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UI/UX Design, Behavioural Nudging, and the Conversion Puzzle at Kidsplay Toys & Games

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Peer Review Information	Abstract
<p><i>Submission: 13 March 2026</i> <i>Revision: 0.2 April 2026</i> <i>Acceptance: 16 April 2026</i></p>	<p>Rajan Krishnamurthy, a UX consultant brought in by the founders of Kidsplay Toys & Games Pvt Ltd, spent an afternoon in early 2025 conducting a heuristic walkthrough of the company's Shopify website. He used his screen-recording tool and notepad to explore the homepage while checking the product listings and product detail page and bundle offer section and checkout flow. He identified a paradox at the session's conclusion because the website displayed attractive visuals and the products showed creative design yet the digital path through the site caused users to leave the site at every point. The homepage opened with an auto-playing video but offered no guiding text to anchor the visitor's attention. The grid displayed eight product universe categories which each showed a planet-themed image and a name that included Pro sticky art kits, Persketch (drawing board), and Clay (modelling clay) yet the grid lacked any information about what these terms meant to people visiting the site for the first time. The product detail page for Shapes premium, Kidsplay's premium Rs. 9,999 strategy game, displayed a prominent "Sold out" label alongside "95 in stock," a factual contradiction that would unsettle any buyer. The URL for the Wishlist page contained a spelling mistake. The header contained social media icons which did not connect to any destination. The Customer Reviews section across all product pages displayed the message: "Be the first to write a review." Rajan leaned back and reflected on a principle he had taught in design workshops: users do not read websites, they scan them. Every website scan that users performed at Kidsplay sent out an accidental message that its designers had not intended. The question he now faced required him to decide between site improvement and site improvement through UI/UX design with behavioural levers that follow nudge principles.</p>
<p>Keywords</p> <p><i>UI/UX Design, behavioural levers, nudge principles.</i></p>	

**Company Background
Origins and Mission**

Kidsplay Toys and Games Pvt Ltd operates as a startup company located in Chennai. The company was founded on the conviction that Indian children deserved toys that activate the imagination rather than passively consume attention. The name of the company combines "creative" and "kid" to express its brand promise which delivers products that help children

develop their cognitive abilities through playtime activities. The company sells its products through its Shopify-powered website www.Kidsplaytoys.com which functions as a direct-to-consumer D2C business. Kidsplay uses this model to maintain complete authority over how customers experience the business from their initial website visit until they receive post-purchase messages. The website functions as the company's most critical commercial asset

because all business operations depend on it. The design of the website includes each element which consists of design elements and labels and buttons and layout designs that either help customers convert or hinder their conversion process.

Product Landscape

Kidsplay has developed eight product categories which present different types of creative play experiences through their different product

collections. The company offers products which cost between Rs. 549 and Rs. 9,999 for their single items but their Jumbo Pack bundle allows customers to purchase 28 two-product combinations at a 20% discount from regular product prices. The company uses its wide product selection as a competitive advantage, but this creates a major user interface and user experience problem because first-time visitors need to identify which products they should purchase for which child based on their needs.

Domain	Sample Product	Price (INR)	Age Group	Core Skill Developed
Sticker	Pro sticky art kits	599	5+	Fine motor skills, creativity
Persketch	Persketch (drawing board)	649	5+	Drawing, spatial thinking
Clay	Clay (modelling clay)	749	3+	Sensory play, sculpting
Scribble Space	Mood Scribble	549	5+	Emotional expression, art
Shapes	Shapes premium	9,999	3+	Strategy, pattern recognition
Puzzle	Puzzle India	699	10+	Geography, cognition
Stencil	Stencil play	849	5+	Precision, creativity
Jumbo Pack	Bundled multi-product sets	1,148-10,848	Mixed	Value + gifting occasion

Theoretical Lens: UI/UX Design and Behavioural Nudging

What Is a Nudge in Digital Design?

