

# Competitive Bench-marking




**Good Points**
**1 Smart Search**

Flipkart is providing very smart search bar. User will get fruitful results of the keyword he/she searching for.

i.e. user will searching for memory and he/she will find the results like "memory" in Mobile Memory Cards, "memory" in Memory Cards, Memory card 8gb class 10, 16gb memory card, 128 gb memory card, Memory card microsdhc.

User can find search options by separate departments and related available product related to the keyword. So this is very helpful for user to search a particular product on Flipkart. Though this feature is smarter in Amazon.

**2 Easy Filtration**

Flipkart has very unique and excellent filtration functionality.

If a user will search for washing machine, user will get the list of washing machines available nearby his/her area pin code. Also user can filter by Price, Function Type, Brand, Discount, Capacity, and Availability etc. On top section User can sort a product list by Relevance, Popularity, Price (Low or High), New and Discount. This feature is very useful for a user to filter particular product he/she wants.

**3 Product List View**

User can view products in a grid view which is a better approach than showing a product list in list view. User can view product image, Price, EMI, Short description of a product, Offer (if available). One hidden feature is Shortlist product, user have to mouse hover on the product thumbnail to view this feature.

Products are displayed in a simple white background, which pops out the product and highlight it in a very prominent way.


**Bad Points**
**1 More offers on application**

Flipkart is providing more offers and discount on mobile application, on this basis they thought that they can increase their app users but this is not the right user experience, if someone does not have that much good phone which can run their application but still want to purchase something only on website they cannot get additional benefits on purchasing the product.

**2 Important offers/information are displayed as an advertisement in the right panel**

On the home page of Flipkart you can find one main banner and other important offers on the right side vertical panel, on the very first view it looks like an advertisement section.

If a user look at that right side panel very deeply than only he/she can identify that these are not advertisements, but some very important offers shown over there.

Also they show some important information like Flipkart Advantage and Free Next Day Delivery in the same section. Which is a wrong information architecture, and a very big loss for a user. So this is not the right user experience.

**3 Bottom part of recommendation**

When you enter into the detail page of the any product at the end of the page you can see one table which shows some recommendation, this table should be shown after the product photographs and overall detail, so that user can see the recommended options which are available. If you put table at the end of the page then 90% off user will never go till the end and they miss this important notification provided by the Flipkart.

**4 Loading Time**

So many content is there on the home screen. May be because of that Loading the whole page is taking more time than other competitors.



## Good Points

### 4 Product Detail Page

User can find all the information about the product very easily on the detail screen.

Flipkart shows product images, product description, seller name, seller rating, available offers, exchange offers if applicable, Color, Rating, Reviews, Price-with exchange and without exchange.

User can see some related option of chosen product like similar product with other company names. User can see full detailed description of the product and rating of the product.

I believe that this type of detail page is very helpful for users to purchase any product.

### 5 Add To Cart Functionality

User can find Add to cart option on detail screen of any product. Here user have two options to proceed with, one is to buy now and second one is add to cart, if the product is finalized than user can go with buy now, but if user want to check more products, than user can add the product to cart. After clicking add to cart button one small pop-up will appear on top right corner and it display your product which is added to cart.

User can still search other products on same page, no need to press cancel button or no need to go back.

### 6 Shortlist Functionality

Flipkart is providing shortlist functionality on the list view page. User have to mouse hover on the product thumbnail to view this feature. User have to click on the star button to shortlist the product.

User can view all the shortlisted products on the right side of the screen. This button is placed in vertical alignment.



## Bad Points

### 5 Checkout Page / Cart Page

After adding the product into the cart you have to click on the cart button which is placed on the top right corner. By clicking the cart button, user will redirect to the Cart page where user can see only his/her selected products. Flipkart is not providing any suggestion or offer banners on this page, if some advertisement or suggested products are placed on this page, user might be click on that and there might be chances to increase sales with the help of this option.

### 6 Responsiveness

This website is not responsive, but they have different website for mobile.

### 7 Top - Button (Enabled on Some Screens and Disabled on Some Screens)

The Home screen is too long. There should be Top button somewhere on the home screen also to come back on top of the website.

Recommended Top button should be on bottom right corner.



