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# Problem analysis and breakdown

## About the company

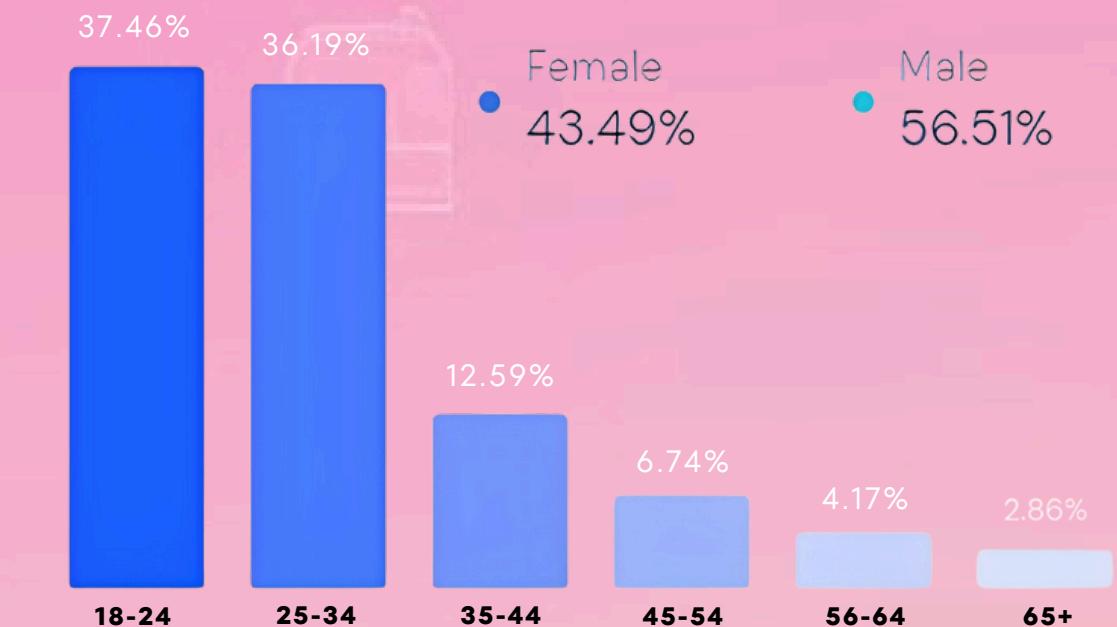
Mynta is India's leading fashion e-commerce platform, bringing the latest styles and trends to fashion enthusiasts across the country.

- Gen Z constitutes the **largest portion** of Mynta's consumer base, making it essential to update the app according to their preferences.
- Given Gen Z's heightened emphasis on fashion, we must develop a **distinct idea** that resonates with their mindset and meets their needs effectively.

### Social Buyers



Age Distribution



- **97%** of Gen Z consumers now use **social media** as their primary shopping inspiration.

- Brands must prioritize authentic, organic content over polished material for millennials to effectively engage this audience.

- Gen Z's preferences and aversion to traditional advertising will reshape marketing. **Influencer marketing** is key to cultivating brand sentiment and awareness.

## What is GenZ and what does GenZ desire?

Gen Z describes a group that's far from underwhelming. Individuals in this category include teens and those in their early 20s, born after the millennial age. What makes this upcoming generation so distinct is the fact that they were born into an entirely online world.



### Social Media is crucial

Millennials prefer Facebook, while Gen Z favors **Snapchat, Instagram, and YouTube**. Over **80% of Gen Z** is influenced by **social media** for online shopping, compared to 74% of millennials. Several statistics show that Gen Z is heavily influenced by social media channels when it comes to online shopping.

### Gen Z Desires Engaging Experience

Online shopping platforms should not just be about selling dresses but should be **engaging** with much-needed **fashion activities**. Gen Z has low retention and does not like applications that only fulfill their needs, as this cages them and makes them feel dependent. This generation requires **freedom** and they **need to choose** to come back to our platform again and again.



### Gen Z's trust on AI and its influence on brand trust

Gen Z's perception of AI accuracy is reshaping brand trust definitions. They **trust AI** for security, accuracy, and reliability. This generation's strong trust in AI comes from their exposure to significant technological advancements. Many consumers prefer brands that offer **AI-assisted help**, independent of human influence, especially in shopping experiences.

