

# Recap- Round 1 submission

## Target Customer

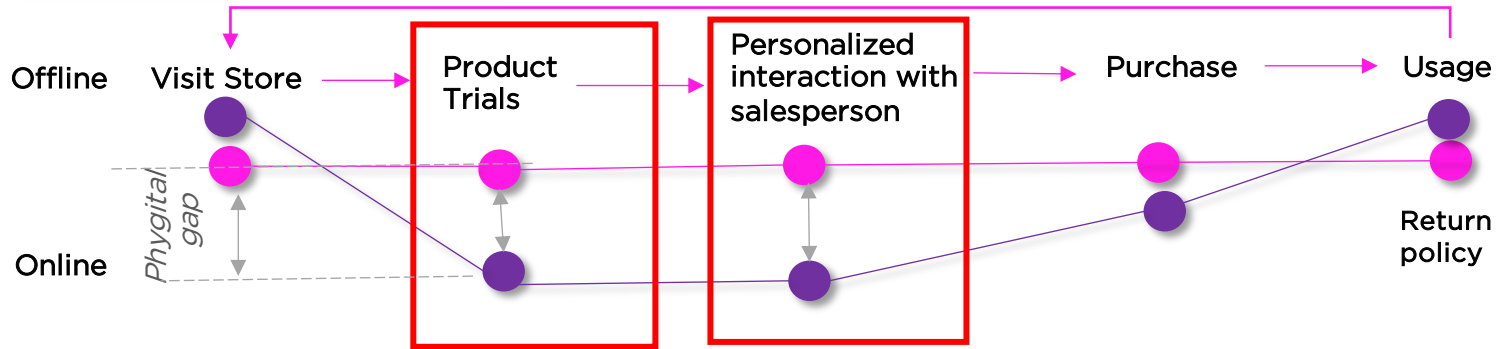
-  Tier 1,2 City
-  Low resistance to change
-  Continuous internet
-  App savvy & best UI

Intent to buy (High)

*Apply makeup regularly*  
 -Aware of suitable makeup  
 -Look cautious  
 -willing to keep up with trends

*Does not apply makeup regularly*  
 -Unaware of suitable makeup  
 -require economic value proposition

## Category: Fashion & accessories



### PROBLEM 1

Customers are unable to touch and feel the product which is leading to *anxiety* while buying

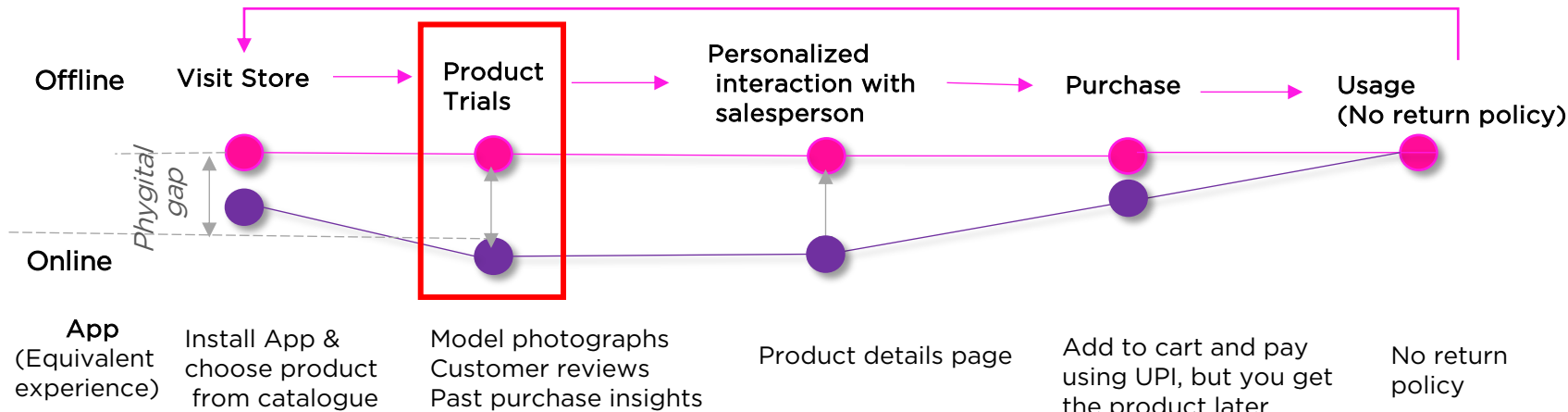
### PROBLEM 2

*Product fitting* is one of the biggest issues

### PROBLEM 3

Generally, customers *do not know* what to buy and need assistance on the same.

