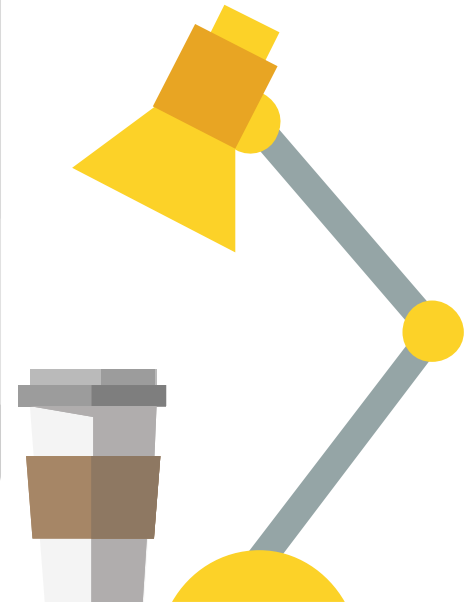
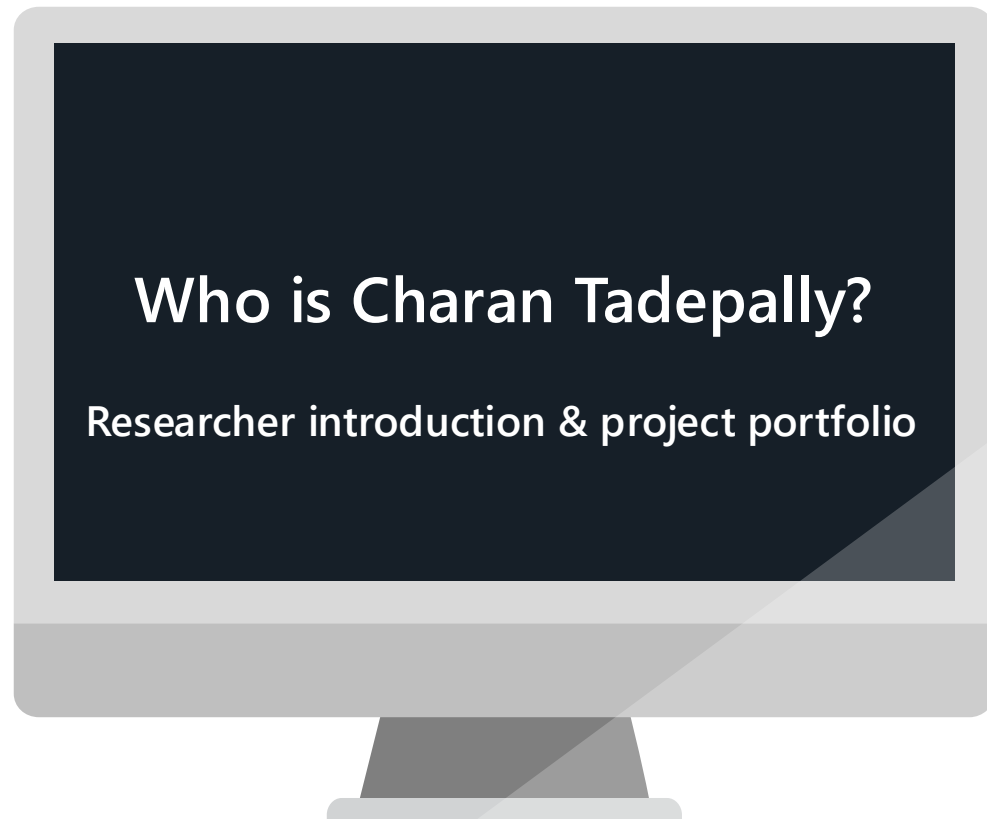




Document flow

1



A little bit about me

2



My professional journey

3



Case study 1

4



Case study 2

5



Case study 3

Document flow

1



A little bit about me

2



My professional journey

3



Case study 1

4



Case study 2

5



Case study 3

Charan Tadepally - an explorer and ethnographer at heart

Son of a Rural Sociologist, got an early induction into understanding societies, cultures and people at an early age. Years of traveling & interacting with different communities has been the foundation of strong moderation & observational skills



An Insights Consultant with **16 years** of *consumer & user research* experience across India, Middle East, North Africa and Africa. An award-winning researcher, with experience as an IC and a people manager (have managed teams sized 8-10 researchers)



Passionate about upcycling and making furniture



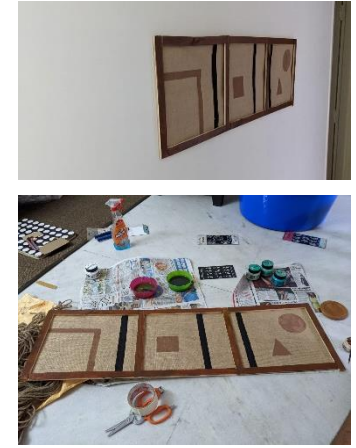
An IKEA photo frame distress painted and converted into a mirror



Re-upholstered a chair with an old saree



A cane lamp, made from scratch



An abstract wall decor



Potholder made with embroidery hoops and barbecue sticks



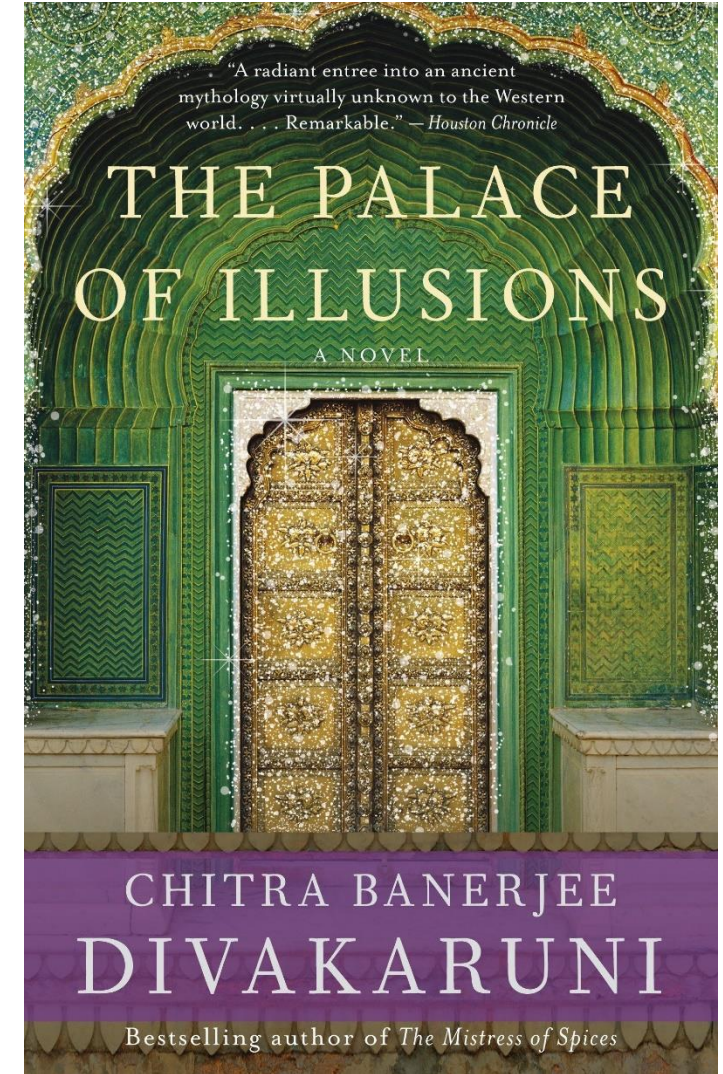
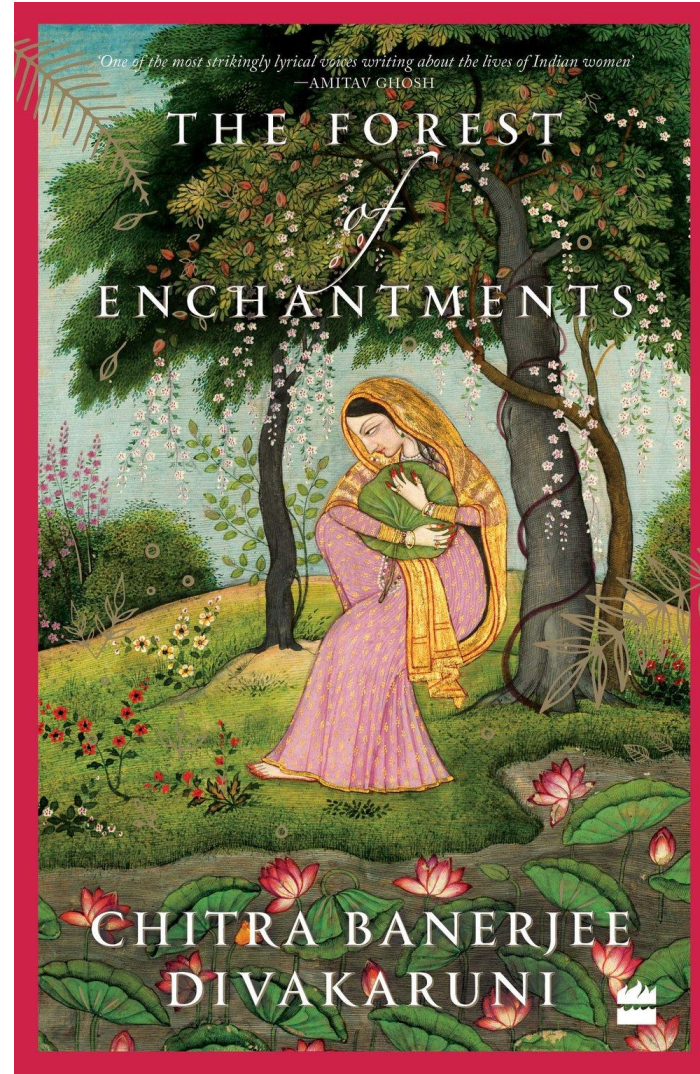
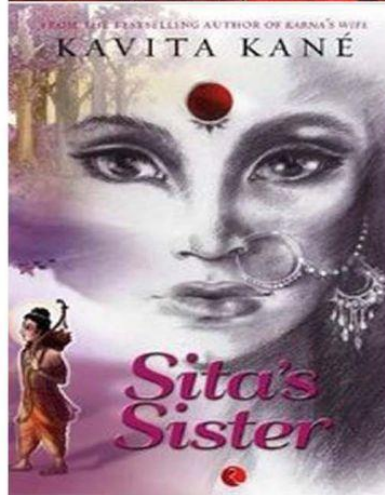
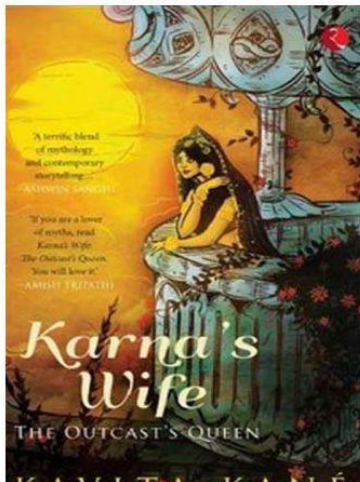
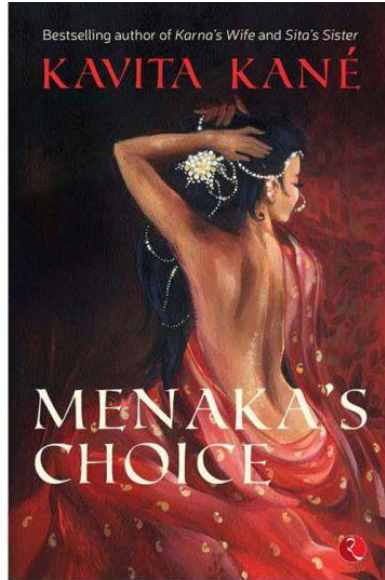
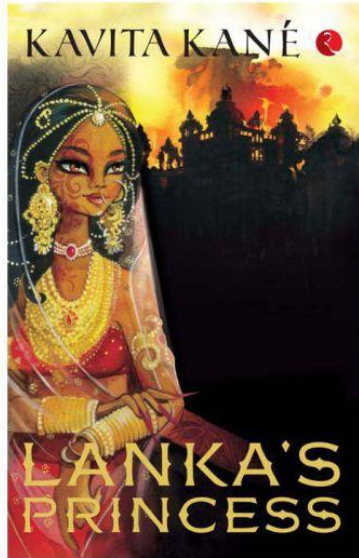
A plastic IKEA storage box, converted into a bohemian storage box



A shoe cabinet turned into a bench

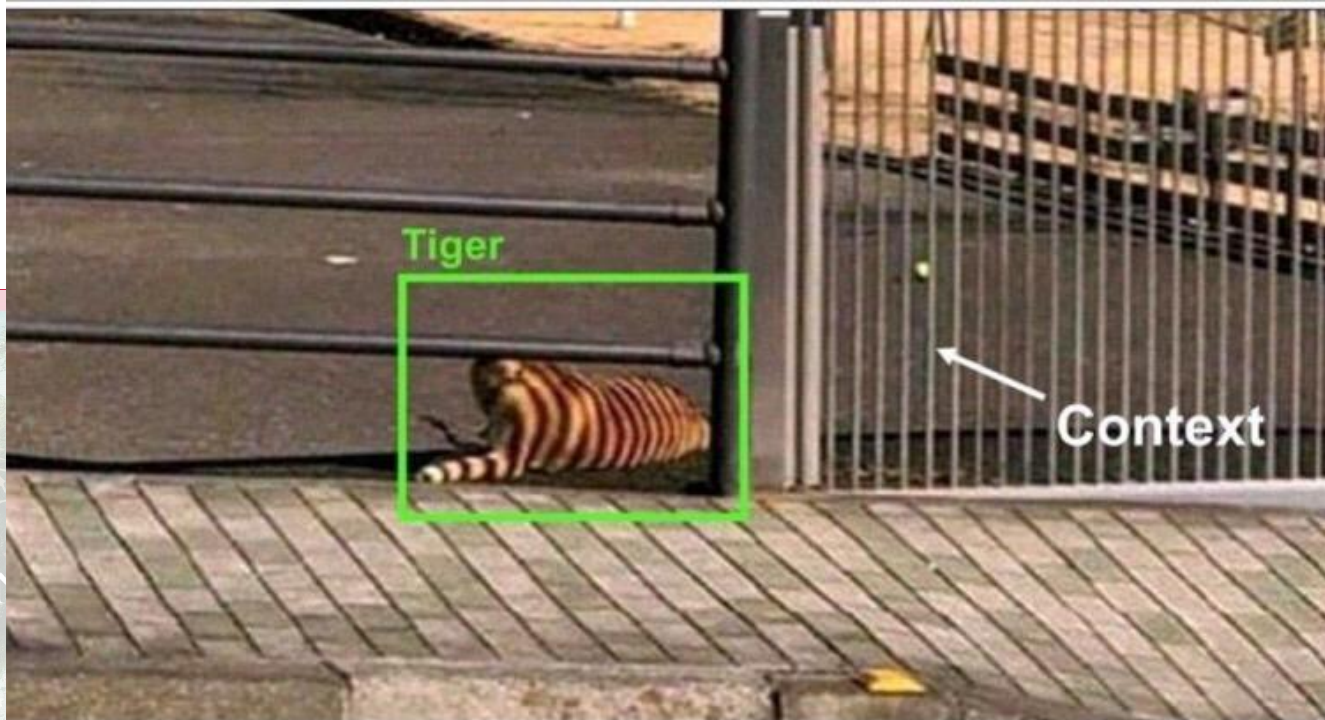
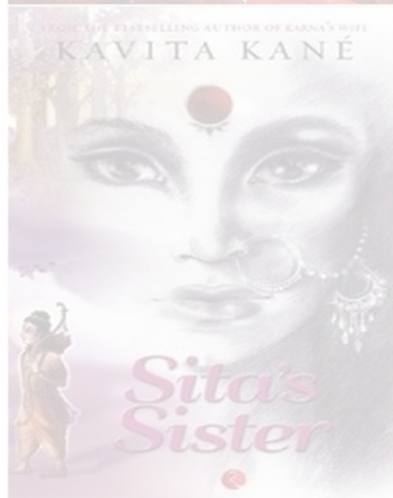
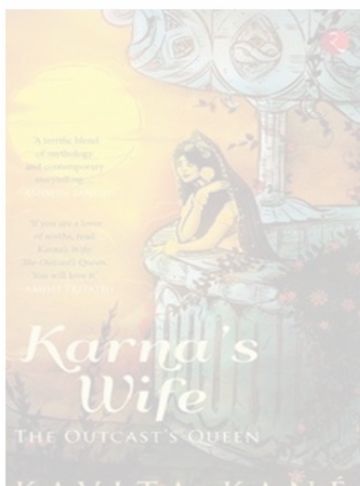
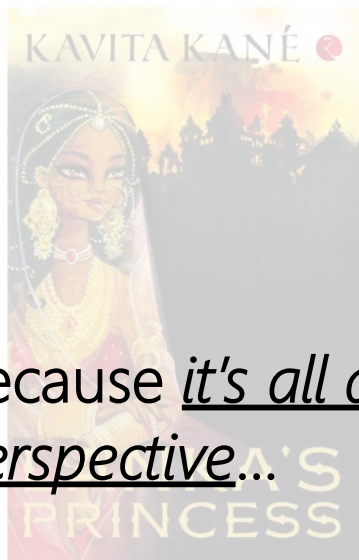


Current fascination – re-reading Indian mythology from different points of view



Why?

because it's all about context & perspective...