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## Solution Breakdown(I/2)

### Reel-to-Real : Find that dress bot

Style Genie



- Easily **send the reel** of the dress you like on instagram.
- Get a prompt reply with the exact link to the dress on Myntra.
- **No need to spend time searching**; let the bot do the work for you.
- Saves you time by providing **direct links**, avoiding endless scrolling.
- Access the bot any time of the day for **instant** results.
- Access to a vast collection of dresses available on Myntra.
- Makes finding and purchasing your favorite dresses enjoyable and efficient.

### Quick Clips, Big Rewards



Scratch away

- Create a **video review** of a Myntra purchase in a minute or less.
- Receive **scratch cards** for each eligible video review.
- Your video may be showcased in Myntra's advertising and promotions.
- Stand a chance to **collaborate** with popular **influencers** and expand your reach.
- Scratch cards offer a chance to win exciting rewards and discounts.
- Get a **chance to win** upto 75%off on certain items and cashback upto Rs. 50.

### Fashion Fit : AR Dress Try-On

- **Try on dresses virtually** using cutting-edge AR technology.
- Share your AR try-on experiences directly on your social media handles.
- Experience lifelike dress fittings without leaving your home.
- As of June 2020, 35% of U.S. respondents said they'd used AR to visualize furniture or vehicle customizations, it's time to **innovate fashion** with the same.
- **5G availability** is expected to increase retailer interest in AR and VR experimentation because of the improvement in **bandwidth**
- Customize your AR try-on sessions with personalized **styling tips** and recommendations, enhancing your fashion influence and share it with the world!
- Drive social media engagement through innovative AR content where consumers freely explore and experiment with dresses, sparking curiosity and attracting a broad customer base.

Any dress at myntra



With a bit of  
Myntra Magic



Try it instantly at  
home !!

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## Solution Breakdown(2/2)

### Myra: Your Fashion AI Companion



- Allows users to **input images** or **sketches** of dresses.
- Utilizes advanced algorithms to identify **similar dresses** available on Myntra.
- Provides tailored suggestions based on **visual inputs**.
- 75 percent of Indians surveyed between September and October 2022 would place their trust in AI, making the most **AI-trusting country**.
- The Myntra AI Assistant combines AI with visual search to redefine online shopping experiences by providing **precise matches** for dresses based on uploaded images or sketches.

