



bigbasket

India's Largest Online Supermarket ?

Product Teardown Big Basket

Introduction



Objective:

The Objective is to understand the Experience of the User of a Big basket while accomplishing the task and how easy and efficiently he is able to perform the task.

User Persona:

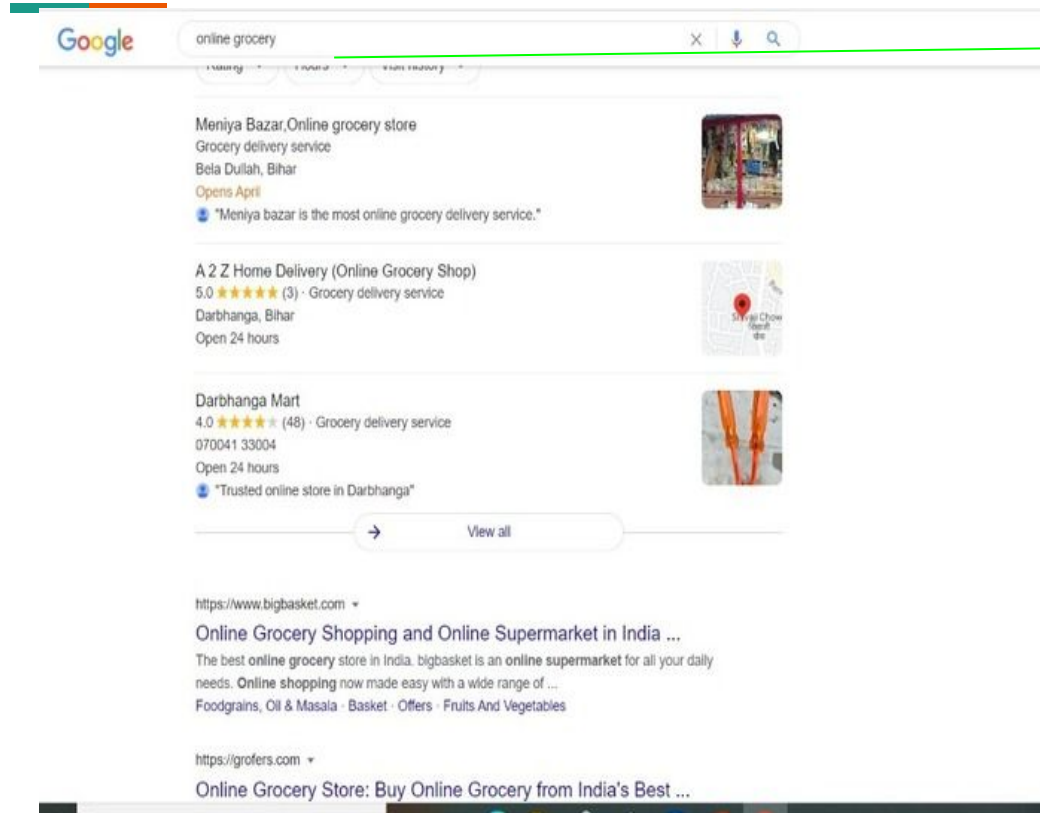
- User is a single male living in Bengaluru City and ages around 28
- He lives with his friends in a shared flat and shares all house expenses with them
- He is an Graduate and works in a Technology company and is himself very tech savvy
- He prefers to do all his transactions online, from commuting to financial and payment needs.
- He is passionate for work and spend most of time in the office on weekdays and on weekends prefers to spend time on personal activities and hobby of reading books and watching sports
- Prefers shopping on the Flipkart, Amazon and other Ecommerce websites for good deals and saving time from window shopping
- For all household chores they have help in the house which take care of things from cooking to cleaning

Task

Buying the grocery for the house for the coming week

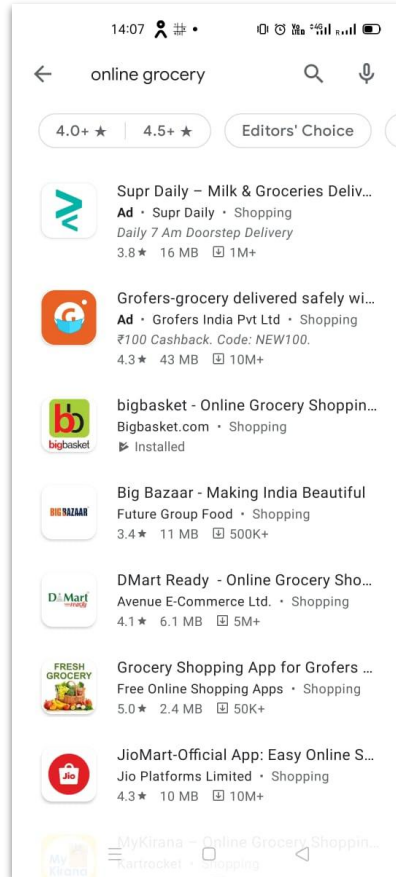
User Journey Analysis

Awareness & Discovery:



On Online Search of Online Grocery it appears as the top search on google

Awareness and Discovery



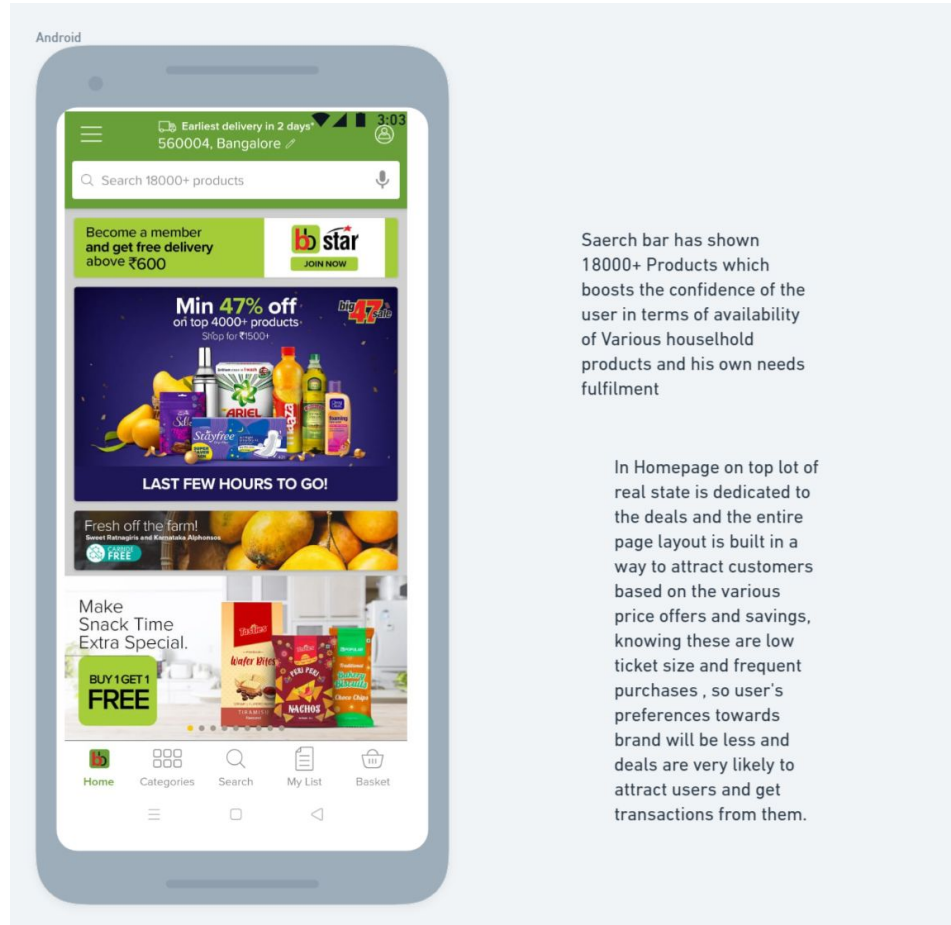
The app is also having good visibility on key search words related to online grocery and is within the top 3 search result on google play store app.

Homepage



Search bar is visible on the top and with background color of green is very easily locatable

Without login User is able to access the app and location fetching is helping to pre understand the serviceability without getting the address of the user and little input from the user



Search bar has shown 18000+ Products which boosts the confidence of the user in terms of availability of Various household products and his own needs fulfilment

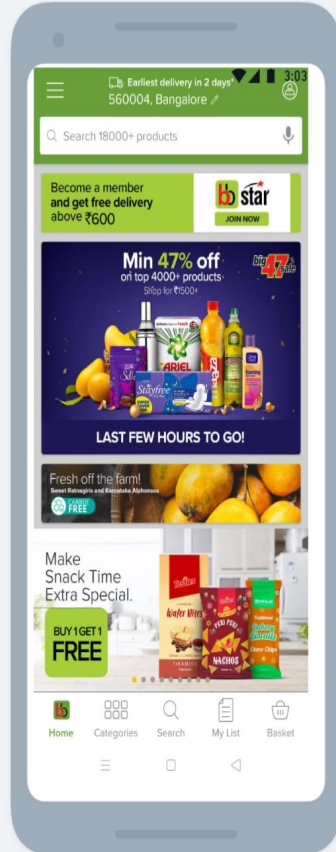
In Homepage on top lot of real state is dedicated to the deals and the entire page layout is built in a way to attract customers based on the various price offers and savings, knowing these are low ticket size and frequent purchases , so user's preferences towards brand will be less and deals are very likely to attract users and get transactions from them.

Homepage

There is no mention about covid and Safety Protocols being followed on the Homepage of the site, considering this is first touch point to interact with the customer, One of the real state property should have been dedicated for the same.