## Category: Cosmetics



### PROBLEM 4

Customers are not able to get trials for the products in online mode and hence they buy products only based on past purchase experience. Current app is *incapable to serve first time customers*.

Strategy: To reduce phygital gap in customer purchase journey

IDEA 1

Myntra E-Wardrobe



IDEA 2

Myra: AI-Lifestyle Influencer



IDEA 3

Augmented Reality: Virtual Makeup



e-Almira for the customers, which will contain the purchases of the buyer related to fashion and accessories. It will be a **one stop fashion solution** for the customers.

**Recommendations** on pairing the clothes with the one available in the Wardrobe in addition to the current recommendation structure

Customers can give **gifting access** to friends without actually sharing the wardrobe content

No other e-commerce fashion site has E-Wardrobe giving Myntra **first mover advantage**



Comparison between current solution & E-wardrobe

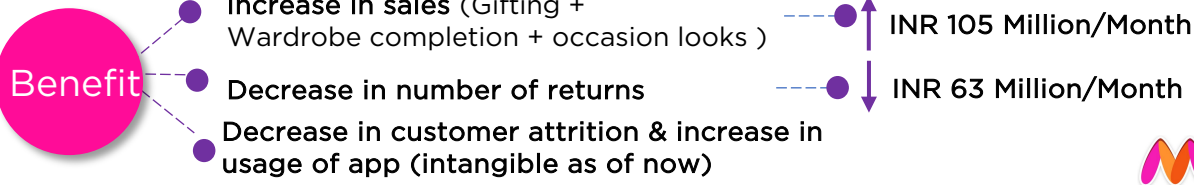
SUNK-COST FALLACY

- More Personalized Recommendations
- Less hassle of searching exact requirements
- Missing items to complete wardrobe
- Customer will get better fitting clothes
- Gifting access to help friends buy clothes for customer
- Customers can modify wardrobe by adding uploading clothes bought online + offline

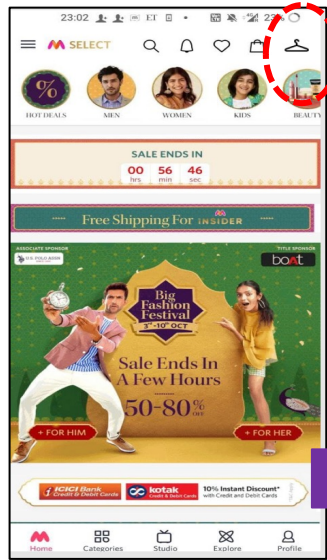
Current recommendations structure	E-wardrobe
<i>Size</i> based on past purchase patterns	Based on past purchase patterns and uploaded photos of clothes bought from other portals (online & offline)
Similar products <i>recommendations</i> (not personalized, not brand specific)	The recommendations will be based on what users generally buy together, location, gender, age, day, influencers followed on Myntra Studio
<i>Buy more</i> feature is based on what generally customers are buying more on Myntra, not personalised	<i>Missing items</i> can be suggested on the basis of items needed to complete wardrobe
If you are buying anything for somebody else, you may not know their size, preferences etc	Customers can give <i>gifting access</i> to friends without actually showing the content of wardrobe
Current occasion based looks are generic and not personalised to the customer choices	Customers can choose an <i>occasion and get a look from existing wardrobe, also can purchase for future occasions</i>