### Paint your Besties : Fun makeup game

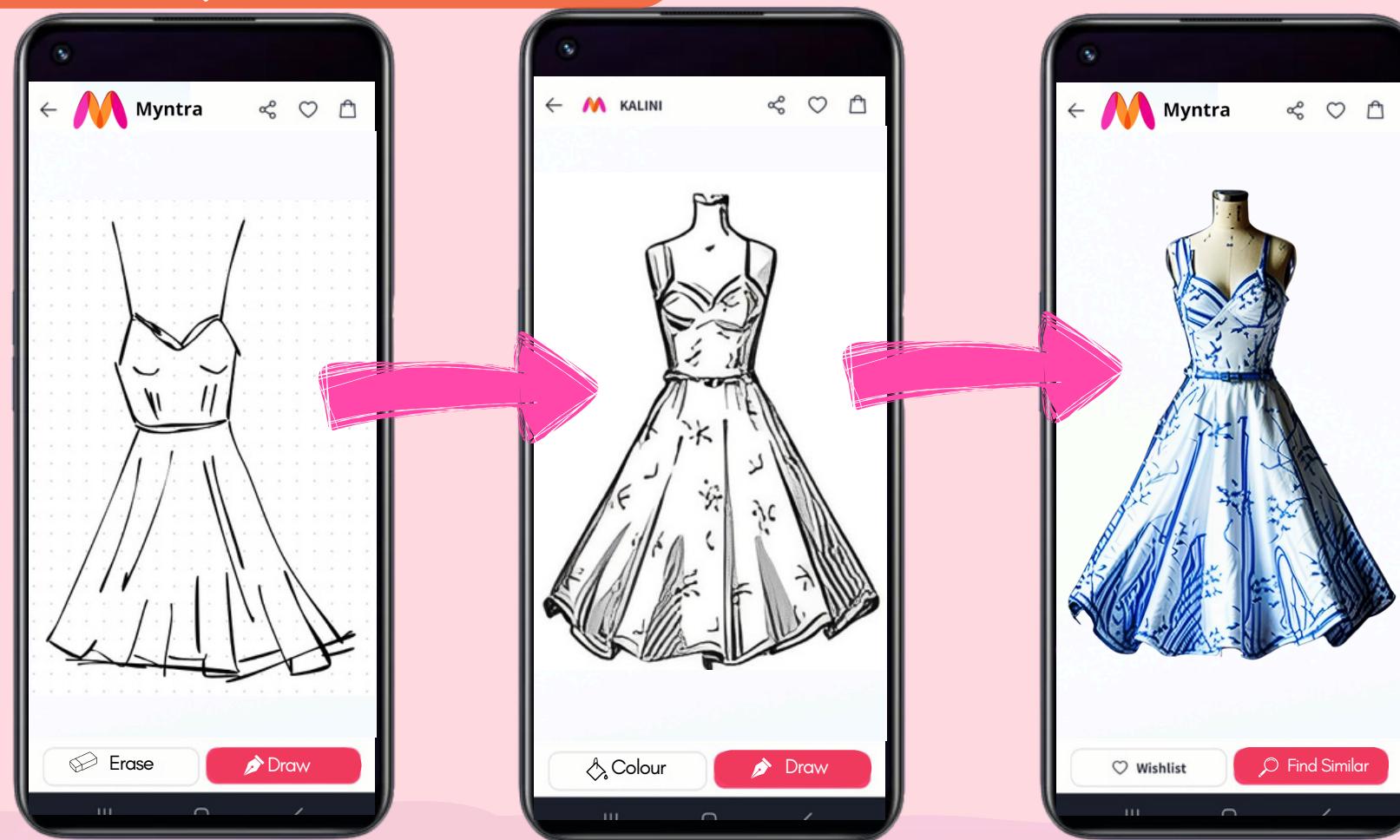


*PaintYourBestie*

- **Upload pictures** of your friends to virtually apply a wide range of makeup products available on Myntra.
- Learn and practice different **makeup** techniques and applications in a virtual environment.
- Assists users in **selecting** the ideal makeup products, thereby reducing the rate of returned items.
- This engaging activity attracts new consumers by offering an **interactive** and **personalized** makeup exploration experience.
- Enjoy a **playful** game where you can **experiment** with various makeup looks and styles on your friends' photos.

### Design Diva : Sketch your own dress

- Enjoy an interactive platform where you can sketch your own dress design from **scratch**.
- **Preview** your design in 3D to see how it would look in real life.
- Request personalized **alterations** such as fabric choices, colors, and embellishments and order a customized version just for you.
- 81% would be willing to **pay more** for **customized** clothing, 79% for customized footwear, 76% for customized furniture and 77% for customized fashion accessories and jewelry.
- There is a great interest for customized and **personalized** clothing, especially among the **16-24** years old.
- 48% of consumers are willing to **wait longer** to receive a customized product
- Once satisfied, **place your order** directly through Myntra for hassle-free customization. **Share** your customized dress design with friends and **social media** to showcase your creativity.



