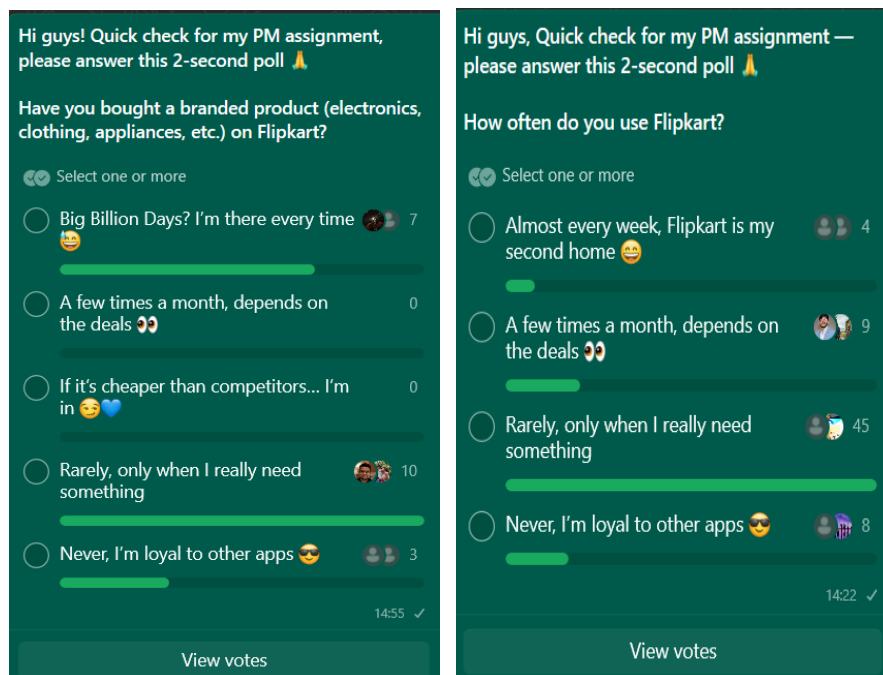


Flipkart - User & Market Research

Product Overview: Flipkart Inc. is an Indian e-commerce company, headquartered in Bengaluru, and incorporated in Singapore as a private limited company. The company initially focused on online book sales before expanding into other product categories such as consumer electronics, fashion, home essentials, groceries, and lifestyle products. The service competes primarily with Amazon India and domestic rival Snapdeal. As of FY23, Flipkart held a 48% market share in the Indian e-commerce industry.

Step 1: User Interviews + Surveys (Turning Conversations Into Evidence)

a) Pre-Interview Setup - Screening Poll



Poll Result Summary

Across two WhatsApp polls with a combined **~80+ responses**, the majority of users appeared to be **low-frequency Flipkart shoppers**, with **~45 voters** saying they use Flipkart “rarely”. However, we identified **two valuable target groups** for interviews:

1. **Active Buyers (Weekly/Monthly Users)** → ~13 users
2. **Seasonal Sale Shoppers (Big Billion Days)** → 7 users

A. User Interviews

INTERVIEW SUMMARY: User 1 (Quality/Brand Shopper)

Segment:

Quality/Brand Shopper (buys clothes + accessories regularly)

Recent Product Purchased:

Clothing (branded apparel; comparison across Flipkart, Myntra, Amazon)

Shopping Frequency:

2–3 times a month

ACTUAL WORKFLOW (Step-by-step)

1. Opens Flipkart → searches for the item directly.
2. Checks similar options and evaluates price, quality, reviews.
3. Cross-checks the SAME product on Amazon and Myntra.
4. Reads customer reviews carefully to validate real product quality.
5. Selects based on:
 - price
 - quality
 - accuracy of product images
6. Adds to cart → sometimes price changes → revisits decision.
7. Completes purchase or abandons cart depending on price and need.
8. Waits for delivery → usually accurate but delays happen rarely.
9. In case of returns, depends on PG pickup box → issues occurred.

PAIN POINTS (With Direct Quotes)

1. Product Images Not Matching Reality (Trust Issue)

“The cover image looks slightly different... but reviewers post the real photos. Some people can’t differentiate. They buy and then lose trust.”

