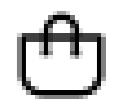
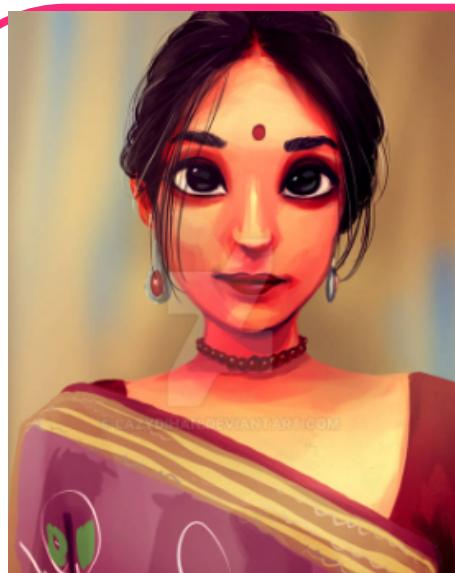


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A Teardown on Nykaa “Try it on” Feature By Likhita Parasu

About Nykaa : It is an Indian e-commerce company sells beauty, wellness and fashion products across websites, mobile apps and 100+ offline stores. Its mission is to give their consumers access to a finely curated, authentic assortment of products and services.

Customer Segment: Majority of the customers of Nykaa are in the age group of 18-50 years.



Geeta, 40
Homemaker.

Needs and Goals:

1. Access to all different brands.
2. Easy online shopping.
3. Finding few makeup essentials which goes well with all her outfits.

User Story:

She prefers online shopping to save time. Doesn't want to spend time in driving to offline stores. Shops on nykaa for the Wide range of products available with the ease of shopping from home.

Common Pain Points

1. Difficult to pick the shades online
2. Confused by the shade names and the colors in the picture.
3. Can't try it before buying it online.
4. Fear of purchasing the wrong shade.

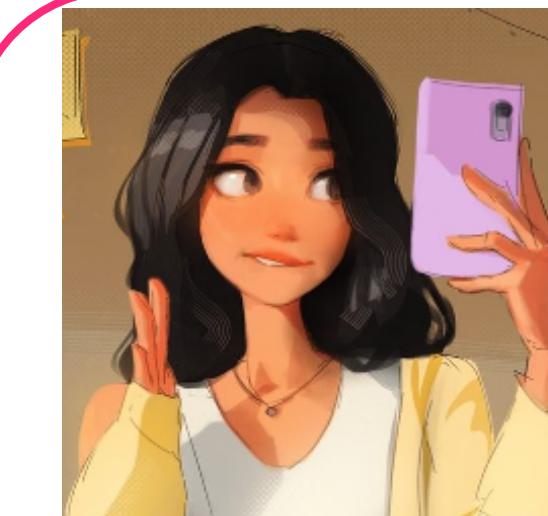
Q: 'MAC all fired up or MAC relentlessly red, which one is pinkish red? Plz tell!

- Mamata

The lipstick I bought turned out to be totally different with the one shown in app.

The shade displayed on the website looks different from the one that is delivered

-prerna



Vriddhi, 19
College student.

Needs and Goals:

1. Offers on different Brands.
2. Having a collection of Makeup products to create different looks.
3. Finding affordable alternative for high- end brands.

User Story:

