



blinkit

Analysing User Experience



**Founded in
2013**



**Revenue
₹2,301 Cr**



**MAU
30 Million**



**17 Lakhs+
orders per
day**



**Presence
44 Cities**



**Market
Share 46%**

FOCUS AREA

To analyse user experiences and analyse which UX laws are implemented/violated in different products.

ABOUT THE COMPANY

Blinkit, formerly known as Grofers, is a prominent player in India's quick commerce sector, delivering groceries and essentials within minutes. The company was co-founded in December 2013 by Albinder Dhindsa and Saurabh Kumar.

Company's Mission: Build a seamless, ultra-fast logistics and retail ecosystem that simplifies everyday life by bringing essentials (and beyond) to your doorstep – instantly.



COMPETITOR ANALYSIS

Average Order Value

Cities

Dark Store

Average Delivery time

Market Share

| blinkit | ₹ 625 | 44 | 1000 | 10 – 20 minutes | 46% |
|-----------|-------|-----|------|-------------------|-----|
| Instamart | ₹460 | 100 | 1021 | 15 – 30 minutes | 27% |
| zepto | ₹ 450 | 50+ | 1200 | 10 minutes | 29% |
| bnow | ₹ 425 | 25 | 700 | 1 hour – 24 Hours | 7% |

[Source 1](#)

[Source 2](#)

[Source 3](#)

BUSINESS MODEL

Q-commerce Model

Blinkit's business model is centered around dark stores – small, strategically located warehouses stocked with around 1,000–3,000 fast-moving SKUs. These stores, operated either by Blinkit or "Express Partners," enable rapid order picking and 10-minute deliveries in dense urban areas. This model ensures tight control over inventory and speed, helping Blinkit achieve 20–30% gross margins per order in metro zones.

EVALUATION FRAMEWORK

1. Nielsen's 10 Usability Heuristics
2. Key UX Laws (Hick's, Fitts's, etc.)
3. Key UX elements: Imagery, Copy, Interactivity, Layout

USER FLOW



Mapped to Jakob Nielsen's 10 Usability Heuristics + UX Laws

| Heuristic / Law | Implementation in Blinkit | Violations (if any) | Examples & Suggestions |
|--|---|---|--|
| 1. Visibility of System Status | <input checked="" type="checkbox"/> Delivery time ("10 minutes"), cart status, item availability shown upfront. | <input checked="" type="checkbox"/> Occasionally, live status lags (e.g., out-of-stock updates post-selection). | Improve real-time syncing of stock to avoid late notifications. |
| 2. Match Between System and Real World | <input checked="" type="checkbox"/> Uses real-world categories: "Fruits", "Dairy", "Snacks". | <input checked="" type="checkbox"/> Some subcategories (e.g., "Essentials") may feel vague or overlap. | Better taxonomy—use customer vernacular & context-based grouping. |
| 3. User Control and Freedom | <input checked="" type="checkbox"/> Back button works intuitively, cart edits allowed. | <input checked="" type="checkbox"/> No easy “clear cart” button visible at times. | Provide a clear option to start fresh. |
| 4. Consistency and Standards | <input checked="" type="checkbox"/> Icons and actions (e.g., cart, heart, plus) follow mobile UI norms. | - | Blinkit maintains a uniform look and behavior throughout. |
| 5. Error Prevention | <input checked="" type="checkbox"/> Confirms before deleting cart items. | <input checked="" type="checkbox"/> Subtle prompts for address confirmation can lead to wrong address ordering. | More prominent address re-confirmation before checkout. |
| 6. Recognition Rather Than Recall | <input checked="" type="checkbox"/> Product images, recently ordered, favorites help minimize recall. | - | Strong recognition-based UX supports frequent use. |
| 7. Flexibility and Efficiency of Use | <input checked="" type="checkbox"/> Search with autosuggestions, repeat orders. | <input checked="" type="checkbox"/> Power users can't customize frequently bought lists easily. | Add a drag-n-drop or multi-select feature to repeat past carts. |
| 8. Aesthetic and Minimalist Design | <input checked="" type="checkbox"/> Clean grid, category-focused home screen, white space usage. | <input checked="" type="checkbox"/> Banners/promos sometimes break visual hierarchy. | Tighter control on promo placement; modular banner design. |
| 9. Help Users Recognize, Diagnose, and Recover from Errors | <input checked="" type="checkbox"/> Payment errors show proper messages, retry options. | <input checked="" type="checkbox"/> Delivery address errors are vague. | Add contextual help or tooltips for address formats or serviceability. |
| 10. Help and Documentation | <input checked="" type="checkbox"/> FAQs in profile, basic support options. | <input checked="" type="checkbox"/> Contextual help missing in shopping flow. | Tooltips or microcopy can reduce cognitive load during checkout. |

