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Problem Statement

Time consuming product – browsing

Current navigation system hinders quick, easy and fast browsing.

Lack of personalized and quick filters, makes finding items very cumbersome.

Challenges in visualizing fit

Users hesitate in purchasing due to fit uncertainty regarding their body shape and size.

Leads to higher return rates, impacting customer satisfaction and company logistics.

Low engagement of GenZ users on the app

Less latest and exclusive content tailored to their preferences and browsing behavior

Lack of engaging functionalities and personalized recommendations

Solution

Introduce interactive features like swipe-to-browse and 3D try-on , and utilize user data for personalized content, creating an engaging and habit-forming experience for Gen Z users.

Themes Chosen

Engagement on a shopping platform
Trend-Centric Recommendations

Solution

➤ Myntra SwipeZ Swipe your style

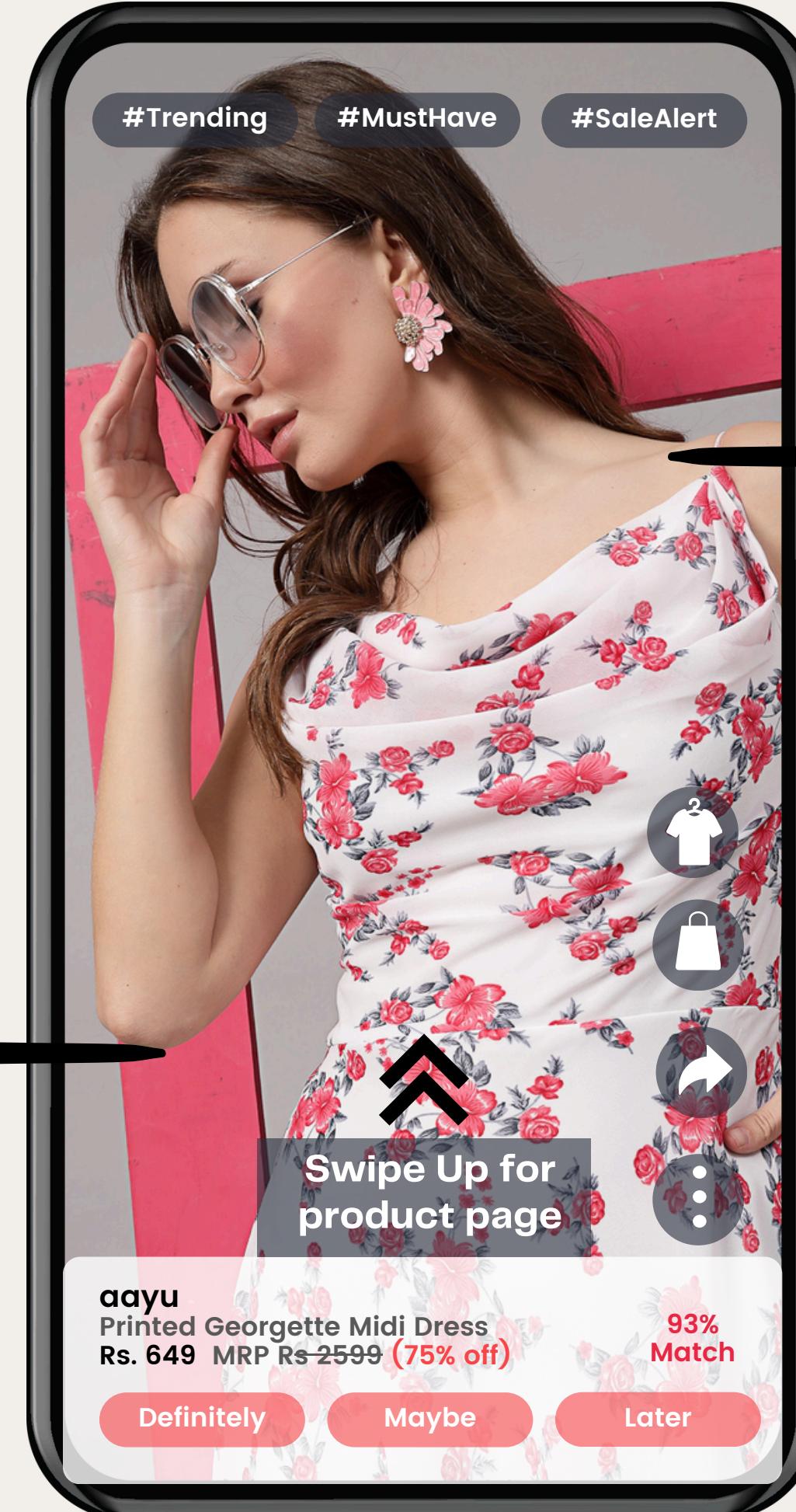
This full-screen product display feature allows users to swipe through various products quickly and easily, providing Myntra with valuable data on likes and dislikes. This enables personalized recommendations at users' fingertips, driving habitual and convenient app visits.

