
Flipkart
Minutes
Product Space
Palak | Chitteshl Sunil

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Product Space

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PRODUCT OVERVIEW

Product Space





Product Space

FLIPKART MINUTES

Minutes ⏱️ is a rapid delivery service launched by Flipkart (alias FK) to cater the growing demand of consumers for quick and convenient access to daily essentials ensuring that they are delivered directly to customers' doorsteps in record time.

Launch date: Aug 2024 🚀🚀

The service is currently available in select localities of **Bangalore** and **Delhi**, FK plans to expand and bring their offerings to millions of customers across **20 cities**, covering both metro and non-metro regions.

Mission

At Flipkart, our mission is to seek out new ways to improve customer experience every single day.

Vision

Flipkart is committed to transforming commerce in India through technology.

AVAILABLE CATEGORIES



Grocery



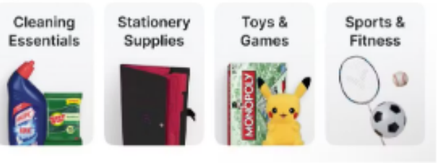
Snacks & Drinks



Beauty & Care



Electronics



Household, Lifestyle & Others

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WHAT DOES THE PRODUCT REALLY DO?

JTBD'S

01 **Explore Products on Flipkart Minutes**

02 **Place an Order on Flipkart Minutes**

03 **Order Delivered within minutes to the customer**

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INDUSTRY PERFORMANCE

1. Quick Commerce Industry GMV (Gross Merchandise Value) is forecasted to grow **@ 36% CAGR** *(2023 - 2029)*
2. In 2024, India has 26.2 million quick commerce users, forecasted to reach 60.6 million by 2029, i.e. **18% CAGR**
3. India ranks **4th** in quick commerce users, with China leading, followed by the United States and Japan..
4. 2024 ARPU - 127.7 USD, forecasted to reach 164.10 USD by 2029 i.e. **5% CAGR**
5. The user penetration rate, which currently stands at **1.8% in 2024,** is projected to rise to **4.0% by 2029**

Projected Revenue

GMV (in million US Dollar)

Market Share



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DIRECT COMPETITORS

	Delivery Time	Offers	Product Range	Social Visibility	# of Dark Store
blinkit	II	III	I	II	II
Instamart	III	II	III	III	I
Z	I	I	II	I	III

Ranks

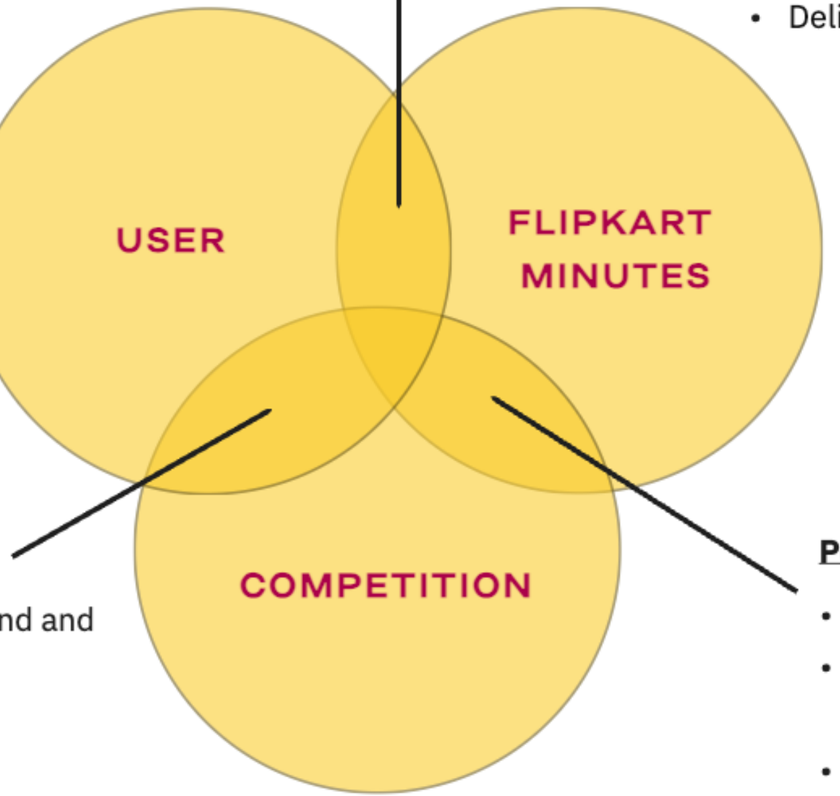
I II III

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COMPETITIVE LANDSCAPE

Point of Differentiation

- **Initiate refund at Doorstep**
- Integration with Flipkart's ecommerce platform
- No minimum order value
- Use earned FK coins to save better on *Minutes*
- Delivery of High value items like Laptop, PC etc.