Imagery & Media

✓ Plus Points

- High-quality product visuals: Branded products feature crisp, attractive images with good lighting and clarity.
- Lifestyle imagery in some categories (e.g., beverages, snacks) increases appeal.
- Zoom & swipe interactions are responsive and fluid—great for browsing.

✗ Pain Points

- Unbranded/local products: Often show generic or outdated pack visuals.
- Pack size ambiguity: Some items don't clearly display net weight/volume.
- Lack of visual consistency: Image dimensions and background styling vary.

Messaging & Copy

✓ Plus Points

- Concise, action-driven CTAs: Buttons like “Add” or “Repeat Order” are short, functional, and consistent.
- Microcopy in system states: Messages like “Looks like your cart is empty” use a friendly tone.
- Delivery assurance copy: “Delivered in 10 minutes” is upfront and reinforces Blinkit’s value prop.

✗ Pain Points

- Promo text lacks urgency or clarity: “₹10 off” doesn’t trigger action as effectively as “Hurry! ₹10 off for 30 mins.”
- No social proof: Phrases like “20k+ bought this today” missing, which could boost trust.
- Inconsistent language: At times, marketing vs system copy have different tones.

Interactivity

✓ Plus Points

- Live cart interactions: “+” and “-” button animations provide immediate feedback on item count.
- Real-time cart total updates maintain flow.
- Smooth transitions between pages maintain a feeling of continuity and speed.

✗ Pain Points

- No tactile or visual feedback after major actions (e.g., checkout or payment).
- Checkout feels “quiet”—lacks celebratory or confirmation signals post-purchase.
- No gesture-based shortcuts (e.g., swipe to delete from cart).

Performance & Layout

✓ Plus Points

- Fast app load times even with dynamic content and images
- Smooth transitions between product, cart, and checkout flows
- Prefetching logic reduces wait times and enhances continuity
- Clean grid layout with good spacing makes browsing easy
- Clear, prominent CTAs with responsive visual feedback

✗ Pain Points

- Lag during peak hours leads to delays and occasional crashes
- Heavy images load slowly on poor networks
- No visual feedback during stock or backend sync
- Banner clutter pushes key content below the fold
- Filters are hidden and non-sticky, reducing usability