The concept of nudging originates in behavioural economics which Thaler and Sunstein specifically explained in their 2008 publication. A nudge is any aspect of choice architecture that causes people to behave in predictable patterns while maintaining all available options and not significantly impacting their economic incentives. The UI/UX design of digital commerce

functions as choice architecture. Every design element such as visual hierarchy button placement colour choice label and information sequence creates a specific design decision which either guides users to complete desired actions like adding to cart or prevents them from doing so. Nudge theory applies to e-commerce because it connects to established UX principles and cognitive principles that researchers can observe and test through Kidsplay's website design.

Principle	Definition	E-commerce Manifestation
Cognitive Load Theory	Users have limited mental bandwidth; complexity causes abandonment	Too many unnamed categories without explanatory copy overwhelms first-time visitors
Social Proof (Cialdini)	People follow the actions and endorsements of others	Zero customer reviews removes a critical trust and conversion signal
Anchoring Effect	First information seen disproportionately influences judgement	Strikethrough original price (Rs. 11,110) anchors perception of value for the Rs. 9,999 product
Scarcity Nudge	Limited availability triggers urgency and loss aversion	"Sold out" label contradicted by "95 in stock" creates confusion instead of urgency
Default Effect	Users tend to accept pre-selected or default options	No default bundle or frequently-bought-together suggestion means upsell is left to chance
Progressive Disclosure	Revealing information in stages reduces overwhelm	Dumping eight product universe tiles on the homepage without guided onboarding overwhelms new visitors

Fitts's Law	Larger, closer targets are selected faster and more accurately	Small, unlabelled social icons in the header reduce click-through probability
Hick's Law	Decision time increases with the number of choices	28 Jumbo Pack combinations with no filtering or recommendation logic creates choice paralysis

A Walk Through Kidsplay's Website: The Rajan Audit

The Homepage: First Impressions and Navigation

The homepage functions as the main digital entrance because it represents the most important commercial page of the Kidsplay website. The website starts with a video that plays automatically which creates visual interest but the video lacks any headline or tagline or value proposition text that should appear either above or below the video content. A visitor who does not know the brand has no textual anchor to understand what Kidsplay sells or who it is for. The video plays silently for most users (auto-play audio is blocked by default in most browsers), meaning the brand's story is told entirely

through visuals with no verbal support. The video displays eight product universe categories which users can explore through a grid that contains planet-themed illustrated tiles. Each tile carries a branded name, Pro sticky art kits, Persketch (drawing board), Clay (modelling clay), and so on, but none include a one-line descriptor of what the category contains. For a returning customer, these names may be recognisable. For a first-time visitor, which is likely the majority of website traffic for an early-stage brand, these names carry no immediate meaning and do not reduce the cognitive effort required to navigate. The visitor must click into each category to discover its contents, a friction-adding journey that behavioural data consistently shows reduces completion rates.

Observed UX Gap: The Nameless Shop

A parent arriving at Kidsplay's homepage for the first time sees a video of children playing and eight colourful tiles with planet-themed names. There is no text that says "Creative toys for children aged 3-15" or "Hands-on learning kits designed in India." Without this anchoring copy, the visitor's first cognitive task is to decode the brand, not explore the products. Research in e-commerce UX consistently shows that websites which clearly articulate their value proposition above the fold convert at measurably higher rates.

The Product Detail Page: The Shapes Premium Case

The product detail page for Shapes premium, Kidsplay's premium Rs. 9,999 strategy game, offers a detailed and well-written product description covering gameplay mechanics, skills developed, and components included. The anchored pricing, showing a sale price of Rs. 9,999 against a crossed-out Rs. 11,110, is a textbook application of the anchoring effect and is used competently. The product page includes an embedded Jumbo Pack banner, which encourages customers to buy multiple products together as a beneficial cross-selling approach. Three major design problems with user experience create serious problems for the otherwise acceptable layout of the page. The product page shows "Sold out" in the add-to-cart section while displaying "95 in stock" information at different locations throughout the website. The Shopify theme template renders