Competitor USP

- Diverse product range
- Rapid Delivery
- Extensive product range, establish brand and user trust

Point of Parity

- Quick deliveries within 15-20 minutes
- Deliveries groceries, vegetables & other household essentials
- High focus on Tier 1 and Tier 2 Cities
- AOV @ Rs. 700

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PROBLEM STATEMENT

PROBLEM SOLVING

FLIPKART MINUTE

Problem Statement :

Enhancing the **user experience** and driving **customer adoption** for Flipkart's quick commerce service **"Minutes".** To differentiate **Flipkart's** offering in a saturated market while ensuring operational efficiency and maintaining competitive delivery times.

Breaking the Problem Statement :

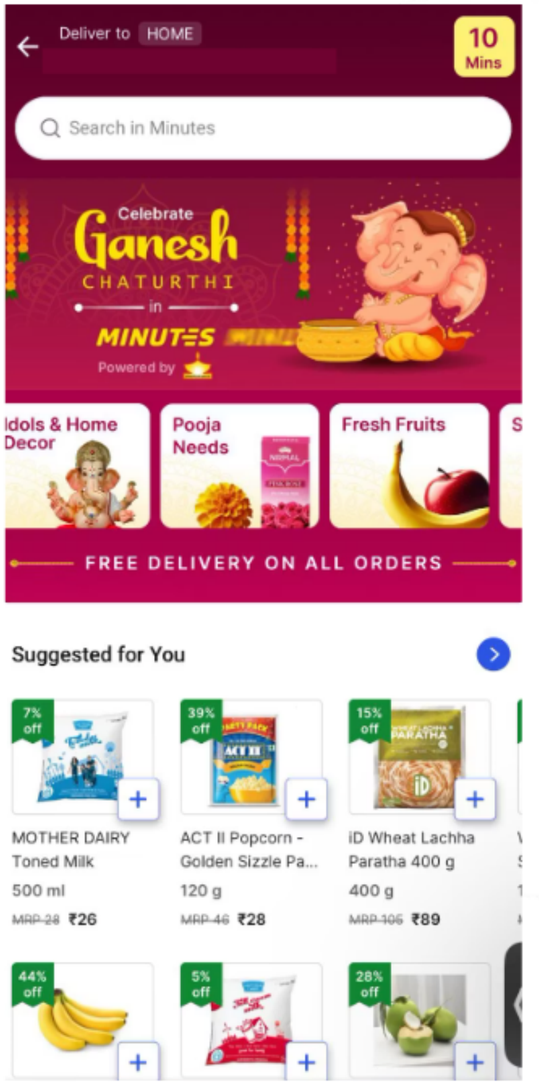
Objective: Enhance user experience and boost adoption for Flipkart's "Minutes" service.

Challenges:

Differentiate in a crowded market.

Focus Areas:

- User Experience
- Adoption
- Differentiation



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Why Solve it Now?

01

The quick commerce sector is **growing fast. Enhancing now** helps Flipkart capture market share and establish dominance before competitors take hold.

02

Rising **consumer expectations** for speed and reliability make it crucial for Flipkart to **enhance user experience** now to stay ahead.



03

With an increase in disposable incomes, consumers are **willing to pay a premium for convenience**, making quick commerce a viable business model.

04

Establishing **unique features,** focusing on **differentiation** and **reliable performance** early helps in creating a **distinct market position** and brand loyalty.

05

Early improvements in service quality and efficiency can establish Flipkart as a leading player in the market, **leading to long-term growth.**

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USER RESEARCH

USER RESEARCH

Are you aware about Flipkart Minutes ?

Have you ever ordered from Flipkart Minutes ?

Which is your go -to app for last minute shopping ?

How often you order from quick commerce platforms (weekly) ?

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Among 25+ interviewees that were interviewed across age group of 20 - 50, and FK Minutes serviceable locations:

- Only 24% users were aware about FK Minutes
- 10% of these 24% users have ordered from FK minutes
- Below is the response of these 24% users on FK experience

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USER INSIGHTS

Abhigyan
Body Rejuvination Therapist@Pune at Self-Employment (2022–present) · Author has **174** answers and **161.2K** answer views · 4y

Related **How genuine are product reviews on FlipKart?**

Flipkart cheats its customer. First they gave me a faulty TV in exchange for my Television (good and running) and now when the TV which was installed 2 days back has been found to be faulty, they are offering me a gift card of 1000 from Flipkart in place of my old tv....I mean seriously. Flipkart team do you take drugs???????

I want my Sony Bravio TV back in original condition. Stop fooling customers. Your cheating will not work this time. I will go to any extent if needed. If you dont have any quality check on the products that you sell, better sell it to AMAZON or likes and go HOME.

You offer me a 3 years warranty of 1450 INR through JEEVS Bangalore and that too is fraud as when I checked the website for repair, it shows it doesnot offer repair as a service, only installation. How many time can you do FRAUD. I hope you undestand the law of the land and you can be penalized for this ruckus that you have created.

