

Ideal consumer persona and customer journey of Myntra.com

Module: **Digital Retail Environments - New Paths to Purchase**

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Luke Antony

SHORT NAME
LUKE

IMAGE



PERSONAL INFO

Location: Kerala, India
Occupation: Business
Gender: Male
Age: 30 -45

IMAGE GALLERY



CHANNELS

Likely

- mobile apps
- email
- social media

Unlikely

- telephone
- printed documents

IMAGE GALLERY



QUOTE

"Is there any other better way to do it?"

IMAGE GALLERY



APPAREL

20% inner
30% footwear
50% clothes

EXPECTATIONS

Expects

- ↑ To receive the product as fast as possible
- ↑ Better service

Does not expect

- ↓ High price
- ↓ Extra services charges

AVG. CLOTHING BUDGET

\$550 / month

AVG. SHOPPING

6 / year

The customer journey for buying clothes from MYNTRA.COM