Information Hierarchy

✓ Plus Points

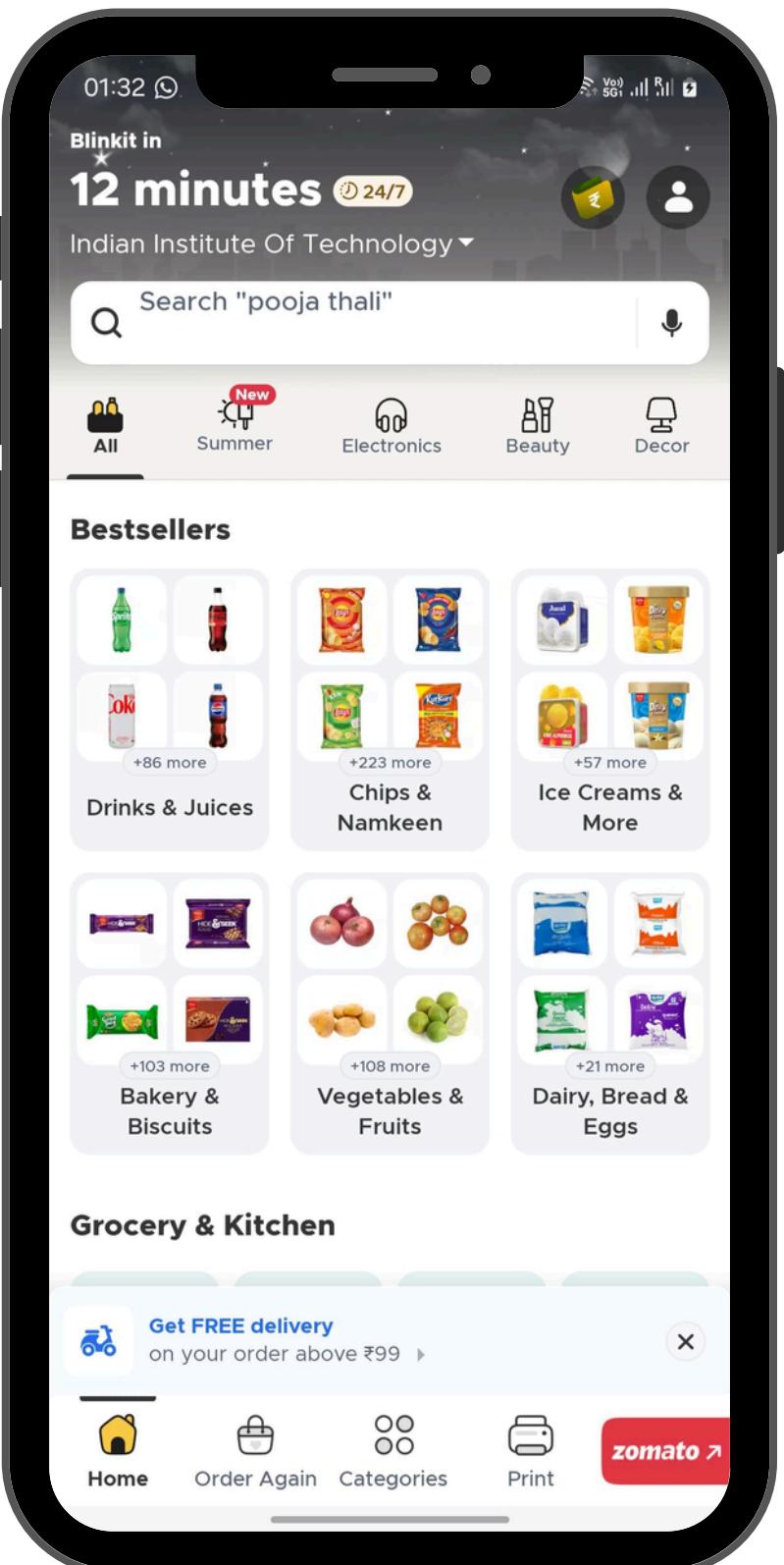
- Consistent product cards with clear pricing and visuals
- Top picks & bestsellers are prominently placed
- Logical categorization aligns with user mental models
- Section headers help users segment and scan content
- Visual hierarchy supports fast decision-making

✗ Pain Points

- Overlapping categories (e.g., “Essentials” vs “Daily Needs”) confuse users
- Filters and sorting tools are hard to find and use
- Overemphasis on promotions disrupts the product discovery flow
- Too many items per screen creates cognitive overload
- Inconsistent navigation cues affect browsing clarity

UX Laws in Play.

