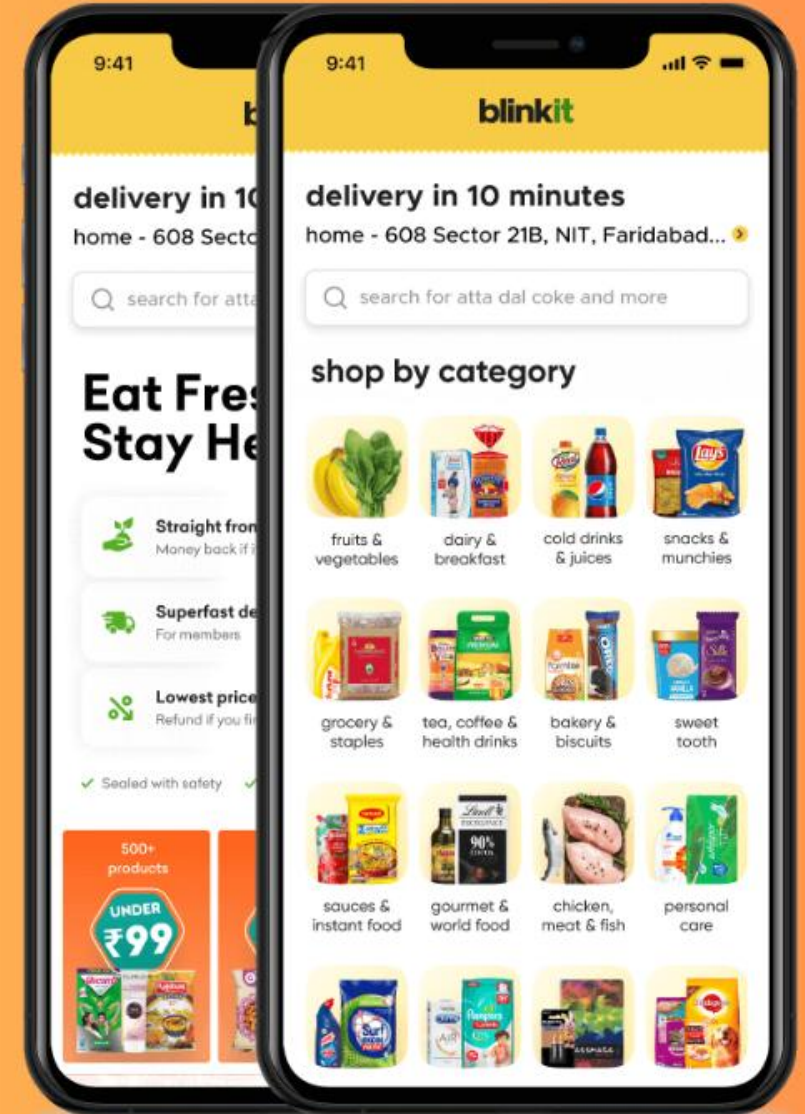


UX Analysis: A Deep Dive into Usability Heuristics

blinkit
formerly **grofers**

By
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Introduction

Imagery & Media

Messaging & Copy

Interactivity

Performance

Page Layout

Information Hierarchy

Recommendations

Blinkit????

Blinkit (formerly Grofers) is a leading **quick commerce** platform in India that delivers groceries and daily essentials to customers in **under 10 minutes**. The platform is mobile-first, hyperlocal, and designed for speed and convenience.

- Founded: 2013 (rebranded as Blinkit in 2021)
- Acquired by Zomato in 2022
- Operates via dark stores located close to delivery zones
- Serves high-density urban areas

Value proposition	Ultrafast delivery	Real-Time Order Tracking
	Wide product assortment	Cashless Transactions
	App-based convenience.	Scheduled Deliveries

Why UX Matters for Blinkit????

Quick commerce depends on **speed + clarity**. If users can't **find, understand, or complete** their task in seconds, they leave.

Good UX can:

- Improve **conversion** (from browsing to checkout)
- Increase **retention** (through habit loops and low effort repeat orders)
- Build **trust** (especially around delivery time and reliability)

UX is not just about aesthetics — it's about **reducing friction** & increasing user **efficiency**.

Market Landscape & Competitors

Market Landscape & Competitors

The **quick commerce** space is one of the fastest-growing segments in Indian e-commerce, especially post-COVID.

Key competitors:

Aggressive 10-minute delivery, youth-focused branding

Integrated with Swiggy food app; strong logistics

Traditional inventory model slower delivery but strong brand trust

Also trying to enter the rapid delivery space

Using UX Laws as an Evaluation Framework

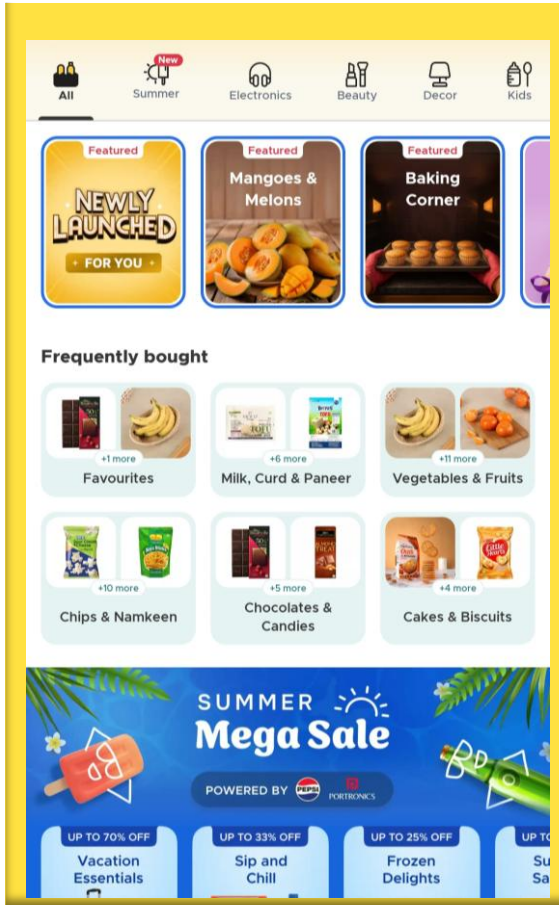
To objectively assess Blinkit's UX, applying **proven cognitive & behavioral design principles** — known as **UX laws**. The UX evaluation is organized into **6 categories**:

1. Imagery & Media	Visual design, aesthetics, recognizability
2. Messaging & Copy	Language clarity, chunking, familiarity
3. Interactivity	User actions, feedback, task flow
4. Performance	Speed, responsiveness, perceived effort
5. Page Layout	Element arrangement, grouping, visual flow
6. Information Hierarchy	Prioritization, structure, focus



Aesthetic-Usability Effect

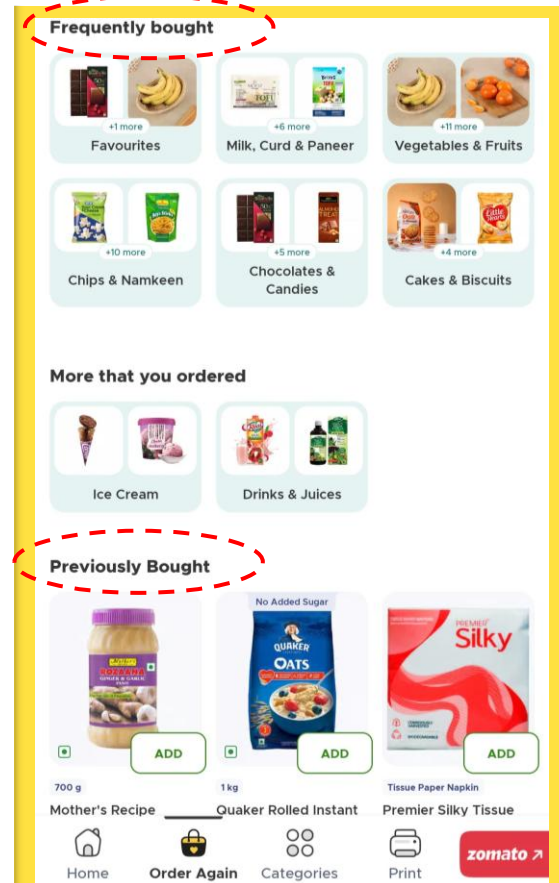
Users perceive aesthetically pleasing designs as easier to use.



Blinkit uses clean visuals and vibrant banners to enhance user trust

Recognition Over Recall

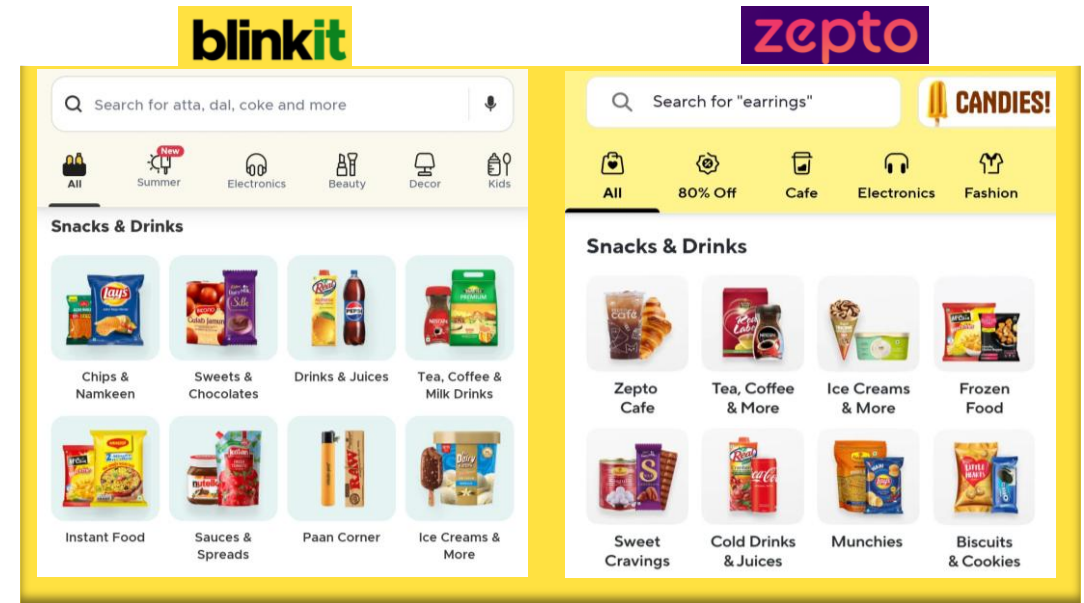
Users recognize items more easily than they recall them from memory.



Blinkit's Frequently bought and Order Again carousels help users quickly find familiar items.