2. Too Many Similar Options → Hard to Choose

“If there are many options, it becomes hard to choose what I want.”

3. Occasional Price Change in Cart (Hidden Fee / Dynamic Pricing)

“When I added the product to the cart, the price was slightly different... then later it increased.”

4. Delivery Delays (Rare but Impactful)

“Out of 100 orders, maybe 2–3 get delayed.”

“I once waited two weeks... the order got cancelled and money was refunded.”

5. Return Pickup Issues (Operational Pain)

“The return product got lost in the PG pickup box... they should let us know the exact time to deliver or pick up.”

BEHAVIOURS & WORKAROUNDS

- Always cross-checks price and reviews on Amazon + Myntra before buying.
- Relies heavily on **reviews + customer images** to check genuineness.
- Drops items from cart if:
 - price changes
 - need reduces
- Waits passively when deliveries are delayed; rarely escalates.
- Uses PG pickup box for returns, workaround leads to loss.

EVIDENCE AGAINST HYPOTHESES

P1: “Comparison difficulty due to too many similar products”

SUPPORTS

- User mentions difficulty when there are many similar products.
- Uses metrics (price + quality + reviews) to compare across apps.
- Actively checks 3 platforms due to confusion.

Quote:

“When there are many options, it is hard to choose.”

P2: “Hidden fees or unexpected price changes cause cart drop-offs”

PARTIALLY SUPPORTS

- User didn't report fees specifically but DID report dynamic price changes.
- This still creates surprise and abandonment.

Quote:

“The price increased after adding to cart... so I dropped it.”

P3: “Delivery delays or unreliable timelines harm trust”

PARTIALLY SUPPORTS

- Delivery generally accurate (98–99%).
- But delays occurred 2–3% of the time.
- One severe case: 2-week delay + cancellation → emotional impact.

Quote:

“I waited two weeks... then they cancelled the order. I felt disappointed.”

UNEXPECTED INSIGHTS

1. Product Images are misleading

This wasn't one of hypotheses, but is a **valid pain point**.

2. Return pickup complexity for people living in PGs

Not common, but very insightful operational pain.

3. Users rely heavily on reviews from other apps

She cross-checks reviews on **other platforms** because she trusts them more.

4. Emotion impact during delays

User mentioned:

“Especially girls... we get disappointed when delivery is late.”

Emotion = strong evidence.

NEW QUESTIONS TO EXPLORE

1. Do other users also compare across apps before buying?
2. How often do prices change unexpectedly at checkout?
3. How much do product images influence trust?
4. How common are delivery cancellations after long delays?
5. Is return pickup reliability a frequent issue among PG residents?

User 1 Interview Transcript: [Click Here](#)

INTERVIEW SUMMARY: User 2 (Occasional Clothing Shopper)

Segment:

Occasional Shopper (primarily buys clothing; shops online infrequently)

Recent Product Purchased:

Clothing (unbranded/branded material)

Shopping Frequency:

A few times a year

ACTUAL WORKFLOW (Step-by-step)

- Opens Flipkart → uses **search bar** immediately.
- Applies filters (mostly **price range**) to narrow down options.
- Browses items and evaluates mainly **based on price**.
- Reads reviews, but often finds them **confusing or contradictory**.
- Uses the cart as a **price tracker**, adds items and revisits after days/weeks to check if the price dropped.
- Does not buy directly from the cart; instead re-checks the product page before purchasing.
- Occasionally compares the same product on **Amazon** (not Myntra).
- Places order → delivery may take up to 2 weeks due to rural location.
- Rare delays happen; user does not complain or escalate.
- Relies entirely on Flipkart/Amazon reviews to judge genuineness.

PAIN POINTS (With Direct Quotes)

1. Confusing Product Reviews

Reviews often conflict, making decision difficult.

“Some people say cloth material is okay and some say it is good... confusing reviews.”

2. Price Changes After Keeping in Cart

Prices change when items stay in the cart for days.

“If I keep it in the cart for a week, the price will be different later.”

3. Delivery Delays in Rural Areas

Delays are common due to location issues.

