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#BlinkitCasestudy

01 /09 →

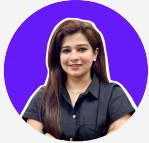


Making Daily Essentials Hassle-Free

Blinkit Subscription UX Case Study

A feature concept to help users automate delivery of daily needs like milk, bread & curd.

Mini UX Case Study ↓



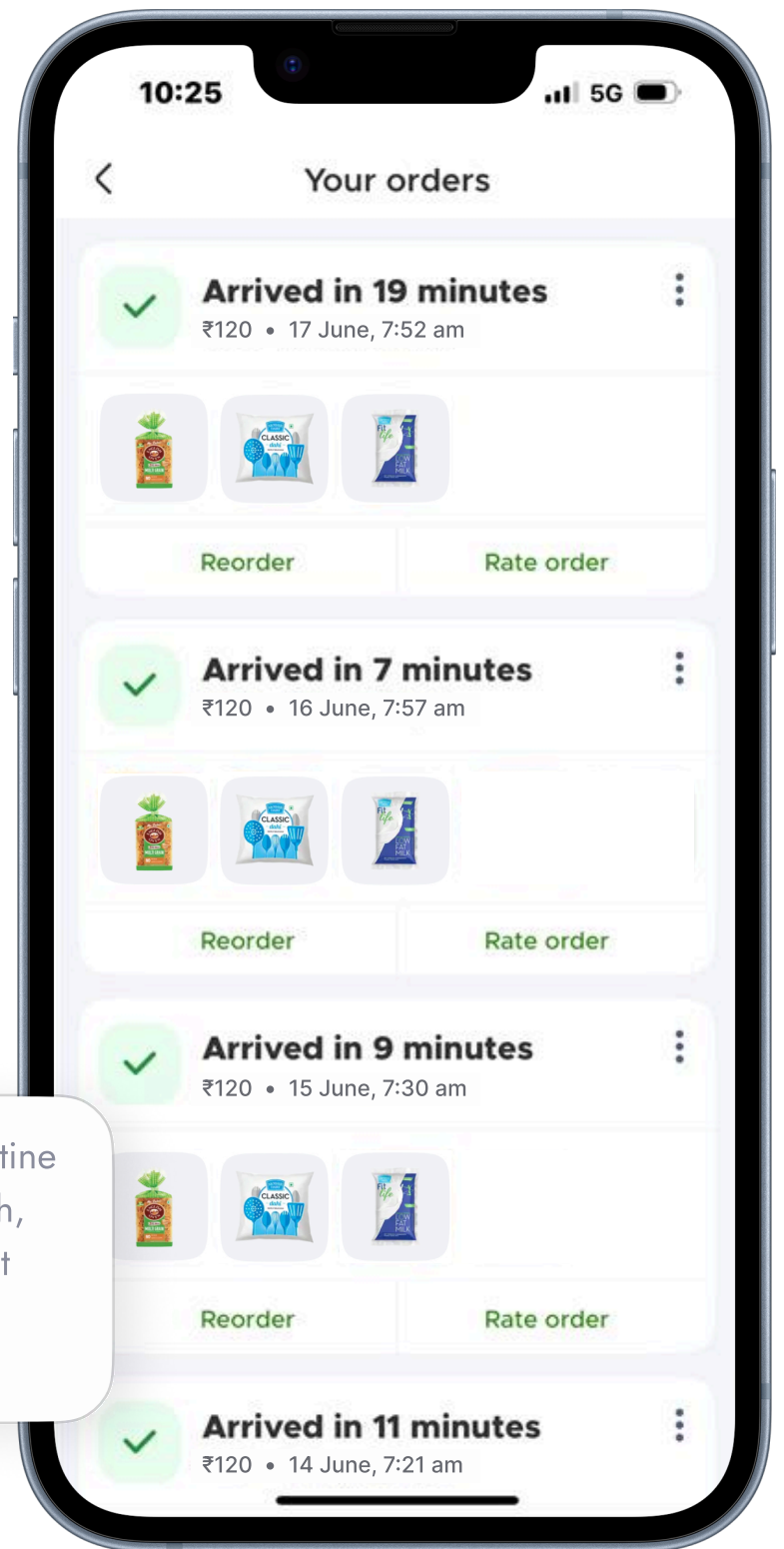
Problem

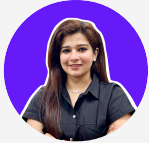
The Daily Repetition Problem

Users ordering daily-use items like milk, eggs, or bread have to manually place the same order every day. This is time-consuming, repetitive, and easy to forget.