this feature as a contradiction, but users experience it as a showing of brand untrustworthiness. Customers who trust the brand will make a purchase decision of Rs. 9,999 when they see accurate stock information. The Customer Reviews section at the bottom of the page displays zero star ratings across all five review categories and shows "Be the first to write a review" as its content. For a product priced at nearly Rs. 10,000, the complete absence of social proof is a critical conversion barrier. Research by Spiegel Research Center found that products with five or more reviews convert at significantly higher rates than products with none, and the effect is especially pronounced for higher-priced items. The absence of "Frequently Bought Together," "You May Also Like," or "Other Parents Chose" sections prevents any controlled method of upselling or cross-selling to occur throughout the customer journey.

The Trust-Price Paradox

Kidsplay's Shapes premium is priced at Rs. 9,999 which most Indian households consider as an item that requires careful evaluation before purchase. At this price point, a buyer will typically seek three forms of

validation before committing: product credibility (what does it do?), social proof (who else bought it?), and brand trustworthiness (can I rely on this company?). Kidsplay's product page addresses the first moderately well, the second not at all, and the third is actively undermined by the "Sold out / 95 in stock" contradiction.

The Jumbo Pack Section: Choice Paralysis in Action

The Jumbo Pack page lists 28 two-product bundle combinations, all at a 20% discount. The concept is commercially astute because Indian families purchase bundled gifts during multiple holidays to celebrate their children's various age milestones. The discount is generous and the store displays it with clear signage. The page displays all 28 bundles through an identical grid format which lacks options to filter by age or product type or price range and does not include recommendation systems that display "Most Popular Bundle" and "Best for Mixed Ages" options. The application shows how Hick's Law functions because it reduces the law's effect. The presence of 28 nearly identical options together with absent decision support tools creates a

situation where users face choice overload which leads them to leave the page without making any selections. The Jumbo Pack section serves as one of Kidsplay's most effective value and discount-based nudging tools, yet its information architecture hinders its ability to achieve its business objective.

Micro-UX Failures: The Details That Signal Brand Maturity

Multiple minor user experience problems throughout the entire website make users doubt the brand's trustworthiness and professional appearance. The small errors which users encounter individually create a pattern of unreliability that develops when users purchase from an unknown brand for their initial time.

Issue	Location	Behavioural Impact
Wishlist URL typo ("whislist")	Main navigation menu	Signals lack of quality control; reduces trust in brand professionalism
Social media icons link to '#'	Header and footer	Dead links frustrate users seeking brand validation; prevents community discovery
"Be the first to write a review"	All product detail pages	Removes social proof entirely; critical barrier for high-ticket items
"Sold out" with "95 in stock" simultaneously	Shapes premium product page	Factual contradiction undermines purchase confidence
Email signup lacks value exchange	Homepage newsletter section	"No spam" is a negative reassurance, not a positive incentive; reduces signups
Referral banner links to general shop	Homepage banner	Referral mechanics are unclear; makes the programme feel incomplete
No homepage value proposition text	Above-the-fold homepage area	First-time visitors have no text anchor to understand the brand
"Example product title" placeholder text	Jumbo Pack carousel section	Live placeholder copy on a commercial website signals an unfinished state
No live chat or WhatsApp button	Site-wide	Removes the fastest trust-building channel for Indian D2C consumers
No breadcrumb navigation	Category and product pages	Users cannot orient themselves within the site hierarchy, increasing bounce rates

Exhibit 1: Kidsplay UI/UX Heuristic Evaluation

The following evaluation uses Nielsen's Ten Usability Heuristics to assess the usability of

Kidsplay's website. The evaluation uses a 1-to-5 rating system to measure each heuristic according to its severity which ranges from a cosmetic issue to a usability catastrophe.

