

Build for GenZ

Revolutionizing User Engagement and Social Shopping Experience



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weforthe

Team WIN

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About Myntra

Myntra is India's largest E-commerce store for fashion and lifestyle products that aims at providing a hassle-free and enjoyable shopping experience to shoppers across the country, with the widest range of brands and products on its portal.

Background

Myntra, founded in 2007, is a leading Indian fashion e-commerce platform under the Flipkart Group. It offers a diverse range of products from over 6,000 renowned brands. Serving more than 19,000 pin codes nationwide, Myntra ensures access to the latest fashion trends across India. Known for its user-friendly interface and exclusive collections, Myntra provides a seamless shopping experience. It remains a go-to destination for fashion-forward individuals.

Product Offerings



Problem Statement

Engagement on the shopping platform

Our goal is to build engagement constructs on the app that connects with younger audiences (specifically GenZ), driving virality and encouraging regular app visits. These features will be fashion-focused, encouraging users to continually engage with Myntra, even beyond their shopping needs.

Vision

To offer "a hassle-free and enjoyable shopping experience to shoppers nationwide by providing the widest range of brands and products" on its platform.

Social Shopping Integration

Aim is to enhance the interactive shopping experience on Myntra, by integrating social media functionalities and user-generated content such as influencer collaborations, customer reviews. This strategy will attract fast fashion enthusiasts, positioning Myntra as their preferred destination.

Impact of solving the Problem

Increased User Engagement

Enhanced Brand Loyalty

Improved Customer Insights

Impact of solving the Problem

Enhanced Brand Appeal

Competitive Advantage

Higher Conversion Rates

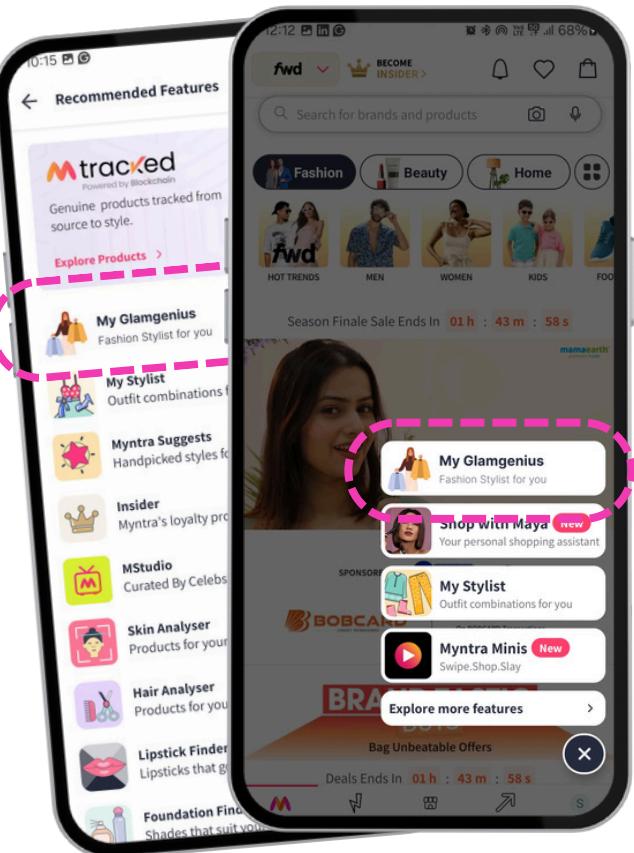
Solution 1 : My Glamgenius - Glam up your shopping

This feature connects you with **professional fashion stylists** for **personalized style advice and curated shopping recommendations**, making your shopping effortless and enjoyable. Whether you're looking to refresh your wardrobe, prepare for a special event, or simply find your unique style, My Glamgenius offers tailored suggestions that suits you, **reducing decision fatigue and saving your time**, all while **ensuring you stay updated with the latest trends**.



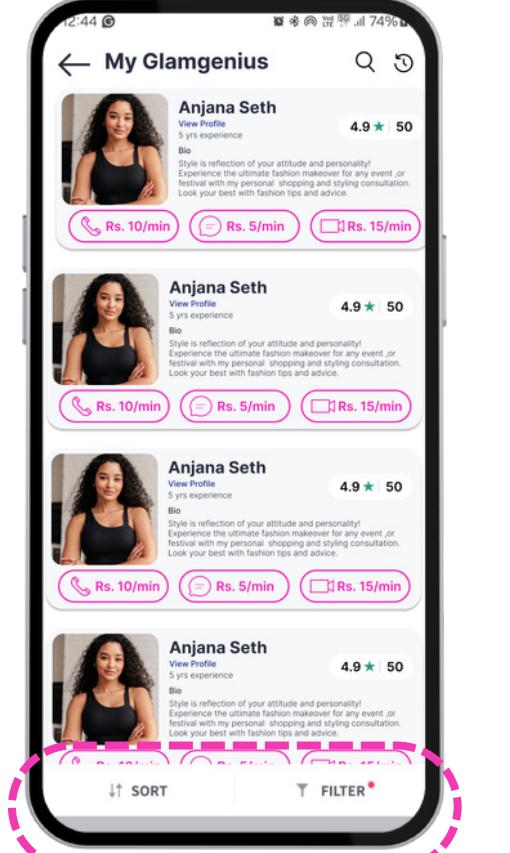
User-Persona

She is a young software developer with a passion for fashion. But due to work and social commitments, she struggles to find time for browsing and shopping and frequently gets confused by the plethora of options available online. She wants to consult with someone but lacks access to trusted, personalized fashion advice.



