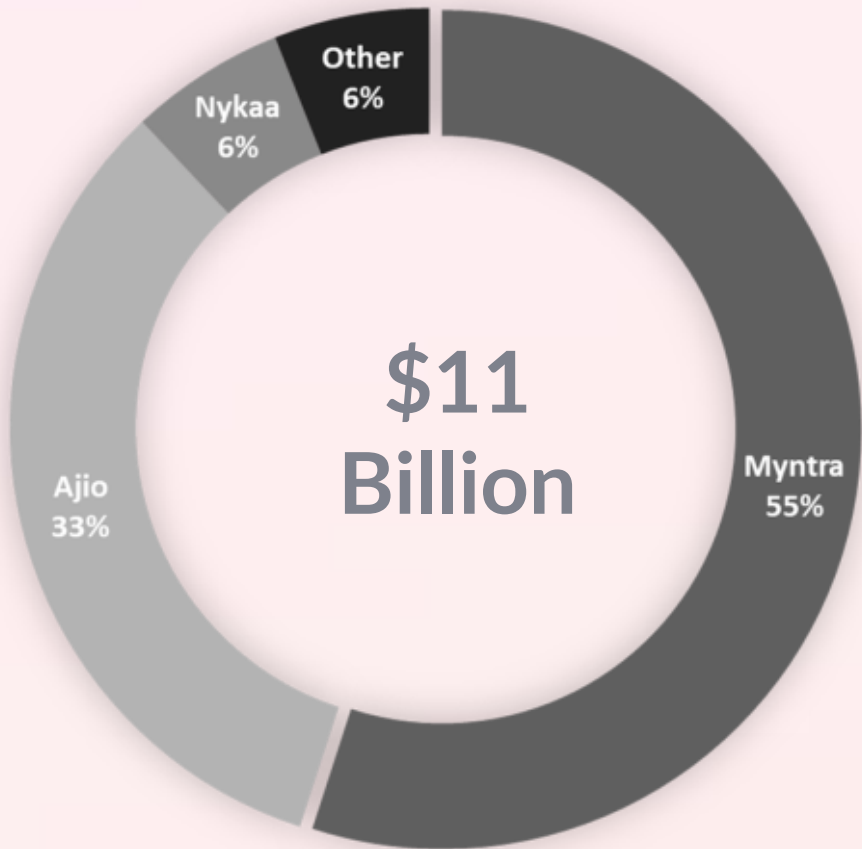# Myntra Product Teardown

Write A Review

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Prasannajeet Ojha

Fashion & Lifestyle Market Landscape

India's second largest consumer category, valued at $110 billion with approximately **10% online** at $11 billion.

$11 Billion

- Other 6%
- Nykaa 6%
- Ajio 33%
- Myntra 55%

amazon | Flipkart

AJIO | NYKAA

TATA CLiQ | meesho

BEWaKOOF®

Competitor	Direct	Indirect
Marketplace	Amazon, Flipkart	Meesho, Bulbul, Offline Fashion Stores
Big Brands Seller	AJIO, Tata Cliq, Nykaa	
Private Labels	Puma, Nike. Bewakoof	

The online fashion market overall is expected to grow to approximately **$35 billion** by financial year 2028 (FY28) at a **25% CAGR.** Source

About Myntra

Myntra is a one stop shop for all your fashion and lifestyle needs

Value proposition
- ❏ Largest in-season product catalogue
- ❏ 100% authentic products
- ❏ Cash on delivery
- ❏ 30 day return policy Source

Founded: 2007

Business Model : B2C

Revenue Channel: Commission on sales, In-house apparel brands, Advertisement

Key Stats

| MAU Market Share | **55%** |

| Annual Growth Rate | **25%** |

| Revenue (FY23) | **₹ 4375Cr** |

| Instagram followers | **3.8M** |

| Global Brand Association | **280+** |

| Location | **9000+** pincode |

Total Addressable Market

190 Million Online Shopper

Young Professional Fashionista

Swati Sharma

25yrs

Marketing Manager

Background

Earning a comfortable salary and enjoys keeping up with the latest fashion trends. Also she spends a significant portion of her income on clothing, accessories, and beauty products.

Pain Points
- Limited time due to demanding job
- Faces issues with sizing and fit when buying online
- Seeks personalized recommendations to discover new styles that align with her preferences.

College Student Trendsetter

Ritesh Yadav

18 yrs

Part-time retail worker
Student

Background

Living on a tight budget, he still prioritizes fashion as a means of social identity among his peers. He enjoys staying updated on the latest trends and seeks affordable options that reflect his personal style.

Pain Points
- Limited disposable income, making affordability a primary concern
- Concerns about the environmental impact of fast fashion
- Values authenticity and seeks brands that align with his values and ethics.

Stay-at-home Mom

Mamta Prasad

45yrs

Homemaker

Background

While not earning a personal income, she is often the primary decision-maker for household purchases, including clothing for herself and her family. She tends to be budget-conscious, looking for quality items at affordable prices.

Pain Points
- Faces challenge in finding versatile & affordable clothing options that are stylish and practical for her busy lifestyle
- Values convenience and seeks hassle-free returns and exchanges.

Major stages of User Journey (Write A Review)

| Stages	Consideration	Product Discovery	Rating & Review	Others
User Goals	Wanted to write a review as product was not satisfactory	To get to the product purchased section	To give rating and write quick review about product	To inform about delivery related issues
Actions	- Open Myntra	- Click on Profile & then Orders - Search used product from recent purchases	- Give overall rating - Upload product image - Give detailed review of product	- Give overall rating and review for product delivery
Emotions	😐 Okay, can someone send me direct link for writing review?	🤔 Where is the review section? Might be under profile	🤓 Ohh !! Finally gave the product rating	😔 Wait !! Where can I give rating for the delivery experience?
Pain Points	- No motivation to write review - Why to spend time and energy to write review	- Can't see any direct link to do product review for purchased item	- Wanted to give rating for other factor associated with the product	- No option for rating delivery related concerns
Opportunity	- Encouraging customer to review (i.e. provide 1 super coin/review)	- Pop-up notification and message when a user open app	- Include more item specific parameter which could be used in rating	- Include delivery services related parameter for rating

