

FASHION

PRODUCT OVERVIEW:

It is an online based fashion clothing app which is user friendly and easy to use. The main motive of this app is to provide quality products to the customers at affordable and reasonable prices. There are several brands options in men, women and kids which provides a lot of stylish products to choose what they need.

This app acts as a platform which connects customers, wholesalers, manufacturers, dealers, brands. It provides a lot of options to access customers what they want to buy by entering into that options or by searching what they want to buy. It deals with international brands also. It has a separate luxury edition section to provide a luxurious items to the customers who we want to buy the luxury clothing.

This app provides safe and secure delivery and payments option for the customers. It deals with various payments merchants to increase the payment options to provide a hassle free payments for the customers. It provides safe delivering the products and returning options for them to when the customer didn't like the product or want to change the product. It provides customer support to 24/7 to the customers to resolve their issues.

STAKE HOLDER INTERVIEW

Description:

It is an online fashion shopping app.

Objective:

An app for the customers who can buy the clothes online whatever they can like.

Business Goal:

Generate revenue by purchasing clothes through online.

Target Audience:

Age Group: No age group required

Gender: No gender Restriction.

Location: India.

Income Group: No Income required.

Education: No education required.

Profession: Any Profession.

Interest/Hobby: Interest towards shopping.

User Role:

The customer is purchasing the clothes through online by paying the money.

DOMAIN KNOWLEDGE

Identifying Competitors:

PARAMETERS	AJIO	MYNTRA	MEESHO
App Description	Indian Based online Fashion shopping app	Indian Based online Fashion shopping app	Indian Based online Fashion shopping app
Target Audience	17+	17+	17+
Product Categories	Men, Women, Kids, Accessories, Home and Kitchen, Beauty, Jewellery, Lingerie, Stores.	Women, Men, Kids, Beauty & Grooming, Home & Living, Accessories, Jewellery, FWD store, Plus size, Theme stores, Brand store, Myntra Luxe, Teens	Popular, Kurti, Saree& Lehenga, Women Western, Men, Kids, Home& Kitchen, Beauty& health, Jewellery& accessories, Bags& foot ware, Electronics, Sports& Fitness, Care& Motor bike, Office supplies& stationary
Common Features	Clothes and Brands	Clothes and Brands	Clothes and Brands
Unique Features	User interface	Myntra Explore	Community
Look & Feel	Good	Good	Good
Usability	Easy To Use	Easy To Use	Easy To Use
Ratings on google play store	4.7	4.6	4.5

EXPERIENCE MAPPING

AJIO:

Activities	App Installation	Sign Up	Shopping	Payment	Look and Feel	Functions/ Features
Feelings	Very Happy	Yes	Yes	yes		
	Overall Happy			yes	Yes	Yes
	Unhappy					
Experience		Easy to Install	Easy	easy	easy	Good
Expectations					Need to improve payment failures	Necessary Functions are available Need to improve Customer Care Call support

MYNTRA:

Activities		App Installation	Sign Up	Shopping	Payment	Look and Feel	Functions/ Features
Feelings	Very Happy	yes	yes	Yes		yes	
	Overall Happy				yes		yes
	Unhappy						
Experience		Easy to install	Easy	Easy	Easy	Good	Necessary functions are available
Expectations					Need to improve payment failures	Need to improve home page	Need to add brands section

MEESHO:

Activities		App Installation	Sign Up	Shopping	Payment	Look and Feel	Functions/ Features
Feelings	Very Happy		yes			yes	
	Overall Happy	Yes		yes	yes		yes
	Unhappy						
Experience		Easy to install	Easy	Easy	Easy	Good	Necessary features are available
Expectations					Need to improve payment failures		Need to add luxury edition.

SWOT ANALYSIS

AJIO:

Strengths		Weakness	
<ul style="list-style-type: none">• Easy to use• User Experience• Fastest Delivery• Quality Products		<ul style="list-style-type: none">• Delay in money refunds• No Proper Customer care support• Low quality materials	
Opportunities		Threats	
<ul style="list-style-type: none">• Easy Shopping• Unlimited varieties of fashion		<ul style="list-style-type: none">• Competitors• Brands	