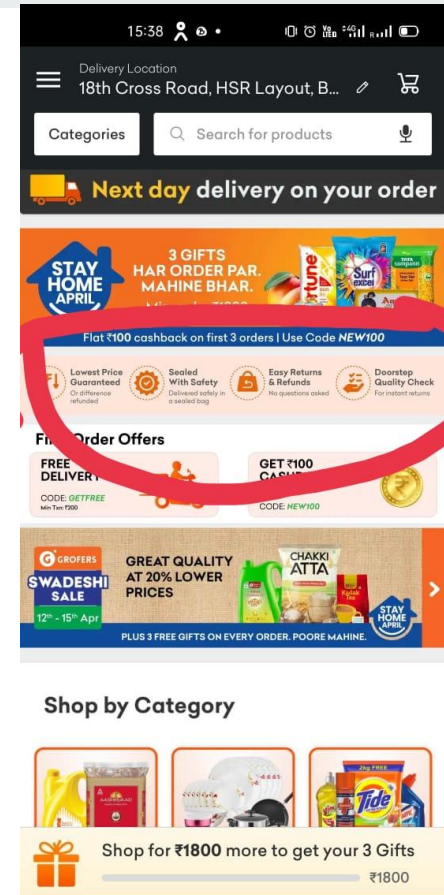
Value prop is missing on the homepage, Since the buyers are supposed to have the high skus and Weekly and Monthly regular purchase, Value prop right at top would be helpful to answer what to expect

Android



Search bar has shown 18000+ Products which boosts the confidence of the user in terms of availability of Various household products and his own needs fulfilment

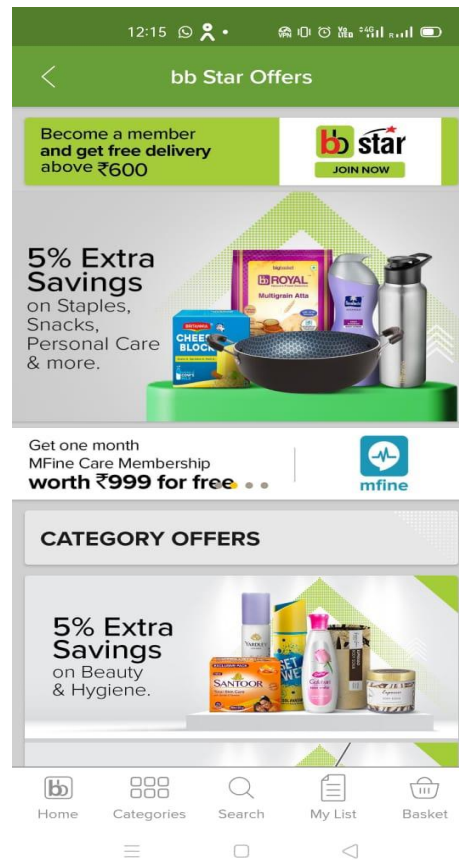
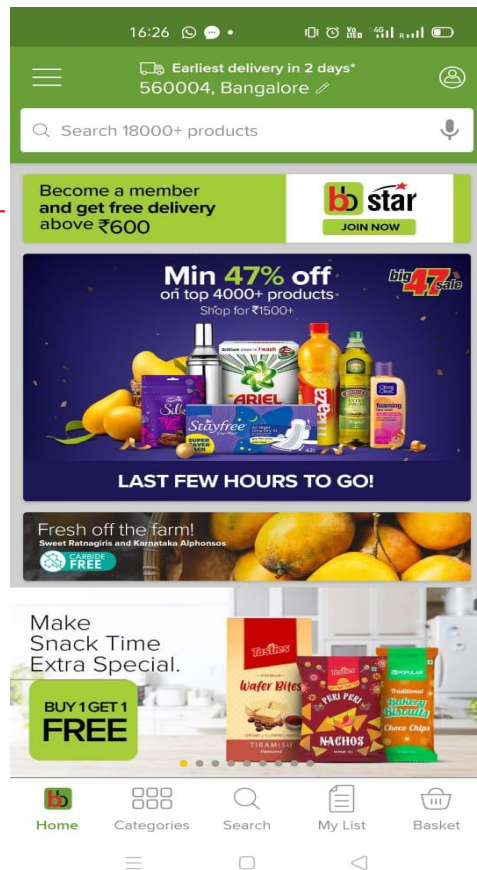
In Homepage on top lot of real state is dedicated to the deals and the entire page layout is built in a way to attract customers based on the various price offers and savings, knowing these are low ticket size and frequent purchases, so user's preferences towards brand will be less and deals are very likely to attract users and get transactions from them.



Suggestion

BB Star

The Premium Membership has been highlighted at top to immediately lock the User as a regular customer



Within the BB added benefits has been highlighted which will act as enabler for the user to move to the membership

Suggestion:

The entire Value prop to be defined at the top apart from free delivery after X amount.
No of customers already BB Stars in their nearby regions can be highlighted
Average savings on Monthly basis on being a BB star will lead to better conversions

Homepage -Category

Homepage has category below the Promotions and accessed by scrolling down, each category has been highlighted with discounts acting as enabler and also easy to navigate the particular category right from the homepage.