Stop being a FRAUDKART

Sumit Zalawadia - · 2nd
Ecommerce Specialist
12h

What so fun about he might wait also or he can order one day before also

E-commerce is just making buzz of faster delivery but there is no need to material things

If it would have been a medical emergency and they would have supply medical product to customer, then this news would have made much seems to highlight

Order delivery process Sun
★☆☆☆☆ Bhagi4362

It's really irritating to have a otp for each order. I ordered more than 20 items. I received more than 10 items in one day. For each item I have to share the otp which is really not necessary. There is no option called contact less delivery like all other shopping platforms. Sharing 10 otp at the same time is really doesn't make any sense. I'm fed up with Flipkart, I'm gonna use only Amazon from now on.

Unnecessary Charges Sun
★☆☆☆☆ Qtwuejehw

Now a days flipkart charged unnecessary charges like , if COD, Platform Charge,but amazon doesn't, so now i am gonna uninstall the flipkart and install amazon.

pranita shelare

★★☆☆☆ 8/21/24

The appointment should allow to modify the order. I had to add couple of things more which I remembered just while the payment was being completed. I looked for modification option right away but couldn't find it. I also requested cancellation so I could a new order, but it said that order is packed even when the order status was still showing as being packed.

PERSONA 1

Product Space

Prioritized

USER BEHAVIOUR



- **Preferences**: Grocery essentials and fruits/veggies
- **Frequency of order** : 2-3 times a week

GOALS



- **Get Fresh Products**: Make sure all items received are fresh and not expired.
- **Save time:** Save time spent on ordering products
- **Plan ahead:** Want to stock up Monthly groceries in advance

CHALLENGES



- **Expired Items:** Receives products past their expiration date
- **Stock Shortages:** Unavailability of frequently ordered products
- **Ordering Essentials**: Hassle of repeatedly ordering daily essentials.
- **Category Confusion:** Poor product categorization leads to difficulty in finding items
- **Awareness/Confusion**: Confusion between Flipkart Minutes and Flipkart Grocery
- **Unfriendly Search:** While searching for an item in local / regional language, no results are found. Eg: Paalak



WANTS

- **Get better catalogue:** Would want to have medical emergency or technician products delivered within minutes.



NAMAN

POSITION
Product Manager

INCOME
Stable

LOCATION
Delhi

AGE
40

Tech Savviness
High — Low

Budget-Conscious
Yes — No

Ready to Explore options
Yes — No

PERSONA 2

Product Space

Prioritized

USER BEHAVIOUR



- **Preferences:** Packed items, ready-to-eat daily essentials (milk, egg, etc.), party essentials, and fruits/veggies.
- **Frequency of order** : 5 times a week

GOALS



- **Affordable Prices**: Want groceries are offered at reasonable prices.
- **Immediate Delivery**: Receive groceries quickly
- **Convenient Delivery**: Have groceries delivered directly to the door without needing to step out.

CHALLENGES



- **Fresh Produce**: Limited access to fresh fruits and vegetables
- **Order Modification Issues:** Unable to add items to the cart after placing an order
- **Unnecessary Charges**: Additional fees that seem unjustified or unclear
- **Brand Availability**: Some brands are missing from Flipkart
- **Discounts**: Less items on discounted price
- **Refunds**: Complicated and slow refund process.
- **Multiple Cards**: Confusion from multiple cards for the same item in different quantities.



KRITIKA

POSITION
SDE

INCOME
Low

LOCATION
BANGALORE

AGE
24

Tech Savviness
High — Low

Budget-Conscious
Yes — No

Ready to Explore options
Yes — No

WANTS



- No min order value to avoid delivery charges
- Better catalogue for mid night cravings

PERSONA 3

Product Space

USER BEHAVIOUR



- **Preferences:** Daily essentials (milk, egg, etc.) items only
- **Frequency of order** : Twice in 15 days

GOALS



- **Affordable Prices**: Want daily essentials at reasonable prices.
- **Order for Parents:** Order groceries on behalf of parents.

CHALLENGES



- **Unnecessary Charges:** Additional fees (small cart, rain surcharge) seems unjustified or unclear
- **Tracking Issues:** Problems with tracking the delivery and the delivery person.
- **Delayed Feminine Hygiene Products:** Slow delivery of feminine hygiene products.
- **Poor Chicken Quality:** Unsatisfactory quality of chicken received.
- **Unavailability of Games**: Games are not available for purchase when needed.