"Uggghhhhhh, It's the same routine every day - open the app, search, add to cart... again! Why can't it just auto-order the things I need everyday?"

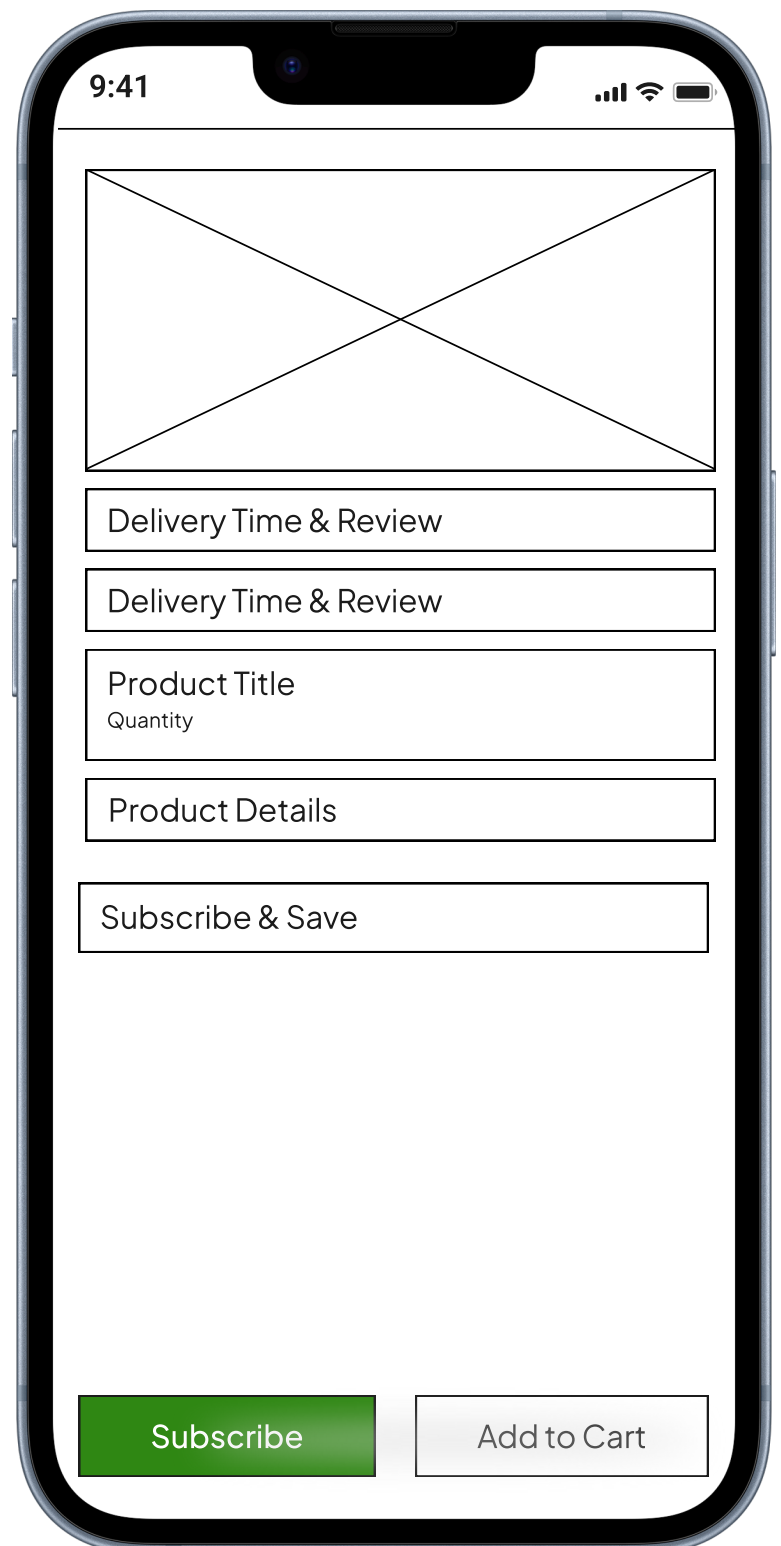


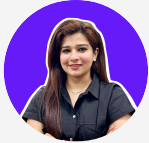


Goal

Design Goal

- ✓ Pick essentials
- ✓ Set frequency (daily, alternate days)
- ✓ Choose delivery time
- ✓ Manage or pause subscriptions easily





User Persona

Who Needs This?