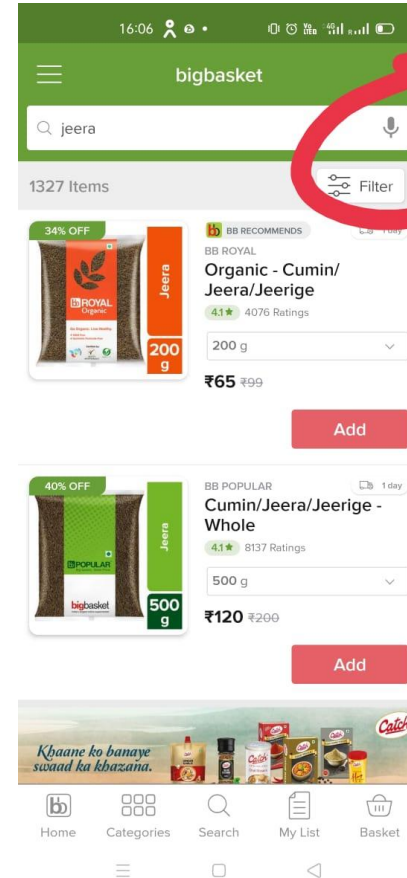
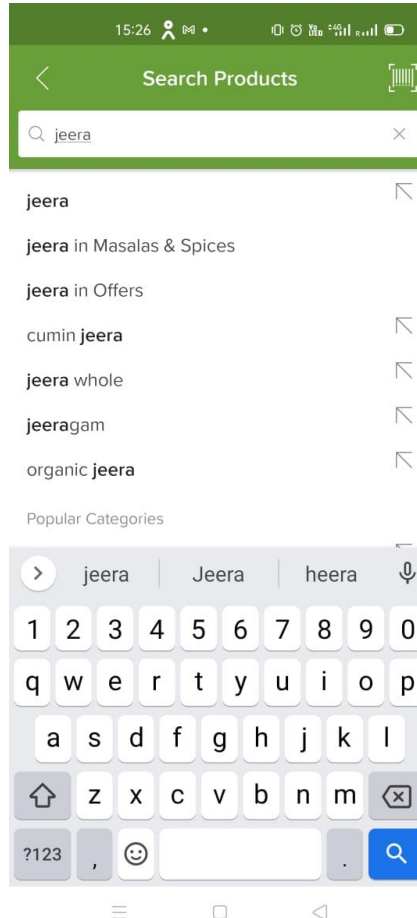
There is Har Din Sasta Tab to lure the customers look out for deals which will give them best of values.

Search For Desired Product



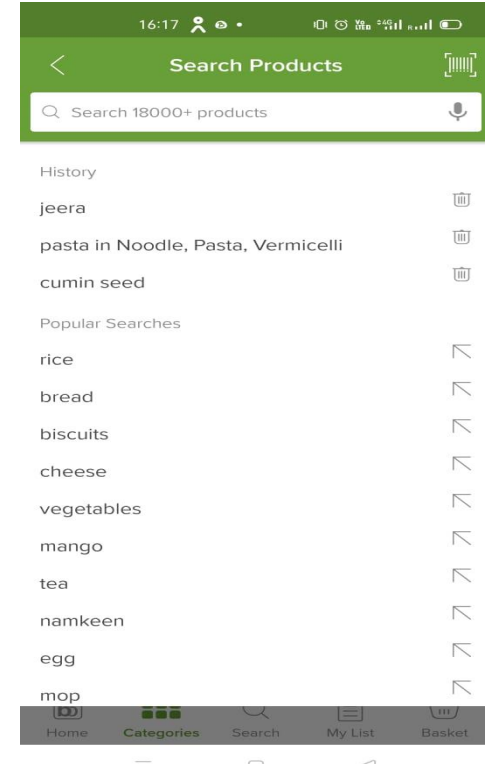
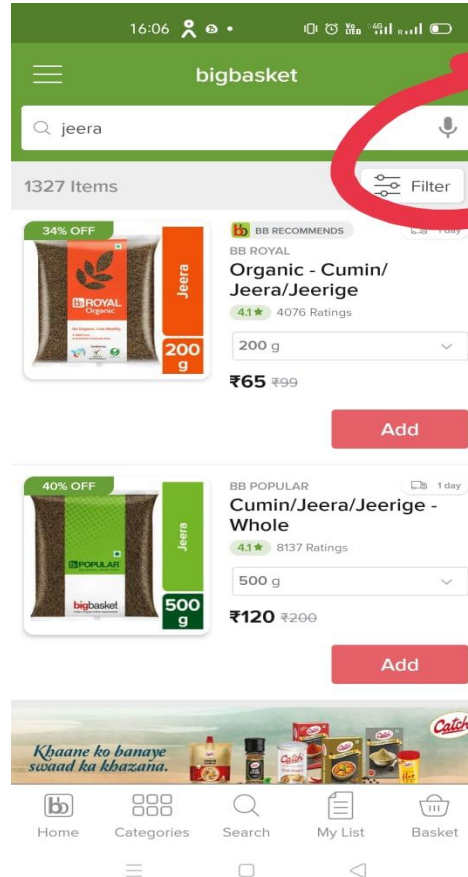
Search Bar is also covering the key word search for regional language which is easing the discovery of products

The voice search capability is also available via google voice search.