Document flow

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Case study 2

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Case study 3

Charan Tadepally

A seasoned researcher with a strong penchant for Qualitative research. Trained in ethnographies, I truly believe "observation" is the strongest weapon a researcher must possess to be able to better understand user needs and pain points

Experience:

2026-present | Senior Staff UX Researcher

ServiceNow

India lead for all research efforts on measuring AI Value

Role: UX Research Lead – implementing active customer and partner engagement programs

2022-2026 | Senior UX Research Lead

Microsoft

In charge of setting up the research function in IDC (India Development Center) for Power Pages – a low-code / no-code website builder and Power Apps Mobile – an LC/NC mobile app builder

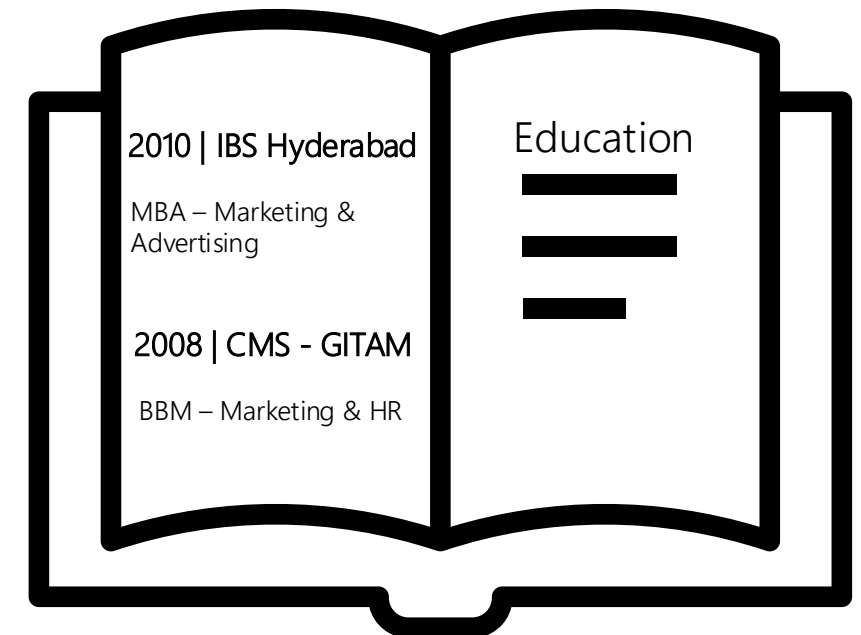
Role: UX Research Lead [I setup the function in IDC, working along with PMs, Engineers and Designers]

2020-2022 | Associate Director

Flipkart

Consumer insights custodian for Furniture, Home, Mobile, Large Appliances, Electronics, Books & General Merchandise business units

Role: Cross-functional [Quantitative + Qualitative + UXR]



Senior Staff UX Research - ServiceNow

-  Research lead for ServiceNow's AI Control Tower, focused on understanding how customers and partners define, measure and demonstrate the value of their AI investments across ServiceNow.
-  A strategic partner helping teams identify meaningful value metrics, understand gaps in how AI outcomes are currently captured, and develop more effective ways to measure and communicate the business impact of AI.



Led multi-market research across India and Singapore to understand how implementation partners and customers define, measure and communicate the value of AI investments.



Identified critical gaps in AI value measurement, including the absence of baselines, meaningful outcome metrics and credible ways to demonstrate ROI beyond productivity and cost savings.



Translated research into actionable recommendations for AI Control Tower, Agent Studio and evaluation capabilities, helping teams connect AI performance, adoption and governance with business outcomes.



Developed a consolidated framework for understanding the journey from AI use-case selection and proof of concept to production, value realization and scale.



Use-case selection



Proof of concept



Production



Value realization



Scale

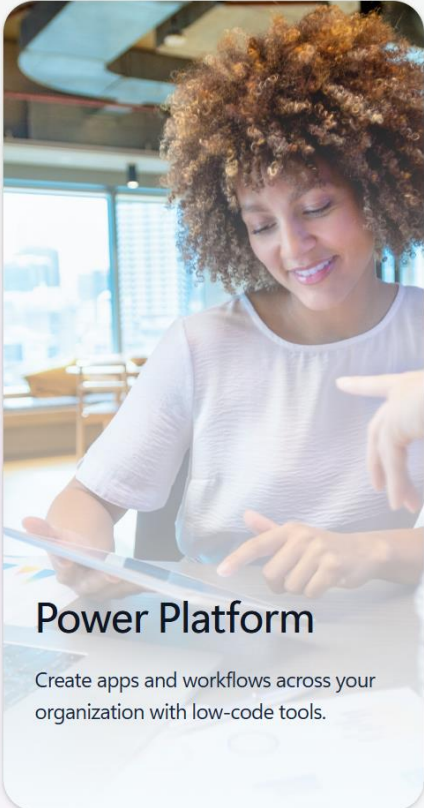
AI CONTROL TOWER



Senior UX Researcher – Microsoft

India researcher and lead for Power Pages & Power Apps Mobile which are a part of Power Platform – a suite of low-code/no-code products

A strategic partner providing insights across product lifecycle and touchpoints based on research studies with professional web developers, IT admins & citizen makers



Power Platform
Create apps and workflows across your organization with low-code tools.

Microsoft Power BI
Guide decision making with stunning reports and real-time insights from across your organization.
[Learn more](#)

Microsoft Power Apps
Build and launch professional-grade apps and automate workflows without additional coding.
[Learn more](#)

Microsoft Power Automate
Boost productivity by automating repetitive tasks and workflows with process automation.
[Learn more](#)

Microsoft Power Pages
Create websites and customer solutions fast while securely storing and managing data.
[Learn more](#)

Microsoft Copilot Studio
Transform customer and employee experiences when you build custom copilots.
[Learn more](#)

Some of my achievements at Microsoft

Set up the UX Research function at IDC and launched initiatives like *ResearCharan* and *UXR Chaat Room*, driving a culture of research-led, AI-first innovation.

Pioneered the introduction of Copilot in Power Pages, conducting research with makers, pro-devs, admins, and end-browsers to shape its adoption and evolution from low-code/no-code to smart-code

👋 Hey #PowerPagesDevelopers!

Are you tired of spending countless hours on forms customizations, fetchXML queries, web APIs, and Liquid code? We've got a game-changer for you!

🚀 Introducing ProDev Copilot, your new best friend in coding productivity. Imagine shaving off hours from your weekly coding tasks, giving you more time to focus on innovation and creativity.

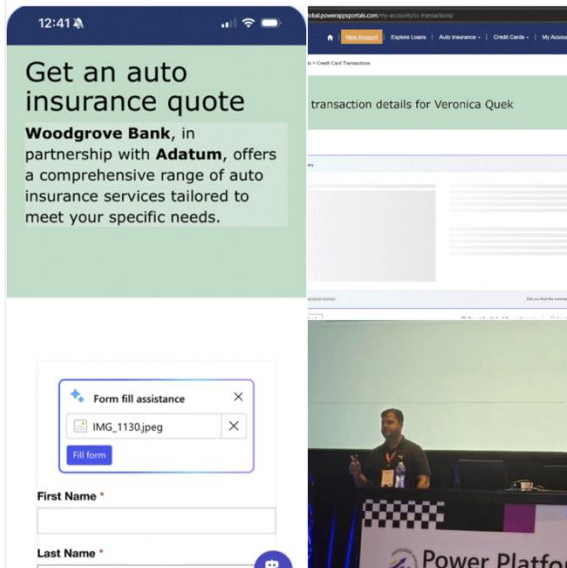
🔗 Want to know more? Check it out here: <https://lnkd.in/gaagAdaK>

🗣️ What coding tasks are eating up most of your time? Let's discuss!

#ProDevCopilot #powerpages #powerplatform #vscode #Coding #Productivity
#Innovation #PowerPagesHeroes #PowerPlatformConnects #PowerPages #Copilot



We have now integrated Copilot capabilities in context for two of the most commonly used Power Pages components, aka Intelligent List and Intelligent Form. Presented these and many other capabilities during PPCC'24 @ Las Vegas. https://lnkd.in/gMeNr_ga #PPCC #GenAI #Pagescopilot



The new Power Pages security workspace is here to elevate site security to the next level! This feature which includes out of the box dynamic security scan and advanced security settings, strikes a balance by providing ...more

Introducing the new security workspace in Power Pages design studio that puts site security to the...

powerpages.microsoft.com

🎉 We are excited to announce the launch of a new feature that will enhance your productivity and creativity in Power Pages. With this feature, you can take help from Copilot, a powerful AI assistant that can generate code snippets, based on natural language chat interaction.

Blog - <https://lnkd.in/gaagAdaK>

#copilot #vscode #powerpages #powerplatform



Get coding assistance with Copilot while editing site code in Visual Studio Code desktop

powerpages.microsoft.com • 4 min read

Document flow

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Enterprise Vibe-Coding - Understanding the true value of AI for Microsoft Power Platform Makers

Year 2025



Background

"What is the real value of AI in our products — and are we delivering it?"

In early 2025, conversations across Power Platform teams converged around hard questions:

Were we helping makers go faster? Were we helping them build better? Were we removing complexity - or simply adding new layers of it?

Background

A tension was growing

AI-NATIVE BUILDERS

Bolt · Lovable · v0 · Cursor · Replit AI

Redefining what "speed," "creativity," and "fluidity" mean in modern development workflows.

What they offer:

Speed · Fluidity · Design intelligence · Instant iteration · Creative freedom

VS

ENTERPRISE CUSTOMERS

Government · Finance · Public Sector · Regulated Industries

Looking to Microsoft for something different from raw speed.

What they need:

Compliant · Predictable · Governable · Explainable · Aligned with existing systems

"Users love the promise of AI - but the reality inside enterprises feels slow, constrained, and far behind the innovation they see elsewhere."

The hypothesis that reframed everything

"To understand the value of AI inside Power Platform, we must first understand the value users are experiencing outside Power Platform."

This shifted the team from an inward-looking view to an outward-facing lens. The study set out to answer three strategic questions:

01

What does "value" mean to enterprise makers?

Speed? Simplicity? Reduced toil? Better governance? Confidence to innovate?

02

Where does Microsoft deliver AI value - and fall short?

Do tools help users progress from vibe → value → deployment? Or stuck after the demo?

03

How does Power Platform compete?

Modern tools offer fanciness we can't match. We offer enterprise safety they can't.

Research objectives

- 1 What is the **lived experience** of enterprise makers using AI-led creation?
- 2 What **psychological and organizational tensions** shape their adoption?
- 3 How do **vibe-coding expectations** differ between Pages, Apps, and Automate?
- 4 What would it take for Microsoft to match the "**fanciness**" of Bolt/Lovable while staying **enterprise-safe**?

THE DISSONANCE GAP

Makers know innovation is happening fast outside - but they cannot touch it. Their enterprises keep them safe, but constrained.

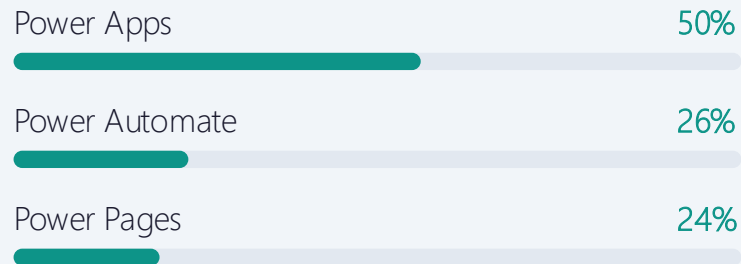
Methodology

Mixed-method research design

~100

Survey respondents – recruited at PPCC

COHORT DISTRIBUTION



Quantitative survey

AI familiarity, trust metrics, comfort levels, organizational posture, drop-off points, governance blockers, feature wishlists

Qualitative open-text synthesis

Emotional drivers, fear narratives, perceived AI value, missing pieces, desires for flexibility, creativity, and governance

Cross-product triangulation

Horizontal synthesis across Pages, Apps, and Automate revealing shared tensions, divergent expectations, universal blockers

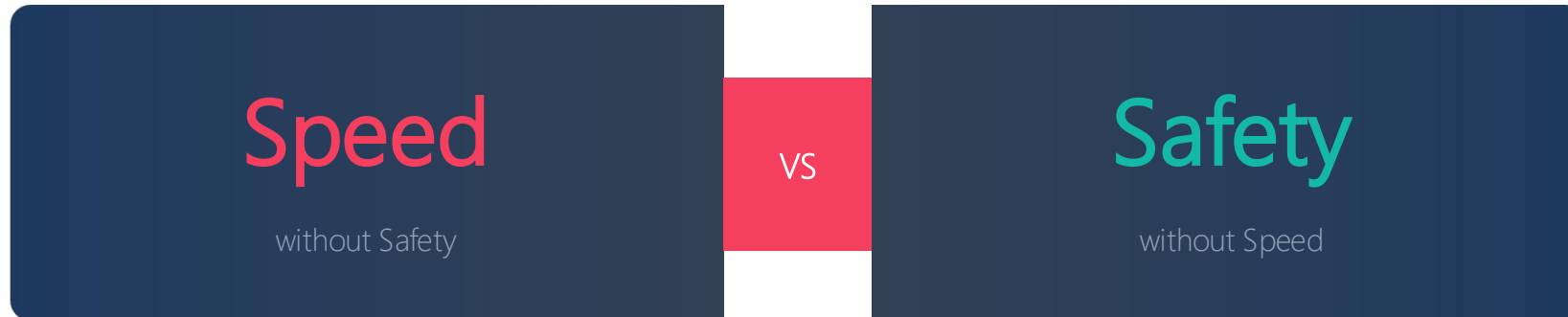
★ *Horizontal storytelling was repeatedly praised by stakeholders*

Key findings

Finding 1 of 5

"Innovation is happening outside -
but we can't touch it."

