

## What?

Myntra is a major Indian fashion and lifestyle e-commerce company. It provides a platform for footwear, clothing, accessories and lifestyle products for women & men. The company was founded in 2007 and has since become one of the largest online fashion retailers in India.

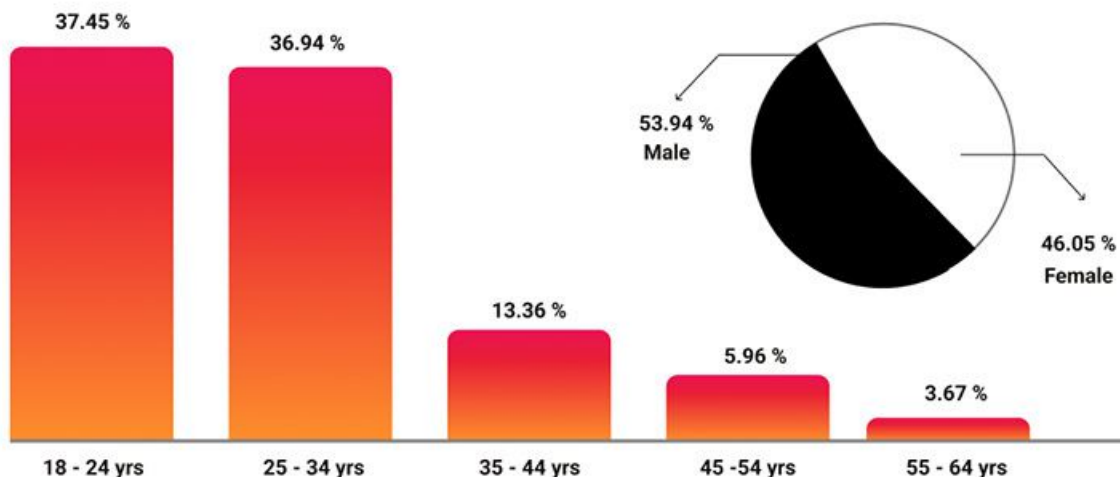
## Data Analysis

Category Rank	Annual Revenue
#1	\$500 M - \$10 B
Visits/month	Bounce Rate
61.2 M	52.29 %
Pages/visit	Avg. Visit Duration
6.39	00:04:41

Source: WWW.Similarweb.com

## Why?

Myntra aims to meet the growing demand for online fashion and lifestyle shopping in India and to provide customers with a convenient and enjoyable shopping experience. It also provides features such as easy returns, free shipping, and various payment options, making it a preferred choice for Indian shoppers.



## How?

Myntra operates on an aggregator business model (B2C) of premium brands. The business model of Myntra is primarily based on procuring current season merchandise from all its associate brands and making them available on its e-commerce portal as soon as they are available in the respective retail brand outlets.

## Value Proposition

Variety of brands on a single platform

Hassle free shopping from anywhere, anytime

Easy Accessibility

Increases convenience

## Strength

- 1 Range of products
- 2 Affordable Prices
- 3 Fashion Expertise
- 4 Sustainability Efforts

