

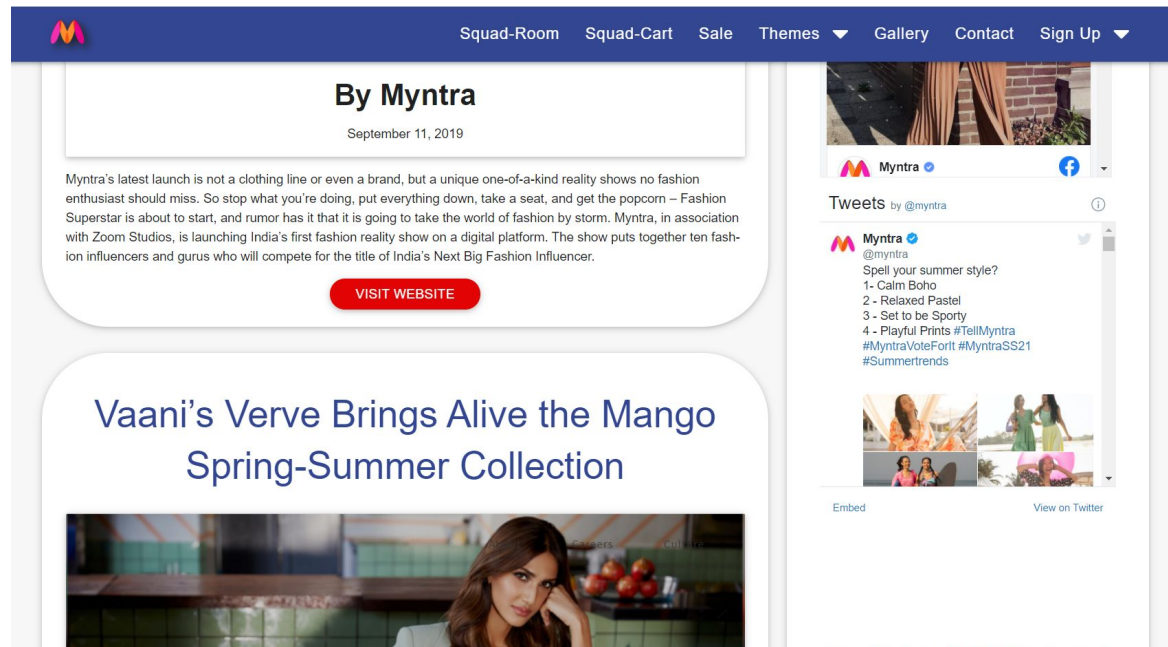
# Theme 1 : Collaborative Shopping

## Proposed Solution

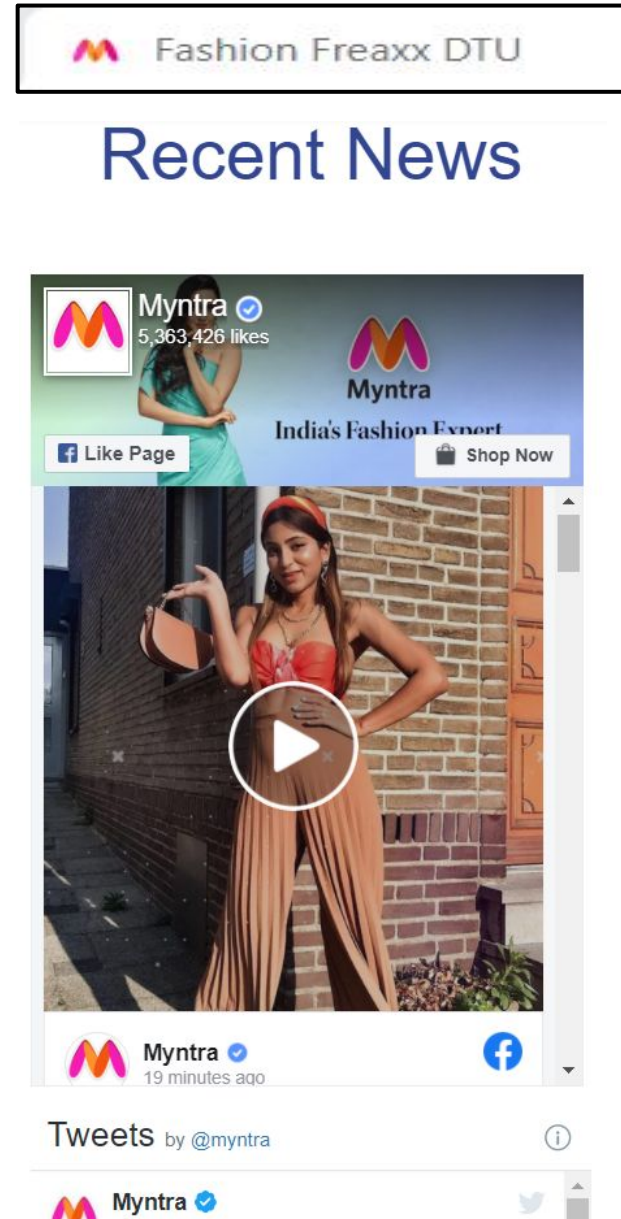
### Feature 1 : Fashion Feed using MERN

The future of Ecommerce Apps lies in Collaborative Shopping i.e a social media platform which offers a non-stop diet of the latest looks and trends complete with a friends list to share my looks and ideas. How about having a group cart!! We have made a web interface wherein users can view their fashion feed by implementing a comprehensive social media strategy for fashion marketing comprising of the following features :

- 1) **Events:** Squad Members/Shoppers can post their joyful Event/Group shopping experience based on themes, post it on their stream, and get instant feedback from friends, family. It can be a great platform for Social Media Influencers to increase product value for Myntra



- 2) Users can see Latest news/Upcoming Events/Tweets in a scrolling sidebar feed From Myntra's Social Handles & increase customer engagement for social media.



## 2)Theme Based Shopping Room

1) This feature enables multiple users to enter a virtual trial room on the basis of a unique code. The squad will be able to change the theme of the trial room as per the purpose of shopping (Wedding Shopping/Birthday/Halloween Party Theme). A default theme of Casual Shopping will be set.

2) Passport is authentication middleware for Node.js. Extremely flexible and modular, Passport can be unobtrusively dropped into any Express-based web application. A comprehensive set of strategies support authentication using a username and password, Facebook, Twitter, and more.

3) Every Group has a Discussion Forum where participants can post their comments/recommend/experience of shopping with the theme of Myntra through their social media handles for others to see before joining that theme room.

***“ Theme Based Shopping Rooms will be an ultimate Shopping Euphoria and bring the best of offline and online shopping on one platform by encouraging people to shop together ”***



Fashion Freaxx DTU

### Wedding Shopping

#### Description

Engagement Shopping!! Guys we need to look the best for Raina's engagement. Let us collect the best outfits!! Discounts are there

#### Impact

#Ethnic Wear #Friends #Friends #Fun #Party #Myntra, HAHAAHA had so much fun!! posting our memories from the event!! Glad we have the best squad