Jakob's Law

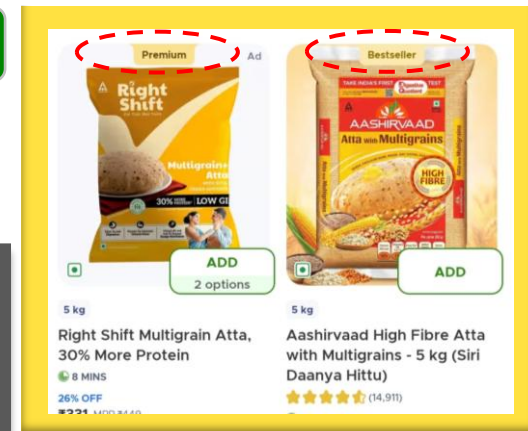
Familiar imagery style from other commerce apps ensures usability



Von Restorff Effect

Items which stand out visually are more likely to be remembered

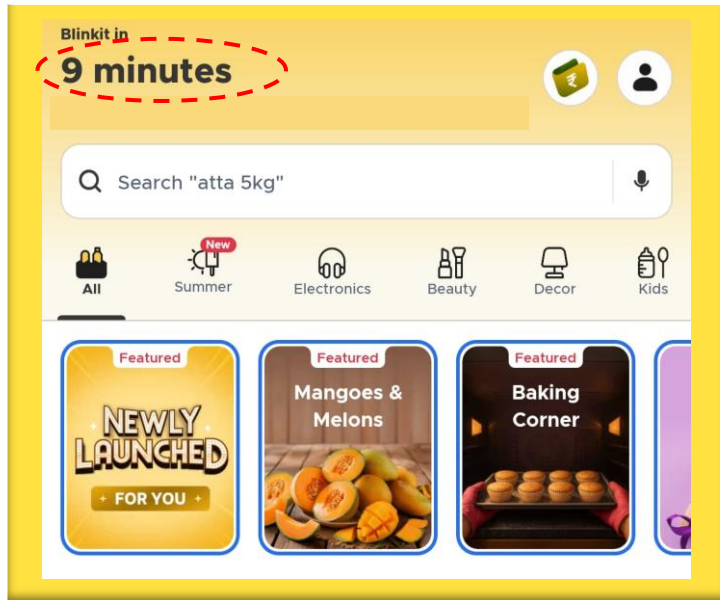
Blinkit uses 'Bestseller' and 'Premium' tags in bold colors which draw attention effectively.





Occam's Razor

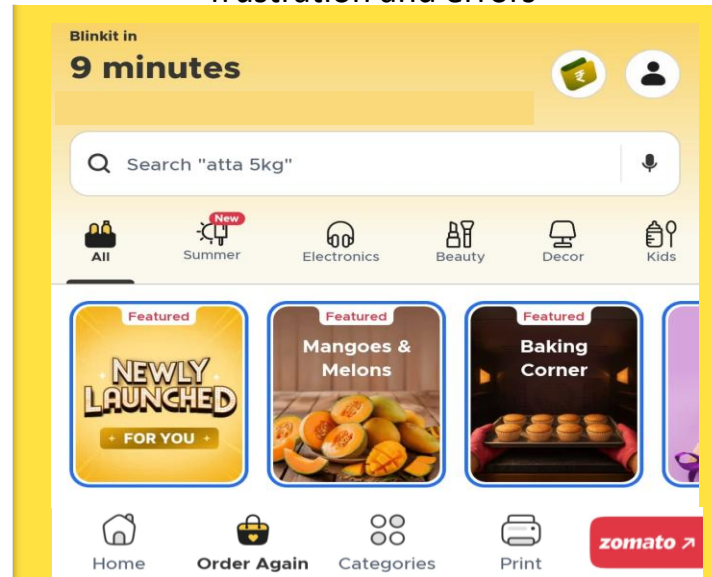
The simplest solution is often the best. In UX, this means removing unnecessary complexity to improve clarity



Blinkit uses minimal homepage text like “9 minutes delivery”, focusing only on the core value without extra explanation

Plain Language Principle

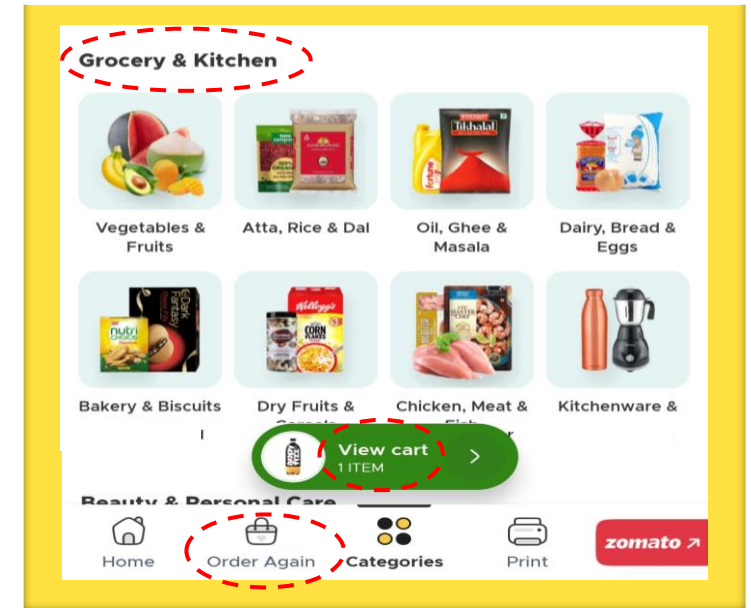
Not a law but a design principle that says that ambiguity, jargon, and overly complex language are major sources of user frustration and errors



Blinkit uses very simple and plain language, which makes easier for the user to use and navigate through the app

Mental Model

Users bring expectations from other apps or real life. Interfaces that match these mental models feel intuitive.



Blinkit mimics grocery store behavior with labels like “Groceries,” “Add to Cart,” and “Order Again” sections—aligning with what users already expect

Violated Laws

Tesler's Law: To shift the complexity away from the user and let the system handle it wherever possible.

Blinkit lacks onboarding prompts or microcopy for new users. As a result, users must figure out features on their own—the system pushes complexity onto the user instead of guiding them.



Fitts's Law

The time to acquire a target is a function of the distance to and size of the target. The **closer and bigger** a button or element is, the **faster** a user can tap or click it.