## Good Points

### Other Observations

- Navigation is intuitive, consistent and very useful for every user. User can finish his/her journey in very few clicks.
- Content provided is more than enough. Very Impressive data is there for every product. User can see every micro details for every product.
- Site performance is very fast and growing smoothly. Though there is a lot more content available, site is performing well enough.
- Interactive elements are used in a very nice manner. i.e. banner on main screen, shortlist button on product list view screen.
- Visual appeal of the whole website is neat and calm, It attracts user's visual attention.
- On the Very first view user can see all the latest brands and offers on the main banner.
- Deals of the Day with time duration is the best and useful feature for a user. User can identify that the products shown below this header are for this time period only.



## Bad Points

### Other Observations

- Used only one font series in whole website.
- Shortlist functionality must be throughout the website.
- Remove from Cart button is missing.
- Help must be prominent throughout the website.
- Product list view has white background. So, there is no differentiation between left side filter section and center part with product list view.
- Sort by functionality is missing when user will scroll up the product listing web page.

 Good Points**1 Smart Design**

Looks same UI in desktop and tablet (Landscape) view. For mobile the layout fits very smartly in small size. Website look and feel is great in all devices. User can see almost all the major functionalities on very first view on all the devices.

**2 Out of the Box Navigation**

Snapdeal adopted the left side navigation panel. Which is a very different approach for an ecommerce website. Generally all ecommerce websites use navigation panel on the top center position, even users are also used to navigation on top of the website. Snapdeal used iconic representation in the navigation panel with relevant button text.

**3 Top Button**

Snapdeal provides unique feature for users to move to the top of the website. The Top button, which is placed at the bottom right corner. It is a useful feature for this kind of long web pages. Because the web pages are too long and user will tired if they have to scroll up and down again and again. Bottom of the web page is the end of the page. So it is obvious to move the user to top of the website. So this button helps a lot the user.

**4 Product Grid View**

White and grey colors are used as background for products Grid view and whole page background. Both these colors are used very nicely. Grey color differentiates the background and filter section in lift side. Product grid view has used white background which is very useful to highlight the product section.

 Bad Points**1 Very Large Banner on Home Screen**

The banner shown on the home screen is very large. It require almost half of the screen size. Actually it is waste of space. It can be reduced by half of the current size.

**2 Filter Section**

User can view only 5-6 filter criteria in every section on product grid view. If user want to see more filter criteria, he/she have to click on “View More” button. This button will open a new pop up from right side which allows user to filter more criteria for every section.

This process is very hectic for a user. User generally wants all the filtration criteria side by side of the product listing. And also they want to see the filter applied live on the same screen.

**3 Sort By**

User can view sort by functionality on the top of product listing. But when user scroll up the sort by section moves and stick to the top of the website. This might be confusing for a user that the placement of a particular element is shifted to one place to another.

**4 Expand/Collapse View**

All the information provided on the website uses description or points followed by titles. And all the titles are mostly in collapsed view. User have expand the title by clicking on the plus (+) icon. Also there is not any button option provided for “expand all” and “collapse all”.

This kind of functionality is hectic for a user. It increases clicks of a user, and waste time also.


**Good Points**
**5 Relevant Navigation Bar on Every Page**

Snapdeal is providing main navigation in left side. They use the top navigation section mainly for searching and few other functionalities. Actually they make a trick by using a navigation bar on left side. They keep the top section flexible for every page.

For example,

(1) If a user is surfing a product listing page, he/she can see the “Sort By”, “Result numbers” and “Cart button” on the top navigation panel.

(2) If a user is surfing a product detail view page, he/she can see the “Overview”, “Item Details”, “Reviews”, “Q&A”, “Seller Details”, “Recently Viewed” sections on the top navigation panel.

This is a smart way of highlighting the core functionalities of particular page.

**6 Hamburger Menu**

Hamburger menu on the top left corner is a very good point for using navigation panel. User can access the main navigation panel from any page of the website. By clicking the Hamburger menu the left navigation panel will open and it will allow user to access the navigation panel.

**7 Navigation Panel on Top**

Top navigation panel is used smartly for search and user centric points like “Help”, “Track Order”, “Account Details”, “Quick Links” and “Shopping Cart”.

Also this panel is flexible. It is changed as per the page shown.


**Bad Points**
**5 Add to Cart**

From product detail page user can add product to Cart. For that user have to click on the Add to Cart button. User will see a pop up of Shopping Cart. This should not be mandatory to show shopping cart popup every time. Also the Add to cart button should be disabled once the product already added to cart.