*Unleash your inner fashion designer!*

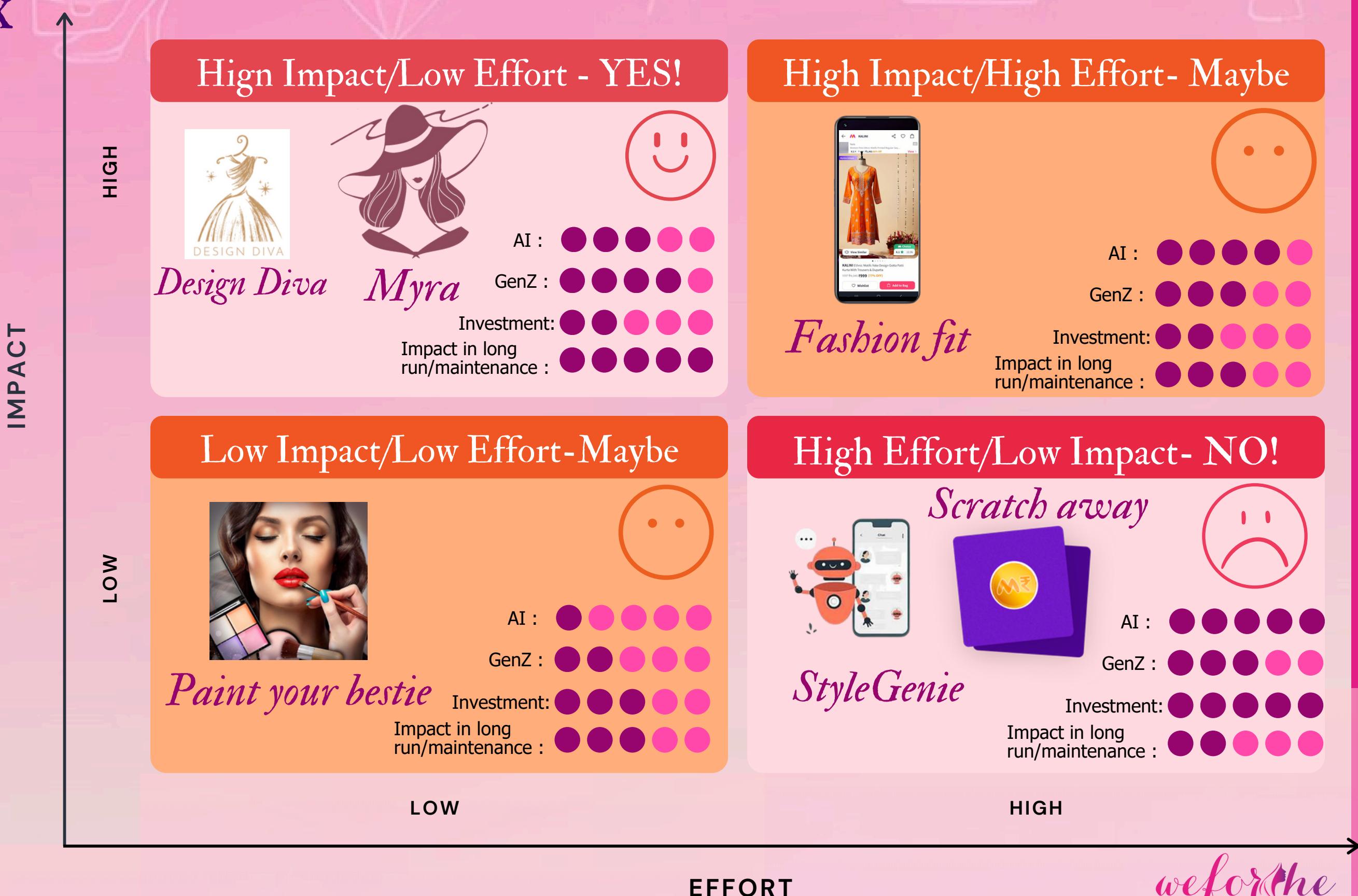
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# Prioritization

