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Design Diary Entry Five

Myntra

In today's design diary entry, I want to shift my focus to the Myntra a popular platform for fashion shopping in India. Myntra, much like Macy's, offers a vast array lifestyle products, including clothing, footwear, accessories, and home furnishings. It is one of the largest fashion e-commerce companies in India. The purpose of the Myntra application is to provide a convenient and hassle-free way for people to shop for fashion and lifestyle products across various brands. Myntra also keeps coming up with various festive offers as India is also a very price sensitive market. One thing that I personally recognized was how Myntra would redesign the homepage to suit the said festival and highlight the offers making it easier for users to discover and utilize the deals.

While Myntra is the go-to multi-brand online shopping avenue for a large audience in India, the target audience of the Myntra application is people who are interested in fashion and want to shop online. This includes people of all ages, genders, and socioeconomic backgrounds. Myntra is particularly popular among young people, as they are more likely to be comfortable shopping online. The audience is also attracted to the application due to its wide selection of brands under one roof making it easier for people to select and compare various options.

I used to use Myntra as a source for fast fashion and explore multi brand new-age designs that are available. Last year when I was about to come to the United States, I bit a lot of apparel and travel accessories from Myntra as it had all kinds of fast fashion and branded fashion offerings. I use the said application on my iPhone at various locations, whenever there might be a need or anything I find online that intrigues me.



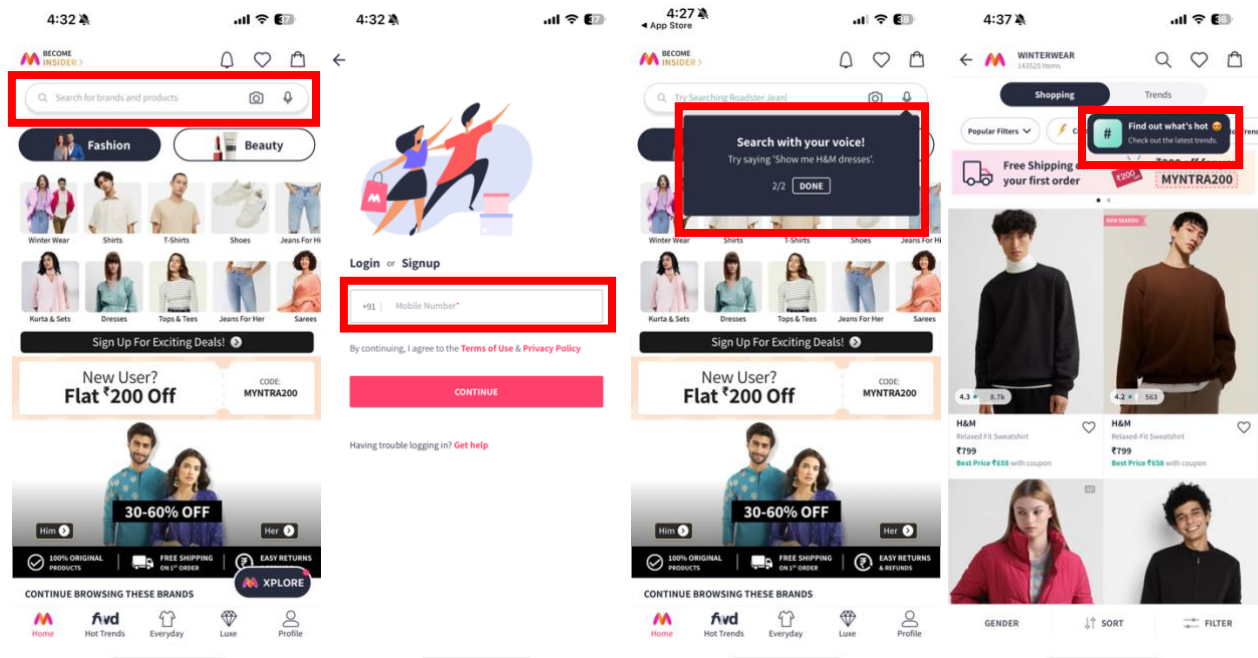
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I recently had to send a gift back in India and that's when I had the chance to use Myntra again. This time I used the application with the cognitive design principles in mind. I've used Myntra extensively in the past when I was in India and the application looked pretty much the same when I used it after about a year, the only thing that I remembered seeing was with various festivals the home screen for sure changed, to market various offers and make people aware of the deals.

