

Task 2

User 1: Age: 59 years, Gender: Female

Worked as Social Science teacher at a government school.

Intermediate proficiency in English

Not much experience with e-commerce

Key Traits: Slightly visually impaired (Needs the UI buttons to be distinct) , prefers sales (easily attracted to sale banners and popups)

User 2: Age: 47 years, Gender: Male

Job: Works as a Civil Engineer at an Indian company

Proficient in English, intermediate experience with e-commerce

Key traits: Prefers to buy offline (Doesn't shop online much), Impatient (needs the website to be fast or show some kind of visual progress)

The users were asked to find Samsung Galaxy M21 (64GB, 4GB) Black model.

Flipkart Sessions

User 1:

- Finds an image of phone on the home screen. Completely ignores the search bar due to this.
- Clicks the image and scrolls down but doesn't find the required phone.
- Goes back to the home screen where the user notices the search bar.
- Types the complete product name and clicks on search.
- Finds the product. Clicks it and then adds it to cart.
- Clicks - 5
- Back clicks - 1
- Lost during navigation - once

User 2:

- Uses search bar and types product's name.
- Scrolls down and finds the right match. Clicks and adds it to cart.
- Clicks – 3
- Back clicks – 0
- Lost during navigation – never

Flipkart search results were accurate and helped the user to find the product. However, the images on the home screen confuse the user quite a bit and may compel the user to click on the image rather than search for the product.

There are some filters present above the products shown when the user searches. These filters are clearly visible to a new user and hence can be applied more easily. There are also other filters on the left side which are less used.

Snapdeal Sessions

User 1:

- Uses the search bar wherein types “Samsung Galaxy M” and sees a bunch of options.
- Clicks on the top suggestion but finds that it’s the wrong model (M31).
- This time types the product’s name completely ignoring suggestions and clicks on search.
- The search results show back covers and flip covers. The user scrolls for a while but doesn’t find the product.
- The user then notices filters on the left side and finds the filter to show results on mobiles and clicks it. The user then adds it to cart.
- Clicks – 4
- Back clicks – 0
- Lost during navigation – twice

User 2:

- Uses the search bar and types product name.
- Scrolls down but finds only back covers and flip covers. Scrolls for a while but doesn’t find the product.
- Goes to search bar and adds 64GB to the search. The product is now visible.
- Clicks on it and adds to cart.
- Clicks – 4
- Back clicks – 0
- Lost during navigation – once

Snapdeal search results for the phone were not accurate. The results showed only back covers and flip covers. The filters are also on the left side, so for a new user it will be difficult to find the product they are looking for.

An expert user took 3 clicks on Flipkart and 4 clicks on Snapdeal to find the product and add it to the cart.

Users felt Flipkart to be easier and more convenient to use rather than Snapdeal. The search results of Flipkart were more accurate to find the products users wanted. Snapdeal’s search results were quite unsatisfactory and the product was not found until a filter was applied.

For users who want to buy a product, without any particular brand or specification in mind, Flipkart offers better drop-down lists and images mapping to corresponding categories and are visible to new users. Snapdeal’s categories are to the side which make it considerably unnoticeable for first time users.