## Login & Signup

Squad-Cart Sale Themes Gallery Contact

Login

Members

Signup

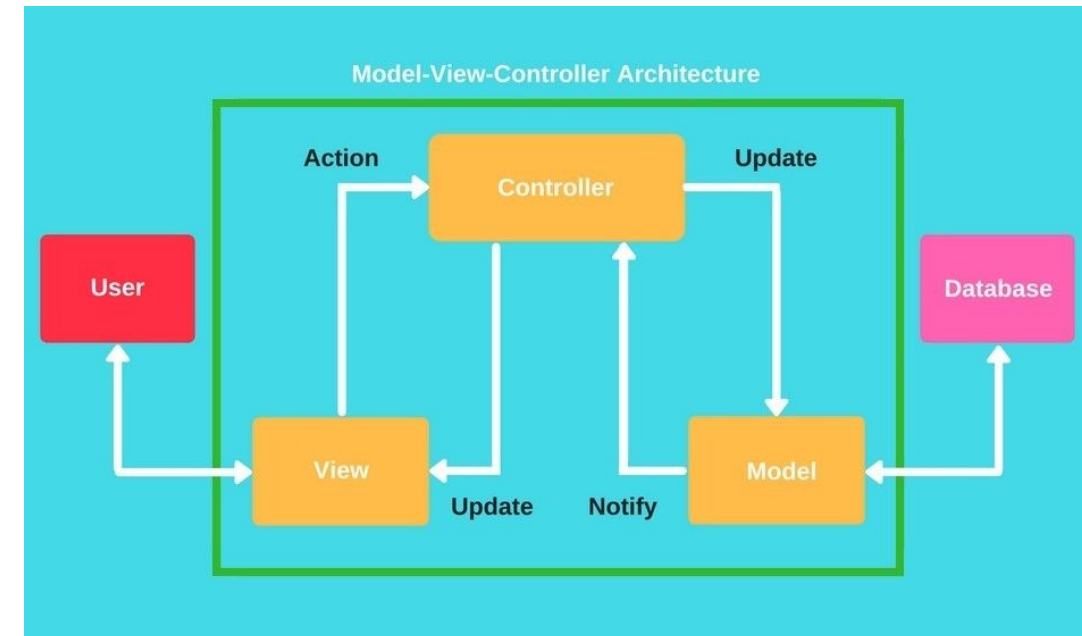
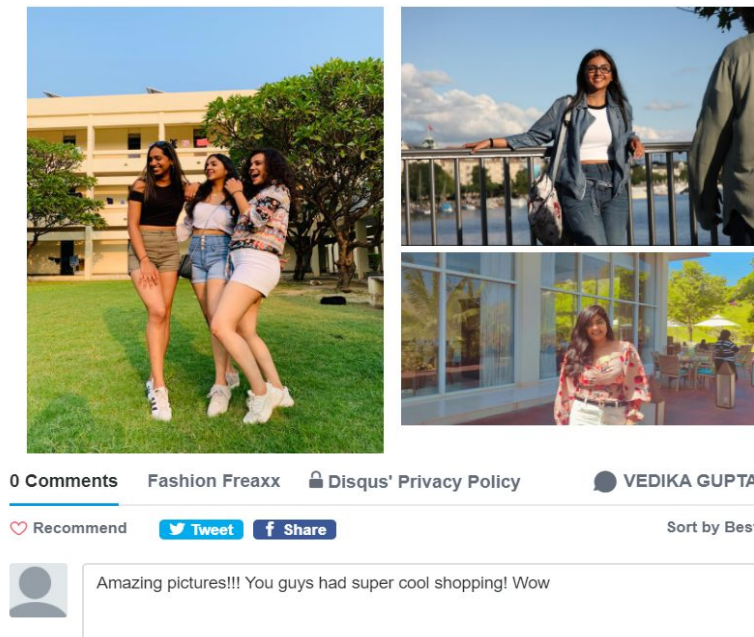
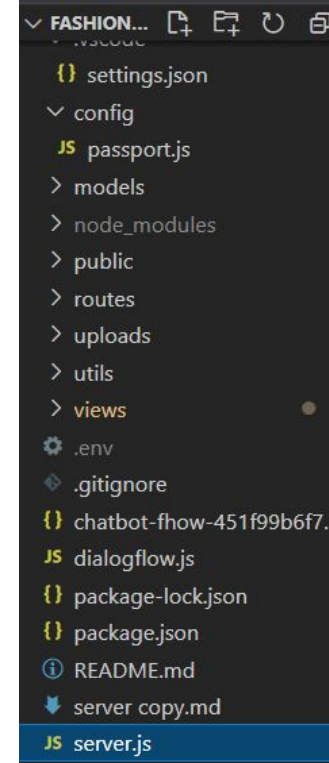
Fashion Freaxx, DTU

" The Joy of Dressing Is An Art"



# SOLUTION DEEP DIVE (TECH STACK)

- 1) We have used EJS (Embedded Javascript) to generate the HTML Markup with plain javascript, for the Fashion Feed.
- 2) We generated REST APIs with Express and then used these endpoints in the frontend to interact with our backend part.
- 3) For the backend side, we have used the Express library on top of Nodejs. We used MongoDB as the NoSQL database to store our data as documents in JSON format and employed *mongoose* to connect to our MongoDB database.
- 4) We have authenticated users in our application by storing the password of our users in our database since, it is never recommended to store plain text passwords as they can be compromised easily. So, we utilized *bcrypt* library to hash the passwords before we save them.
- 5) We have used the MVC (The Model View Controller) architectural pattern which separates concerns into one of 3 buckets so that we can work better as a team. Making independent models and views makes code organization simple and easy to understand and keeps maintenance easier.