Search For Desired Product

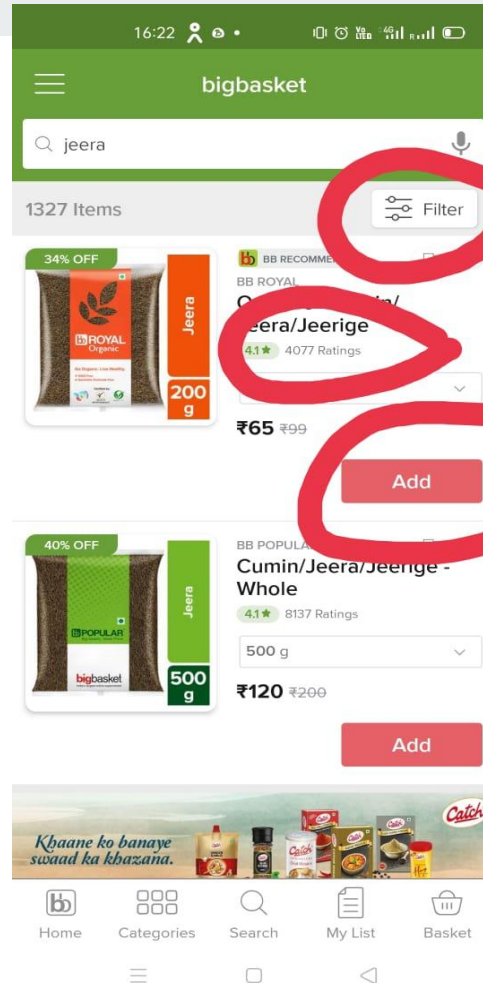
Search from the search tab is available with recent searches and trending searches, Recent History is good for quick search reducing the cognitive load.



Search For Desired Product

On search We get the results in the tile manner.
We have details of the product in weight, Brand Price and filter ,

Add to cart right from here is for easier navigation



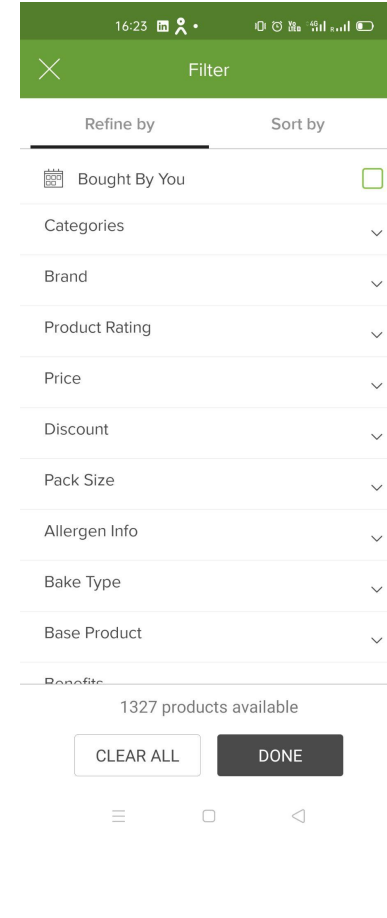
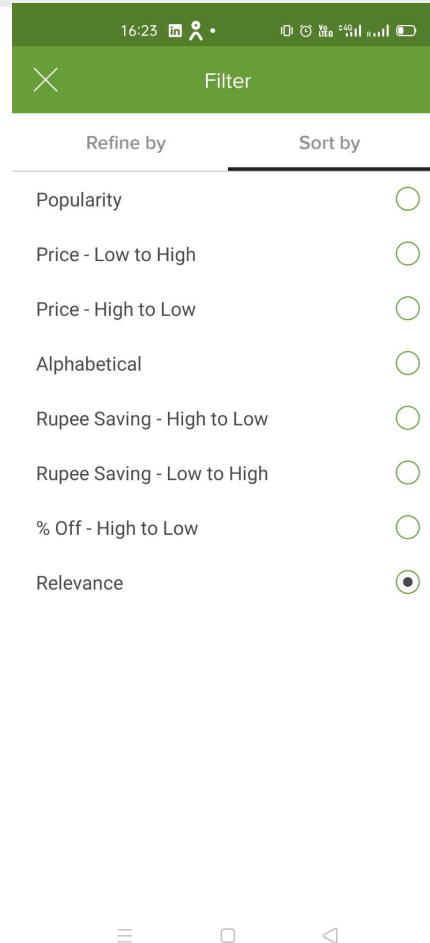
Customer rating is available for Social Feedback which has now become the very norm for buying on the E commerce platforms

