

User Experience Teardown

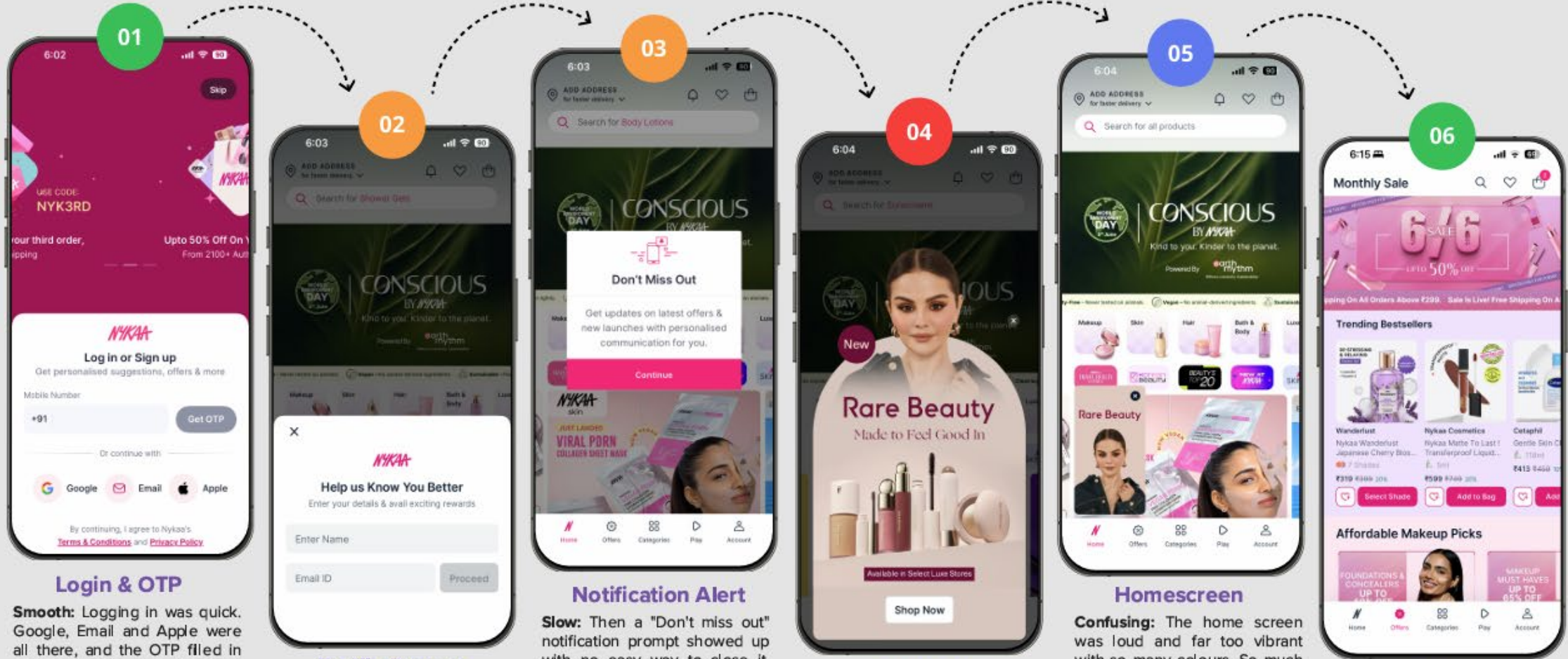
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Tag Legend for User Journey

-  Smooth
-  Slow
-  Confusing
-  Frustrating

By Varun Kumar | *NYKAA User Experience Analysis*

Journey 1: First-time login & checking offers



Login & OTP

Smooth: Logging in was quick. Google, Email and Apple were all there, and the OTP field in on its own. The smoothest part of the whole app.

Profile Prompt

Slow: The moment I was in, a "Help us know you better" pop-up asked for my name and email. I just wanted to see the app, so I crossed it.