Working Professional

Saves Time • Mental Load Reduction •
Flexibility • Consistency



Elderly Users for Daily Needs

Ease of use • Regular Supply • Peace
of Mind • Health Friendly



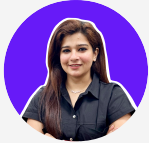
Parents - Kids Essential needs

Saves Time • Routine Friendly •
Predictability • Kid Centric planning



Repeat Customers of Blinkit

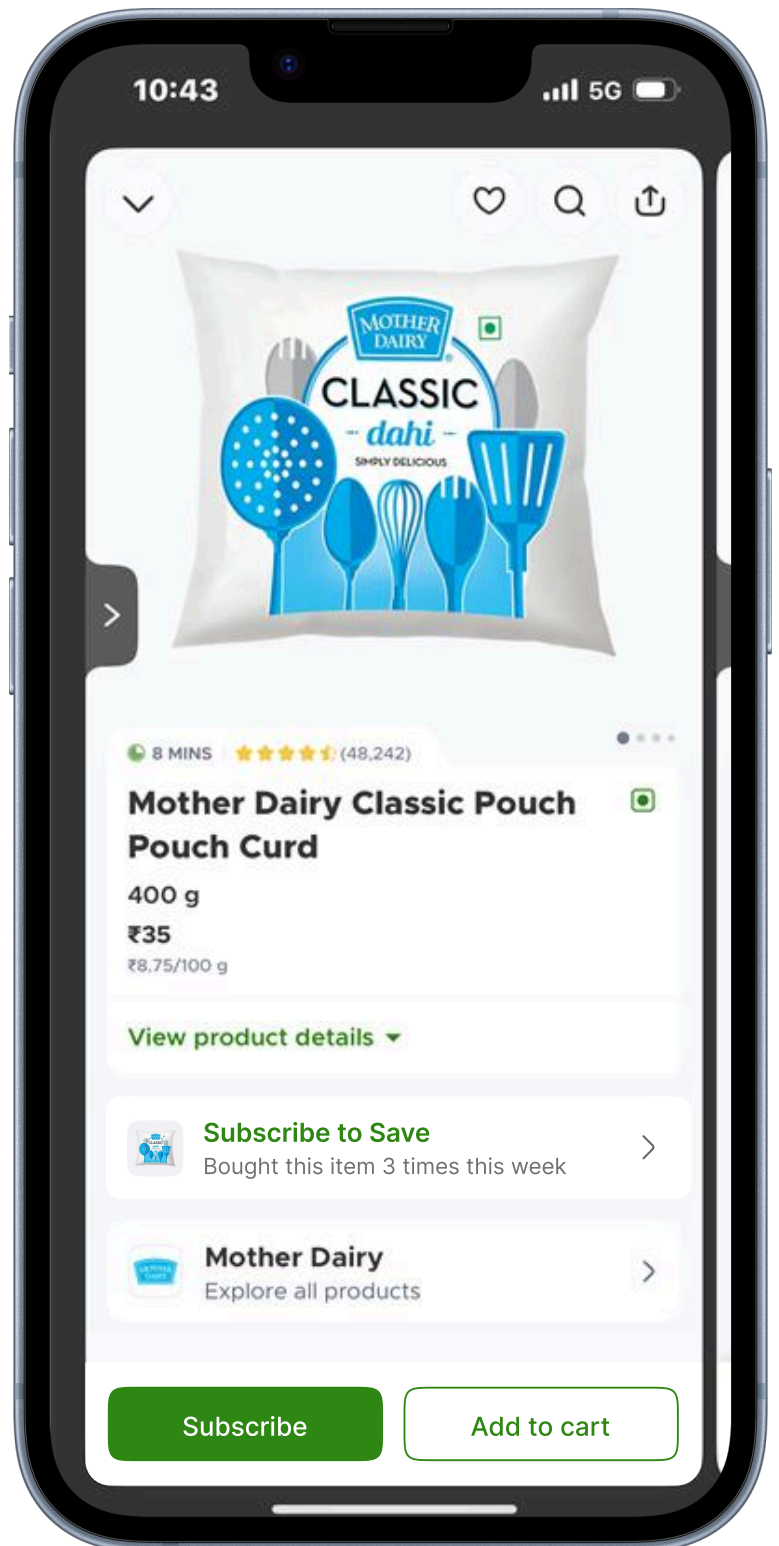
Convenience • Faster Checkout •
Loyalty Value • Better Experience

