



PS - 31

## Home Page Components Testing User Testing and Research

December - March 2021

## Disclaimer

Qualitative research relies on the observation and collection of insights such as opinions, patterns, behaviors and motivations.

The **Usability Tests** and **User Interviews** done in this study are semi-structured. This means, that despite there being a formal guide with a set of tasks and questions, each method follows its own unique journey.

Rather than acting as a checklist, **the UT is designed to seek depth and detail into the buyers' behavior around the given tasks and pull out insights with regard to the interface.**

All the buyers do not necessarily address every aspect of the Udaan journey. Along with the tasks, Interviewees tend to speak of issues that are subjective to them and relevant to their personal journey with the application. **Since the analysis involves direct information as well as inferred and implied data, seeking strict numerical data could be misleading. All numbers in the study are in the context of the qualitative (non-numerical) analysis in which they are embedded.**

## Recognizing Biases & Limitations

Recognizing and understanding research bias or limitations are crucial for determining the utility of study results and an essential in research practice. Through out the study, the insights that have emerged are subjective to the following:

- The FoS played an important role in allowing the researchers to smoothly conduct the UTs, helping with tasks such as recruiting, familiarisation and helping the buyer onto the google meets platform. However, it is important to also be conscience of the FoS and his presence possibly influencing the behaviour or responses of the buyer.
- The study was conducted in Hindi & Marathi, however, the analysis and presentation is in English. During the process, researchers have been sensitive to translations and cultural context to the best of their abilities

## UT Objective

With Regards to the Food FMCG Homepage of the Udaan App:

- To assess how the users perceive and feel about the homepage.
- To understand which components the users find helpful while performing certain tasks
- To acknowledge what problems are the users facing when they perform activities on the Homepage.
- To understand how the users navigate through the homepage while they perform activities.
- To identify what features the users find missing on the Udaan home page.
- To understand how the buyers are perceiving products placements and images on the homepage.
- To get an idea of what features the users have access to on their competitor apps that Udaan does not provide.
- To gauge users expectations, needs, gaps and find out the opportunity areas for Udaan to improve their homepage experience.
- To assess how Udaan can improve their homepage to increase the level of engagement and productivity.
- To provide user suggestions, feedback and preferences on their desired homepage navigation and components.

## Executive Summary

A Usability Test was carried out with the Udaan buyers of the Food and FMCG category. A set of User Interviews were also conducted with Udaan BDEs belonging to the Food and FMCG category.

This report consists of the Insights and behaviors drawn from these research methods which was conducted across various locations;

- **Pune**
- **Delhi**
- **Bangalore**

A total of **19 buyers** and **9 BDEs** were spoken to for this study. The findings include an overview of the participant's understanding of the feature, challenges, pain points and opinions of the various components within the Homepage of the Food FMCG category of the App.

## Profiles Considered

### Usability Test

Existing users of the Food and FMCG category of the app were considered for this study. The main criteria for profiling the buyers was their engagement level on the Udaan application.

Users	Who are they?
High Engaged Buyers	High : Order frequency, searches , app open
Low-Medium Engaged Buyers	Low- Medium: Order frequency, searches , app open

Bangalore

3

Pune

6

Delhi

10

### User Interviews

Business Development Executives of the Food and FMCG of Udaan were considered for this study.

Pune

4

Delhi

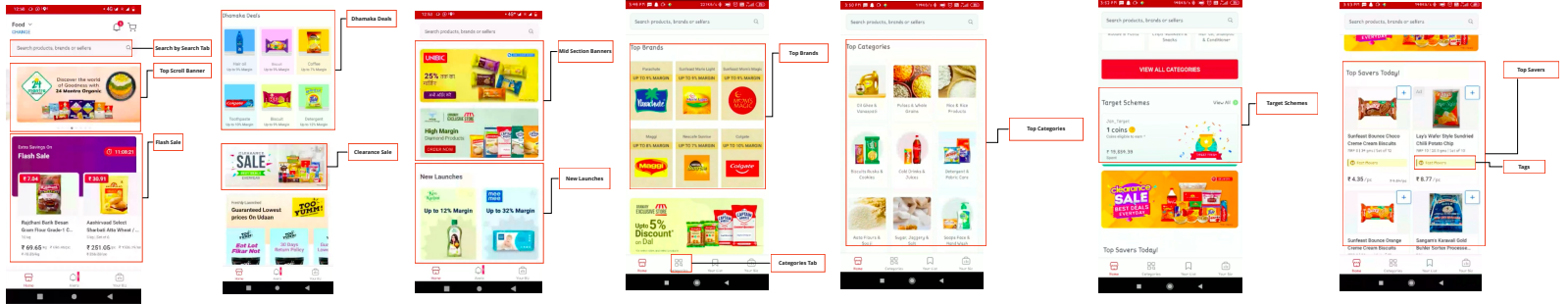
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# Usability Test Approach

The various kinds of test tasks/questions that were taken up during the test are as follows:

Task / Question	Outcome / Data captured
Brief introduction to the user	<ul style="list-style-type: none"><li>- Getting the user comfortable with process</li><li>- Understanding the user's profile and usage of the short book</li></ul>
UT tool setup	<ul style="list-style-type: none"><li>- A Google meet link shared with participants</li><li>- Participants asked to share their screens</li><li>- A prototype link was shared with the participants</li></ul>
Fixed tasks on Udaan application	<p>Scenario tasks:</p> <ul style="list-style-type: none"><li>- Assigning objectives to the participants to assess the usability &amp; understanding of the prototype.</li><li>- Asking open-ended Qs to gain insights into their needs and behaviors.</li></ul> <p>Data Capture:</p> <ul style="list-style-type: none"><li>- Areas of confusion</li><li>- Path taken by users to accomplish tasks</li><li>- UX issues</li><li>- Challenges &amp; overall feedback</li></ul>
Conclusion	<ul style="list-style-type: none"><li>- Feedback/suggestions from the user</li><li>- Thanking participants for their time and help and incentivizing them.</li></ul>

# Identifying Home Page Components



## Findings & Insights

# Home Page Components

The Usability Test and User Interview Insights have been presented together for side by side comparison and derived insights from that has also been presented.

## Buyer Background

### Usage of Udaan App:

On speaking to the buyers we found out that people were using the app at different capacities, either placing frequent small value orders or ordering few times a month high value orders.

