

I find where shoppers drop off, and why.

Samriddhi Garg, UX researcher. 5+ years in retail and e-commerce, 3 of them in UX research, connecting funnel data with what happens on screen and on the shop floor.

Open to remote · hybrid · contract

Based in Jaipur, India

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

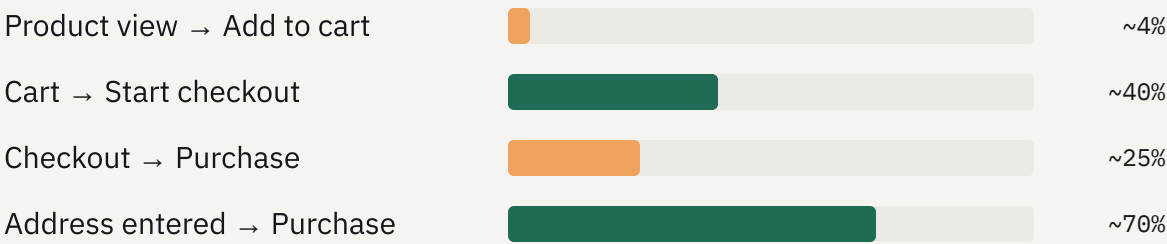
4

cities of in-store field research and shadowing

Why US shoppers weren't converting

Fewer than 3 in 1,000 visitors to a fine-jewellery brand's US site bought. Nearly 9 in 10 were new, mostly on mobile from social ads. As sole researcher, I traced most of the loss to product pages with no way forward and a checkout that punished logging in.

WHERE THE FUNNEL LEAKED · STEP CONVERSION, 3 MONTHS, ROUNDED



THE BIGGEST LEAK

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

Logging in cleared the cart, new sign-ups landed on a profile page with no way back, and the login form had no exit. Fewer than 2 in 100 new sign-ups reached payment.

WHAT I RECOMMENDED · RANKED

- 1 Keep shoppers in checkout after login, keep the cart, add an exit; auto-create accounts for new buyers
- 2 Show cart summary, state tax, coupons and points upfront for guests
- 3 Breadcrumb and "view similar" on product pages, where 2 in 3 ad visitors left; A/B tested
- 4 "Save this design", price-drop alerts and recently viewed for anonymous returning visitors
- 5 Regroup a 13-item navigation to 6–9 items, per Baymard guidance
- 6 Fix tracking gaps: missing events, test traffic, personal data in URLs, UTM naming

Methods Funnel analysis (Mixpanel, GA), journey mapping (FigJam), expert review, benchmarking

Redesigning an in-store sales app around consultants

Consultants use an iPad app to show jewellery, build carts and bill. I shadowed them across 4 cities, followed a 36-customer walk-in cohort and paired it with Mixpanel usage data. Half of walk-ins had shopped online first, but the app couldn't see it.

ROLE	USERS	SCOPE	METHODS
Lead researcher	Store consultants, walk-in customers	Mumbai, Chennai, Bangalore, Guwahati	Shadowing, cohort study, usability testing, Mixpanel

~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; seeing 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.

IMPACT

3 new tools on the roadmap

Price comparator

Instalment-plan calculator

Offline-to-online data aggregator

I also found why consultants trusted one conversion tool over another (it skipped check-in and duplicate email checks), which decided which tool to consolidate on.

Why a new jewellery line wasn't landing

The brand launched natural diamonds set in silver and 9KT gold, and uptake lagged. I led a study with 130+ buyers, non-buyers and consultants, online and in store, structured around five levers the team could pull, with AI-assisted synthesis across every transcript. The barrier was trust and recall, not price.

~35%

of non-buyers hesitated over trust or policy gaps

1 in 3

non-buyers had no recall of the category

2 in 3

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

Two more studies, and the approach behind all of them

04 · DISCOVERY WORKSHOP · 2025

Refocusing the global homepage on first-time visitors

New visitors drove ~4 in 5 sales but converted under 0.5%, and nearly half never got past the homepage. I benchmarked 9+ brands (Tiffany, Pandora, Mejuri, Warby Parker and others) and ran a workshop with designers that shaped the redesign: grid banners, top categories in the second fold, a gift finder and visible trust signals.

05 · HEURISTIC EVALUATION · INDIA + US

A checkout audit across two markets

Loyalty points worth up to 20% off went unused. A review against Nielsen's heuristics, benchmarked with Myntra, Tira and Giva, showed why: invisible balances, a failed payment that sent people back to the address page, and forced re-login for guests. It set up the 2026 US study.

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 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 tied to evidence, with tests where the effect is uncertain.

Funnel & cohort analysis

User interviews

Shadowing

Usability testing

Heuristic evaluation

Surveys

Journey mapping

Benchmarking

Workshops

AI-assisted synthesis

Mixpanel

Google Analytics

Clarity

Figma / FigJam

Marvin

WORK WITH ME

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

Available for remote and hybrid roles, and for contract projects like these:

Conversion leak audit

2–3 weeks

Funnel analysis in your analytics, an annotated journey map and a ranked fix list with metrics.

Checkout and UX review

1 week

Heuristic evaluation benchmarked against three competitors, with prioritised issues.

Customer or field study

3–6 weeks

Interviews, in-store observation or surveys, synthesised into decisions your team can act on.

EMAIL samriddhigr02@gmail.com
LINKEDIN linkedin.com/in/samriddhi-garg-b137981b6
BASED IN Jaipur, India · works across time zones