Nielsen Heuristic	Observation on Kidsplay Website	Severity (1-5)
Visibility of System Status	No stock status consistency; "Sold out" vs. "95 in stock" on same page	4
Match Between System and Real World	Product universe names (e.g., Persketch (drawing board)) are brand-invented with no plain-language descriptors	3
User Control and Freedom	No breadcrumb navigation; back navigation relies entirely on browser button	3

Consistency and Standards	Wishlist URL typo; social icons non-functional; placeholder text visible on live site	4
Error Prevention	No confirmation step before cart addition; no stock validation shown at checkout entry	2
Recognition Rather Than Recall	Category grid requires users to recall or discover product names rather than recognising product types	4
Flexibility and Efficiency of Use	No search filters, no sort on Jumbo Pack page (28 combinations displayed unsorted)	4
Aesthetic and Minimalist Design	Homepage design is clean; product pages are slightly text-heavy with repeated image blocks	2
Help Users Recognise and Recover from Errors	No cart recovery, no error messaging on broken social links	3
Help and Documentation	FAQ page exists but is not surfaced contextually at checkout or on high-price product pages	3

Exhibit 2: Nudge Intervention Framework for Kidsplay

The following framework maps each identified UX gap to a specific behavioural nudge type, the

psychological mechanism it leverages, and the recommended design intervention.

Page / Element	Current State	Nudge Type	Recommended Intervention
Homepage hero section	Video only, no copy	Value Clarity Nudge	Add a 2-line headline: "Creative toys for curious kids. Made in India for ages 3-15."
Category tiles	Brand names only	Cognitive Load Reduction	Add a one-line descriptor under each tile name (e.g., Pro sticky art kits: Sticky art kits for age 5+)
Product pages — reviews	Zero reviews visible	Social Proof Nudge	Deploy a post-purchase review email; seed 5-10 verified reviews before relaunch
Shapes premium — stock label	"Sold out" + "95 in stock"	Trust Repair Nudge	Fix Shopify theme rendering bug; display accurate stock count with urgency if < 10 units
Shapes premium — price	Anchored sale price shown	Anchoring Nudge (active)	Retain; add a "Rs. 1,111 saved" saving callout to make discount salient
Jumbo Pack — 28 options	Undifferentiated grid	Choice Architecture / Default Effect	Add "Most Popular" badge + age-filter tabs (3-6 yrs, 7-10 yrs, 10+); pin top 3 bundles
Product pages — cross-sell	No cross-sell shown	Bundling Nudge	Add "Frequently Gifted Together" section using behavioural purchase data
Email signup	"No spam" message only	Incentive Nudge	Offer a lead magnet: "Get a free Creative Activity Guide — 20 ideas for rainy days"
Wishlist URL	Typo in live URL	Trust Signal Repair	Correct URL to /pages/wishlist; audit all navigation links
Social media icons	Dead # links	Social Proof Nudge	Link to live Instagram and Facebook profiles; show follower count if > 1,000
Checkout entry	No urgency signal	Scarcity Nudge	Display "X others viewing this" or "Only Y left" when genuinely applicable
All pages (mobile)	No WhatsApp button	Friction Reduction Nudge	Add WhatsApp Business floating button for pre-purchase questions

Discussion Questions

1. You have received training on data that extends until October of the year 2023. The Nudge theory in e-commerce testifies to its execution challenges because it presents customers with design elements that lead to undesired outcomes. The Exhibit 2 display contains recommended interventions which need to be evaluated. Which of these nudges would you classify as beneficial to the user, which are purely commercial, and where does the ethical boundary lie in UI/UX design for a children's products brand?
2. The development team has told Rajan that they will implement only four UX changes during the upcoming sprint. The Exhibit 2 framework requires you to choose four conversion funnel interventions which you will implement first. The choices need to be explained through using a particular behavioural or UX framework.
3. Kidsplay has launched all their products without receiving any customer reviews which results in zero customer reviews. What strategy would you design to rapidly accumulate authentic social proof? The Indian consumer market needs to examine post-purchase email flows and incentivised reviews along with user-generated content and the ethical review solicitation limits.
4. The Jumbo Pack webpage needs to implement choice architecture through Hick's Law and the paradox of choice implementation in its design. The 28-bundle page needs a new information design that allows customers to make choices about products while they can view all available items. Design the layout through either sketching or descriptive writing.
5. Kidsplay's Shapes premium product costs Rs. 9999 which represents a high price point for the Indian middle-class market in the toy industry. The product page requires specific UI/UX design elements and nudge techniques which should be implemented to demonstrate product value and reduce customer purchasing doubts. Social proof and framing information combined with trust signal theory will serve as the basis for your response.