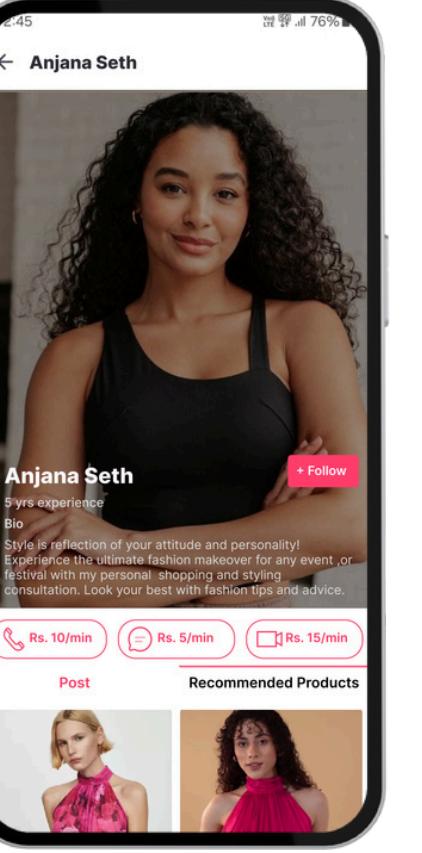
Home Screen

Positioning this feature in the Xplore section of Mynta



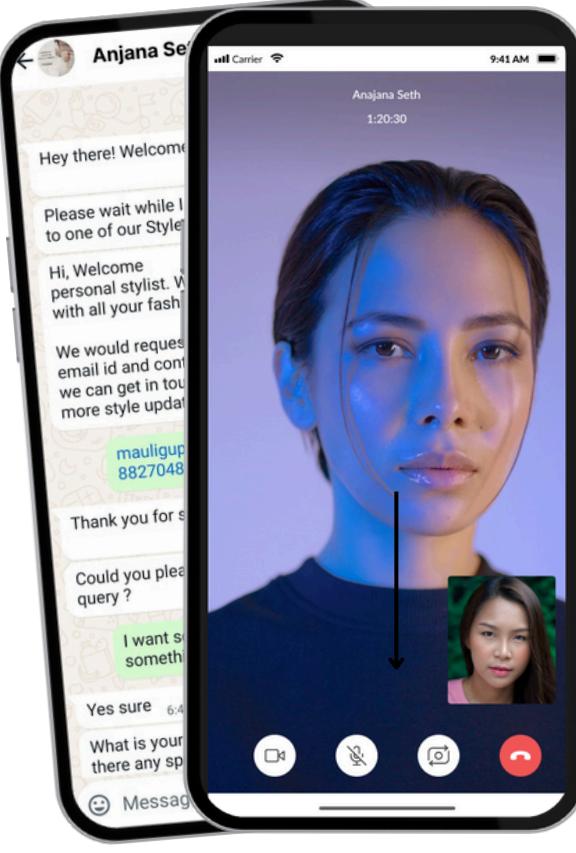
My Glamgenius

Shows different profiles and gives options for sort and filter posts etc. of Fashion stylists



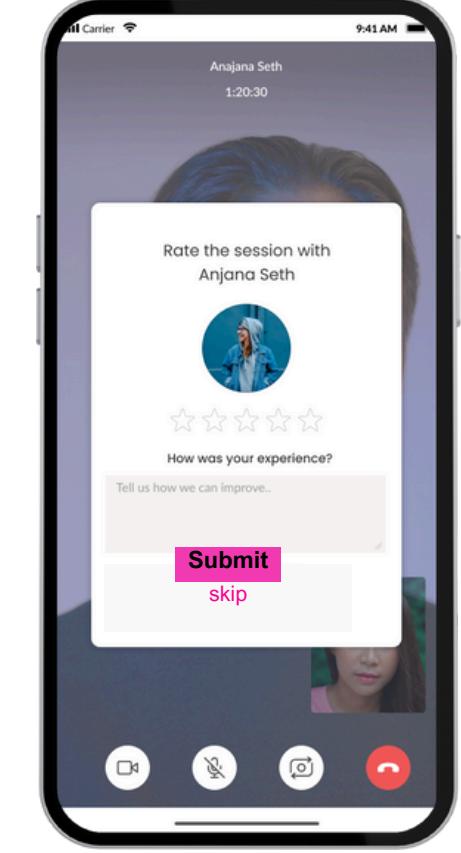
Profile page

Displays Bio, experience, work, Displays Bio, experience, work, and other details of the stylist.