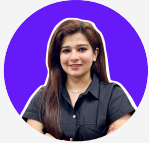


Key Features

Core UX Features

- ✓ Add items to a subscription list
- ✓ Set delivery frequency and time
Pause/Skip/Edit anytime
- ✓ Get alerts and auto-pay options
- ✓ Alternative suggestions for out-of-stock items

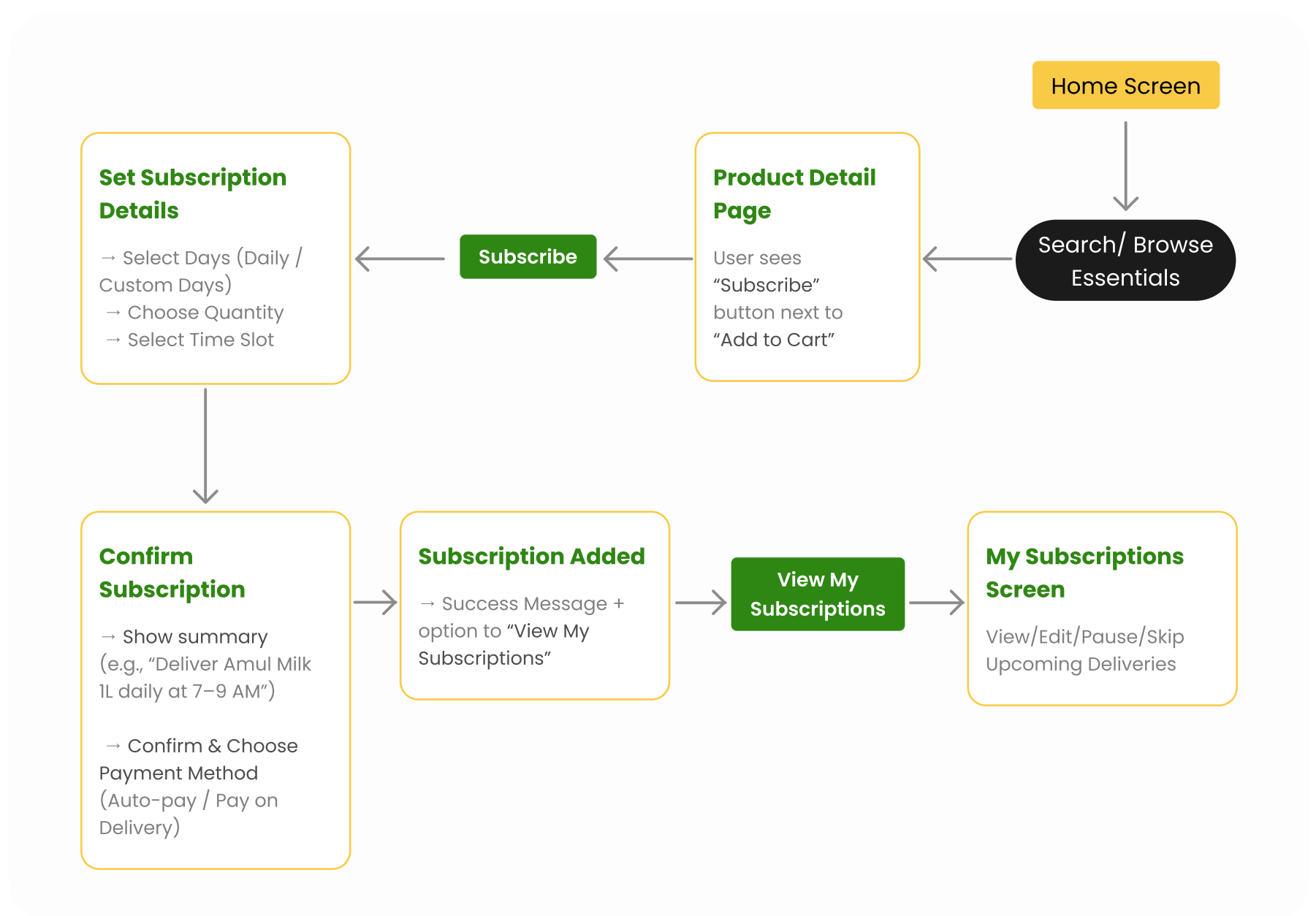




User Flow

Quick & Easy Flow

- ✓ Tap “Subscribe” on essential item
- ✓ Choose frequency & time
- ✓ Confirm order & payment
- ✓ Manage future deliveries from dashboard