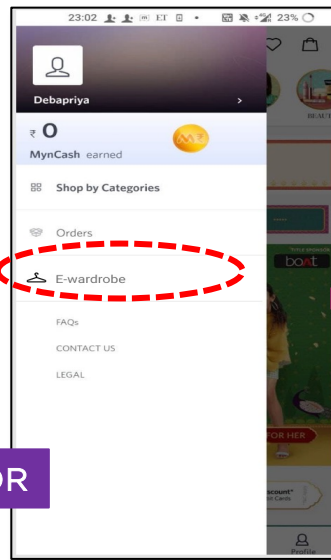
**Employee cost** (inclusive)  
: Team of 5 (1 PM + 4 Engineer)  
: INR 7.5L/Month  
(Source: Glassdoor)



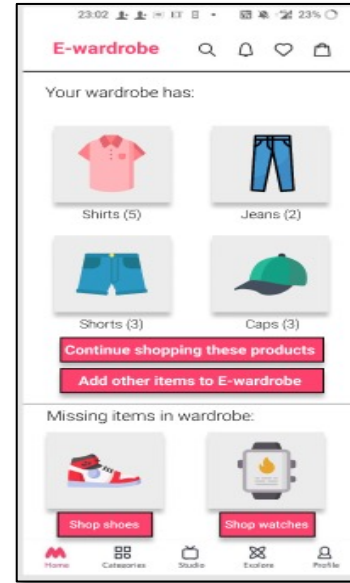
HOME SCREEN



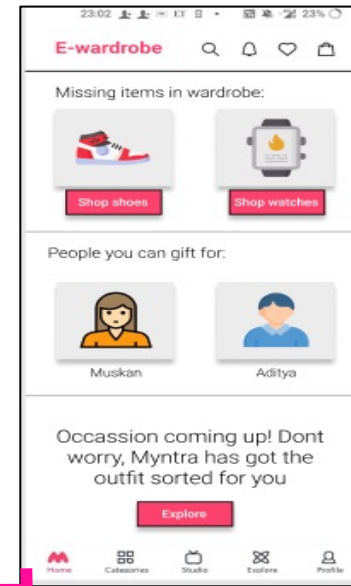
OR



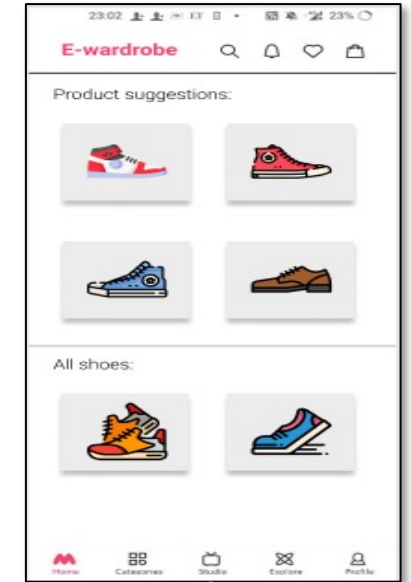
LANDING PAGE



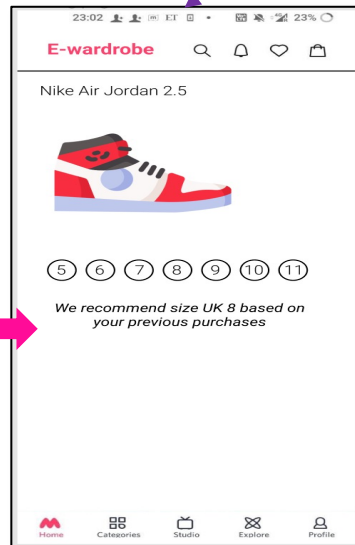
ON SCROLL



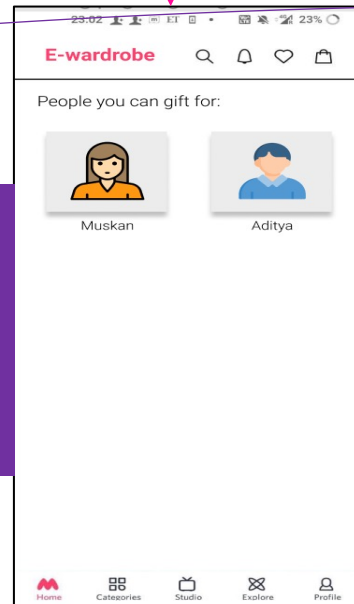
PRODUCT RECOMMENDATION



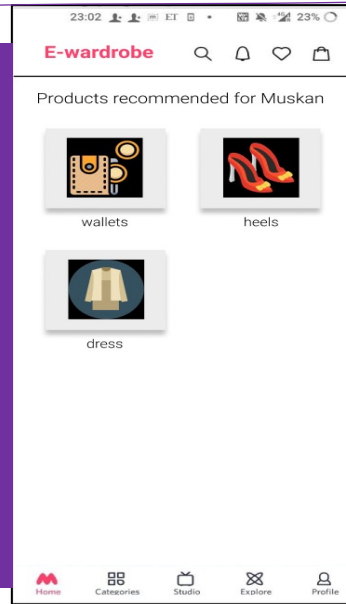
SIZE RECOMMENDATION



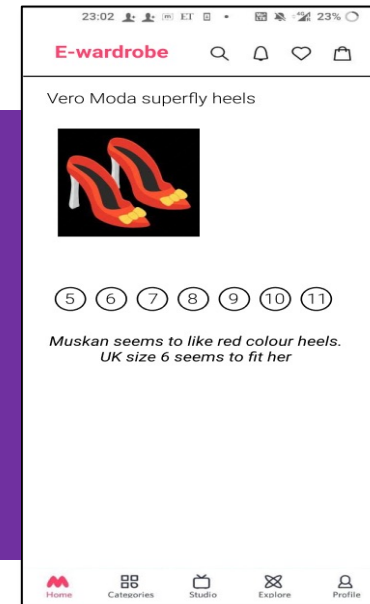
GIFTING



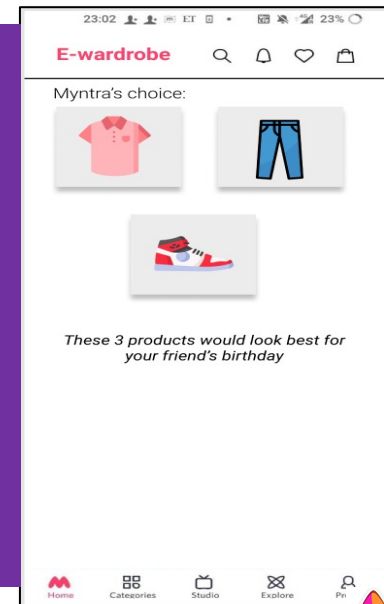
PRODUCT RECOMMENDATION



SIZE RECOMMENDATION

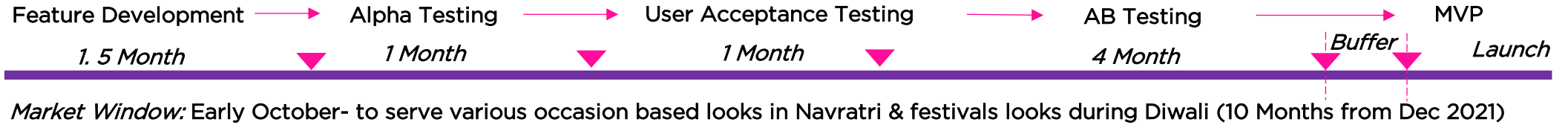


OCCASION RECOMMENDATION



## Execution Plan for IDEA 1: Myntra E-Wardrobe

## Roadmap



## User Acceptance testing

## AB Testing

## MVP &amp; Update Patch

## Visibility of the feature

(Are users clicking on the new feature)

52% users clicked during prototype<sup>1</sup>

## Problem Solver

(Does the new feature solve the problem they were facing before)

36% respondents found feature as value addition

## Feature Adaptability

(How much is the new feature adoptable)

high

Impact Assessment<sup>2</sup>:

## Willingness to buy more

(Will your frequency of purchase increase due to personalised recommendations)

3% respondents said they may double the frequency of purchase

## Reduction in returns

(Do you think your number of returns will reduce due to better product fit)