Consultation

Chat / Call / Video call with the desired glam genius



Rate your Experience

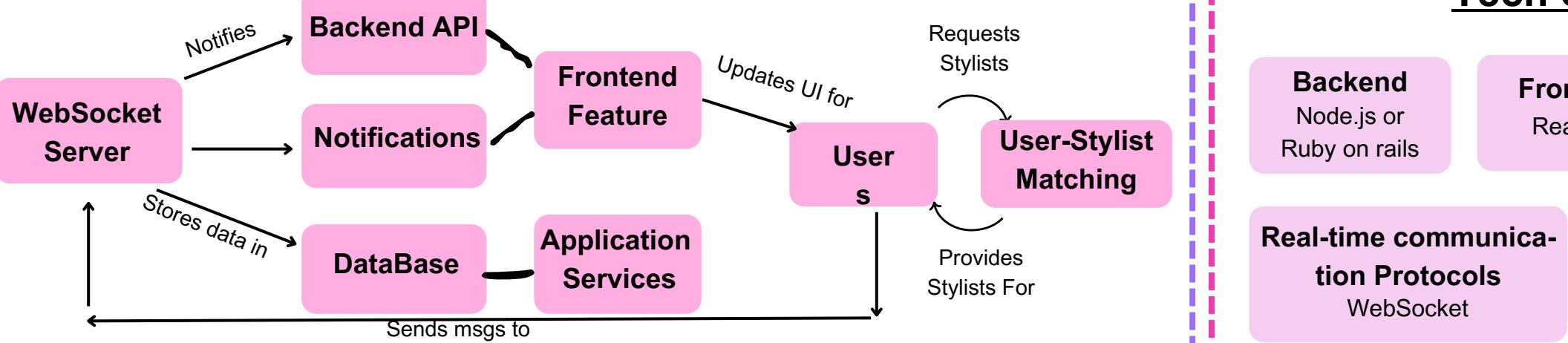
Provide Ratings and feedback after the call



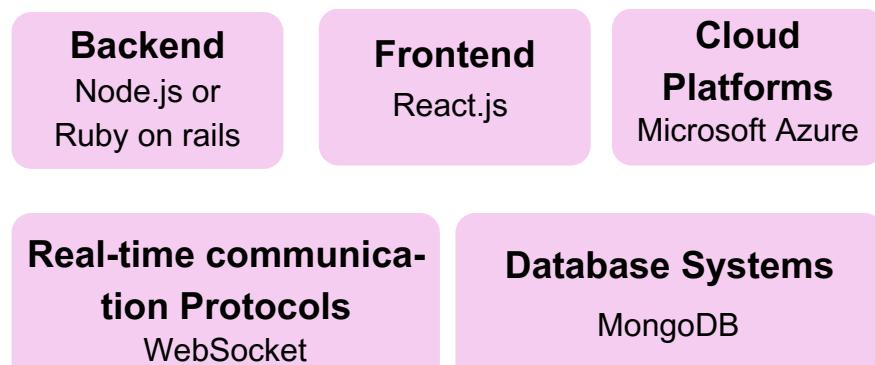
Pain - Points addressed

- Confusion in Fashion Choices:** Customers generally feel overwhelmed by the multitude of fashion options available online, unable to decide what suits them
- Lack of Style Expertise:** Users often struggle with styling themselves or finding the right outfits for various occasions