- There were 3 buyers who ordered 2-3 times a month
- 4 buyers reported that they order once a week
- 6 buyers reported that they order anywhere between 2-5 times a week
- 4 buyers reported that they order daily



There were 2 buyers who said that their orders and general usage of Udaan has reduced drastically due to product unavailability on the app

### City Distribution:

We spoke to buyers from three metropolitan cities -

- 10 buyers from Delhi
- 6 buyers from Pune
- 3 buyers from Bangalore

### Engagement on the Udaan App:

We spoke to buyers belonging from two distinct categories of engagement on the Udaan app

Engagement level was classified in terms of Order frequency, searches, app open

We spoke to 12 High Engaged buyers and 7 buyers who were low-medium engaged.

### Duration the buyers have been on Udaan:

- There were 3 buyers who were using the Udaan app for less than a year
- There were 6 buyers who were using the platform for less than 2 years
- Around 4 buyers were using the app for less than 3 years
- There were 6 buyers who were using the app for a considerably long time which was 3 years and above.

## BDE Background

### Time on Udaan:

Majority of the BDEs we spoke to had been working for Udaan for 2-3 years (5 out of 9). Rest of them have been working on Udaan for around a year or little less.

### Number of buyers Managed:

Except one all of the BDEs were managing over 110 buyers on Udaan

### Areas Covered:

5 BDEs were from Delhi and 4 of them were from Pune

### Order Frequency of the Buyers:

5-6 of the BDEs reported that their buyers order around 2-3 times a week. However there are certain buyers who they manage who place lesser orders around once a week or 2 times a month.

### Self Ordering Buyers:

4/9 BDEs reported that around 10-15% of the total buyers managed by them are self ordering buyers. By that they mean that they do not need much assistance in ordering on the app and that these buyers check offers on the app mostly by themselves

2 of them said that around 30-40% of the buyers they manage are self ordering buyers. Both of these BDEs are from Pune.



# Search Behavior

## Insights from Buyers:

### Buyers' first activity on Udaan:

We asked buyers, to describe their typical usage when they first open the Udaan app-

- There were 4 buyers, three of them from Pune, who typically directly go to the **search** page to browse for the products that they need
- 2 buyers preferred to first go to the **'Top Categories'** section on the homepage to view different offers and compare prices
- One buyer mentioned that they first explore the **homepage** and check for prices and then open the section that they find relevant

We noted that most buyers already are aware of what they want to buy from the app and directly go to the search page to search for the products that they require

### Which route do buyers prefer? Search vs Category:

Majority of the buyers who were tested preferred **search over the category tab** to look for products mostly because they found search to be less time taking

- 12 of the 18 buyers used the **search** option on top to find products
- 4 buyers expressed that they open the **'Categories'** tab from the homepage and browse products like that. Only one of the buyers would open the category tab from the bottom of the page while others tended to click the 'Top Categories' button on the homepage
- There was one buyer though who noted that he looks for products through the sales sections of the homepage as he feels that search doesn't always display products, even when they are **available**

There were a few buyers who found the **categories tab confusing** and hence refrained from using it



### Using Search Functionality: Testing Past search, Relevant Suggestions and Voice search

Some buyers who used the search functionality frequently were also tested on their understanding and use of other search features such as voice search, past search results and relevant suggestions.

#### Voice Search:

- Many users were **aware** of a voice search function being present on the search tab and highlighted the voice icon on their keyboard when asked to locate it
- Even though many buyers were aware of the voice search functionality they reported that they have **never used** the functionality before as they felt that this voice search is for people who aren't able to type
- Out of the tested buyers, a few **weren't able to locate** the voice search option

#### Relevant Suggestions and Past Search:

- Buyers who were aware of the relevant suggestions functionality found it **helpful** as the feature suggests spelling corrections before searching
- Some buyers felt that the relevant results show items **unavailable** even when they are available
- Only a few buyers could give feedback about the past search results, the ones who did, found the feature **helpful** as it allowed them to quickly search frequently bought items



# Search Behavior

## Insights from BDEs :

### Typical Buyer Pathways:

Upon talking with the FOSs we discovered buyers' two frequently used **purchase pathways**-

**Search**- 6 out of 9 of the FOSs believed that search is the most popular pathway for finding and ordering items on the Udaan app.

- The FOSs noted that sometimes buyers are unable to find items on the search because of minor spelling errors, in which case they use the category tab to find the items that they need.



**Category Tab**- 3 out of 9 of the FOSs said that according to them most buyers prefer to search for the products from the category tab as it is easier for the buyers to order multiple items from the same category and compare prices. It was also noted that there were 2 access pathways that the buyers used to open the categories tab

- Some FOSs showed that the buyers access the category tab from the **search tab**
- Other FOSs mentioned that buyers explore categories through the **'Top Categories'** section on the homepage
- It was also noted, that most buyers were aware that they could access the categories tab from the bottom navigation but still preferred the pathways discussed above

## Final Takeaway:

- Search** is one of the most popular pathways that users take when shopping from Udaan as it is the quickest path for task completion.
- The category tab**, mostly accessed from the 'Top Categories' section of the homepage was the second most frequently used pathway
- Many buyers were aware that a **voice search** option was present on Udaan, which they accessed through the voice icon on their keyboard, but hardly any buyers reported using the same when searching for products.
- Relevant search** results was also a helpful feature of the search function as many buyers weren't able to find products using direct search because of typos
- Past searches** also was noted to be useful for the buyers as some buyers order specific products from Udaan over and over again.

## Top Scroll Banner

### Insights from Buyers:

#### Understanding of top scroll banner:

On speaking with buyers we found out that most of the buyers are familiar with top banners. Buyers are aware that **banners are scrollable** and they did not face any difficulty while exploring. While conducting the UTs we came across custom banners like: Diamond range, Superstore and Brand bonanza.

#### Usage of Top scroll banner

- **9 out of 18** buyers have used the top scroll banner and found it a useful feature.
- **Convenient price range, good offers** are a few aspects that motivates buyer to explore the top banners.
- However, **7 out of 18** stated that they haven't paid attention to the top banners.
- We have also observed that due to **time constraint** buyers prefer to directly **search** the products or explore through categories.
- A few buyers have mentioned that they place orders according to their **requirements**
- **Stock availability** is one of the factor which is affecting purchase from this section.

