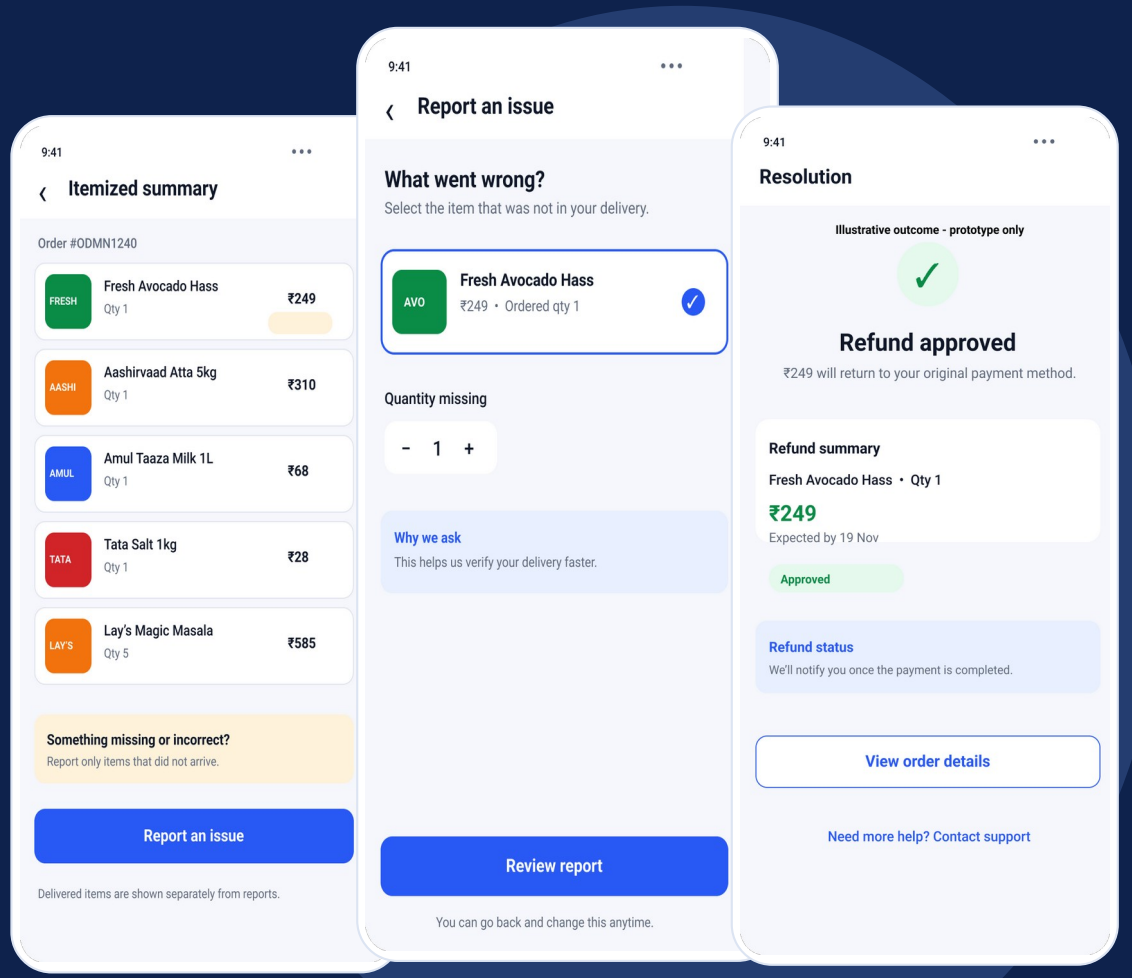
PRODUCT MANAGEMENT CASE STUDY

Flipkart Minutes

OrderSure

Making missing-item reporting and resolution understandable in quick commerce.