Search For Desired Product

Filter Options and Sorting options available on the search for more refined search

Filter option is very detailed from the size to base product covering lot of detailed information about the product and making it easier for user to filter out before hand and reducing the to and fro movement from one product option to other product option

All Major sorting options are also available related to the product

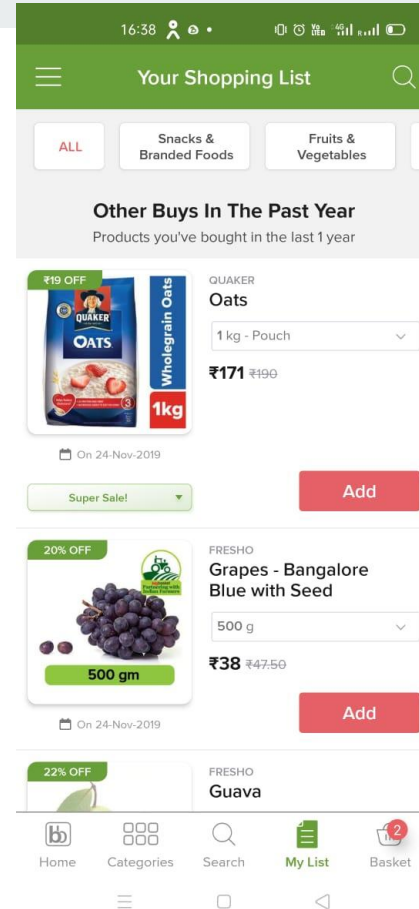


List

The List tab is containing the all past purchases of the user from prior transactions, This is very helpful feature for repeat customers, Given the products are for regular use and users will keep repeating same products for the orders on Weekly and monthly basis, this will help them to quickly add products to their basket and get a quick checkout, More like a behavior of repeat order in restaurants:)

This quickly adds product directly to your basket, reducing the steps for transactions.

Suggestion: Tags like most popular, top selling can be put against products to reduce the cognitive load of user for selection of right product



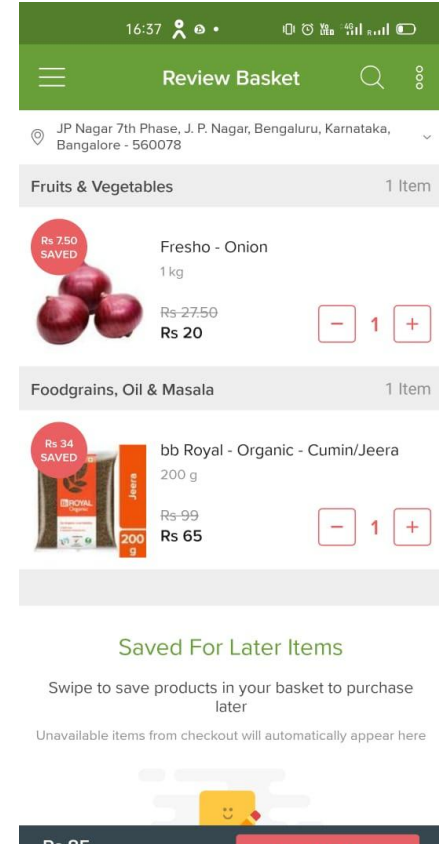
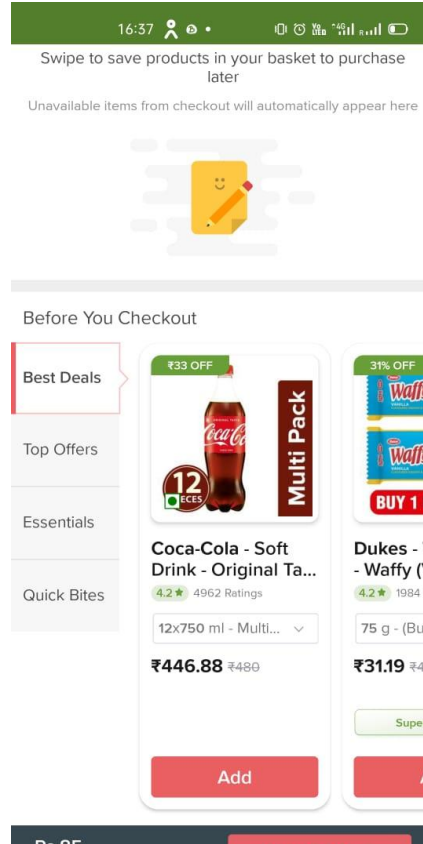
Basket-

Now we have added the desired products in the basket and ready to checkout

In the Cart , we have details of the product added and the total Sum to be paid and Checkout button for call to action,

In image-2 We can see Saved for later items- this is right place for user to remind them certain products they may have added to be bought for later , so that they can quickly add those products and checkout, since they have saved the product the user will be more likely to add,