## Competitors

Bewakoof®

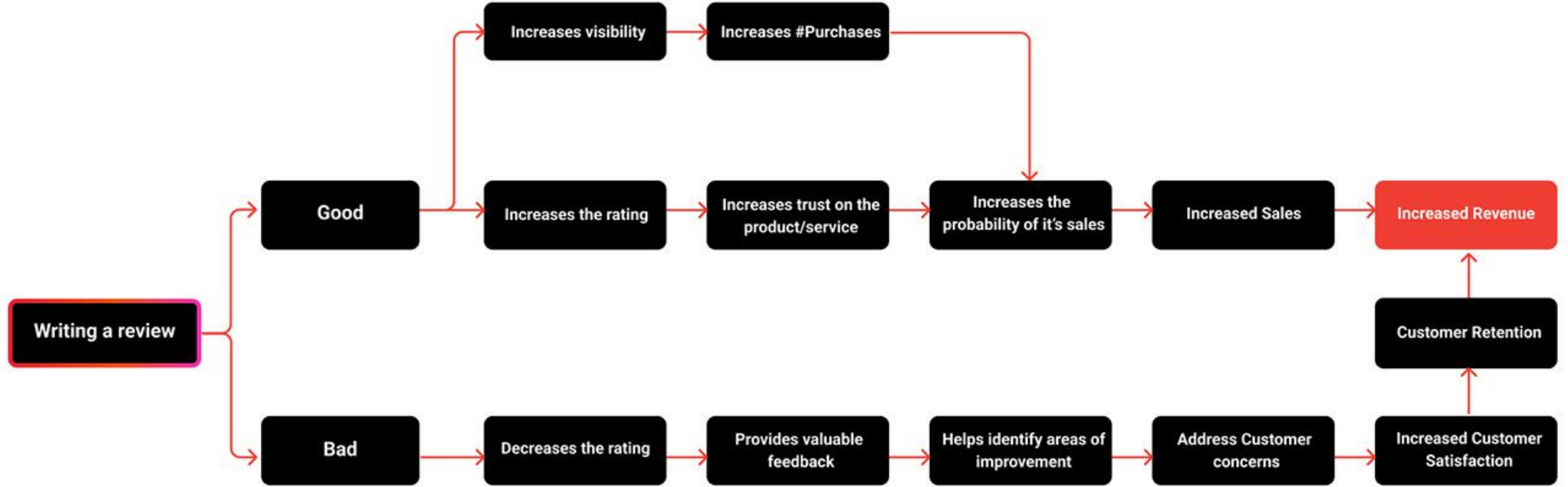
amazon

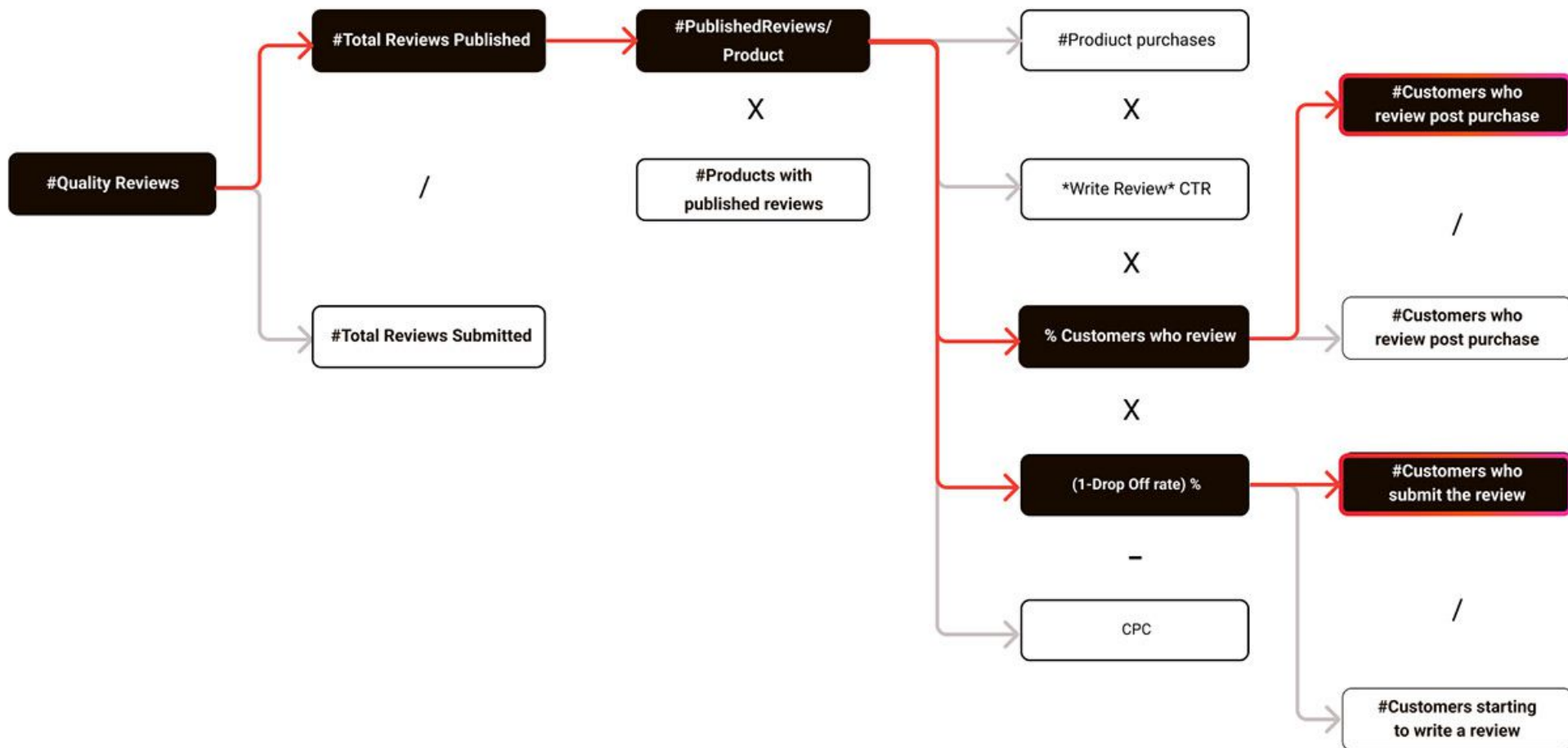
adidas

S  
SHEIN

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**Why reviews are important for business?**







## North Star Metric

Number of Quality reviews submitted by the customers for a single product

## L1 Metric

% of customers submitting the reviews for the products they purchase

## L2 Metric

Number of customers dropping off before submitting their review

To understand this better,

**Let's dive into the journey of writing a review**



Sakshi Malhotra

Age: 29

Status: Single

Occupation: Architect

Location: Bangalore

Extrovert

Creative

Practical

Patient

Organized

Disciplined

## About

Sakshi is an architect by profession and a avid reader by passion. As her work schedule is quite hectic, she rarely has time to go out to get her necessities. She ends up doing most of her purchases online. Based on her friend's recommendation, she bought a HRX athleisure for herself, which is available only online. On receiving and trying out, she cannot believe what an amazing fit it had and hence, decides to write a review out of excitement, but a few weeks later when she had the time.

## Goals

- Wants to share a quick review
- To give a rating without hassle
- Wants to upload photos to show the quality
- To get done with it before she forgets

## Pain points

- She has written a review before and has no clue where to find it
- She doesn't have enough time to spare
- She has to find the photographs that she had clicked weeks ago