#### Custom Banners (Diamond range/ Superstore/ Brand Bonanza)

We noticed that 9 out of 18 buyers were familiar with the functionality of Top banners and have made purchases, but there were few buyers who were **unable to comprehend** Diamond range/ Superstore/ Brand bonanza, leading to confusion.



### Insights from BDEs :

#### Understanding and usage of top scroll banner:

On speaking with FOS we found that most of the buyers are **dependent** on them to understand offers displayed in banners. Only a few can comprehend the offers and place orders by themselves.

The FOS states that most of buyers are **unaware** that they can explore offers from the top banner section.

Buyers are more **focused in margins than offers**, according to FOS.

He suggest that communicating offers such as 2% discount or 10% discount is one of the way to attract buyers.

#### Custom Banners (Diamond range/ Superstore/ Brand Bonanza)

##### Diamond Range:

(The UT's were conducted a month before FOS interviews meanwhile, udaan introduced a new feature resulting in different insights from FOS)

- According to the FOS it is a **newly introduced** feature in udaan.
- It is a **popular feature** amongst buyers as there are offers on wide range of products including food grains to personal care. Secondly, there are good offers/discounts as compared to regular prices.
- FOS also states that most of the **buyers make purchases** from this section.

##### Superstore:

- The FOS mentions that many of his buyers are **unable to understand** this section therefore, buyers call him for clarifications.

##### Brand Bonanza:

- According to FOS buyers are **not interested in brand offers**.
- It is not a popular section in udaan app.



### Final Takeaway:

- Most of the buyers are familiar with top scroll banners. They are aware that banners are **scrollable**. On the other hand, FOS states that most of their buyers are dependent on them for understanding the sales.
- Most of the buyers have made purchases from this section and found it **useful**. While FOS mentions that buyers are more focused in margins than offers.
- We have also observed that due to time constraint buyers prefer to directly **search** the products or explore through categories.
- **Stock availability** is one of the factor which is affecting purchase from this section.
- While conducting UT's we also came across custom banners like: diamond range, brand bonanza and superstore.

## Deal of the Day

### Insights from Buyers:

#### 'Dhamaka Deals' : Hot or not?

When exploring the 'Dhamaka Deals' section on the homepage, many users had their own understanding of the term

- Most buyers felt that 'Dhamaka Deals' sections have deals which give them a **high margin** and highest profits
- There were some buyers who felt that 'Dhamaka Deals' are **time limited** deals but could not say how long those deals lasted for when we inquired them
- A few buyers mentioned that according to them this section means that it is '**something special**' or there are offers on specific products
- There were a few buyers, from the low engagement category, who were **dependent on the FOS** for explaining them the different sale offers, who couldn't understand what 'Dhamaka Deals' meant



#### Positives:

- Some buyers expressed that they have **purchased** from the section previously and find the section **useful** and the offers relevant to their needs
- Buyers could understand that they can **add items** to the cart by tapping on the labels

#### Negatives:

- Few of the buyers reported that they have **never shopped** from this section as they believed the really good offers are always displayed on the top banner itself
- Others who had used this section before, **didn't find it very useful** as they felt the discounts listed often aren't that good and they don't usually have that much free time to explore the app and scroll down to this section
- A few of the buyers, who were previously interested in this section, lost interest due to **frequent item unavailability**
- We also noted that some buyers were a bit **confused** by the margins listed. They could not understand if the listed margins were total discount on the product or extra margin
- There were also few users who couldn't see the page as it **didn't load** for them



### Insights from BDEs :

#### 'Dhamaka Deals' and 'Flash Sales': Understanding and Engagement

According to the FOSs interviewed, **buyers typically do not scroll down and explore** all the sales sections on the homepage as they are usually short on time but the low percentage of buyers who do explore these sections show interest in the section because of the attractive headers.

#### Dhamaka Deals:

There was a **rift** between the experiences of many FOSs, some found the 'Dhamaka Deals' section as an integral part of the Udaan shopping experience and a frequently used section while some FOSs believed that the users typically do not pay attention to the section that much even when they explain them.

- The FOSs noted that most buyers are able to understand the **discounts** and section headers but some of the products do not have MRP listed on them.
- Few of the FOSs mentioned that this section draws a lot of organic engagement from the buyers.
- Other FOSs expressed that most buyers do not pay attention to this section. He went on to say that some buyers don't listen to the offers on this section even when the FOSs explain them.
- Some FOSs noted that some buyers feel that expired products are put on sale to clear inventory in these sections and that is why they don't shop from them.

### Final Takeaway:

- Most buyers understood that the 'Dhamaka Deals' section displayed the deals with the **highest margins**.
- The data from both the FOSs and the buyers shows that while some buyers do not pay much attention to the section, others find it **invaluable** and shop from the section often.
- High margin items on this section also ignite **skepticism** from the buyers, particularly about item expiry, product quality and item unavailability
- Most buyers could understand the discounts listed and could correctly **guess** the path to adding the items in the **cart** from the banner.



# Flash Sale

## Insights from Buyers:

### Flash sales:

Most of the users tested in the study **did not have the Flash sale banner** on their homepage. The ones who did have the banner expressed their unfamiliarity with it.

"This banner dikha ke sahi hai ya kharid?"

"Yehi toh kuch advertisement hai, kya kharidni chahiye?"

"Limited time ke sale hain kya?"

"Kya time limit pada hai?"

"Kya discount extra discount ke saath milayega?"

"Kya time limit pada hai?"

- Many buyers mentioned that they were seeing the 'Flash Sale' section for the **first time**, mostly because they **never scroll down** that much on the homepage
- Even though buyers were unfamiliar with the section, they could tell that the deals were **time limited**
- None of the buyers tested reported purchasing from this section before
- There were a few buyers who had trouble understanding the listed discounts, they couldn't tell if the discount listed was total discount or extra discount on top of existing margins

Even though the 'Flash Sale' section could draw attention of many buyers, most buyers were still very unfamiliar with it and hadn't shopped from it before

## Insights from BDEs :

### Flash Sales:

Talking about the Flash sales segment, the FOSs mostly believed that, like the 'Dhamaka Deals' section, users are attracted by the header and the labels and the section draws a lot of engagement on Udaan

- the FOSs noted that the section draws a lot of **engagement** from the buyers but smaller buyers, buyers who are more dependent on the FOSs, require explanation.
- Few FOSs also noted that the section is **helpful** for the buyers as top sales are listed here.
- Some FOSs expressed that buyers don't understand this section on their own and need some **guidance** while others who do understand the section do not always explore this section as they usually don't have time
- The FOSs also noted that most buyers are able to understand that the deals highlighted are time bound.
- One of the FOSs suggested that as the Flash sales draw a lot more attention and engagement from the buyers, it should be put right on the top of the homepage.

