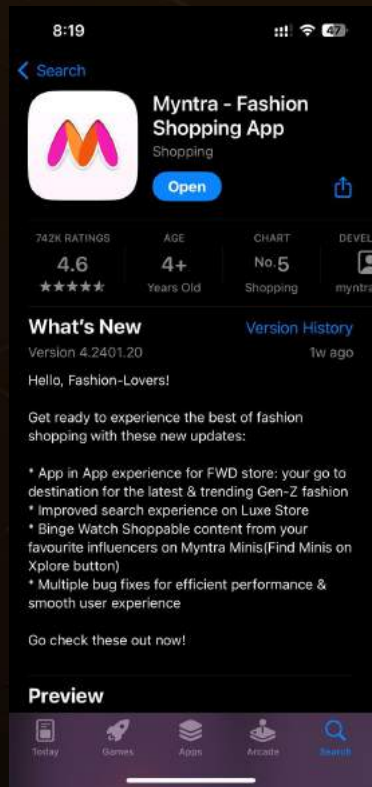


Mini Challenge 1

Myntra

Tanvi Bhosale





Myntra is a one stop shop for all your fashion and lifestyle needs. Being India's largest e-commerce store for fashion and lifestyle products, Myntra aims at providing a hassle free and enjoyable shopping experience to shoppers across the country with the widest range of brands and products on its portal.

- ❑ **Myntra's FY23 revenue up 25% at Rs 4,375 cr.**
- ❑ **75 million new app users in 2023**
- ❑ **The loyal customer base growing by 100 per cent year-over-year in the last 18 months**
- ❑ **The Gen Z fashion segment has recorded a 2.25x y-o-y growth in demand on the platform.**

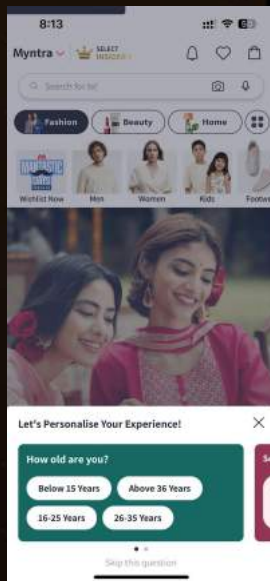


Why is it a Win?

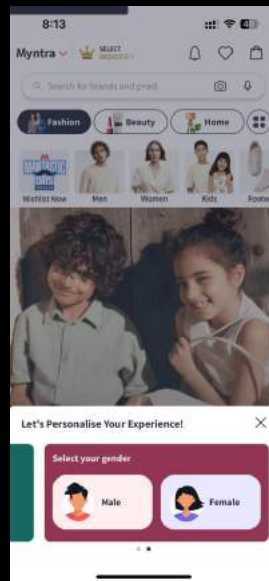
Personalization: The app provides top notch personalized recommendations based on user preferences, specialized profile set-up and past purchases, it enhances the shopping experience and increases the likelihood of customer satisfaction.

Used to customise
personalized user home page

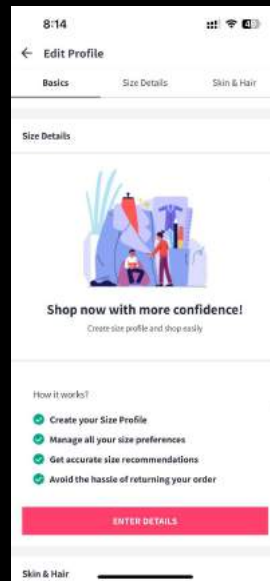
Age Input



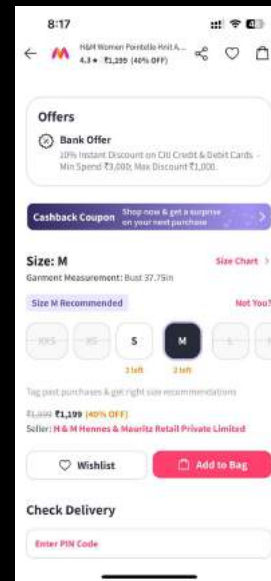
Gender Input



Setting up
personal size,
skin type profile



Recommendation
based on profile

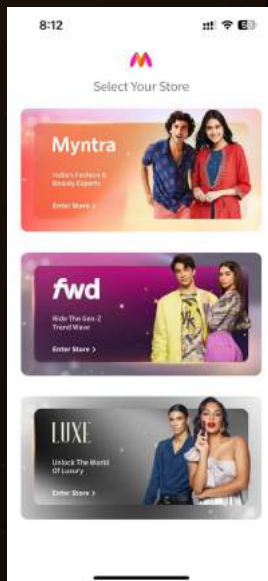


Why is it a Win?

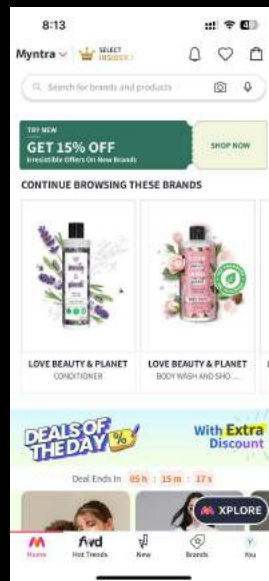
User-Friendly Interface: An intuitive and user-friendly interface makes the shopping experience enjoyable.

