



NEXTLEAP

PM FELLOWSHIP

LIP CHALLENGE

PRODUCT TEARDOWN ^{NEW}



Search feature teardown (1/10)



A Teardown on Myntra's Search Feature

By

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4-5 minutes read

**Shriansh, 23****Demographics:**

Gen Z | Consultant | Technology comfort | Metropolitan city

**Needs and Goals:**

- Stay trendy and fashionable
- Offers on clothes/accessories
- Fast delivery/return of items
- Look for new launches

**User Story:**

“ As a busy individual wanting to keep my fashion game on point, I rely on Myntra for amazing collection, offers, and mostly their on-time delivery. ”

**Sunita, 48****Demographics:**

Gen X | Homemaker | Technology uncomfortable | Lives in a small town

**Needs and Goals:**

- Access to all major brands
- Easy shopping from home
- Offers on clothes/accessories
- Option for COD orders

**User Story:**

“ As a homemaker from a small town, travelling 60+ KMs to shop is difficult. Myntra makes it easy for me to shop-from-home. ”

Searching for clothes/accessories to buy based on:

- | | |
|----------------|-------------------|
| ➤ Brands | ➤ Delivery time |
| ➤ Product type | ➤ Color |
| ➤ Gender | ➤ Fabric type |
| ➤ Size | ➤ Print/Pattern |
| ➤ Ratings | ➤ Price/Discounts |

“ I do not want to spend my weekends in a mall looking for trendy clothes. The most painful thing is to compare items from different brands in different showrooms. Having to go back in case I decide to return the item is a whole lot pain. ”

“ It is difficult for me to shop and return items from the main city. Even if I decide to do so, it is almost impossible to find the clothes I see someone wear on a daily soap. I want everything from the comfort of home. ”








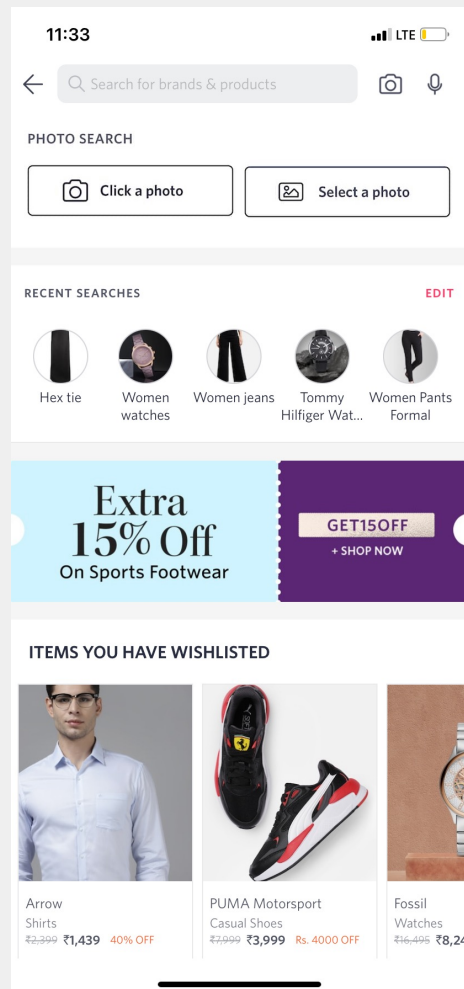
STAGES	VISIT	SEARCH	SORT/FILTER	COMPARE	WISHLIST/BUY
USER GOAL	<ul style="list-style-type: none">➤ Buy the Product➤ Check price drops	<ul style="list-style-type: none">➤ Look for desired products➤ Look for exact products	<ul style="list-style-type: none">➤ Get exact fit, size, color, brand, price, etc.	<ul style="list-style-type: none">➤ Get value for money➤ Get the best service (Shortest delivery/ Return/ Replace)	<ul style="list-style-type: none">➤ Save for later➤ Buy now
USER ACTION	<ul style="list-style-type: none">➤ Opens app/website	<ul style="list-style-type: none">➤ Clicks on search bar➤ Type product/brand➤ Clicks/uploads photo of required product	<ul style="list-style-type: none">➤ Filter criteria based on budget & preferences➤ Sort for new/popular/ price/rating, etc.	<ul style="list-style-type: none">➤ Compare products (Within Myntra)➤ Compare products (Outside Myntra)	<ul style="list-style-type: none">➤ Add to bag➤ Wishlist for later
USER EXPERIENCE					
PAIN POINTS	<ul style="list-style-type: none">➤ Sometimes takes a while for the app to open	<ul style="list-style-type: none">➤ Photo search unavailable on website	<ul style="list-style-type: none">➤ Applying filter seems repetitive – same filter for same person every time	<ul style="list-style-type: none">➤ Comparing products one by one within Myntra	<ul style="list-style-type: none">➤ Items in Wishlist getting out of stock
IDEAS		<ul style="list-style-type: none">➤ Introduce upload photo feature for website➤ Integrate phone gallery with website	<ul style="list-style-type: none">➤ Use BUYING FOR feature to auto select some filters like size, fit, selective brands, etc.	<ul style="list-style-type: none">➤ Allow side by side product comparison within the app	<ul style="list-style-type: none">➤ Push notifications for price drop/limited quantities left for wish listed items