Tech Stack Flowchart



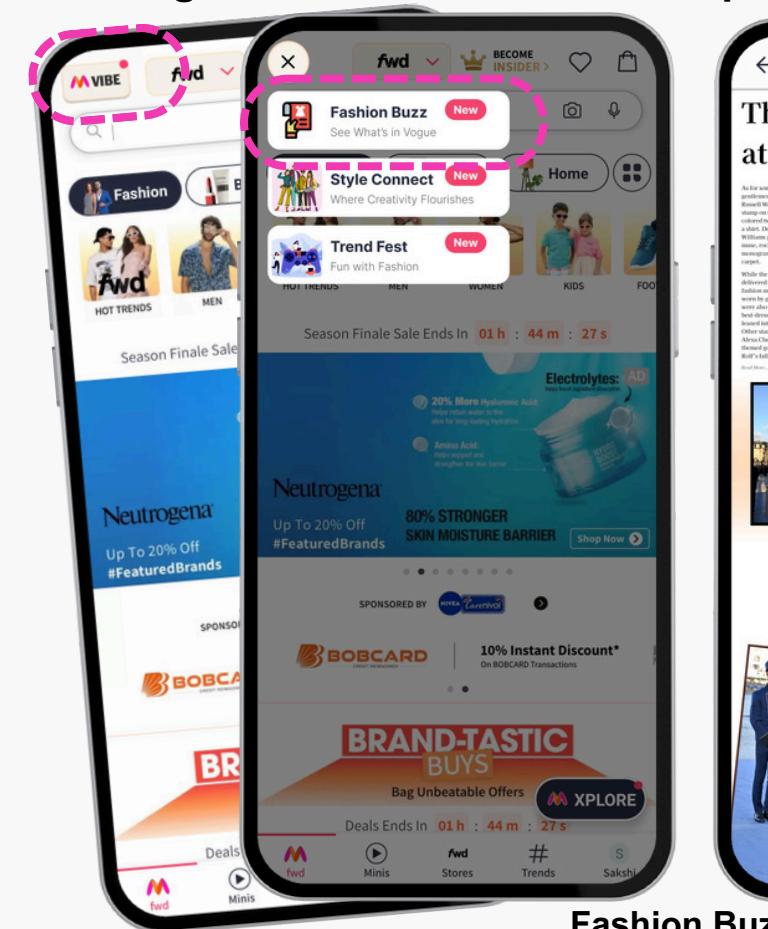
Tech Stack



Solution 2 : MynVibe - Realm of Fashion and Entertainment

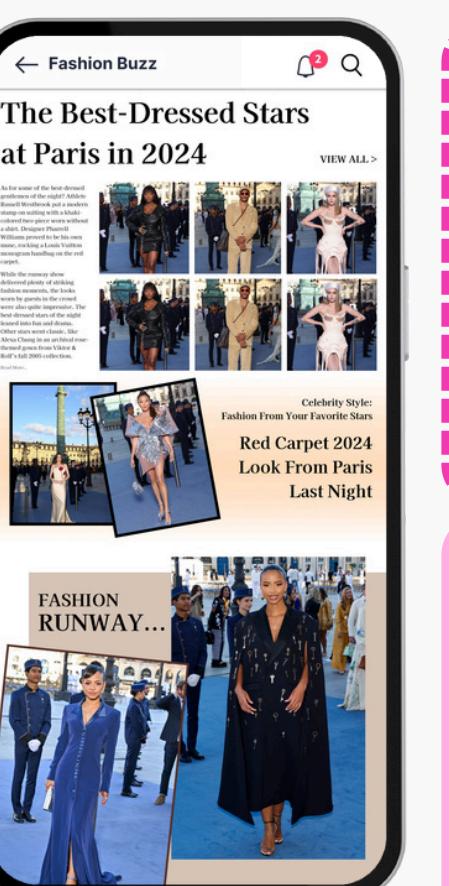
2.1 Fashion Buzz - See what's in Vogue

Discover the latest fashion news, from red carpet looks to street style sensations, and seamlessly purchase similar styles directly from your feed. Elevate your fashion game by exploring exclusive insights that unveil the secrets of iconic looks. Stay ahead in the ever-evolving world of fashion with a tap.



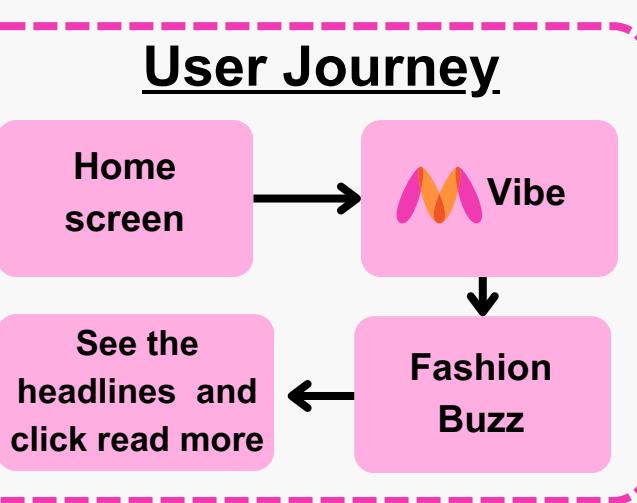
Home Screen

Positioning this feature in the Myntra Vibe section



Fashion Buzz Screen

Displays the headlines and images of fashion news articles, which when clicked shows full article

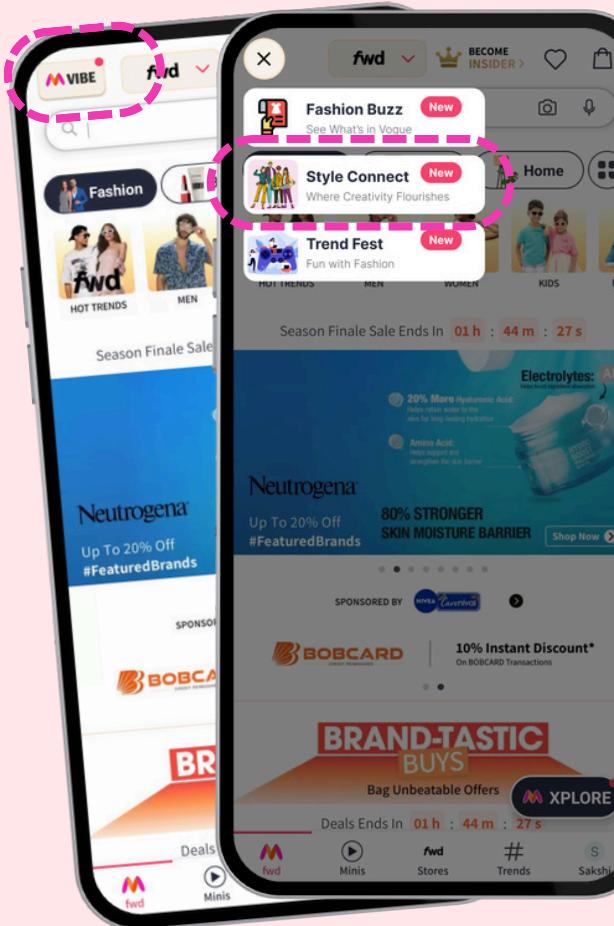


Pain - Points addressed

- **Difficulty in Keeping Up with Trends**
- **Information Overload:** Sorting through vast amounts of information to find relevant and reliable fashion news and trends.
- **Quality Assurance:** Concerns about the authenticity of news