“Sometimes it will be delayed... they say they cannot find the location.”

4. Limited Platform Trust / Comparison

User finds Amazon consistently more expensive, rarely checks elsewhere.

“In Amazon the price is high... in Flipkart it is low cost.”

5. Minimal Product Information Consideration

Only looks at **price** and **reviews**, not detailed specs.

“I see the price only.”

BEHAVIOURS & WORKAROUNDS

- Uses the cart as a **future price drop tracker**.
- Does not buy from the cart directly, revisits the product page.
- Compares Flipkart vs Amazon purely for **price**, not for quality.
- Accepts delivery delays, “does not ask questions.”
- Relies solely on review comments to judge genuineness.
- Avoids Myntra; prefers only Flipkart + Amazon.

EVIDENCE AGAINST HYPOTHESES

P1: “Comparison difficulty due to too many similar products”

PARTIALLY SUPPORTS

- Difficulty arises mainly from **confusing reviews**, not too many product options.
- User uses price + reviews as simple comparison filters.

Quote:

“Reviews are confusing... some say good, some say bad.”

P2: “Hidden fees or unexpected price changes cause cart drop-offs”

SUPPORTS

- User directly experienced price changes after keeping items in the cart.
- Although not about fees, **price fluctuation** influences buying decision.

Quote:

“If I keep it in the cart for a week, the price will change.”

P3: “Delivery delays or unreliable timelines harm trust”

PARTIALLY SUPPORTS

- Delays happen due to rural logistics.
- User accepts delays but acknowledges they occur.

Quote:

“Sometimes delivery is delayed... they don’t get the location.”

UNEXPECTED INSIGHTS

1. User uses the cart as a price-drop tracking tool

This is a behavior you did not originally consider, important for pricing and UX.

2. Confusion arises from reviews, not product overload

Review quality directly affects buying confidence.

3. Delivery delays are normalized in rural shopping behavior

User is tolerant of delays, different from urban users.

4. Product information is not important for this user

This segment is **price-first**, not quality-first.

NEW QUESTIONS TO EXPLORE

- Do other users also use the cart as a price-tracking tool?
- Are confusing or contradictory reviews a common problem?
- How frequently do rural users experience delivery delays?
- How do occasional shoppers decide between two similar products with mixed reviews?
- Is price the primary decision factor for low-frequency users?

User 2 Interview Transcript: [Click Here](#)

INTERVIEW SUMMARY: User 3 (Electronics Shopper)

Segment:

Electronics Shopper (occasionally buys high-value electronics; shops weekly for other categories)

Recent Product Purchased:

Trimmer (electronics; compared across platforms)

Shopping Frequency:

Weekly for general online shopping;
Every 2–3 months for electronics/clothing

ACTUAL WORKFLOW (Step-by-step)

- Opens Flipkart → directly uses **search bar**, not categories.
- Types the exact product name (e.g., trimmer).
- Scrolls until he finds “editor’s choice” / “most ordered” indicators.
- Checks **customer reviews**, especially:
 - recent month reviews
 - photos posted by customers
 - number of buyers
- If satisfied → adds to cart → orders if within budget.
- If not satisfied → applies filters like **price** and **4+ rating**.
- Compares same product across:
 - Flipkart
 - Amazon
 - Google (price comparison)
- Looks for:
 - refund/return timeline (7–15 days)
 - recent customer experience
 - brand authenticity
- Cart drop happens if he finds a better deal on another app.
- Delivery on Flipkart has been **consistently on time** for him.
- Navigation issues: homepage filled with ads, events, games.

PAIN POINTS (With Direct Quotes)

1. Homepage Overloaded with Ads & Events (Navigation Distraction)

Too many non-shopping elements on the first page.

“Flipkart runs too many ads on the first page... games, events, everything.”

2. Confusing Product List Due to Ads in Between Filters

Ads appear even after applying filters, breaks flow.

“Even if you apply filters, ads come first... it gets confusing.”

3. Comparison Required Across Apps for Expensive Items

Price inconsistency makes him compare on Amazon & Google.

“If I get the same product at a different price somewhere else, I will drop it.”