Every cohort feels the same dissonance



This is the core tension shaping enterprise AI adoption

Key findings

Makers want fluidity between AI and manual work

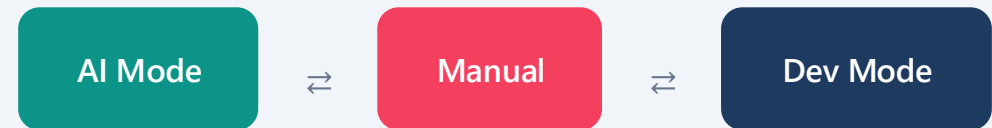
"I still want full customization after AI scaffolds."

"Don't punish me with regeneration delays for small changes."

"Let me switch modes instantly."

"Let me freeze some parts and regenerate others."

THE UNMET NEED



Instant mode switching with zero regeneration penalty is an unmet need across the entire platform

Key findings

Governance is the blocker - not skepticism

Makers do not fear AI.

They fear uncontrolled AI that creates risk for them and their org.

The insight is clear: adoption blockers are systemic governance gaps, not individual resistance to AI technology.

THEIR WISHLIST PROVES IT

- Confidence scores + human-in-the-loop
- Rollback + audit trails
- Testing/simulation modes

Users want guardrails that let them move fast
without breaking things

Key findings

AI needs enterprise context awareness

Users want AI that understands:

DLP rules

Allowed connectors

Environment variables

Dataverse schema

Naming conventions

Architecture patterns

Security roles

Solution layering

Deployment constraints

MICROSOFT'S SUPERPOWER

Enterprise context is what sets Microsoft apart

- AI Governance
- Policy Integration
- Identity Management
- Data Security

Key findings

Power Platform must build "Enterprise Vibe-Coding"

Users want Microsoft to absorb modern tool advantages while retaining enterprise DNA

FROM MODERN TOOLS

"Fanciness"

- Multi-turn refinement
- Instant updates
- Fluid UX
- Creative flexibility
- Reusable prompts
- Style/branding awareness
- Zero-wait iteration



FROM MICROSOFT

"Enterprise Reality"

- Governance
- Transparency
- Audit trails
- Security
- Identity
- Rules / ALM
- Scalability

THE BLUEPRINT

- Multi-turn Plan Designer
- Instant mode switching
- Zero-regeneration penalty
- Diff previews + selective regen
- AI-aware ALM + security
- AI lineage + authorship

Enterprise Vibe-Coding

Speed meets safety. Innovation meets governance.

The future of AI-led creation for the enterprise.



This research established the strategic foundation for Power Platform's AI roadmap — transforming a nascent question into an actionable blueprint.

What stakeholders had to say

"This is exactly what we needed to hear. We can't be complacent — these modern AI builders are accelerating faster than we realized."

"For the first time, I feel like we have a direction for what enterprise vibe-coding should look like."

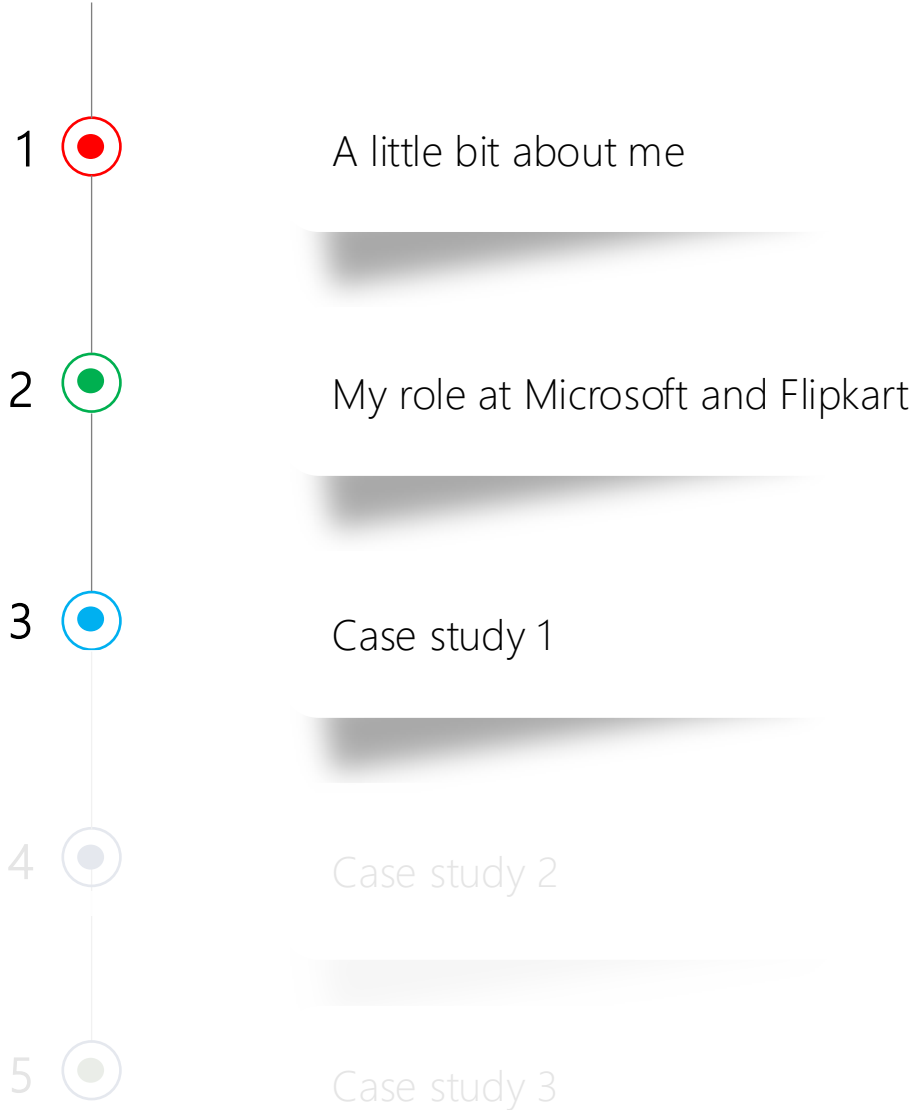
"Your horizontal synthesis across Power Apps, Pages, and Automate is exceptional. No one else is connecting dots at this level."

"You solved a serious strategic problem for us. This gives the product team clarity on where to build next."

"The emphasis you brought on trust, governance, and multi-role workflows is going to shape our roadmap."

"This is the kind of research that sets direction for the next two years."

Document flow



Understanding user expectations from AI Assistants through the Maslow's hierarchical needs approach

Year 2023

Background to the research

01

Context

Introduction of CoPilot in the Power Pages creation journey.

Understand reactions and expectations from the core customer base – Professional Web Developers

02

Problem statement

The advent of AI posed challenges and offered opportunities, especially to the professional developer community.

The launch of CoPilot and its inclusion in Power Pages required us to investigate the users' openness to try it as well as understand their expectations and use cases for us to offer relevant capabilities to see an uptake in usership

03

Objectives

1. What are the key motivations that drive pro-devs?
2. A deep-dive of their professional experience
3. An in-depth understanding of their job
4. Identify key pain points in their current work processes
5. Arrive at ways in which an AI tool can enable them in their jobs

A differentiated approach

This study, therefore, set out to go beyond skillsets and workflows, to see developers first as humans to uncover their motivations, anxieties, and aspirations. We sought to understand what drives them to code, what they truly value in their craft, and how they envision AI fitting into that world.

Impact of AI

When it began, it was largely viewed as a tool for code-writing and generation. As a result, it soon came to be viewed as a potential replacement and even a threat to professional developers.

Introduction of AI

AI marks one of the most defining inflection points in both technology and human evolution. It has fundamentally altered how the world functions and how people approach their work.

Importance of the HUMAN

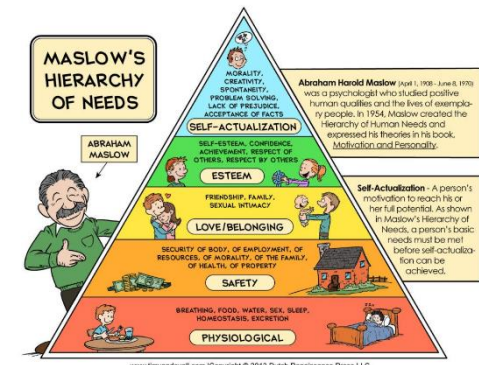
Only by understanding this human core could we meaningfully explore what developers expect and need from Copilot in Power Pages.

Motivational Psychology

If we want to understand developers' motivations and, by extension, their expectations from AI, what better framework than Maslow's?

Abraham Maslow

It captures the evolution and hierarchy of expectations—from functional needs like reliability and control to higher aspirations of creativity and mastery.



Methodology

Qualitative interviews



Exploratory and generative interactions with professional web developers to understand

- Them as humans
- Their journey in professional web development
- Their motivations and fears
- How they view AI and how they foresee it to evolve
- What their expectations are from it

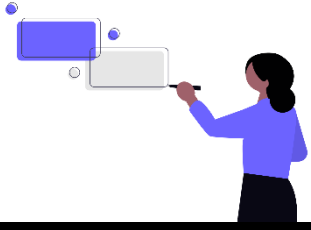
Quantitative surveys



Comprehensive and exhaustive quantitative surveys to

- Prioritize features
- Arrive a hierarchy of expectations
- Chalk out a clear path and evolution of expectations

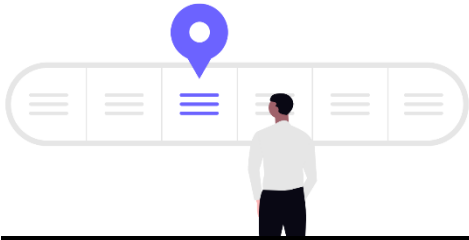
The qualitative module helped deeply understand the love they have for professional web development



Their inherent motivation to solve problems and produce strategic / unique solutions is what drives most individuals to choose a career in the space of professional web development

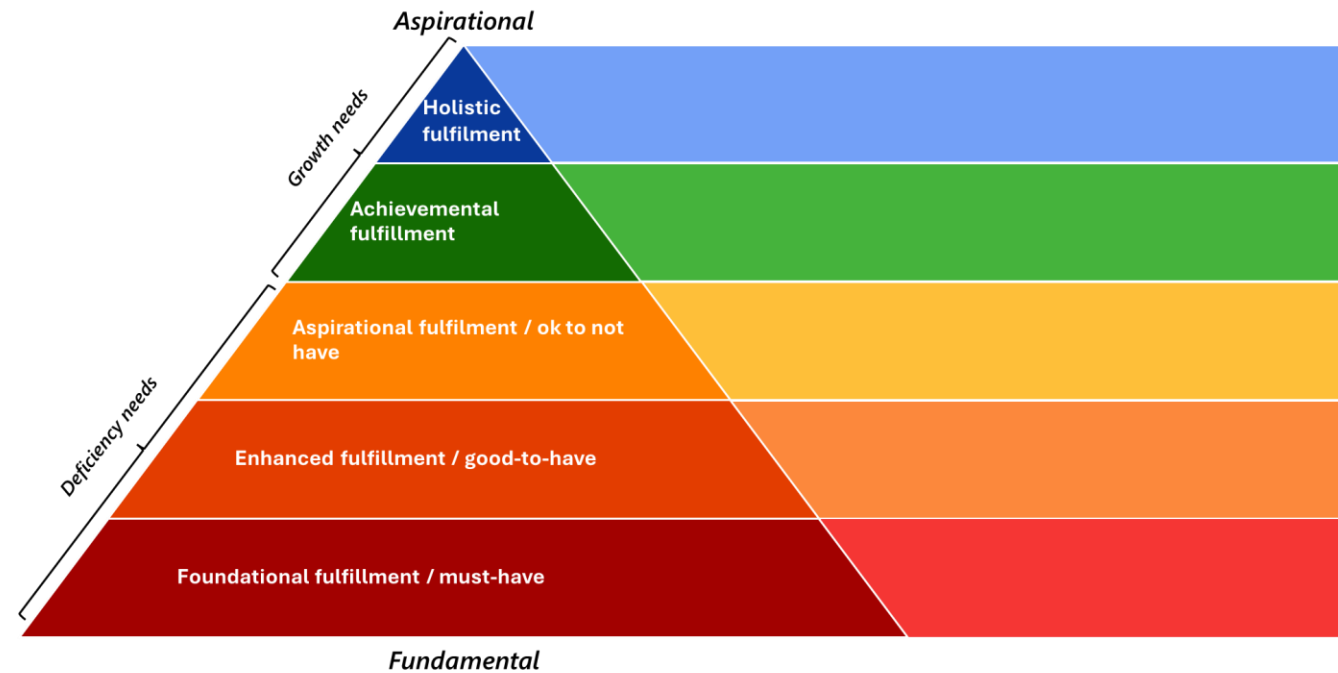


One-on-one interactions help unearth what makes their problem-solving nature / psyche unique - they make the technology, which others 'only' use to solve problems



Reframed AI development as a phased journey, where meeting fundamental expectations (deficiency needs) lays the groundwork for achieving higher-order capabilities (growth needs), such as personalization and emotional engagement.

The Maslow's model helped chart out a nuanced, structured way to prioritize features and guide AI development



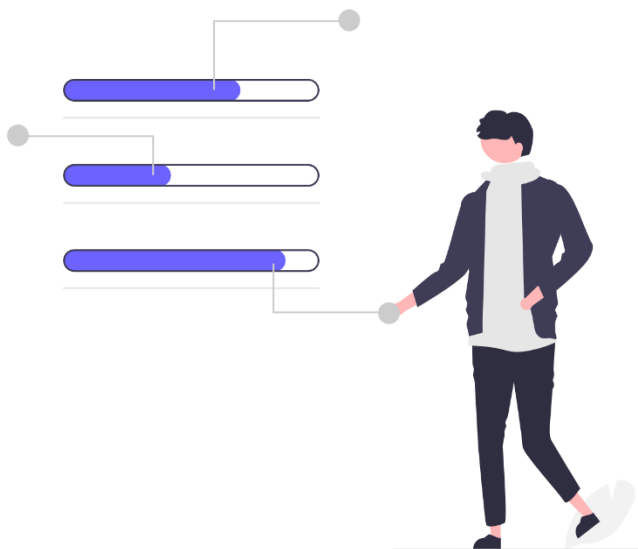
Contextualized user priorities in a way that acknowledges the current limitations of AI while also providing a roadmap for future evolution.

Linked AI design to human motivation, making the findings not just about technology but about enhancing the overall human experience with AI.

