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Problem Statement

Social shopping integration:

Social Shopping Integration: Integrate social media functionalities and user-generated content, such as influencer collaborations, customer reviews, and shoppable posts, to create an interactive and immersive shopping experience that resonates with fast fashion enthusiasts, positioning Myntra as the go-to-destination, driving customer growth and conversion.

Engagement on a shopping platform:

Building engagement constructs on a platform which will drive aconnect and virality among younger audiences in the country. It need not be linked to shopping but needs to be linked to fashion, which will drive users to keep visiting the app on a habitual basis.

Description of the model

We have used figma and react frameworks to display thrift store and wishlist notification feature respectively.

The Thrift Store : Now Myntra has unlocked one more store named **Thrifting**, along with FWD, Myntra and LUXE Stores. Customers can thrift products of their desired influencers and creators collections. You can have astonishing fashion sense . This will be a new alternative for sustainable fashion and trendy finds for the customers, increasing social shopping integration. This will help myntra consumers to explore Myntra studio eagerly. This will also help customers to engage with Maya(Myntra Ai assistant) and My stylist option.

Wishlist Notification: Myntra's new notify feature allows customers to access sold-out products from their wishlist. This feature helps consumers check the availability of products they wish to buy. Customers receive all new notifications about their out-of-stock wishlist items whenever they become available again. This includes notifications for restocked items, available sizes, and discounted prices, enhancing user experience and engagement on the platform.

Below is the attached link for final demo video(live) :

<https://www.figma.com/proto/zY00E4wFef2s0cf8Ben01d/Myntra-thrift-store?t=MHSVxHe4Om3n8agp-1>

Solution- I

Thrift Store for Influencers

Myntra may be used as a platform where influencers may sell their used clothing and as a partnership marketing for Influencers. Many creators/Influencers want to thrift their clothes which can help to reduce waste and promote sustainability. This will result in trend Identification also for the customers since they are following influencers fashion.

Use AI to identify patterns in these outfits, assisting in the creation of new fashion collections.

Focus on influencer thrift stores to encourage sustainability. Create a community around thrifting by using user-generated content, such as reviews.

- Reduces waste by promoting pre-owned clothing.
- Targets Gen Z consumers who care about the environment.

Influencers that endorse products may share affiliate links with their followers. Assemble these recommendations using AI according to follower preferences and trends. Promote Myntra through influencer partnerships.

- Use interactive content and shoppable posts to increase engagement.
- Use UGC (User-Generated Content) like reviews to build a community around thrifting
- Influencers can sell their old clothes on Myntra.

Solution- II

Wishlist notification

Monitor items on wish lists to estimate demand and control inventory.

Inform clients when goods on their wishlist that are out of stock become available or when their size are available

Inform clients when there liked products are on sale with heavy discounts.

Improves user experience by promptly attending to consumer needs.
This definitely increases customer interest and engagement in shopping using the app again and again ,since it fulfill customers demands.

Benefits

- Thrift stores helps to explore and discover the myntra studio option much more.
- Thrift stores helps to provide single solution for all the influencers/ creators to have one platform for thrifting. Rather than having individual websites/stores for thrifting.
- Wishlist option will help in visiting app on habitual basis and helps in customer engagement.
- Cut down waste and promotes sustainable fashion.
- Increased engagement with Myntra Studio through the exploration of thrift stores.
- Provides a unified platform for influencers to thrift, reducing the need for individual stores.
- Wishlist notifications encourage habitual app visits and customer engagement.
- Promotes sustainable fashion, reducing waste.