4. Limited Trust Without High Purchase Volume

Needs high purchase count to trust a product.

“If 20–25k people bought it, then I trust it.”

5. Interface Categorization Confusing Compared to Amazon

Prefers Amazon’s category layout over Flipkart.

“Amazon’s category segregation is much better.”

BEHAVIOURS & WORKAROUNDS

- Uses **search first**, not categories.
- Strong reliance on:
 - customer ratings
 - number of purchases
 - customer images
- Checks **refund/return period** before buying electronics.
- Cross-app comparison via **searching model number on Google**.
- Drops items from cart when he finds better prices elsewhere.
- Ignores confusing ads but finds them distracting.
- Prefers Amazon for category navigation, Flipkart for deals.

EVIDENCE AGAINST HYPOTHESES

P1: “Comparison difficulty due to too many similar products”

PARTIALLY SUPPORTS

- User compares via customer rating + purchase volume.
- Not confused by product similarity; confused by **ads** in listings.
- Uses filters (4+ rating + price) to simplify comparison.

Quote:

“Ads come first even after filter... that gets confusing.”

P2: “Hidden fees or unexpected price changes cause cart drop-offs”

NOT SUPPORTED

- No hidden fees problem reported.
- Price breakdown seems clear.

Quote:

“Nothing wrong with this part... same price, only tax and delivery charge added.”

However:

- Cart drop happens due to finding better prices on Amazon, not due to hidden fees.

P3: “Delivery delays or unreliable timelines harm trust”

NOT SUPPORTED

- Has never faced a delivery delay on Flipkart.

Quote:

“Flipkart delivery... I don’t think I have ever faced delays.”

UNEXPECTED INSIGHTS

1. Category Navigation on Flipkart is inferior to Amazon

User strongly prefers Amazon's organization of categories.

2. Homepage clutter creates friction

Ads, games, events overshadow product browsing experience.

3. Purchase volume heavily influences trust

User wants products bought by tens of thousands of people.

4. Filters + ratings drive the entire decision-making process

For him, 4+ rating + high purchase count = trust.

5. Refund period matters for electronics

User checks if refund window is 7 or 15 days, important for electronics shoppers.

NEW QUESTIONS TO EXPLORE

- How many users are confused by ads appearing inside filtered search results?
- How important is "number of buyers" for product trust across users?
- Do others also rely heavily on return/refund period for electronics purchases?
- How do users perceive Flipkart homepage clutter compared to Amazon?
- How often do users cross-check model numbers on Google for price comparison?

User 3 Interview Transcript: [Click Here](#)

B. Survey Overview

I conducted a short survey with **17 respondents** to understand how people shop for branded products on Flipkart. Respondents included a mix of frequent, occasional, and rare shoppers. The goal was to validate the problem hypotheses identified in Phase 1.

1. Key Quantitative Insights

A. Product Comparison Issues (Strongest Signal → 15 out of 17 respondents)

15 out of 17 users (88%) said comparison is **Neutral / Somewhat Easy / Difficult**, only **1 user** said “Very easy.”

What makes comparison hard (multiple choices allowed):

- **Too many similar options → 12 users**
- **Specs hard to understand → 7 users**
- **Reviews are confusing → 5 users**
- **Seller credibility unclear → 5 users**
- **Price/variant differences unclear → 6 users**

This is the strongest validated problem.

B. Pricing Transparency & Cart Behavior

Cart abandonment due to unexpected charges:

- **Yes → 6 users**
- **No → 7 users**
- **Not sure → 4 users**

Transparency rating:

- **Very transparent → 5 users**
- **Somewhat transparent → 6 users**
- **Neutral → 3 users**
- **Not transparent / Not very transparent → 3 users**

Overall insight:

Users don't consistently feel prices are hidden → but **price confidence is low**, and many compare across Amazon/Myntra before buying.

C. Delivery Delays (Segment-Dependent)

Delivery delays in the last 6 months:

- **Never** → 7 users
- **Sometimes** → 4 users
- **Occasionally** → 4 users
- **Often / Always** → 2 users

Insight:

Delivery delays affect a portion of users, but not all. It's a **real issue**, but not the dominant one.