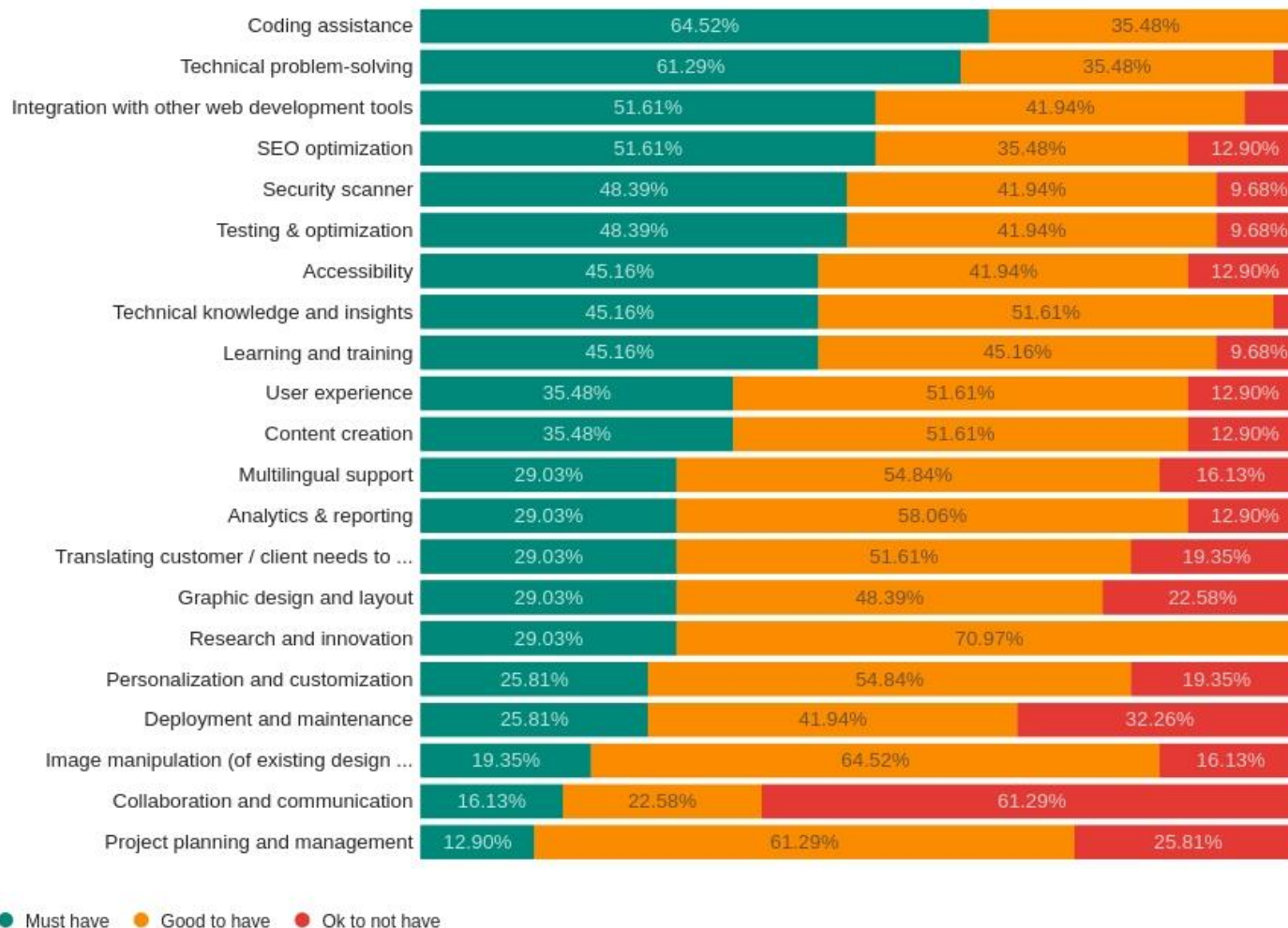
The quantitative module helped provide stakeholders with immediate action points

These insights led to the introduction of

- VSCode for Web and introduction of Copilot in it
- Integration with GitHub Copilot
- In-context code generation and correction
- Various security tools powered by AI in the security hub



Expectations from an AI as a tool for web development



What my stakeholders had to say

Charan has been a great asset to the Pages team. I appreciate his contributions in driving user researches for some very ambiguous and very hard to comprehend areas like Security, Professional web development, and applications of Generative AI for website users.

I loved his approach to applying Maslow's hierarchy of needs to the development of end-user AI features. By deeply understanding the fundamental human motivations, he has been able to drive research that resonates with website users on a personal level, ensuring that our AI features are not only functional but also truly enriching.

Charan, I have found you to be proactive, driven, and self-motivated with everything you undertake. Collaborating with you on various C2 feature areas has been a pleasure, and the insights from your studies have been invaluable for our design decisions. Your exceptional storytelling skills in synthesizing and presenting research findings are particularly noteworthy. The study you conducted using Maslow's hierarchy of needs to understand end user requirements is a prime example of your expertise. Furthermore, your unwavering customer obsession in every project ensures we consistently deliver value for C2 users and creators.

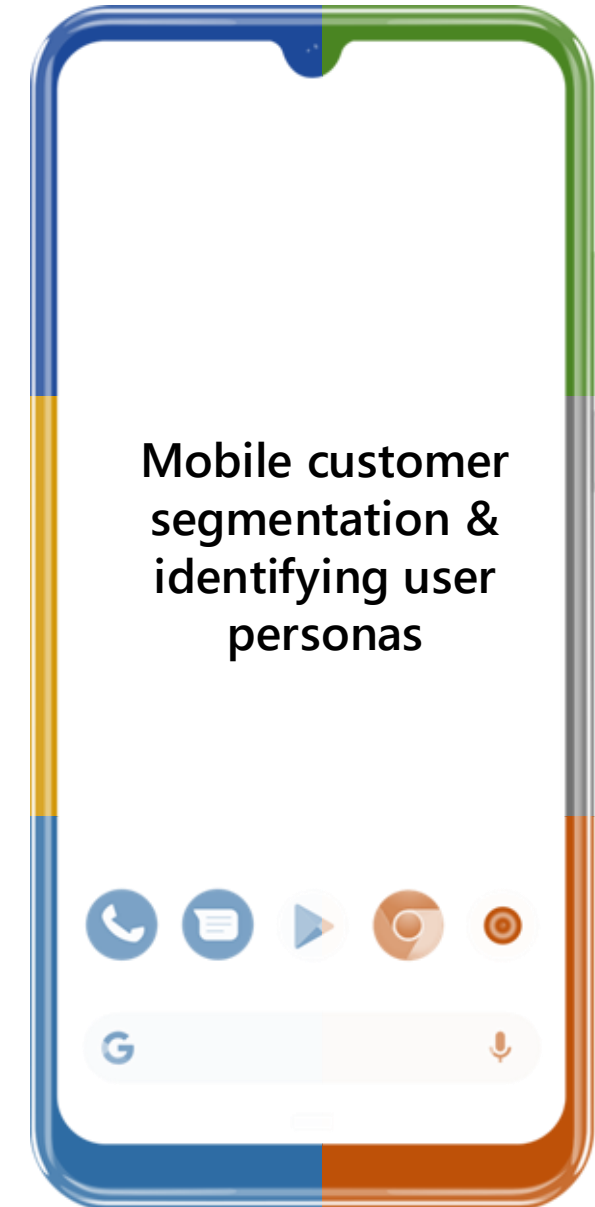
Reflections – what could I have done differently?



Conduct cross-cultural comparisons: Given that AI expectations can vary across different cultural contexts, **conducting cross-cultural research** would have enriched the analysis. For example, I could have explored how expectations differ in regions where technology adoption rates or cultural attitudes toward AI vary significantly.

Document flow

- 1  A little bit about me
- 2  My role at Microsoft and Flipkart
- 3  Case study 1
- 4  Case study 2
- 5  Case study 3



Project overview



CONTEXT

Flipkart the market leader in the online mobile category.

Rising competition from Amazon and new players like Tata Cliq & Reliance Digital

Rise of Omnichannel – tapping into the large offline base

01



TASK

1. How to sustain leadership?
2. What are the levers for growth?

02



MY ROLE

Key research SPOC - managed the project from initiation to implementation. Included a multi pronged approach of exploration, validation & evaluation

03

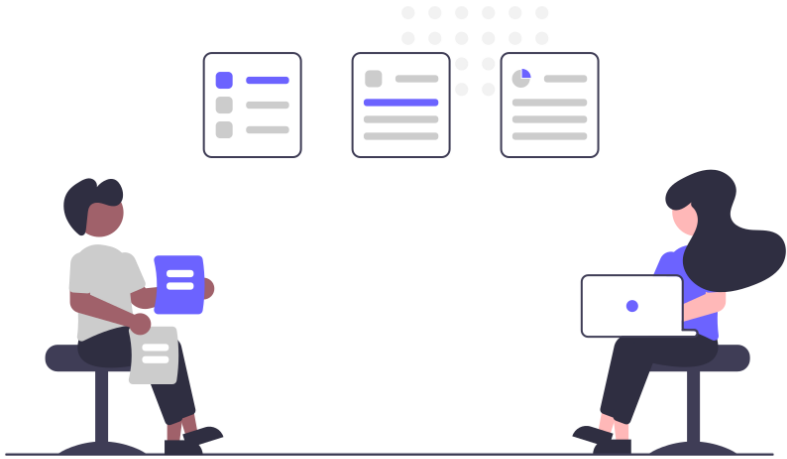


COLLABORATION

Category managers, brand & communication, product managers, design and tech team, CEO, CTO and CMO for alignment

04

Research set-up



Stakeholder meetings

Category heads - to understand the business context

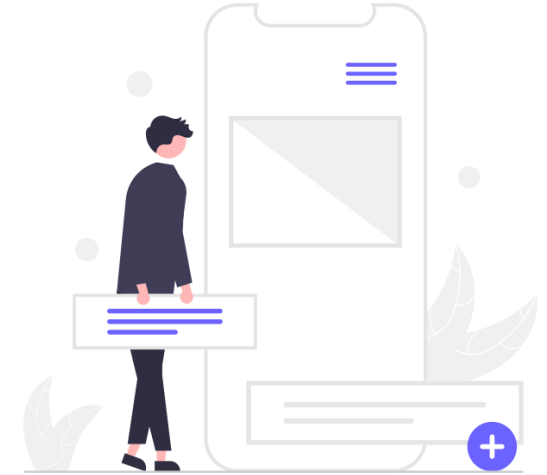
Product & Design leads - to understand app context & competitive landscape

Brand & Marketing team - to understand Flipkart's positioning, communication & media strategies



Key problems identified

1. Limited understanding of the current shopper. What's working?
2. Low, new customer acquisition – what are the levers for growth?
3. Low, premium shopper base (visits & conversions) – why? How can it be increased?



Arrive at key Research objectives

1. Who is the Indian mobile shopper? How do they differ by price point & channel preference?
2. What are the barriers to shopping a mobile online? What interventions will enable acquisition?
3. SWOT for Flipkart in the mobiles category

Stage 1: Generative Research



Consumer & Category
Understanding

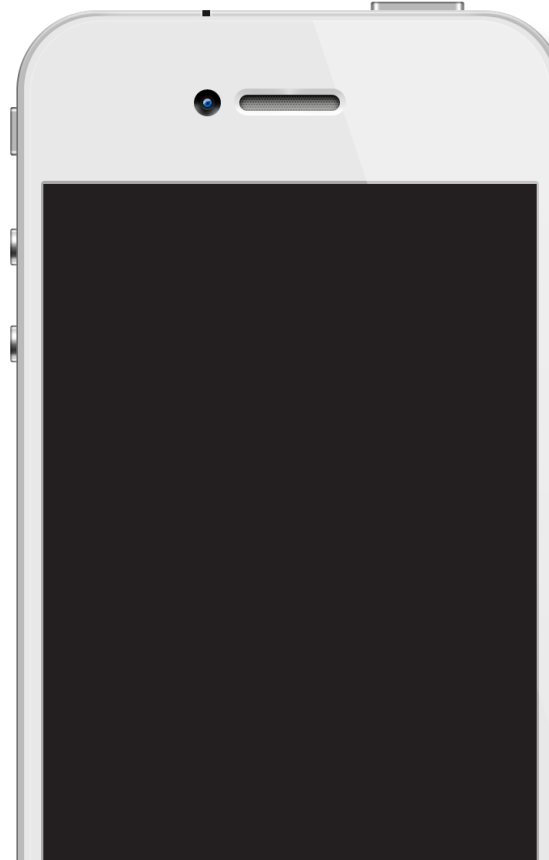
Qualitative Immersions with shop-
alongs

Online diaries

Quantitative survey

Database mapping

Turnaround time: 8 weeks



Stage 2: Evaluative Research

UI & UX testing of the new features
on app

Stakeholder interviews

Competitive analysis / Literature review

Depth Interviews with employees
(wireframe stage) and end-users
(prototype)

Turnaround time: 10 weeks

Research methodologies – a multi pronged approach to get a holistic & comprehensive understanding

Generative Research - overview

Qualitative

For Depth

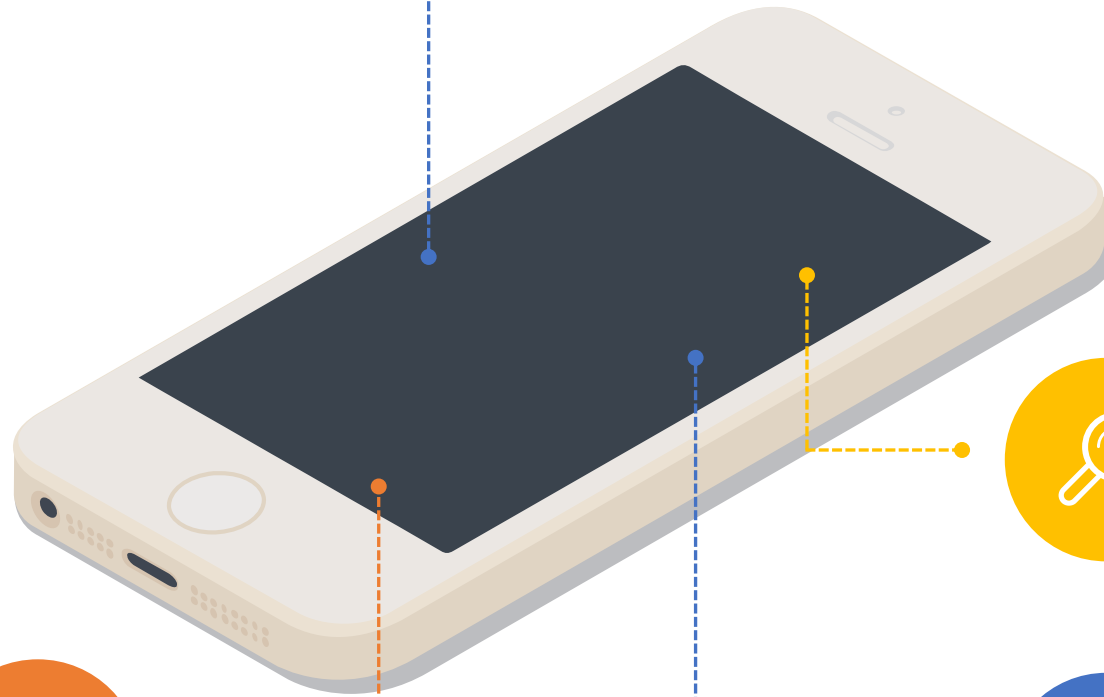
Qualitative immersions + Shop-alongs to understand psychographics, category needs + usage & behaviour