RESEARCH → PRIORITIZATION → PROTOTYPE → EVALUATION



Independent concept • November 2026
Not affiliated with Flipkart

Trust becomes critical as quick commerce scales

Flipkart Minutes is growing quickly; post-delivery exceptions deserve the same design discipline as the purchase journey.

4×
year-on-year growth

~1,200
micro-fulfilment centres

150+
cities served

~60%
customers return to shop

The strategic question

When a five-item order arrives with only four items, how clearly can the customer report what went wrong and follow the outcome?

Customer value

A clear, low-effort path from discrepancy to next action.

Business hypothesis

Better issue visibility could reduce repeated contacts and protect repeat intent; impact is not yet measured.

Source: Flipkart Stories, 11 Sep 2026. Metrics are company-reported; no causal claim about complaints.

Three signals, one opportunity

Exploratory secondary research identifies an issue worth testing - not a proven population-level failure rate.

01 Missing items + failed help entry

Sep 2026 customer report: two missing items worth ₹553; customer described a chat connection error while seeking support.

02 Confusion after checkout

Jul 2026 public discussion: a customer reported a reduced quantity and unexpected delivery fee on a Minutes order.

03 Documented support route

Flipkart guidance: Account → Orders → select order → Help → Chat with us. An official route exists; Minutes-specific item-level UX requires validation.

Synthesis

The opportunity is not "create customer support." It is making affected items, case status and next steps explicit at the order level.

Evidence status: individual public reports + one official support guide. No interviews, survey sample, or observed current Minutes UI in this study.

The customer we design around

Primary segment: time-constrained shoppers receiving multi-item quick-commerce deliveries.

SCENARIO • ILLUSTRATIVE

Five ordered. Four received.

₹1,240 paid • ₹249 avocado missing
The order is marked delivered.

Trigger

Customer discovers a discrepancy after an order is marked delivered.

Functional need

Select the exact item and quantity without reconstructing the whole order.

Emotional need

Understand whether a claim has been received, verified or resolved.

Constraint

Refund approval cannot be assumed; verification and support remain necessary.

JOB TO BE DONE

“Help me report what did not arrive and know exactly what happens next.”

A contextual path, not another support channel

The as-is analysis uses Flipkart's documented entry route; unobserved UX gaps are hypotheses, not findings.

01 **Order delivered**
Customer notices discrepancy

→

02 **Select order**
Find correct purchase

→

03 **Open Help**
Official support entry

→

04 **Explain issue**
Potential context loss*

→

05 **Follow up**
Potential status friction*

OrderSure compresses context into the order itself

Itemized summary → identify issue → confirm report → persistent case tracker → documented outcome

*Hypothesis requiring a current-state user walkthrough. Confirmed route: Account → Orders → Help → Chat with us (Flipkart Stories, 6 Oct 2026).

Why an item-level case tracker wins the MVP

A qualitative decision matrix favors customer clarity without promising operational capabilities we cannot validate.

ALTERNATIVE

Proactive packing alerts

Customer impact	Medium–high
Effort	High integration
Risk	Depends on reliable event stream

SELECTED P0 MVP

Item-level reports + tracker

Customer impact	High
Effort	Moderate UX / support integration
Risk	Governed by existing case outcomes

