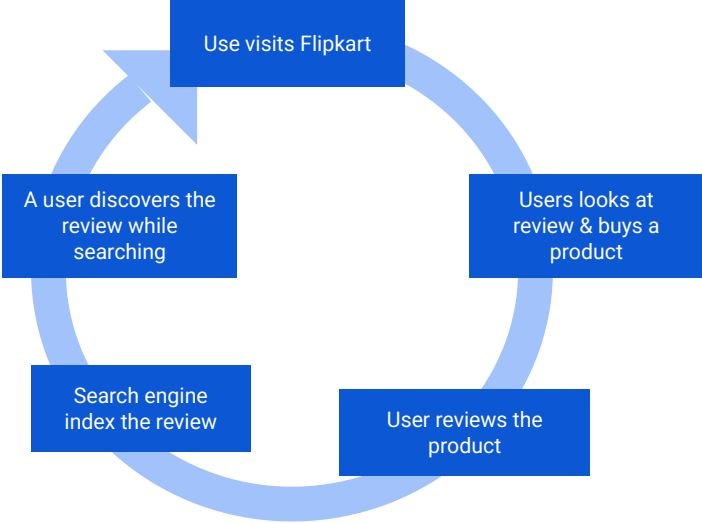- Confidence that their input matters

Insights from users

- 6 out of 10 users said: *"I forget to leave a review unless I get reminded"*
- 4 out of 5 prefer giving feedback on WhatsApp or via notification
- Majority find photo/video-based reviews more credible than text
- Review forms feel long and repetitive

Secondary Research

- Review content (especially short videos) increases buyer trust
- Most users open WhatsApp more often than any shopping app
- Incentivized actions (points, badges) increase review rates significantly

What is the TRUE problem

- Users lack motivation to write reviews — no clear value or reward
- Flipkart's review flow has friction and poor visibility
- Users don't return to the app once the product is delivered

Flowchart (cycle)

Use visits Flipkart → Users looks at review & buys a product → User reviews the product → Search engine index the review → A user discovers the review while searching → (back to Use visits Flipkart)

Value from Users

🎁 Incentives for leaving helpful reviews
🔍 Easier comparison between products
🧠 Informed decisions through real buyer experiences
🕐 Saves time and reduces product return risks

🌟 Builds credibility and trust
🚀 Boosts product discoverability in searches
💬 Gains direct customer feedback for improvements
💸 Drives higher sales and lower return rates

Why solve this now?

📈 India's e-commerce sector is booming, forecasted to grow steadily by 2027

🛒 Amazon India is accelerating — Flipkart must innovate to stay competitive

📢 Meesho is capturing huge rural markets, pushing Flipkart to strengthen loyalty among existing users

SmartPrompt

What is it?

SmartPrompt sends users a simple, smart notification or WhatsApp message after product delivery, nudging them to leave a quick review.

How it solves the problem?

Reaches users at the right moment (when satisfaction is high)
Reduces forgetfulness and friction to submit reviews

QuickSnap Review

What is it?

QuickSnap allows users to upload a quick photo or 15-second video of the product instead of typing long reviews.

How it solves the problem

Saves time and appeals to mobile-first users
Makes reviews more engaging and credible for future shoppers

Review Rewards Hub

What is it?

A gamified rewards dashboard where users can track their earned Flipkart Coins, badges, or vouchers for writing helpful reviews.

How it solves the problem

Incentivizes users to leave more thoughtful reviews
Creates a habit of participation after every purchase

Solutions	Reach Frequency of usage	Impact on Users Time spent for a review	Impact on business # reviews	Confidence (Assurance)	Score
Smart Prompt	5	5	4	4	18
QuikSnap Review	4	4	4	4	15
Review Rewards Hub	3	3	3	3	14

UI Mockups

Sign Up / Login Screen

Phone Number

Enter your phone number

Country code prefilled with +91

Country Code

+91   +44   +1   +86

Use Email-ID

Use Email-ID

Continue

Terms of Use and Privacy Policy

Terms of Use
By continuing, you agree to Flipkart's Terms of Use

Privacy Policy
By continuing, you agree to Flipkart's Privacy Policy

Sign Up   Log in

Product Listing & Selection

InkTeez Pack of 5
2 Men Solid Round Neck Polyester Multicolor T-Shirt

84% off

Black

84% off

InkTeez Pack of 5 Round_5
₹384
😃 ❤️

InkTeez Pack of 5 Round_5
₹384
😃 ❤️

Select Size

S   M   L   XL   XXL

Buy Now   Add to Cart

Checkout / Cart Confirmation

Hooray! 1 item added to the cart
InkTeez Solid Men's Round Neck Multicolor T-Shirt

Offer Section

Buy more, save more

1 / 2 items

For extra 10% off
Add 1 more item(s) to get offer

GO TO CART

🔗 UI Mockups

Metrics: How would you measure the success of the solution?

North Star Metric: Number of reviews generated

Type	Metric	Goal
Awareness	- # of users receiving review prompts - Open Rate of review invites	Measure feature reach
Activation	- Click-through Rate (CTR) on Review Prompt	Measure action taken
Adoption	- # of first-time reviewers using SmartPrompt - % of reviews submitted through WhatsApp vs App	Measure adoption
Engagement	- Avg. # of reviews submitted per user - Avg. # of images/videos attached per review	Measure user activity
Retention	- % of users submitting reviews more than once	Measure long-term use
Satisfaction	- User Satisfaction Score on Review Flow (CSAT)	Measure long-term use

Pitfalls and Mitigations - Why could the solution fail ?

Pitfalls

Mitigation

01 Low engagement with SmartPrompt notifications
- Personalized timing (send after successful delivery)
- Clear value in the message ("Review and earn Flipkart Coins")

02 Fake or low-quality reviews submitted
- AI-based spam/fraud detection
- Manual moderation for flagged reviews

03 Resistance from users uncomfortable with WhatsApp
- Allow choice between WhatsApp, app, or email review prompts
- Clear opt-in consent

04 Reward system abuse (fake reviews for coins)
- Set minimum quality standards for reward eligibility
- Random audits of rewarded reviews

Future Scope

Expand to All Product Categories
Currently focused on high-value items — later extend SmartPrompt to categories like fashion, home essentials, etc.

Enable Video Reviews at Scale
Build lightweight in-app tools for easy 30-second video submissions, even on low-end devices.

AI-Powered Smart Review Sorting
Use AI to surface the most helpful, authentic, and recent reviews automatically for every product page.

Social Sharing Integration
Let users easily share their review videos or experiences to Instagram, WhatsApp Status, etc., driving organic brand visibility.

Long term Vision

Become the Most Trusted Review Platform in India
Turn Flipkart's post-purchase experience into a competitive advantage where reviews are not just a checkbox but a powerful trust-building engine.