User Journey (1/2) - Write A Review
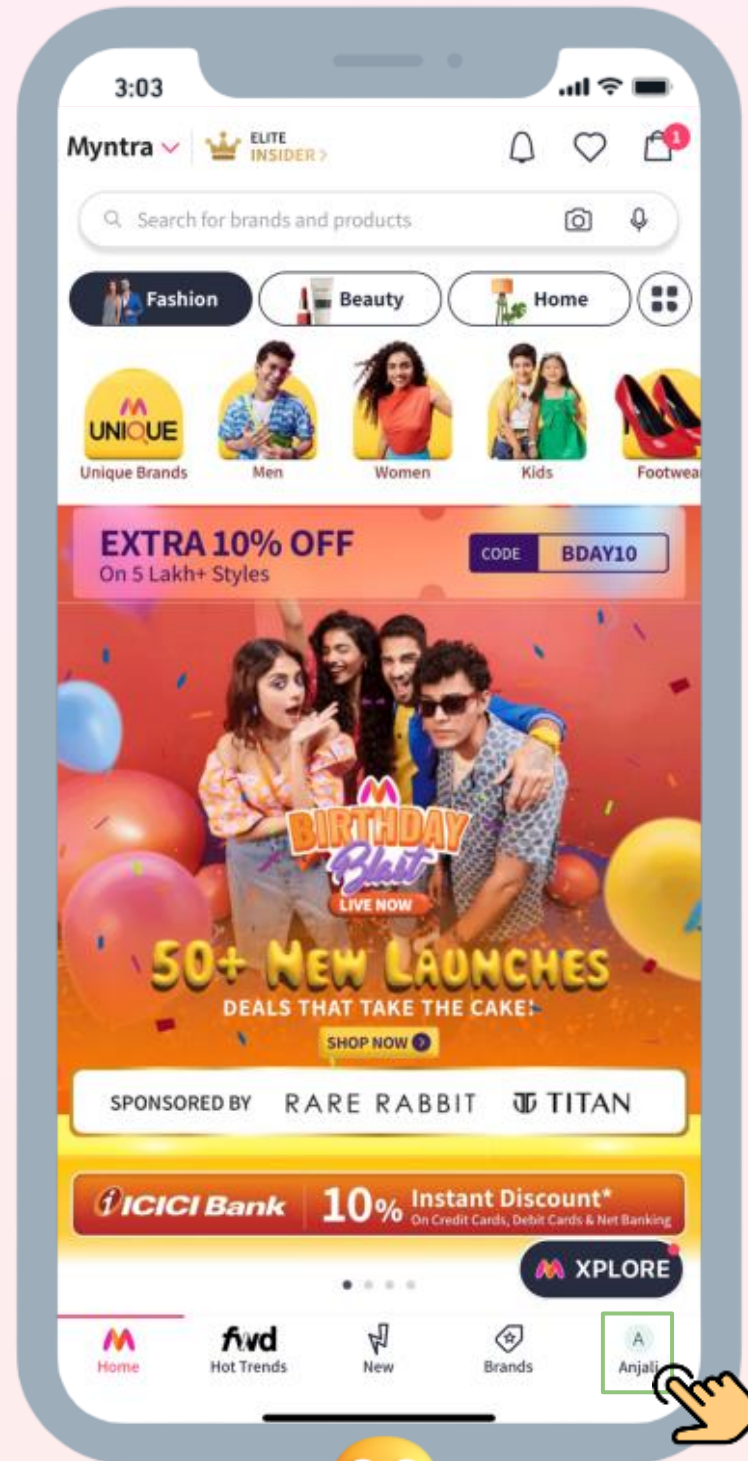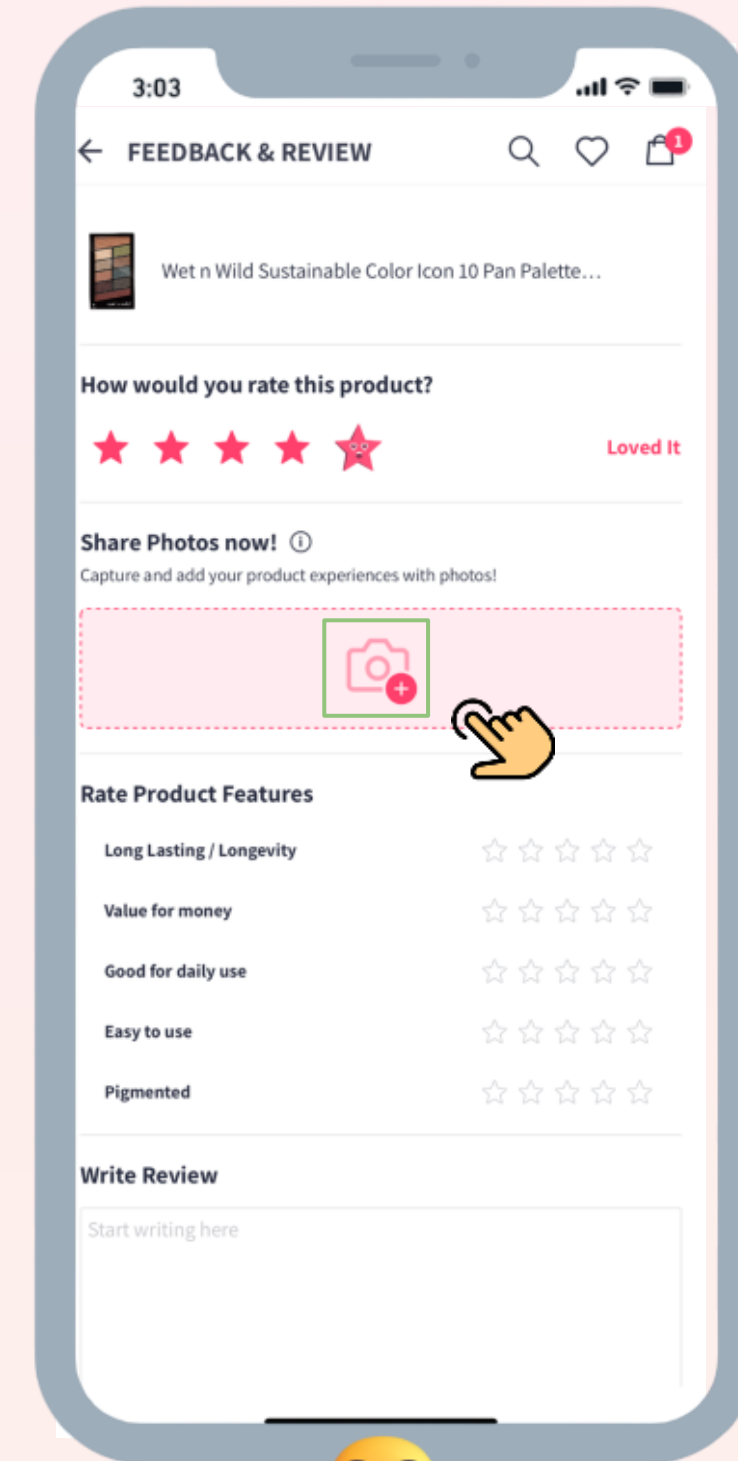