PRANJALI

POSITION
SALES LEAD

INCOME
Low

LOCATION
GURGAON

AGE
32

Tech Savviness
High — Low

Budget-Conscious
Yes — No

Ready to Explore options
Yes — No

WANTS



- Better catalogue for party scenes



Pain Points

Product Space

Product Quality and Availability

Expired Items:
Receiving items that are past their expiration date

Stock Shortages:
Frequent unavailability of commonly ordered items

Perishable items:
Limited availability of fresh fruits and vegetables

Brand Availability:
Absence of certain popular brands

User Experience

Language Barrier: Unable to find items in regional language as unaware about the item name in English

Service Confusion:
Confused between FK Minutes and FK Grocery

Order Modification Issues:
Inability to add items in the cart after placing an order

Multiple options for same item:
Confused by multiple cards for same items with

Ordering Essentials:
Repetitive hassle of ordering daily necessities

Charges and Discounts

Unnecessary Charges:
Unexpected or unclear additional fees on orders

Discounts:
Limited discounts on items

Serviceable Category & Support

Refunds:
Complicated and slow process for refunds

Technician Parts:
Issues related to the availability or quality of technician parts

Medicine Availability:
Difficulty in obtaining medicines through the platform

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Prioritisation of Pain Points

Product Space

 Pain Points	MoSCoW	Rationale
Service Confusion: Confused between FK Minutes and FK Grocery	**MUST**	*so that I can place only those orders which I shall receive within minutes?*
Discounts: Limited discounts on items	**MUST**	*so that I can save money*
Multiple options for same items: Confused by multiple cards for same item with varying quantities	**MUST**	*so that I do not get confused between multiple card options and quickly or conveniently add items to the cart*
Missing on items after placing order: Inability to add items in the cart after placing an order	**SHOULD**	*so that I don't have to pay additional delivery charges/platform fees for new items or face inconvenience*
Daily Essential Hassles: Repetitive hassle of ordering daily necessities	**SHOULD**	*so that I can save time and ensure I always have these items available without disrupting my routine*
Language Barrier: Unable to find items in regional language as unaware about the item name in English	**COULD**	*so that I don't have to search on Google for the English translated word*

Product Space

Problem Solution Mapping



01 **Missing on items after placing order**

Last Minute Order Option

02 **Multiple options for same items**

Single Cart for same Item

03 **Daily Essential Hassles**

Scheduled Orders

04 **Service Confusion**

Diverse UI for users based on location

05 **Discounts on Groceries**

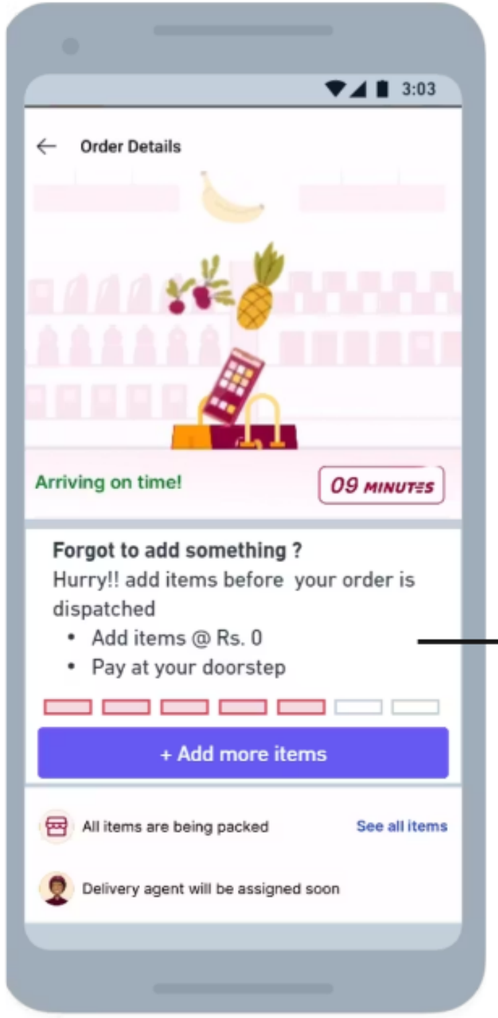
Bot based Gamification

Product Space

SOLUTIONS

Last Minute Order

Solves for : I miss out on certain items after I have already placed my order and I feel the need to make adjustments once the order is finalized



Last Minute Order

WHAT IS THIS FEATURE?



After placing an order, a progress bar will appear, giving users a short window to add more items

Currently, if users forget to add anything to cart they have to reorder and face additional charges or face inconvenience

HOW WILL IT WORK?



1. On the order details page, a timer will blink for 40 secs to add more items
2. If the cx taps on add more items, the order will be put on hold and not sent to darkstore's queue
3. Cx shall be redirected to a page where he can search and add items
4. After adding, he can pay for the additional items
5. New order is placed as well
6. Cx cannot make any further additions to the cart

