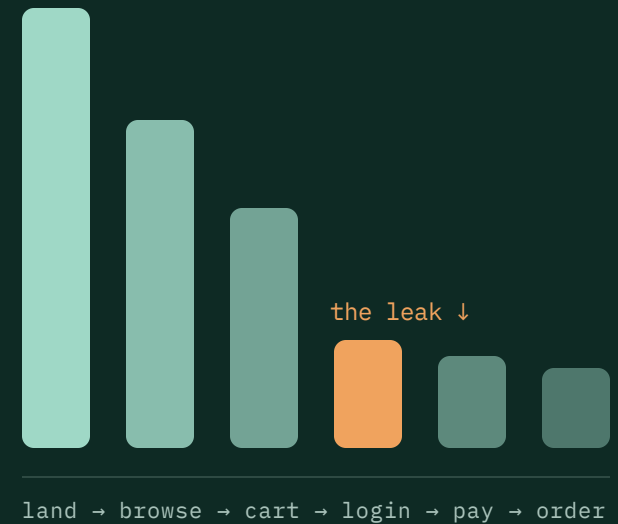


I find where shoppers drop off, and why.

Samriddhi Garg — UX researcher with 3+ years in fine jewellery and D2C, connecting funnel data with what happens on screen and on the shop floor.



Research grounded in how people actually shop

I started on the shop floor. Two years as a regional visual merchandiser taught me how people choose jewellery, and that shapes how I research digital journeys today.

As a researcher at an omnichannel fine-jewellery brand, I connect funnel data with what happens on screen and in store, then turn it into fixes a product team can prioritise. I also illustrate and design packaging, which helps when research needs a quick concept to react to.

User Research

2023 – now

Omnichannel fine-jewellery brand, India

Regional Visual Merchandiser

2021 – 2023

Same brand · 30 stores across Karnataka & Goa · trained 50+ store consultants · raised display visibility 50% through traffic-flow analysis

B.Des, Accessory Design

2017 – 2021

Pearl Academy

20x+

gap in order rate traced to a forced login at checkout

130+

participants in a single category study

3

new tools added to the roadmap from store fieldwork

4

cities of in-store field research and shadowing

How I work

01

Frame it with the business

Start from the goal, the customer and the numbers the team already watches.

02

Find the leak in the data

Funnels and cohorts in Mixpanel and GA show where people drop, and where tracking is blind.

03

Go and see it

Walk the journey, shadow store teams, interview customers. The why lives here.

04

Make it decidable

A short, ranked list of fixes, each tied to evidence, with tests where the effect is uncertain.

METHODS

Funnel & cohort analysis

User interviews

Shadowing

Usability testing

Heuristic evaluation

Surveys

Journey mapping

Competitive benchmarking

Workshop facilitation

AI-assisted synthesis

TOOLS

Mixpanel

Google Analytics

Figma

FigJam

Excel

Microsoft Clarity

Marvin (AI synthesis)

Five case studies, from global e-commerce funnels to the store floor

01

Why US shoppers weren't converting

Fewer than 3 in 1,000 US visitors bought; traced the loss to product-page dead ends and a punishing login at checkout.

FLAGSHIP · 2026 · FUNNEL ANALYSIS

02

Redesigning an in-store sales app around consultants

Shadowing across 4 cities; about half of walk-ins had browsed online first. 3 tools added to the roadmap.

2025 · FIELD RESEARCH

03

Why a new jewellery line wasn't landing

130+ participants. The barrier was trust and recall, not price; quality and naming fixes shipped.

2025-26 · MIXED METHODS

04

Refocusing the global homepage on first-time visitors

New visitors drove ~4 in 5 sales but converted under 0.5%. Benchmark and workshop set the redesign direction.

2025 · WORKSHOP

05

A checkout audit across two markets

Loyalty points worth up to 20% off went unused: invisible balances and forced re-login for guests.

HEURISTIC EVALUATION

Plus five smaller studies, summarised at the end. Figures are rounded or indexed, and company details are withheld for confidentiality.

Why US shoppers weren't converting

Fewer than 3 in 1,000 visitors bought over a three-month window. I traced most of the loss to product pages with no way forward and a checkout that punished logging in.

Context

The brand sells fine jewellery to the Indian diaspora in the US and wanted to grow the business significantly. Nearly 9 in 10 visitors were new, most arriving on mobile from social ads.

The problem

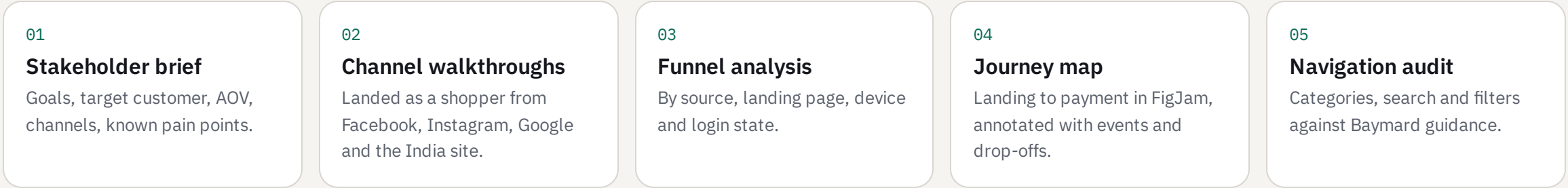
Ads brought traffic but almost nobody bought. The team needed to know where people were dropping and which fixes would pay off first.