Followed by accompanied shopping (for offline shoppers) / app walk-through (for online shoppers) to understand P2P and channel + platform preferences

Online diaries

For Direction

4-5-day diaries to generate content from the customer to identify elements that enable their purchase journey; quality markers, product information, price & affordability, etc. Customers were encouraged to share screenshots / pictures, and callout their preferences from both online and offline channel and Flipkart and its competition. The intent was to understand channel benchmarks for customer needs at every node of the purchase journey. Can be from a mobile context, and also other categories



Quantitative surveys

For Validation

Validate and segment behaviours, preferences and arrive at cohorts to identify opportunity and size



Database analysis

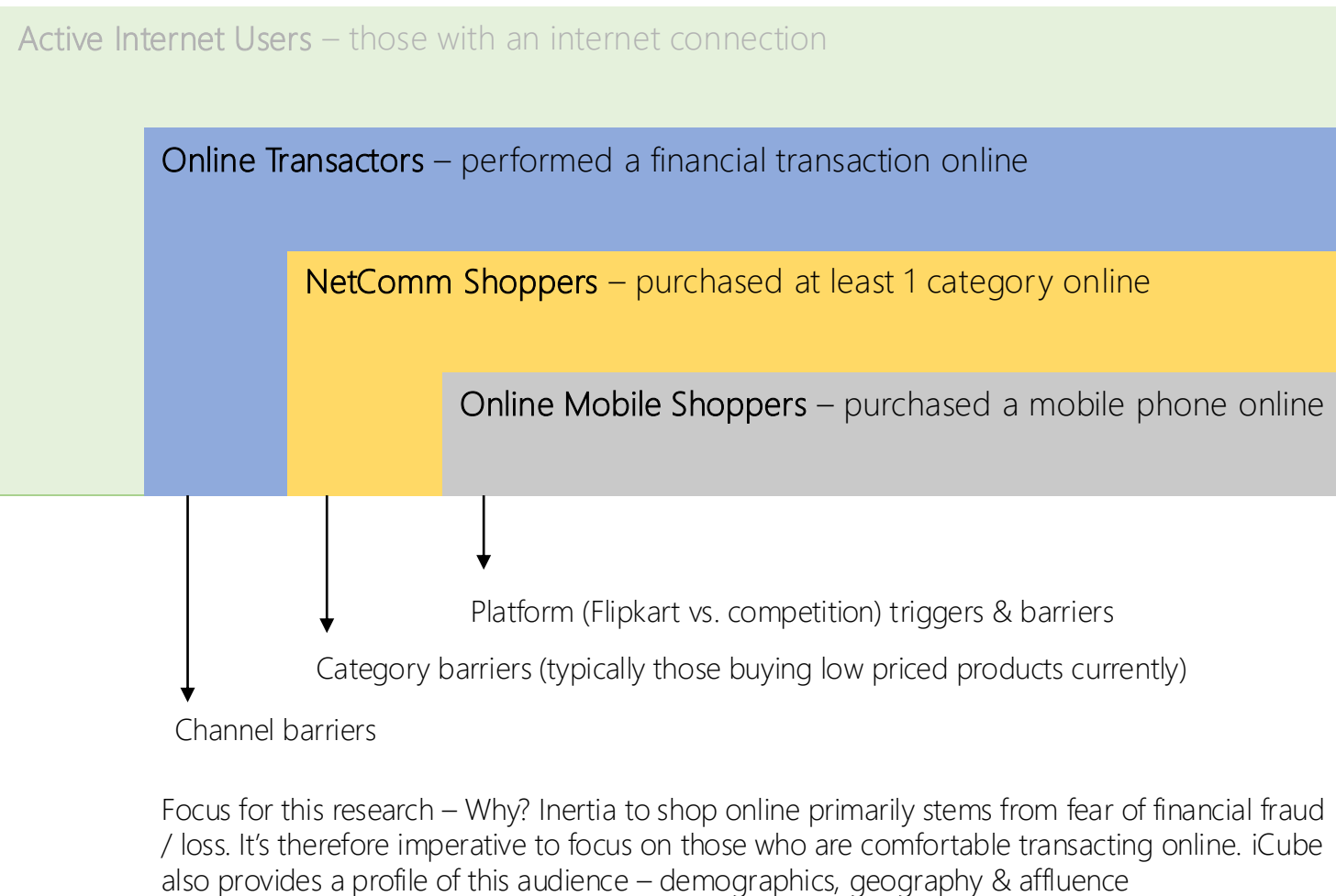
For Actionability

Segmentation on the Flipkart customer database using the same variables used in the external research. Both were then mapped which enabled in identifying a segment when browsing on the app

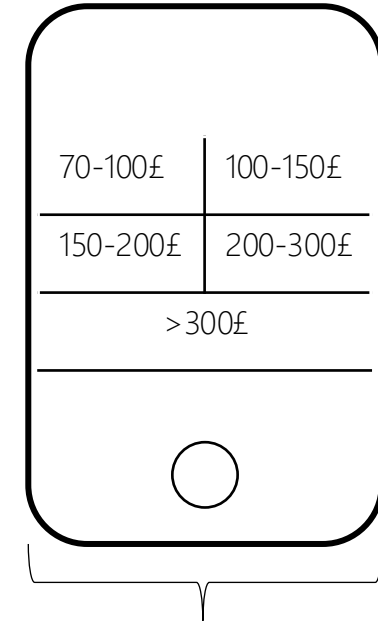


Sample design for generative research – industry reports taken into consideration for fair representation

Customer view



Category view



Each price band contributing a % to the overall category sales. The sample was representative of the same %

Qualitative Module



Methodology:
Qualitative immersions

For the qualitative module, to optimize the sample, top reporting breaks were identified

1. Channel
2. Geography &
3. Price band
4. Gender

A total of 30 qualitative immersions with online diaries were conducted across 6 cities

- 15 Online Shoppers, 15 offline shoppers
- 15 Metro & 15 non-metro
- 6 per price band
- 20 Male & 10 Female (70:30)



Methodology:
Shop-alongs

Physical and app-based shop-alongs basis channel preference

Observation notes made through the journey which were then dived deep into

A deep understanding of the shopper, their needs, their process and methods to understand elements that influence their shopping behaviour



Methodology:
Digital Diaries for 4-5 days

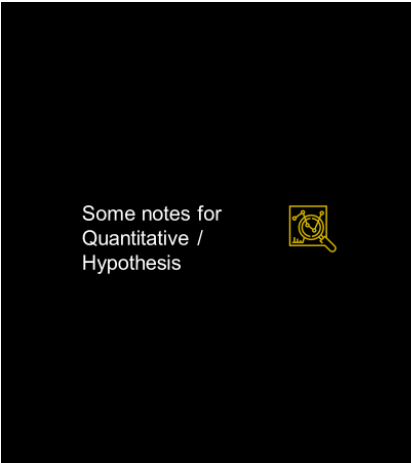
A google slide diary given to each respondent. Each day, 3-4 tasks were given

Examples: Sources of information search | Kind of information sought and format | Screenshots of a product page that provides best product info. Screenshots: review format which answers the questions | product comparison methods | affordability constructs that are easy to comprehend | payment page and information sought | methods & formats of payment (swipe / save card details for each checkout, etc.)

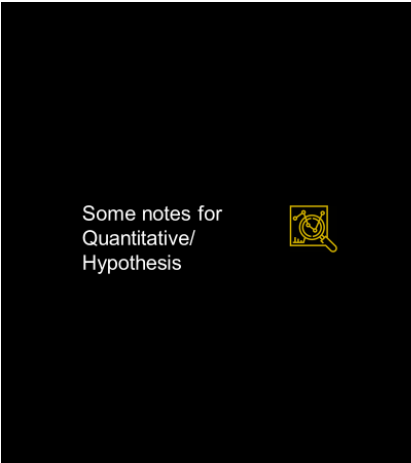
My Role: Worked on research instruments. Moderated & co-moderated (where language was an issue) the activities. Detailed analysis and worked on the report which was then presented & discussed with the XFN teams & stakeholders

Quantitative Module

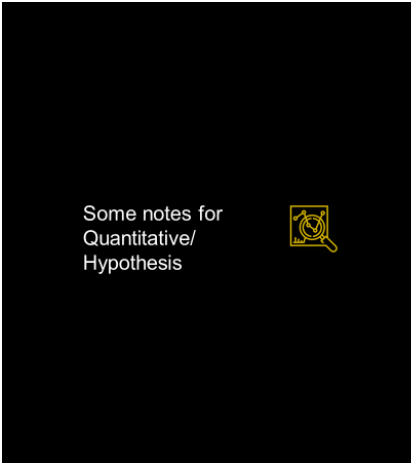
Learnings & insights from the Qualitative module were disseminated in the form of a PowerPoint presentation to all the stakeholders post which hypotheses were generated for the Quantitative survey



- #1 Are consumers becoming more aware of the specifications. Is their level of discernment increasing with higher involvement ?
- #2 Is the need for workspace / professional solutions seen across and are they redefining consumer needs ?
- #3 Deep-dive and quantify the SmartPhone upgrade story
- #4 With high dependency for work & higher use of different apps, is data security a growing need especially among low end consumers?



- #1 Low end consumers are more feature driven while for high end consumers it's more about accessing premium brands & technological advancements. However the depth of knowledge/ interdependence of features etc. could be more among high end consumers
- #2 Camera features becoming extremely important to define the worthiness of your phone
- #3 While processor is important across for engagement apps, however, the depth of understanding is somewhat low especially among low end users (barring those into gaming)
- #4 Specification awareness/ needs equally are strong among women especially for lower price bands. However, among high end users, it's more skewed towards men



- #1 Lower communication around mobiles & higher communication around fashion lowering its prominence in the mobile/ electronic space
- #2 Flipkart sales event associated with some concerns lowering traction – stocks get exhausted soon, lower discounts etc.
- #3 Stone for phone rumours, unboxing videos unveiling faulty products still find mention among consumers. Hence is there a need to build more assurance
- #4 High mention of post purchase issues/ delivery hassles lowering consumer perceptions around Flipkart

Activities performed on a smartphone	Elements sought in a smartphone	Feeling post purchasing a new smartphone	Type of front camera preferred	Processor or System on Chip (SoC)
Reading e-books, blogs, publications, news etc.	Battery life	Feeling confident	Pop-up camera	Snapdragon
Listening to music	Megapixels of the Camera	Ready to challenge or try new things	Punch hole camera	Exynos
Playing games	Camera Type (examples)	Secure & worry free	Hidden camera	Helio
Watching content – movies, web series, serials etc.	GPU (graphics processing unit)	Empowered by latest technology	Regular camera	Kirin
Clicking/editing pictures	Internal storage capacity	Feeling like a trendsetter		Bionic
Making/editing videos	Processor or System on Chip (SoC)	Feeling like a cool person		
Accessing emails	RAM capacity	Unique & ahead of others		
		Feeling relieved that it would solve many problems		
Attending business calls	Sound quality –including bass, treble	Feeling excited that it would improve efficiency		
Attending business meetings/video conferences	Dedicated slot for memory card	Staying connected with people		
Communicating on WhatsApp	Dual SIM	Would be more knowledgeable by staying up to date		
Accessing social media accounts and content	Fast charging	Attracting others attention		
Online shopping	Free from lag/hanging	Feeling happy about receiving appreciation and compliment		
Online banking	Front Flash	Proud of owning latest smartphone		
Mobile payment	Latest operating system			
To use professional apps such as MS Office, Google Docs, WPS Office etc.	Smooth interface	Upgrading my status		

An attribute list prepared and shared with the Quantitative research agency basis which the segmentation questionnaire was worked on

- Steps involved:
- Fine-tuning of the questionnaire
 - Finalization of the questionnaire with all stakeholders
 - Interim quality checks on the data collected
 - Co-working with the agency on the analysis & report

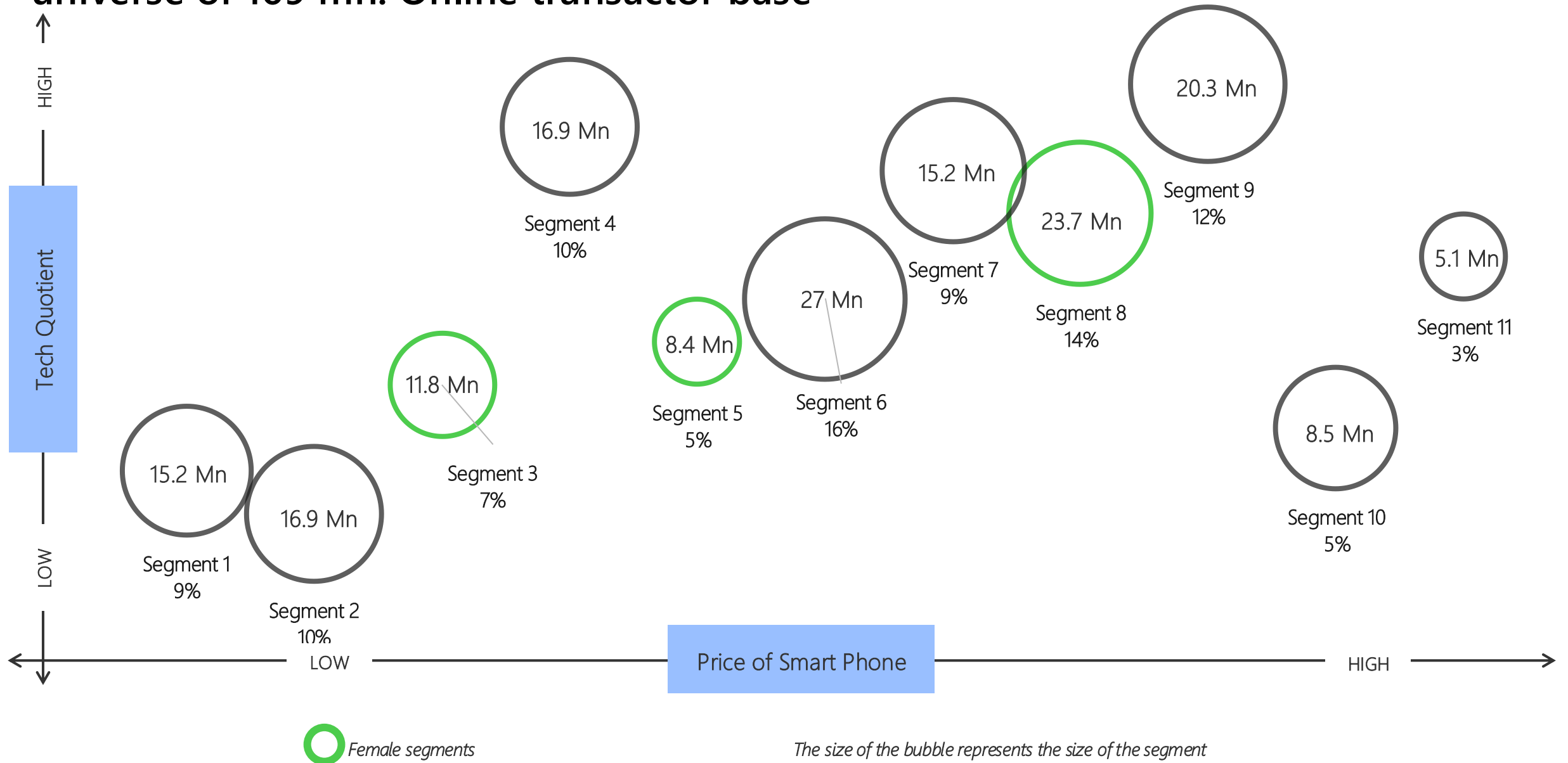
Arriving at the segments

Agency's 1st draft of the segments while intuitive, weren't actionable. Each segment had multiple price points, genders / age groups. For an e-comm player, in a category that's clearly designed on the basis of price bands, these segments weren't actionable

