Socialise:

Social Commerce has many facets and one of the emerging areas is influencer led content communities and eCommerce. A lot of consumers today start their shopping journey with seeking inspiration and before deciding on the products to purchase. Myntra has started on this journey with Myntra Studio and live video streaming. To take this to the next level how will you reimagine Myntra with both influencer-led content commerce and traditional ecommerce experience co-existing on the same platform?

Customer understanding: What do Indian fashion customers want from Social Commerce? What would be their aspirations from a premium, scaled platform like Myntra?

Strategy - What would be your overall strategy for Myntra to enter this space with immersive experiences? How will you ensure Myntra builds and scales the overall influencer ecosystem?

Transformation - How will you ensure that social commerce is discovered & adopted organically by the relevant segment without diluting the existing ecommerce experience?

Differentiation - What unique value proposition(s) will you propose to build which will clearly differentiate Myntra from other players ? Who do you think are the best global players and key competitors here, and what can be learnt from them?

Product & Technology - How would you strengthen Myntra's edge in terms of inspiring user experience, innovation, engagement and delightful customer experience using products, content and technology?

Beautify:

At the very heart of fashion, is the desire to be well groomed and look your very best! Beauty and Personal Care is an emerging sector in the e-commerce industry and has the potential to grow in leaps and bounds! "Beautify" means "improving appearance" and who wouldn't want that, right? Most customers have only known this as a time consuming in-store experience, unsure of which products suit their skin condition, chatting up busy store assistants to get more details on products or deals or trying multiple products before buying one. Also with the pandemic setting in, there is more emphasis on health and safety as more customers avoid visiting stores and trying on beauty products at the counter. This sets the stage for a large shift towards online buying. One biggest question is how would a user be able to experience these product categories on an e-commerce platform?

Put your thinking hats on to come up with unique ways to engage customers to shop for beauty and personal care products online.

Gamify:

Is an online shopping platform, just that? You come, you see, you shop & you leave! Each e-commerce platform has a unique way of capturing a loyal customer base & making them 'stick' for more than just their shopping needs. Innovative engagement in e-commerce is designed to make the overall shopping process more entertaining and entice customers to visit your platform more often. This could be done in a fun & engaging manner to leave customers wanting for more. We would like you to come up with innovative ways to make Myntra more sticky and fun for a customer to stay engaged & find something new even when they aren't looking for it! It could be games, fashion advice or anything out of the box which would make the customer come back for more. Game on!

Enhance:

Fashion & Lifestyle are very experiential categories, a lot of consumers seek pre- and post-purchase services to ensure there is enough assistance throughout the life cycle of a fashion product consumption journey. There is an equally huge opportunity as customers seek on demand availability of both product and services blurring the lines between offline and online experiences. Could you think of solutions on:-

- How can we enhance product discovery for our customers among millions of products on the platform?
- How can we enhance check out for our customers by making it seamless, quicker & faster?
- How can we enhance the customer experience with concierge service / assisted shopping experience or post purchase services?