Now, let's delve into the cognitive design aspects of the Myntra application.

Placeholders for Field Clarification: Myntra's user interface design effectively uses placeholders to assist users in understanding the purpose of each input field. For example, when searching for products, the app provides suggestions and placeholders to help users refine their search. These can also be seen on the login screen, adding addresses and payment methods. There are also conceptual models to help customers understand the use case better.



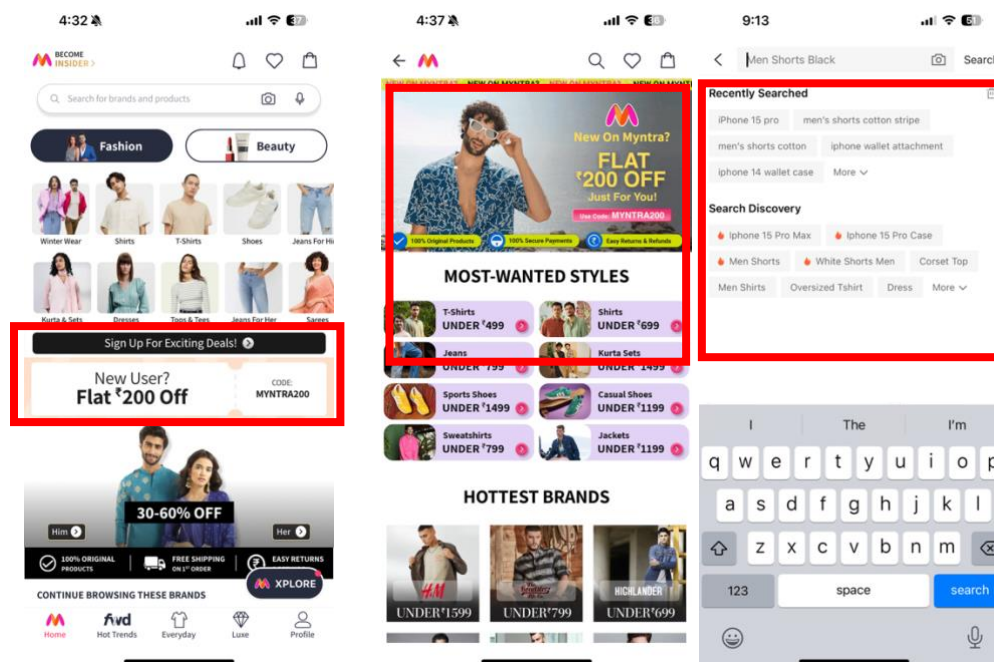


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Minimizing Memory Load: Myntra also employs strategies to minimize the memory load on users. The app allows users to access their search history, helping them recall past searches and curates a view of previously explored items. This feature ensures that users can easily pick up where they left off, reducing the cognitive effort required to remember their previous interactions within the app. The deals and offers also pop out making it easier for users to apply deals and not having to brainstorm a lot about which offer they wanted to apply.

