# **THE WALKER FASHIONS**

## **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 and Merchants can sell their products through online. There are several brands options in men, women and kids which provides a lot of stylish products to choose what they need. We have all type of fabrics that is available for the customers in our app.

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. 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.

## **Objective:**

An app for the customers who can buy the clothes online whatever they can like from the various range of products and for the merchants who can sell online.

## **Business Goal:**

Generate revenue by purchasing clothes through online and by advertising the brands in their app.

## **Target Audience:**

Age Group: 18+

Gender: No gender Restriction.

Location: India.

Income Group: 1Lakh.

Education: No education required.

Profession: Any Profession.

## **User Role:**

The customer is purchasing the clothes through online by paying the money and the merchant sells their products through online and earns from it.

|  |  |  |  |
| --- | --- | --- | --- |
| 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 | Luxury Items | Myntra Explore ( My fashion Gpt, My stylist, Studio) | 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 |

# **COMPETETIVE ANALYSIS**

# **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 | Necessary Functions are available |
| Expectations |  |  |  |  | Need to improve payment failures |  | 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 |
| * Easy to use * User Experience * Fastest Delivery * Quality Products | * Delay in money refunds * No Proper Customer care support * Low quality materials |
| Opportunities | **Threats** |
| * Easy Shopping * Unlimited varieties of fashion * promotions | * Competitors * Brands |

## **Myntra:**

|  |  |
| --- | --- |
| Strengths | Weakness |
| * Easy to use * User Experience * High colloborations with celebrities | * Delay in Deliveries * Time to take refund * Low quality materials |
| Opportunities | **Threats** |
| * Huge number of brands * Different clothing styles | * Competitors * Increase of fashion market |

## **Meesho:**

|  |  |
| --- | --- |
| Strengths | Weakness |
| * Easy to use * User Experience * Large number of products | * Low quality products * Fraud resellers * Delivery issues * Delay in updating delivery statuses |
| Opportunities | **Threats** |
| * Huge number of brands * Low prices * Promotions | * Competitors * Frauds & scams |