D. Most Frustrating Part of Flipkart Shopping

(Users chose ONE option)

- **Trusting reviews / product quality** → 7 users
- **Comparing similar products** → 3 users
- **Delayed delivery** → 2 users
- **Final price changing at checkout** → 1 user
- **None of the above** → 4 users

New strong signal:

Review trust is a MAJOR pain point (7/17 users chose it as *their #1 frustration*).

E. How users start shopping

- **Search bar** → 6 users
- **Category browsing** → 6 users
- **Compare across Amazon/Myntra FIRST** → 3 users
- **External Google/YouTube research** → 3 users

Insight:

More than 35% users compare externally before even using Flipkart → lack of trust & clarity.

2. Evidence Table

Hypothesis	Survey Evidence	Conclusion
P1: Users struggle to compare similar products.	12 users cited “Too many similar options.” 7 cited unclear specs. 5 confused by reviews. 3 users chose “comparing products” as top frustration.	Strongly validated
P2: Hidden fees cause cart drop-offs.	6 users abandoned carts due to charges. BUT 11 users said pricing felt transparent/neutral.	Partially validated
P3: Delivery delays reduce trust.	6 users experienced delays (Sometimes/Often/Always). 2 users selected delayed delivery as top frustration.	Mixed; segment-specific
NEW: Users do not trust reviews.	7 users chose “Trusting reviews/product quality” as the biggest frustration. 5 said reviews are confusing.	Strong new insight

3. The 3 Most Important Takeaways

1. Comparison is the #1 validated problem.

88% struggle with comparing similar products, mainly because there are too many options, unclear specs, and confusing reviews.

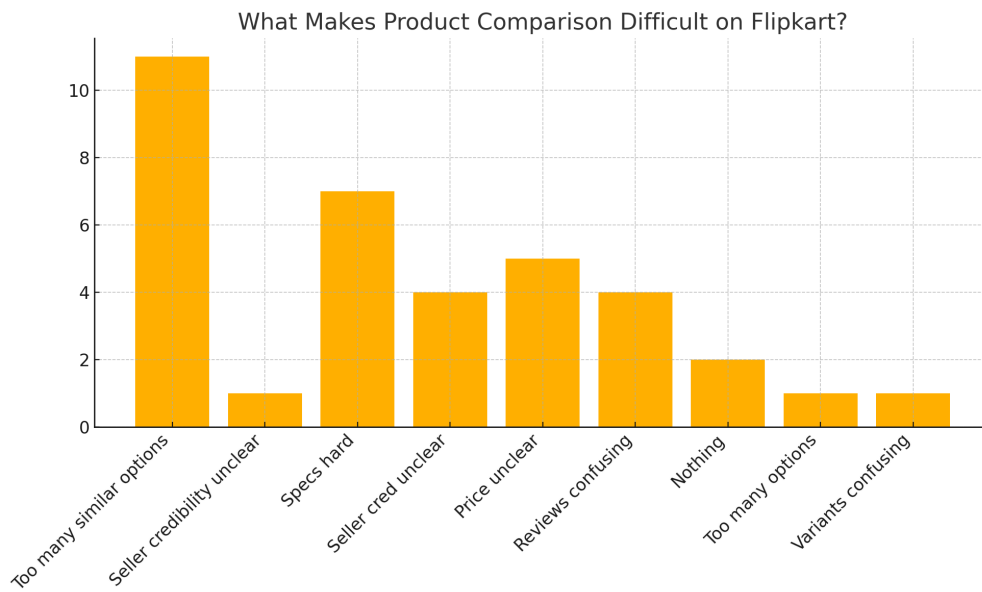
2. Trust in product reviews is a hidden but major issue.

41% (7 out of 17) cite review trust as their top frustration.