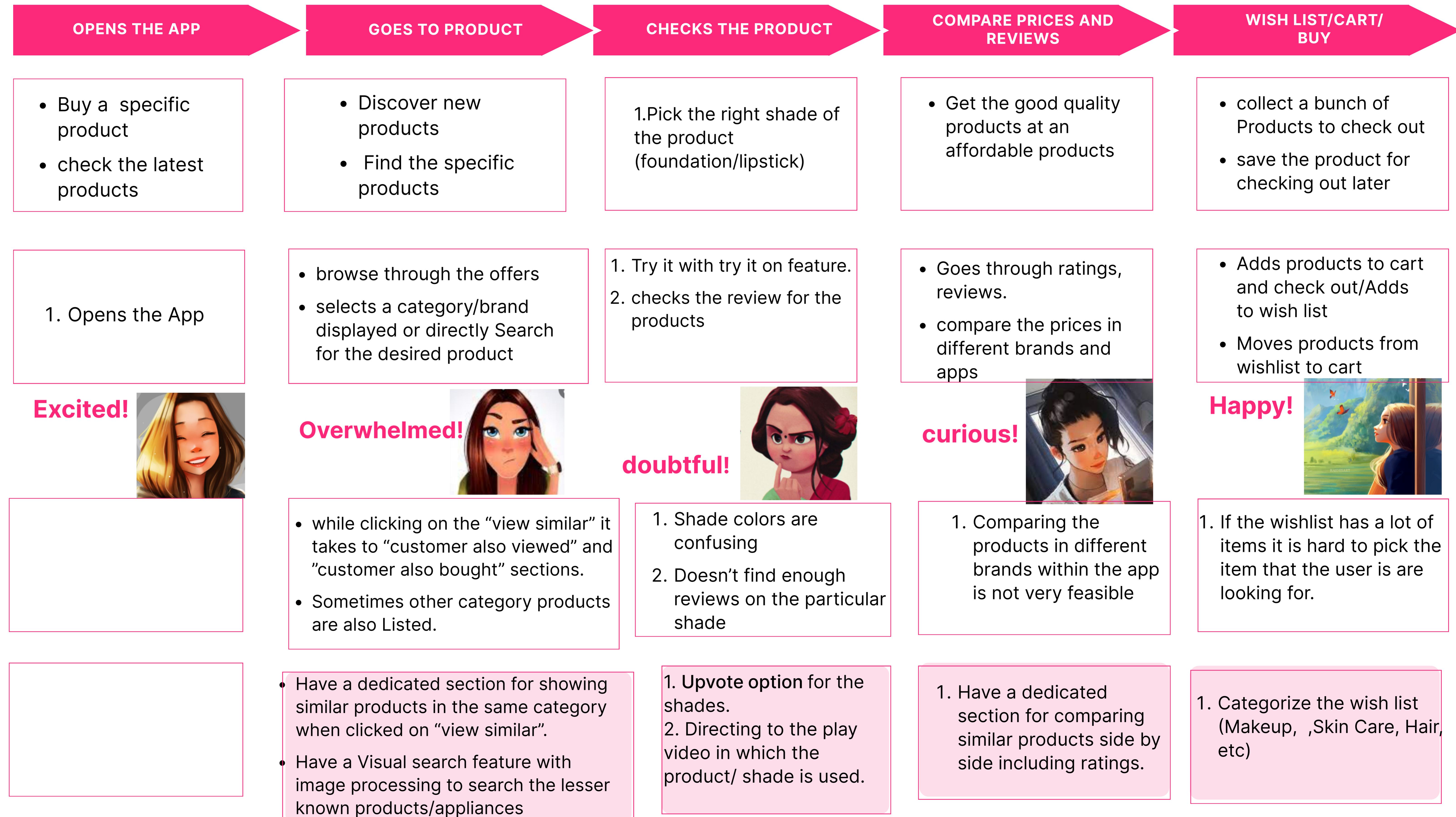
She wants to find dupes for high end makeup products that she can afford. Follows beauty influencers on social media. Shops on nykaa for the great sales and offers on different brands.

