

Assignment 1 - Phase 3

Features, Prioritization

P0 Problem

“Users are struggling to confidently purchase high-consideration products (especially electronics) because Flipkart’s mobile app does not provide an effective product comparison experience. This leads to confusion, decision fatigue, higher drop-offs, and lost conversions to competitors”

Step - 1

Brainstorm Solutions

Solution	Short Description	Key Assumption	Category
Side-by-Side Full Compare Feature (Web Parity)	Allow users to select up to 4 products and view detailed specifications side-by-side on a single screen (similar to the website experience).	Structured comparison reduces the effort of switching between product pages and mentally remembering details.	Low Confidence

AI-Generated Product Comparison Summary	Users select up to 4 products, and AI generates a concise summary highlighting strengths and weaknesses of each product.	Users prefer AI-filtered insights instead of manually scanning long spec sheets.	Low Confidence
Side-by-Side Simplified Specification Compare Feature	Compare products under simplified, curated sections (e.g., Camera, Battery, Performance, Display, Value, Offers), excluding less relevant technical details.	Simplifying technical specifications improves clarity and accelerates purchase decisions.	High Confidence
AI-Powered Smart Compare Feature(Simplified)	Users manually select products or receive AI-suggested comparisons. The comparison includes simplified specs, curated parameters, and AI-generated review summaries, pros, cons etc	Combining structured comparison with AI insights provides just enough clarity for confident decision-making.	High Confidence
AI Chatbot for Personalized Product Recommendation	Users describe their requirements to an AI chatbot, which recommends the most suitable product(s) along with pros and cons.	Conversational guidance reduces decision fatigue and simplifies product discovery and comparison.	High Confidence

Step - 2

Prioritize Smartly (From Possibility to Focus)

Solution	Reach	Impact	Confidence	Effort	RICE Score	Notes
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Side-by-Side Full Compare Feature (Web Parity)	3	2	2	2	6	Impacts all electronics users but gets too overwhelming for user going through all the details; medium build complexity
AI-Generated Product Comparison Summary	3	3	1	3	3	Potential but going through summary can be bit frustrating for user; medium effort considering Flipkart's progress in AI
Side-by-Side Simplified Specification Compare Feature	3	3	3	2	13.5	Quick win; high clarity to user for easy comparison; low effort
AI-Powered Smart Compare Feature(Simplified)	3	4	4	3	16	Strong impact but heavier build
AI Chatbot for Personalized Product Recommendation	3	4	4	4	12	Useful but indirect to problem statement; Little high engineering effort

Step 3:

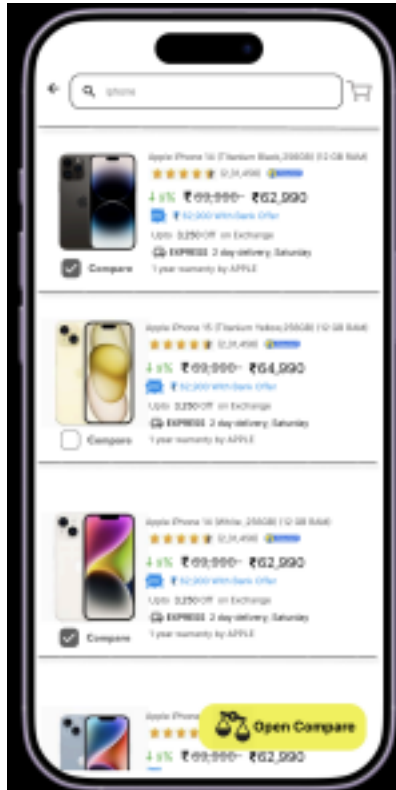
Wireframe



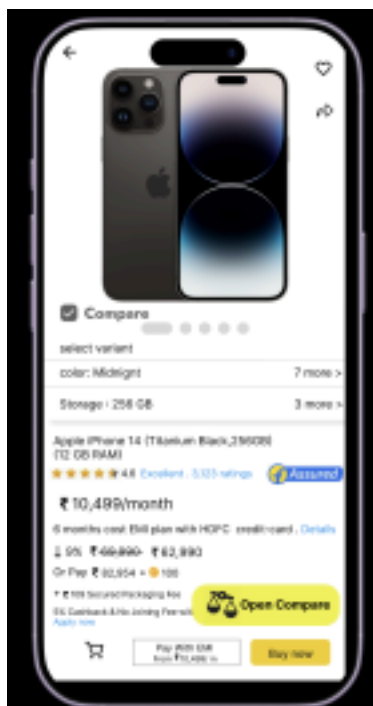
Results from search page -> We have a **compare radio button** here