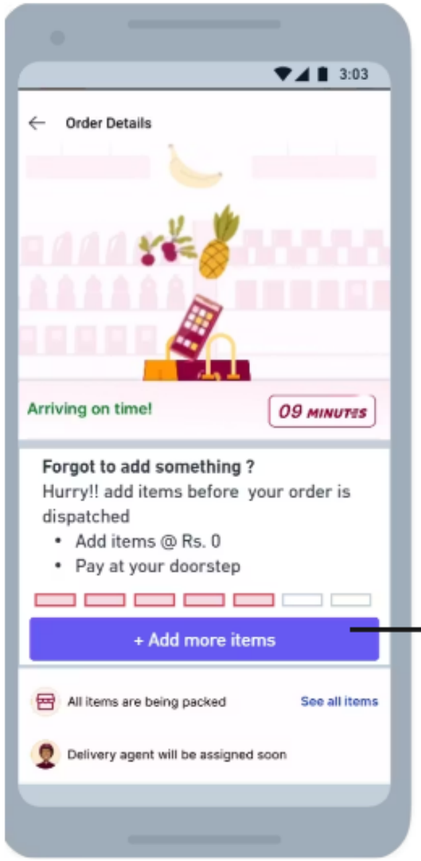
IMPACT



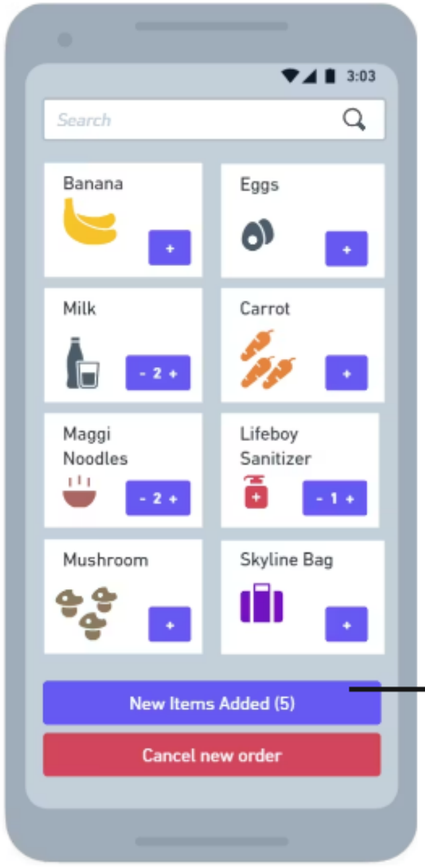
The progress bar allows users to quickly add missing items within a limited time after placing their order, enhancing convenience. It improves overall satisfaction and, potentially increases the average order value

