



Improving Flipkart Compare: To help users decide faster

A working prototype built on Flipkart's compare surface

Watch the extension in action

[Video attached here.](#)

Most buyers cannot decode a phone spec sheet.

Spec sheets are not easily understandable by buyers. So they leave the compare page mid-session to watch YouTube reviews — and don't always come back. Octa Core 2.6 GHz does not mean much to the user until they don't invest time in researching.



This is where purchase intent stalls on Flipkart's Compare Page.

Users compare phones through use cases, not spec sheets.

A "better" spec only matters when it changes the experience the user cares about.

Gaming

Frame drops, heating,
RAM reloads, screen sharpness

Photos & Social

Low-light photos, selfies,
reels, storage

Calls & WhatsApp

Battery, reliability,
basic smoothness

Videos

Display, speakers,
battery during streaming

Work & Study

Video calls, multitasking,
documents

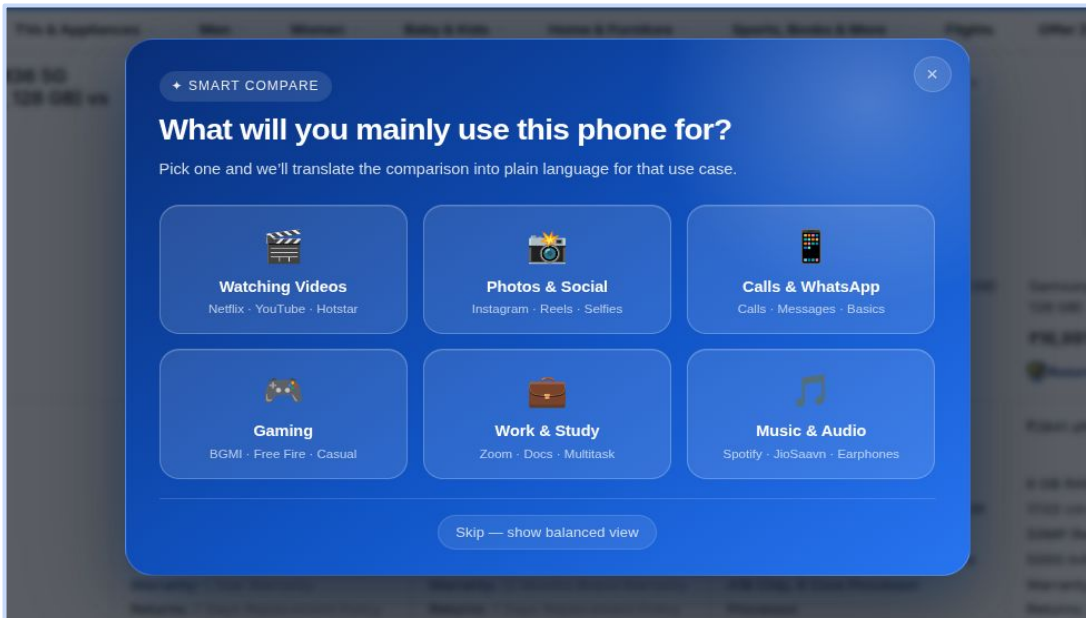
Music & Audio

Bluetooth, speaker quality,
storage

The product should not rank phones globally. It should explain which differences matter for this shopper.

Ask for intent first. Then reinterpret the comparison.

The selection changes the weight of every spec below it.








Why this works

- 1 Reduces cognitive load before the user reads the table
- 2 Personalises without requiring much input from the user
- 3 Creates a clear contract: I will explain specs that matter for your use case

Intent → Interpretation

Explain specs where the decision happens.

Instead of sending users to YouTube or reviews, Flipkart translates each spec inside the comparison table.

Specifications	 Phone A Brand X ₹24,999	 Phone B Brand Y ₹24,999
 Processor	Octa Core 2.4 GHz	Octa Core 2.6 GHz
What this means for you	Phone B's processor is slightly faster. You'll feel the difference only in heavy games or demanding apps. ● Noticeable	
 RAM	4 GB	6 GB
What this means for you	More RAM helps games load faster and reduces lag while switching apps. Phone B will feel smoother if you multitask a lot. ● Meaningful difference	
 Camera	50 MP (Main) + 2 MP (Depth)	50 MP (Main) + 2 MP (Depth)
What this means for you	Both phones have the same camera setup. You won't see a real difference in everyday photos or videos. ● No real difference	

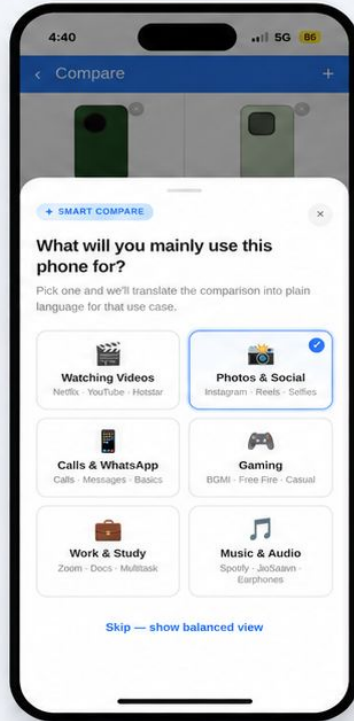
What the AI layer does

- 1** Converts jargon into real-life outcomes
- 2** Marks whether the difference is noticeable
- 3** Helps users ignore specs that do not matter for their use case

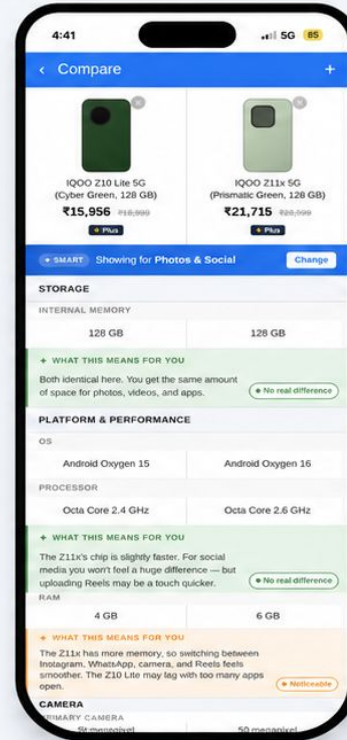
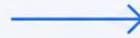
Flipkart stays the source of truth.

Mobile Screens for Smart Compare

Users first pick a use case. The compare table then explains specs in plain language for that context.



1. Intent capture



2. Interpreted comparison

Ask for intent first. Then reinterpret the comparison.

METRICS

How we know Smart Compare is working

PRIMARY METRIC

Compare-page sessions → purchase conversion rate

Assisted purchase conversion

Do users who compare phones buy more often, either in the same session or within 7 days?

Compare-page continuation rate

Do users move from compare → product page → cart instead of dropping off?

Explanation engagement & helpfulness

Do users read, trust, and reuse the AI explanations across spec rows?

GUARDRAIL

Explanation trust

Track helpful votes, dismissals, and external-search exits so the AI layer builds confidence without overclaiming.

ABOUT ME

I am Radhika Kukreja

Product Manager · 3 years in consumer tech

I built this because I think the most interesting product problems are hiding in plain sight on surfaces people use every day. Know more about my career trajectory through my [portfolio](#) or [LinkedIn](#).

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