Role
Sole researcher

Product
US website, fine jewellery

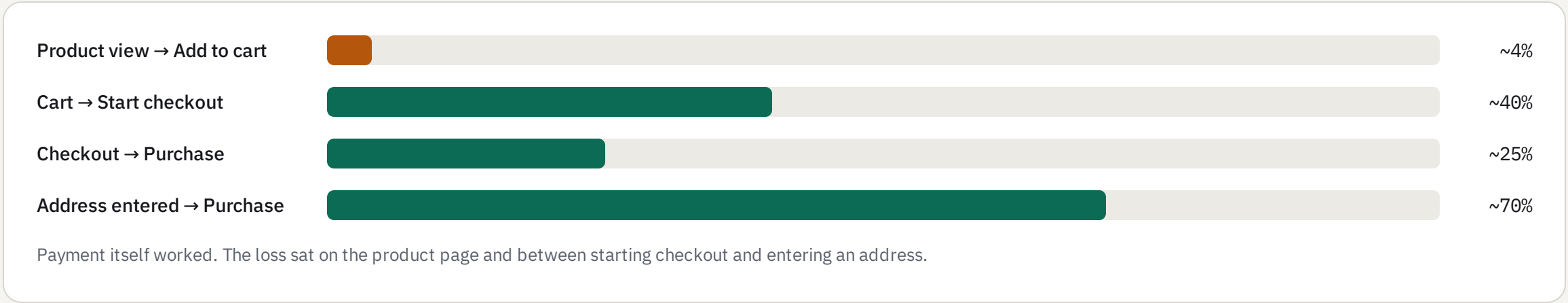
Methods
Funnel analysis, journey mapping, expert review, benchmarking

Tools
Mixpanel, GA, FigJam, Excel



Where the funnel leaked

Step-to-step conversion over three months, rounded. The product page lost the most people by far.



2 in 3

Ad traffic hit a dead end

Most ads land straight on a product page, and about two-thirds of those visitors left. No breadcrumb, no easy path to explore.

~9×

Menu users behave like shoppers

Landers who opened the menu were about 1 in 15 visitors but 2 in 5 orders. Some is self-selection, so I proposed an A/B test.

13

Top-nav items mixing five logics

Audience, product type, occasion, merchandising and gifting side by side, against Baymard's 6–9. Search lost fewer than 1 in 10.

1 in 3

Returning, but anonymous

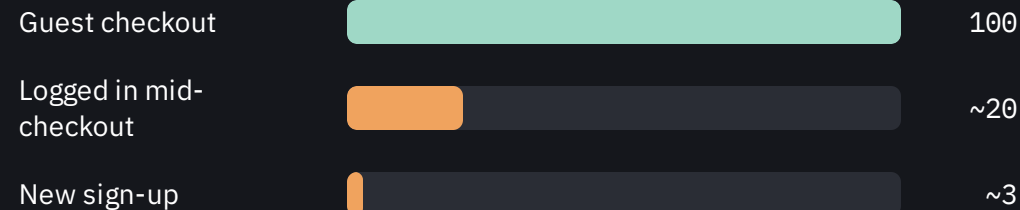
A third came back within a month via retargeting, but few used wishlist or login, so every return cost another ad.

THE BIGGEST LEAK

Logging in at checkout cut the order rate by 20×+

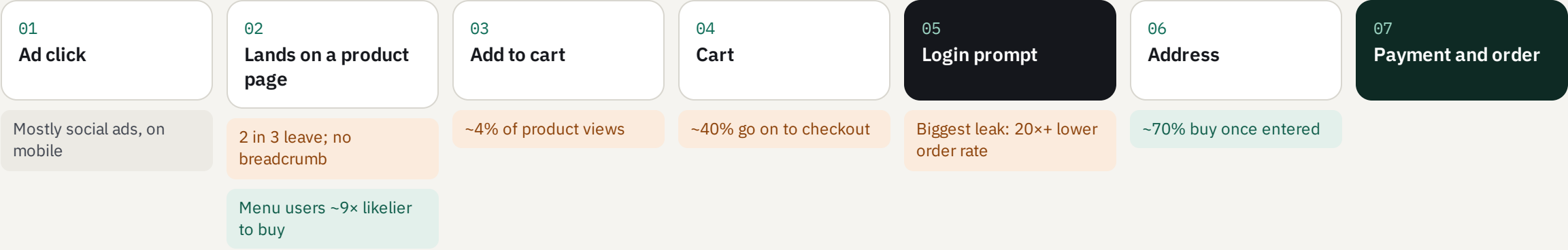
Shoppers already signed in ordered at more than 20 times the rate of those who logged in at the cart prompt. Logging in cleared the cart, new sign-ups landed on a profile page with no way back, and the login form had no exit. Part of the gap is self-selection: signed-in shoppers were mostly returning customers, and about half their orders were repeat purchases.