HICK'S LAW -Choice Overload



✓ Implemented

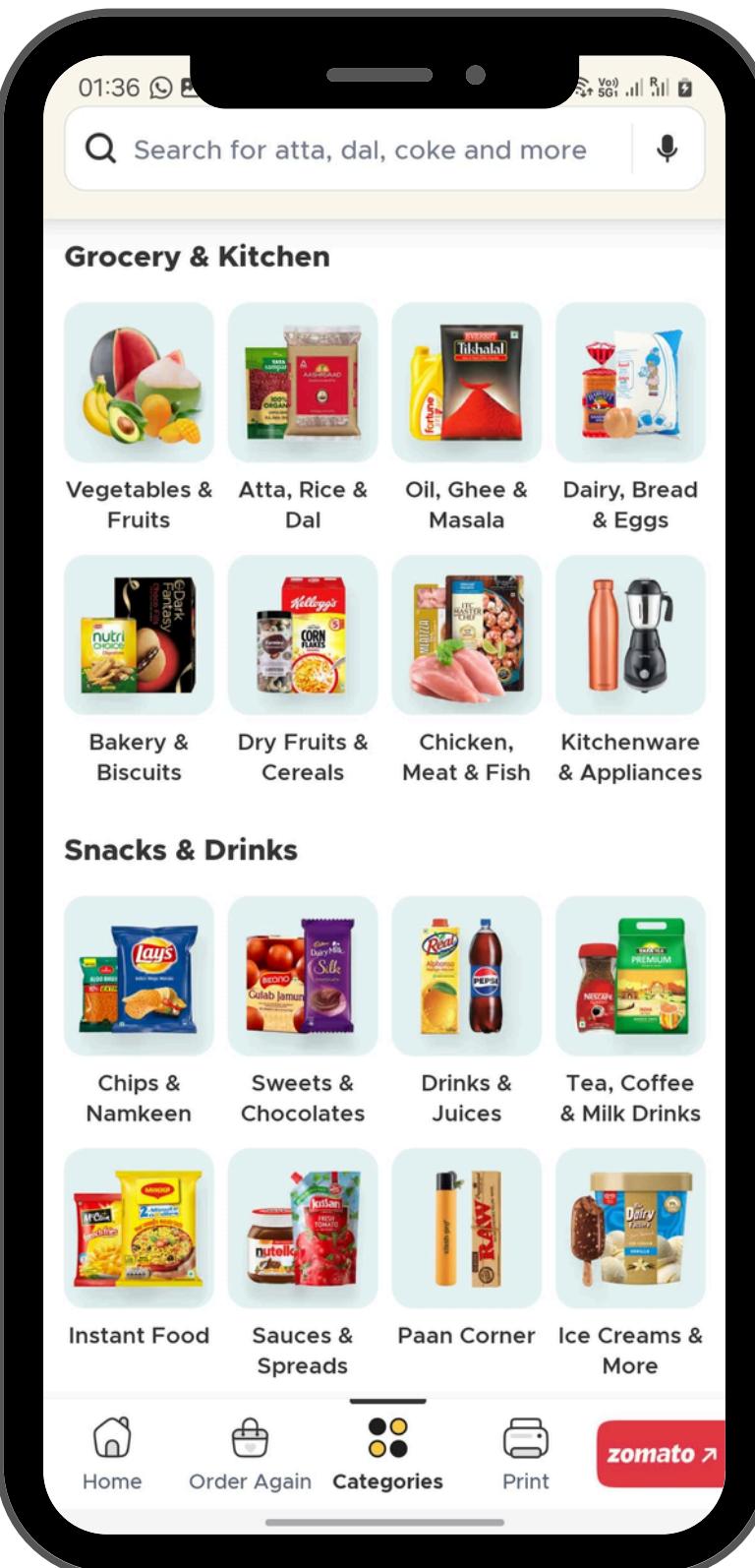
Limited choices on home
(e.g., top categories, 2-3 callouts).

✗ Violated

Categorization is great,
however it may be a little
overwhelming to see
several options at once.