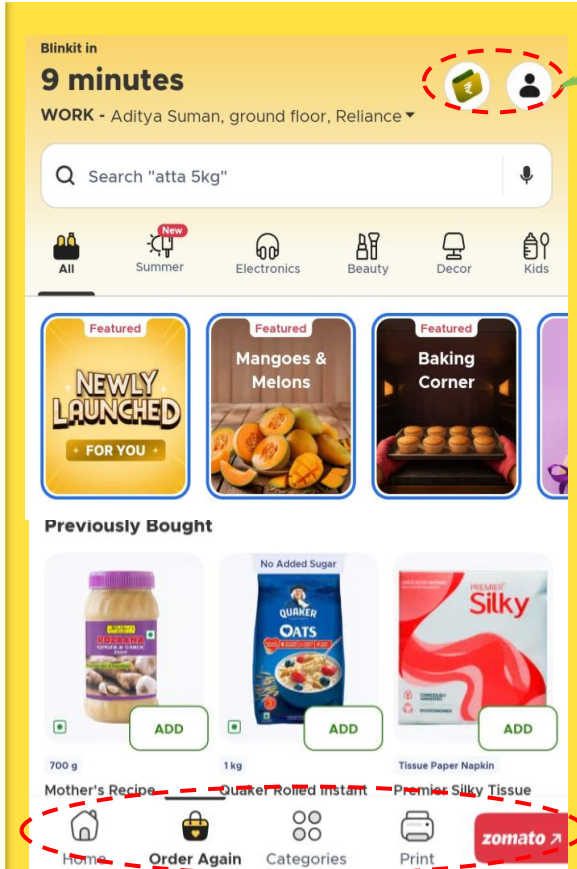


Left Hand User



Right Hand User

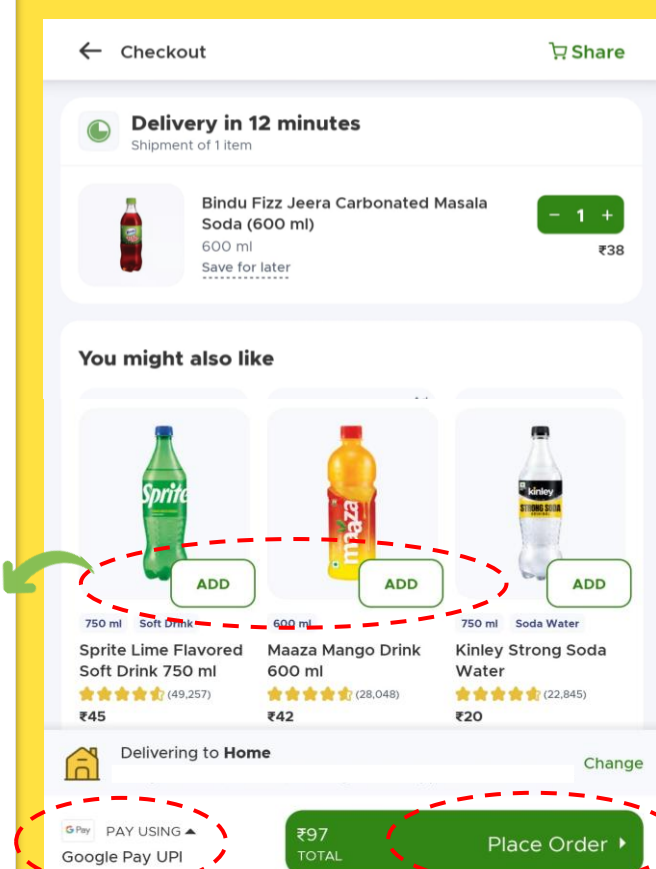
Thumb range of users while using their phones



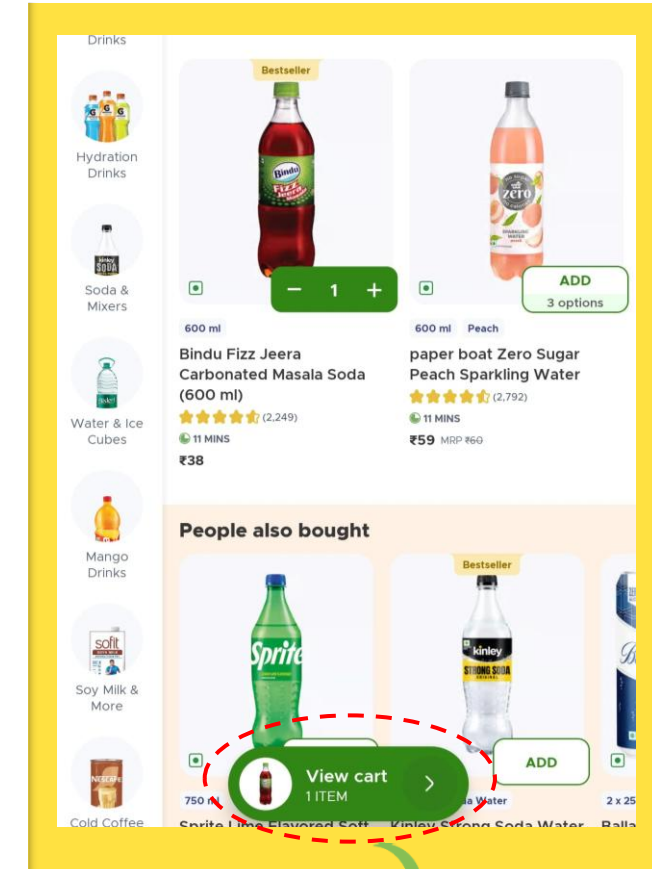
The profile section and blinkit money option placed at low reach range