Reaching payment after adding to cart (indexed, guest = 100)



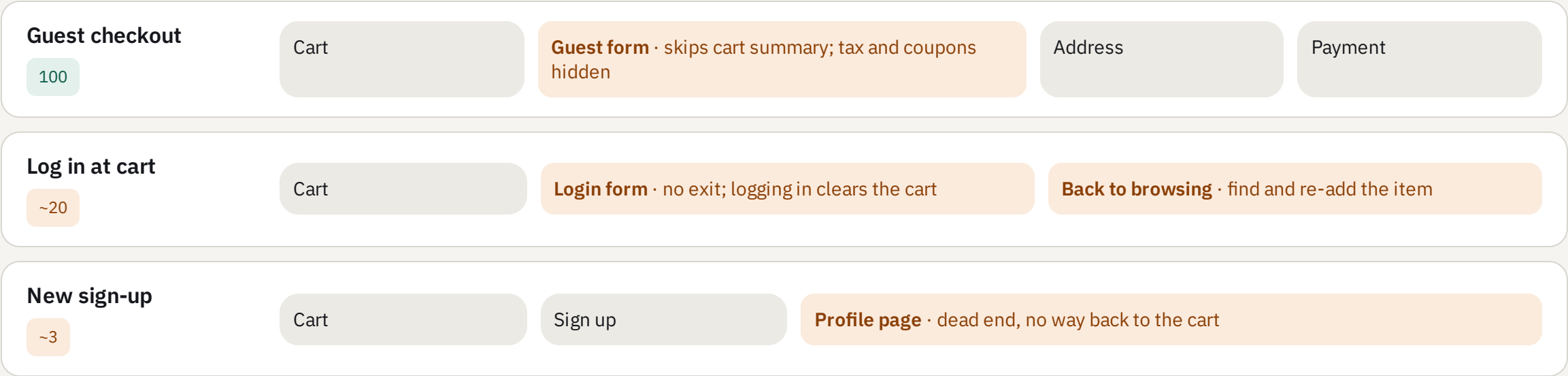
Fewer than 2 in 100 new sign-ups reached payment.

How shoppers moved through the site

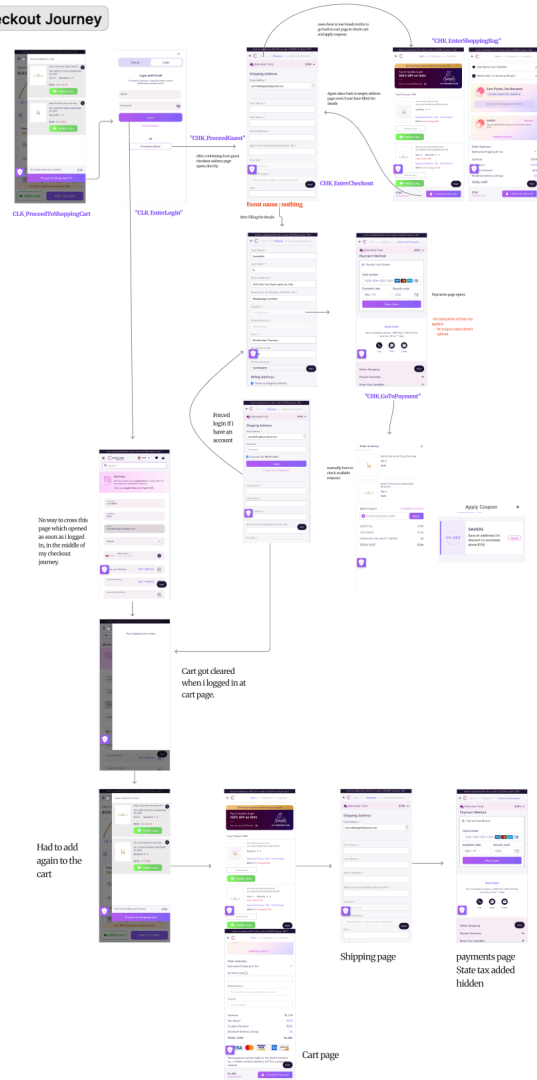


Three ways to reach payment, and where each broke

Share reaching payment after adding to cart, indexed to guest checkout = 100.



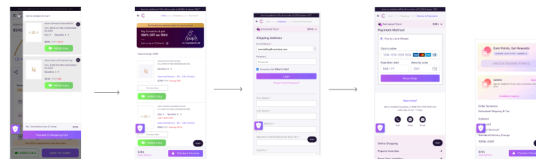
Checkout Journey



Users who log in don't return to checkout, they land on the page from where the cart opened

Users who sign up, or login for the first time lands on profile page with no cross option.

Suggestions



Create a smooth checkout flow

- For repeat customers - we're anyway taking mandatory log in after email id
- For new customers auto create account creation using email id or ask for password creation.

- Open state for coupons and points
- Open state for state tax

CASE 01 · FROM THE RESEARCH BOARD

Checkout journey walkthrough

Every login path walked as a shopper and captured screen by screen, each step tagged with its tracking event.

Friction is annotated where it happened: the cart clearing on login, the profile page with no exit, state tax hidden until payment.

Below it, a proposed smoother flow: keep returning shoppers in checkout, auto-create accounts for new buyers, and open coupons, points and tax by default.

Brand details and exact figures are blurred.

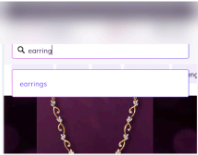
Navigation audit

Navigation

TEST:

- Can users understand the categories?
- Does navigation reflect customer language?
- Are there too many competing pathways?
- Can someone easily get to rings/earrings/necklaces etc.?
- Are gender and occasion useful organizing principles?

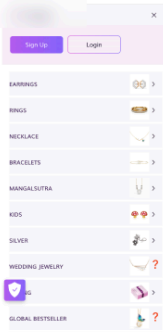
Search



Search suggestions
Trending?
Bestsellers?
New Arrivals?
Earring sub category?