Product Variety: Offering a wide range of products, including diverse styles, brands, and categories, can attract a broad customer base.

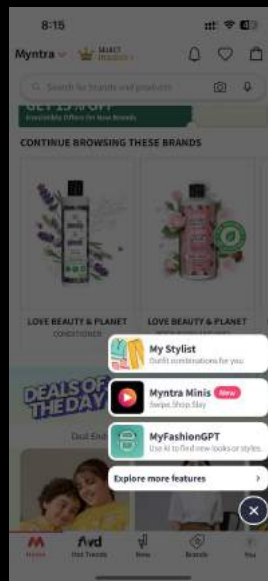
Directing Choice



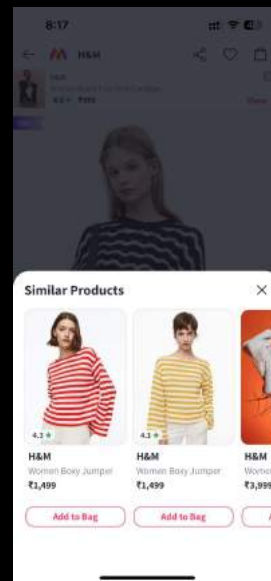
Friendly UI



Profile based introduction to diverse products



Similar suggestions



UI Experience

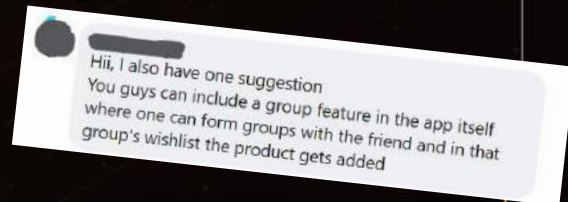
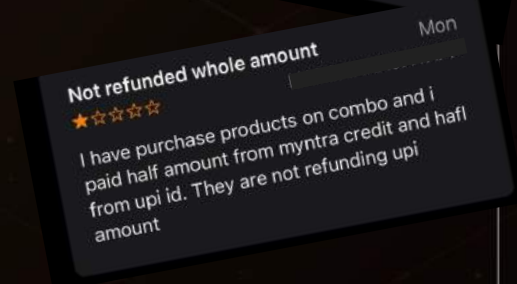
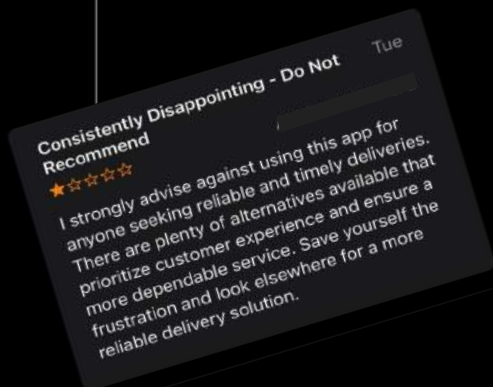
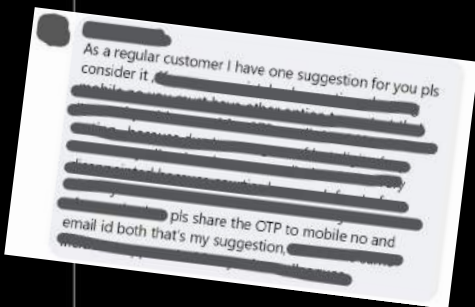
Product Variety

Areas of Improvement?

Performance: Users may be deterred by slow loading times, crashes, or other performance issues. Ensuring a smooth and responsive app experience is crucial for retaining users.

Customer Service: Prompt and effective customer support is essential. If users encounter issues with orders, payments, or any other aspects, a responsive customer service team can mitigate problems and enhance user satisfaction. Returns, refunds and authentication issues can be handled efficiently to better the post-purchase experience.

App Responsiveness: A responsive design ensures a seamless experience across different platforms and devices.



Mini Challenge 2

WhatsApp Payments

Tanvi Bhosale



Major Challenges that could impede transaction growth

- **User Onboarding Complexity:** If the onboarding process for new users is complicated, it could deter them from using WhatsApp Payments.
- **Limited Payment Options:** A lack of diverse payment options might limit user engagement. Integrating more payment methods can improve accessibility.
- **Security Concerns:** Users may be hesitant to use WhatsApp Payments due to concerns about the security of their financial information.
- **Limited Merchant Integration:** Encouraging more businesses to accept WhatsApp Payments can increase transaction opportunities.

Critical Data and Insights to Address the Challenges

- **User Feedback:** Gather feedback from users to understand pain points in the onboarding process and their preferences for payment methods.
- **Market Research:** Analyze the payment preferences of the target demographic and understand the most popular payment methods in the region.
- **Security Audits:** Conduct thorough security audits and share the results transparently to build trust among users.
- **Merchant Surveys:** Understand the reasons merchants might not be adopting WhatsApp Payments and what incentives or features could encourage integration.



Critical Data and Insights to Prioritize the Challenges

- **User Onboarding:** Given its impact on the initial user experience, improving onboarding should be a top priority.
- **Payment Options:** Addressing the need for diverse payment options should follow closely to enhance user accessibility.
- **Security:** Security concerns must be addressed promptly to build and maintain user trust.
- **Merchant Integration:** Encouraging more businesses to adopt WhatsApp Payments is important for increasing transaction opportunities.



Thank You

