



Product Case Study : The AI-First Challenge

Problem Statement

In the next decade, the future of e-commerce will be defined by Artificial Intelligence. Flipkart, as a market leader, must evolve from a technology-enabled company to an AI-first company to drive the next wave of growth and innovation. This transformation goes beyond implementing AI tools; it requires a fundamental shift in strategy and a deep integration of AI across all facets of the business. The challenge is to propose a winning AI strategy for Flipkart that will not only enhance the user experience but also drive operational efficiency and create new business models.

Key Deliverables



The proposed strategy should be a comprehensive, multi-layered approach, addressing the following questions:

- How can Flipkart leverage its existing strengths and data to build a competitive advantage with AI?*
- What are the opportunities and threats that Flipkart faces in the rapidly evolving AI landscape?*
- How can an AI strategy empower every Indian, including those who have yet to fully embrace e-commerce?*

Round 1: Video Submission

- 1. SWOT Analysis: Conduct a thorough SWOT analysis for Flipkart's AI strategy. This should identify the company's current strengths and weaknesses related to its AI capabilities, as well as the opportunities and threats in the Indian and global markets.*
- 2. AI Stack POV: Develop a point of view on how Flipkart should utilize each layer of the AI stack—from the foundational models to the end-user applications—to create a unified, intelligent e-commerce ecosystem.*
- 3. Use Case Deep Dive: Identify a specific use case that you believe has the highest potential for business and customer impact. Justify your choice and explain how it aligns with Flipkart's "AI-first" vision.*

Key Deliverables



Round 2: Semi-Finals

1. *Solution & Cohort: Detail the proposed solution for the selected use case. Clearly define the target customer cohort and explain why this specific group is the right one to target first.*
2. *Metrics: Recommend the L0 and L1 metrics that Flipkart should measure to determine the success of the first product release.*
3. *Build vs. Buy: Provide a clear recommendation on whether Flipkart should build or buy the core capabilities for the proposed solution, with a long-term perspective.*

Round 3: Grand Finale

1. *Go-To-Market (GTM) Strategy: Present the Minimum Viable Product (MVP) and a detailed GTM strategy. Explain how you would launch and promote this new feature to the chosen customer cohort.*
2. *Versioned Release Plan: Outline a versioned release plan, showing how the product would evolve over time, with a list of features for each version.*
3. *Adoption Strategy: Explain how Flipkart would increase user adoption and engagement after the initial release, ensuring the product becomes a core part of the user's shopping journey.*

Evaluation Metrics



Round 1: Video Submission

1. Extent of Research - Methods, Sources, Coverage
2. Depth of Analysis
3. Quality of Insights
4. People Centricity involved in Approach
5. Presentation Skills

Round 2: Semi-Finale

1. Audacity in Ideas
2. People Centricity in Ideas
3. Originality & Innovation
4. Extent/Scale of possible Impact of Ideas
5. Presentation Skills

Round 3: Grand Finale

1. Audacity in Ideas
2. People Centricity in Ideas
3. Depth of Execution Planning
4. Viability & Implementation
5. Presentation Skills