USER PERSONA

USER JOURNEY

TRY IT ON FEATURE

KEY METRICS

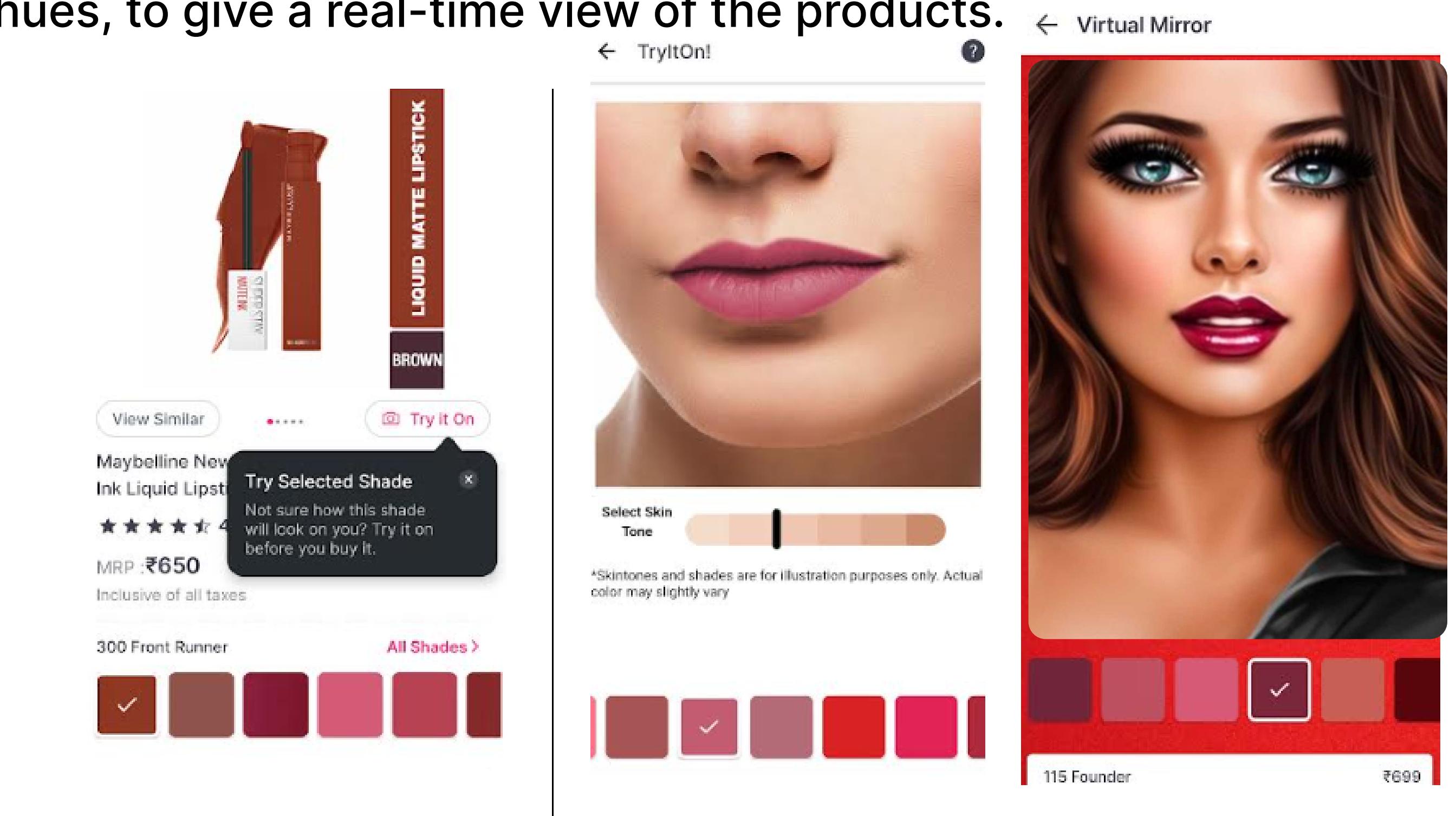


Try it on Feature: It comes with the virtual mirror that helps visualize the way a product looks on users before purchasing it.

How it works: It is an AI-powered virtual try-on technology which uses an advanced face tracker algorithm that detects lips, eyes, face and applies virtual Cosmetic hues, to give a real-time view of the products.

Possible Hypothesis:

- Users want to try the products on themselves before buying it.
- Users often spend hours on social media watching makeup product reviews.
- Significant assistance is required for buying beauty products online.
- With this feature users can try different lipstick hues just like how they try in offline stores.
- Users can have a better sense that the product will meet their expectations in real life before actually buying it.
- If Users can visualize themselves using and enjoying a product, they're more likely to purchase it.



Downside of the feature :

- Only enabled for few products.
- Shows the primitive version for many products which doesn't come with the virtual mirror and has limited range of skin tones.

Feature Usage

- # of unique feature users/
of unique app users

Error Rate

- Number of errors Reported
while using the feature.

Net Promoter Score

- Can be calculated by the rating given to the feature in the tell us more pop up that comes after using this feature.
- Helps to understand how many users are liking the feature and how many are not

Conversion Rate

- Percentage of users who buys the product after trying it with this feature.

Drop off Rate

- Percentage of users dropping in this stage before buying the item they tried with the feature.