My role: Pivoted the analysis on price. Checked for another variable which had the highest correlation with it



Mapping the segments by Tech Quotient, Price of Smartphone & sizing on a universe of 169 mn. Online transactor base

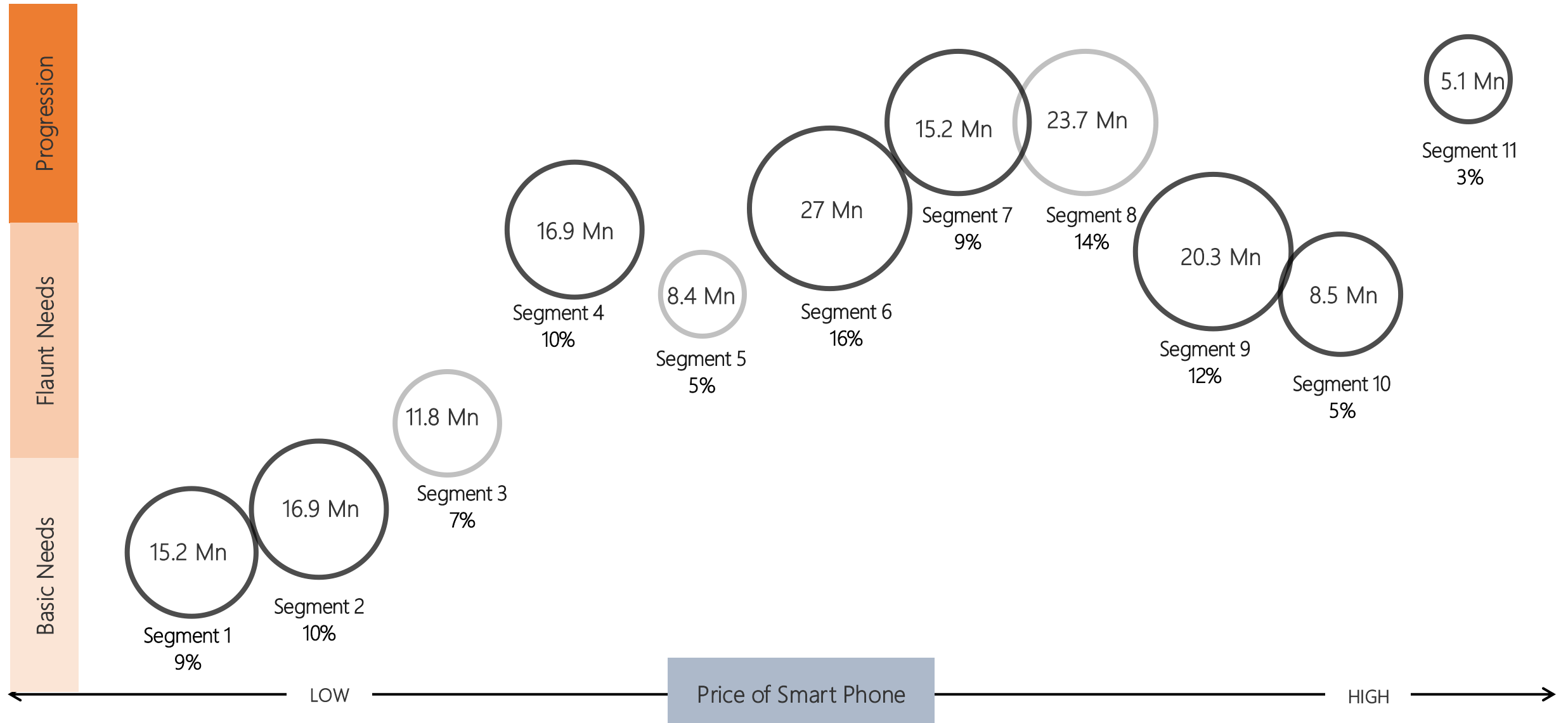


The segments had to be customized for different teams

Pushback from the marketing team on the vectors used – not conducive for communication. The segments had to be looked at from a communication standpoint



Mapping the segments by Order of Emotive Needs and Price of Smartphone



The size of the bubble represents the size of the segment

Database Analysis

A clustering and segmentation was done on the base of last 6 month shoppers of mobile on Flipkart.

Variables used: Same as the ones used in external segmentation

Mapped basis similarities on key variable – demographics, geography, price preference, brand preference & purchase conversion (buyer vs. browser)

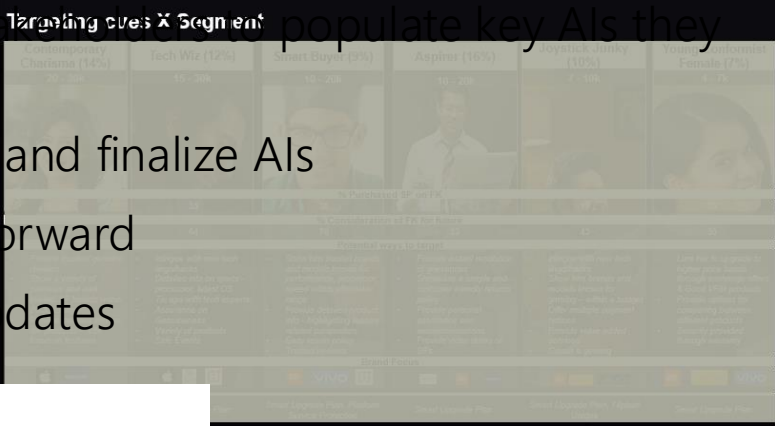
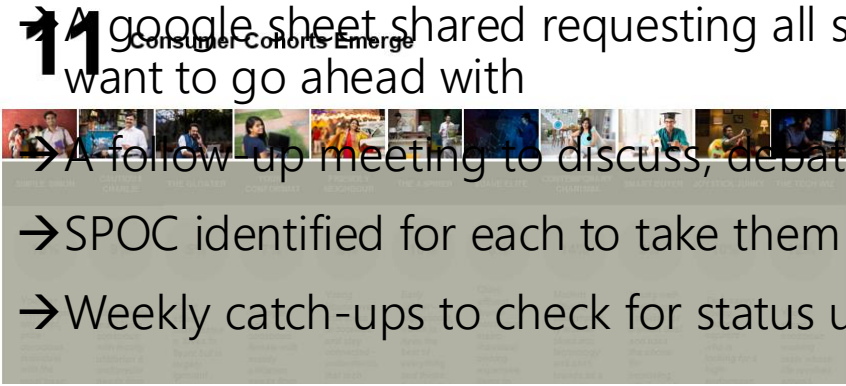
Experiments run to validate the mapping



My Role: Worked closely with the analytics and product teams by guiding them on the variable to use, analysis and mapping with external segments. Also aided the teams in running experiments by providing inputs on identified segments. For e.g. personalized communication, highlighting relevant features, etc.

Post mapping of segments, multiple workshops with category, brand and design teams to prioritize insights that need to be actioned

- Presentation of findings in a PowerPoint format
- A flyer shared via email to all stakeholders – a ready reckoner
- A google sheet shared requesting all stakeholders to populate key AIs they want to go ahead with
- A follow-up meeting to discuss, debate and finalize AIs
- SPOC identified for each to take them forward
- Weekly catch-ups to check for status updates

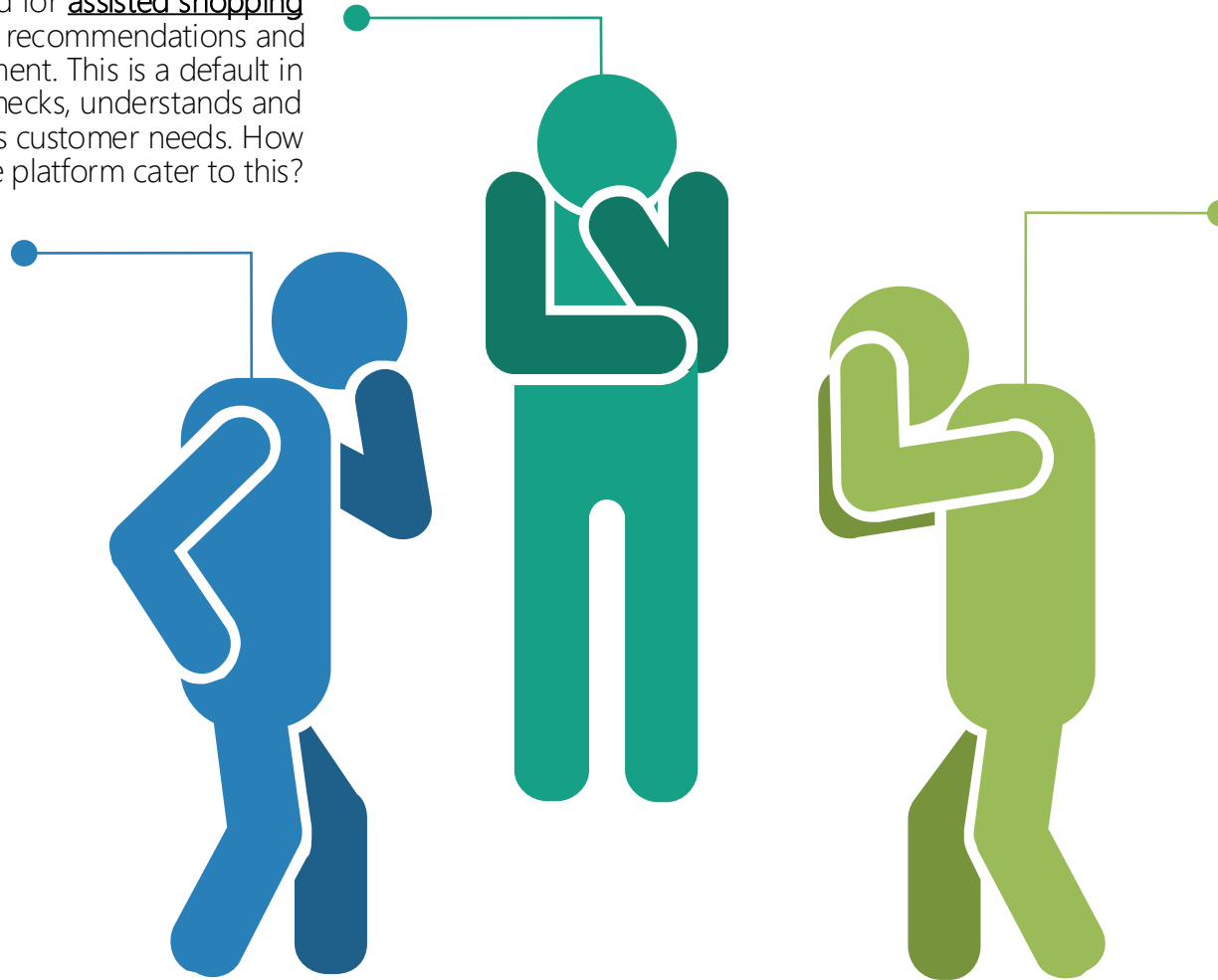


Cat/Drivers	AIs	Stakeholder	Status/Update
Delivery		a. Experience b. Jayashri, Garima	1. Experience: Banner made live on CLP
		Aritrika/Shantanu	Live
Targeting cues X Segment			
Selection	1. SEO initiatives for PC, F&N and HH 2. Roll-out feature of Value Tags 3. Theme Automation - 65 themes target 4. D2C brands Merch Visibility 5. Brand tiering phase 1 rollout	1. Garima, Abhishek 2. Avichal, Garima 3. Experience, Ritesh 4. Ananth 5. Swatee	1. SEO inputs complete from categories, SEO team is optimising data 2. Value tags guardrails shared w. QC team - pending final approval 3. Theme Automation: 50 Themes live 4. On track
	1. Metro initiative - 3rd cohort page- Life & leisure (25-35) 2. 2 BGM level thematics - Moonsoon Content, DIY essentials 3. Optimization on CLP & Restock Widgets 4. Assisted Buying 10-15 buying , 10snippets Eg: Clean beauty, face Serums, Lockdown wedding looks, haircolor, womens hygiene guide	Debashree	1. All Metro Pages done 2. Monsoon, Friendship, Rakhi Sections were made live on CLP 3. Optimization & Restock Live
Quality		1. Mithila + Neha 2. Bala 3. CRM team + Super Coin + Legal team	1. Procurement team identifying agencies 2. Pending update from Bala 3. To be initiated
Price		1. Debashree 2. Kaustubh/Sai Kiran Vaddi 3. Ananth	1. Budget Section added in CLPs
Post Sale Service			
Navigation		Debashree	All Live
Pre-purchase Experience		Debashree	10 Buying Guide, 7-8 Snippets Closed

Identified key elements that need to be incorporated to make the customer's journey on the app user friendly & intuitive. Below are 3 key problem areas for which interventions were made on the app that have shown maximum impact

For 7 out of 11 segments, there's a need for assisted shopping when purchasing a mobile. Expert recommendations and simplification of technology is a requirement. This is a default in the offline world wherein the retailer asks, checks, understands and suggests the right / relevant model basis customer needs. How can an online platform cater to this?