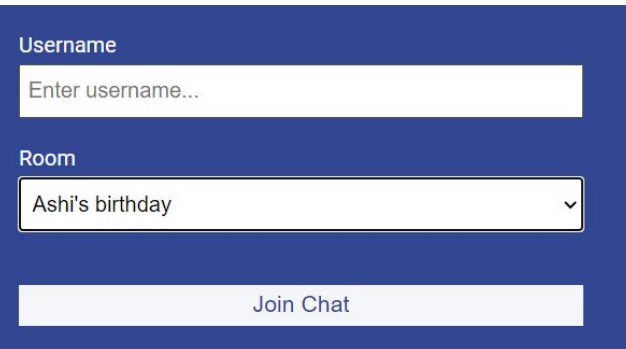


# Shop For The Fun Cause

**Feature 3: Squad Room** which is a real time interactive application for multiple users using Sockets.

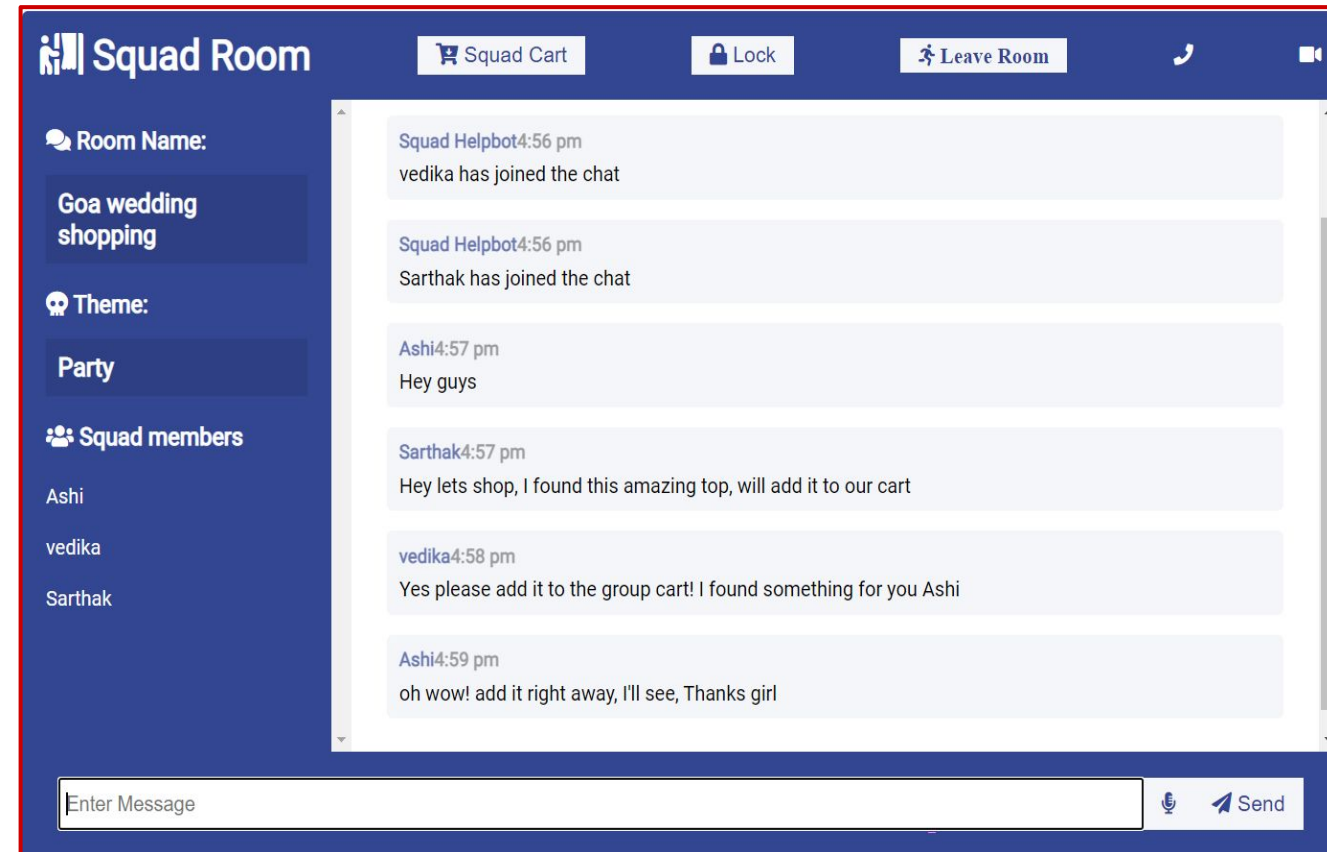
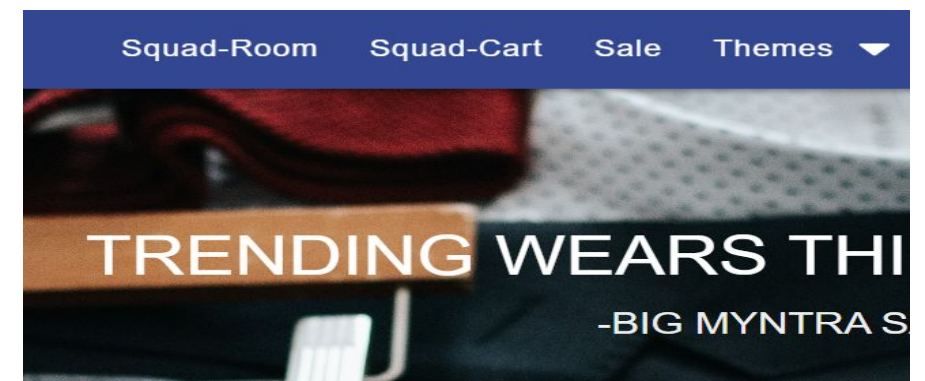
**SquadRoom:** We have built interactive rooms using socket.io, dialogflow, express, and moment. Shoppers can enter via the feed using a group name/id and get the ultimate experience of shopping together by putting elements in a common cart. This feature also enables user to get help from Squad Helpbot to know about interesting deals.