How are users using the search currently?

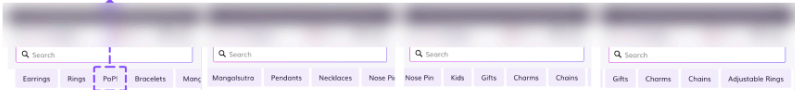
Hamburger Menu



Logic set for these?

Top Nav-bar

How are we highlighting?



Scroll 1 Scroll 2 Scroll 3 Scroll 4

What is the need to put all the categories under horizontal scroll?

13 mixed categories on top nav

You're mixing different dimensions of the catalogue:

- Audience → Women, Men, Kids
- Product type → Rings, Earrings, Necklaces
- Product/occasion → Mangalsutra
- Merchandising → Collections
- Shopping mission → Gifts

How new user friendly are we?

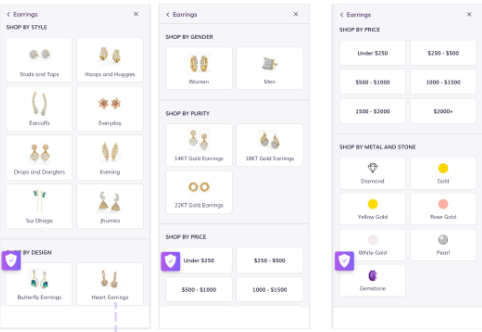
How can we provide better navigation?

Are users only searching via simple categories?

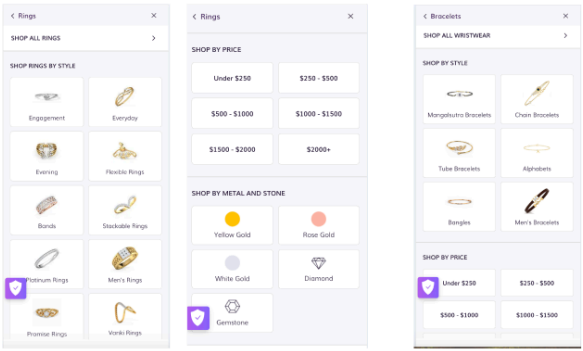
How are we helping new user navigate?

Baymard study it suggests roughly 10-15 top-level categories, with grouping beneath them rather than making every variation a top-level item.

6-9 visible primary items → a clearly discoverable "More/overflow" mechanism



Redirected me to this page



Inconsistency from earrings

The 13 mixed categories across four scroll states, search behaviour, and menu inconsistencies between categories, framed by the questions I was testing and checked against Baymard guidance. Logos are blurred.

#	Fix	Why
1	Keep shoppers in checkout after login, keep the cart, add an exit; auto-create accounts for new buyers from their email	The 20×+ order-rate gap
2	Show cart summary, state tax, coupons and points upfront for guests	Drop between checkout start and address
3	Breadcrumb and "view similar" on product pages, A/B tested	2 in 3 product-page exits
4	"Save this design" and price-drop alerts; recently viewed strip	Anonymous returning visitors
5	Navigation regrouped to 6–9 primary items	13 mixed categories
6	Fix tracking: missing events, test traffic, personal data in URLs, UTM naming	Blind spots in the data

OUTCOME

This was my last project before moving on. I handed the team a ranked fix list, an annotated journey map and a log of tracking gaps, plus the metrics to judge each fix by: checkout completion for signed-in versus guest shoppers, product-page exits, and sign-ins on return visits.

WHAT I'D DO NEXT

Interview recent US buyers and drop-offs to test the trust gaps the data hinted at: delivery dates, sizing, and reviews from Indian rather than diaspora buyers.

Redesigning an in-store sales app around consultants

Half of store walk-ins had already been shopping online, but the app consultants used in store couldn't see it. Fieldwork in four cities put three new tools on the roadmap.

Role	Users	Scope	Methods
Lead researcher	Store consultants and walk-in customers	4 cities across India	Observation, shadowing, cohort study, usability testing, Mixpanel
Context. Consultants use the app on iPad to show jewellery, build carts, apply discounts and bill. It sits beside a CRM and back-office systems, and they jump between all of them. The brief: new conversion tools, a better billing experience, and what motivates consultants.		Approach. I shadowed consultants through discovery, conversion, billing and post-sales, followed a 36-customer walk-in cohort, and paired what I saw with Mixpanel usage data.	

~1 in 2

walk-ins were influenced online

Yet fewer than half of non-buyers got a follow-up, and a long online wishlist showed only a couple of items in the CRM.

~6 min

median from cart to invoice

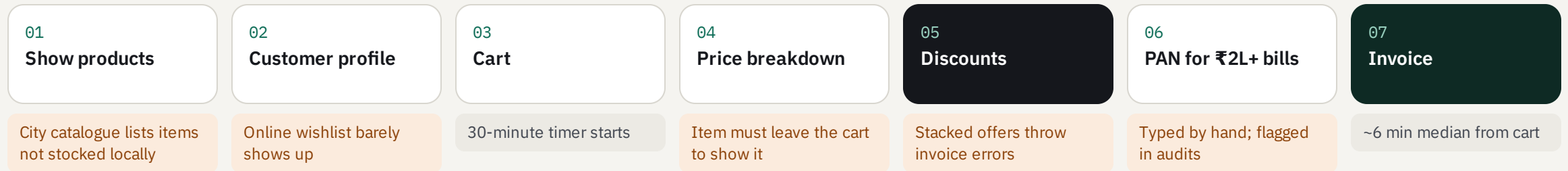
Stacked discounts threw invoice errors with no next step; showing a price breakdown meant removing the item from the cart.