## Applications & Softwares

Whatsapp



Instagram



Quora



## Technology

Internet



Social Media



Mobile Apps



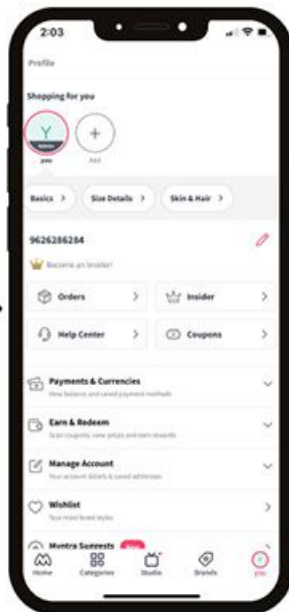
## Favorite Applications





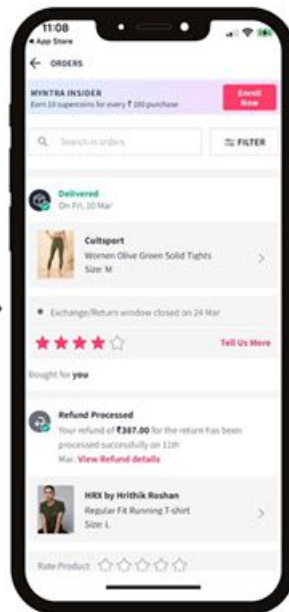
## Step 1

Opening the application



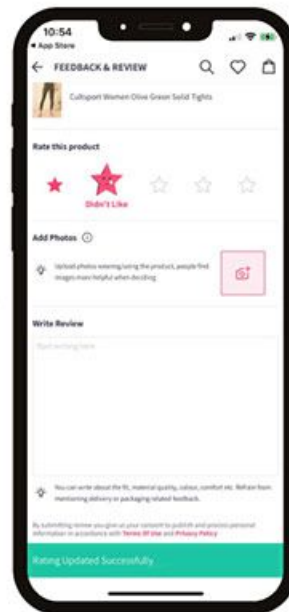
## Step 2

Need to click on the orders



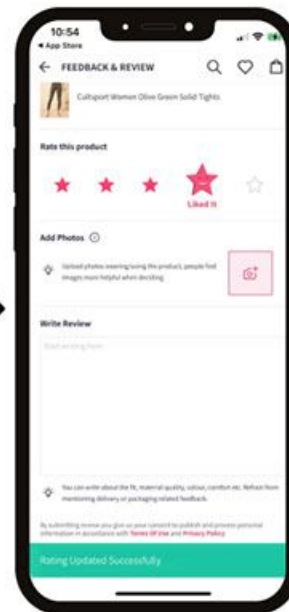
## Step 3

Choosing the product that she wants to rate and clicks on "Tell us more"



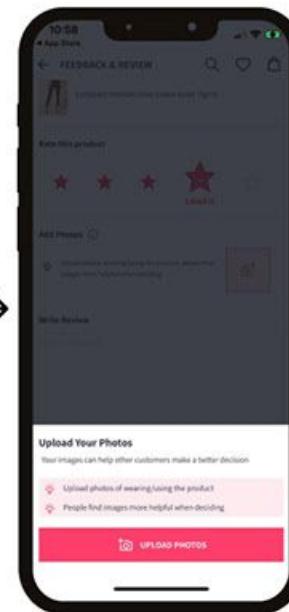
## Step 4

Clicks on the stars to rate



## Step 5

Changes the rating

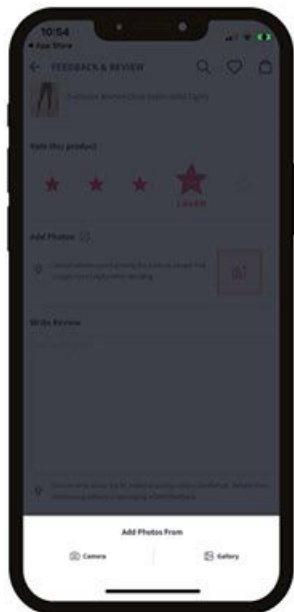


## Step 6

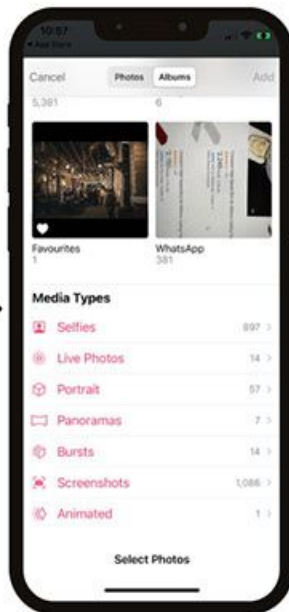
Clicks on the "i" icon and clicks on upload photos



