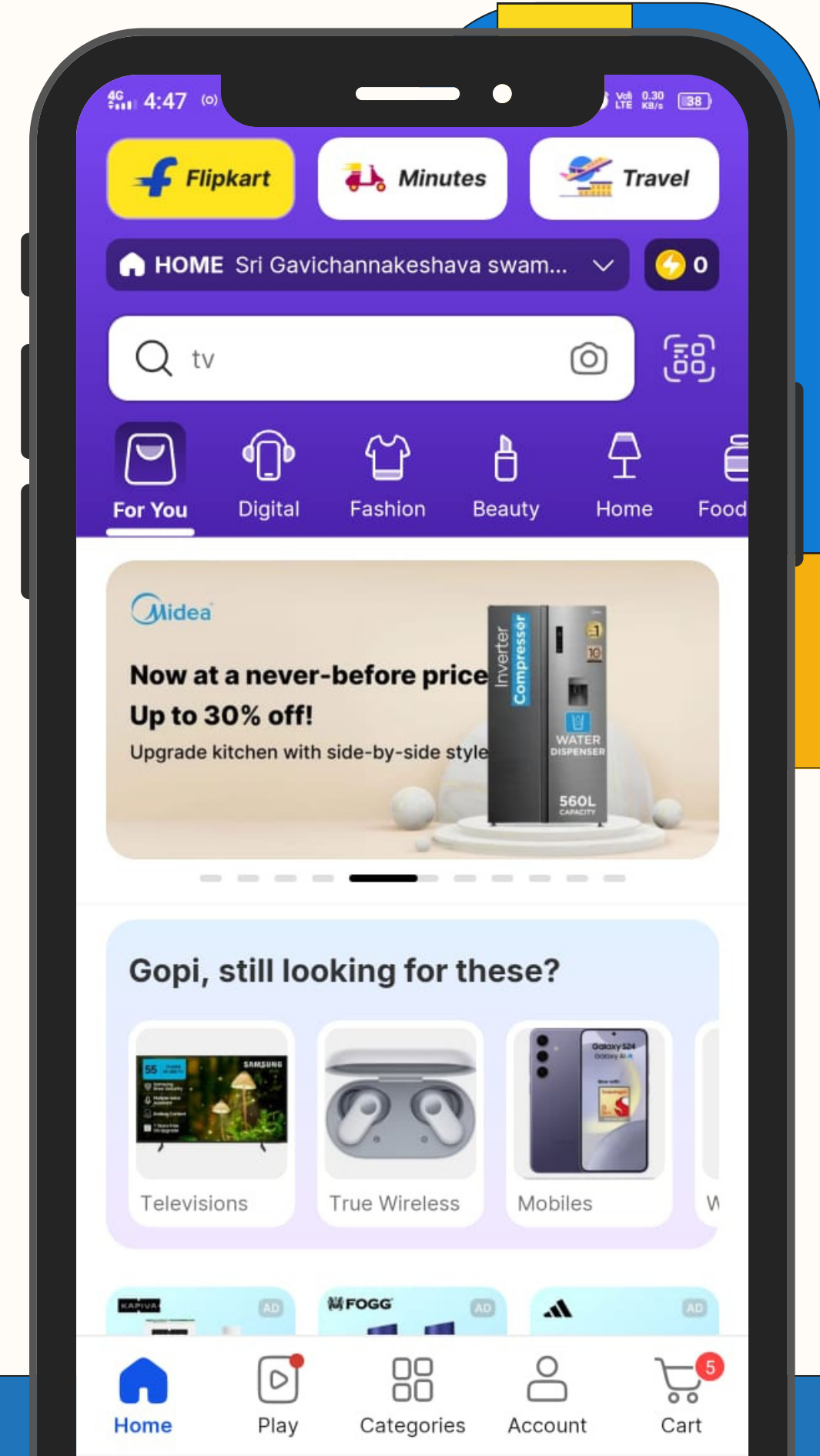




Reducing Decision Fatigue on Flipkart using **AI Buying Insights**

AI-powered assistance at the point of purchase



The Problem Statement

Electronics buyers struggle to decide

- *Electronics PDPs have hundreds of reviews*
- *Reviews are unstructured and often contradictory*
- *Users over-scroll to reduce regret*
- *This leads to decision fatigue and drop-offs*

User & Moment of Pain

Where exactly does it hurt?