1. Open Myntra
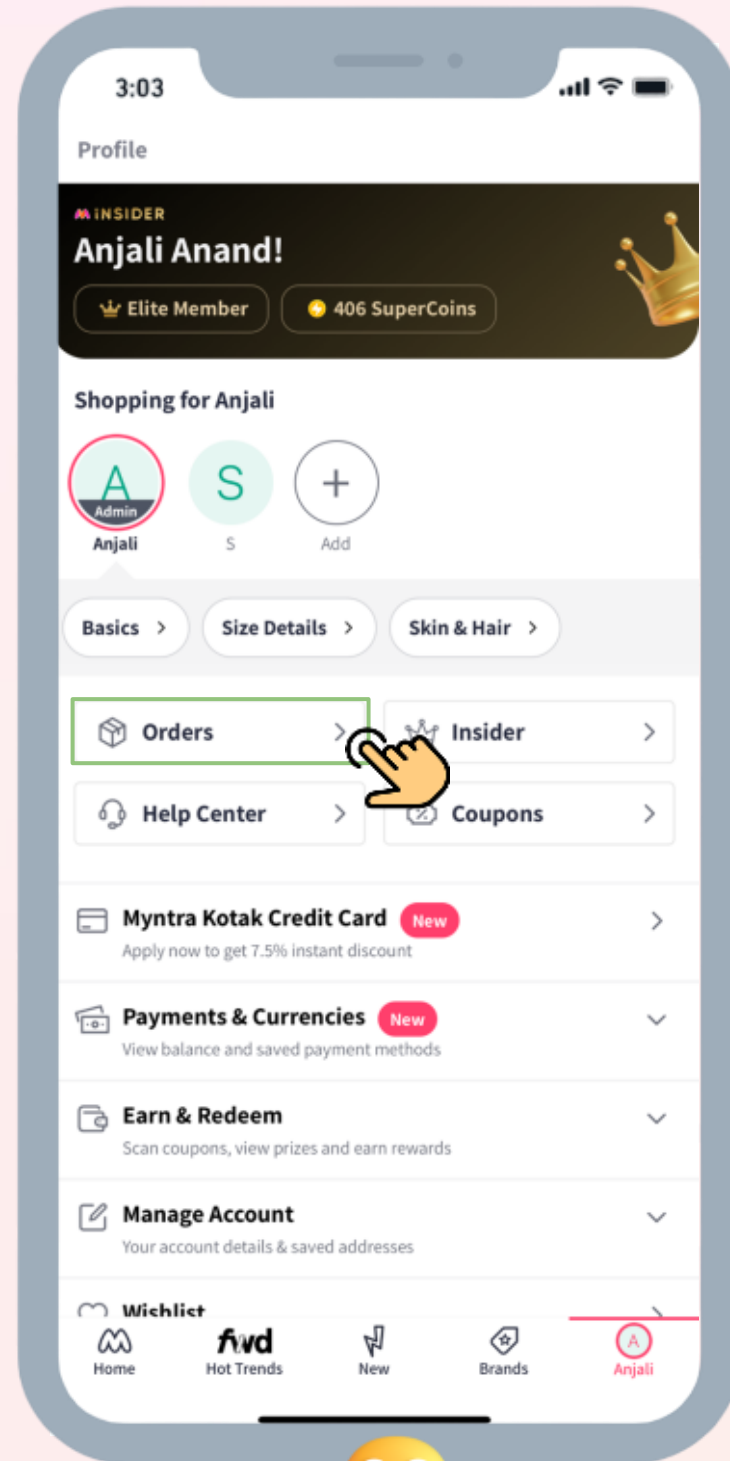
2. Click on profile and then **Orders** button
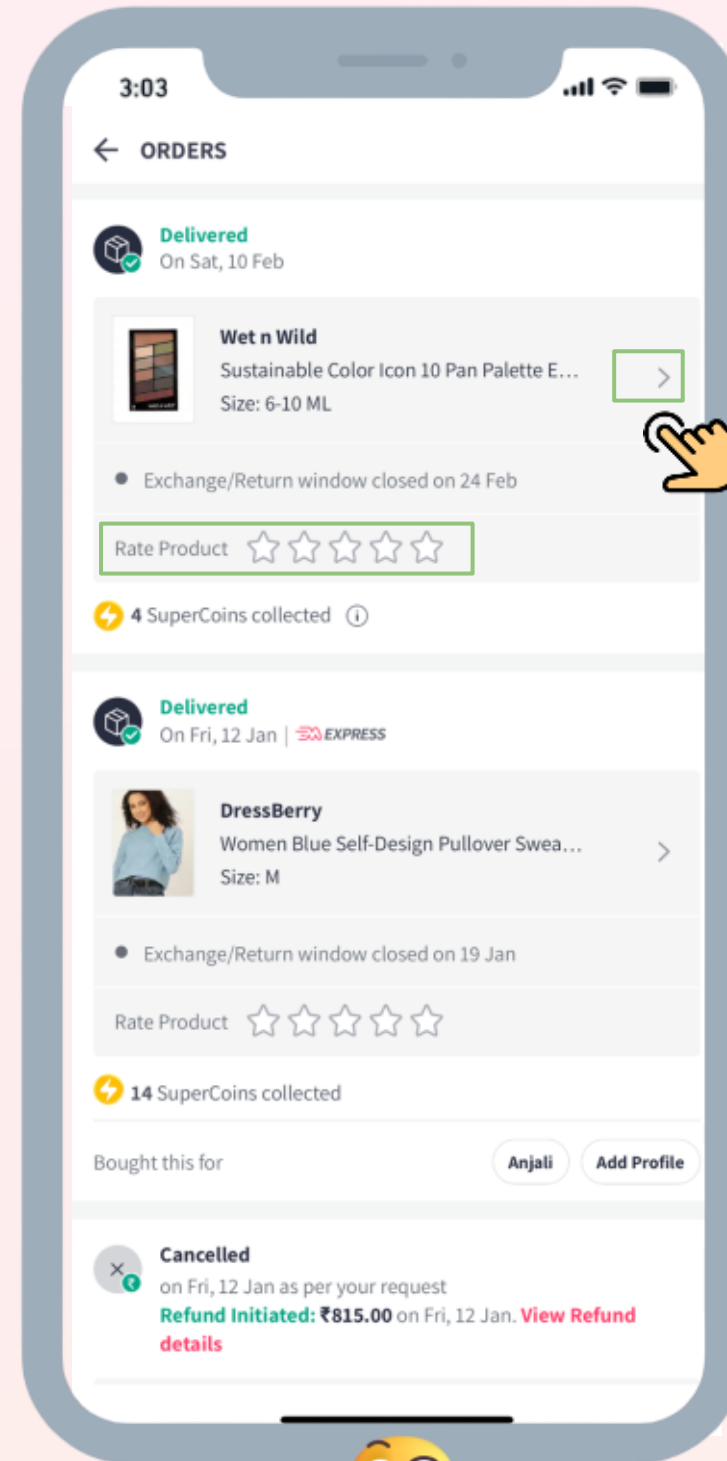