**6 Images Are Not Proper**

Throughout the website in most of the time only one product image is shown for every product detail page. User always want to see more product images on launch of the product detail page. Also the resolution and quality of images are not good enough.

User can view more images when user click on the image of a product and user will redirect to a large popup.

**7 Font Specifications Are Not Proper**

Used different font series for different sections, but it is not prominent.

Many times grey fonts are used, which looks like disabled sections.

**8 Offers Section in Product Detail Page**

Offers in product detail page are not highlighted properly. It looks like a general description only.

**9 Ads at The Bottom of The Product Image in Product Detail Page**

No need to show ads at the bottom of the product image. Rather they can show ads at the right side panel.

Better to show product description exactly below of the product image. Because user is also expecting that only.


**Good Points**
**1 Smart Navigation Panel With images**

When user mouse hover on the navigation (All Stores) panel it will pop up the menu with main categories. All the categories images are shown with the names. This will helpful for a user when he/she don't know or not have any idea about particular category name.

**2 Product Videos are Available**

There is also a TV channel of Homeshop18. They took the benefit of that. They show the product videos on their TV channel, and they also show the same videos on their website. This kind of feature is not available on most of the ecommerce websites. Watching product videos is a very helpful for a user to take the understanding of a product.

**3 Best Deals**

Best Deals are shown very prominent on top right corner and left side of the website. The left side panel deal is showing lapse also. This will help user to grab the deal as early as possible.

**4 Top Searches**

Homeshop18 provides the Top searches section above the top navigation bar. Which can be a useful feature for new users. For regular users this feature will not very helpful.

**5 Quick View is Very Fast and Impressive**

Quick view of a product is opening very fast, also user can perform most of the functionality which he/she can do in product detail view. This feature provides most of the information. User can take decision to purchase the product by viewing the Quick View options.


**Bad Points**
**1 Banner**

Banner is not impressive. It is not creating a good impact on users. Also it is not intuitive. Not able to give any message to users. Also its design is not up to the mark.

**2 Marquee Banner on Home Screen**

Using Marquee is a very old style of html. Nowadays it is outdated tag. This will create a negative impact on users.

**3 Filtration Panel in Product Listing Page**

User can view filtration panel in product listing page. But this panel is not much impressive. Provided criteria are not sufficient to filter the product. Also the scrolling of the panel is not smooth.

**4 No Add to Cart Functionality on Product Detail Page**

They have not provided the Add to cart button on the product display page. There is only one button "Buy Now" is there. So every time user click on "Buy Now" button, it will redirect a user to the Shopping Cart page. Where user can see added products and directly purchase them.

**5 View More Results on Product Listing Page**

When user visit the Product listing page he/she have to scroll down to find more products. When it loaded all the data of first page, user will find the "View More Results" button at the bottom of the product listing page. Every time user have to click on that button to view more products. Actually it should be default action.



**Good Points****6 Recently Sold Products**

Product detail page has so many information on it. User can view most of the information about the product on this page. There is a specifications section below product images. The space at the right side of specifications section is used very smartly. Almost this space is useless. And it is must to use it in a prominent way. They places Recently Sold Products in this space. Which is also a very useful feature for users.

**7 Design Elements, Fonts and Colors are Placed Very Nicely**

UI design is not that much impressive, but the design elements and other design factors are prominent. Fonts are used very prominently and not disturbing at any point. Readability is nice. Colors are prominent and properly visible throughout the website.

**8 Add to Cart Functionality on Product Listing Page**

Add to Cart functionality is provided very smartly which is saving a lot of time of a user. User can view the “Add to Cart” button on the bottom right side of the product. This will allow a user to add the product direct to the cart from the listing page only. No need to open a Product detail page to perform this action.

**9 More Similar Products Provided on Product Listing**

When user is viewing products on product listing page. User can view the “More Similar Products” button on the bottom left corner of the product. This will redirect a user to a new page with all the similar products.

**Bad Points****6 Content Not Visible Properly**

Lots of content is provided for every product. Good point for user that so many things are there. But visibility and placement of content is very poor. Text is so much congested on every page of the website.

**7 Shopping Cart Popup is Confusing**

User can view shopping cart by clicking on the top right corner - cart icon with number of items. But when user do mouse hover on that icon it asks for sign in. But actually if a user clicks on that button it will redirect user to the shopping cart page.



### Comparison of visually loading the page by time