- **User:** Electronics buyers comparing similar products, scrolling through 100+ reviews to see if the product is the right fit.
- **Moment:** Product Detail Page (PDP)
- **User goal:** “Is this right for me?”
- **Reality:** Too much information, not enough clarity

Home → PLP → PDP (Pain Point)

Why Mobile First

Why focus on mobile?

- *~75% of Flipkart users visit via mobile devices, vs ~25% on desktop. ([Semrush](#))*
- *Smaller screens amplify decision fatigue due to limited viewable content.*
- *Less tolerance for scrolling long reviews.*
- *Faster, confident decisions matter more on mobile, where most traffic comes from.*

Before vs After (Core Insight)

From review overload → decision clarity

Before

- Scroll through 100+ reviews
- Conflicting opinions
- Hard to identify deal-breakers
- Decision delayed or abandoned

After

- Key reasons surfaced instantly
- Clear self-selection (“Is this for me?”)
- Confidence to proceed
- Faster Add to Cart

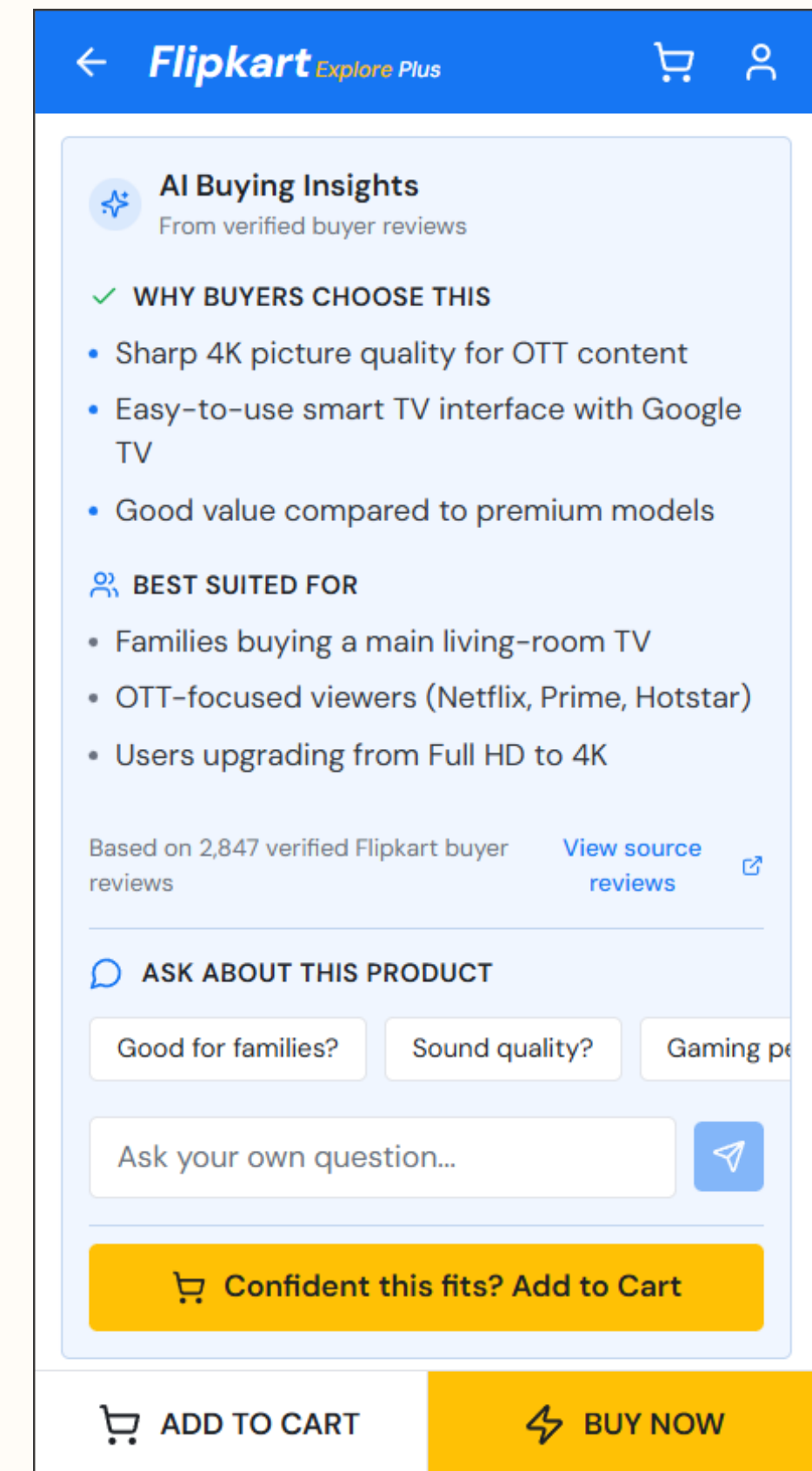
Solution Overview

AI Buying Insights on PDP

- *AI synthesises verified buyer reviews*
- *Placed directly on the Product Detail Page*
- *Shows only what matters to decide*
- *No chatbot, no exploration, no distraction*