Notification Alert

Slow: Then a "Don't miss out" notification prompt showed up with no easy way to close it. More friction before I'd done anything.

Ad Pop-Up

Frustrating: Right after that, a full-screen Rare Beauty ad opened and then parked itself on the side. That was the third interruption in a row.

Homescreen

Confusing: The home screen was loud and far too vibrant with so many colours. So much going on at once that I didn't know where to look or to start from.

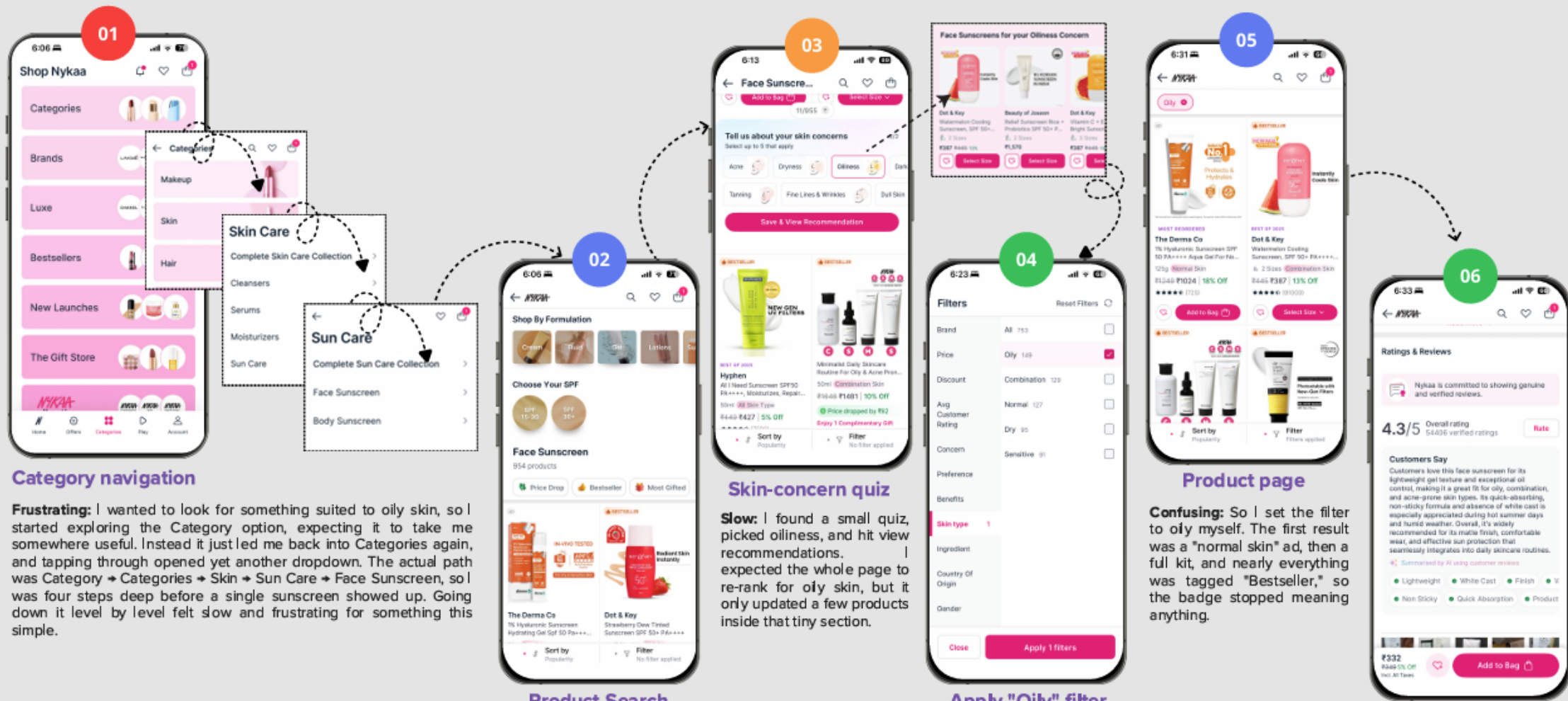
Offer page

Smooth: The Offers page, though, was actually well done. Monthly sale, trending, bestsellers, all split neatly by category. Easy to scan.