ALTERNATIVE

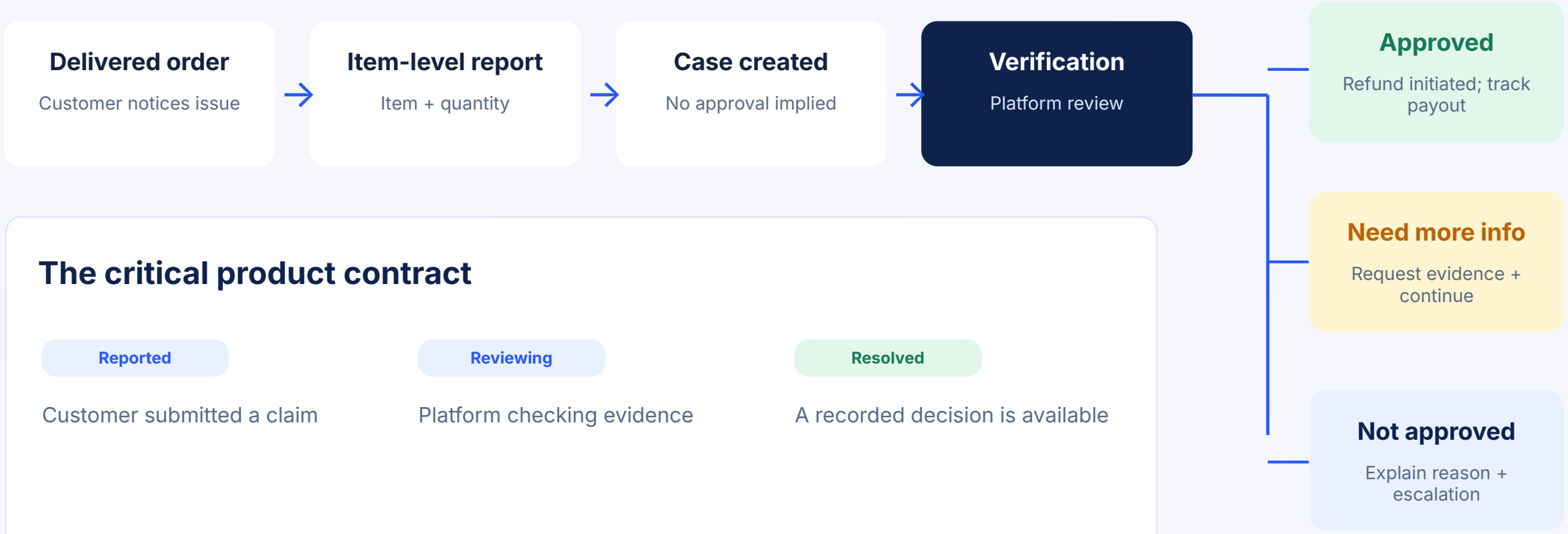
Automatic refund guarantee

Customer impact	Potentially high
Effort	High fraud + financial exposure
Risk	Policy and operations dependency

MVP boundary No new logistics system • No guaranteed refunds • No fabricated verification state

The resolution system behind seven screens

Customer reports and verified fulfilment decisions remain separate at every step.