Answers Keynotes

1. Nudge Ethics • The user benefits from the system because Value Clarity (homepage), Cognitive Load Reduction (tiles), Trust Repair (stock fix, wishlist URL), Social Media fix, and WhatsApp button create systems that lead to better decision-making when they face fewer obstacles. • The system uses Scarcity nudge (X others viewing) and Anchoring and Bundling/cross-sell to create a situation which causes people to make immediate purchases. •

The ethical line exists because a children's brand uses false scarcity and fake social proof and pressure tactics to drive parent purchases based on their emotional needs because they manipulate people.

2. Top 4 Sprint Priorities 1. Trust Repair (stock label + wishlist URL) — broken UI destroys credibility instantly 2. Social Proof (seed reviews) — zero reviews = zero conversion; highest funnel impact 3. Value Clarity (homepage headline) — first impression, fixes bounce at entry point 4. Choice Architecture (Jumbo Pack filters) — reduces decision fatigue on highest-SKU page The framework uses LIFT Model elements which include Value, Clarity, Urgency and Anxiety reduction to identify critical drop-off points in the process.
3. The system triggers post-purchase emails to send at Day 3 and Day 7 to request photo reviews while giving purchase discounts for upcoming purchases because it maintains ASCI compliance.
4. The system will replace the 28-item undifferentiated grid with age-filter tabs (3-6, 7-10, 10+) and pin 3 "Most Popular" bundles at top with badges while all other options will be hidden under "See All" — applying Hick's Law to reduce decision nodes and paradox of choice paralysis.
5. The company uses price anchoring and No-Cost EMI framing and BIS/non-toxic trust badges and paediatrician endorsements to explain the Rs. 9,999 price which helps customers to make purchase decisions.
6. The system will replace video-only hero with thumb-friendly headline and single CTA above fold while adding sticky Add-to-Cart and WhatsApp floating button among UPI/GPay one-tap checkout and compressed images for sub-3s load and collapse navigation to decrease scroll depth to purchase

Relevant Theories and Frameworks

- Nudge Theory (Thaler & Sunstein, 2008)
- Nielsen's Ten Usability Heuristics (Nielsen Norman Group)
- Cognitive Load Theory (Sweller, 1988)
- Cialdini's Six Principles of Influence (especially Social Proof, Scarcity, Authority)
- Hick's Law and Fitts's Law (information architecture and interaction design)
- The AIDA Model (Awareness, Interest, Desire, Action) applied to e-commerce UX
- Fogg's Behaviour Model: Motivation x Ability x Trigger
- Conversion Rate Optimisation (CRO) frameworks for D2C e-commerce

Conclusion

The decisions Priya and her team would make in response to Rajan's audit, about what to fix first, what to measure, and how to embed a culture of continuous UX improvement alongside product development, would determine whether Kidsplay's creative energy translated into commercial growth, or remained one of India's best-kept startup secrets.

Case Note

This teaching case was developed for educational purposes based on publicly available information from Kidsplay Toys & Games Pvt Ltd's website(Name changed). All UX observations are based on the live website at the time of research. The character of Rajan Krishnamurthy is a narrative construct created for pedagogical purposes. This case is intended solely for classroom discussion and does not represent a critique of the company's management. Certain scenarios and dialogue have been constructed for pedagogical use.