**STEP 1** Join a room having a specific name/id and set it's theme.  
The room shows the squad members, the room name and the theme.  
Zero down on the barriers between online and offline



## STEP 2

Enable the helpbot to know about latest discounts, sales and trends!! Add latest finds into the group cart.  
**Even Individual shoppers can join rooms from the feed and get assistance.**



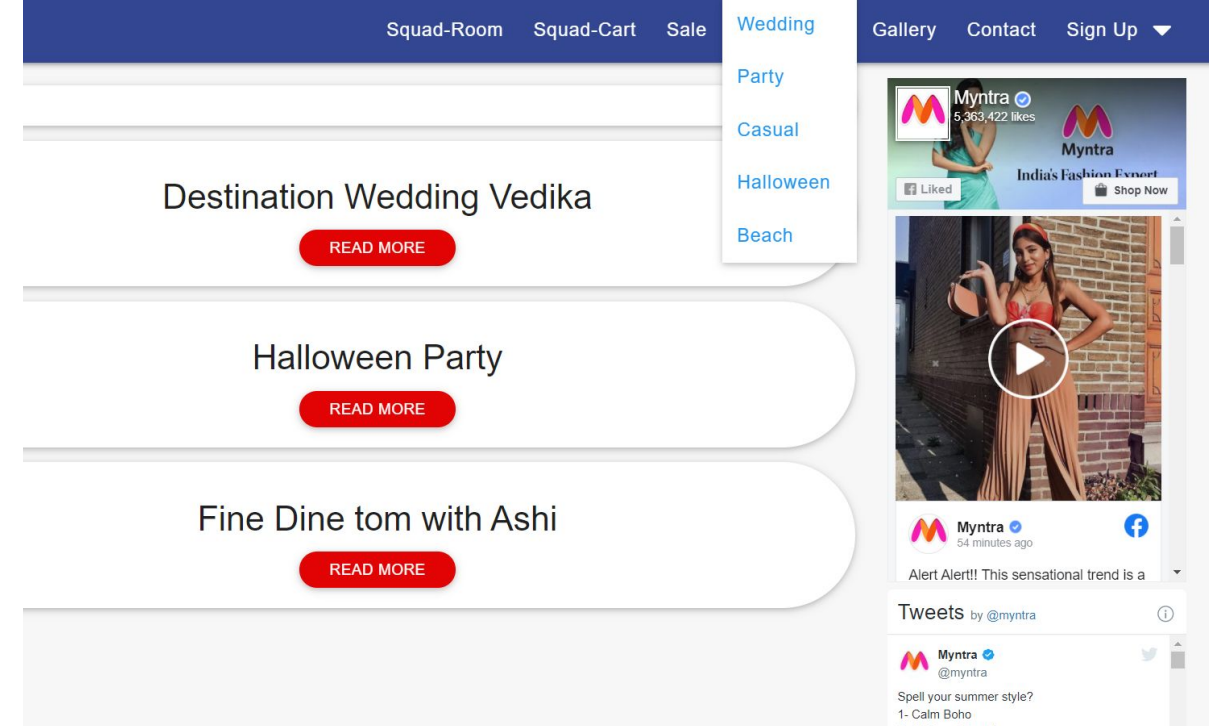