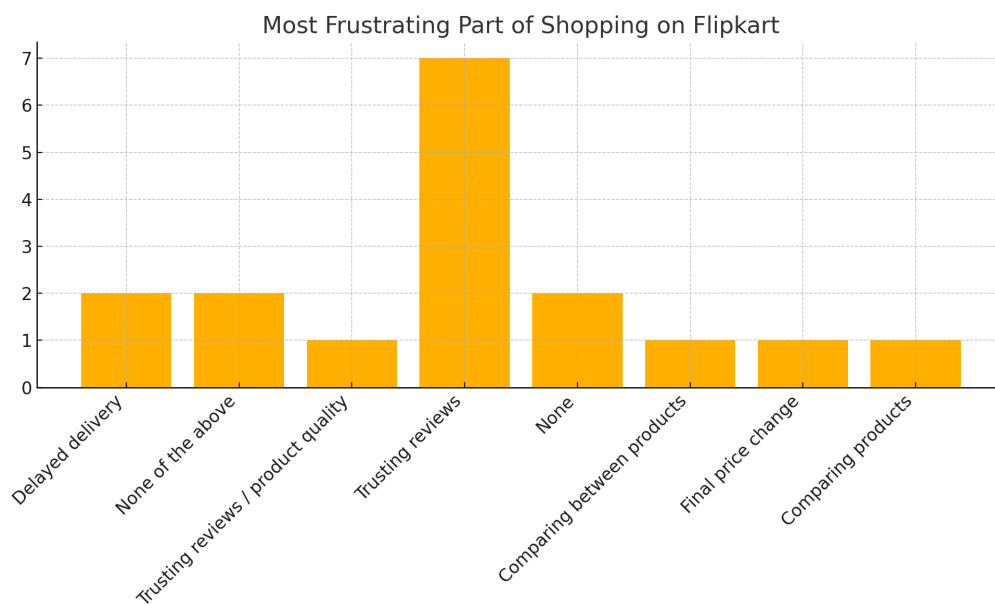
3. Delivery delays exist but are not the primary pain.

Only a minority consistently experience delays.

1. What Makes Product Comparison Difficult on Flipkart?



2. Most Frustrating Part of Shopping on Flipkart.



Source:

Link To Google Forms: [Click Here](#)

Link To Survey Responses: [Click Here](#)

Step 2: SWOT Analysis

“This SWOT analysis is based on 3 user interviews, 17 survey responses, competitor research (Amazon, Meesho, Ajio), and product teardown insights. It reflects the external market perspective and user experience, not internal Flipkart operations.”

1. STRENGTHS: What Users & Market Data Support

Strengths	Evidence	Strategic Impact
S1. Strong pricing advantage vs competitors	Interviewees: Flipkart cheaper than Amazon. Survey: 7+ users compare with Amazon/Myntra before buying and choose Flipkart for price.	Helps Flipkart win high-intent, price-sensitive users in electronics & fashion.
S2. High trust when products have many reviews & buyer photos	Users rely heavily on the number of ratings + customer images. User: “If 20–30k have bought it, I’ll trust it.”	Drives conversion in crowded product categories.
S3. Fast + reliable delivery for majority users	Interview 2: “Delivery accuracy 98–99%.” Survey: 60% said “Never delay.”	Improves retention & repeat purchases.
S4. Strong depth in electronics & value-for-money categories	Multiple users buy electronics on Flipkart first.	Helps Flipkart lead in sub-₹20k mobile category vs Amazon.
S5. Clear pricing breakdown at checkout	Majority survey: “Very transparent / Somewhat transparent.” Interview 1: “Price is same 99% of the time.”	Reduces checkout anxiety & improves conversions.

2. WEAKNESSES: Where users feel pain

Weaknesses	Evidence	Impact
W1. Comparison difficult due to too many similar options	11/17 survey users (65%) chose this. Interviews highlight option overload and confusing specs.	Decision fatigue → slower purchase → lower conversion.
W2. Reviews confusing / untrustworthy	6 users chose “Trusting reviews” as most frustrating. Interviews: reviews confusing, images inaccurate.	Lower trust → users check Amazon/Google → revenue leakage.
W3. Unexpected charges cause cart drop-offs	Survey: 6 users abandoned carts due to fees. Interview: price changed after adding to cart.	Lower cart → purchase conversion.
W4. Delivery delays hurt trust (though rare)	5 users reported “Sometimes” or “Often” delays. One interview: 2-week delay → cancellation.	Impacts NPS → users may shift to Amazon for reliability.
W5. Homepage clutter & poor category navigation	Interview 3: too many ads/events; prefers Amazon’s categories.	Harder for high-intent users to find products; increases bounce.