**Comparing** the two sections, one FOS said that according to him the Flash sales draw more sales than 'Dhamaka Deals'

"Dhamaka Deals section mein 'Flash Sale' section ke baad mein engagement kam hai"

"Flash Sale section mein engagement bahut kam hai"

"Flash Sale section mein engagement bahut kam hai"

"Flash Sale section mein engagement bahut kam hai"

"Flash Sale section mein engagement bahut kam hai"

"Flash Sale section mein engagement bahut kam hai"

"Flash Sale section mein engagement bahut kam hai"

## Final Takeaway:

- Most buyers were unfamiliar with the section but could understand that the clock highlighted that the deals shown were time limited.
- There was a **rift** between the experience of the FOSs and the buyers, while none of the buyers in the study reported purchasing from this section before, FOSs believed that the section drew a lot of engagement.

# Spin and Win

## Insights from Buyers:

### Usage and likability of Spin and Win

Spin and win section was only live for **Bangalore** buyers.

- **5 buyers** were familiar with spin and win section.
- It was observed that it was a **liked feature** by majority of the buyers.
- **A few of the buyers** found it beneficial to use spin and win.
- We observed that **rewards and Udaan credits**, which buyer can simply earn via spin and win are the reasons that **motivates** them to order more.

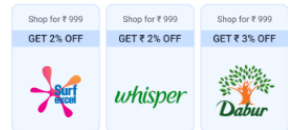


## Final Takeaway:

- It was observed that spin and win was a **liked** feature by majority of Bangalore buyers.
- A few of the buyers found it **beneficial** to use spin and win, rewards and Udaan credits were the reasons that motivated them to order more .



### Brand Bonanza



## New Launches

### Insights from Buyers:

#### Understanding and usage of New Launches:

- Majority of the buyers could **comprehend** what the term 'New launches' meant.
- Only few of the buyers had **used** New launches in the past and found it valuable.
- One of the buyers mentioned the sales are generally on the items which **he doesn't prefer placing an order on** so they mostly skip looking at this section.

#### Understanding of Margin:

- Some buyers expressed **frustration** with this section. They believed that the banner showed that the deals have a high margin but when they open them, most products have much lower margins.
- One of the buyers doesn't pay attention to the New launches section and prefers to order directly by the search bar for the products he requires.

### Insights from BDEs :

- According to FOS, buyers tend to **overlook this section** and pay more attention to the section which displays category wise offers.

### Final Takeaway:

- Most buyers do not pay a lot of attention to this section as mostly the items listed on the banners are items or brands that they do not buy.
- Some buyers had negative experiences with this section and hence started paying less attention to it. They noted that the banners reveal higher margins than the actual sales.
- Few FOSs noted that the buyers prefer sections which have categories



## Clearance Sale

### Insights from Buyers:

#### Understanding of Clearance sale

- Most of the buyer are **unfamiliar** with the term clearance sale.
- It has been noted that, a few buyers perceived the phrase **clearance** in a **negative light**, as if it suggested offering expired products at low costs.
- A few buyers are aware of the clearance sale, but they require **more information**
- It is observed that buyers are more interested in **margins** than offers and sales.

### Insights from BDEs :

- According to the FOSs Buyers **did not comprehend** what a clearance sale meant.
- Because the clearance sale area is a **freshly established** section, majority of the buyers do not naturally view or purchase from here, resulting in the section being **overlooked** by the buyers.
- The FOS, on the other hand, informs buyers about the clearance sale segment and the **high margin** ratio available. Despite this, the sector continues to be **under-appreciated** by buyers.

### Final Takeaway:

- Most buyers were unfamiliar with the term clearance sale. Because it is a freshly established section, majority of the buyers overlooked it.
- Some buyers perceived the phrase in a negative light as if it suggested offering expired products at low costs.
- Few FOSs noted that the buyers prefer margins than offers and sales.



# Mid-Section Banners

## Insights from Buyers:

### Understanding of Mid Section Banner:

On talking with the buyers we found out that most of the buyers are **aware** of the Midsection banners. However, a smaller part of the audience expressed that they find these sections **irrelevant** and **don't pay that much attention to them**.

### Relevancy of Mid Section Banner:

- Few of the buyers expressed that they find these **sections irrelevant** or don't pay that much attention to them.



### Using Mid Section Banner: - Past usage, Likeability, Usefulness:

- Buyers who do attend to this section are able to **tap and expand to explore** the deals in detail
- Users are **able to understand** the copy of the banners in this section, but some were not sure about what 'Diamond Products' and 'exclusive store' means



## Insights from BDEs :

### Usage of Mid Section Banner:

- Most of the buyers didn't face any challenges when understanding the sales shown in the midsection banners.
- The FOSs shared that buyers find this section **repetitive**. According to them, buyers see similar offers in the 'Dhamaka Deals' section.
- Some FOSs expressed that buyers **frequently purchase Udaan's home brand** products from the exclusive store. The most popular items being rice and wheat atta.



### Understanding of Margin:

- On speaking with FOSs we discovered that most of the buyers are dependent on them to understand the various offers displayed to them on the homepage.

## Final Takeaway:

- Most of the buyers are aware of mid section banners and didn't face any challenges while understanding the copy of banners.
- A few of the buyers said that they find these sections irrelevant or don't pay much attention to them.
- Some of the FOS mentioned that buyers frequently purchase from Udaan's brand. The popular products include rice and wheat atta.
- Buyers who attend this section are able to comprehend by tapping and exploring. While, the FOS mentions that buyers are dependent on them to understand the offers displayed.



# Top Brands

## Insights from Buyers:

### Understanding and Using 'Top brands'

The buyers tested in this study reported that they were able to understand what the 'Top Brands' section was displaying but many of them hadn't used the section before.

- Most buyers were able to understand that the section displayed the top selling brands
- Few buyers though, mostly buyers who depended on the FOS for purchases, could not understand what the section was trying to show
- Some buyers reported that they had never used this section before for purchases
- Only one buyer mentioned that he has previously purchased from this section. Another buyer mentioned that he looks at brands when he purchases, but not through this section of the homepage
- It was also noted that most buyers were able to understand the margins listed in the banners

Many buyers typically shop for specific brands and showed interest in this section but some wanted to see more brands, or brands more relevant to them.