2

**Swipe Left
to Dislike**

Short Product Description with price and discount

Users can add this product to “Definitely”, “Maybe”, & “Later” sections of Wishlist



#

Related Hashtags

1

**Swipe Right
to Like**



3D Try-on



To directly Add to Cart



To share the Product with others



To add Quick Filters on Product

Match percentage based on previous purchases, likes, wishlist and cart items

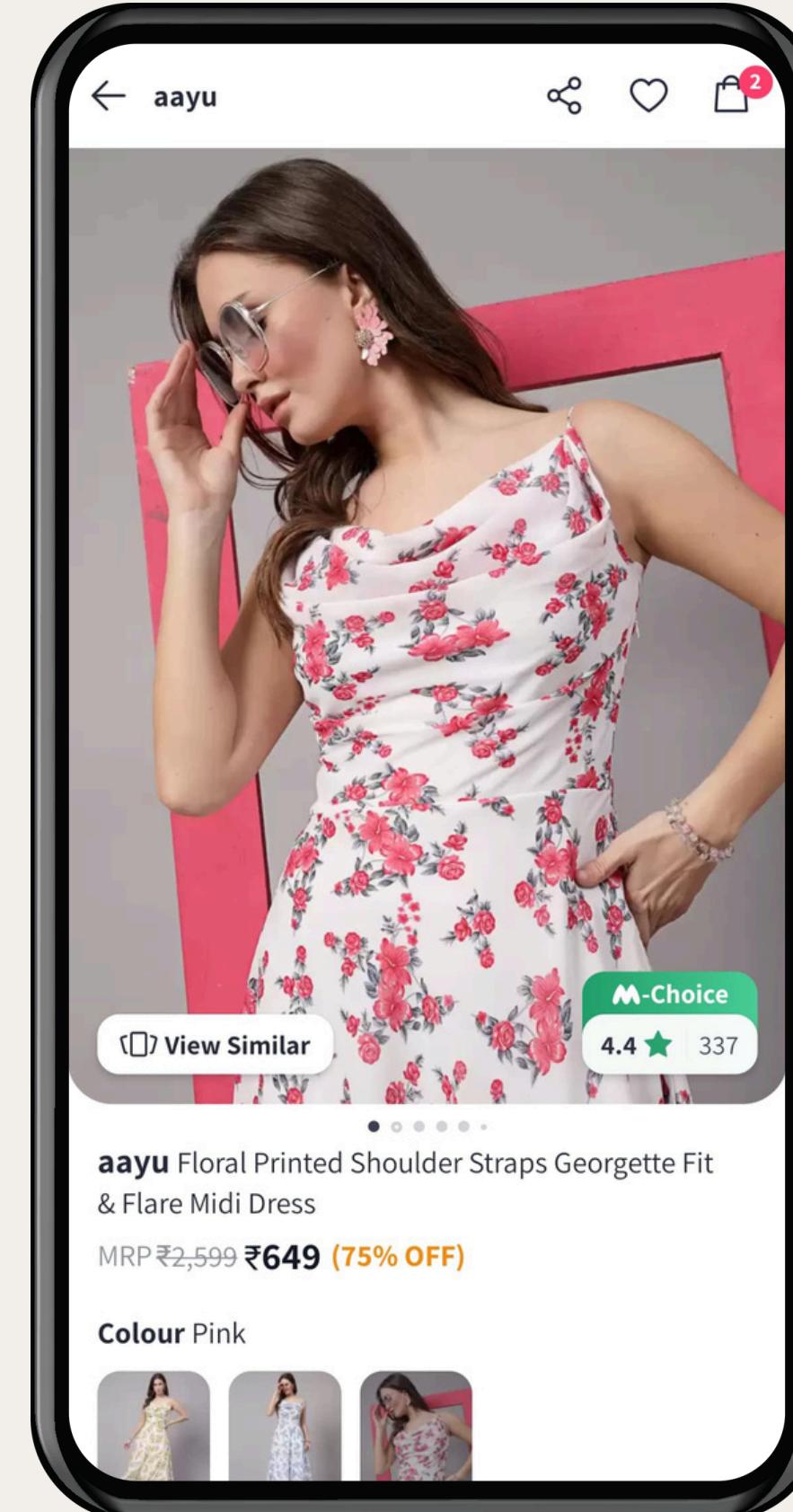
3

Swipe Up to view Product page

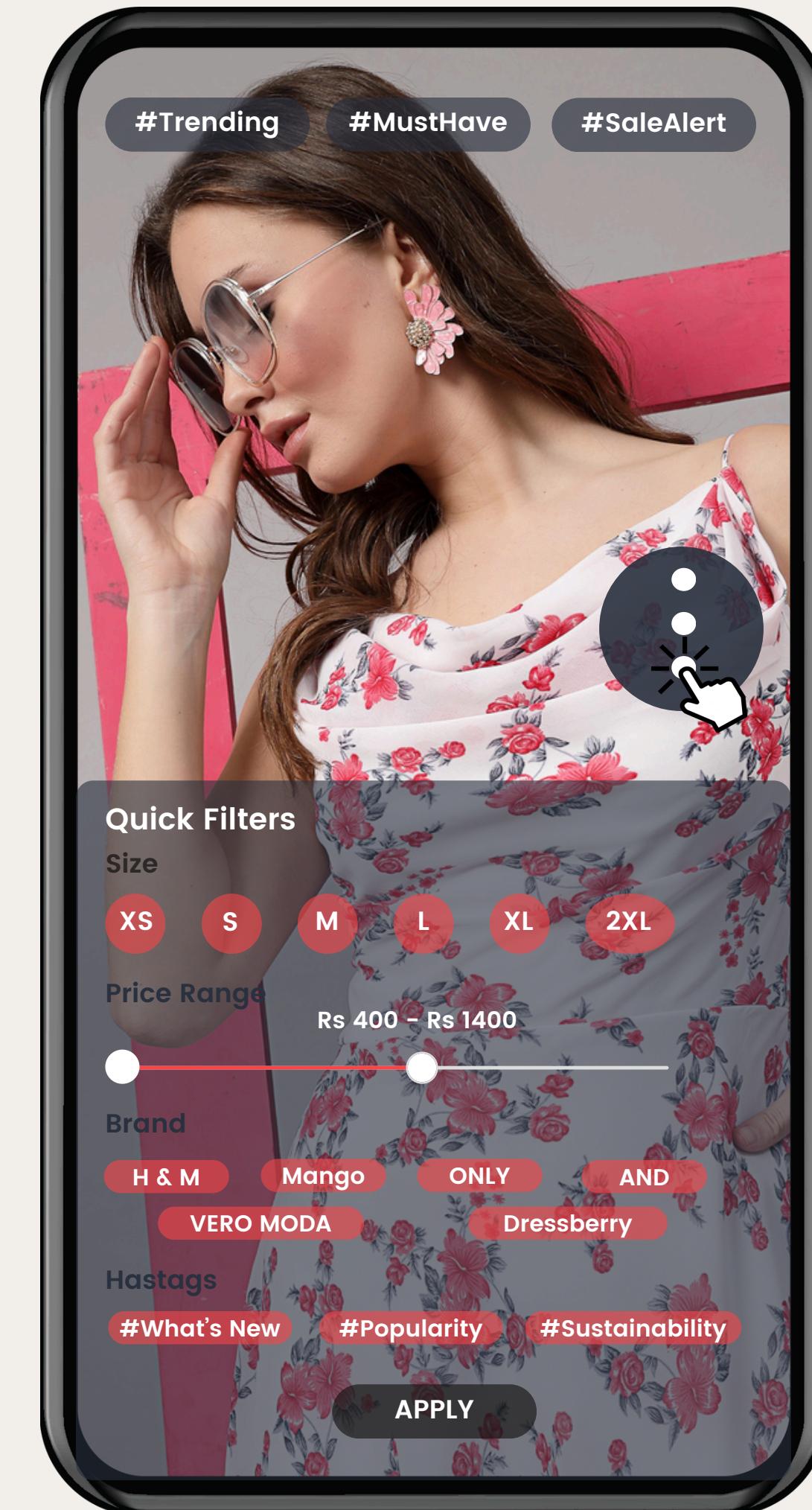
Users can view product profiles, colors, offers, delivery options, fabric types, recommended items, customer reviews, and more on Product page.

Mynta SwipeZ is integrated with the product page of this dress, allowing users to easily view its details.

Press back to continue swiping.



Swipe Up for product page



4

Click the dots to add Quick Filters

User can select one or more filters for personalised recommendations on Mynta SwipeZ. Press back to continue swiping.

Select Size

Select Price Range

Select Brands

Select Trending Hashtags

To APPLY one or more filters

Presenting first-ever

3D try on

In 3 easy steps



Tap the  icon



Enter Your Unique Dimensions

- Customize measurements and much more.
- Watch as your *Avatar* comes to life!



Get your Fit Recommendations:

- View from different angles.
- Enjoy personalized fitting suggestions.
- Easily update your *Avatar*



Benefits

We surveyed **Gen-Z** aged 15-25 to gather valuable insights into their fashion preferences and behaviors.

[Click to view survey](#)

Only **24%** customers used Myntra on a weekly basis



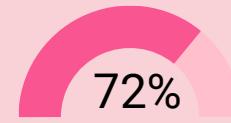
Customers found **swipez** feature engaging



Customers look forward to a **3d try on** experience



Customers prioritize **quick** cart and wishlist access



Customers like wishlist categories: "**Maybe**" "**Definitely**" and "**Later**"

Swipe right to like, left to dislike

 Personalized and optimized product feed

 Personalized marketing and product refinement with customer data

Filter products quickly by preferences

 Easy filtering while browsing products

 Achieve increased sales with faster, tailored customer experiences

Wishlist divided into Definitely, Maybe, Later

 Easy categorization of desired items

 Target promotions & manage stock better with purchase intent data

View products in 3D on oneself

 See how clothes fit your body type, not just the model.

 Increase in user engagement, satisfaction, and fewer returns