3. OPPORTUNITIES: Derived From Problems + Market Trends

Opportunities	Evidence	Potential Direction
O1. Simplify product comparison	65% survey mention comparison difficulty; interviews compare across apps.	Build “smart compare,” cross-store price checks, or product insights.
O2. Improve review credibility	“Trusting reviews” = top frustration.	Verified reviews, AI-flagged fake reviews, reviewer badges.
O3. Show authentic product images	Interview: cover photos misleading. Survey suggested original images.	“Verified Images from Recent Buyers” section.
O4. Improve pricing transparency (fees + dynamic price clarity)	6 users reported unexpected charges.	“No surprise fee” guarantee, upfront platform fee visibility.
O5. Redesign categories for discovery	Users prefer Amazon’s navigation.	Re-organized category-first layout or personalized category entry points.

4. THREATS: Competitive + Market Based

Threats	Evidence	Risk
T1. Amazon's superior review system & category navigation	Interview 3 prefers Amazon categories; Amazon has better verified review filters.	Users may switch for trust & navigation quality.
T2. Meesho's pricing advantage & zero commission model	Meesho undercuts Flipkart in clothing/home categories.	Flipkart may lose value-conscious users.
T3. Low trust in Flipkart product quality	Survey: top frustration = "Trusting reviews/product quality."	Pushes users to Amazon/Google before buying → revenue leakage.
T4. Delivery delays reduce trust	Users faced rare but severe delays.	High-value shoppers may prefer Amazon for reliable timelines.
T5. Quick commerce apps expanding into accessories/personal care	Blinkit, BB selling small electronics & personal care.	Flipkart may lose high-frequency purchases.

Step 3: Goal Setting - Linking User Pain to Business Impact

Problem 1: Comparison is difficult (too many similar options; specs unclear; confusing reviews)

User Pain → Too many options + unclear differentiation

Behaviour → Users switch to other apps (Amazon/Myntra/Google) to compare

Business Impact →

- ↓ Product Page → Add to Cart rate (conversion drop)
- ↓ User trust & shopping frequency (retention impact)
- Revenue leakage to competitors

Most direct metric: Conversion Rate (Search → Product Page → Add to Cart)

Problem 2: Unexpected charges / price changes

User Pain → Fee surprise / price shock at checkout

Behaviour → Cart abandonment

Business Impact →

- ↓ Cart → Purchase Conversion
- ↓ Trust & repeat purchase

Most direct metric: Cart Conversion Rate

Problem 3: Delivery delays / cancellation issues

User Pain → Delay reduces satisfaction

Behaviour → Annoyance but they still buy again (most said delays rare)

Business Impact →

- ↓ NPS / customer satisfaction
- Small effect on repeat rate

Most direct metric: NPS / CSAT / Delivery Reliability Score

(But weaker impact compared to P1 & P2)

“Which problem has the strongest evidence and the highest business impact?”

Let's evaluate:

Problem	Strength of Evidence	Impact on Business	Best Metric
Comparison difficulty	★★★★★ (65% survey + all interviews)	★★★★★ (core shopping flow)	Conversion Rate
Unexpected charges	★★★★ (6 users + interviews)	★★★★★	Cart → Purchase Conversion
Delivery delays	★★★ (5 users)	★★★	NPS / Retention

Goal Statement (Final Answer)

“Improve the Product Page → Add to Cart conversion rate by 12% in the next 8 weeks for branded-product shoppers (electronics + fashion).”

Step 4: Personas - Bringing Users to Life

Persona 1: “The Quality Seeker”

(Evidence: Interview 1 + 6+ survey responses)

Identity Snapshot

Name: Bhavana (23), Working Professional, Tier-1 City

Tagline: “I just want the right product, not the wrong one.”

Primary Need: Find *trustworthy, high-quality* branded products without confusion.