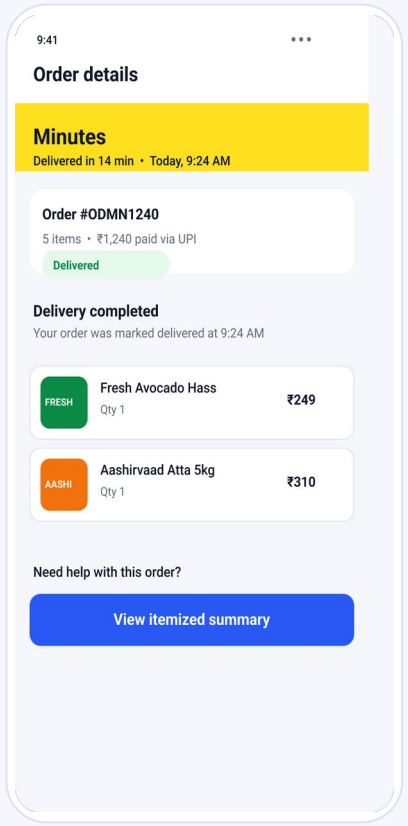


The critical product contract

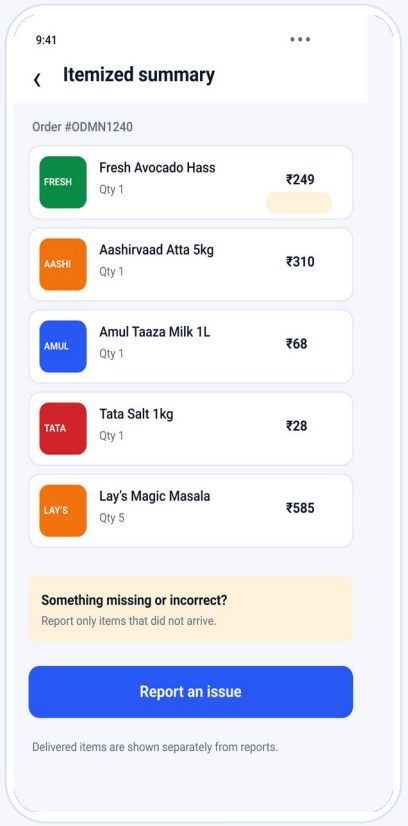
Reported	Reviewing	Resolved
Customer submitted a claim	Platform checking evidence	A recorded decision is available

A four-step path to submit the right claim

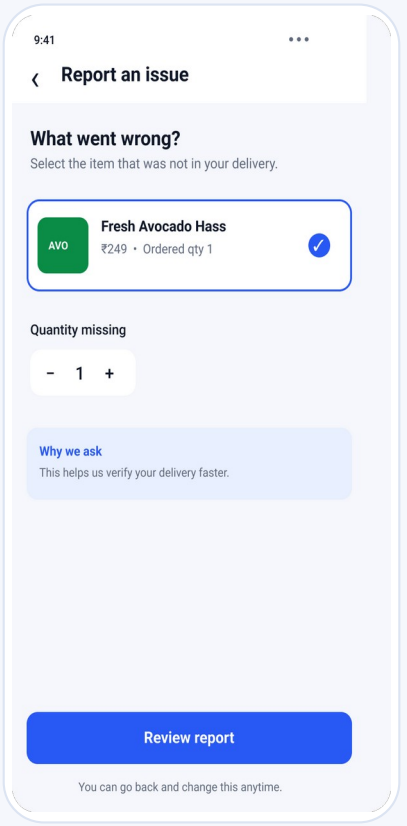
Editable Figma screens: real exported design assets, not mockups recreated for the deck.