2.2 Style Connect - Where creativity unleashes

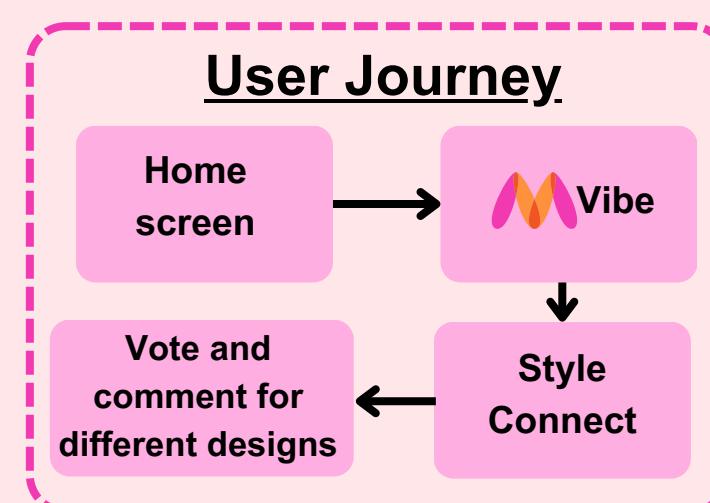
Whether you're seeking inspiration, advice, or just a place to showcase your unique style, this feature offers a dynamic space to explore and express your fashion journey. It allows you to post your latest creations and receive votes from a fashion-savvy audience, helping you to refine your creative direction and their perspective.



Home Screen
Positioning this feature in the Myntra Vibe section

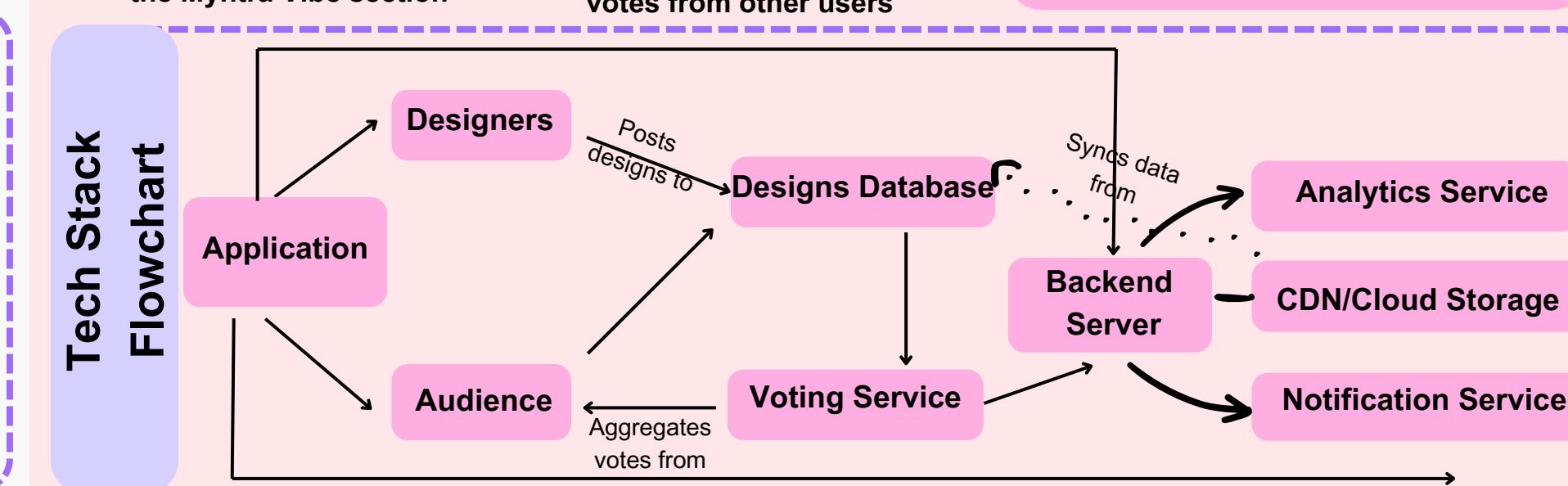
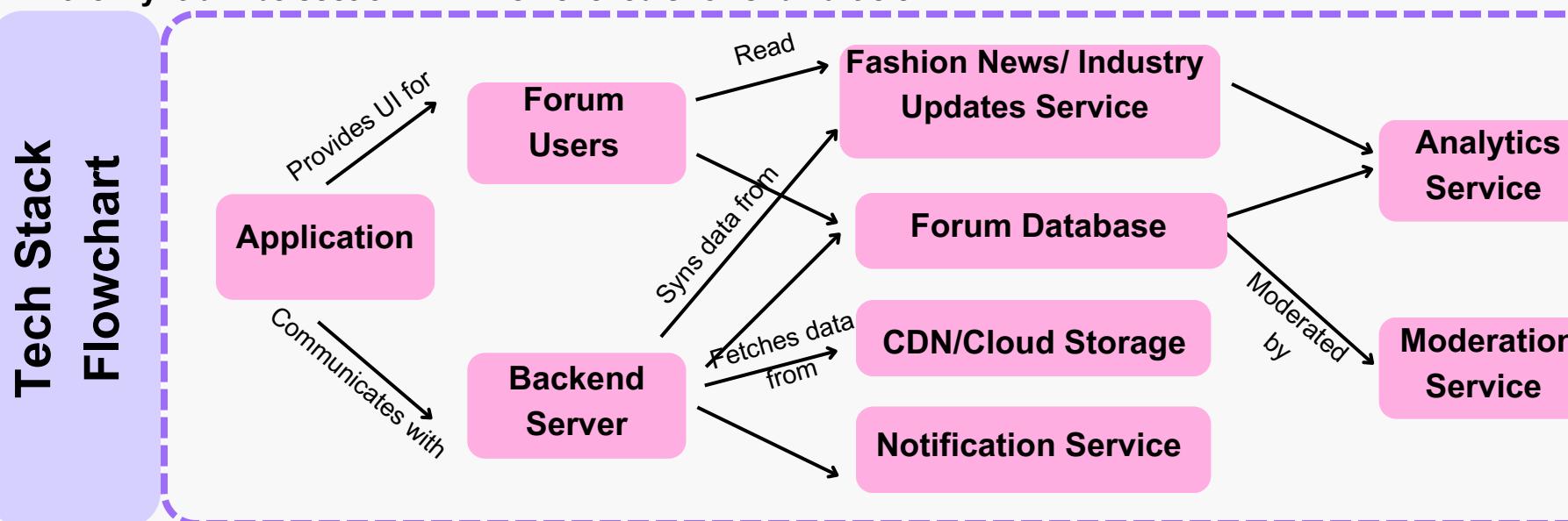


