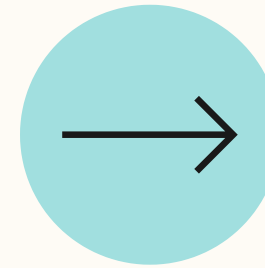





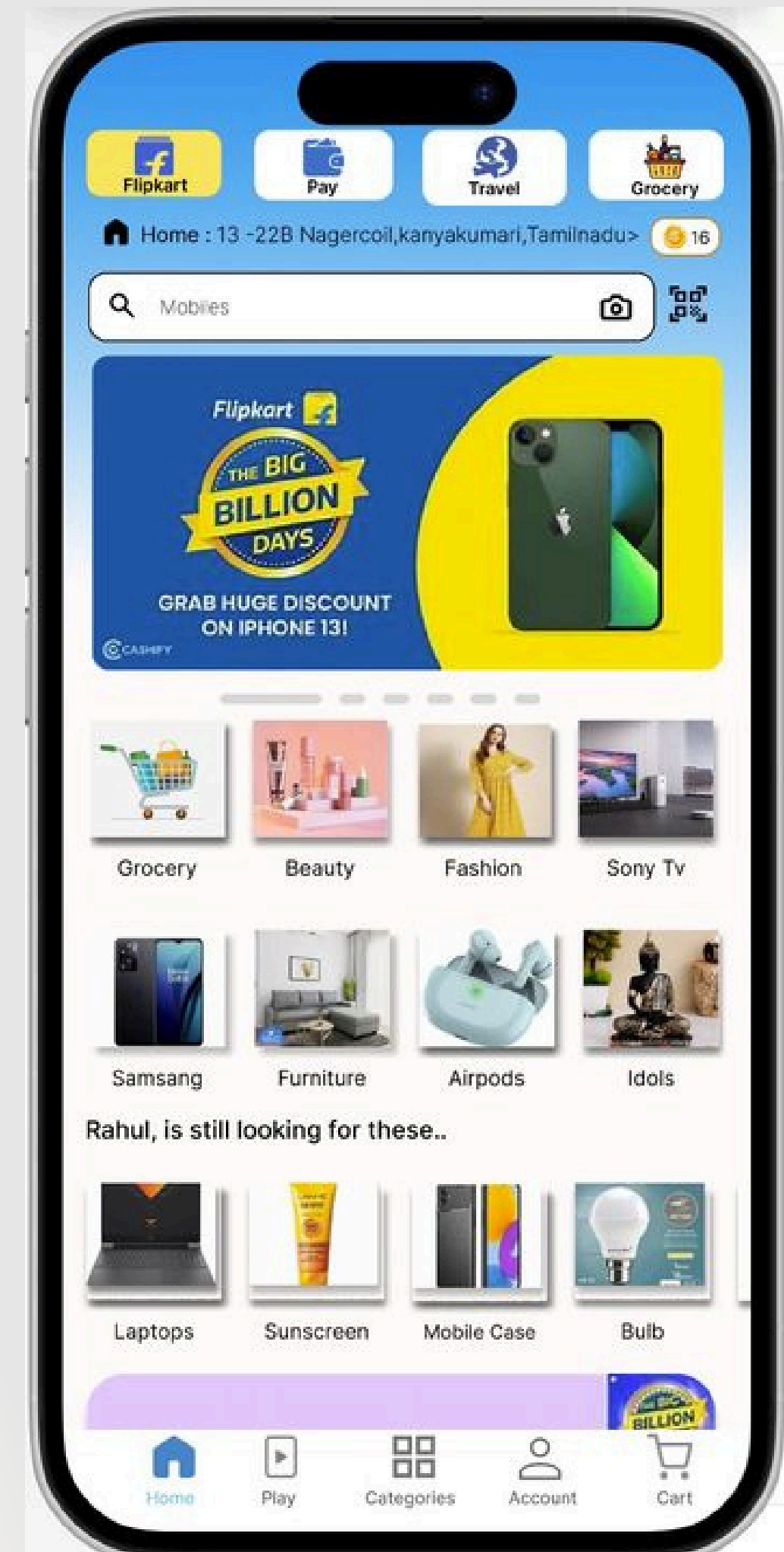
CODEAPLHA



# Flipkart Case Study and Report

Presented by: Sasi kumar G

 This one has live translations



# Agenda



User Journey\_

Strengths

Weaknesses

improvements



CODEAPLPA

## Product Search & Discovery

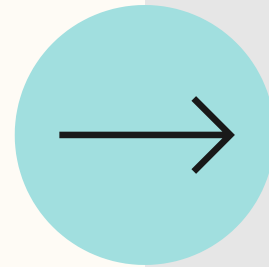
User opens app and searches for the desired product

## Product Evaluation

Reviews details, pricing, ratings and compares options

## Add to Cart

Confirms product variant, availability and adds to cart



## Checkout & Payment

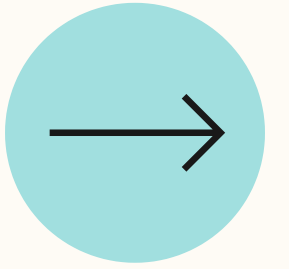
Selects address, applies offers and completes payment