₹2L+

bills needed manual PAN entry

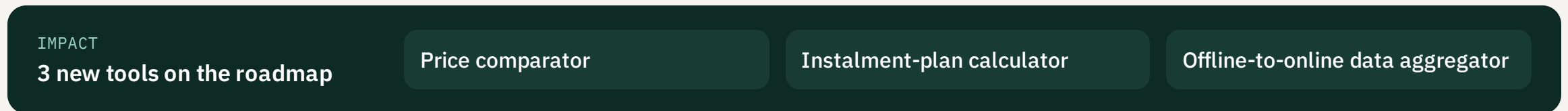
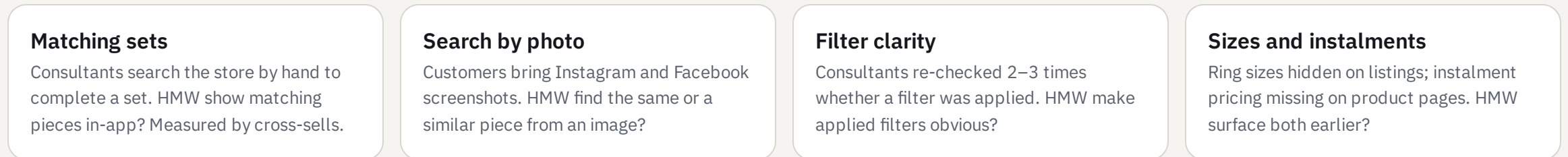
Typos caused mismatches with uploaded proof, and consultants were flagged for them in audits.

CASE 02 · THE IN-STORE CHECKOUT, STEP BY STEP



I also found why consultants trusted one conversion tool over another: it skipped check-in and duplicate email checks. That shaped which tool to consolidate on.

More opportunities I framed



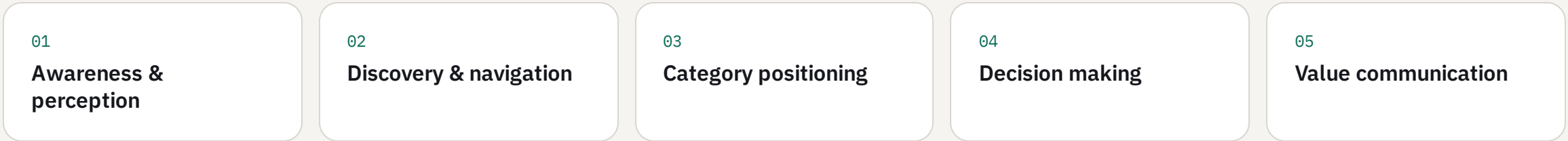
Why a new jewellery line wasn't landing

The brand launched new lines, natural diamonds set in silver and 9KT gold, and uptake lagged. A 130+ person study showed the barrier was trust and recall, not price.

Role	Participants	Channels	Methods
Lead researcher	130+ buyers, non-buyers and consultants	Online and in store	Interviews, surveys, quant analysis, AI-assisted synthesis

A five-part framework

I structured the study so each finding mapped to a lever the team could pull.



~35%

of non-buyers hesitated over trust or policy gaps

1 in 3

of non-buyers had no recall of the category

2 in 3

of buyers bought it as a gift

~6 in 10

online buyers found it by accident, not by searching

MENTAL MODEL

Non-buyers judged it like gold, as an asset with resale value. On that test it can't win.

POSITIONING VS REALITY

Pitched as everyday wear, but buyers worried about tarnish, plating wear and fragility.

CORE GAP

Positioned as a cheaper gold alternative instead of a fashion upgrade, so it had no category of its own.

IMPACT

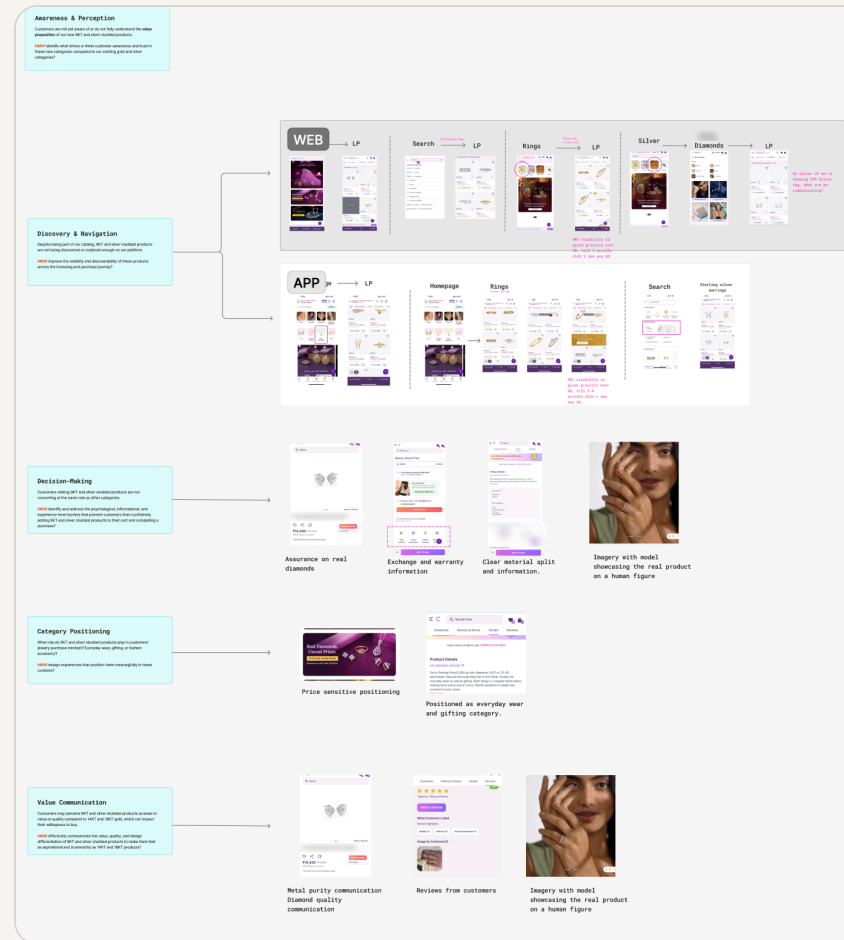
Recommended reframing the line as a fashion upgrade built around gifting and trust, not a cheaper alternative to gold.