6% respondents said they may not return the products

## Step 1: Analyse Data



Location: Next 100M users (Tier 2, 3 cities)



Mode of testing: Either in-house or platform like Hackle



Metrics: Increase in sales & decrease in returns

## Step 2: Hypothesis Formation

H0: There will be no change in the selected metrics

H1: considerable change in the metrics

Confidence level: 95%

## Step 3: Experiment construction and execution



Segmentation: 50-50 Population segmentation for 18-25 age group  
Timeline: 4 months

## Step 4: Interpret Results



Minimum Expected threshold for each metric

Increase in sales:  $0.45 \times 105 \times 0.5 =$  INR 24 million

Decrease in returns:  $0.45 \times 63 \times 0.5 =$  INR 14 million

(Tier 1 & Metro account for 55% of total customers)

## MVP

Based on UAT & AB Testing features in MVP



Showing E-wardrobe feature on screen



Ability to add photos of wardrobe not purchased from Myntra

## UPDATE 1

Features in addition to MVP



Missing items to suggest accessories required to complete wardrobe



Occasion based looks to help design OTT-Outfit of the day from wardrobe

## UPDATE 2

Features in addition to MVP & Update 1



Gifting access to friends without actually showing content of wardrobe



Computer vision interface to add multiple items in single click



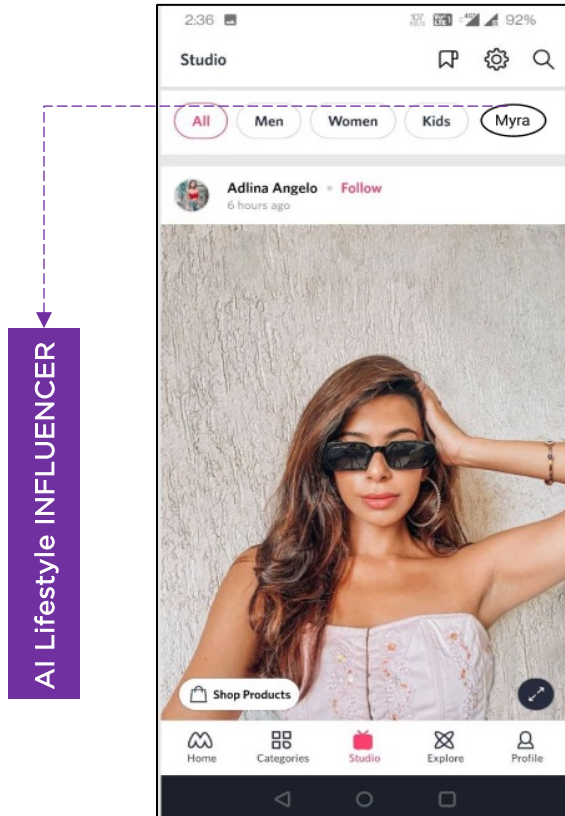


Brands can collaborate with MYRA to promote products on Myntra Studio

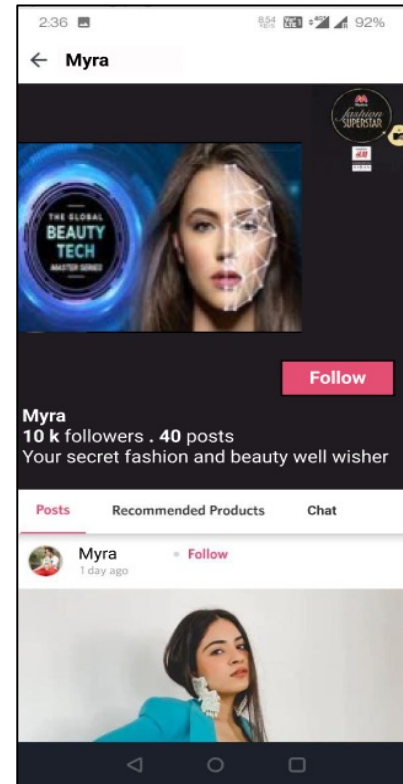
Customers can chat with MYRA to get personalised recommendations or issues resolved

*Future scope:* MYRA can create profile on other social media like Instagram & Facebook.