Clear Opinion : The login is genuinely good, but everything after it is a wall of pop-ups and ads before I can even see what Nykaa sells. By the time I hit the home screen I was already tired of closing things. Offers is the opposite, clean and easy. The design isn't the problem, it's the marketing piled in front of it.

Recommendation : Hold the profile and notification prompts until after the first browse, put a dear close button on every pop-up, and stop the entry ad from blocking the home screen.

Journey 2: Finding a sunscreen for oily skin



Category navigation

Frustrating: I wanted to look for something suited to oily skin, so I started exploring the Category option, expecting it to take me somewhere useful. Instead it just led me back into Categories again, and tapping through opened yet another dropdown. The actual path was Category → Categories → Skin → Sun Care → Face Sunscreen, so I was four steps deep before a single sunscreen showed up. Going down it level by level felt slow and frustrating for something this simple.

Skin-concern quiz

Slow: I found a small quiz, picked oiliness, and hit view recommendations. I expected the whole page to re-rank for oily skin, but it only updated a few products inside that tiny section.

Product Search

Confusing: The shop page led with "Shop by Formulation," but not "Shop by Skin Type," which is the one thing I actually came in looking for.

Apply "Oily" filter

Smooth: The filter page was really well crafted. I set it to oily, applied, and could finally see products meant for my oily skin. This is where it clicked for me.

Product page

Confusing: So I set the filter to oily myself. The first result was a "normal skin" ad, then a full kit, and nearly everything was tagged "Bestseller," so the badge stopped meaning anything.

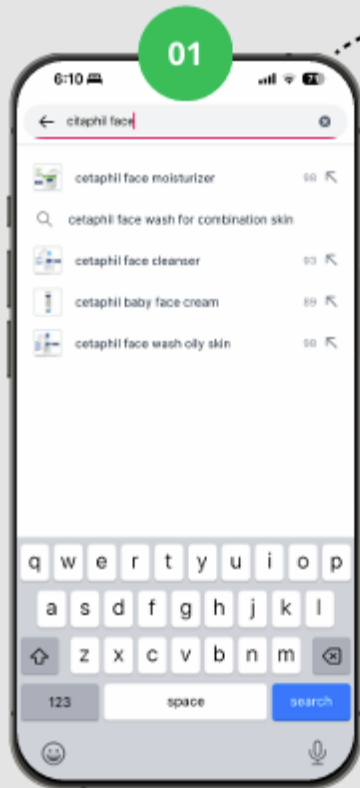
AI Summarized Reviews

Smooth: I opened a brand I recognised and the page was clear and well laid out. The AI-summarised reviews were the best part. They told me what I needed fast, and that is what made me decide to order.

Clear Opinion : Navigation is the weakest part. The Category menu is misleading, since tapping Category just opens another Category, then more dropdowns. Going four steps deep is slow and frustrating, especially as users often don't know exactly what they want. Filters felt incomplete too, with no Shop by Skin Type up front. What saved it was the product page, and the AI review summary in particular, which closed the sale.