The ADD buttons are perfectly placed to avoid right tap

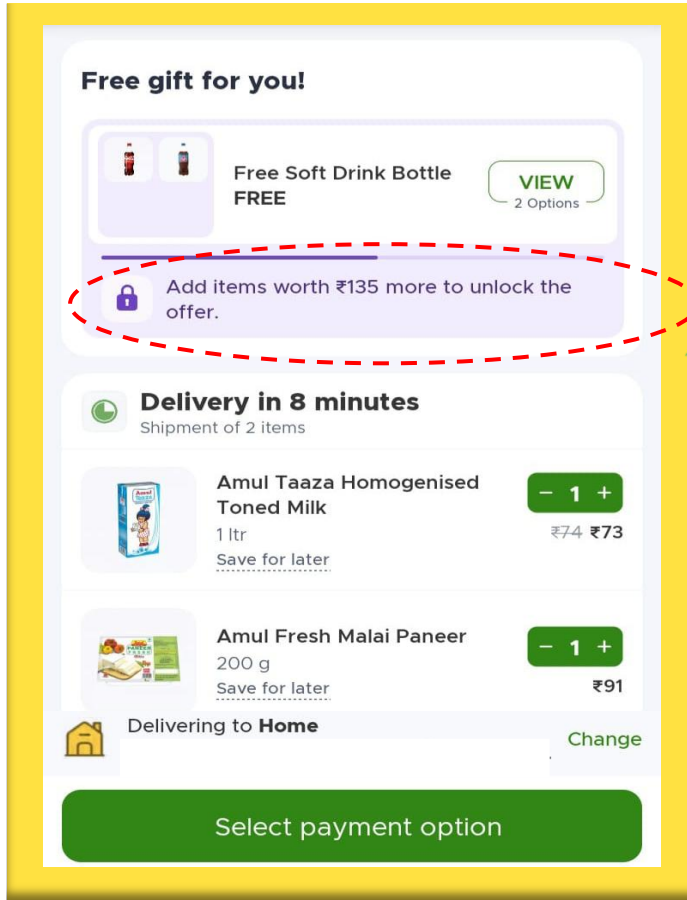
The important options present at the bottom of the screen at a highly reachable space



Change of payment button and order placed button placed at the bottom of the screen



View cart option button: The size of the button is appropriate to placed separately



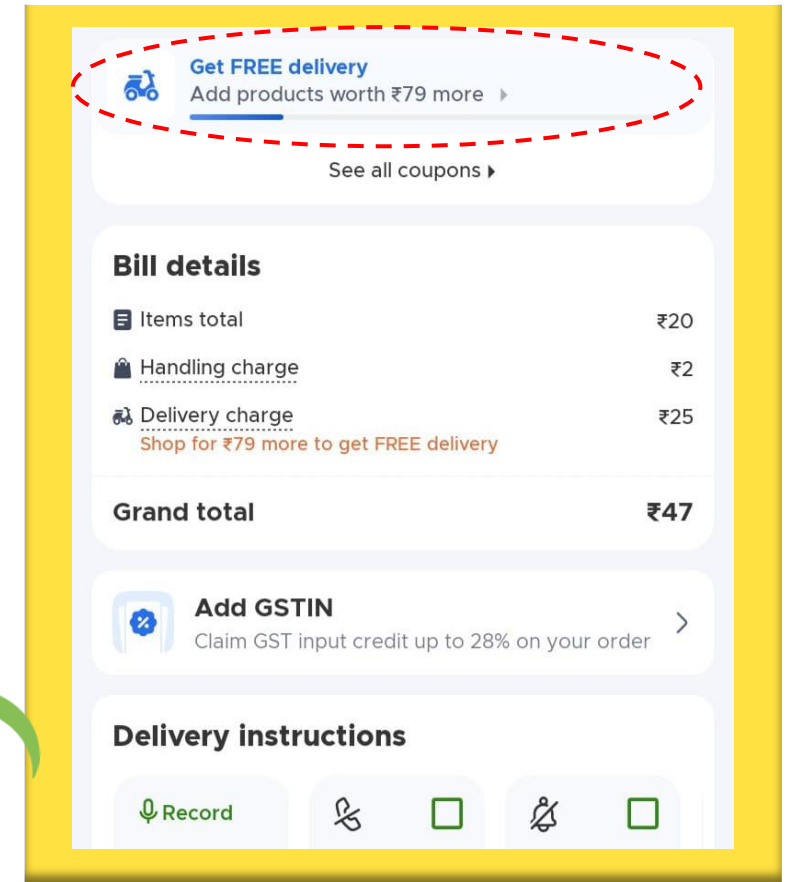
Goal Gradient Effect

The closer users feel to completing a task, the more motivated they are to finish it.

Showing **progress** toward a goal makes people: More **engaged**, Less likely to **drop off**, More likely to **complete** the task

When cart total is ₹164 & to unlock the offer the amount is ₹299, Blinkit shows a progress message like “Add items worth ₹135 more to unlock the offer”

When cart total is less than ____, Blinkit shows a progress message to “Add products worth the remaining amount more to get free delivery”



Violated Laws

Zeigarnik Effect: People remember and feel the urge to complete unfinished tasks.

If a user adds items to the cart but abandons the app, Blinkit does **not remind them** about their pending cart or offer incentives to return.

Violated Laws

Hick's Law: The more options a user sees, the longer it takes to decide..

The “Shop by Category” view and promotional carousels present **too many options at once**, which increases decision time during browsing or purchasing.