Style connect screen
A forum where user/company can share designs and get votes from other users



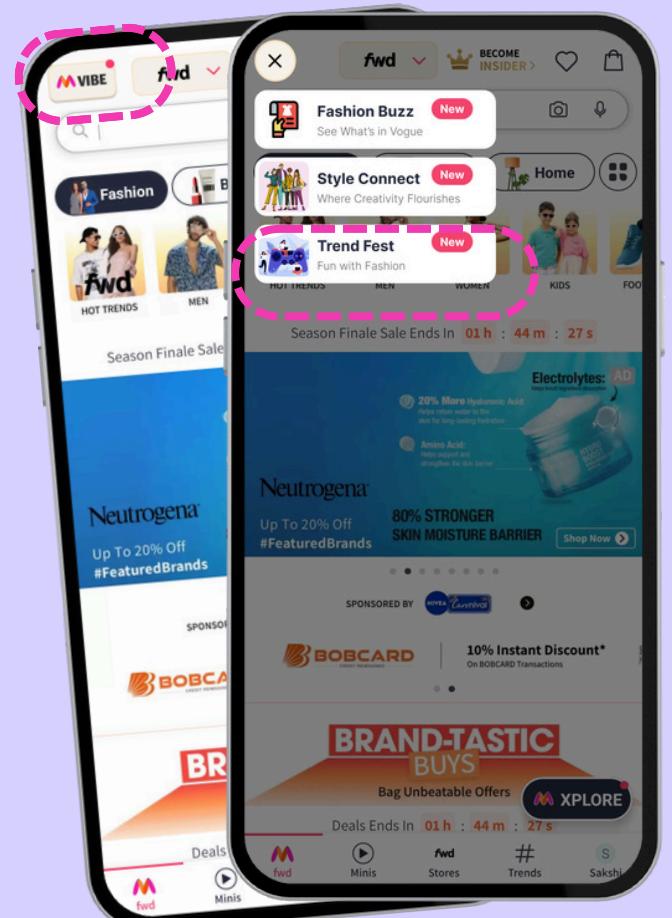
Pain - Points addressed

- **Creative Isolation:** Users feel isolated in their creative process without diverse opinions, suggestions and insights.
- **Validation of ideas**
- **Feedback Scarcity:** Inadequate access to constructive feedback