### Perception of 'Top Brands'

Asking the buyers about their perception of the brands listed in this section, majority of the buyers perceived the brands as 'good' and ones that they generally buy from

- Almost all the participants tested acknowledged that the brands listed are famous and 'big' brands that they prefer to buy from.
- There were a few buyers who wanted to see more brands listed here, preferably all the major brands

"I'm getting more and more brands every time I scroll through it"

"I would love to see more brands here for myself"

"I wish you could see the top brands here for myself"

"I wish you could see the top brands here for myself"

"I wish you could see the top brands here for myself"

"I wish you could see the top brands here for myself"

"I wish you could see the top brands here for myself"

"I wish you could see the top brands here for myself"

"I wish you could see the top brands here for myself"

"I wish you could see the top brands here for myself"

## Insights from BDEs :

### Understanding and Using 'Top Brands'

- The FOSs mentioned that many of the buyers, especially buyers who are not well educated, are unable to understand this section and need support from FOSs for the same.
- Some FOSs noted that Brand Bonanza is only viewed because of the **top view placement** but merchants usually don't prefer to purchase from here.
- Few FOSs mentioned that buyers, specifically organic buyers, sometimes buy from this section as many buyers order from specific brands only.
- One FOS expressed that buyers also would like to see some popular local brands in this section.
- Trying to understand section preferences, the FOSs noted that buyers prefer more to buy items from the 'Top categories' section than from the 'Top brands' section.

### Competition in 'Top Brands':

- FOS also stated that brand offers are **not that attractive** to the buyers as popular brands are present on other competitor apps as well and buyers generally **compare** the prices before ordering branded products.

"I wish you could see the top brands here for myself"

"I wish you could see the top brands here for myself"

"I wish you could see the top brands here for myself"

"I wish you could see the top brands here for myself"

"I wish you could see the top brands here for myself"

"I wish you could see the top brands here for myself"

## Final Takeaway:

- Our data shows that unlike what the FOSs noted, most buyers are able to understand what 'Top Brands' meant.
- Both the FOSs and buyers reported low engagement on this section of the app.
- The FOSs noted that when purchasing branded products buyers typically check prices on competitor apps before purchasing.
- Most buyers tested considered the brands on display as 'good'
- There was common feedback from both the FOSs and the buyers about presentation of more brands overall and some local popular brands.

# Top Categories

## Insights from Buyers:

### Understanding of Top categories/Category Tab

- The buyers tested in this study understood the difference between Category tab and Top categories, although a few buyers were confused and preferred to directly search the products they want to order.



### Usage of Top categories/Category Tab

- When it comes to ordering multiple products from the same category, top categories are preferred by **08 buyers**.
- According to studies, some buyers prefer to use direct search when they know exactly what they want to order.
- 04 buyers** stated that they prefer the category tab because it allows them to see all of the categories and it is easier to explore and order from there.



### Usefulness of Top categories/Category Tab

- Majority of the buyers prefers Top categories for the following reasons:
- Easy to spot
- Relevant categories shown
- Easy to order multiple products
- Images displayed in the top category section are helping the buyers to judge the product and its quality.



## Insights from BDEs :

### Overall usage and likeability of top category :

- We observed that top category is the preferred choice by buyers over category tab.
- A few of the buyers have mentioned to FOS that top category works as a catalogue for them.
- 3 FOS said that buyers also go for direct search as they know what exactly they want to order.
- Secondly, even if they go for direct search they can see the category page there itself.



## Final Takeaway

- Top category is the preferred choice by buyers over category tab. It works as a catalogue for buyers.
- Some buyers choose to go for direct search when they know what they want to order.
- Buyers found top category useful for various reasons like: easy to spot, easy to order multiple products, images displayed in the sections help buyer to judge product and its quality.

# Target Scheme

## Insights from Buyers:

### Perception of Target Scheme:

- We found that most of the buyers have **understood** and made use of target schemes.
- The buyers are aware of the concept behind target scheme.



### Suggestions:

- One of the buyer suggests that udaan should increase the no of coins like jumbotail.



## Insights from BDEs :

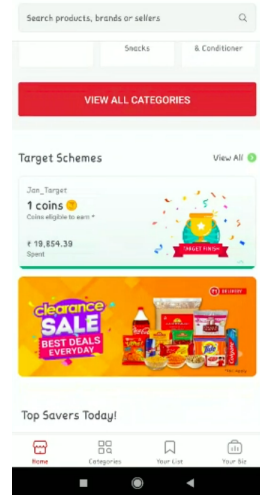
Due to insufficient data:

One of the FOS mentions that, the people who do try maintaining their target know that there is a dedicated section on the app.



## Final Takeaway:

- Majority of the buyers have understood the concept behind target scheme and have made use.
- Buyers suggest to increase the number of coins in the section.



# Top Savers

## Insights from Buyers:

### Perception of Top savers

- The Top savers were correctly grasped by **12 out of 18 buyers**. Buyers think of the Top Savers category as a section where they can save money or receive a good deal.
- Despite the fact that particular product is featured below top savers, we found that the majority of buyers prefer to compare prices on other apps.



### Usage of Top savers

- 04 buyers** said that they have ordered from top savers section and found it useful as well as beneficial.
- 03 buyers** said that they haven't noticed or purchased from this section as it falls down the homepage and requires scrolling.
- The buyers also prefer to **search products directly** and compare prices with other applications.



### Ability to Add to cart

- Buyers were able to perform Add to cart. We also discovered that the **+ sign** made it **easier** for them to understand what add to cart meant.



