



Nykaa User Experience Analysis

Product Discovery, Cart, and Checkout Experience

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A task-based walkthrough of a haircare purchase journey

Objective and methodology

A focused walkthrough of one shopping goal

Shopping goal

Find and purchase L'Oréal Professionnel Absolut Repair Shampoo and Hair Mask.

Observed: evaluate how easily a shopper can move from intent to a confident checkout.

Method



Usability walkthrough

Observed: step through search, product pages, cart, and checkout using the selected product pair.



Participant interviews

Placeholder: capture two non-design participant responses before treating them as evidence.



Feature assessment

Observed: assess search and filters, product information, and checkout clarity.



Reflection

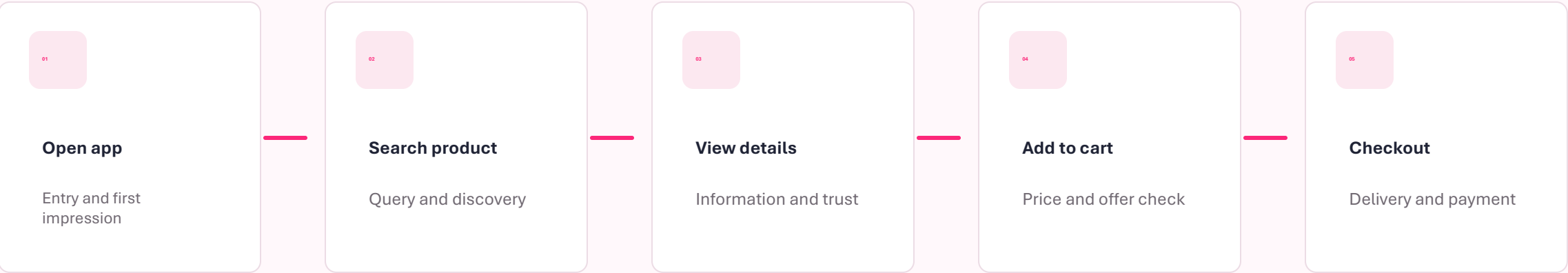
Observed: document bias risks, evidence gaps, and design lessons.

OBSERVED

User journey overview

OBSERVED

Shopping path used for the evaluation



Observed: each stage adds a different form of cognitive effort: orientation, matching, trust, value check, and commitment.

Opening the app

First impression and readiness to begin a shopping task

OBSERVED



Strengths

Observed: prominent search affordance and merchandising can give shoppers an immediate starting point.

Observed: category-led navigation supports browsing when the user does not begin with a precise query.



Pain points

Observed: promotional modules may compete with the shopping task for attention.

Observed: a dense home surface can make the next best action less obvious for task-focused users.

Overall rating

4 / 5

Observed: quick to enter the task, but the first screen can prioritize offers over intent.

Searching and filtering

OBSERVED

Finding the selected shampoo and hair mask

Observed: search helps when the user knows the brand and product family. The interaction becomes harder when matching variants, pack sizes, and offers.



What supports discovery

Observed: query suggestions and category cues can speed up product matching.

Observed: sorting and filters help narrow a large catalog.



Where friction appears

Observed: overlapping filters can feel complex without clear active-filter feedback.

Observed: results may require extra scanning to distinguish product variants.



Recommendation

Recommendation: show selected filters as a clear summary, simplify first-level filter choices, and preserve search context when users return from a product page.

Product detail page

Does the page support a confident purchase decision?

Observed assessment



Visual proof

Observed: Images, pack details, and variant choice help confirm the item.



Value proof

Observed: Price, offers, and delivery information shape purchase confidence.



Trust proof

Observed: Ratings, reviews, ingredients, and return information reduce uncertainty.

OBSERVED

Decision confidence

Conditional

Observed: the page can support a decision when key information remains scannable. Dense offers and review volume can still make comparison work feel heavy.

REVIEW FILTERING IS A PRIORITY

Cart and checkout

OBSERVED

Price, delivery, and payment clarity at the point of commitment

Cart

Observed: item additions are visible, but coupon discovery can require extra attention.

Observed: shoppers need a clear split between item price, discount, shipping, and final payable amount.

Checkout

Observed: address choice, delivery promise, and payment selection need a stable hierarchy.

Observed: extra promotions near payment can distract from completing the order.

Friction to watch

Observed: unclear coupon eligibility, late price changes, or delivery uncertainty can create hesitation.

Recommendation: surface the final price and savings earlier.

Observed: checkout confidence depends on a single, easy-to-scan view of delivery, discount eligibility, and the final amount.

User interview findings

SAMPLE / PLACEHOLDER

Two non-design participants: response capture template



Anjali Gupta

Placeholder for Interview Response

Likes: _____

Frustrations: _____

Abandoned a purchase? Why: _____



Shivam Thakur

Placeholder for Interview Response

Likes: _____

Frustrations: _____

Abandoned a purchase? Why: _____

Sample Finding only: Participants may value breadth and reviews, while describing friction around promotion density, filters, or checkout certainty. Replace this line with real responses before submission.

Common themes and insights

Synthesis of walkthrough observations and interview prompts

OBSERVED + SAMPLE

Positive themes

Observed: product variety offers breadth.

Observed: ratings and reviews can help shoppers evaluate unfamiliar products.

Recurring pain points

Observed: information and promotion density can raise scan effort.

Observed: filter complexity and checkout uncertainty can slow progress.

Improvement opportunities

Recommendation: reduce promotional competition during task completion.

Recommendation: simplify filters and explain final price and coupon eligibility.

Sample/Placeholder: validate which themes are most important through completed interviews and a current-app retest.

Standout feature evaluation

OBSERVED

Comparative heuristic assessment

Feature	Usability	Effectiveness	Impact on experience	Verdict
Search and filters	Observed: clear entry point; filter complexity can add effort.	Observed: good for focused search; variants still require scanning.	Observed: high impact on product discovery.	Needs Improvement
Reviews and product information	Observed: rich detail; volume may reduce scanability.	Observed: useful for comparison and trust.	Observed: high impact on purchase confidence.	Good
Cart and checkout	Observed: core flow is understandable; coupons can be unclear.	Observed: supports commitment when final cost is obvious.	Observed: highest impact on conversion confidence.	Needs Improvement

Observed: the verdicts rank priority for improvement, not a measured usability score.

Prioritized recommendations

RECOMMENDATIONS

Practical changes with a clear reason for each

01

Clarify final pricing earlier

Recommendation: Show item price, savings, shipping, and payable total together before payment selection.

02

Simplify filter choice

Recommendation: Use a smaller first layer of filters and keep active filters visible and reversible.

03

Make coupons easier to understand

Recommendation: Explain eligibility and best available savings beside the cart total.

04

Reduce promotional clutter

Recommendation: De-emphasize offers when a shopper searches, checks a cart, or pays.

05

Improve review filtering

Recommendation: Let shoppers quickly narrow reviews by hair concern, product variant, and recency.

Reflection and conclusion

OBSERVED + REFLECTION

What this evaluation taught me

01

Personal observations

Observed: a broad catalog can feel helpful and overwhelming at the same time. The evaluation kept returning to task focus and decision confidence.

02

How interviews matter

Placeholder: participant evidence should challenge personal assumptions, especially around perceived clutter, trust, and abandonment.

03

Bias challenge

Reflection: distinguish a personal preference from a usability barrier. Validate interpretation through prompts, observation, and current-app retesting.

Three takeaways

1. Strong discovery tools need simple controls. 2. Information quality matters when it stays scannable. 3. Checkout clarity protects purchase confidence.

Sample/Placeholder: replace interview references with verified participant responses before submitting the assignment.