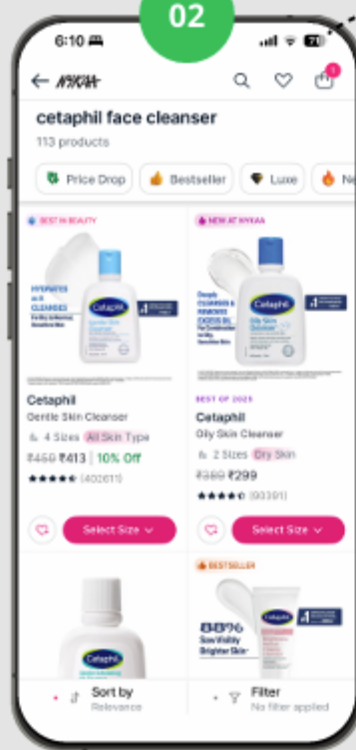
Recommendation : Flatten the Category menu so it doesn't loop, make products reachable in one or two taps, and offer all filters including skin type up front. Also make the quiz refresh the full results page instead of one small section.

Journey 3: Ordering a Cetaphil face wash



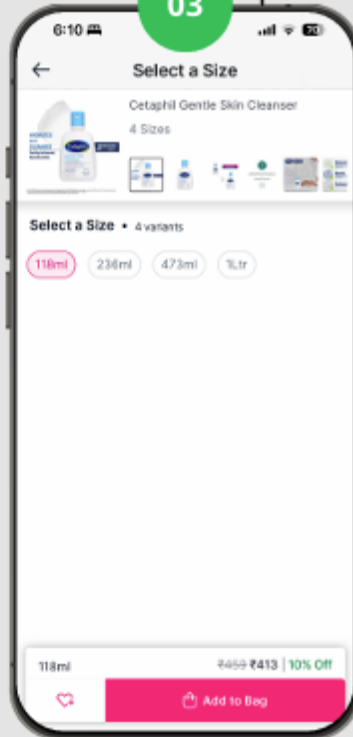
Search & autocomplete

Smooth: I typed "face" and the search instantly suggested "face wash." It understood what I wanted right away, which made starting effortless.



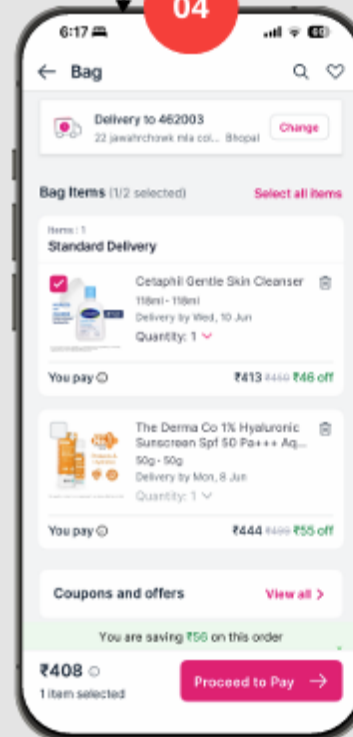
Product page

Smooth: The product page was clear. It showed two versions, one for all skin types and one for dry, and I could tell them apart and pick easily.



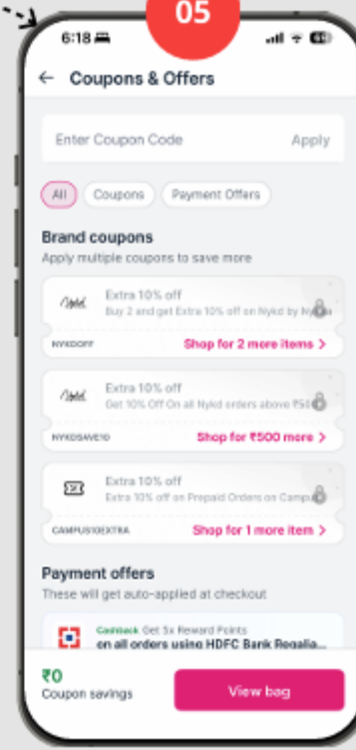
Select size variant

Smooth: Choosing the size was simple. The options were easy to read and select, with no guesswork.