JAKOB'S LAW

-Familiarity & Consistency



✓ Implemented

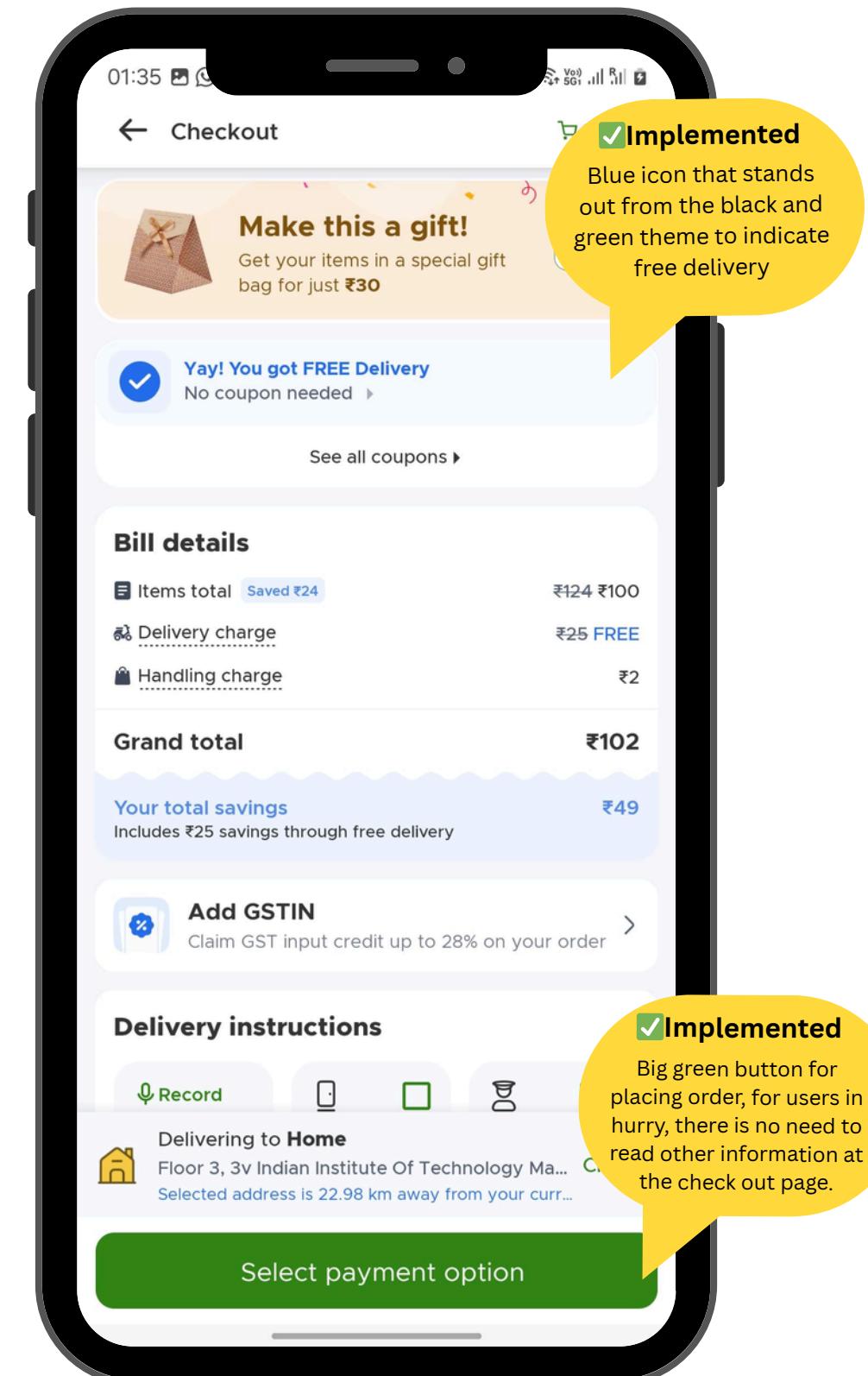
Search bar at the top with
option to search via voice