Last Minute Order - *User Journey*

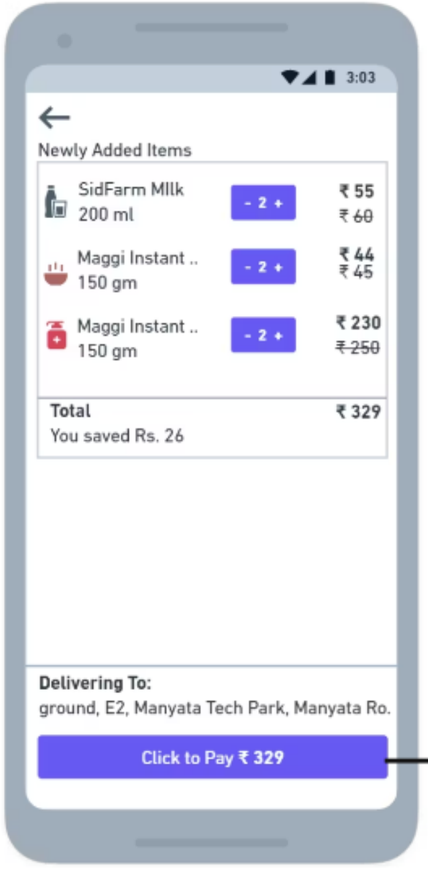
Order Placed stage



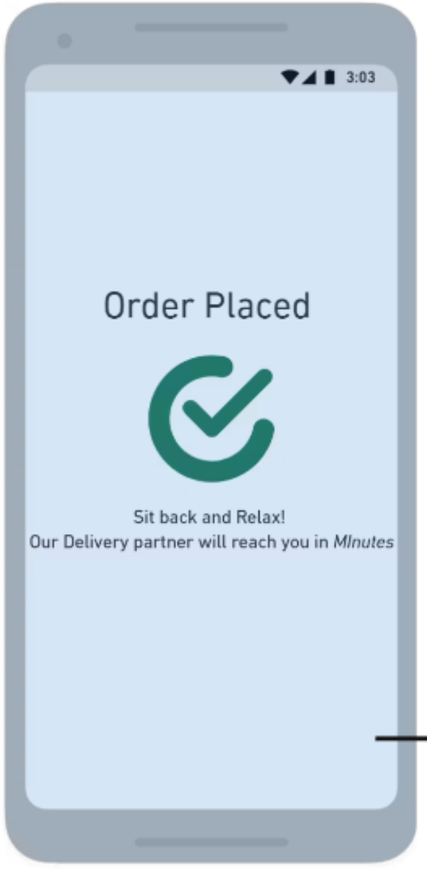
Browse and add



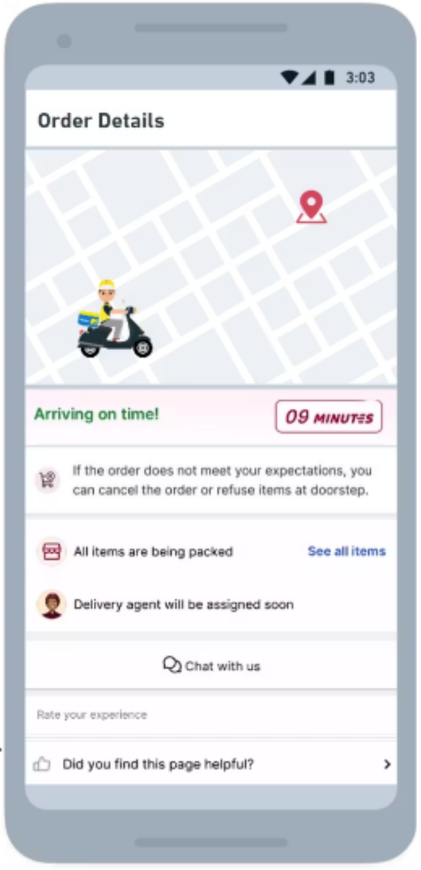
View cart



Order Placed



Order Details



Single cart for same item

Solves for : When searching for an item like onions, there are a lot of cards for the same item.
It's a bit frustrating as I have to scroll back and forth to check price for different quantity, scroll a lot etc.



WHAT IS THIS FEATURE?

To simplify shopping, we're introducing a feature that combines all quantity options into a single product card, allowing users to select the desired quantity directly.

HOW WILL IT WORK?

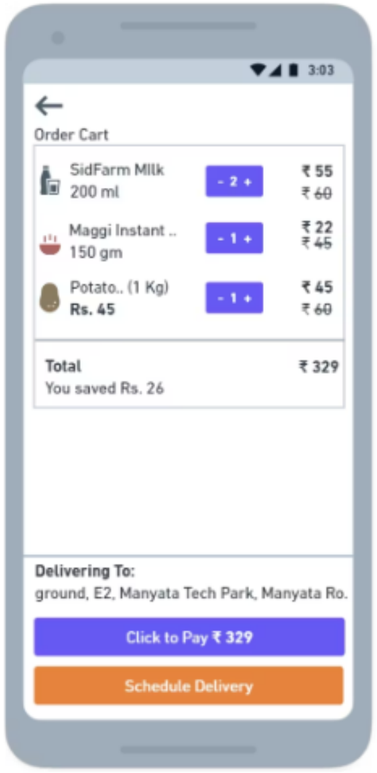
1. Cx browses the required items, and there are multiple quantities of the same
2. Cx finds the item he is looking for and taps on "Add" button"
3. If there are multple quantities available for the same, there is a prompt of "<no. of type> options" on product card
4. On tapping the same, A drop-down or selector within the card lets users choose their desired quantity
5. Dynamic Pricing: The price updates automatically based on the selected quantity.
6. Availability: If a quantity is out of stock, display a tag indicating this against the selection.

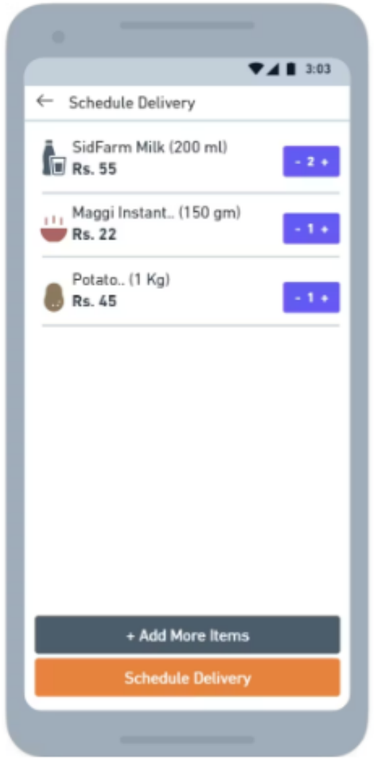
IMPACT

Combining all quantity options into a single product card simplifies the shopping process, reducing card clutter and saving time. This makes it easier for users to select quantities/ compare prices quickly .

Schedule Orders

Solves for : Managing a busy schedule makes it challenging for me to order daily essentials like milk, eggs, and other staples on a daily basis







WHAT IS THIS FEATURE?



A scheduling feature that enables users to schedule daily ordered essentials such as milk, eggs, curd, bread with minimal efforts

HOW WILL IT WORK?



1. Set automatic orders for daily essentials at intervals like daily, weekly, or bi-weekly.
2. Choose from a list of essentials like milk, eggs, curd, and bread and schedule them with a few clicks.
3. Pick specific delivery times that fit your schedule.
4. The system places orders automatically based on your set frequency.
5. Get reminders before delivery to confirm or adjust your order.
6. Easily modify or cancel scheduled orders through your account.