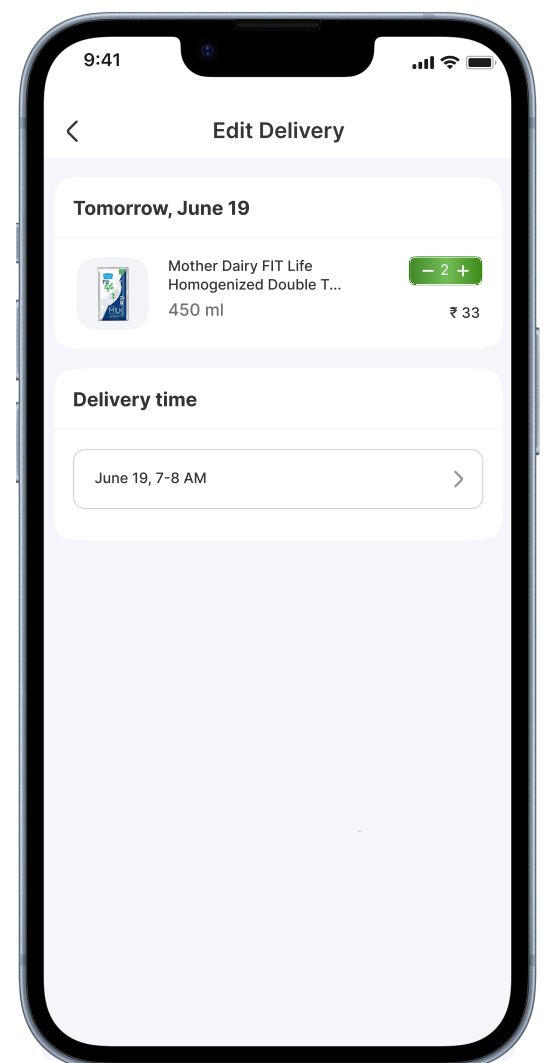
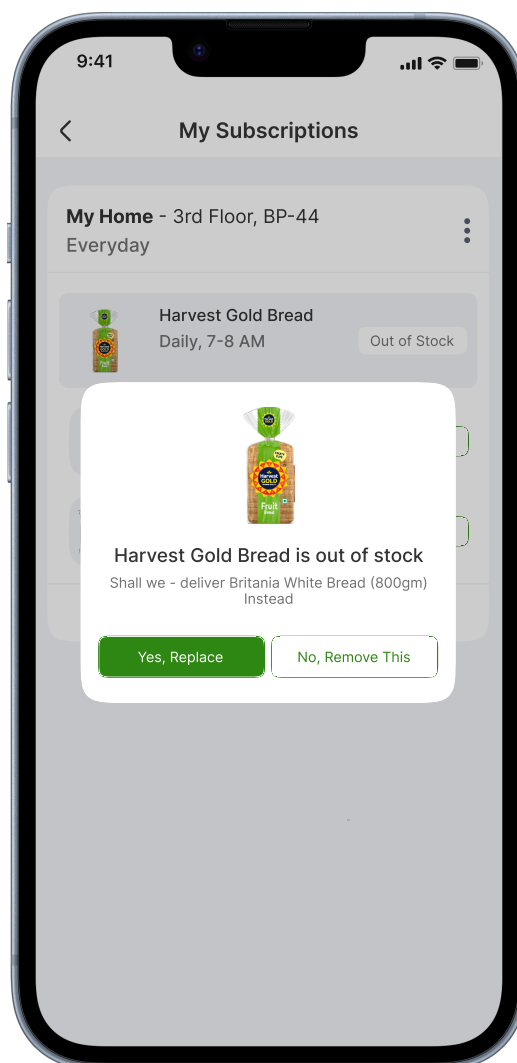
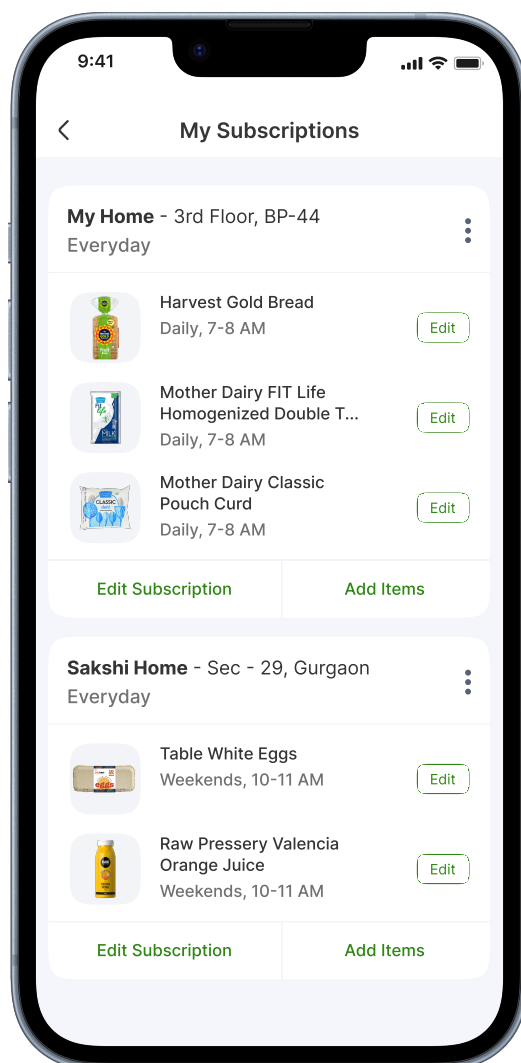