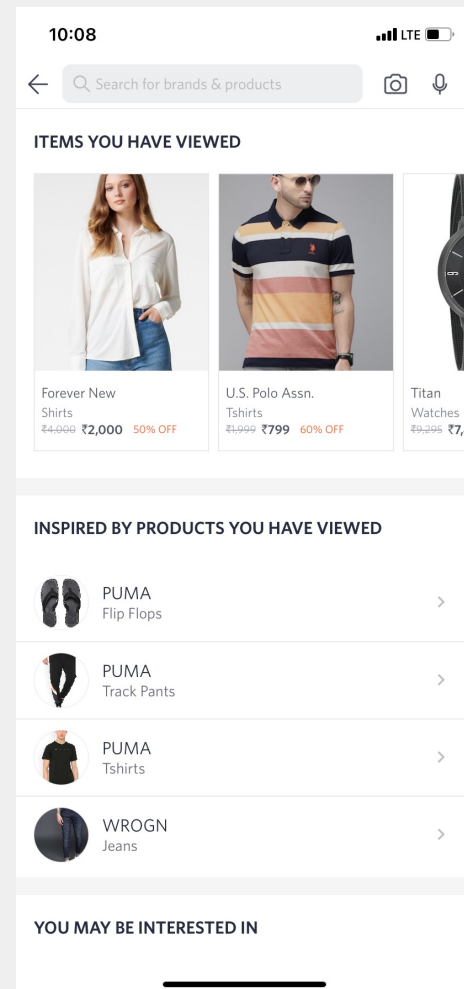
PHOTO SEARCH OPTION



Possible Hypothesis for building:

- Users want to **search for similar products/ favorite products** - Click a photo option
- Users want to **get similar products as influencers** are wearing – **Select a photo** from gallery option
- Users want to **compare the prices** of items they see in the **offline stores** to save some extra money

ITEMS YOU HAVE VIEWED



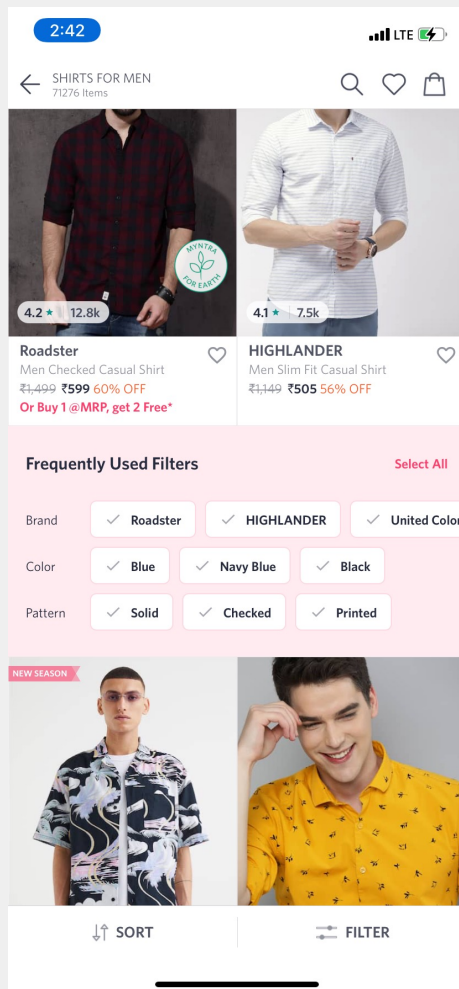
ITEMS YOU HAVE VIEWED

Possible Hypothesis for building:

- Users want a quick way to **see the last product while comparing** - E.g., Confused between 2 white shirts, a user wants to look at the products more than once to have the best buy
- **Reminding users what they were looking for the last time.** A lot of users might wait for price drops to complete the purchase



FREQUENTLY USED FILTERS



Frequently Used Filters

[Select All](#)

- Brand
- ✓ Roadster
 - ✓ HIGHLANDER
 - ✓ United Colors
- Color
- ✓ Blue
 - ✓ Navy Blue
 - ✓ Black
- Pattern
- ✓ Solid
 - ✓ Checked
 - ✓ Printed

Possible Hypothesis for building:

- Users want an **easy fix** for going back to filter menu and then selecting tons of options.
- Users want **Myntra to remember them** just like shopkeepers remember their loyal customers.
- Users always have their favorite brands, size, or other preferences. Use them to **save time and effort** of the users.

“ Love Myntra for bringing out the new search feature. It is so easy to look for what social media influencers are wearing. I never thought shopping would be as easy as **UPLOAD – SEARCH – SHOP!** Once you start using this, there's no going back.

- Jaspreet Kaur, Student (23)

“ Myntra has been a lifesaver, especially determining your size since malls would not provide free trials during COVID times. They provide an abundance of filters to help you locate the right match, and the options are limitless. **Search Recommendations On Point!**

- Arti Agarwal, SDE (23)

“ Shopping in Myntra is easy. After the update, you need not even type and search for your product. All you have to do is take a screenshot of what you want, upload it and you are surprised by the results. The voice search feature is also handy. I feel like Myntra makes shopping easy.

- Akanksha Gupta, Homemaker (43)



1

TIME SPENT ON SEARCH PAGE

The idea is to **minimize the time spent on the search page**, which can translate that the search results are producing useful results for the users.

2

SEARCH REPITITIONS

Giving out **useful results in minimum iteration** makes the user happy. Here we see, in how many keyword change does the user gets desired result.

3

CONVERSION RATE

This metric measures the **success rate** as to how many users (%) eventually bought the product post the search phase. **The higher the number, the better is the performance.**

4

EXIT RATE

The idea is to **minimize the drop of customers from the search stage of the funnel**. Higher exit rate would communicate irrelevant results and vice-versa.

DATA FLOW