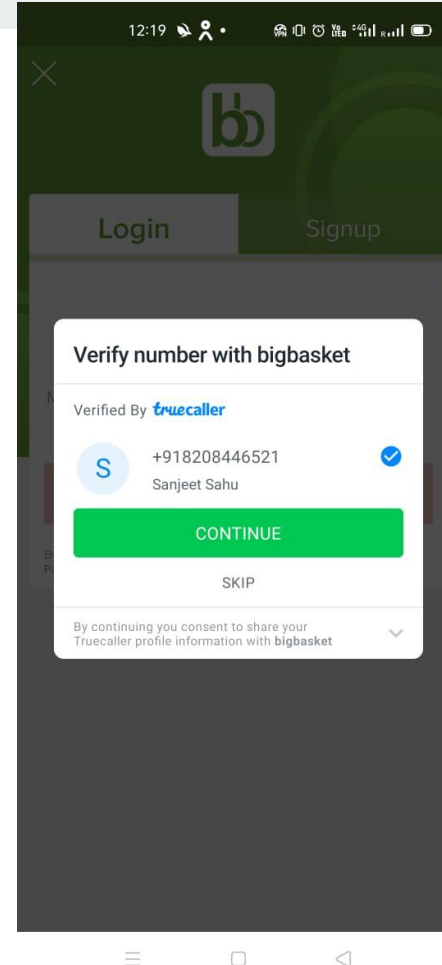
Image-1 We are seeing the Various deals ,offers based products which is shown to try to do cross selling of the product



Login & Account

User is nudged at the Address addition for login and also it automatically detects the number and logs in or creates account

User has to put minimal effort and is ready to close the transaction over here.



Delivery Address

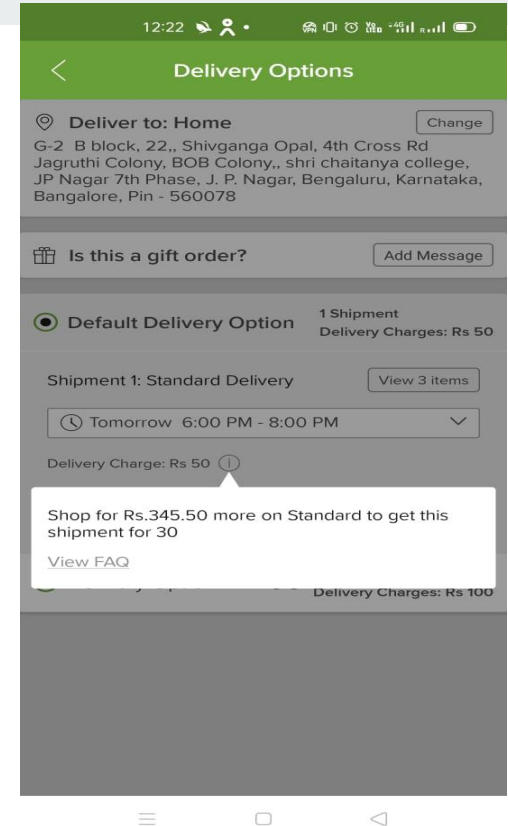
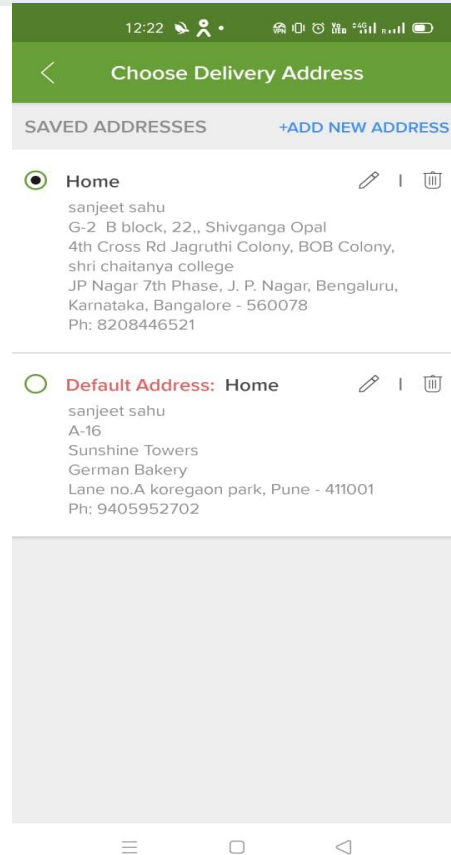


User can choose from the existing address and can add the new delivery address over here.

User can choose default delivery option and choose the slot from available option and pay standard charges applicable

There is also option speedup the delivery and preferred slots for which user has to pay premium.

Suggestion: User can be nudge for the BB Star program and push for the premium membership here.