3. Scroll to the product purchased and give rating
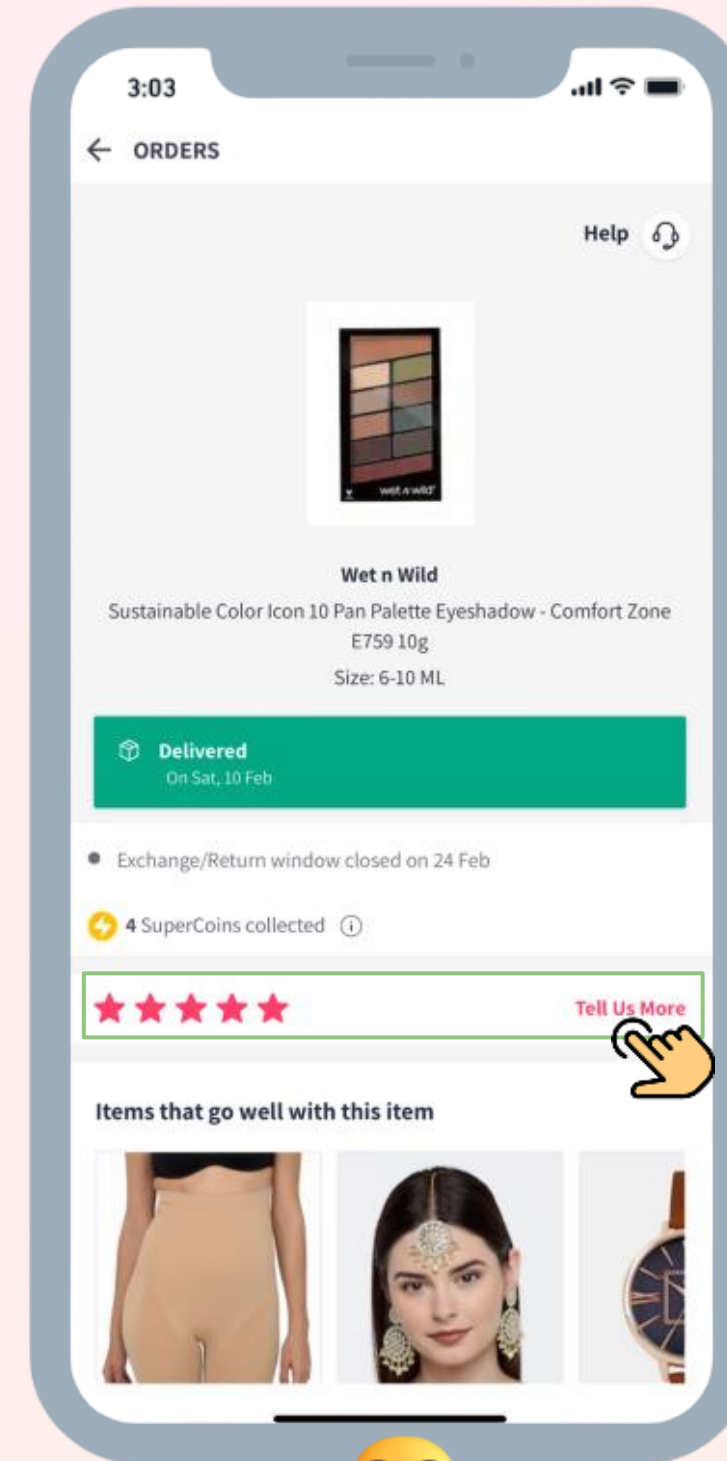
4. Click on **Tell Us More** to give detailed review

