Kummari Guru Mallesh

Gurumallesh21@gmail.com

9959644169

Flipkart Case Study

1. Business & Market Understanding

Company: Flipkart

Industry: E-commerce

Market Trends:

- The market is experiencing significant growth due to increasing smartphone penetration, internet access, online shopping preference, demand for faster deliveries and personalized experiences, and the rise of Tier 2 and Tier 3 cities.

Flipkart's Position:

- The company has a robust presence in various sectors such as electronics, fashion, and groceries.
- The company is renowned for its competitive pricing, extensive product range, and convenient services like cash on delivery.

Challenges:

- Maintaining profitability in a low-margin environment.
- Addressing logistical challenges in reaching remote locations.
- Improving customer experience and personalization.

2. Business Requirements Document (BRD)

Project Name: Improve Product Discovery through Personalized Recommendations .

Project Objective: The goal is to enhance user engagement and conversion rates by offering personalized product recommendations based on individual browsing habits and purchase history.

Target Audience: Existing Flipkart users .

Project Scope: The project aims to create an algorithm that analyzes user data, recommends products, integrates personalized suggestions into app sections, and conducts A/B testing to optimize performance.

Success Criteria:

- Increase in click-through rate on product recommendations.
- Increase in average order value.
- Improvement in customer satisfaction metrics.

3. Product Requirements Document (PRD)

Feature Name: Personalized Product Recommendations .

User Stories:

- The user desires personalized product recommendations on the homepage to discover new and relevant items.
- The user desires personalized product recommendations after viewing a product, showing similar or complementary items.
- The user desires personalized product recommendations based on their past purchases and browsing history.

Functional Requirements:

- The system should gather user data like browsing habits, purchase history, and search queries, and use a recommendation algorithm to identify relevant products.
- It should display personalized recommendations across the app, and users can provide feedback on their accuracy and relevance.

Non-Functional Requirements:

- The system should be scalable, unbiased in its recommendation algorithm .
- And securely store user data in compliance with privacy regulations to handle large user numbers.

4. User Journey & Workflow :

Scenario: A user browsing the Flipkart app for a new phone.

1. User opens the Flipkart app and lands on the homepage.
2. The user sees personalized product recommendations for smartphones based on their browsing history and interests.
3. The user clicks on a recommended phone to view its details.
4. After viewing the phone, the user sees additional personalized recommendations for phone cases, chargers, and other accessories.

5. The user adds the phone and a recommended case to their shopping cart and completes the purchase.

Workflow :
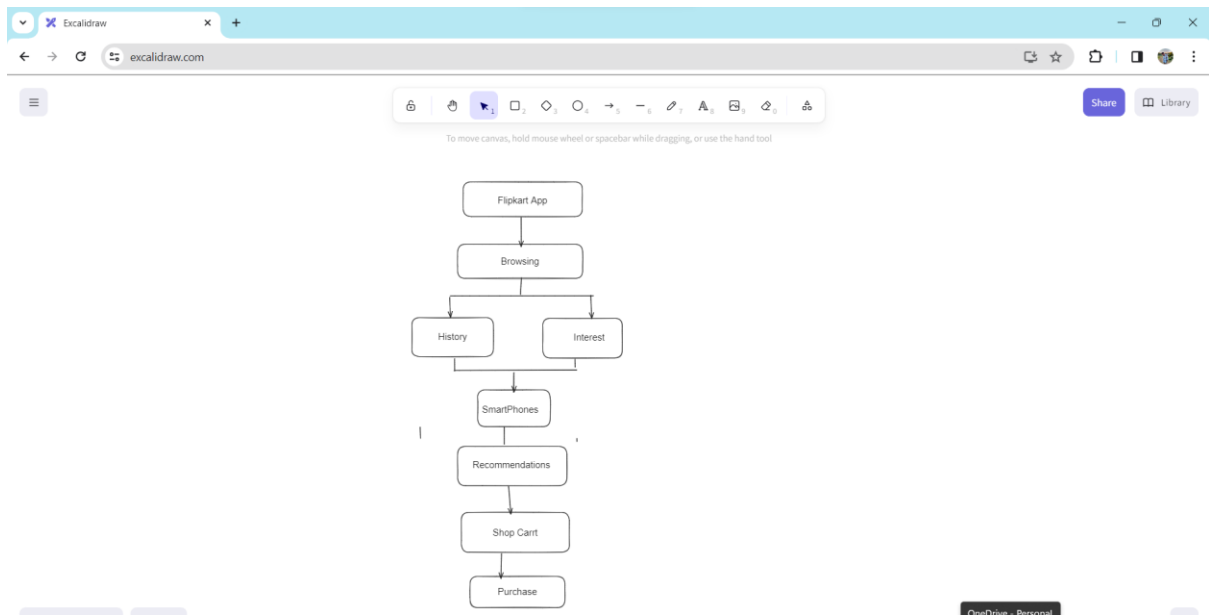
Conclusion:

Implementing personalized product recommendations can significantly enhance user experience, increase business metrics, and contribute to Flipkart's continued success in the competitive e-commerce landscape.