Highlight (box):

- *“Why buyers choose this”*
- *“Best suited for”*



Prototype: PDP Decision Flow

How it works on the PDP

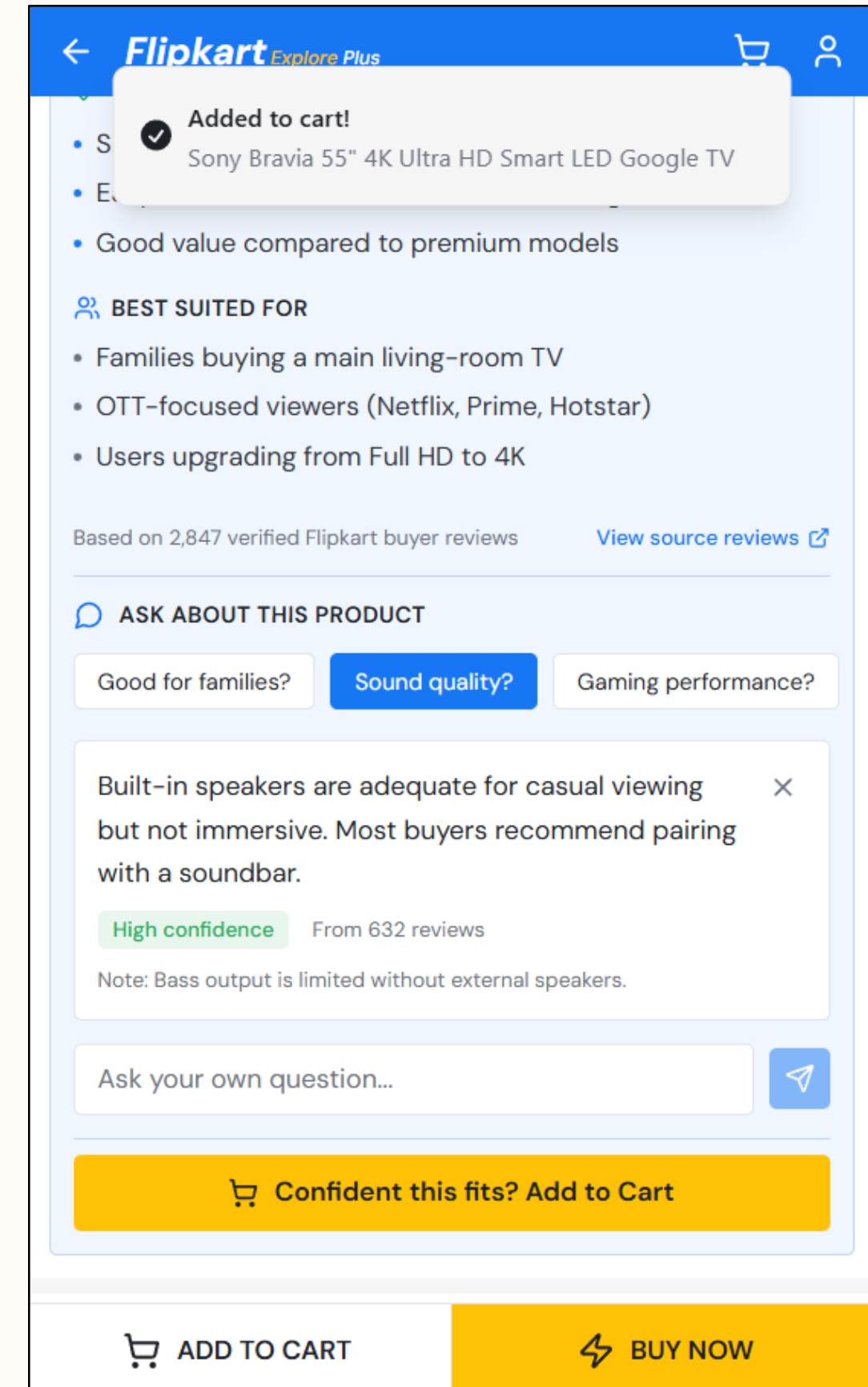
- Highlighted AI Buying Insights box
- Two crisp sections only
- Integrated naturally into the buying flow