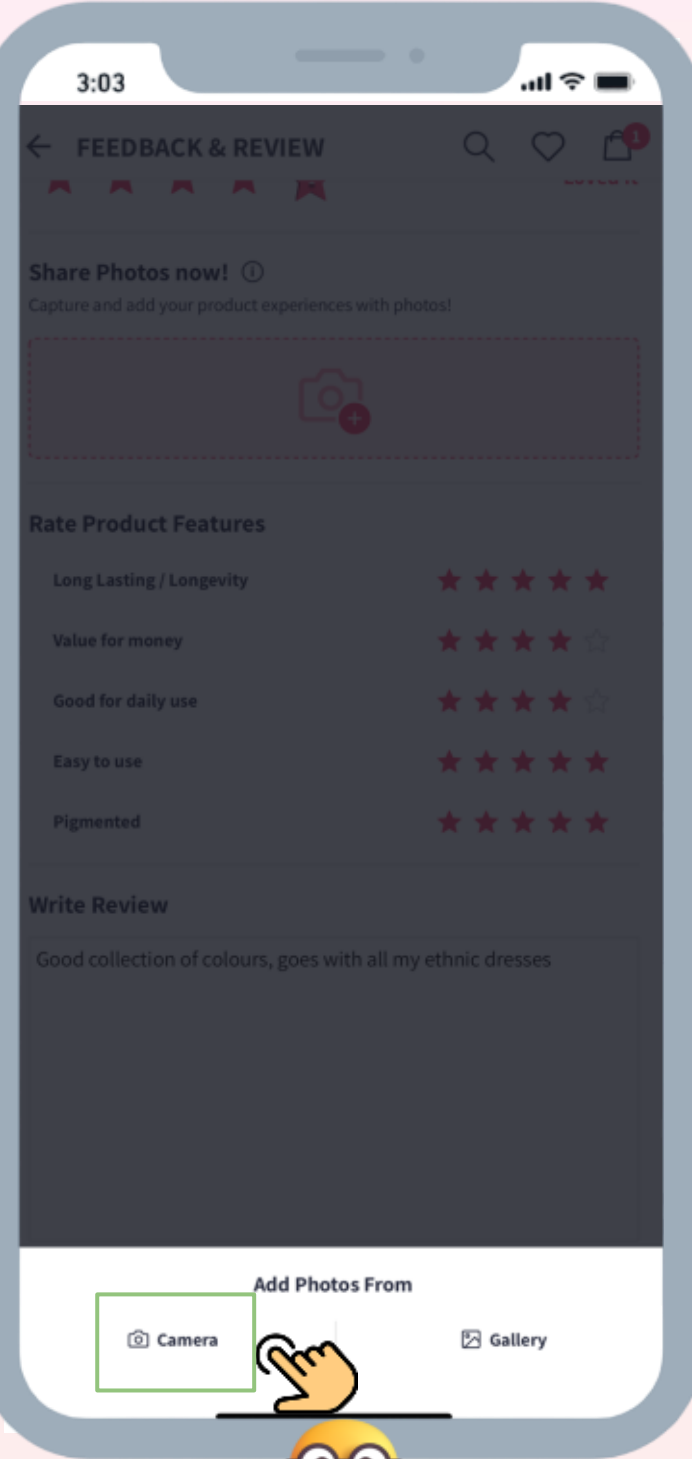5. Rate item purchased. Click on camera icon to upload item picture (optional)
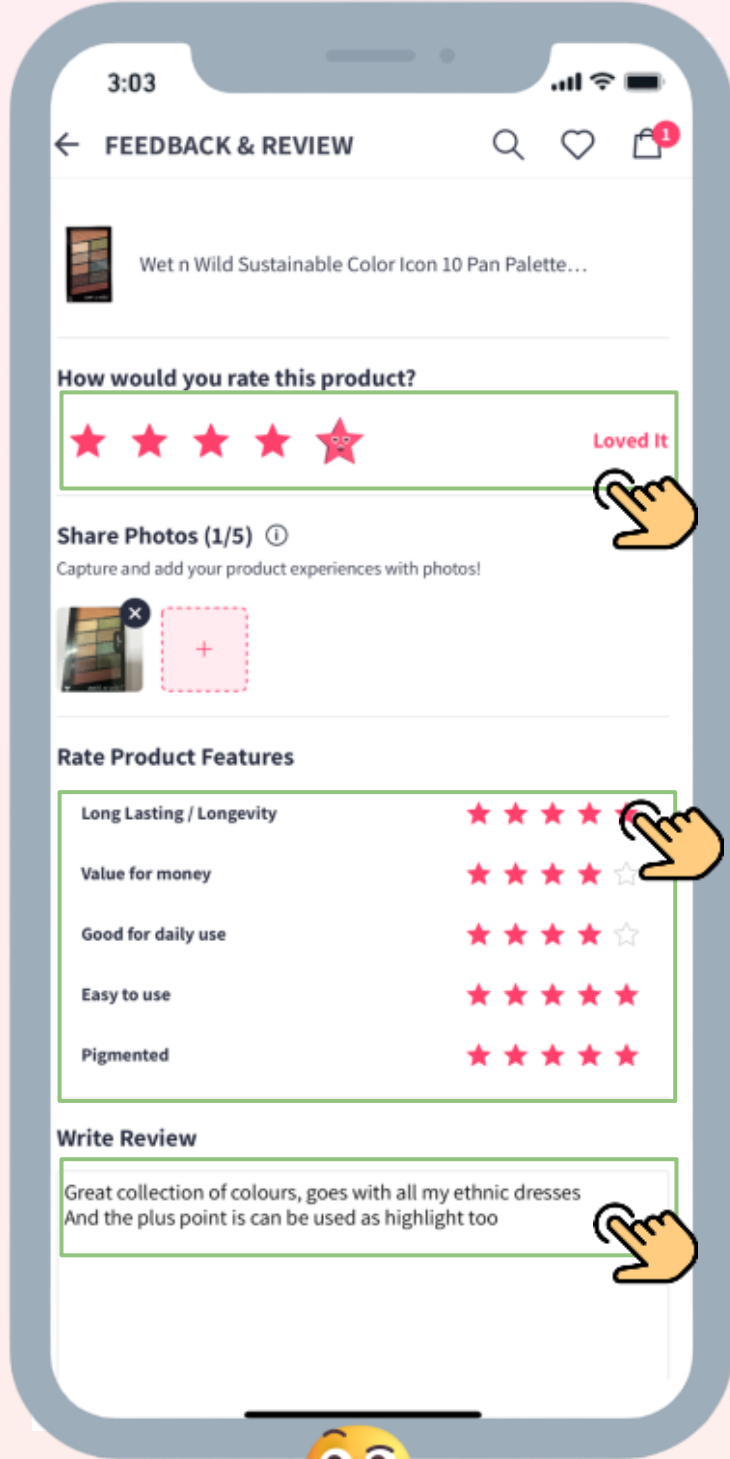
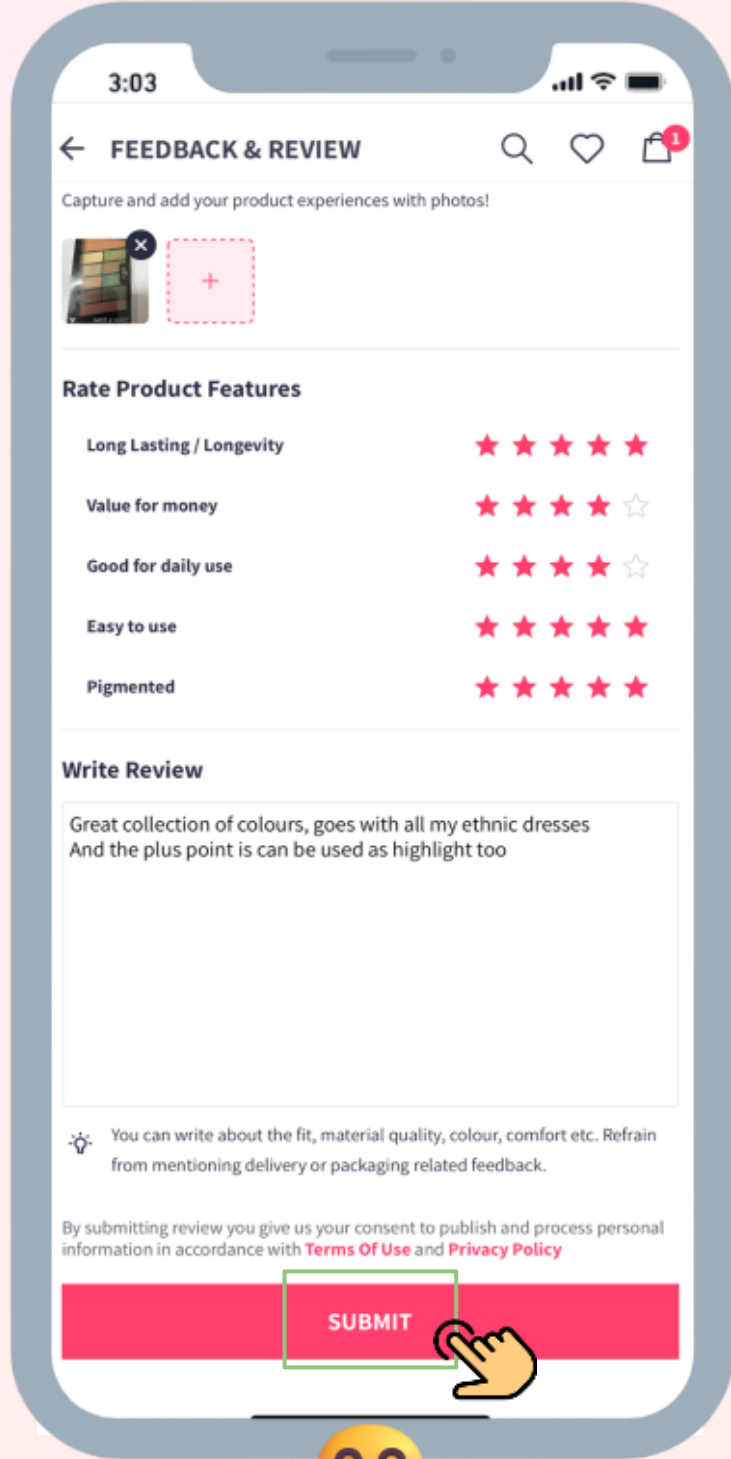# User Journey (2/2) - Write A Review