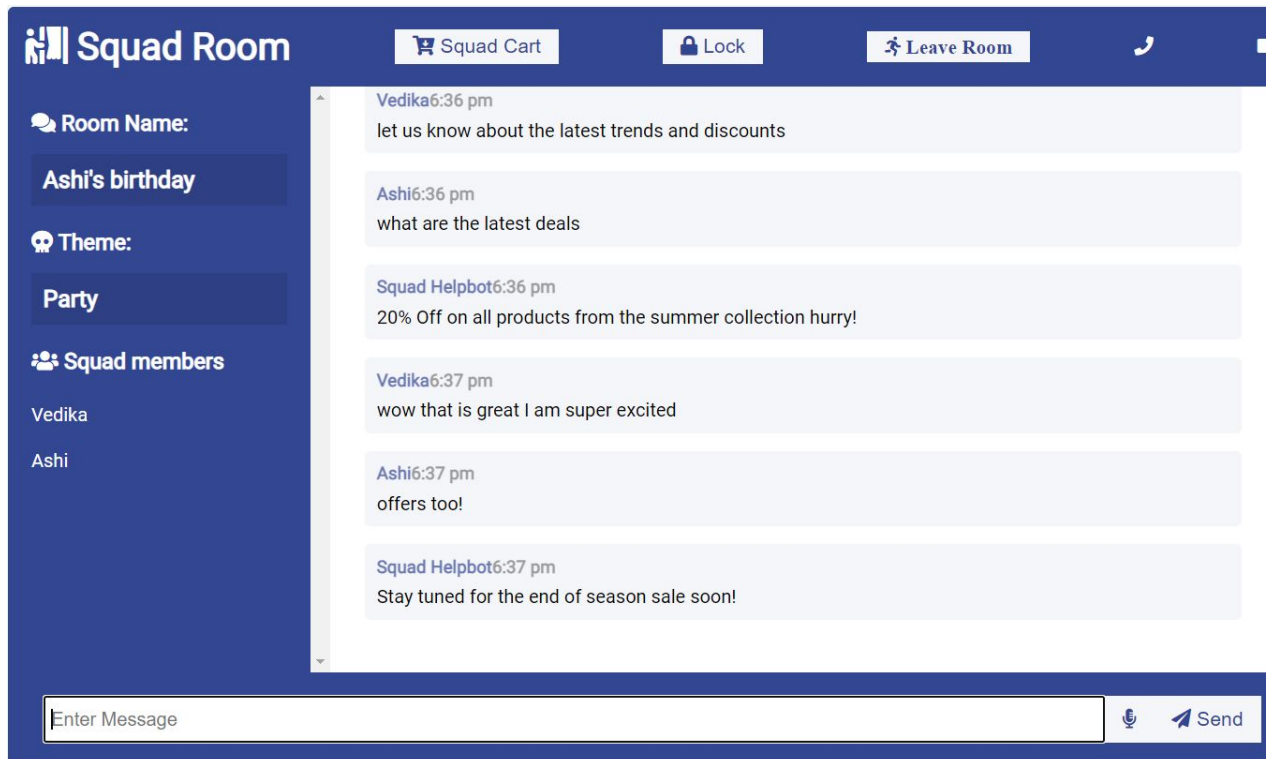
# 4.Squad HelpBot

## Personalized recommendations

Our helpbot is powered by dialogflow for more natural customer experiences with virtual agents that support multi-turn conversations with supplemental questions and are built with the deep learning technologies that power Google Assistant.