### Understanding of terminologies

- 09 buyers** understood and fairly comprehend the meaning of tags.
- Majority of the buyers correctly presumed the meaning of: fast movers and best sellers.
- General perception of
- Fast Movers: Products that sell out quickly
- Bestseller: Products with best quality and margin



## Insights from BDEs :

### Need of the Top Savers Section:

- According to the BDEs of Udaan the top savers section is not a widely used feature within the Udaan application. Only 2 buyers reported that the top savers section is used by the buyers, all the remaining BDEs reported that it is section that almost always goes unnoticed however they do try to open the section and show it to the buyers when they visit the shops
- 3 BDEs reported that the section is located at the very bottom of the homepage and the location is the primary reason behind it going unnoticed as the buyers do not like to scroll much on the app.
- 2 of the buyers reported a unique insight that the top savers section actually also opens when you press 'buy now' on any item. The buyers who not have to separately open up the section.
- 1 of the BDEs says that the big kirana stores do not purchase from this section as mostly single items are picked up from here. They are not interested. The smaller retailers however show some interest like eg- a stationery shop retailer purchasing candies for the store



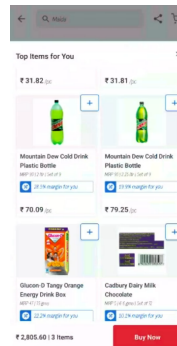
### Understanding of the Tags in the Top savers Section:

- Most items in the top savers section comes with a tag. The tags being referred to over here are - Best sellers, Fast Movers, High Margins etc
- There were 3 BDEs who said that when the buyers are seeing this section with the tags for the first time they do not understand what these tags are. It is only after an FOS visits their shop and educated them on the meaning of these tags that they actually understand what it is.
- There were 2 BDEs who believed that the education level and literacy of the buyers determine how well they comprehend these tags and that a few buyers who they manage do actually understand the meaning of these tags the first time they see them.
- We did receive a conflicting response when it came to this as there were also 3 BDEs who seemed pretty confident that these terms are very widely used terms within the B2B sector and all the buyers did understand the meaning of the tags.



## Final Takeaway

- There was a difference between the data from the FOSs and the buyers. While testing the users we found out that most buyers understand what the section is about while according to the FOSs most buyers require assistance.
- Because of the location of the 'Top Savers' section at the bottom of the homepage, many buyers reported never noticing or using it.
- Most buyers were able to add items to the cart by clicking the + button.
- Buyers who order organically and are educated are able to understand the tags mentioned in this section, while other buyers needed help from BDEs.



# Category Tab

## Insights from Buyers:

### Category Tab's Usage and Perception:

Most buyers reported using this tab rarely as they depended more on the search functionality. Even when they wanted to access categories, they preferred to go from the 'Top Categories' section on the homepage than the bottom navigation.

- Most buyers reported using the categories tab very infrequently or not at all.
- Some buyers noted that if they aren't able to find their products by searching for them then they go to the categories tab
- Few of the buyers had trouble noticing the 'Categories' option on the bottom navigation when prompted to.
- One buyer expressed his preference for accessing the categories tab from the bottom navigation tab than from the homepage as he felt he needs to scroll less for that.

Even though it was rarely accessed by the buyers tested in this study, when viewing the categories tab buyers felt that the categories and the images next to them were appropriate however, one buyer noted that the products shown on the category header image is sometimes unavailable when the category is opened.

## Insights from BDEs:

- Few FOSs noted that some buyers prefer to directly go to the category tab as they find it difficult to find products using search.

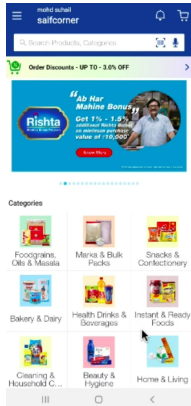


## Final Takeaway:

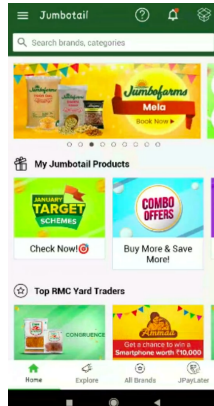
- Most of the buyers have reported to use category tab infrequently. They prefer to go from the top categories section on the homepage.
- When buyers are not able to find products via direct search they choose to go to category tab.
- A few of the buyers had trouble noticing the categories option in the bottom navigation bar.
- Although only few buyers have accessed the category tab, they felt that the images next to them were appropriate and relevant.

# Competitor Applications

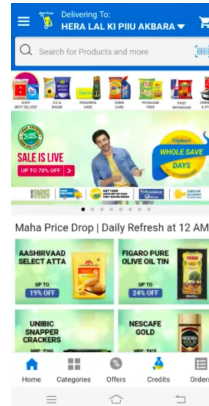
## JioMart



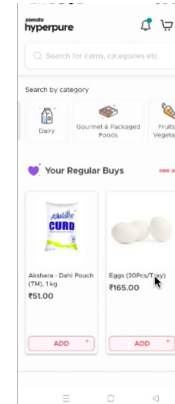
## Jumbotail



## Flipkart Wholesale



## Zomato Hyperpure



# Competitor Applications

## Insights from Buyers:

### Competitor Applications used by Udaan buyers:

17 of the buyers that we spoke to were using competitor platforms besides Udaan. However there was an overwhelming majority of people who reported that Udaan was their primary application for making purchases and the purchase share on other competitor platforms is very limited. Whatever they do not find on Udaan or is unavailable they go and purchase there. Jiomart emerged to be Udaan's strongest competitor.

There were 2 buyers who used no other application other than Udaan, but they were purchasing from offline markets.

#### Jiomart-

There were 13 buyers who were using Jiomart and this is what they had to say about it

##### Positives

- Jiomart is used because dairy products are not available on Udaan
- Some items are significantly cheaper than Udaan - especially branded items
- They have a better and more diverse product range
- 'Search' functionality on Jiomart is faster
- Quantities are clearly mentioned.
- The layout and navigation of the homepage of the Jiomart app is simpler to use.

##### Negatives

- Margins are not clearly visible, one has to manually calculate

There were only 4 buyers who reported that they prefer the Jiomart homepage over Udaan's. Rest of them reported that they prefer Udaan's homepage as it's easier to use and also depend on Udaan for their main share of orders.



#### Jumbotail -

There were 3 buyers who were using Jumbotail

##### Positives

- Buyers can get gifts against the points they have earned on jumbotail (via their superclub section)
- The jumbotail homepage is less cluttered and confusing, one finds things on the homepage and does not have to put in too much effort to search for things.
- Jumbotail transport service is very good

##### Negatives

- 'Search' functionality on jumbotail is more used because the homepage is ease to use.

We got contradicting views when it came to the jumbotail homepage, however there was just one person who said that he prefers the jumbotail homepage over Udaan's.

#### Dealshare-

There were 6 buyers who were using Dealshare.

Even though quite a few people were using this it did not seem to be a very popular application as the buyers did not seem to have too much feedback on this app.

##### Positives

- They communicate offers on call every 2-3 days and this is very convenient for the buyers.