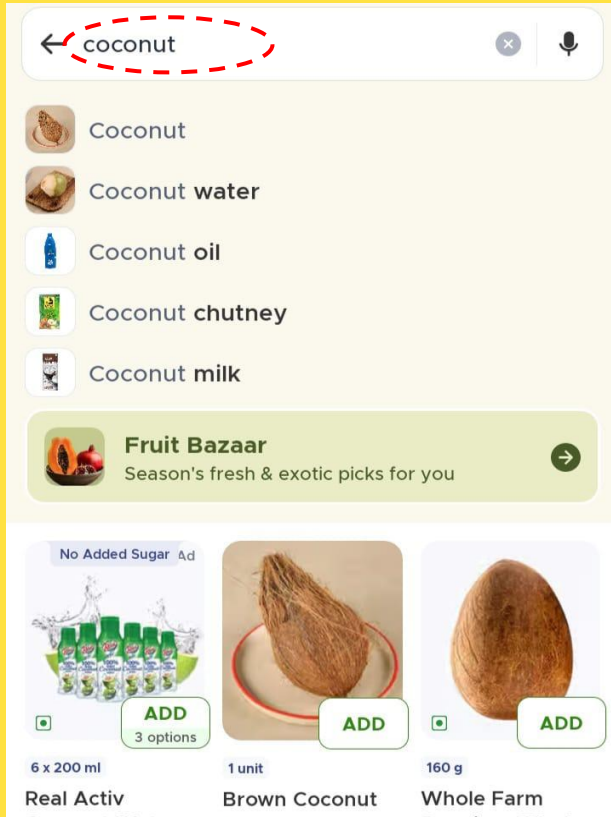
Doherty Threshold

If your app responds **within 400 milliseconds**, users feel like the interaction is **instant** — no mental pause, no frustration. Go beyond that, and users start to feel delay, confusion, or irritation.

As the user starts typing "coconut" in the search bar, Blinkit instantly displays suggestions and matching products

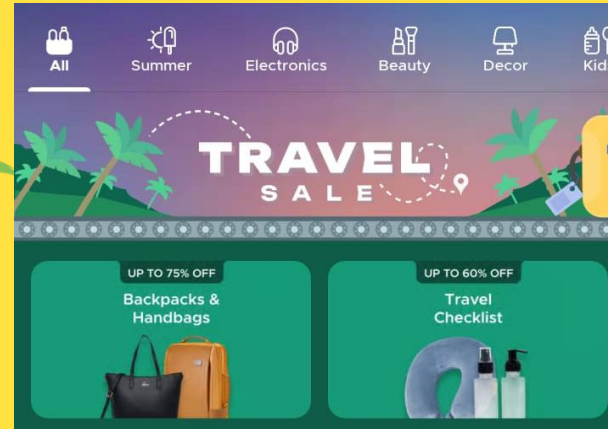
The Peak: The most emotionally intense moment of the experience. Eg: Great discount provide peak moment to the user to buy

The End: How the Experience concludes. Eg: Confirmation of order placement, Estimated delivery time, Tracking option



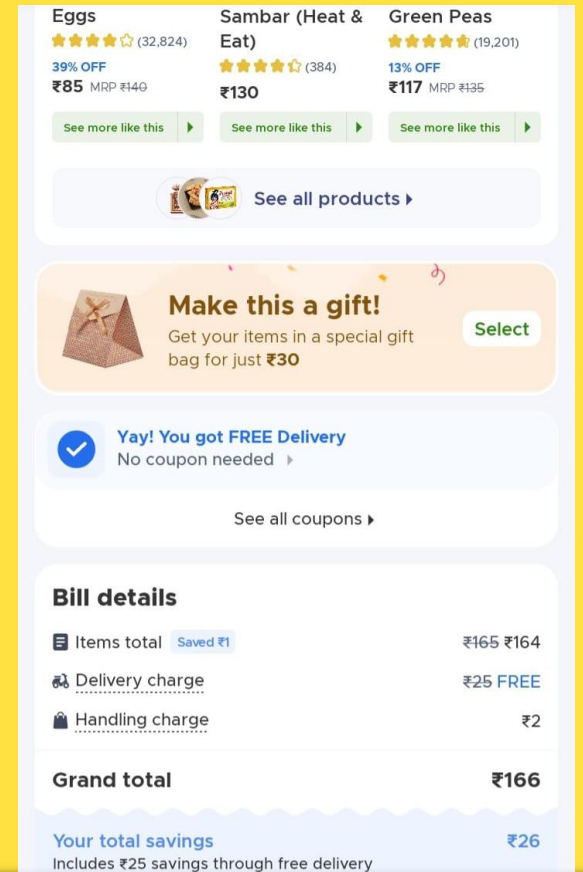
Peak-End Rule

People judge an experience largely by how they felt at its peak (best or worst) and at its end. It can leave a lasting impression on the user.



Violation: Working Memory

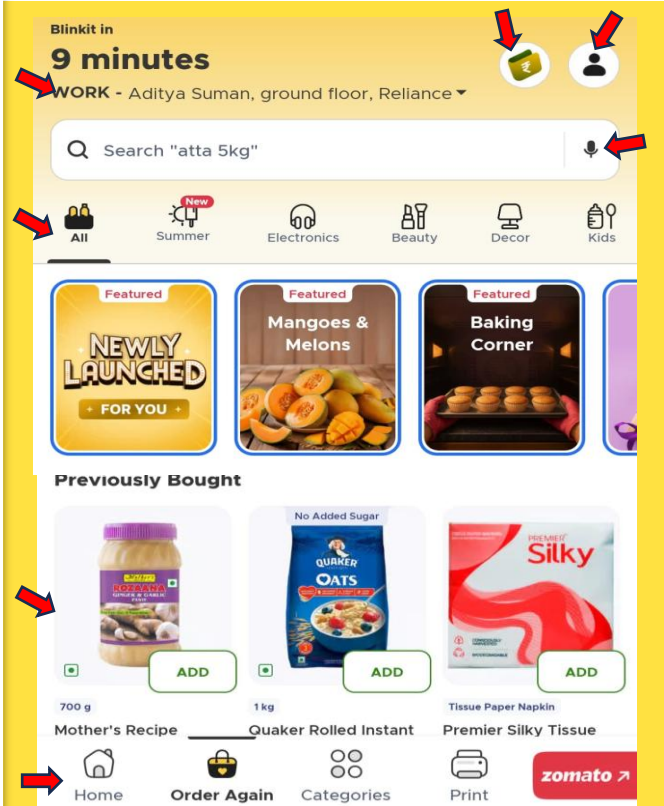
Users have to mentally juggle the item total, coupons, more item suggestions, gift related information all at once. This overloads working memory, potentially causing cart abandonment.