## Impact/Effort Matrix

### Prioritized Idea

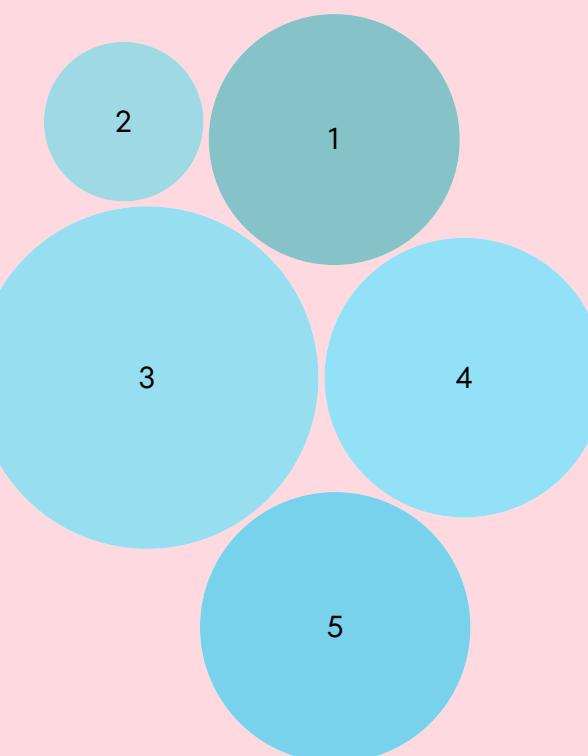
- Moving forward with this idea, **Design Diva** an interactive platform for sketching dress designs from scratch.
- Preview **designs in 3D** for realistic visualization before ordering.
- Request **personalized** alterations like fabric choices, colors, and embellishments.
- Order a customized dress directly through Myntra for seamless **customization**.
- Share custom designs on social media to showcase creativity.
- Prioritizes ease of use with straightforward technology.
- Resonates well with **Gen Z**'s preference for fashion experiences.
- 81% of consumers** willing to pay more for customized clothing.
- Significant interest among **16-to 24-year-olds** for personalized apparel.
- Highlights the growing demand for unique and tailored fashion items.
- 48% of consumers** willing to wait longer for customized products, emphasizing the value of personalization.



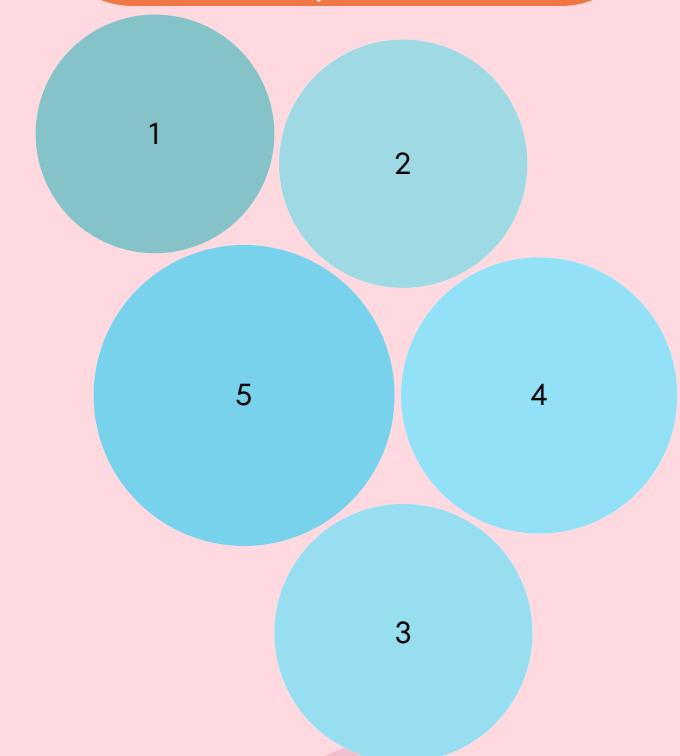
# Impact and Implementation

## Forecasting increase in customer base with the influence of Design Diva

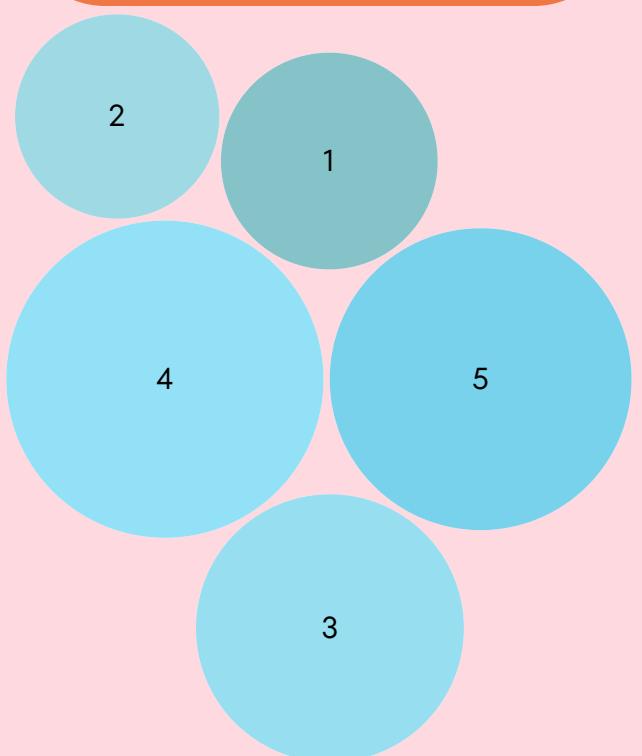
Designing and sketching dresses on Myntra.