There was just one buyer who preferred the deal share homepage in comparison to Udaan.

#### Big basket-

There were 4 buyers who were using Big Basket

##### Negatives

- The homepage categories do not have any images on them so it's inconvenient for the buyers

There was nobody who preferred the big basket's homepage over Udaan's.



#### Blinkit/Grofers-

There were 5 buyers who were using Blinkit.

##### Positives

- Gets enough margins on the blinkit app despite being a b2c app.

There was nobody who preferred the blinkit's homepage over Udaan's.

#### Zomato Hyperpure-

Only one buyer was using Zomato Hyperpure

##### Positives

- If the product is out of stock it shows that upfront and also has a notify me option so that the buyers can purchase it as soon as it comes back into stock.

There was nobody who preferred the Zomato's homepage over Udaan's.

#### Other Platforms Used by the buyers-

- Big Bazaar - 1 buyer
- Gram factory - 1 buyer
- Ninjakart - 1 buyer
- Fliipkart Wholesale- 3 buyers
- Solv -1 buyer

#### Primary Reason to use competitor Apps-

As mentioned above Udaan was the most preferred application however several of them did report that Udaan's rate is very high and that several of their products always stay out of stock and these two are the primary reasons behind their motivation to use other competitor platforms.



# Competitor Applications

## Insights from BDEs :

### Competitor App Insights:

On speaking to the BDEs of Udaan these are the insights we derives with regards to competitors applications

- 1.No significant competitors of Udaan in the market.
- 2.There are quite a few competitors when it comes to branded products who are offering margins better than Udaan, however Udaan is excelling in selling their own branded products and create a niche in the market for that.
- 3.There are competitors in the market however nobody has a strong hold on it, companies come and do vigorous business for 5-6 months and then the buzz fizzles out. Udaan maintains a good network and reputation within the market.
- 4.Most of the buyers are using Udaan as their primary application. They check the udaan app first and only then check other apps to check prices /buy products that were not available elsewhere.

### Competitor Applications:

This is not a comprehensive list or an accurate representation of the primary competitors but a few points conveyed by the FOS on the following competitors apps:

- 1.Dealshare :
  - Good reviews from the buyers
  - They do not have a physical salesman , they convey offers on call.
- 2.Jiomart :
  - Most popular competitor brand reported by the FOS
  - Good margins on brands
- 3.Jumbotail:
  - They have very competitive pricing for food products like oil and sugar



### To Sum it Up:

We did sense some bias within most of the BDEs promoting Udaan to be the first choice of the buyers.

However on speaking to a few them they did tell us that every buyer uses a minimum of 2-3 platforms to order and they use these apps to compare prices and only purchase from that app that will offer them the good rate.

Udaan's margins are very good when it comes to their own brand of products that are vigorously pushed by the BDE's to achieve their shop targets.

However when it comes to branded products Udaan's rate is a bit higher than it's competitors , so that is an avenue where Udaan can make their pricing better to get more purchases in that category

# Feedback and Suggestions

## Insights from Buyers:

### Overall feedback and suggestion:

After speaking to 18 buyers we noted that **stock availability** is the primary concern which is resulting in low exploration of banners and offers. It is also affecting the traffic on udaan application.

Buyers are very much satisfied with the offers and discounts but, when they compare on other applications they feel udaan should also provide with more schemes and rewards.

### Rewards:

- One of the buyers suggests that Udaan should **add more rewards** for completing targets.
- He also compares that Jumbotail offers more rewards and coins.
- Few of the buyer stated that Udaan should **consider increasing** more in schemes on the app
- Buyers also mentioned that it will be easier for them to know about **new schemes and offers** if notified via **WhatsApp**



### Stock Availability:

- Majority of the buyers complaints about the un availability of stock.
- It is also observed that offers/banners remain unexplored due to products getting out of stock.
- One of the buyer has suggested to add "notify me" button so that he is aware that products are in stock now.

### Margins and offers:

- Majority of the buyers have given positive feedback on offers as it has benefitted them.
- Due to more competitors in the market, buyers are always looking and comparing for good margins. Therefore, majority of them have stated that udaan is offering with high prices as compared to the market.
- Due to crunch in time, buyers often tend to miss out on new offers/schemes. So, they would like to see the same as soon as they open the app, preferably on top of the homepage.



### App performance:

- A couple of buyers had concerns such as ordering takes long time, unexpected app stalls, and constant app updates and bugs causing frustration.



### Minimum cart value and other inconveniences:

- Due to an upsurge in the minimum cart value for free delivery to 4000, many buyers expressed that their frequency of purchases on Udaan has decreased.
- The buyers are used to getting assisted when placing orders on online apps. Buyers who are not currently engaged with any FOS requested assistance when placing orders.
- One buyer also mentioned that he would like more assistance from Udaan delivery people to get the stock into their warehouses.



# Feedback and Suggestions

## Insights from Buyers:

### Overall feedback and suggestions

The fos conveys that a majority of buyers under him have reported that they want old version of udaan app where brands and categories were listed in alphabetical order as it is simple to understand BDE also tells that a few of the buyers are liking the progress and development in udaan application.

### Technical difficulties

The FOS says that a lot of his buyers are facing technical difficulties when they are browsing on application, it tends to hang a lot which results in demotivating the buyers to explore further.

The updates have made app very slow which is again a major inconvenience for buyers.

Buyers had a lot of trouble adding things to the cart, A buyer particularly stated that he had to do it four times before he got it right.

### Product availability

Due to unavailability of products buyers make purchases from other applications for fast moving items. Hence, resulting in less usage of udaan application.

### Prices and Margins

The FOS reports that there are high rates in udaan as compared to market prices. He also points out about high delivery charges. With so many competitor applications in the markets buyers compares margin rates and prefers to order from where he gets more profit.



### Cart value increase to 4000 for free delivery a major issue:

About half of the FOSs mentioned, that apart from the homepage, the most major change that has affected organic sales was the increase in minimum cart value for free delivery.

- The FOSs observed that the increase in the minimum cart value for free delivery to 4000 has made it difficult for businesses, especially smaller businesses to get their orders out on Udaan.
- This problem has been exacerbated by the fact that other Udaan's competitors have a much lower minimum cart value because of which many buyers are migrating to alternatives.
- Many FOSs requested Udaan to consider reducing the cart value back to 1500-2000.