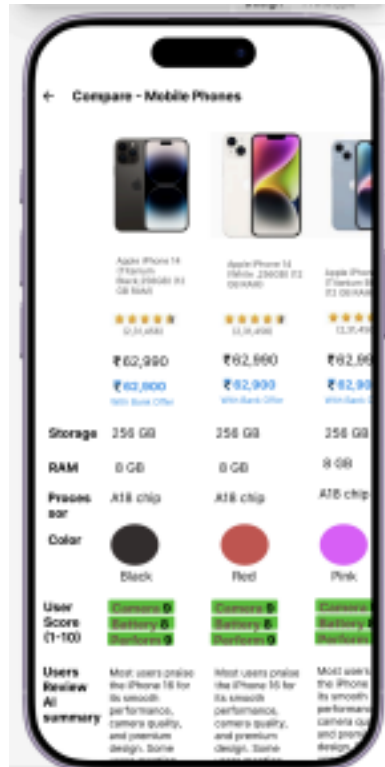
User taps **compare** button -> User gets option to **Select Variant** (Can select multiple)



User selects compare for more than 1 product -> User sees floating button (Open Compare btn) to Go to compare page



User have **compare button** on **product detail page** as well -> User sees **floating button (Open Compare btn)** to **Go to compare page** when user click compare



The user sees all the **necessary details**.



The user also sees **AI summary**, **AI generated all user review summary** and **AI scores**.

STEP 4: Define Success Metrics

Metric Type	Metric Name	Definition	Why it Matters
Key Metric	Checkout Conversion Rate (Mainly Electronics Category)	% of users who complete purchase after viewing product compare page in electronics and similar category	Directly measures whether improved comparison increases buying confidence and purchase completion
Secondary Metric	Compare Feature Usage Rate	% of electronics product viewers who use the compare feature	Indicates adoption and discoverability of the feature
Secondary Metric	Product Page Drop-off	% of users exiting from product detail pages	Should decrease if comparison reduces confusion

	Rate	without adding to cart	
Secondary Metric	Time to Purchase Decision	Average time between first product view and checkout	Should reduce if AI insights speed up decision-making
Guardrail Metric	Customer Not Adding product to cart from compare page	% of the time electronics products do not get added to cart after comparison.	Ensures if user really getting benefitted from the feature
Guardrail Metric	User does not use compare feature	% of electronics buys where the user uses compare feature.	Ensures if user really getting benefitted from the feature

STEP 5: Identify Pitfalls & Mitigations

Assumption at Risk	Failure Mode	Impact	Likelihood	Mitigation (Practical)	Detection Signal	Containment / Rollback
Users will not go to compare page(not using the feature)	Low adoption; users ignore the feature	High	Medium	Add smart nudges ("Compare these 2?" when user adds 2 or more similar product to cart), highlight during sales	Compare feature usage rate	Reposition the UI elements to highlight the compare button; simplify entry point

AI insights improve clarity	AI summary is inaccurate or misleading users	High	Medium	Limit AI to structured rule-based summary initially; human review of templates for top selling products	User reviews, surveys	Disable AI summary temporarily
Simplified specs are sufficient	Users feel important technical details are missing	Medium	Medium	Add "View Full Specs" expandable section	Increased scroll to full spec section	Restore missing parameters in simplified view
Compare reduces confusion	Users feel overwhelmed by too much information on one screen	Medium	Medium	Default to "Show Differences Only" mode	High drop-off rate on compare screen	Default to "Show Differences Only" mode

PRD Doc -

<https://drive.google.com/file/d/1VCfJGwDII7cjhpv9i107PEPtv2hbNNgd/view?usp=sharing>