The mobile landscape is ever evolving. There are new models, features, innovations and specifications at a frequent pace. 5 out the 11 segments want to refresh the mobile purchase cycle every year, to not be left behind, the cost for upgrade, every year is quite high



Premium shopper (2 out of 11 segments) wants a differentiated journey. In the offline context, they shop in Exclusive Brand Outlets and not Multi Brand Outlets because they know which brand they want and they get expert guidance, assistance and a different treatment owing to the price point

Transitioning to the evaluative
UX research stage

Brainstorming sessions with category & product teams to arrive at possible solutions which were then evaluated with users

01

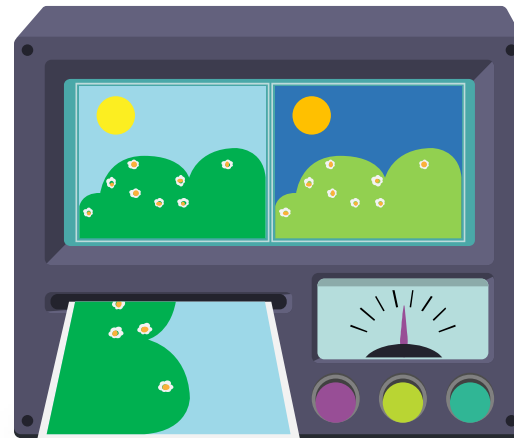
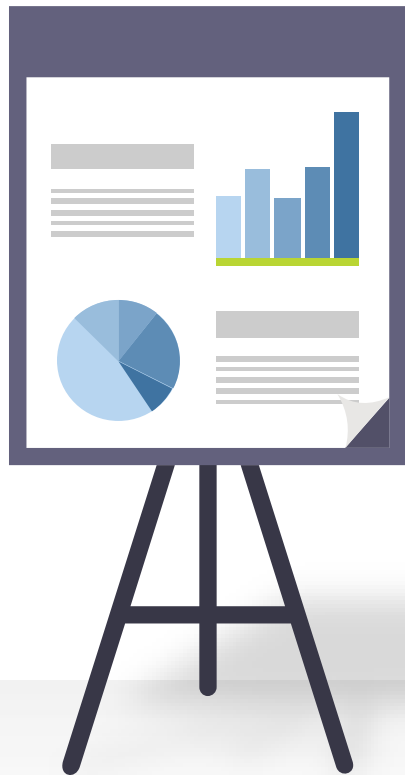
CONCEPTS & PRODUCT IDEAS

Flipkart Smart Upgrade (FSUP) program to enable upgrades
ChatBot, Voice and Product Comparison features for assisted shopping
Premium landing page to provide a differentiated journey for the premium shopper

03

TARGET GROUP

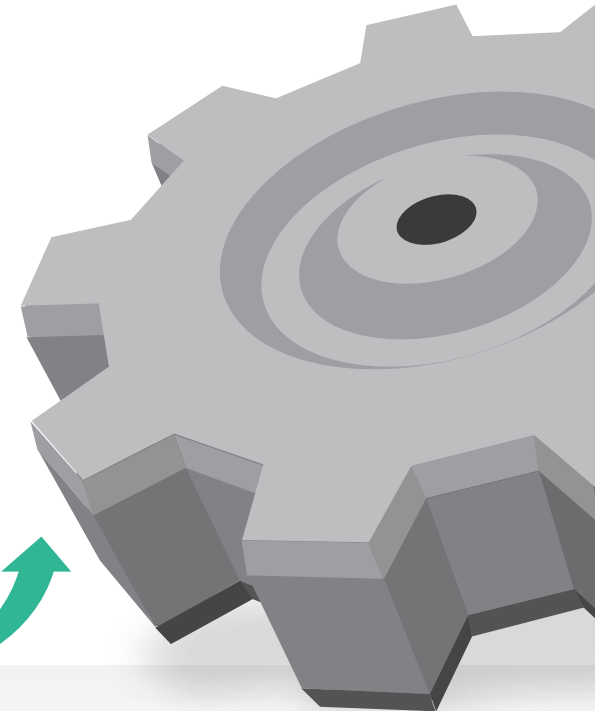
Each concept was designed for specific segments. With the segment profile in hand, 3 interviews per segment were conducted



02

DEVELOPMENT

Literature review, competitor analysis, expert interviews & in-house depth interviews to finetune the wireframes. 1 prototype each



Brainstorming sessions with category & product teams to arrive at possible solutions which were then evaluated with users... *contd.*

04

USABILITY TESTS – SEPARATE FOR EACH CONCEPT

Key objectives

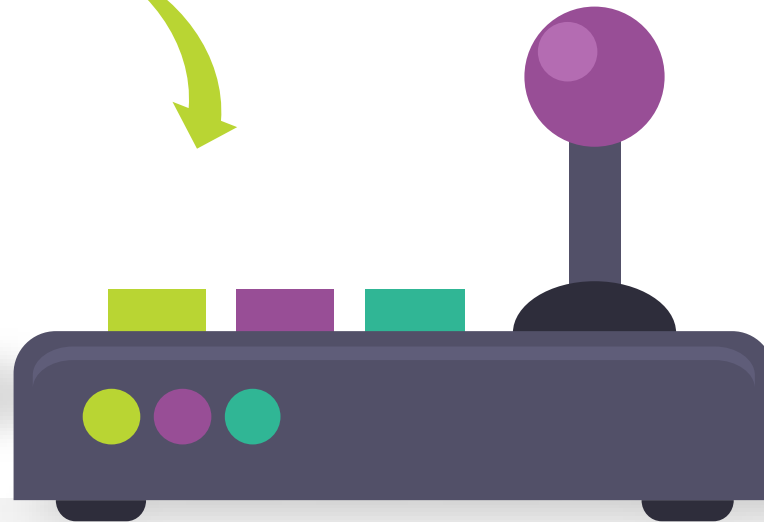
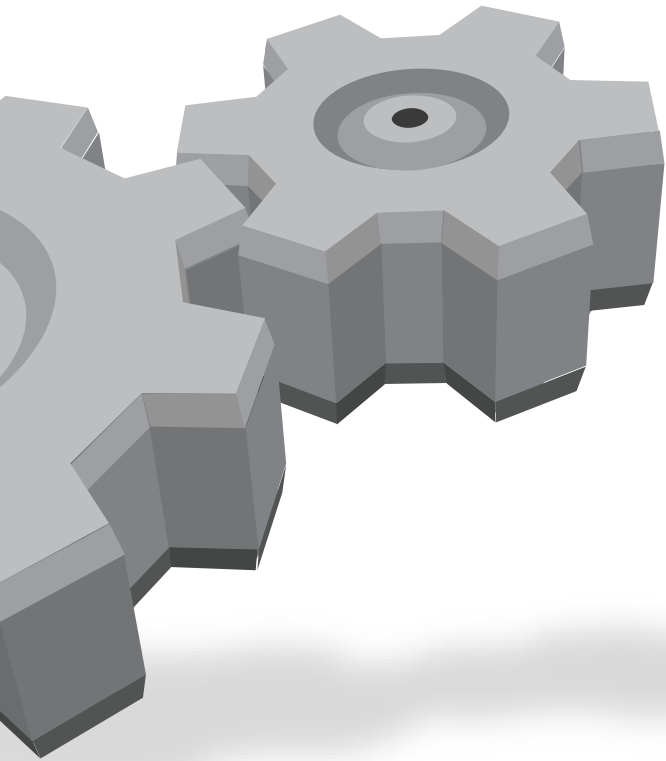
1. Discovery
2. Navigation
3. Comprehension
4. Value proposition → Mental models & expectations | Relevance | Barriers, gaps and pain points | Decision making factors

TECHNIQUES USED

1. Task testing – aided & unaided
2. Observations
3. Recall testing
4. Thinking aloud testing

TURNAROUND TIME:

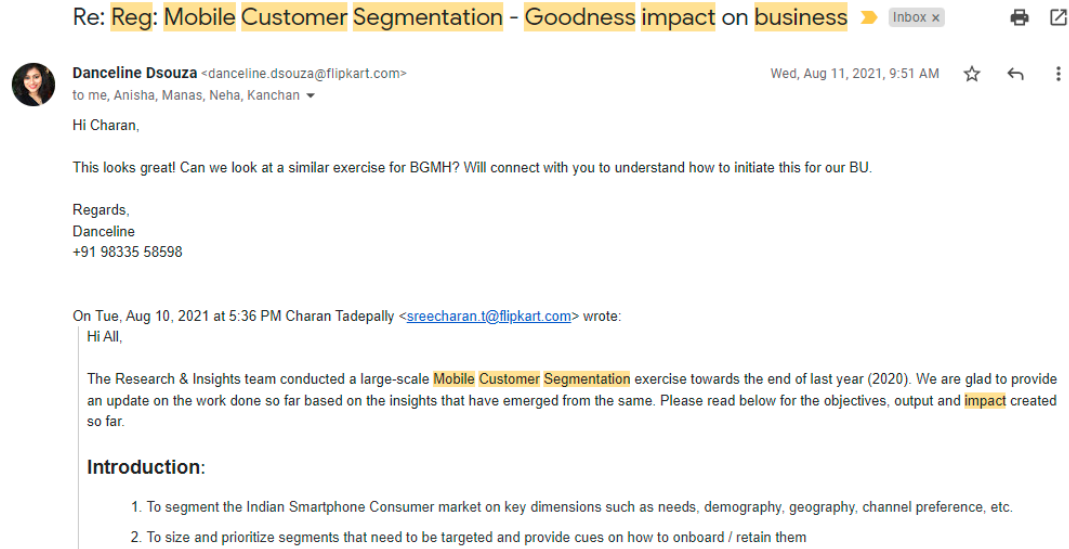
FSUP – 3 weeks
Premium store – 1.5 weeks
Assisted shopping – 2 weeks



My Role: Moderated, analysed and presented findings to the product & design team. Worked with a 2 member team

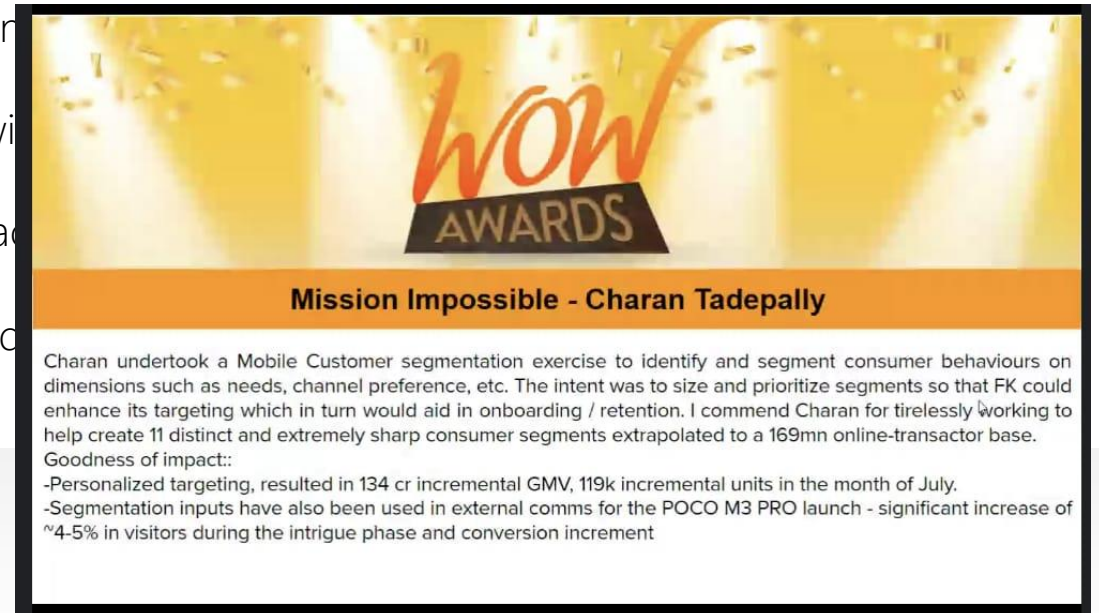
Brainstorming sessions with category & product teams to arrive at possible solutions which were then evaluated with users... *contd.*

05 IMPACT

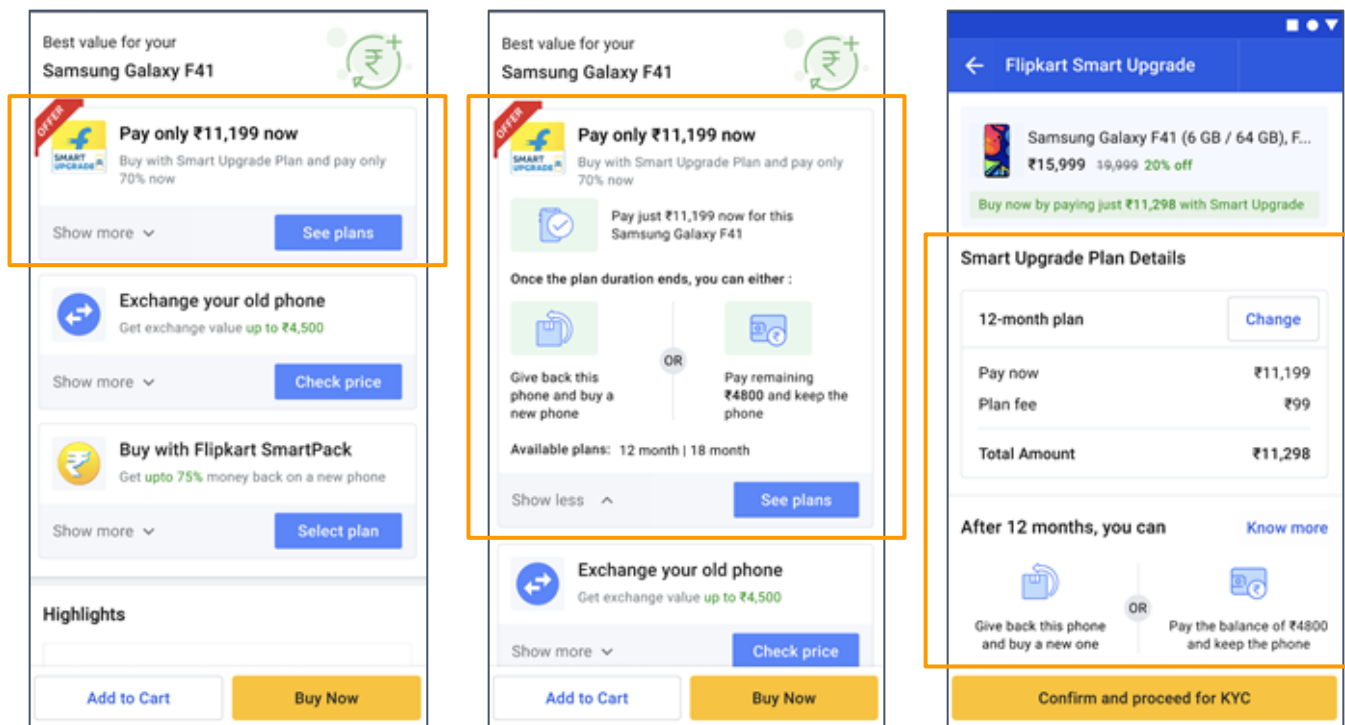


i-vis competition over 3 months

- 500 bps increment in purchase conversion
- 60mn unique visitors (new users with 1st purchase)
- 1.3mn visitors a day through vernacular
- 1 out of 3 old customers purchased