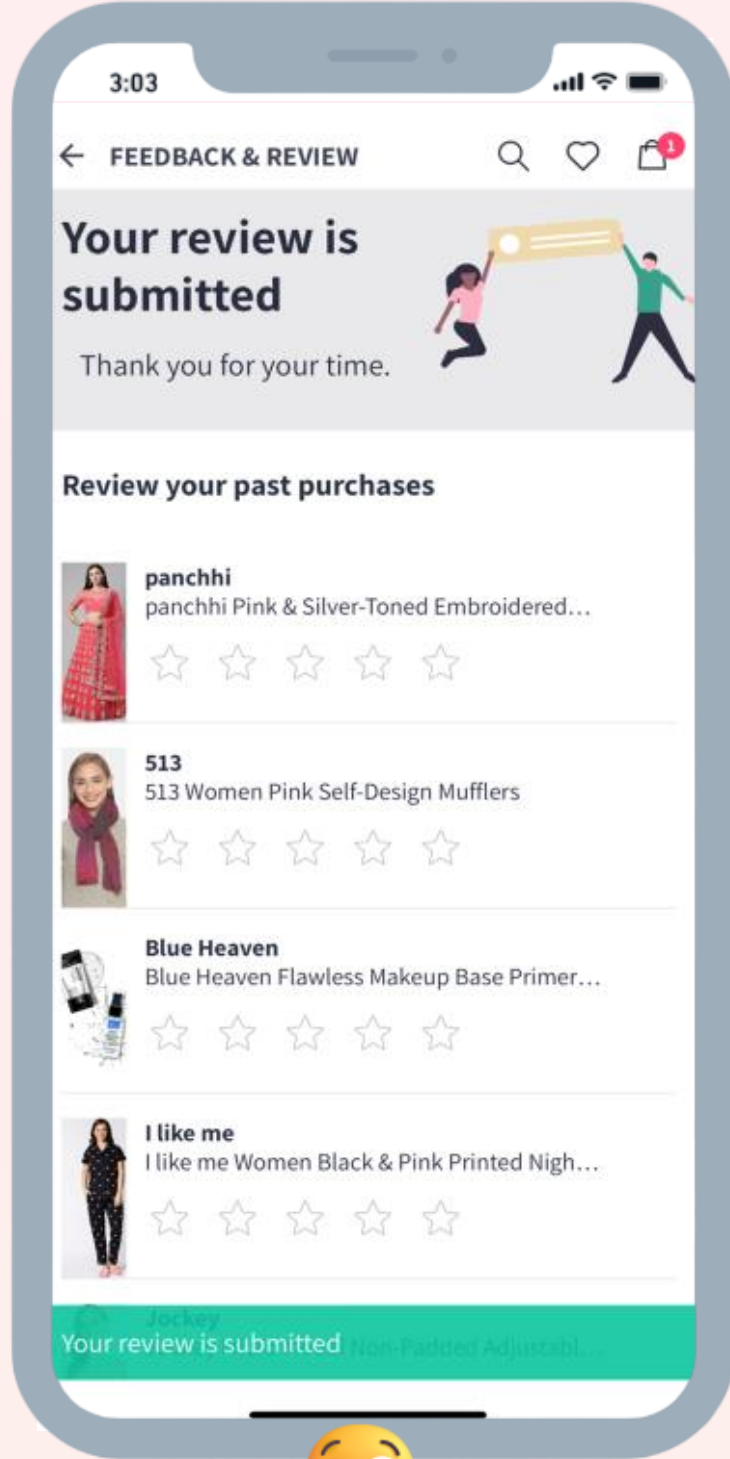6. Choose camera to capture item current condition