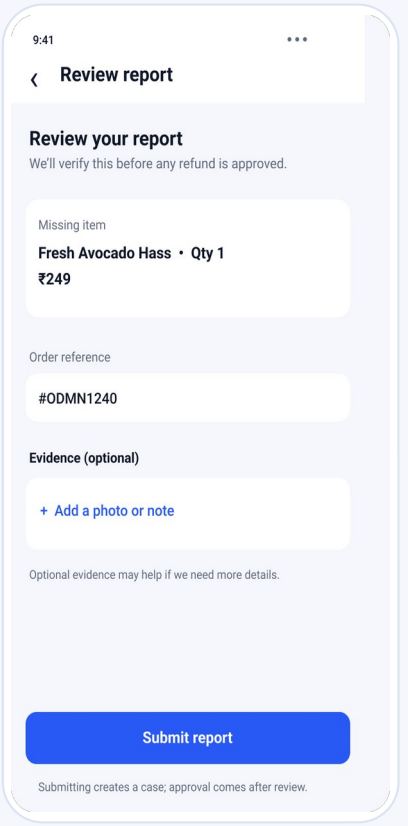
01 Open the order



02 Inspect all items



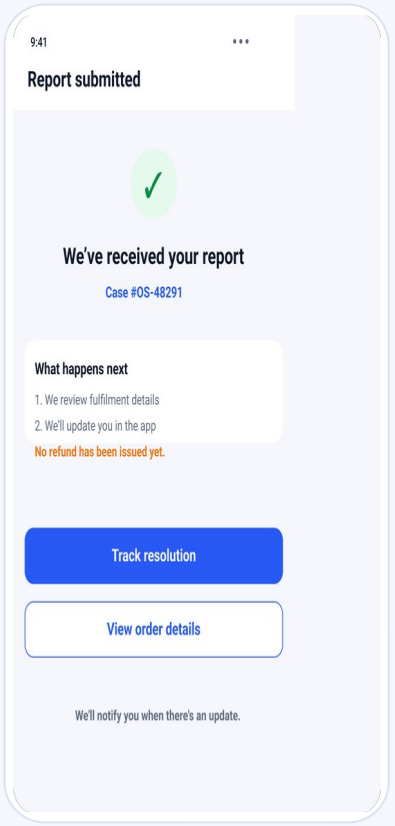
03 Select missing item



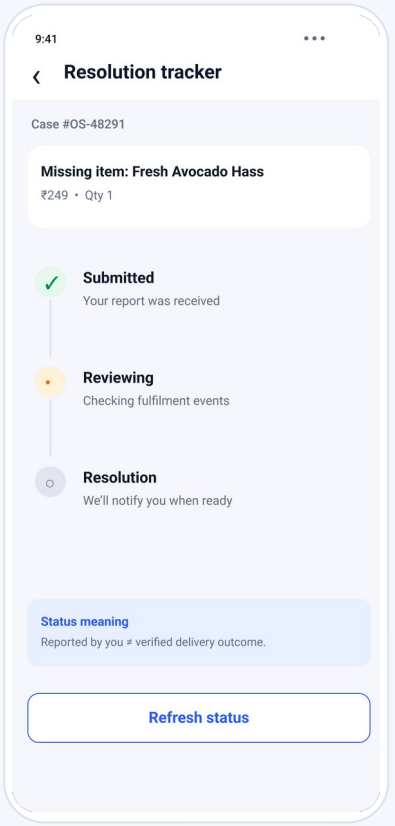
04 Review and submit

A case is not the same thing as a refund

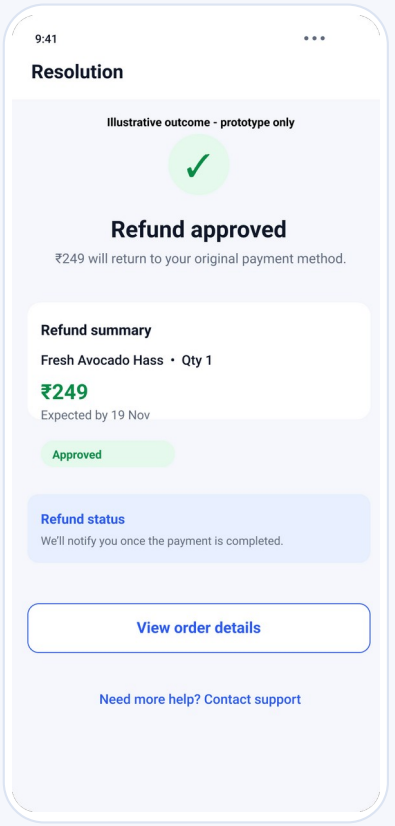
The UI explicitly distinguishes receipt, verification and approved outcomes; ₹249 is a simulated example.



05 Report received



06 Review in progress



07 Approved example

Trust design principles

01 Case reference persists

02 Review does not promise a refund

03 Outcome specifies next action

How we would establish product value

These are test plans and targets, not observed performance or business results.

Usability evaluation

Primary	Successful report + correct case-status understanding
Efficiency	Median time and steps to submit a report
Comprehension	% who distinguish "reviewing" from "approved"
Confidence	Post-task confidence (1–5)

Experiment + guardrails

Pilot	8–12 moderated task tests vs documented support route*
Proposed targets	≥80% completion; ≥90% status comprehension
Production KPIs	Support contacts per affected order; issue recontacts
Guardrails	Incorrect claims, resolution cost, escalation access

What we can claim — A research-informed prototype and testable hypothesis — not validated retention lift or support-cost savings.

Sources (clickable in PPTX): Flipkart Stories (Sep 2026; Oct 2026); Consumer Court (Sep 2026); Reddit user discussion (Jul 2026). *Live current-state flow requires direct user verification.