IMPACT

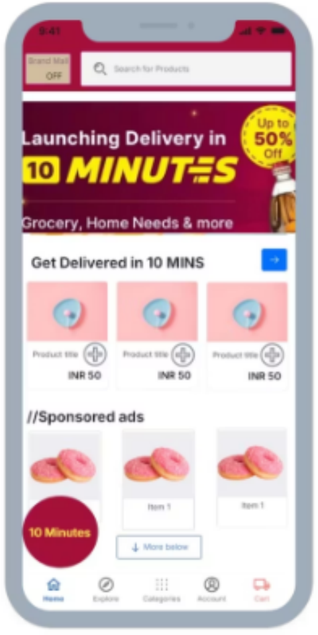


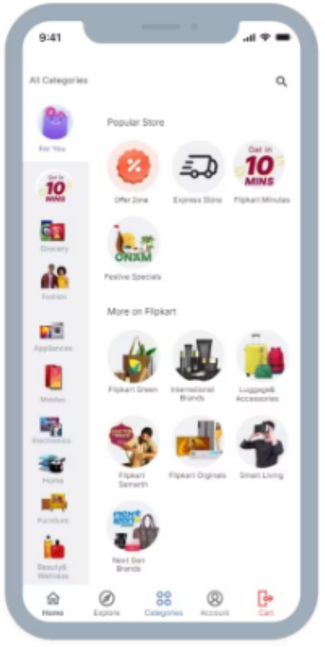
The scheduling feature simplifies managing daily essentials, saving users time and effort. It ensures a consistent supply of items like milk and eggs, enhances convenience, and improves overall user satisfaction by aligning with their busy schedules.

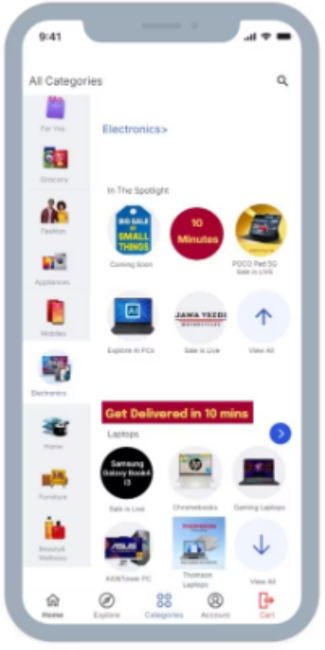
Diverse UI for users based on location

Solves for :

I'm confused about Flipkart Minutes. Are grocery and minutes the same thing?







WHAT IS THIS FEATURE?

This feature involves creating multiple entry points for Flipkart "Minutes" so as to increase awareness about "Minutes" as a product

Current version of Flipkart has only 2 entry points to Minutes feature.

- Floating Banner on home page
- A very small card below the banner on Homepage that appears and disappears on some logic

HOW WILL IT WORK?

"Minutes" entry points will only be visible to users in serviceable areas, determined via geo location or manual entry by user

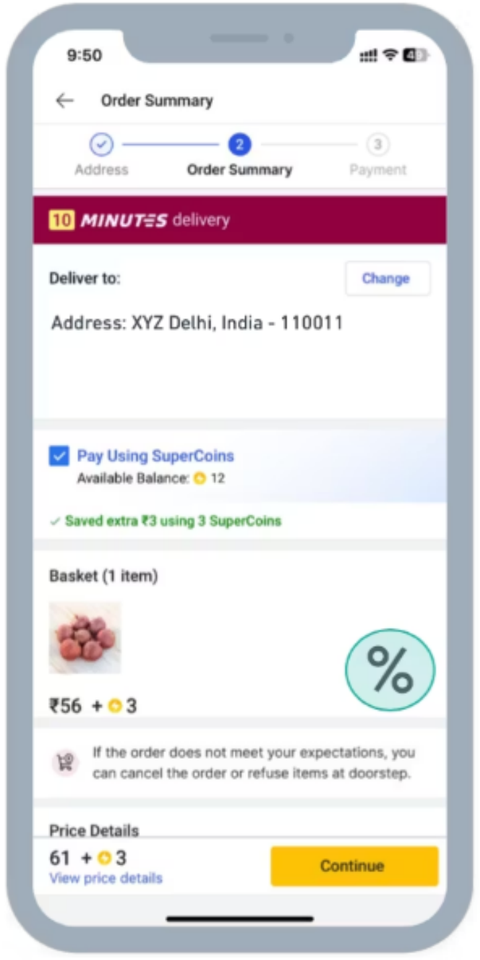
1. Cx will tap Floating button on Flipkart Home Page to access minutes
2. Cx. will tap on specific section on the "Home" page, showcasing recommended products deliverable within minutes
3. Cx. will tap on "Minutes" section under "Categories" Nav bar on the left
4. Cx. will tap on "Minutes" CTA under relevant categories, like Mobiles - to display items that can be delivered to him within minutes
5. Cx. will interact with "Flippi" (FK AI) to effectively handle queries related to Minutes