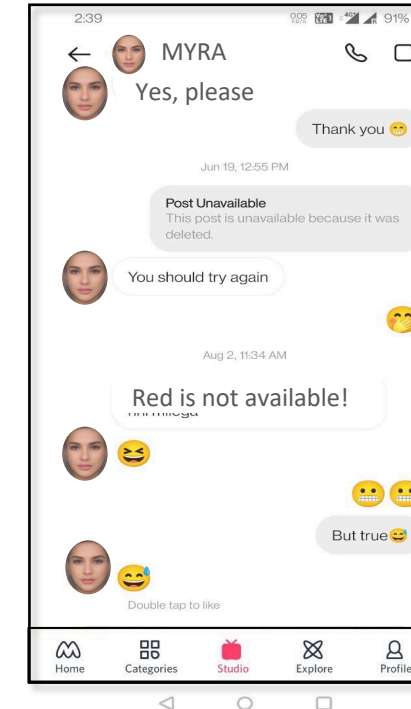
Current social networks do not have humanized AI influencers, giving Myntra **first mover advantage**



BRAND COLLABORATIONS



PERSONALISED CHAT



Content will be based on brand collaborations adding another alternative for advertisement

Customers can directly talk with MYRA for any product related queries she has posted about

Cost<sup>1</sup>

- Marketing --- 4% of Marketing Budget
- Development --- 20L-30L/ month (Source: [Development Cost](#))
- Testing --- 15-25% of the project cost (Source: [Testing cost](#))

Employee cost (inclusive)  
: Team of 10 (2 PM + 8 Engineer)  
: INR 15 L/Month (Source: [Glassdoor](#))

Benefit

- Increase in brand revenue --- INR 7 Million/Month
- Increase in sales --- INR 280 Million/Month
- Decrease in customer issue resolution time (intangible as of now)



## Roadmap



## User Acceptance testing

## AB Testing

## MVP &amp; Update Patch

## Visibility of the feature

(Are users clicking on the new feature)

87% users clicked during prototype<sup>1</sup>

## Problem Solver

(Does the new feature solve the problem they were facing before)

42% respondents found feature as value addition

## Feature Adaptability

(How much is the new feature adoptable)

low

Impact Assessment<sup>2</sup>:

## Willingness to buy more

(Will your frequency of purchase increase due to personalised recommendations)

8% respondents said they may double the frequency of purchase

## Increase in customer engagement

(Do you think MYRA is easy to interact, similar to salesperson in a shop)

67% Given no language barrier and easy UI, customers are willing to interact with MYRA

## Step 1: Analyse Data



Tier 1 (Mumbai, Bangalore)



Mode of testing: Either in-house or platform like Hackle



Metrics: Increase in screen time &amp; increase in sales

## Step 2: Hypothesis Formation

H0: There will be no change in the selected metrics

H1: considerable change in the metrics

Confidence level: 95%

## Step 3: Experiment construction and execution

Segmentation: 50-50 Population segmentation for 18-25 age group  
Timeline: 6 months

## Step 4: Interpret Results

Minimum Expected threshold for each metric  
Increase in Screen Time: 15 mins/day  
Increase in sales:  $0.55 \times 280 \times 0.5 = \text{INR } 77 \text{ million}$   
(Tier 1 & Metro account for 55% of total customers)

Based on UAT &amp; AB Testing features in MVP



MYRA posts about various brands in collaboration



MYRA can promote human influencers by routing to their content

MVP+ Update 1



Customer can chat with MYRA to get for doubts regarding products



MYRA can create non-fashion content, Quizzes, Polls to increase customer engagement

Future scope



MYRA can create profile on other social media like Instagram &amp; Facebook



This will help as other platform do not have their own AI influencers



Try **virtual look** before putting the makeup & change inputs like dress, accessories and get suggestions of makeup products.