Shipped: vendor fixes for product quality, and clearer, more consistent naming so the line is easier to find.

CASE 03 • FROM THE RESEARCH BOARD



01 • Capture. Every interview logged as verbatims, grouped by segment: online and store buyers, and non-buyers across two phases.



02 • Map to the product. Each parameter tied to real web and app screens. Example: the new line only appeared after several scrolls on listing pages.

[illegible]

Five parameters against every segment:
store consultants, store buyers, online
buyers and online non-buyers.

Each row ends in a summary of what's working, what's breaking and the core gap. A mental-model analysis and a "positioning vs reality" check sit alongside.

Refocusing the global homepage on first-time visitors

Before the redesign started, data showed the homepage was built for returning customers, while new visitors drove most of the revenue.

Role	Partners	Methods
Researcher and workshop facilitator	Design team	Funnel analysis, competitive benchmarking, workshop
Visitors reaching each page (indexed, homepage = 100) Homepage 100 Listing page ~54 Nearly half never got past the homepage. Who drove revenue (share, rounded) New visitors ~4 in 5 Returning Yet new visitors converted at under 0.5%. The homepage had to work for first-timers.		

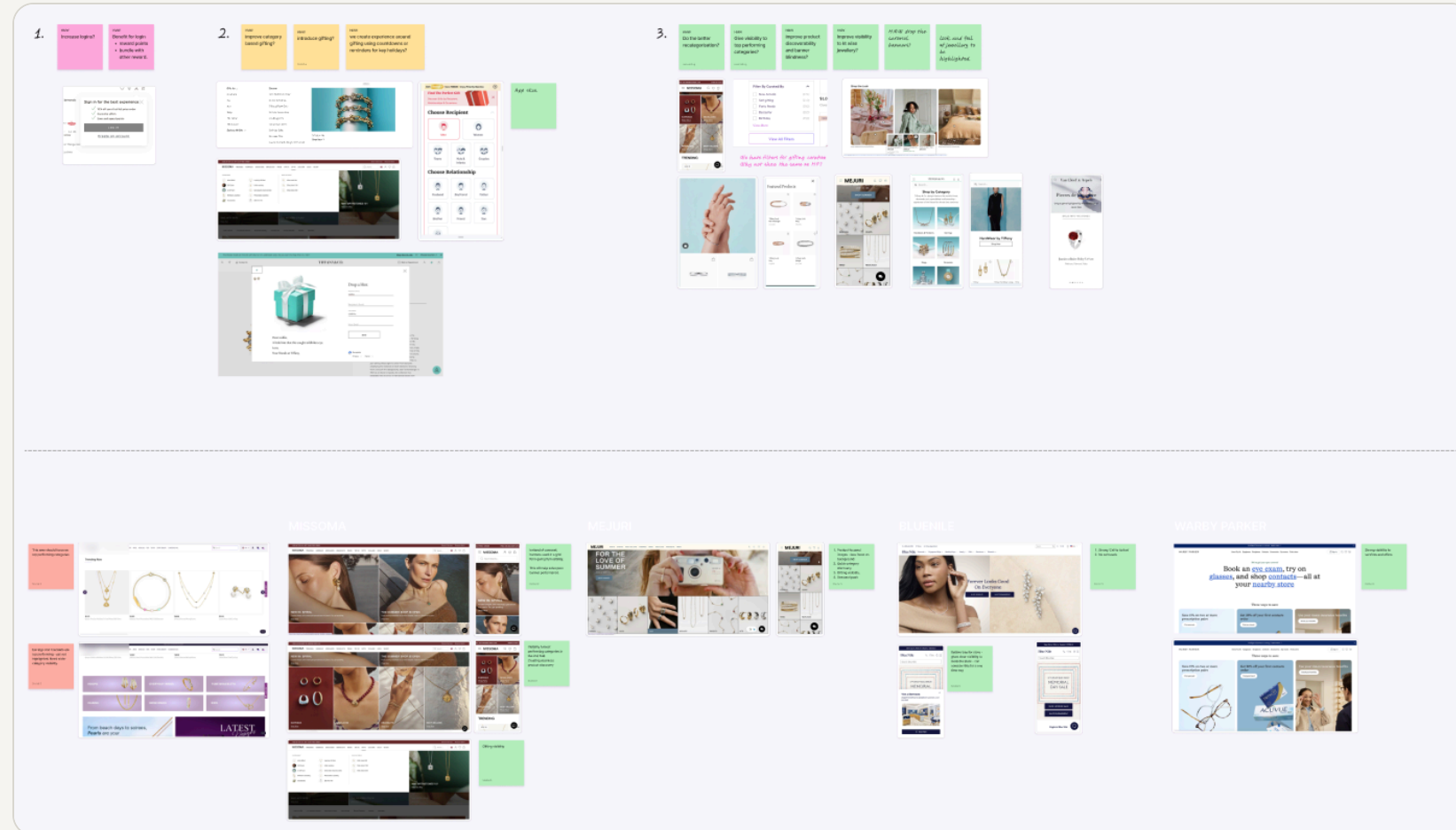
Benchmarking 9+ brands

Tiffany, Pandora, Blue Nile, Mejuri, Missoma, Warby Parker and others. Gaps on the brand's page: social proof, gifting entry points and visible rewards. Earrings and bracelets were top sellers, yet neither was featured.

Running the workshop

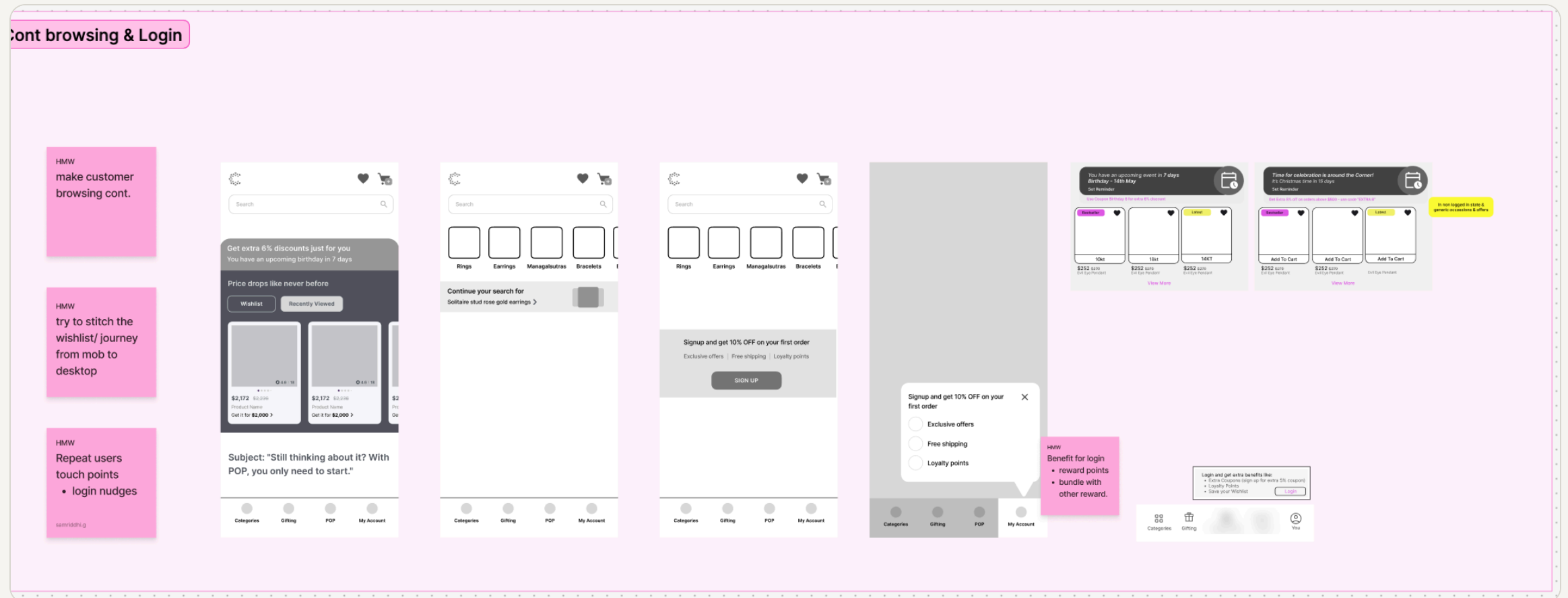
I brought the funnel data and benchmark to the designers and facilitated a session that turned them into prioritised opportunity areas.