Ask About the Product: “Resolving last-mile doubts”

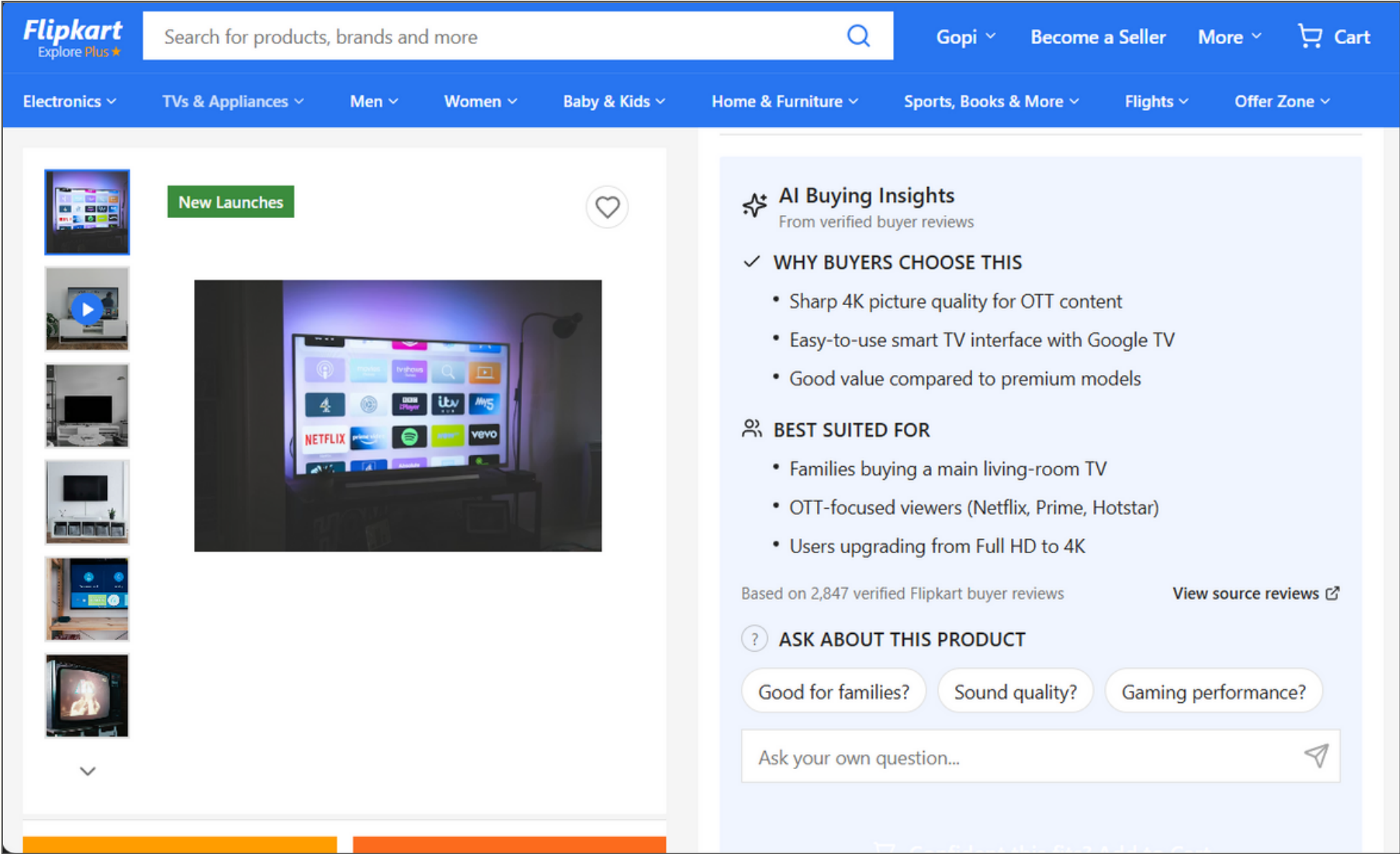
- Suggested questions guide users
- Users can also ask their own question
- Answers grounded in buyer reviews
- Graceful fallback when data is insufficient

Trust principles: No hallucination, Honest confidence labels, Redirect to specs when needed