<u>Myntra Case Study</u>

<u>1. Business & Market Understanding</u>

Company: Myntra

Industry: E-commerce (Fashion)

Market: India

Market Trends:

- The growth of online shopping, driven by increased smartphone penetration and internet access, is primarily driven by the increasing demand for personalized experiences and faster deliveries in Tier 2 and Tier 3 cities.

Myntra's Position:

- Leading online fashion platform in India with a strong market share.
- Offers a wide variety of apparel, footwear, and accessories from various brands.
- Known for its user-friendly interface, curated collections, and attractive deals.

Challenges:

- Intense competition from other online retailers and fashion brands. Maintaining profitability in a competitive market with low margins.
- Addressing concerns around product quality and counterfeit goods.
- Providing a seamless and personalized shopping experience for diverse customer preferences.
-

2. Business Requirements Document (BRD) :

Project Name: Enhance Customer Engagement through Virtual Try-On Technology

Project Objective: Increase customer engagement and conversion rates by offering a virtual try-on feature that allows users to see how clothes would look on them before purchase.

Target Audience: Existing Myntra users

Project Scope:

- Integrate virtual try-on technology using advanced image recognition and body mapping algorithms.
- Develop a user-friendly interface for users to virtually try on clothes in the app.
- Ensure compatibility with various devices and screen sizes.

Success Criteria:

- Increase in time spent browsing and interacting with the app.
- Improvement in click-through rates on product listings.
- Reduction in product return rates due to size or fit issues.

3. Product Requirements Document (PRD)

Feature Name: Virtual Try-On

User Stories:

- As a user, I want to virtually try on clothes using the Myntra app to see how they would look on me before purchasing.
- As a user, I want to use the virtual try-on feature with various clothing items and sizes.
- As a user, I want to share my virtual try-on experience with friends and family on social media.

Functional Requirements:

- The system should use camera access to capture user images or upload existing ones, and use image recognition and body mapping technology to virtually fit clothes onto the user's image.
- Users can select clothing items, sizes, and colors to try on, providing a realistic fit and style experience. They can also share their virtual try-on photos on social media.

Non-Functional Requirements:

- The virtual try-on feature should be accurate, reliable, and accessible on various devices, ensuring user privacy and data security.

4. User Journey & Workflow

Scenario: A user browsing the Myntra app for a new dress.

1. User opens the Myntra app and browses the dress category.
2. User selects a dress they are interested in and sees the "Virtual Try-On" option.
3. User grants camera access or uploads a photo.
4. The system virtually fits the dress onto the user's image.
5. User can adjust the pose, zoom in/out, and try different sizes and colors.
6. User decides to purchase the dress based on the virtual try-on experience.
7. User completes the purchase process through the app.
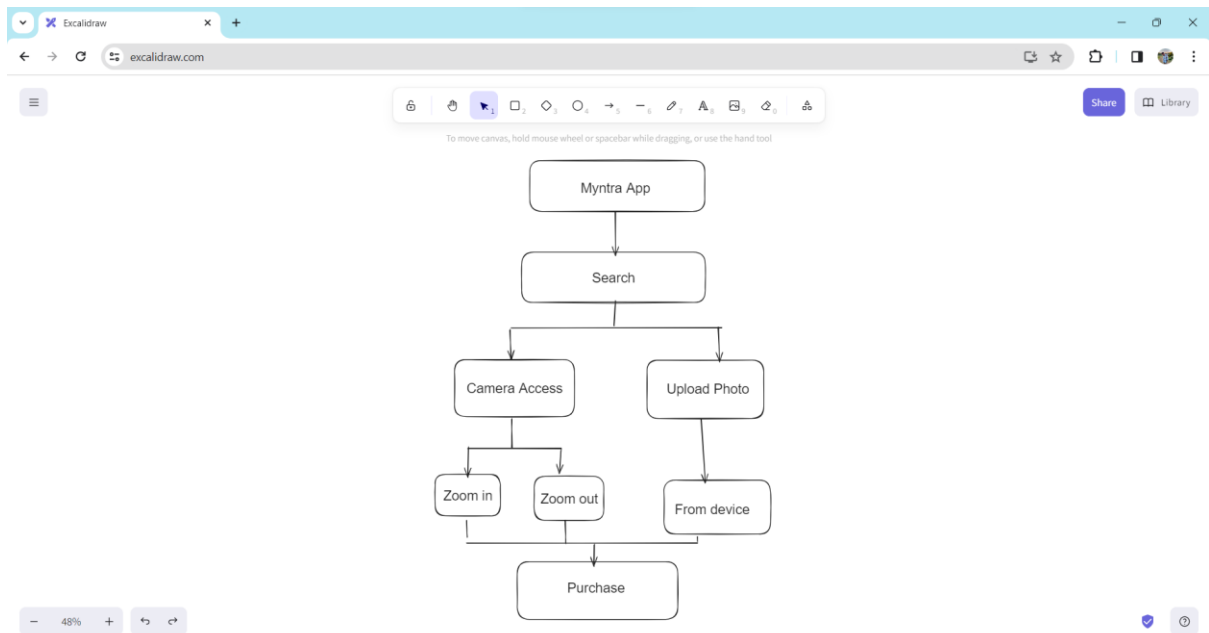
Conclusion:

Implementing virtual try-on technology can significantly enhance the Myntra user experience, improve customer engagement, and contribute to increased business success by boosting sales and reducing returns.