Benchmark and themes

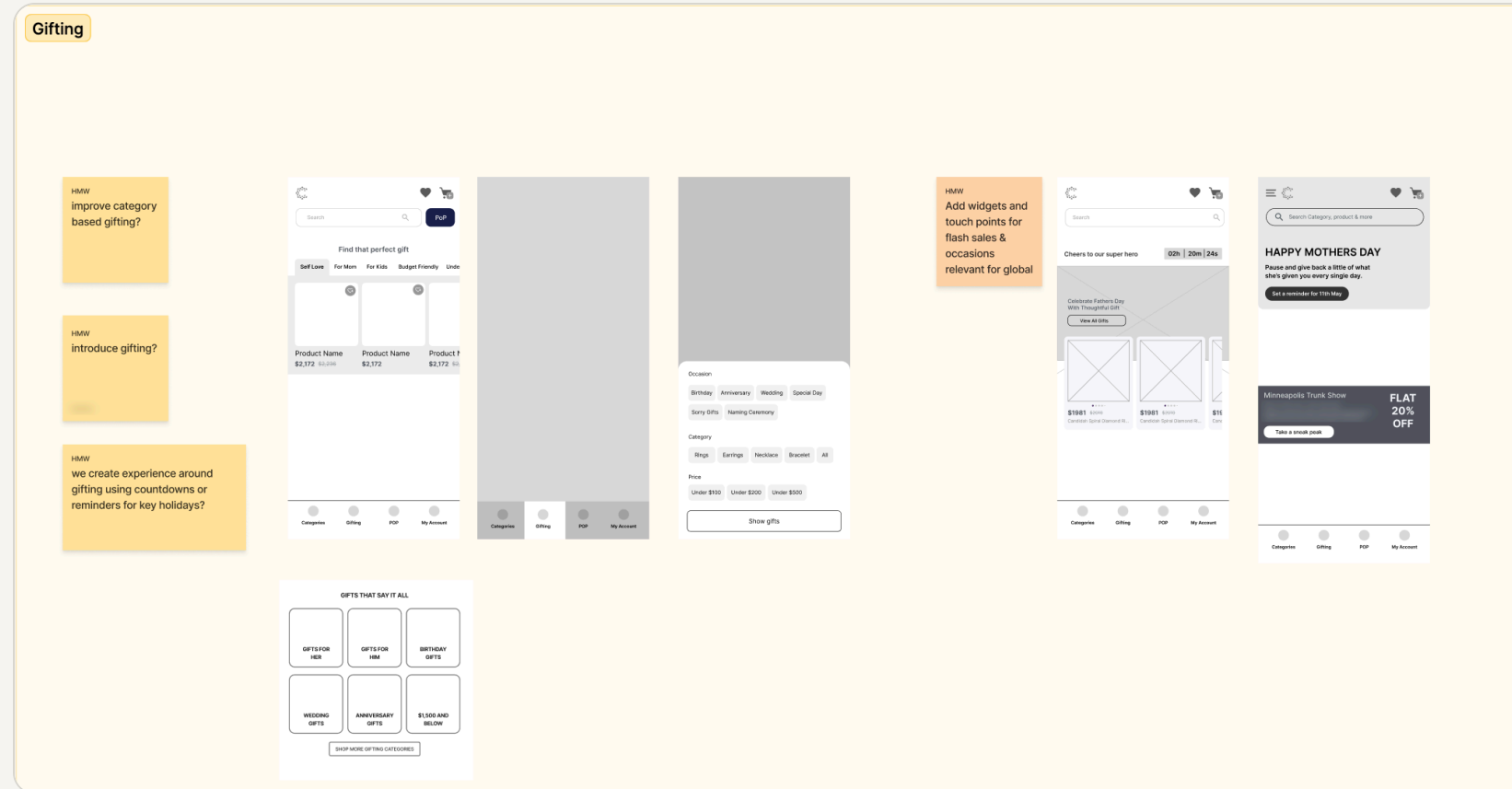


I grouped captures from 9+ brands into "how might we" questions across three clusters: login, gifting, and discovery of top categories.

CASE 04 · CONCEPTS SKETCHED WITH THE DESIGNERS



Continue browsing and log in. Wishlist and recently viewed up front, a "continue your search" card, and login nudges tied to rewards and upcoming occasions.



IMPACT

The workshop's opportunity areas directly shaped the redesign file:

Grid banners instead of carousels, to fix banner blindness

Top-selling categories in the second fold

A visible gifting entry point and gift finder

Offers, services and trust signals upfront

Gifting. A gift finder by recipient, occasion and budget, plus countdowns and reminders for key holidays.

A checkout audit across two markets

Loyalty points worth up to 20% off were going unused. A structured review of checkout on the India app and the global site showed why.

Role	Framework	Benchmarks	Flows
Researcher	Nielsen's 10 usability heuristics	Myntra, Tira, Giva	Cart, address, gifting, payment
Visibility of system status Point balances were invisible Shoppers couldn't see spendable points at the moment they decided to pay. Error recovery A failed payment sent people backwards Instead of a retry, users landed back on the address page. User control Guests had to re-login to redeem On the global site, using points meant leaving guest checkout, which kept redemption low.			
01 Cart	02 Address	03 Gifting	04 Payment
Point balance not shown US: guests re-login to redeem		Failure returns to Address, not a retry	
IMPACT Reusable checkout design principles and roadmap recommendations. It also set up the 2026 US study, which measured the cost of the login problem.			

Smaller studies and internal-tool work

Savings plan instalments

Usability test of paying an instalment: 10 steps from entry to payment, and no difference between upcoming and missed instalments.

Fix now live

Shopping in Hindi, Tier 2/3 India

Scoped a vernacular experience: what stays in English, Hinglish copy, text beside icons, benchmarked against marketplaces with language choice.

Loyalty: capturing consultant knowledge

Each consultant holds dozens of regular customers' preferences. Proposed a loop syncing them from store to app.

Customer profile and leads audit

Leads lived mostly on laptop and profiles on iPad, yet leads didn't show on iPad. Proposed a layout around what consultants check first.

Online-to-offline journeys

How shoppers research online before visiting a store, and whether they buy the piece they liked. Led to image optimisation and a request-design feature.

DOMAINS COVERED

International D2C e-commerce, omnichannel retail, internal sales tools, new-category launch, loyalty and checkout, gifting.

CONTACT

Looking for a researcher who can read the data and the room?

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RESUME docs.google.com/document/d/1wWLFJ8_C5XIJPNVDVL3BN7vLLvelUn2EgmJeWhLaIV8E