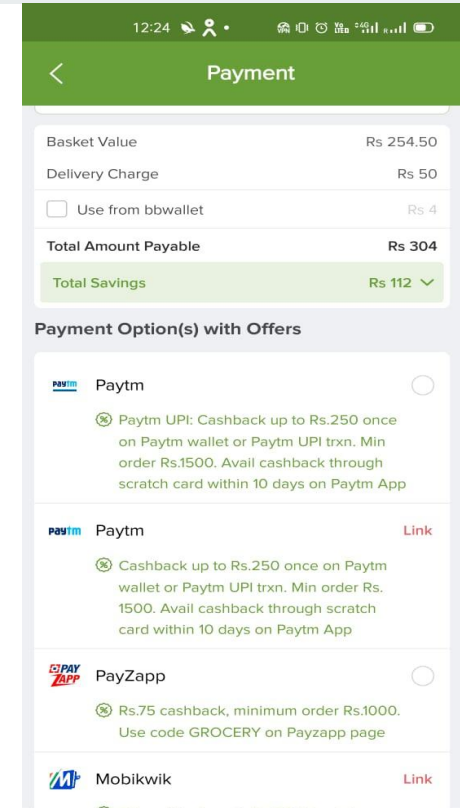
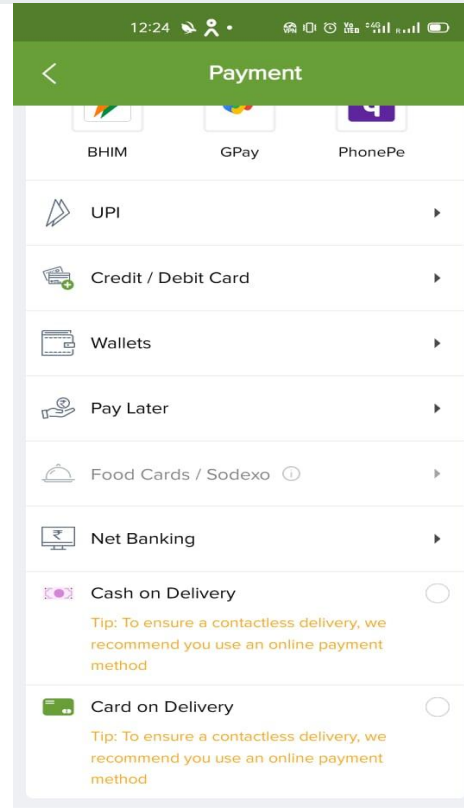


Payment & Order Confirmation

User can choose from the host of payment options and all major payment options are available for the user to pay online to COD .

Cash and Card on Delivery are available but user has been nudged here to avoid those payment options considering No contact delivery and covid situations which is a positive aspect wrt to safety.

All offers has been highlighted related to payments at the payment which reduces the effort for the user .

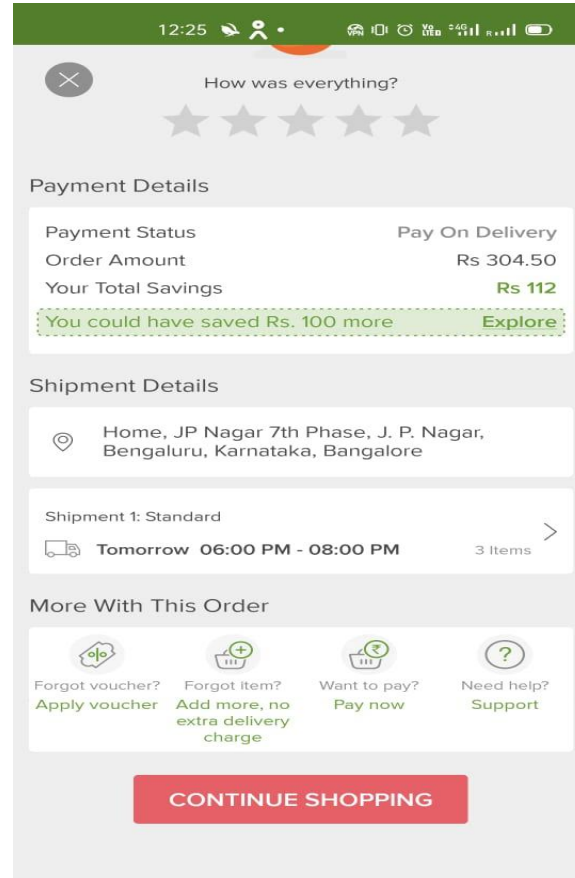


Order Confirmation

In the confirmation page,
The Explore button is highlighted with “How much user could have saved” , the user is being nudged here for what more he could have been saved, this is wrong place according to me to promote Premium Membership, As highlighted earlier it should have been done at the checkout page,

There is an Option at the bottom with More with order Which has offers , Pay now option , and add more options.

This is good option as while buying monthly or weekly grocery list there is a good chance user forgets to add one or more product and to be able to add any product even after payment and alter the order is something very considerate and gives an offline experience of making changes till very reminder and is very relatable.



Thank You