Some key findings of the FSUP research

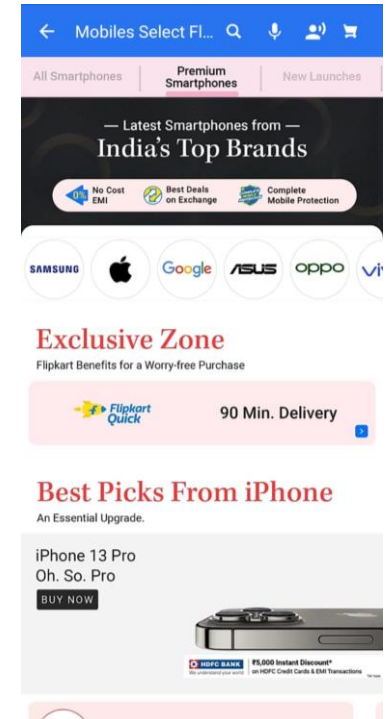
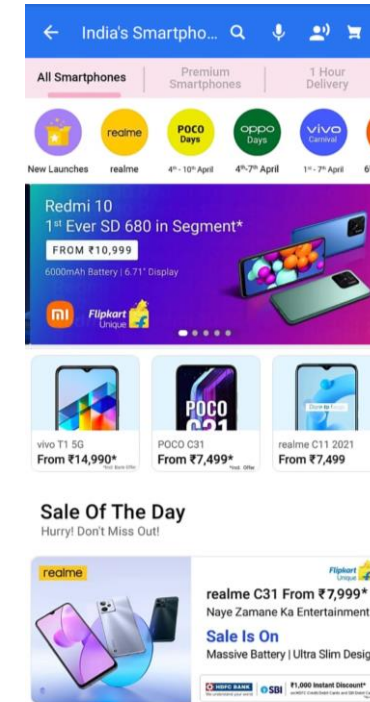
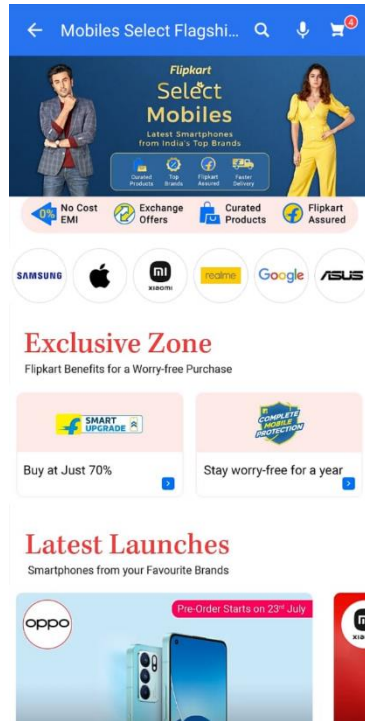
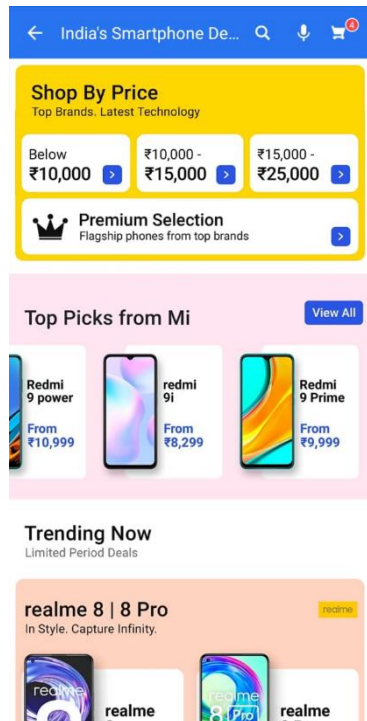


1. While discovery wasn't an issue, comprehension was a key issue. Similar plans competed for user attention which led to information overload
2. Comprehension worked well for users who clicked on 'Show more'.
3. A few users wanted the plan duration (12 month | 18 month) to be called out on top.
4. Usage of different copy - Plan duration and Available plans - led to comprehension issues for some users.
5. High cognitive load, confusion and time spent on understanding the math

1. Simpler communication
2. More visual
3. A stand-alone affordability widget, to avoid information overload



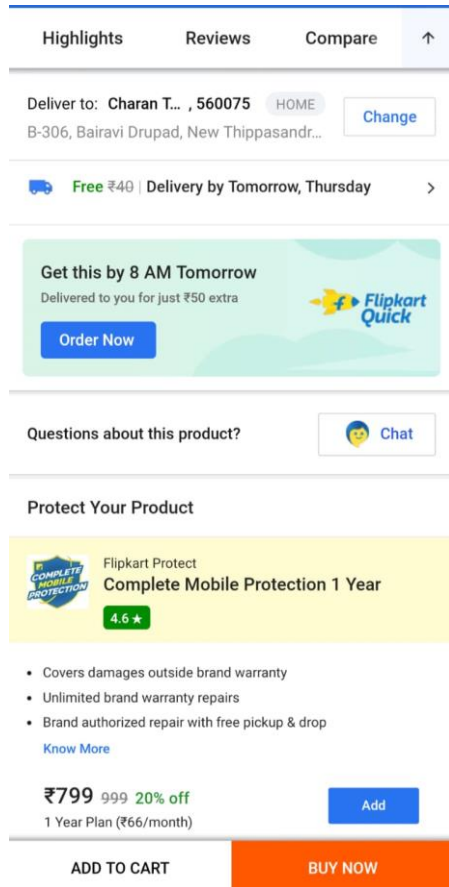
Some key findings from the Premium store research



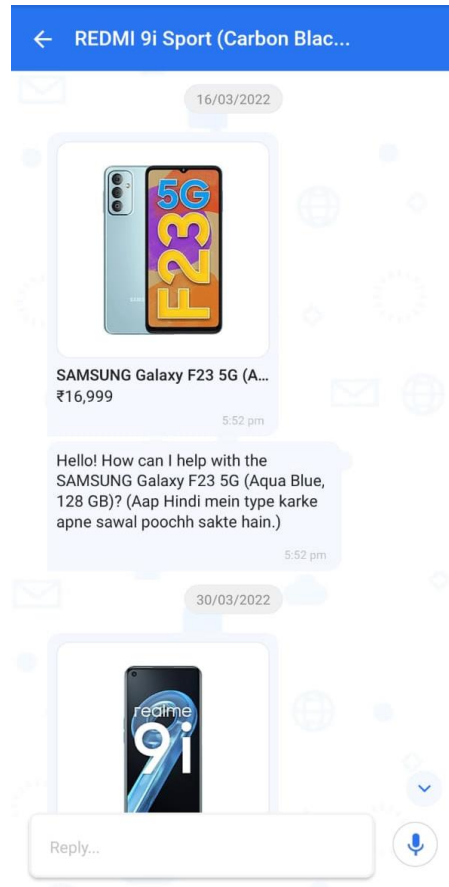
1. The premium shopper still felt the design was more cataloguish and didn't offer a differentiated purchase journey
2. Discovery was an issue, and the differentiated premium landing page was getting missed out
3. Preferred a brand specific journey rather than seeing latest launches – *"most premium brands have only 1 or 2 launches in a year. We know what we want to buy, so there's no need for latest launch"*

1. A separate widget clearly calling out the premium store
2. A 'rich' look and feel – in terms of colors and layout. Less cluttered
3. Starting the journey with Apple which is considered the epitome of premium
4. Mention & provision of quick delivery (another need that emerges among this cohort)

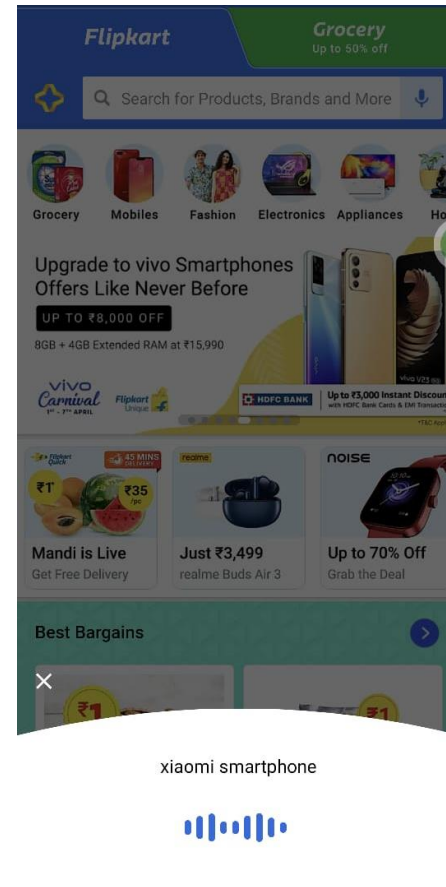
Assisted buying features with the aim of enhanced inclusivity & accessibility



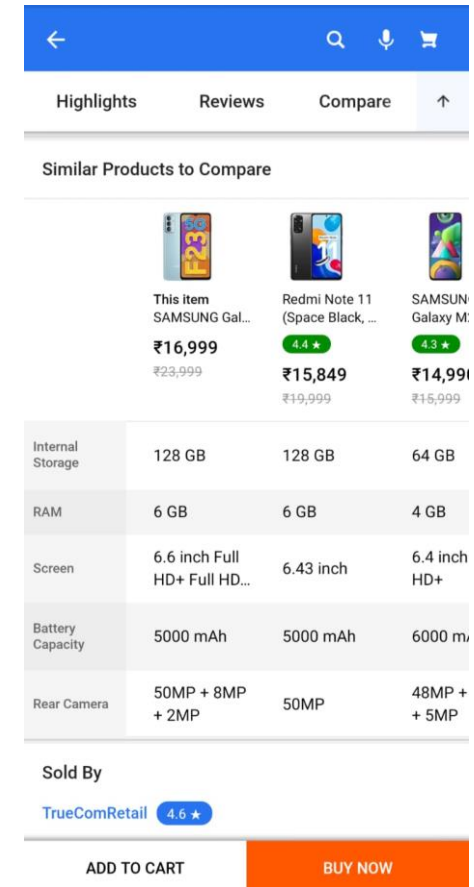
ChatBot (with vernacular feature) which directs a customer to a technical expert for making an educated purchase



Voice feature which is conversational – mimicking an offline experience

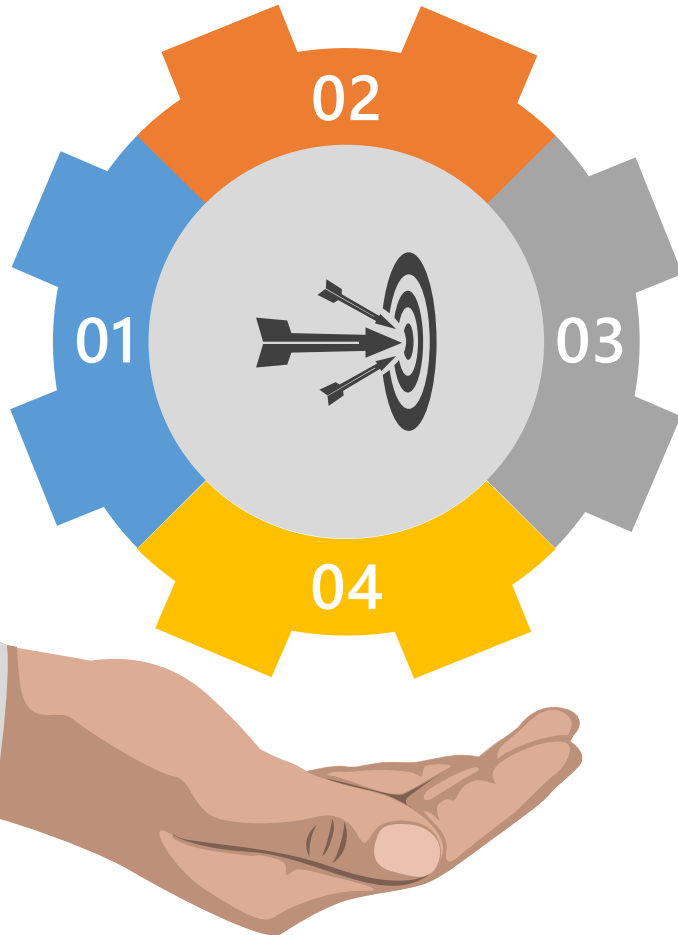


AR feature to address the key barrier of product visualization



Product comparison with key functional needs that emerged by price band

Reflections - What would I have done differently?



Mobile OEM Brand understanding

Since selection is a key driver for consideration, the research should have focused on understanding brand equity, imagery & preferences



Passive measurement

Important to understand appographic profile beyond the stated responses.
A clear segment profile that would've aided better targeting & communication



Make the research more inclusive

The current approach could've benefited from having included more individuals / groups with special needs. As an industry there is a lack of infrastructure to include these groups in formal researches



Extend focus on secondary segments

While the focused approach was valuable, P2 segments are also a big customer base for Flipkart and the research should've included them from a perspective of inclusivity as well as future proofing our findings



What my stakeholders at Flipkart had to say of me

It's a great experience to work with a stakeholder like you who's mature and understands all perspectives. Looking forward to many more exciting projects in future.

Subject matter expert, Quick to understand areas of concern and is able to define the problem and articulate a solution well. Apart from a strong understanding of the problem statement, Charan is also able to turnaround research and analysis to aid solutions.

Charan is the one of the most collaborative member within our category hands down. He also has the domain expertise, maturity & proactiveness that makes him a well rounded professional within his function. He is also someone who is calm, collected & backs his statements with logic & also has the prowess to influence category conversations which is backed by his consumer understanding. On a personal front he also has the soft skills to manage stakeholders & is always open to receiving feedback & working together as a team to achieve common goals! :)

It has been a good interaction with you till now & i find charan someone you can brainstorm and debate with to come up with good insights or ideas as he is pretty rational in the way he puts forth his thoughts & is a consumer champion who can table consumer observations in a category forum.

I am very happy to work with Charan who not only understands his own function & subject very well but also understands category concerns & challenges. He has helped my learning & has added value to the projects we are driving together. I want to thank him for his leadership, support & cooperation.

Charan is extremely sharp in understanding the problem statement & suggesting right research initiatives to help solve. He is also extremely collaborative and receptive to ideas/ point of views different from his.

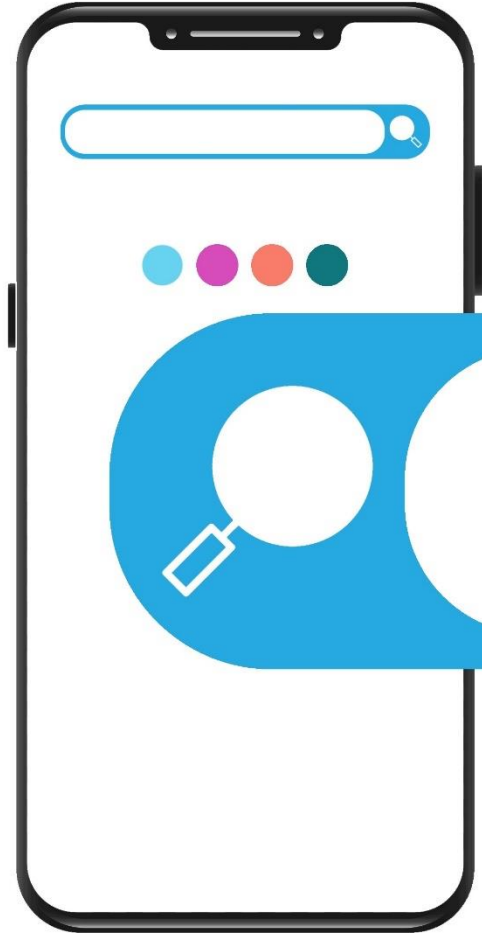
Charan has good domain expertise & the calmness to manage any research project with ease. Great stakeholder management & the best thing is that he is curious to more about the category.

I think what makes you effective is strong knowledge of customer lens. Your planning approach especially what we saw in segmentation was really thorough and shows your eye for details

Highly collaborative and able to manage stakeholders well
Works well with inputs and translates them to deliverables for the business

1. You have been one of those individuals with whom I have always enjoyed working and interacting from the time we started working together because you are articulate, rational, and objective.
2. You have a great command over the research processes and methodologies which you have showcased while designing and setting up BHTs for Furniture & LA and PL benchmarking work.
3. You are always accommodating and helpful for the last-minute help which makes you a great asset to the team in the dynamic business environment of Flipkart.

Charan has a very strong understanding of the projects that he is leading and is able to articulate his understanding of the same very well to the larger group. He is willing to share information, engage in discussions to make further improvements or clarify doubts. He is approachable, friendly and focused on taking things forward. These qualities make him very effective.



Charan Tadepally

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