7. Click on **Use Photo** to upload photo

8. Write a detailed review and scroll down

9. Click on **Submit**

10. Review is submitted. Meanwhile can rate other purchases too

User Experience & Recommendation (friction points for review giving process)

Review Page Discovery

It is 2-step process and often time get unnoticed.
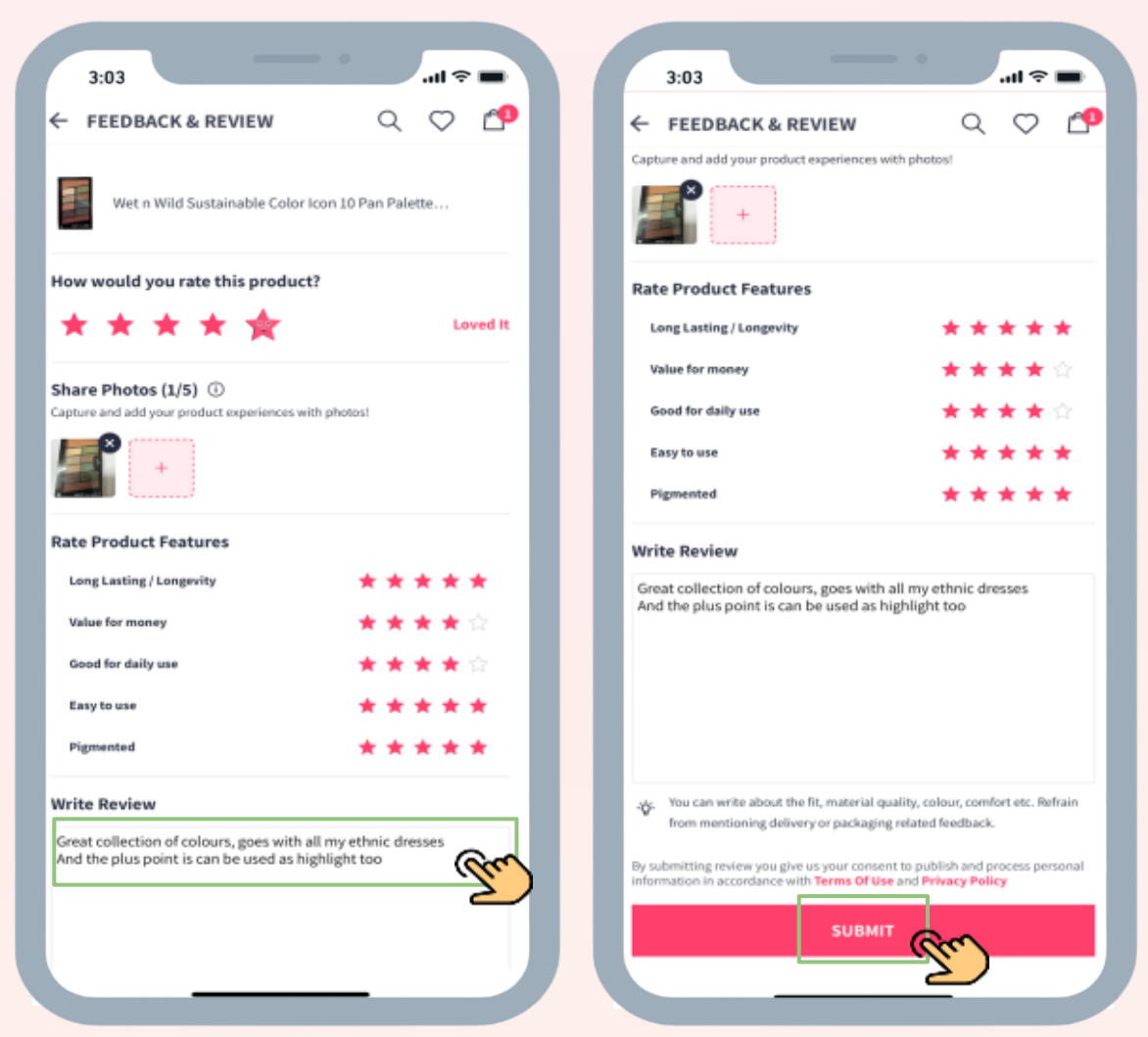Profile -> Orders -> Item List

Scroll in Review Page to Submit Form

After writing detailed review, Submit button is not visible. Need to scroll down the page to get to this step led to additional step in the review giving process.
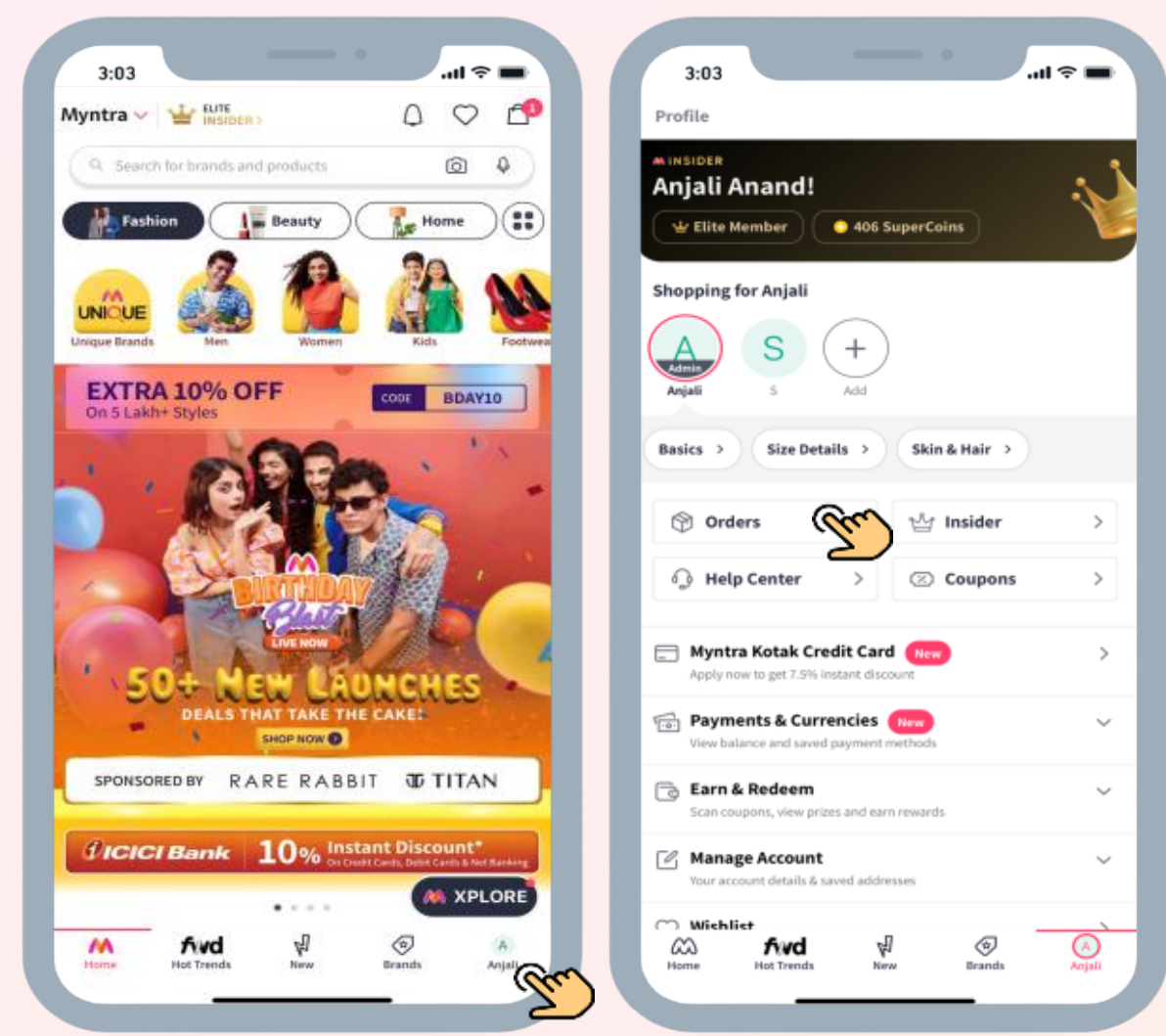
Recommendation
Pop-up rating box to encourage user to review on recent purchase.
Orders button on landing page.