### Uncompetitive pricing and item unavailability forcing users to migrate:

The FOSs also noted other factors leading to a decrease in organic sales and an increase in buyer migration to competition. They mentioned uncompetitive pricing, intermittent product availability and bigger item sets as some of the reasons.

- Many FOSs interviewed constantly expressed their concerns about Udaan's pricing issues. They mentioned that local wholesalers and Udaan's competition now offer better rates and it is harder for them to convince buyers to order from Udaan.
- Some of them also mentioned that along with pricing, item unavailability is also a day to day challenge for buyers when ordering on Udaan.

The FOSs were very focus about their frustration when dealing with these changes in the product space. They mentioned because of such changes, they have to work harder to maintain buyers on Udaan.



# Overall App Engagement

## Insights from Buyers:

### Overall Engagement with the Homepage:

After speaking to a sample of 19 buyers the key insight that was derived was the fact that they perceive offers and banners on the homepage as a part of their secondary purchase journey and not their primary.

### They all have a set way of making a purchase on Udaan-

1. They make a list of items that they require
2. They then go to the Udaan app and try to find their products from that list within the app through three possible routes
  - Search Tab
  - Top Categories section on the homepage
  - Categories Page.
3. Once they have added these items to their cart there are 2 possible things they do
  - first
  - Order the missing items from this list on other apps
  - Explore the Udaan app further to get products that have good deals or margins.

Some of the buyers on Udaan limit their purchase just to the primary journey, but we did find a several buyers who do explore the homepage in limited capacities.

The ones who did mention exploring offers on the homepage reported the following problems:

- **Severe issues with stock availability** on Udaan. There were people who used to open up the offers on Udaan and purchase items from there but due to high unavailability of the items in the offer many of them have stopped checking. Almost all the buyers of Udaan have reported this issue.
- **Unwillingness to scroll on the homepage.** There are quite a few buyers who do not like to scroll and explore offers on the homepage. Hence several sections that may have been of importance to them often get missed because they only see the first couple of offers on the homepage and make purchases from those sections.



### Reasons that would encourage the buyers from taking a look at offers and deals on the homepage-

- Offers specific to categories that they have selected to pop up at that stage of the purchase journey
- Offers to be communicated to them via FOS / phone call or whatsapp updates.
- Item availability on Udaan

### While we got mixed views on the usefulness of different offer sections we can conclude with the following observations -

- The **top scroll banner** is an important part of the homepage as that is the first thing that grabs attention of the buyers, even those kind of buyers who do not scroll on the homepage. The buyers are mostly aware of all the campaigns running on the Udaan app like Diamond range, Super store etc and find banners relevant to these through the top scroll banner.
- Another two important sections would be **flash sale and dhamaka deals**. The primary reason behind this section being important is its location. Given the fact that it is located in the front view of the homepage for most buyers, these sections tend to catch more attention. However several buyers reported that they have stopped making frequent purchases from here because they have taken for granted that no item will be in stock.
- Even though certain daily use brands are important on Udaan and is heavily purchased, buyers do not find the top brands section very familiar and it often goes unexplored because of two reasons
  1. The **top brands** section is located at the bottom half of the page and goes unnoticed so the buyers simply search for the brands
  2. The brands displayed may not be relevant to all the buyers and may not be of use to them.
- The **Top savers** section on the homepage is located at the very bottom of the homepage and majority of the buyers reported that they almost never see it. However one interesting observation is that this section opens up on its own as apart of their purchase journey as soon as the buyers add a product in their cart. Another observation here is that the quantity of purchase from this section is low, few select items in small quantities are added.
- Buyers report a liking towards banners related to Udaan's own range of products as they get them on good prices and they are also very well pushed by the BDEs of Udaan.



# Overall App Engagement

## Insights from BDEs:

### Engagement with Offers on the App:

On speaking to the BDEs the thing that stood out the most is that they all said that exploring offers on the Udaan Homepage is a secondary activity to them. They all have a set list of items they search for via categories or the search tab. Once this is done only then will the buyers proceed to checking offers if time permits.

1. Buyers often do not comprehend the meaning of the offers shown on the app and ask the FOS to clarify it to them.
2. Margins are confusing to them, they do not have clarity on whether offers communicate extra margin on already reduced price products or whether it's the total price communicated. Also the margins on all products with the brand are not the same, so the offer or banner often gets misleading for them.
3. The Top categories section on the homepage is the best engaged section according to the BDE's because it is often used as a catalogue or menu section within the homepage. So it's a behavior the user has learnt to scroll down to the bottom of the page and then check the top categories to go to their desired product type.
4. The BDEs communicate that more often it is the organic buyers who purchase on the app by themselves are the ones who take out time to explore the offers on the homepage, by the virtue of their tech-savviness they are usually the more educated buyers who understand what the offers are and show interest.
5. Brand offers section on the homepage are not very well engaged by the buyers, even though buyers do look for branded products within the app. The primary reason behind this is the location of the Top brands section within the homepage, it requires quite a bit of scrolling before it can be viewed. Also other competitor apps provide more competitive pricing.
6. The top half of the homepage has more engagement and interest in comparison to the second half because majority of the buyers do not like to scroll on the homepage or at least do not pay attention when they are doing so. So sections like Dhamaka deals, flash sale and Top banners emerge to be more popular and familiar sections.



### Insights derived about some specific sections:

#### Top Banners: (3 BDEs)

- Emerged to be the on of the most engaged section on the homepage according to the FOS.
- Since this is right on top of the homepage all the target schemes like diamond range, brand bonanza and other important schemes running on Udaan are displayed here making it convenient for the buyers to explore it there itself.

#### Diamond Range : (3 BDEs)

- Popular section on the Udaan app that helps buyers meet their targets
- Most frequently accessed via the Top scroll banner on the homepage
- Items within this section often stays out of stock causing discontent within the buyers.

#### Dhamaka Deals : (3 BDEs)

- A highly engaged section on the Udaan Homepage
- Products remain out of stock so the buyers often don't order from this section because they assume they will not get what they are looking for.

#### Top Savers : (2 BDEs)

- Not well explored on the Udaan app
- This section is not explored by the big retailers, only explored by very small scale retailers who will purchase select few products from this section.

#### Flash Sale: (2 BDEs)

- Products at significantly cheaper prices are viewed which are of interest to some buyers



**Thank You**

PS - 31

**Home Page Components Testing**  
User Testing and Research

December - March 2021