Identify the products used by **celebrity/influencers** and will be directed to the product portal where they can buy it

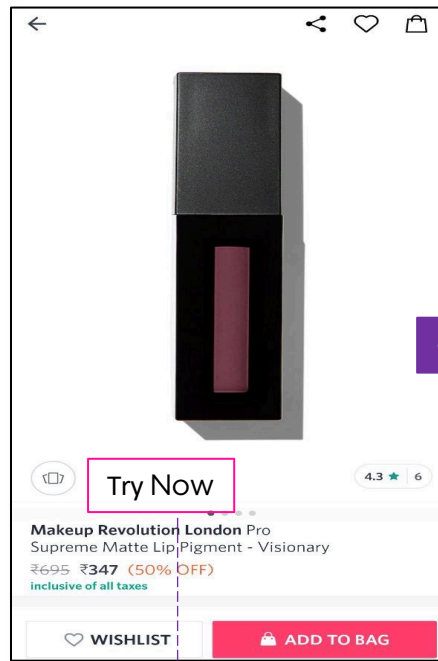
Currently, Amazon & Loreal are providing such service. In order to compete with such platforms, Myntra needs to improve the feature & create **strong POD**



Product selection

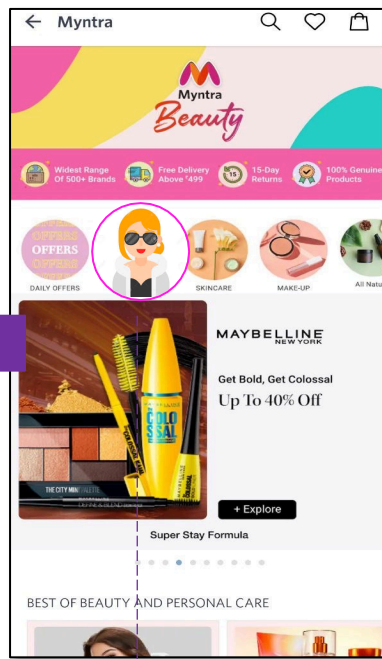
Product Trial

Product Purchase



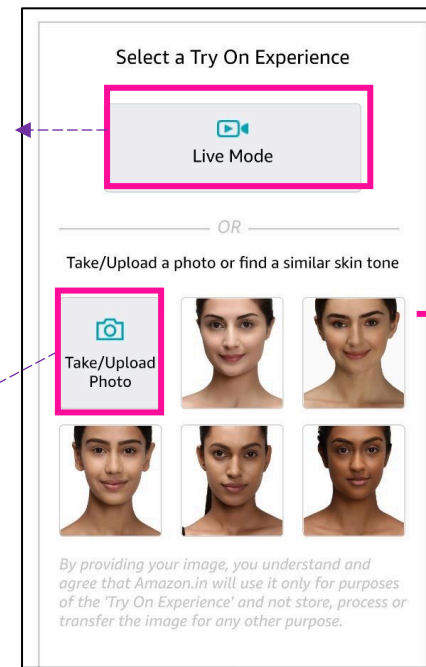
Select a product which customer has willingness to try

OR

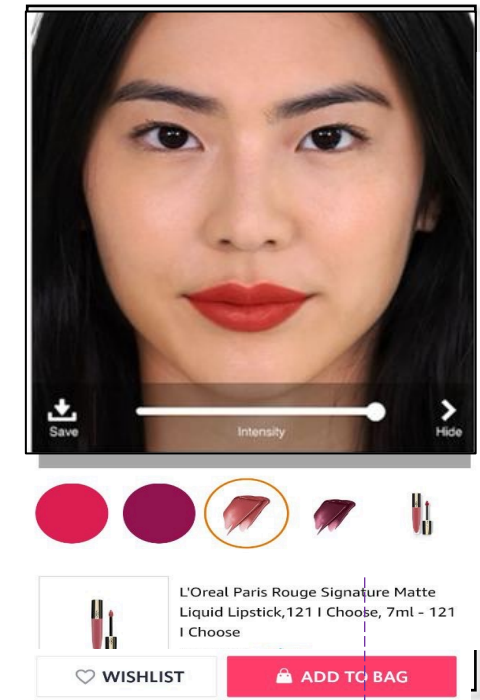


Get the products similar to favorite celebrity look

Try in live mode



Upload selfie/celeb Photo or choose the skin tone



Change the shade/product acc to preference

Cost<sup>1</sup>

- Marketing --- 1% of Marketing Budget
- Development --- 7L-13L/ month (Source: [Development Cost](#))
- Testing --- 15-25% of the project cost (Source: [Testing cost](#))