Miller's Law

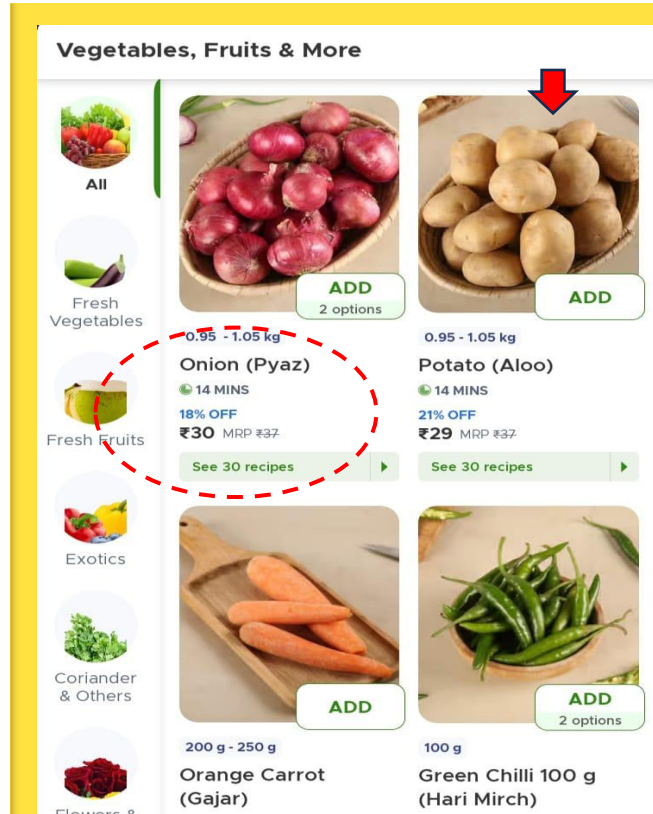
People can hold only **5–9 items** in their working memory at once. Product should avoid **showing too many elements at once** on the screen.



Blinkit don't use many items at one time on the home screen. It have 7-8 items on the home screen(profile, Search, items, navigation bar, categories, blinkit money)

Law of uniform connectedness

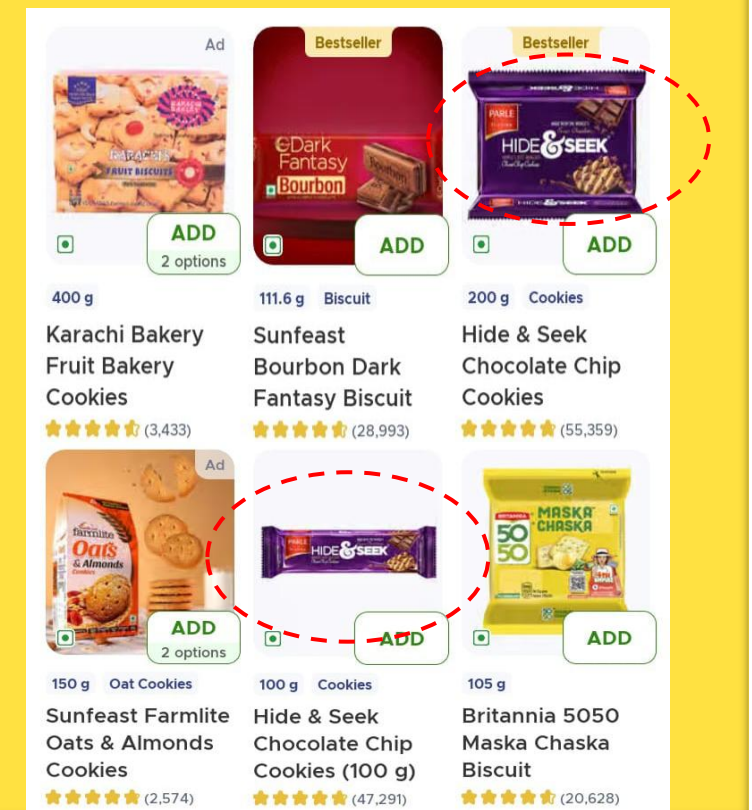
Visually connected elements are perceived as more related. Use lines or colors to connect related items.



Similar background color is used, mostly products here are used in card like container. The information for all the products follow same pattern and order

Violated Law: Hicks Law

Presenting **too many options at once**, increases decision time during browsing or purchasing.

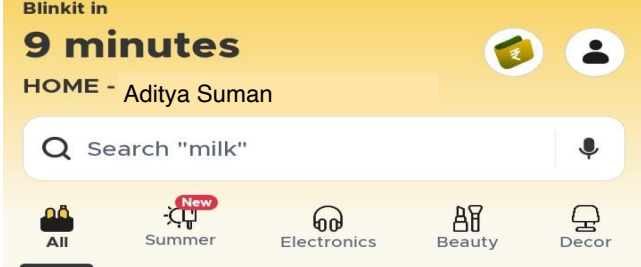


The same item may appear in multiple packs (e.g., 200g, 30g) while scrolling with no visual grouping, i.e. it is not shown with hierarchy or context on different pages.



Law of Prägnanz

"People will perceive and interpret ambiguous or complex images in the simplest form possible."