## Order Tracking & Delivery

Tracks status until the product is delivered and reviewed

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# Strengths



## Affordable Pricing & Big Offers

Users get better deals, discounts and value for money

## Strong Delivery Network

Fast and reliable delivery with Ekart logistics

## Flipkart Assured Trust

Quality check + guaranteed returns boost user confidence

## User-Friendly App Experience

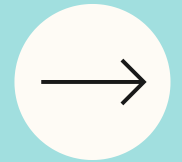
Easy search, filters, payment options for smooth shopping

## Localized Market Expertise

Focus on Indian users, regional languages & local sellers

# Weaknesss

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## Cluttered Product Listings

Too many ads and sellers create confusion during selection

## Inconsistent Product Quality

Some sellers deliver low-quality or wrong products

## Delivery Delays in Rural Areas

Fast delivery mostly limited to major cities

## High Return & Cancellation Issues

Return process sometimes slow or requires repeated follow-ups

## Limited Global Reach

Strong in India but weak international presence compared to competitors

# Improvements

Clear Pricing Early

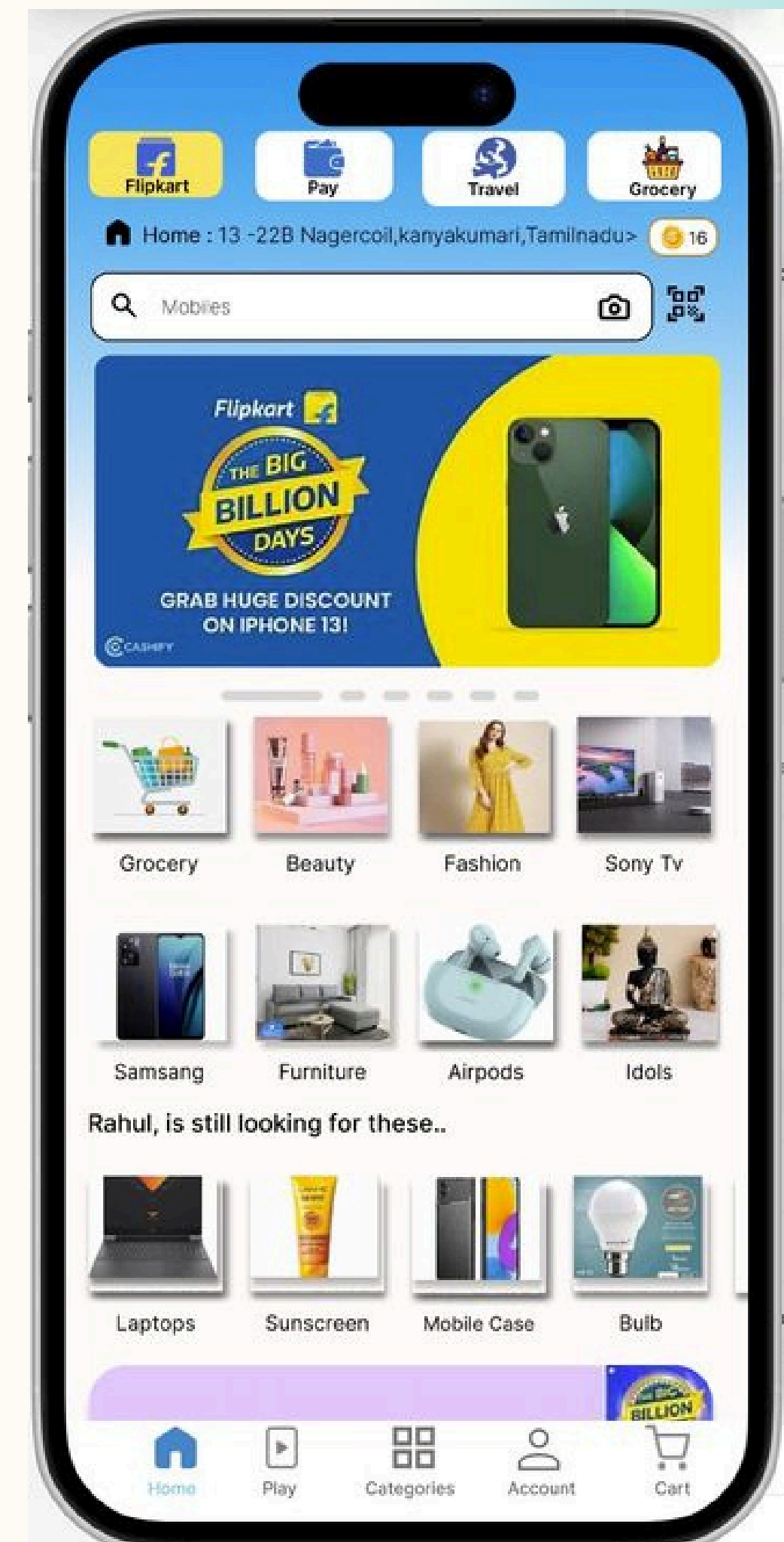
Full price + delivery date show in listing itself

Reduces checkout confusion

The screenshot shows a checkout page with the following sections:

- DELIVERY METHOD:** Includes a "FREE SHIPPING on orders \$49+" banner and three radio button options: "Ground Shipping 3-8 Business Days FREE", "Two Business Day Delivery \$19.00", and "Next Business Day Delivery \$29.00".
- GIFT MESSAGING:** A checkbox labeled "This is a gift".
- Pricing Summary:** A table showing "Discount Applied (-\$11.90)", "Bag Subtotal \$84.00", "FREE Shipping \$0.00", "Tax -", and "Estimated Total \$84.00".
- Buttons:** "Continue to Billing" and "Secure Checkout".
- STANCE UPDATES:** A section with checkboxes for "Send me emails" (checked) and "Send me text messages".