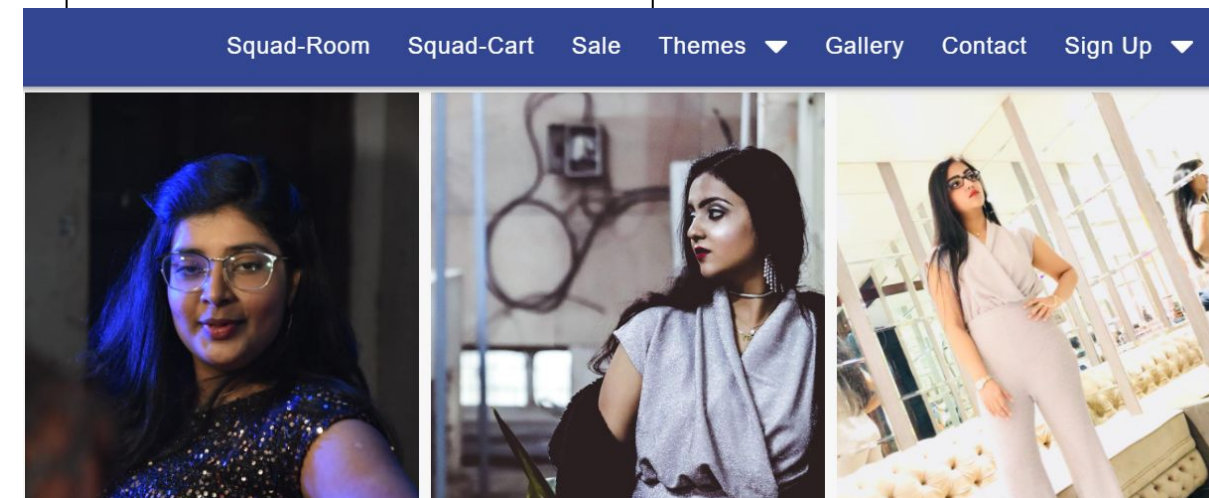
/Assistance from Chatbot

Improved our interactive containment rate with the latest BERT-based natural language understanding (NLU) models that are capable of recognizing intent and context accurately and efficiently in more complex use cases.



Memories and squad shopping experiences are collected from all group events as memories in the gallery

## 5.Gallery : A collection from events





# Squad-Cart

Added To Cart

Cart subtotal (7 items): ₹ 2030

Delhi Tech



Off-white  
princess shoes  
₹ 280

Add to cart



Lady-Gaga  
Shades  
₹ 350

Add to cart



Betty's Green  
Jacket  
₹ 550

A shopping cart allows a website's visitor to view product pages and add items to their basket. The visitor can review all of their items and update their basket (such as to add or remove items). The idea is to enable users to take advantage of a discount, or just to cut down on shipping costs as it's super easy and intuitive to share your shopping experience with your friends or family, and moreover, to save money. The Common Cart Feature would equip Myntra Users to choose option for "Shopping with friends" as a functionality of squad room and invite their friends to join a common basket and start shopping. A special light lets you know if your friends have finished, or are still in progress of adding products to the cart.

4. When your friends finish shopping, an appropriate message will be shown and the light indicator will change its color to green. This means that your common basket is ready to begin checkout process.

# Future Scope & Impact

- 1) We want to implement the functionality of choosing Public/Private Mode of room such that Private Theme Rooms are the Default Mode and are visible only to added friends whereas Public Themed rooms can be joined by other participants as well. This feature will ensure the privacy of users as well as boost interactivity across myntra platform.
- 2) After making squads public, we would love to introduce the squad battles wherein the squad with the best shopping shall be given reward points.

☒ Private

☐ Public

- Private topics cannot be accessed by non-invited members.
- Files shared in a private topic are only available to its participants.

Private topic