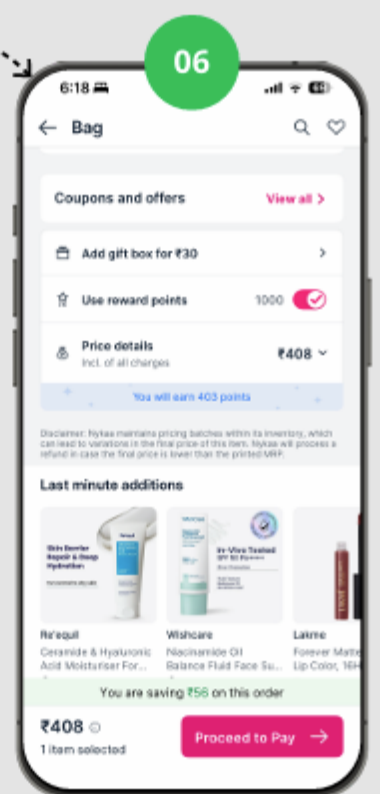
In the Bag

Frustrating: Adding to the bag only gave a small toast at the bottom and no clear way forward, so I had to go back and tap the bag myself.



Coupons & Offers

Frustrating: Inside the coupons, the only one available told me to shop two more items, which is useless on a first order.



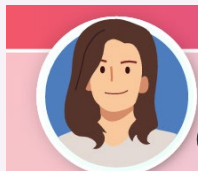
Reward Points

Smooth: The saving grace here was the reward points sitting in my account, auto-credited and ready to use. That felt like a genuine win at checkout.

Clear Opinion : Discovery is the best part of the app. Search, the product page, and the size choice were all quick and clear. The checkout leaks a little, though. Adding to the bag gave no clear path forward, and the only coupon needed more spending to work. The auto-credited reward points are the one real bright spot, and they almost make up for it.

Recommendation : After Add to Bag, show a clear "Go to Bag" action, and offer coupons a first-time buyer can actually use instead of ones that force more spending. Keep the reward points as is and showcase its perks.

Two shoppers, deliberately different motives



Anjali Gupta

Finance background

Shops for cosmetics & trend-tracking

Likes:

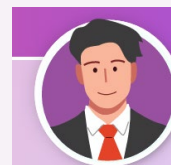
The app's theme is great and keeps her updated on the latest trends. For makeup, Nykaa is the first name that comes to her mind.

Dislikes:

She finds it expensive, so she opens it "when she's feeling rich." Shades also look too similar on screen, and she can't tell them apart the way she can in a store.

Drops off when:

She gets confused between similar products and offers, can't pick the best one, and closes the app to go check the product in a store instead.



Shivam Thakur

Engineering background

Shops almost only to gift his girlfriend

Likes:

Great for gifting his girlfriend. For someone who doesn't know what a girl might like, the gift options do the heavy lifting.

Dislikes:

Discounts feel small and the offers push him to buy more than he wants. The heavily pink, women-centric feel also makes him hesitant to shop skincare for himself.

Drops off when:

Buying for himself, he compares prices on other sites, and the moment he finds it cheaper elsewhere, he leaves and orders there.

My Reflections & Perspective Change

01

What I usually ignore normally?

I move through an app fast and skip the small things, the pop-ups, the banners, the number of taps. Slowing down, I saw how hard the app works to pull my attention. The ads and offers are built to channel you into a funnel, and there were moments I almost forgot I'd come to buy a sunscreen at all.

02

How my perspective changed?

Talking to users changed how I think about loyalty. People aren't loyal to the app, they're loyal to whatever is convenient for them. Purvi opens it for trends, Parth only for gifting, Arshiya stays for the points but will leave over ads and slow delivery. People are also fast, they either decide it's confusing and quit, or get pulled into scrolling and lose their goal.

03

What I found most challenging?

Patience. I've never spent this long just looking at one app. I had a clear goal but also had to explore every path to the product, through the homepage, categories, offers and search, and that made me restless. It would have been so easy to just search and check out, and forcing myself to wander and analyse took real patience.

Thank You