✓ Implemented

Categories of items
known to all with pictures
and icons familiar to
users

VON RESTORFF EFFECT

-Highlighting Important Elements



✓ Implemented

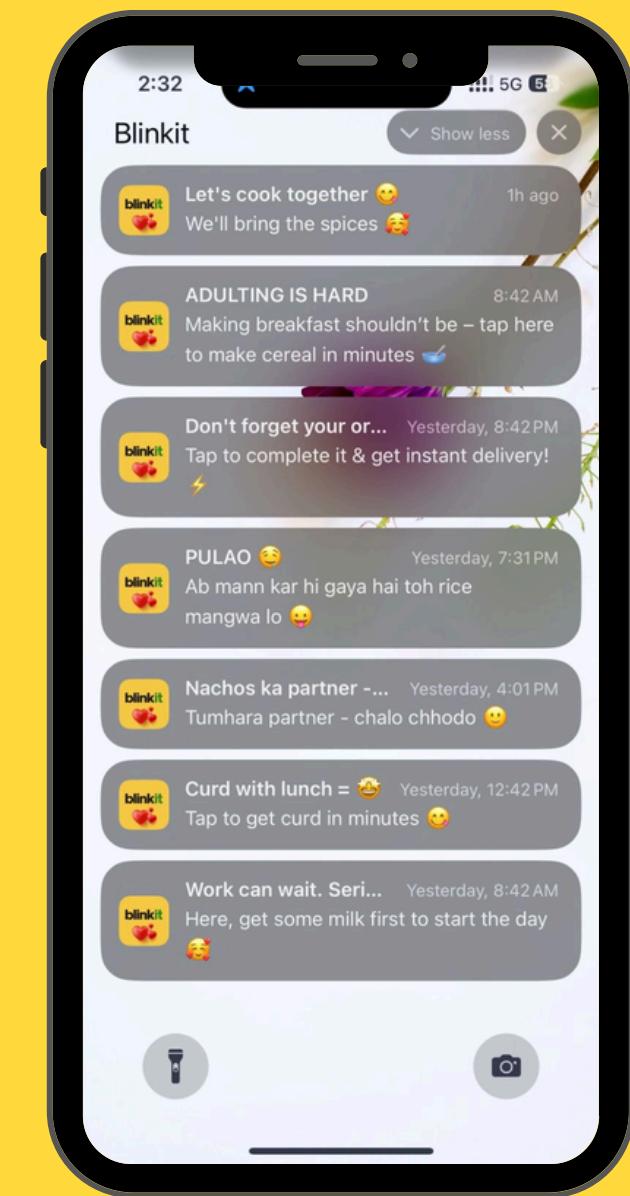
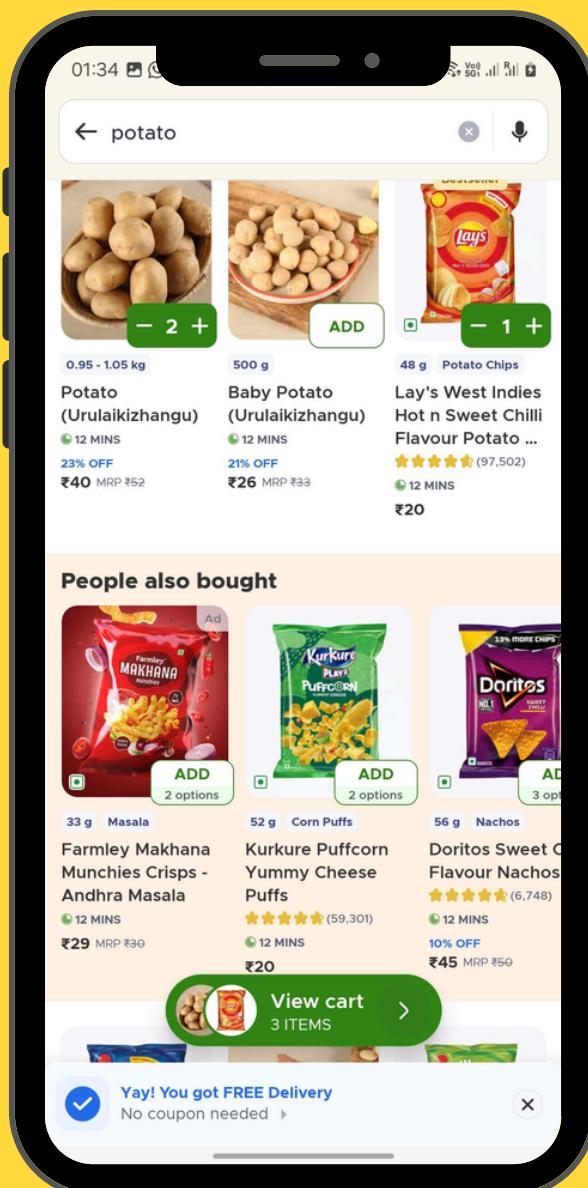
Blue icon that stands
out from the black and
green theme to indicate
free delivery

✓ Implemented

Big green button for
placing order, for users in
hurry, there is no need to
read other information at
the check out page.