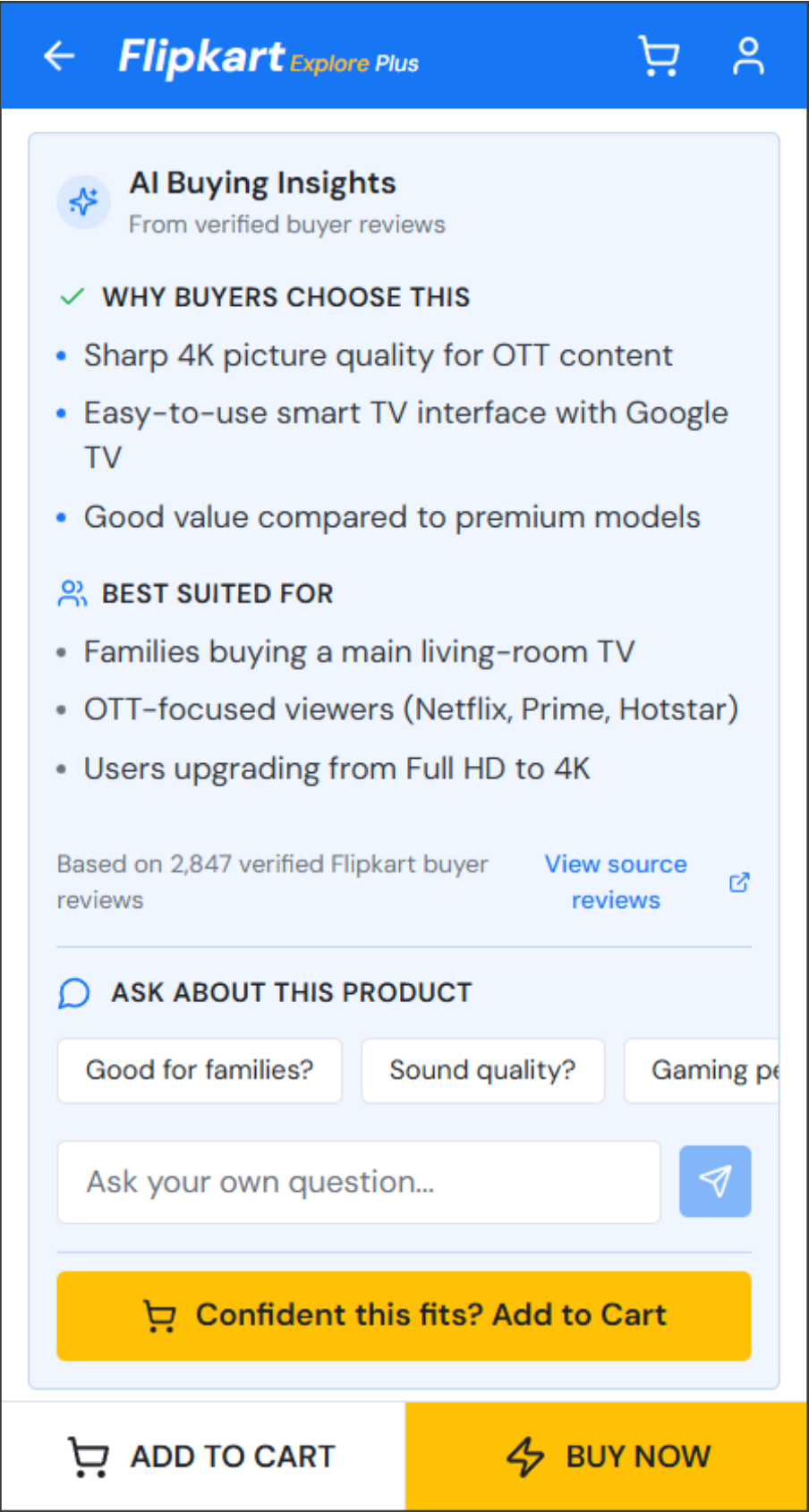
Flow: Insight → Clarification → Decision



Prototype: Desktop & Mobile



Link To Prototype Desktop Version: [Click Here](#)



Link To Prototype Mobile Version: [Click Here](#)

Impact & Product Judgment

How we measure success

Primary metric: *PDP → Add to Cart conversion*

Secondary signals:

- *Reduced review scroll depth*
- *Faster time-to-decision*
- *Engagement with AI Insights*

Guardrails:

- *Return rate*
- *Post-purchase negative reviews*

Intentional scope decisions

- *AI only on PDP (not Home or PLP)*
- *Electronics as starting category*
- *Mobile-first, desktop as extension*
- *Focused on decision clarity, not feature depth*

“A focused AI feature solving one real problem well.”