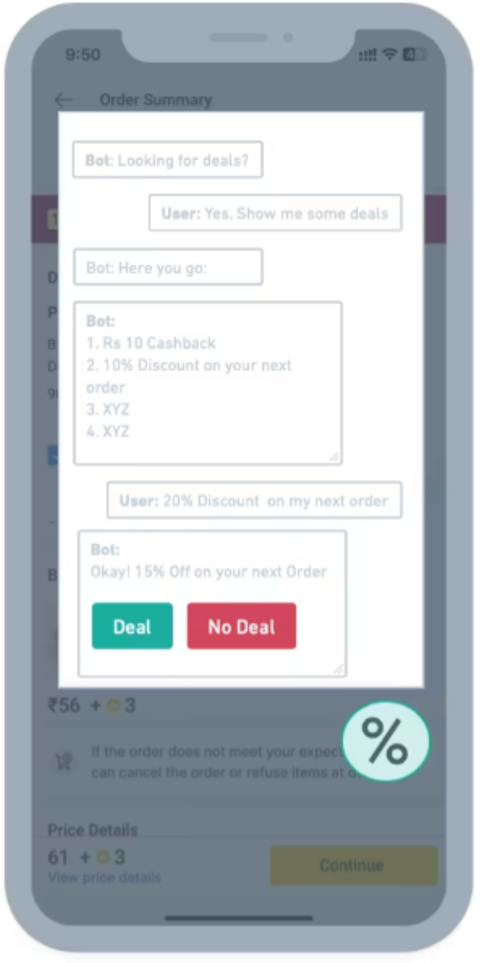
IMPACT

To **enhance visibility** and **awareness** across multiple pages of the Flipkart app, aiming to improve user engagement and ensure that customers are consistently informed about the service

BOT BASED GAMIFICATION

Solves for : When I frequently order online, I want better offers on groceries similar to what I get during offline shopping





WHAT IS THIS FEATURE?



This bot will provide attractive deals on groceries similar to those found in offline shopping. It delivers a range of promotions, including cash backs, redeemable FK coins, and coupon codes, enhancing the value of frequent online orders.

HOW WILL IT WORK?



User Interaction: Users initiate a conversation with the Bot at any point when they are browsing or checking out on the platform, seeking better offers or assistance.

Discovery: The bot analyzes the user's shopping history and preferences to provide relevant promotions.

Deals: The Bot presents personalized deals, including cash backs, redeemable FK coins, and coupon codes, in real-time during the conversation.

Redemption: Users can apply the offered deals directly during the checkout process to receive discounts.

IMPACT



The bot will enhance **user satisfaction** by offering personalized discounts, **increasing overall savings and engagement.** It makes it easier for users to apply deals directly during checkout leading to higher conversion and improved customer loyalty.

Product Space



Product Space

Solution	Metrics	Hypothetical Baseline Metric	Hypothetical Target Metric
Last Minute Order	**1) Post-Order Conversion Rate:** Number of users who completes post-order additions / No. of users who clicks on Add items	• **Post-order conversion rate:** 0%	• **Post-order conversion rate:** 15%
Single Cart for same item	**1) Dropoff after searching a specific item** **2) TAT of adding an item to cart** Average time from searching to adding an item to cart	• **Dropoff after searching an item** 30% • **TAT of adding an item to cart:** 45-50 secs	• **Dropoff after searching an item** 20% • **TAT of adding an item to cart:** 30 - 40 secs
Schedule Orders	**1) Scheduled Orders Rate:** Number of scheduled orders made per month / Total number of orders placed **2) Average Order Value per month from schedule feature**	• **Schedule Orders Rate:** 0% • **AOV per month from schedule feature** Rs. 0	• **Schedule Orders Rate:** 20% of total orders placed • **AOV** Rs. 3.5k per month per
Diverse UI for users based on location	**1) Acquisition rate:** No. of 1st orders placed by Flipkart users in a week **2) Retention rate**: Percentage of Flipkart users who enter "Flipkart Minutes" and place order **NSM**	• **Acquisition rate:** 500, 1st orders placed per week • **Retention rate:** 3% of the overall Traffic on Flipkart	• **Acquisition rate:** 700, 1st orders placed per week • **Retention rate:** 7% of the overall Traffic on Flipkart
Bot Based Gamification	**1) Average order value** Increase in average order value from using the bot's deals and promotions. **2) User Engagement Rate** The percentage of users interacting with the bot to receive and use promotions. **3) Conversion Rate** The percentage of users who make a purchase after interacting with the bot	• **Average Order Value:** Rs. 0 • **User Engagement Rate:** 5% of the overall Traffic on Flipkart • **Conversion Rate** 0%	• **Average Order Value:** 15% increase on overall AOV • **User Engagement Rate:** 10% of the overall Traffic on Flipkart • **Conversion Rate** 70% conversion after interaction

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MEET THE TEAM

Thank you



CHITTESH AGRAWAL



PALAK MAHANA



SUNIL CHOUHAN

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I am a member of the Product Management Fellowship Cohort.

Join me as I navigate and excel in the world of Product Management.

Use my referral link:

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THANK YOU!!