Recommendation
Text-box size for review can be decrease to accommodate Submit button on same screen step.
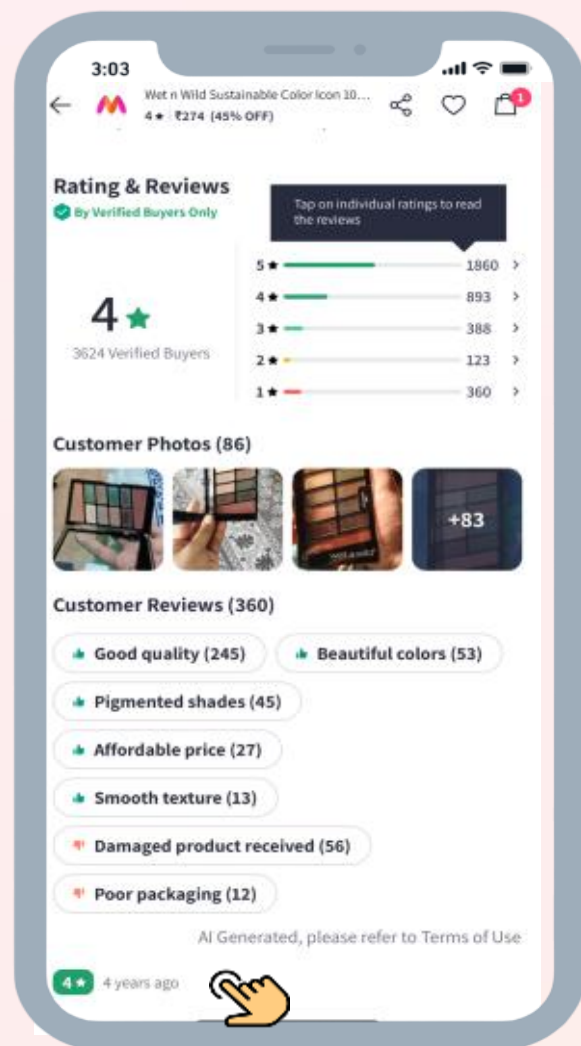
User Experience & Recommendation (friction points for review viewing process)

Old reviews on top

When viewing existing review, by default it shows old review first. A customer would like to see recent purchases review as it would be more relevant.
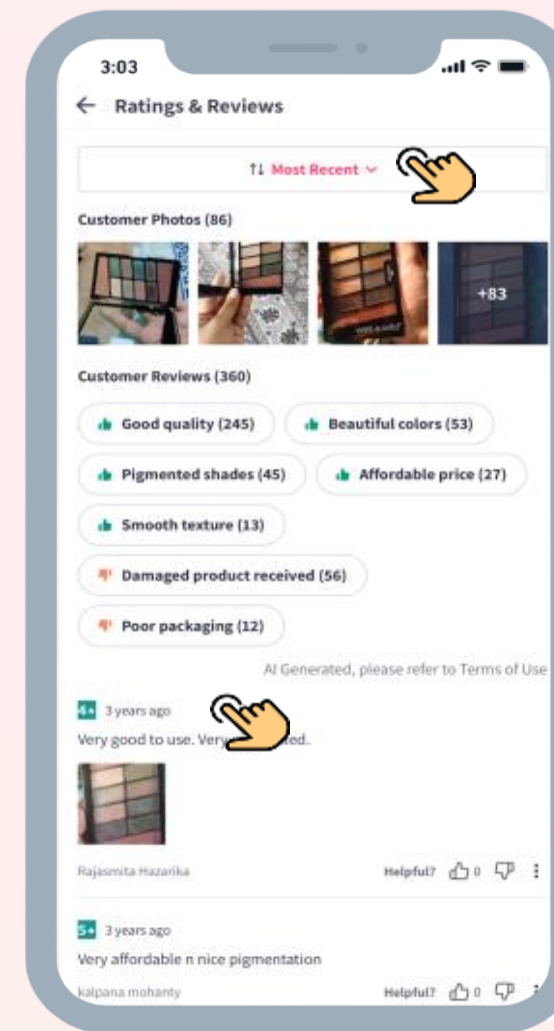
Most recent feature not working in iOS

When selecting more recent button, review list remain unaltered.

Recommendation
By default, most relevant and recent review should be on top to view/

Recommendation
Check and validate such feature in test as well as production deployment to ensure smooth functioning.

KPIs to track review process

| **Review Submission Rate** | Measures percentage of customers who submit reviews after purchasing a product |

| **Review Engagement Rate** | Measures percentage of site visitors who interact with reviews by reading, liking or commenting on them |

| **Review Quality Score** | Evaluates the quality of reviews based on factors such as length, depth of insight and relevance |

| **Review Velocity** | Tracks the rate at which new reviews are generated over time. |

| **Review Sentiment Analysis** | Analyzing sentiment expressed in reviews (positive, neutral, or negative) to understand overall customer satisfaction and identify common pain points or areas of delight |

| **Review Conversion Rate** | Measures the percentage of site visitors who make a purchase after reading reviews. |

| **Review Impact on Sales** | By correlating review data with sales data, this metric evaluates the direct impact of reviews on product sales and revenue generation |