Bestsellers



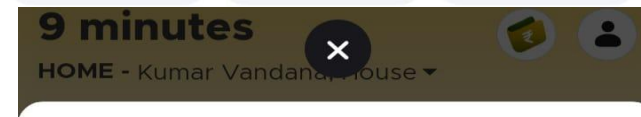
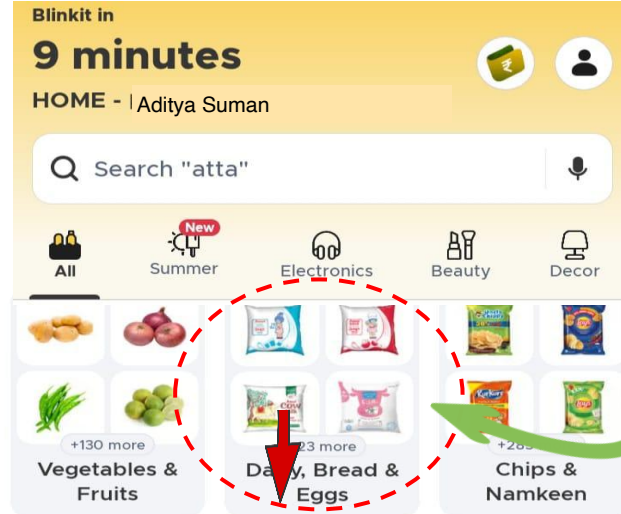
Grocery & Kitchen



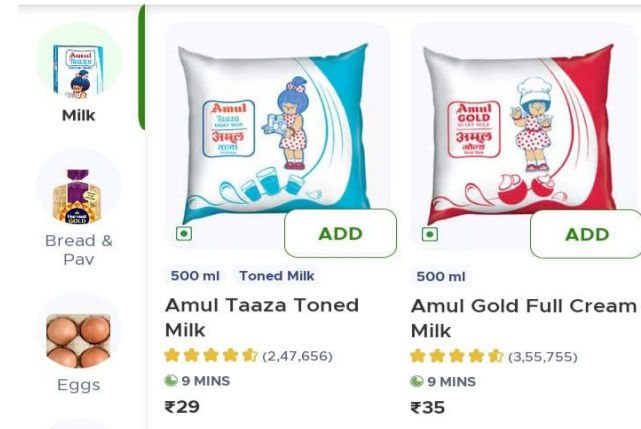
Blinkit presents information clearly even with lots of content, everything is shown in visually distinct blocks consistent layout, & appropriate white space. This helps brain to see everything in "simple chunks"

Law of Proximity

Items that are close together are perceived as related



Dairy, Bread, Eggs & More

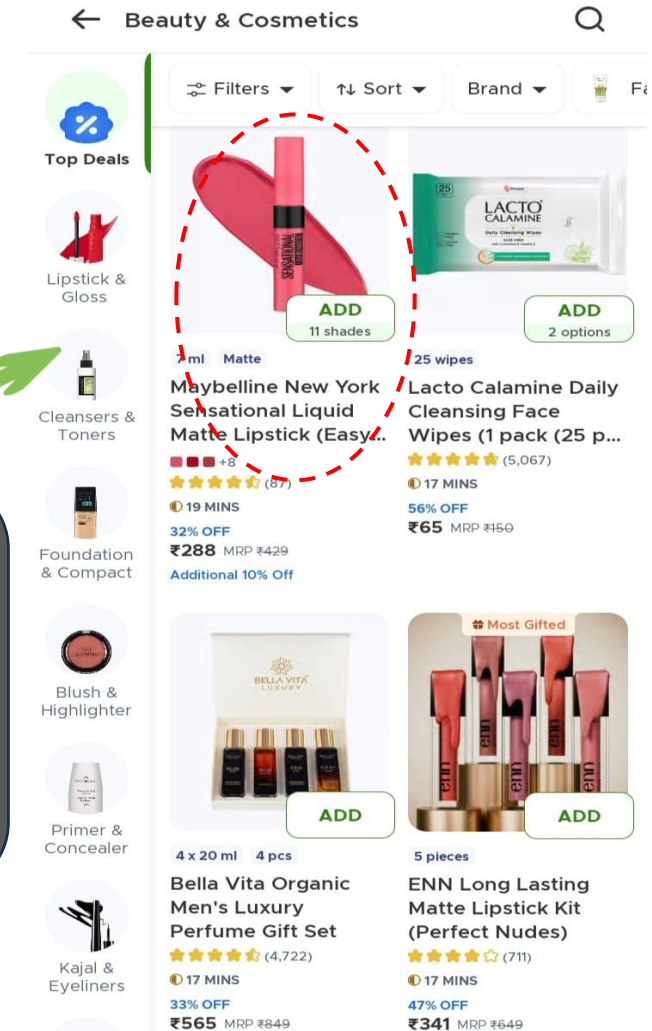


Related categories are visually grouped together like Dairy, Bakery & Eggs on the homepage

Overloaded Product Cards in Some Categories like: "Personal Care", "Snacks", or "Household" items. Users have to pause to read and understand & the cognitive load becomes high because it increases task time and friction.

Violation: Cognitive Load

Amount of **mental effort** required to use an interface or complete a task.





Recommendations for the Violated laws

Hicks Law

- Even though Blinkit provides filters and personalization, it still presents too many similar-looking products in one go, without enough visual, contextual, or interactive differentiation to reduce decision fatigue

Zeigarnik Effect

- Add subtle reminders for abandoned carts (e.g. “You left something in your cart”)
- Show persistent icons or nudges to complete checkout if the user exits mid-way.
- Use badges or bottom-sheet popups to resume incomplete flows.

Postel’s Law

- Improve the search system with typo tolerance, synonym matching, and predictive suggestions.
- Display fallback results (e.g., popular items or categories) if no direct match is found.

Tesler’s Law

- Streamline checkout by hiding optional info behind toggles (e.g., promo codes, delivery notes).
- Add onboarding overlays or contextual tooltips to explain features like flash sales, delivery slots, or filters.

Cognitive Load

- Minimize the number of promotional banners or limit them to a carousel.
- Show one focus area at a time (e.g., offers first, then categories).
- Use clear, concise copy and reduce visual distractions.

Conclusion

- "Good UX isn't just about looking sleek — it's about helping users finish what they started, faster and with less effort."
- By aligning deeper with UX laws, Blinkit can enhance both usability and loyalty in a highly competitive market.