Goals / Motivations

- Wants branded, good-quality products (clothes, electronics)
- Wants product images + reviews to match reality
- Wants clarity to choose the *best* among similar products
- Wants trustworthy reviews before finalizing a purchase

Behaviours

- Shops 2–3 times a month
- Always compares on Amazon + Myntra
- Reads reviews carefully
- Checks customer photos
- Leaves items in cart if price changes
- Drops out if product images feel “fake”

Frustrations (Pain Points)

- “There are too many similar options... it gets confusing.”
- “Cover images and real images don’t match.”
- “Reviews are mixed; it’s hard to trust which one is real.”
- Price changes after adding to cart
- Occasional delays hurt trust

Persona Quote

“If I’m spending my money, I need to be sure I’m buying the right one.”

Failure Scenario: Spends 20–30 minutes comparing products → gets confused → checks Amazon/Myntra → buys there.

Success Scenario

Flipkart clearly shows comparisons, authentic images, and credible reviews → adds to cart quickly → purchases confidently.

Persona 2: “The Price Hunter”

(Evidence: Interview 2 + Interview 3 + 7+ survey responses)

Identity Snapshot

Name: Alok (25), Tech Worker, Tier-2 City

Tagline: “Give me the best deal, I’ll find it.”

Primary Need: Find the *lowest price* with *clear specs* and *no surprises*.

Goals / Motivations

- Get the best price across Amazon/Flipkart
- Wants clear specs for electronics
- Wants to avoid “unexpected charges”
- Wants fast and reliable delivery

Behaviours

- Searches directly via search bar
- Applies filters for price, 4+ rating, brand
- Compares across Flipkart/Amazon/Google
- Drops cart if price changes
- Extremely sensitive to delivery time for electronics
- Reads only recent reviews

Frustrations (Pain Points)

- “Ads appear even after applying filters; confusing.”
- Specs hard to understand
- Price differences unclear
- Sometimes final price changes at checkout
- Too many similar listings for the same product

Persona Quote

“Show me the best option quickly; I don’t have time to compare everything.”

Failure Scenario

Tries to compare multiple trimmers → ads + unclear specs → switches to Amazon → buys there.

Success Scenario

Flipkart gives clear comparison, shows best-selling product, transparent pricing → adds to cart → buys instantly.

Step 5: Problem Prioritization - Choosing Your P0

1. List all problems related to your goal

Problem A: Too many similar products → comparison difficulty

(65% survey, all interviews, multiple personas)

Problem B: Reviews are confusing / unreliable

(top frustration in survey)

Problem C: Specs are hard to understand

(Seen in interviews 2 & 3 + survey)

Problem D: Product images don't match reality

(Interview 1, survey inputs)

Problem E: Unexpected charges / price changes

(Survey: 6 users + Interview 1)

2. PIF Scoring (Population, Intensity, Frequency)

Problem	Population (1–5)	Intensity (1–5)	Frequency (1–5)	PIF Score (15)	Notes / Evidence
A. Comparison is difficult (too many similar options, unclear differences)	5	4	5	14	65% survey respondents + all 3 interviews; high confusion; happens every shopping session
B. Reviews are confusing / untrustworthy	4	4	4	12	Top frustration in survey; interviews highlight mixed/unclear reviews; affects trust and choice

C. Specs are hard to understand	3	4	3	10	Interview 2 & 3 + survey responses; mostly affects electronics shoppers
D. Product images don't match reality	2	4	2	8	Interview 1 + 1 survey suggestion; painful but affects fewer users
E. Unexpected charges / price changes	3	3	2	8	6 survey users + Interview 1; leads to cart abandonment but not frequent

3. P0 PROBLEM (Highest Score)

Problem A: *"Users struggle to compare similar branded products on Flipkart due to too many options and unclear differences."*

PIF Score: 14/15 (highest)

Strongest link to business goal (conversion)

Strongest evidence (survey + interviews)

Most solvable within scope (comparison UX)

4. Final P0 Problem Statement

"Quality-focused and price-conscious shoppers struggle to choose the right product on Flipkart because too many similar branded items appear with unclear differences, leading to confusion, external comparison on Amazon/Myntra, and drop-offs before adding to cart."