Screenshots: old search/suggestions & Deals



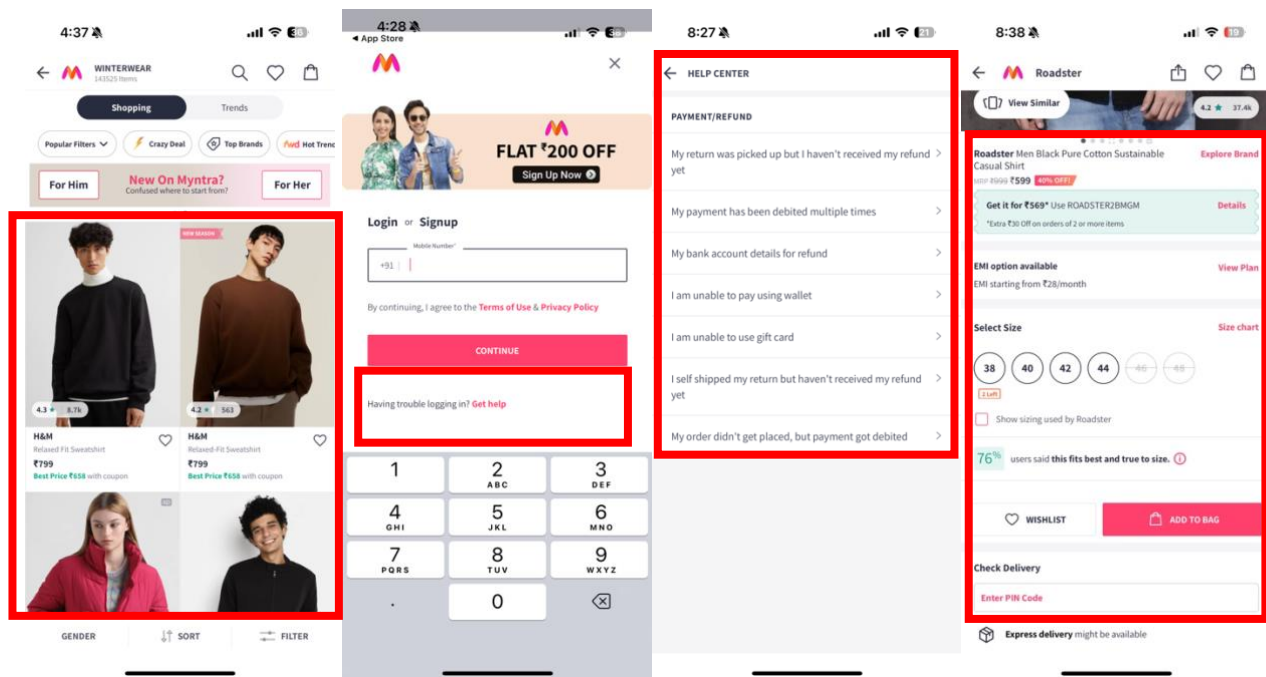


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Standard Design Patterns: Myntra uses standard design patterns to create a sense of familiarity and ease of use for its users. This is particularly evident during the login and sign-up processes, where users can rely on established conventions to navigate effortlessly. Standard design patterns enhance the user experience by minimizing resistance and providing predictability. The application also utilizes a standard way to view products on the platform for easier understanding with all prices, photos and reviews in standard places for easier access.

Screenshots: products view / login screen / any thing standard

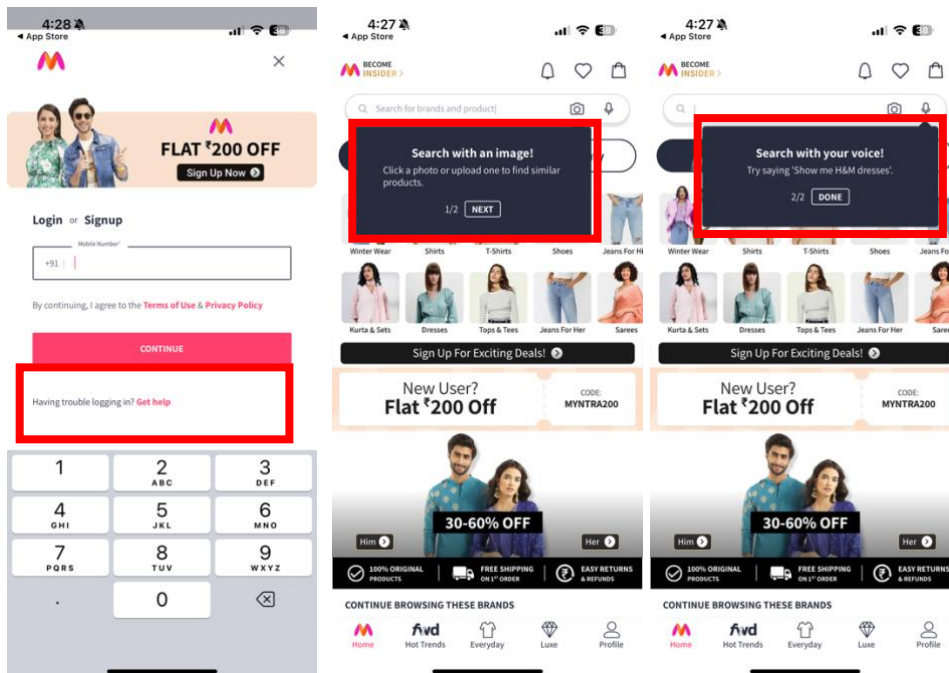




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Memory Aid: Myntra offers memory support in the form of recovery options. Users who forget their credentials can utilize features that allow password retrieval, contact customer support for assistance and the use of conceptual models to help understand navigation.





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SWOT Analysis