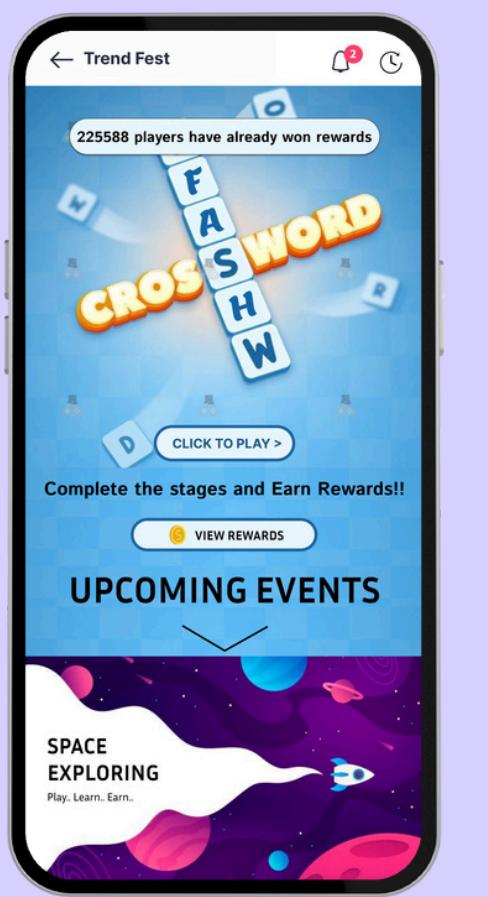
Solution 3 : Trend Fest - Fun with Fashion

This feature utilizes the element of fun to increase engagement on the platform. There will be different **seasonal events , games and challenges** where user can enjoy as well as **win exciting rewards such as coupons, voucher etc.** Also we can gamify the purchasing experience, prompting customers to buy more so they can reach the next goal or points milestone.



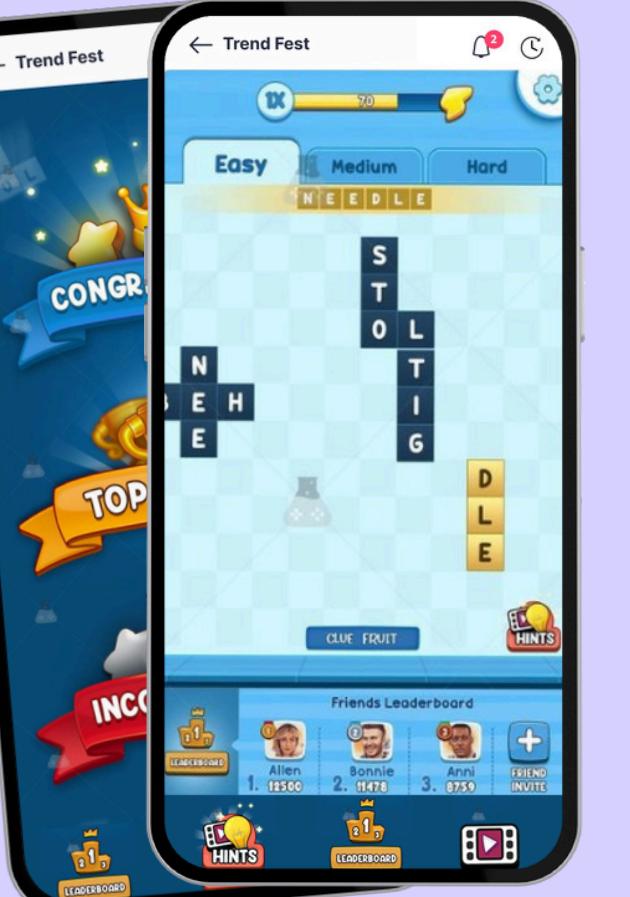
Home Screen

Positioning this feature in the Mynta Vibe section



Trend Fest Screen

Displays current and upcoming events and games along with the target to achieve to get rewards



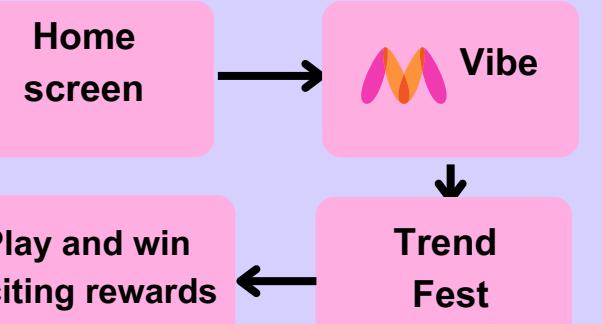
Game Screen

Games along with points scored will be shown here.

Pain - Points addressed

- Engagement and Interaction:** This feature adds excitement and engagement to users shopping experience.
- Motivation to Explore:** Users often struggle with finding new incentives to explore and engage with a platform regularly.
- Rewarding Engagement:** Users often appreciate recognition and rewards for their engagement.