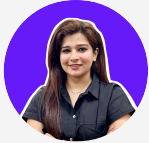


Manage Subscriptions

Control & Flexibility

- ✓ Pause subscription
- ✓ Skip a delivery
- ✓ Change quantity or timing
- ✓ Replace item if out of stock

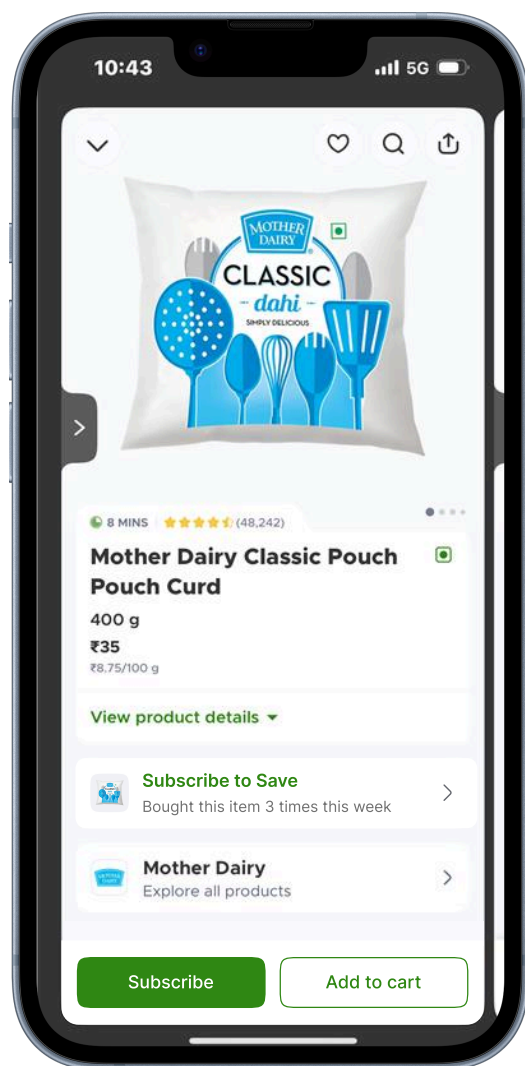




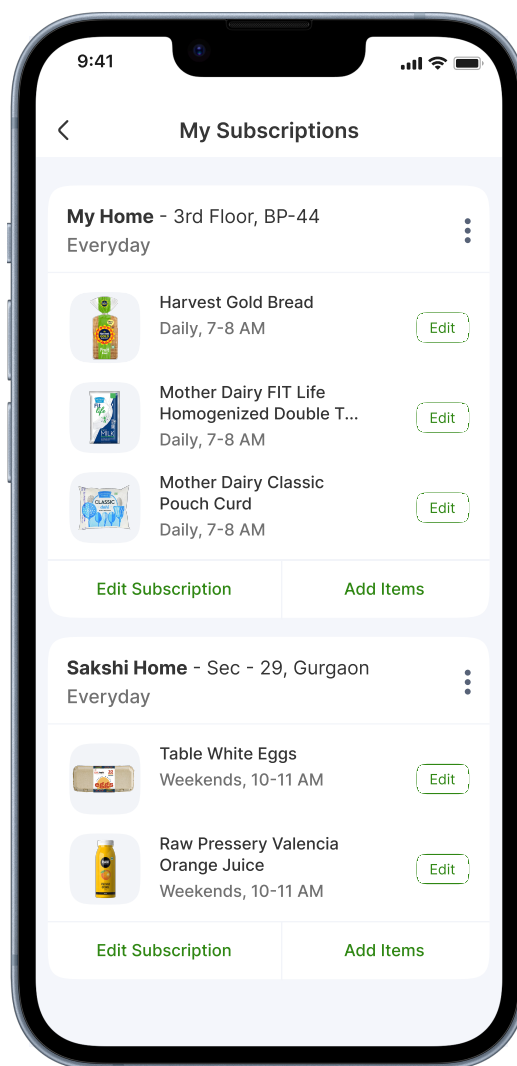
Visual Preview

Final UI Snapshots

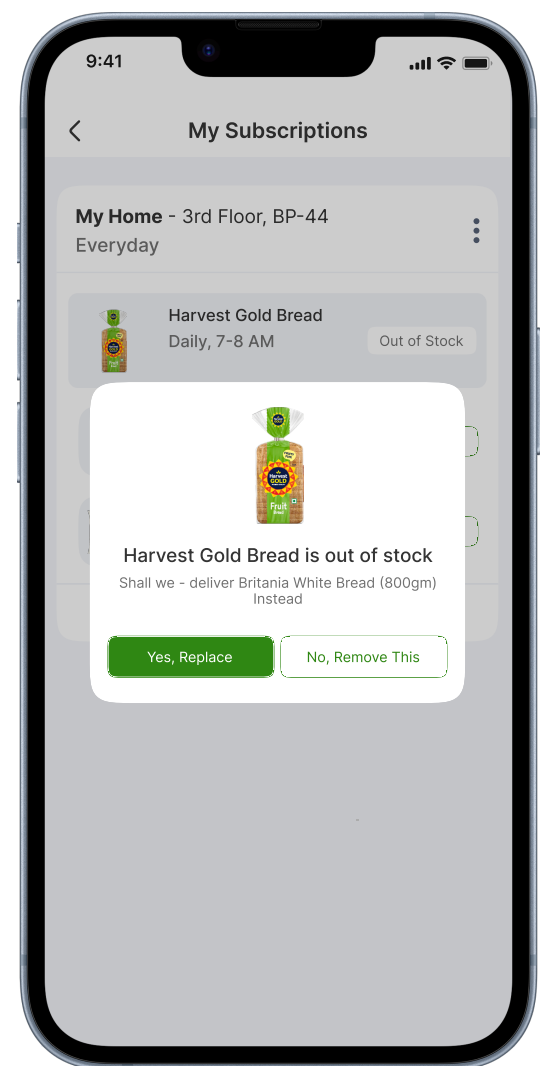
- ✓ Screen 1: Product Page with “Subscribe” button.
- ✓ Screen 2: My Subscriptions (Edit Delivery, Quantity & Addresses.
- ✓ Screen 3: Replace out of stock items for Hassle free experience.



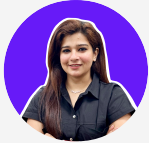
Screen 1



Screen 2



Screen 3



Impact & Benefits

Why This Matters?

Impact: This feature makes Blinkit a habit—not just an app. By solving a small daily pain point, we create big loyalty and stronger user trust.

For Users:

Saves time & effort ✓

Reliable daily delivery ✓

Personalized Control ✓

For Business:

Boosts retention ✓

Predictable demand ✓

Increased order volume ✓