

## PROBLEM STATEMENT

- Engaging GenZ consumers amidst rapid trend shifts and heightened sustainability expectations poses a significant challenge.
- Current industry methods fail to adapt to change swiftly, resulting in barriers to capturing and retaining young users, reducing app engagement and brand loyalty.
- Our solution integrates Al-driven trend forecasting and a collaborative supply chain to meet GenZ's demand for sustainable fast fashion, enhancing personalized shopping experiences, enabling customization and seamless designer connections, and accelerating style delivery.
- Our goal is to establish Myntra as a leading platform for GenZ fashion by leveraging Al-driven trend forecasting and a collaborative supply chain. This will enhance personalized shopping experiences, enable customization, and streamline style delivery, fostering customer engagement through tailored fashion recommendations and collaborative shopping experiences.





### Customer-First

### Personification

### Profitability

**7M** Customer **Visits** 

**50% Customers From Tier 2 & 3** 

3 M **Downloads** 

**67%** Increase in catalog size



cancelled

**75M** Customer **Visits** 

**65% Customers From Tier 2 & 3** 

60M

**Downloads** 

**50%** Increase in catalog size

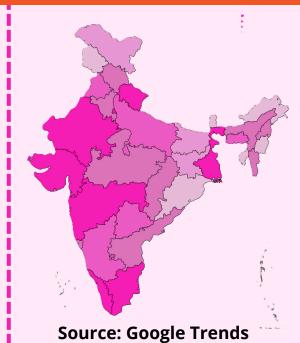
**Source: Myntra Blogs & Google trends** 

#### **CUSTOMER PAIN POINTS**

purchasing options

#### Word cloud based on primary research Word association based on primary research Needs quick delivery for urgent needs Looking for styles based on current trends product limited Does not find seamless products customization options according to issues return Wants collaborative trust

#### **GEN-Z FASHION INFLUENCE IN INDIA**



- Fascinating distribution of Gen Z fashion trends across different states.
- Indicates areas with a larger presence of fashion options that resonate with Gen Z's values.
- Genz fashion has been widely influenced in metropolitian states.
- States like madhya pradesh and major parts of east india does not seem to attract fast fashion; but prioritizes comfort based on weather conditions more than fast fashion

#### **EXCLUSIVE CUSTOMER'S SPOTLIGHT**

The items doesn't suit

#### Influencerrrr Accidental first something bargains with time follower obsessed 🐎 but then "finally checks ordered" Size skeptic stival fashionista

#### SOCIAL MEDIA INFLUENCE OF VARIOUS CATEGORIES

- It is has been observed that Fashion and highly influence Entertainment generation-Z (Gen-z) on social media platforms
- In 2023, the Barbie vs Oppenheimer trend blew off the internet causing huge marketing sales in fashion brands.

Fitness and Health Beauty and Skincare Fashion

Entertainment Culture

### Personification

# SOLUTIONS •

### Trend-Centric recommendations & Engagement on a shopping platform

Create your perfect personalized space: Personalized home decor with GenAl-powered inspirational aesthetics

Sunshine or Storms? We've got you covered: Find your Weather-Appropriate Outfits

Don't find what you need? Fashion frustration solved: Customize, create & connect with your perfect designer

Never get caught uncoordinated again, collaborative shopping: Outfit coordination with group chat made easy

Discover your fit with AR/VR size detection: try on, step up, and stand out.

Confidence starts with color: Discover a wardrobe & makeup palette that suits your skin and makes you shine

From Pinterest inspiration to outfit: Understanding your Pinteresty fashion obsessions by decoding your style

From push alerts to pull actions, get captivating notifications: Design notifications that keep users coming back for more

No more waiting games: This quick fashion app brings styles at your doorstep at a warp speed

Rent It, Rock It, Return It: The sustainable style made simple



## WORKFLOW DIAGRAMS

GenAI Home Decor Feature Input user preferences Send API request to GenAi Receive and process preferences

Receive design

suggestions

Allow user to select or

modify the results

Personalization through skin color analysis Receive input data and questionnaire Preprocess input to analyze skin color and undertones Determine skin color and undertones Generate the product recommendations that suit the color Filter and rank product

by reference and display

Real-Time Weather-Based Outfit Recommendations Provide location during sign-up Fetch real time weather data and analyze Generate recommendations based on weather conditions Filter outfit recommendations Display Recommended

Outfits

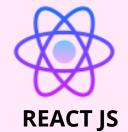
Pinterest inspired outfit suggestion Connect pinterest account Select and fetch boards to analyze and decode styles Generate recommendations and provide customization options Send requests to designers and propose adjustments if necessary Prepare outfits and

Collaborative shopping Create/join group for collaborative shopping View and add items to shared wishlist Browse products, share products and discuss your choices Vote on favorites and finalize selection Purchase items

AR/VR based size Ultimate customization detection options Select outfit to try on Access design customization tools Activate AR/VR size detection Generate designs through prompts or add Scan body dimensions elements and allow AI to recognize through your Size calculations and drawing adjustments Select options and Try on outfit virtually customize elements

### TECH STACK

deliver to customer





**EXPRESS JS** 













Review and connect

with a designer





Adjust fit if necessary

### **BENEFITS**

- Seamless accessibility cater specifically to Gen Z
- Unique product offerings and designer collaborations differentiate the brand
- Immersive AR/VR experiences that reduces the amount of returns
- Community engagement in fashion choices
- Increased sales due to satisfaction
- Sustainability Initiatives for more engagement
- Create unique, personalized products that reflect their individual style preferences



### **COHORT ANALYSIS**



### Convenience



Limited shopping options



Seamless, personalized shopping

### **Differentiation**



Generic fashion offerings



Unique, curated collections

#### Price



Unclear pricing strategy



Competitive pricing transparency

#### Quality



Inconsistent product quality



High-quality, curated selections

### Competition



Lagging behind competitors



Leading in innovation and trends

### Engagement



Passive shopping experience



Active community involvement