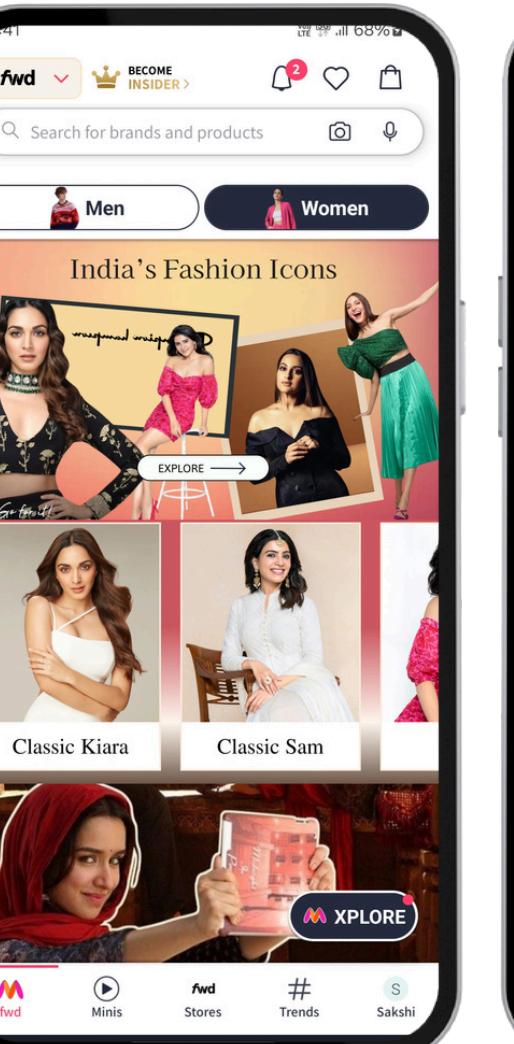
User Journey



"Level up your style with interactive fun"

Solution 4 : CelebLook - Stars inspired

This feature offers an exciting new addition to Mynta's Trend Next section : **Celebrity specific styles** and **movies or web-series inspired styles**. Delve into curated collections inspired by your favorite celebrities fashion choices, **ranging from their web-series outfits to everyday casual looks**. Stay ahead in fashion with these exclusive collections, bringing star-studded and trending styles from the screen straight to your wardrobe.



Actor-specific designs

Showcases the style and wardrobe of different celebrities in mynta advertisement



Web-series / Movies Trend

Displays outfits wore by stars in web-series or movies sponsored by mynta

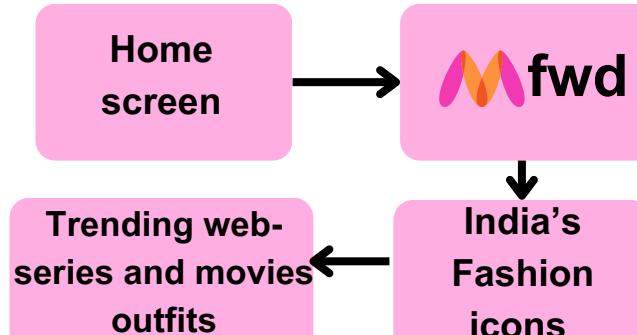
User-Persona

Payal (18,F)
Payal, a busy software developer in Bangalore, loves celebrity fashion but struggles to shop due to time

constraints and overwhelming online options. Mynta's new feature, curated with celebrity styles and movie inspirations, offers her a **hassle-free way to stay trendy and informed with minimal effort.**

"Bringing star-studded trends from screen to wardrobe."

User Journey



Impact

RICE Prioritisation Metrics

Feature	Reach (out of 100)	Impact (out of 5)	Confidence (out of 100)	Effort (out of 5)	R.I.C.E Score
My Glamgenius		4		4.5	53.4
Fashion Buzz		3.5		4	63
Style connect		3.5		4.5	46.7
Trend Fest		4.5		4.5	88.3
Celeb Look		4		3.5	87.4

Feasibility

Solution Feasibility

Technical

Ease of implementation within Myntra's existing infrastructure. Ensuring that platform supports interactive gamified elements ,voice-call and video-call APIs. Ease of Implementation of real - time recommendation system

Financial

Initial cost of developing the feature includes technical development, stylists recruitment , partnership acquisition, and marketing. This investment is justified by the potential increase in user engagement and app monetization.

Market

Need of personalizing shopping experience . High demand for interactive and gamified elements in different sectors. and substantial demand for celebrity-inspired fashion consumers

Benefits of Solution

- Increased User Engagement** - Seasonal events encourages users to log in more frequently to participate in events and challenges.
- Enhanced User Experience** - Users gain access to more well-curated fashion collections
- Boosted customer Confidence** - Users gain confidence in their fashion choices with expert advice from professional stylists and other fashion enthusiasts.
- Trend Awareness** - Increased trend and style awareness.
- Personalized Service** - With direct access to professional stylists, users receive individualized attention which generally lacks in online shopping.
- Increased Brand Loyalty** - Providing exclusive, trend-driven fashion collections helps differentiate the app from competitors

Potential Pitfalls and Mitigation

- Securing licenses and permissions for using celebrity likenesses, media content, and trademarks can be complex and costly.
- Keeping content fresh and relevant with regular updates from celebrity and screen-inspired trends can be resource-intensive..

Work closely with legal advisors to ensure compliance with intellectual property laws. and negotiate clear agreements.

Establish a robust content management strategy with dedicated personnel responsible for curating and updating collections