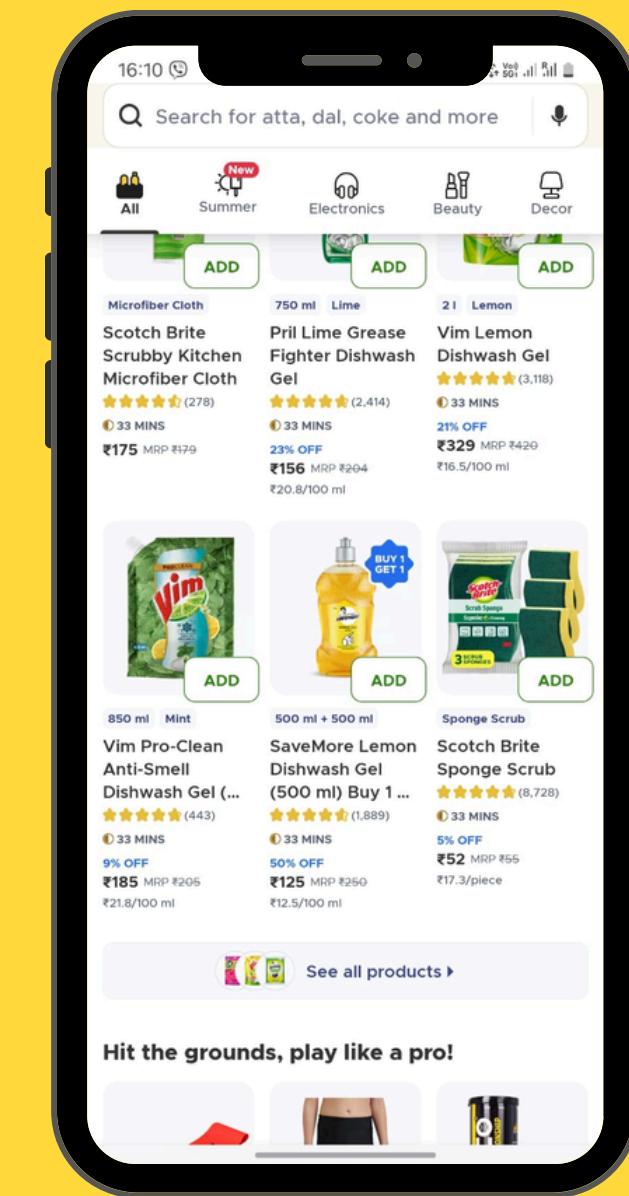
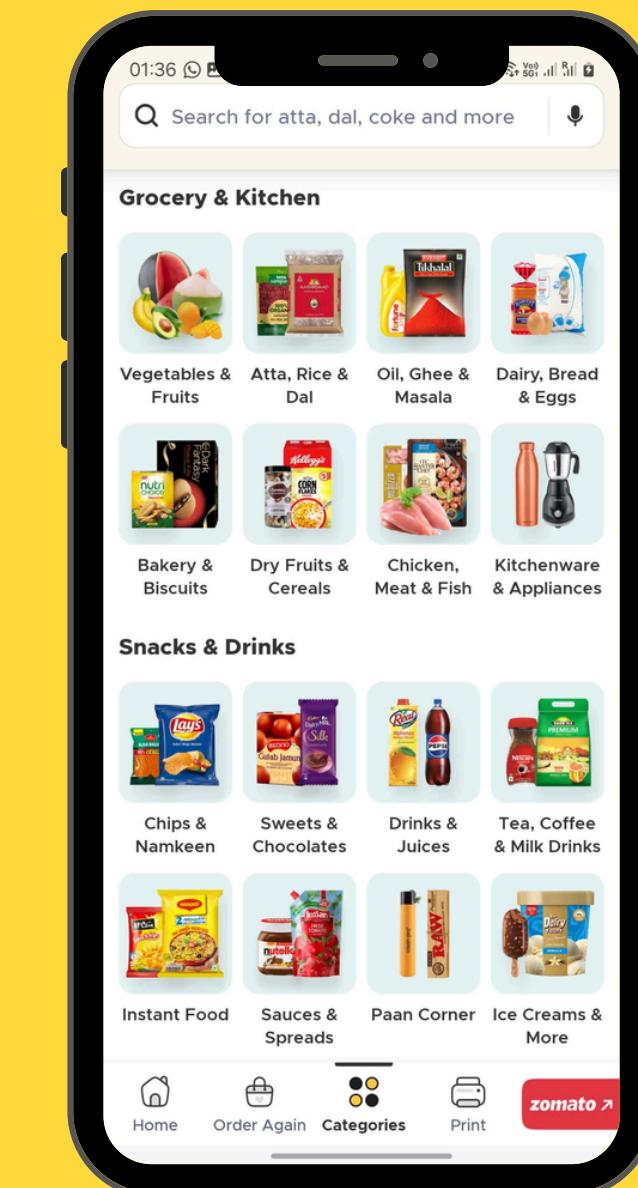
ZEIGARNIK EFFECT

-Unfinished Task Retention



MILLER'S LAW

-Cognitive Load Reduction



✓ Implemented
Categories page has 16 items in one page!

THANK YOU

TEJAS PATHAK