**Employee cost (inclusive)**  
 : Team of 10 (2 PM + 8 Engineer)  
 : INR 15 L/Month (Source: [Glassdoor](#))

Benefit

- Increase in first time purchases --- 5 million
- Increase in revenue --- INR 174 million/month
- Decrease in customer attrition, Data for choosing brand celebrity(intangible as of now)



## Execution Plan for IDEA 3: Virtual Makeup

## Roadmap



## User Acceptance testing

## AB Testing

## MVP &amp; Update Patch

## Visibility of the feature

(Are users clicking on the new feature)

68% users clicked during prototype<sup>1</sup>

## Problem Solver

(Does the new feature solve the problem they were facing before)

79% respondents found feature as value addition

## Feature Adaptability

(How much is the new feature adoptable)

medium

Impact Assessment<sup>2</sup>:

## Willingness to purchase new product

(Will you buy new products which you have not used before)

19% customers said that they will try new products which otherwise they would have not purchase

## Willingness to buy more

(Will your frequency of purchase increase due to personalised recommendations)

8% Respondents said they will increase frequency by twice of regular purchase

## Step 1: Analyse Data



Tier 1 and Tier 2 (Bangalore, Jaipur)



Mode of testing: Either in-house or Hackle



Metrics: Reduction in Bad Purchase/ Increase in repeat purchases, Increase in first time customers

## Step 2: Hypothesis Formation

H0: There will be no change in the selected metrics

H1: Considerable change in the metrics

Confidence level: 95%

## Step 3: Experiment construction and execution



Segmentation: 50-50 Population segmentation for 18-25 age group  
Timeline: 6 months

## Step 4: Interpret Results



Minimum Expected threshold for each metric  
Increase in First Time buyers:  $0.85 \times 5 \times 0.5 \times 1 = 2 \text{ L}$   
Increase in repeat purchase:  $0.85 \times 174 \times 0.5 \times 1 = \text{INR } 7 \text{M}$   
(Assumption: Tier 1,2 is 85% of total customer base, Bangalore & Jaipur is 10% of total population)

Based on UAT & AB Testing features in MVP



Virtual look before putting the makeup & change inputs like dress, accessories



Get suggestions on the Makeup and Makeup Products



Other Platforms have such features hence this will act as PoP

Features in addition to MVP



Identify the products used by **celebrity/influencers** & will be directed to the product portal where they can buy it



Such feature is not provided by other platforms, so this will be PoD.





*Click on the link for the access:*

Round 1 submission:

<https://drive.google.com/drive/folders/1qvMFcbwaseclwGb5LIpTcZbguc5yCyz?usp=sharing>

Detailed Cost-Benefit Analysis:

<https://drive.google.com/drive/folders/1qvMFcbwaseclwGb5LIpTcZbguc5yCyz?usp=sharing>

Prototype Testing (E-Wardrobe):

<https://www.figma.com/proto/6v1mOpqvvCj6MFpL6nOUMY/Untitled?node-id=7%3A272&scaling=min-zoom&page-id=2%3A18&starting-point-node-id=3%3A36>

Prototype Testing (MYRA):

<https://www.figma.com/proto/6v1mOpqvvCj6MFpL6nOUMY/Untitled?node-id=31%3A133&scaling=min-zoom&page-id=25%3A93&starting-point-node-id=25%3A96>

Prototype Testing (Virtual Makeup):

<https://www.figma.com/proto/6v1mOpqvvCj6MFpL6nOUMY/Untitled?node-id=49%3A154&scaling=min-zoom&page-id=48%3A153&starting-point-node-id=49%3A164>