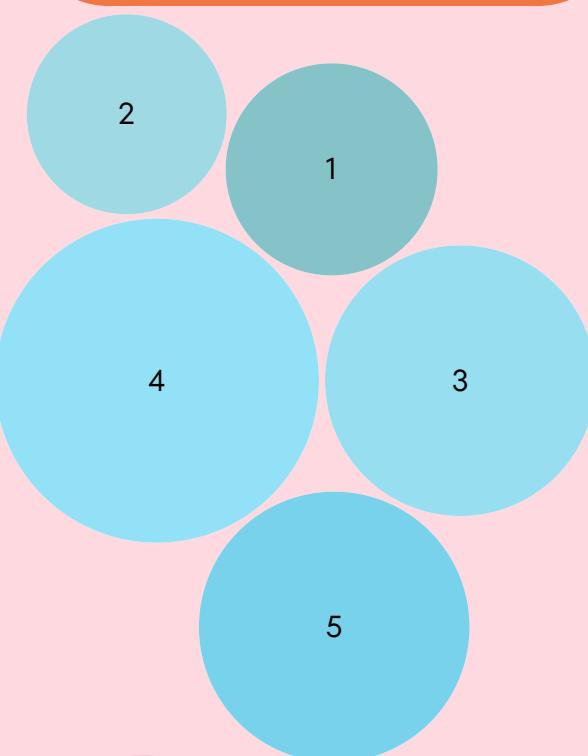
Sketching designs for customized gifts on Myntra.



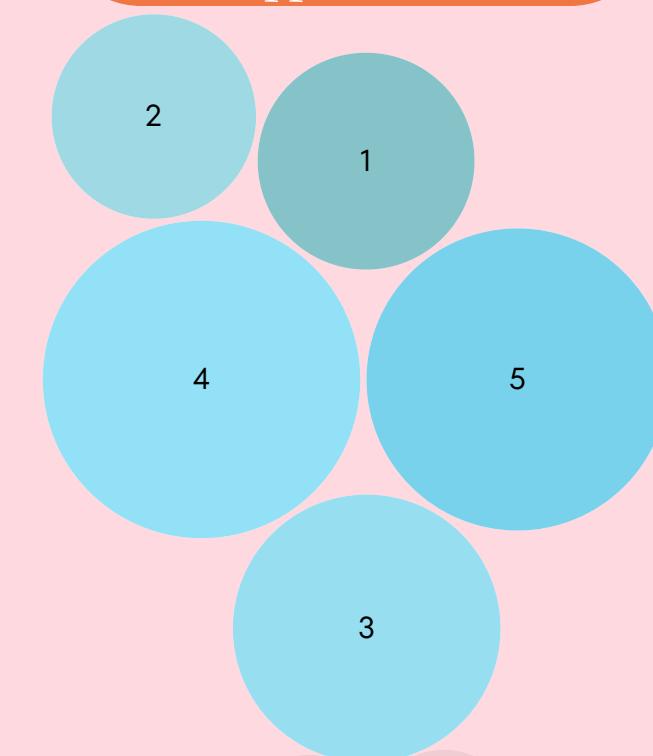
Using the newly introduced feature to sketch accessories/dresses.



Personalizing your closet through a self-design feature.



Recommend Myntra to a friend as a dress sketching application.



Reference : [Google Form](#)



This initiative anticipates that women will surpass men and become the majority of Myntra's customer base percentage-wise.



Based on data collected from a Google form and scaled to the Indian population, it is projected that Myntra's app users will increase by approximately 200,000 within a quarter and about 2.7 million within a year.



Gen Z will be particularly attracted by the concept of customization and personalization of clothes and accessories. As a result, users are expected to spend more time on the app beyond just shopping.



Design Diva will further enhance the user experience by offering innovative and trendy customization options, appealing to fashion-forward customers.

Thank You

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