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# Improvements

Easy Product Comparison

Quick compare drawer for 2–3 phones

Fast decision making

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CompAir		
	virgin america	Southwest
FEATURE	PINNED	PIN
Seat pitch	33	32
Seat width	17	17
Wi-Fi	✓	\$
Entertainment	✓	
In-seat Power	✓	
Seat Selection	✓	
Loyalty Tiers	2	2
Checked Bag	\$	✓
Points Expiration	18 months	24 months

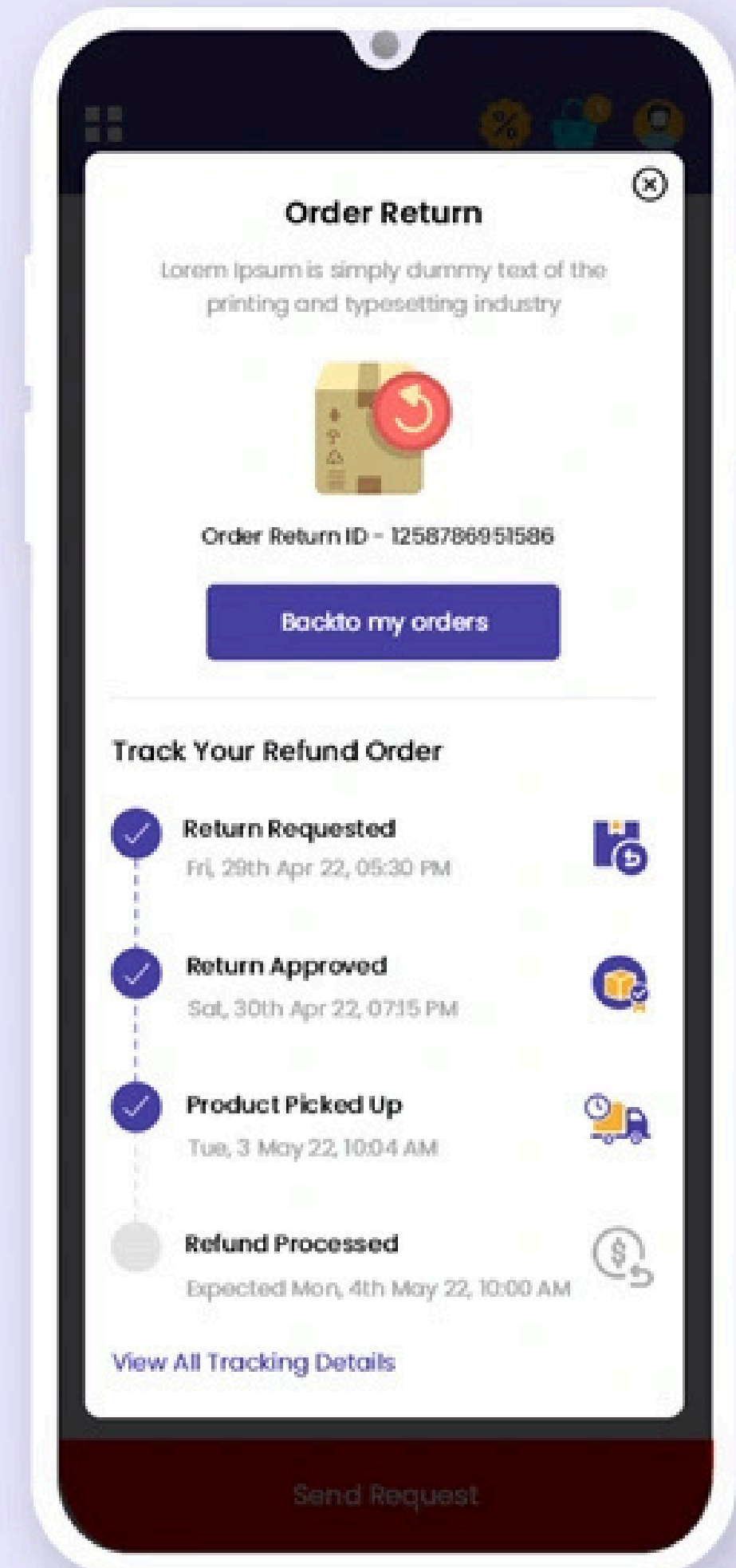
# Improvements

Simple Return Process

One-tap return + clear status steps

Better post-purchase experience

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**Thank you!**