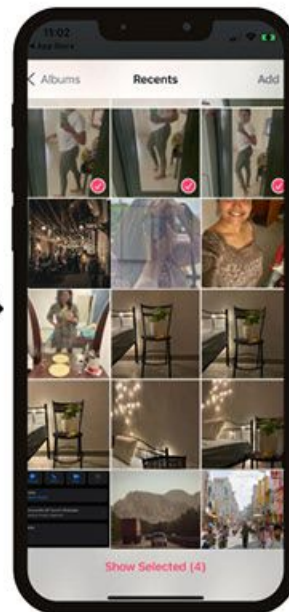




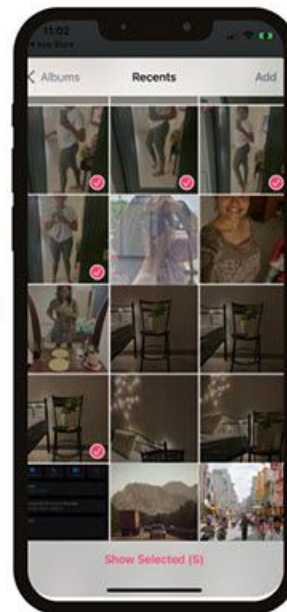
**Step 7**  
Clicks on gallery



**Step 8**  
Chooses the album



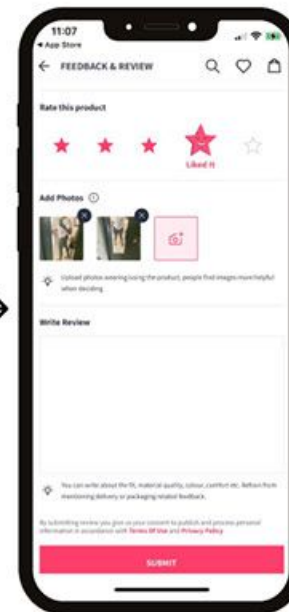
**Step 9**  
Chooses the photos



**Step 10**  
Realizes she cannot upload more than five

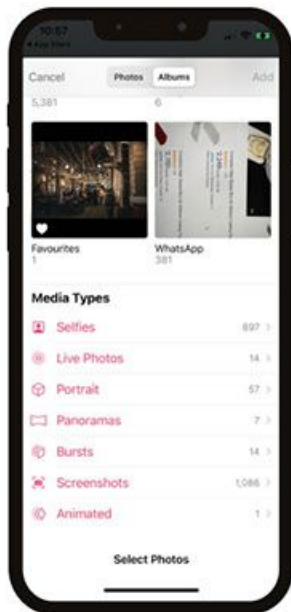


**Step 11**  
Goes through the chosen photographs and clicks on done



**Step 12**  
Realizes she cannot preview the chosen photographs





### Step 13

Chooses the album



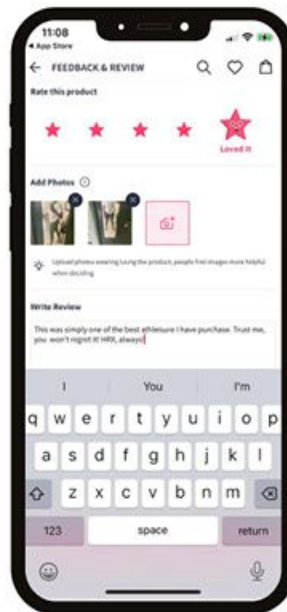
### Step 14

Changes the photo



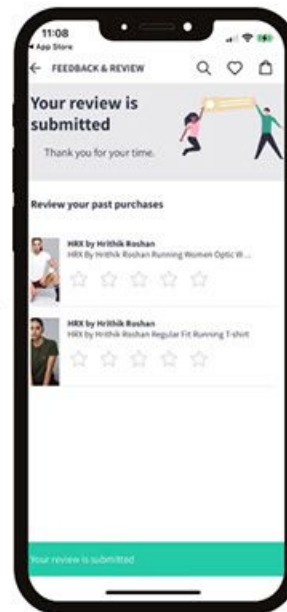
### Step 15

Goes through the chosen photographs  
and clicks on done



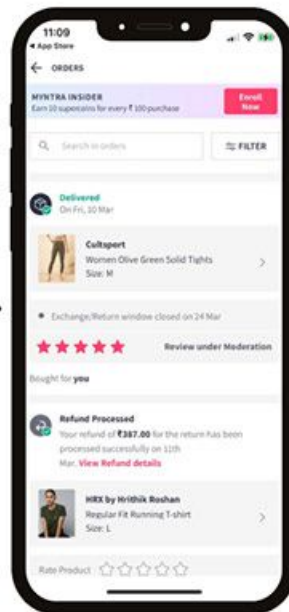
### Step 16

Writes the review and clicks on  
submit



### Step 17









Sees the success message



### Step18

Reads that the review is under  
moderation



Stages	Landing page	My profile	History of orders	Rating	Photo Upload	Replacing photos	Writing a review	Submits the review
<b>Steps</b> (Doing)	On opening the Myntra App, she arrives at the landing page to write a review and clicks on my profile	Clicks on orders	Clicks on the particular olive green HRX order, rates it and clicks on "Tell us more"	Clicks on 2 stars by mistake and later, changes it to 5 stars	Clicks on "i" to read the instructions, then chooses to upload from Gallery. Selects, unselects and clicks on Done after a preview	Clicks on the photo and then clicks on "X" before repeating the entire process again	clicks on the text box, writes a review, clicks return and click on the screen outside	Clicks on submit and reads that her review is submitted before she exits
<b>Comment</b> (Saying)	"Man, how do I write a review now?! Where do I go look for that product? Maybe, Orders? But, I can't find my orders! Maybe, my profile?"	"Oh here it is!! My orders should be here!!"	"Okay! This is it! i am here. Looks like I will have to rate first. That's all? Where is submit? Oh! tell us more!!"	"Andd! let me now rate! Woahh! Haha! This is animated! Fun!"	"Oh no!! I have to scroll and find it! Damn, what's this!! Its too sensitive, wrong photos are getting selected. And, 5 is the limit, only if they had mentioned!!"	"No! I don't like this. Why wouldn't they possibly let me preview it post submission. I have a feeling I submitted the wrong photographs and I do not want to repeat this!!!"	"Finallyy! Let me type it out! HRX is the best!!! Why is return not letting me submit? What do I do now? Let me click somewhere else! Ahh!"	"Yaayy! finally done! Looks like it is submitted!!"
