Case Study: Myntra's Revolutionary 'MyFashionGPT' AI Stylist

Brief

Introduction:

Myntra has taken a giant leap in revolutionizing the fashion e-commerce sector with 'MyFashionGPT', a cutting-edge feature powered by ChatGPT. This AI assistant transforms the way customers discover and select fashion products by understanding and responding to natural language queries, just like a human stylist.

Product Overview:

'MyFashionGPT' is a customer's personalized fashion stylist. The feature allows users to type text queries describing their specific outfit needs using natural language. Based on these prompts, it presents up to six ensemble options across categories like top wear, bottom wear, footwear, accessories, and makeup, all from Myntra's massive collection of over 2.1 million styles.

Product Development and Function:

Myntra's dedicated team developed 'MyFashionGPT' in-house. When a user types a query, the request is processed by ChatGPT, generating suitable fashion prompts. Myntra's advanced search ecosystem then curates a list of products matching the selected look. This process relies on ChatGPT's impressive capability to understand semantics and context.

Key Feature:

'MyFashionGPT' elevates the shopping experience with its ability to handle requests around popular events, travel locations, celebrity looks, and specific occasions. It refines results based on follow-up queries, enabling users to shop for fashion as they would interact with a seasoned stylist**.**

Assignment

You are the Product Manager for this feature in Myntra. You are directly responsible for the success of this feature. Create a GTM plan for this feature incorporating the STP(Segmentation, Targeting, Positioning) and Marketing Funnel(Awareness, Consideration, Conversion, Loyalty, Advocacy) frameworks we covered in the session on Product Launch.

GTM Plan for MyFashionGPT

STP Framework

Segmentation

- Geographic: MyFashionGPT will be targeted at customers in India.
- Demographics: MyFashionGPT will be targeted at customers between the ages of 18 and 45, with a focus on women.
- Psychographics: MyFashionGPT will be targeted at customers who are interested in fashion and who are looking for a personalized shopping experience.

Targeting

- Direct: MyFashionGPT will be promoted directly to customers through email, social media, and paid advertising.
- Indirect: MyFashionGPT will be promoted indirectly through partnerships with fashion bloggers and influencers.

Positioning

- MyFashionGPT will be positioned as a personalized fashion stylist that can help customers find the perfect outfit for any occasion.
- MyFashionGPT will be differentiated from other fashion shopping platforms by its ability to understand natural language queries and generate personalized outfit recommendations.

Marketing Funnel

Awareness

- Create a landing page for MyFashionGPT that explains the features and benefits of the product.
- Promote the landing page through email, social media, and paid advertising.
- Partner with fashion bloggers and influencers to generate buzz about MyFashionGPT.

Consideration

- Encourage visitors to the landing page to try out MyFashionGPT by offering a free trial.
- Provide tips and advice on how to use MyFashionGPT to find the perfect outfit.
- Share customer testimonials about the benefits of using MyFashionGPT.

Conversion

- Offer discounts and promotions to encourage customers to purchase products through MyFashionGPT.
- Make it easy for customers to checkout by providing a variety of payment options.
- Follow up with customers after they make a purchase to thank them and to offer additional support.

Loyalty

- Offer a loyalty program that rewards customers for their repeat purchases.
- Send personalized emails to customers with recommendations for new products.
- Host events and contests for MyFashionGPT users.

Advocacy

- Encourage customers to share their positive experiences with MyFashionGPT on social media and with their friends.
- Offer incentives for customers who refer new users to MyFashionGPT.
- Thank customers for their advocacy by offering them special discounts and promotions.

Conclusion

MyFashionGPT is a revolutionary new feature that has the potential to revolutionize the way customers shop for fashion. By incorporating the STP and Marketing Funnel frameworks, we can create a GTM plan that will help MyFashionGPT achieve success.