<b>Thoughts</b> (Thinking)	"I am very confused as to where to go and how to go about it! Let me explore. It should be somewhere here!!!"	"Quite happy that I found it before I change my mind"	"They should really give the rating inside if there is more. Wonder where I can upload the photographs!!"	"Oops! Clicked the wrong star! But, Aww! looks soo cutee!"	"This is not what I signed up for!! Very frustrating!!"	"Okay, this is starting to get annoying! The whole process again! Now, I have to scroll all the way to chosen photographs! I am not reviewing again!!"	Feels like this probably is a good feature and a way to start	"Feel content that she finally did her first review and that it is submitted"
<b>Emotions</b> (Feeling)	 Confused	 Happy	 Disappointed	 Happy	 Impatient	 Disappointed	 Happy	 Happy
<b>Insights</b>	There is no clear visibility as to where and how to review for a new user. Probably, increasing visibility might get more quality reviews	The review section not being visible upfront, may lead to drop offs and consecutive reviews from potential positive customer reviews	The rating feature present on the exterior of the feedback is misleading and confusing leaving the user question the follow up step	An animated engages the user and introduces a sense of empathy from the product's end by personifying the product	Constraints need to be set in a way that is flexible to the user's flow of thoughts	Users need a preview of things before the finally submit and repetition of tasks discourage the users to continue with the process further	CTA buttons needs to be visible always. Assuming that clicking anywhere outside will get the user outside may not be the best user experience decision	A feedback post the submission keeps the users in the loop



## Observations & Recommendations



### Positive User Experience

- The animating stars is a nice emotional addition to the experience of rating
- Regular feedback on updating the rating keeps the user informed
- Option to either click a photographs right away or choose from the gallery gives the user the flexibility
- Availability of tips on click of the information icons gives the user an idea before uploading



### Negative User Experience

- The policy of review is not upfront and hence, the user has no idea what happens on submitting
- The user is unable to preview the photograph post submitting the photographs which increases the doubts and anxiety for the user
- Its time consuming and a hassle for the users to rechoose the photographs
- Poor instruction prompt: The user is unaware of the maximum limit of photographs that can be uploaded



### Recommendations on writing a review

- The visibility of instruction prompts could be increased so that the user is informed in prior and therefore reduces making errors
- There is a need for an improved feature to mark the maximum limit of photographs to be uploaded replacing the current dim overlay that could be overlooked
- A preview post submitting the photographs
- An auto scroll to the chosen photographs when one chooses to replace or add

Thankyou!