

Myntra

**PRODUCT
TEARDOWN**

Buying a Product on Myntra

**Presentation by:
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OVERVIEW

Myntra is an Indian fashion e-commerce company that initially started as a personalized gift service provider. In 2011, Myntra pivoted to become an online fashion retailer, offering a wide range of clothing, footwear, and accessories for men, women, and kids. Myntra operates on a marketplace model, which means that it acts as a platform for various brands and sellers to sell their products online.

BUSINESS MODEL

Myntra generates revenue by

- Charging a commission on the sales made through its platform. The commission rates may vary based on the type of product, seller, and other factors.
- In addition to this, Myntra also earns revenue through advertising and promotional activities on its platform.
- Myntra also offers its own private label brands, which are exclusive to its platform.

COMPETITORS

Amazon Fashion



koovs

STATISTICS

5000+

10CR+

500+

EMPLOYEES DOWNLOADS NO OF BRANDS



Name: Rohan
Age: 21 years old
Occupation: College Student
Location: Pune, India

Goal:

Rohan is a fashion enthusiast who loves to experiment with different styles and looks. He wants to be up-to-date with the latest fashion trends and stay ahead of the curve. He values affordability and loves to shop for clothes, accessories, and footwear that are trendy and stylish but don't burn a hole in his pocket. He also likes to explore new brands and styles to keep his wardrobe fresh.

Pain Points:

- Rohan finds it hard to keep up with the latest fashion trends on a limited budget.
- He also finds it challenging to discover new brands and styles that suit his unique taste.
- He wants a platform that offers a vast selection of trendy clothes, accessories, and footwear that are affordable and easy to purchase.



Name: Sarah
Age: 26 years old
Occupation: Brand Manager
Location: Bangalore, India

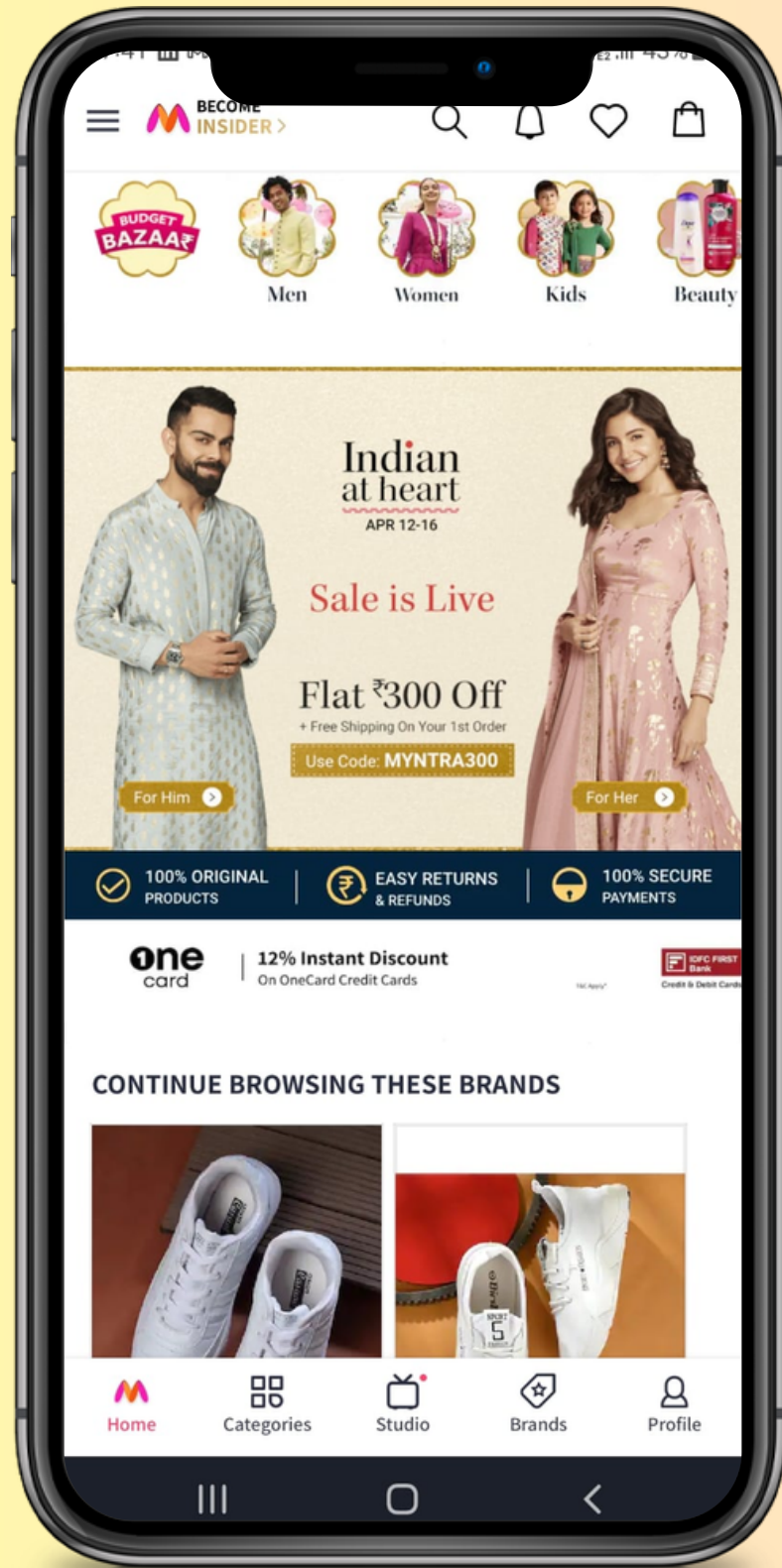
Goal:

Sarah is a busy working professional who values convenience and style. She wants to look trendy and fashionable but doesn't have much time to browse through physical stores. She is always on the go and wants to shop for clothes, accessories, and footwear that match her busy lifestyle. She values brands and prefers to shop for high-quality products that are worth the investment.

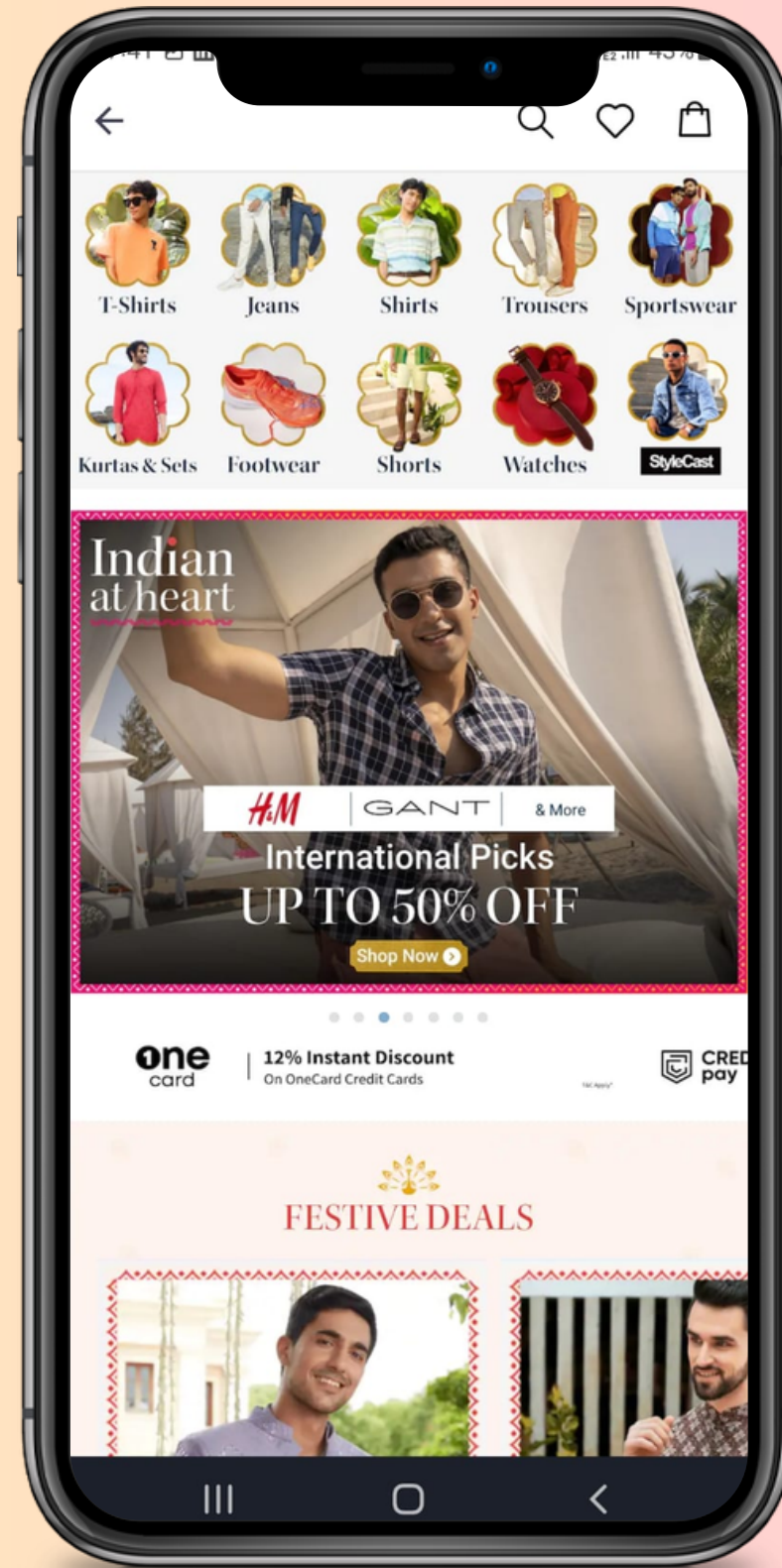
Pain Points:

- Sarah finds it challenging to find time to shop for clothes and accessories that suit her busy lifestyle.
- She also finds it hard to navigate through different brands and styles on other online shopping sites.
- She wants a platform that curates trendy styles and outfits for her that she can buy easily.

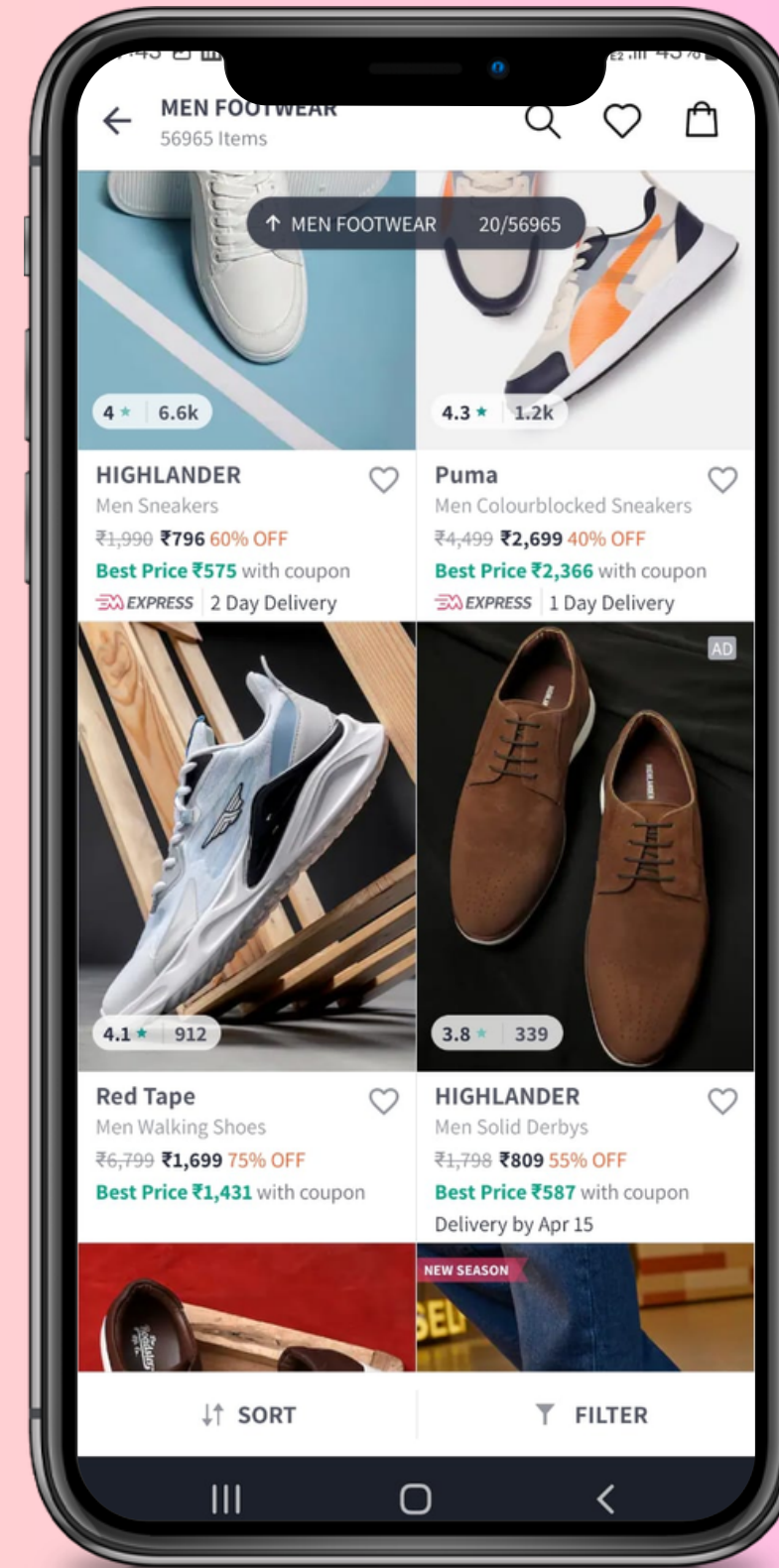
USER JOURNEY



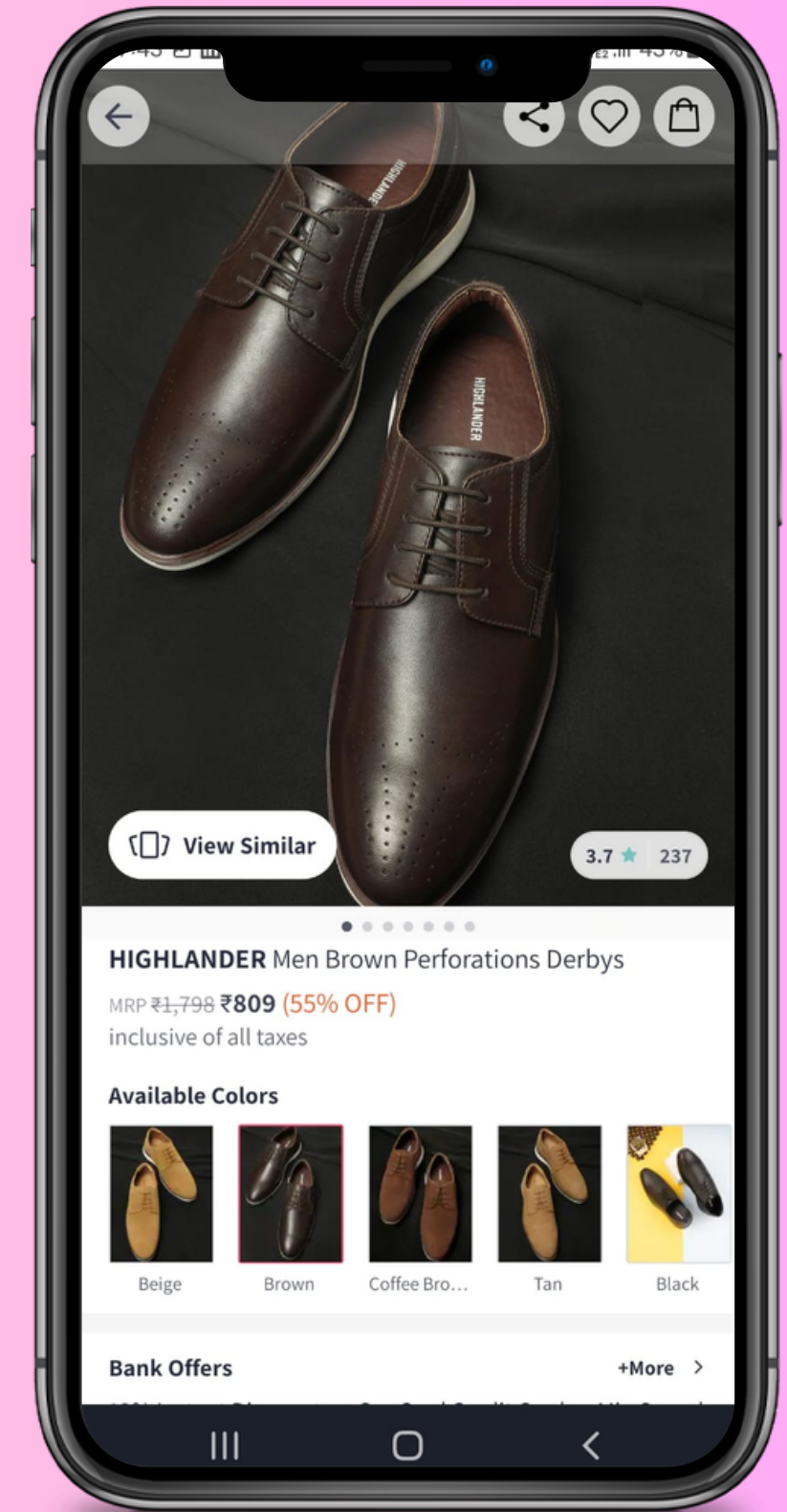
Step 1 -Open the Myntra App and Click on 'Mens'



Step 2 - Click on the Shoe Option

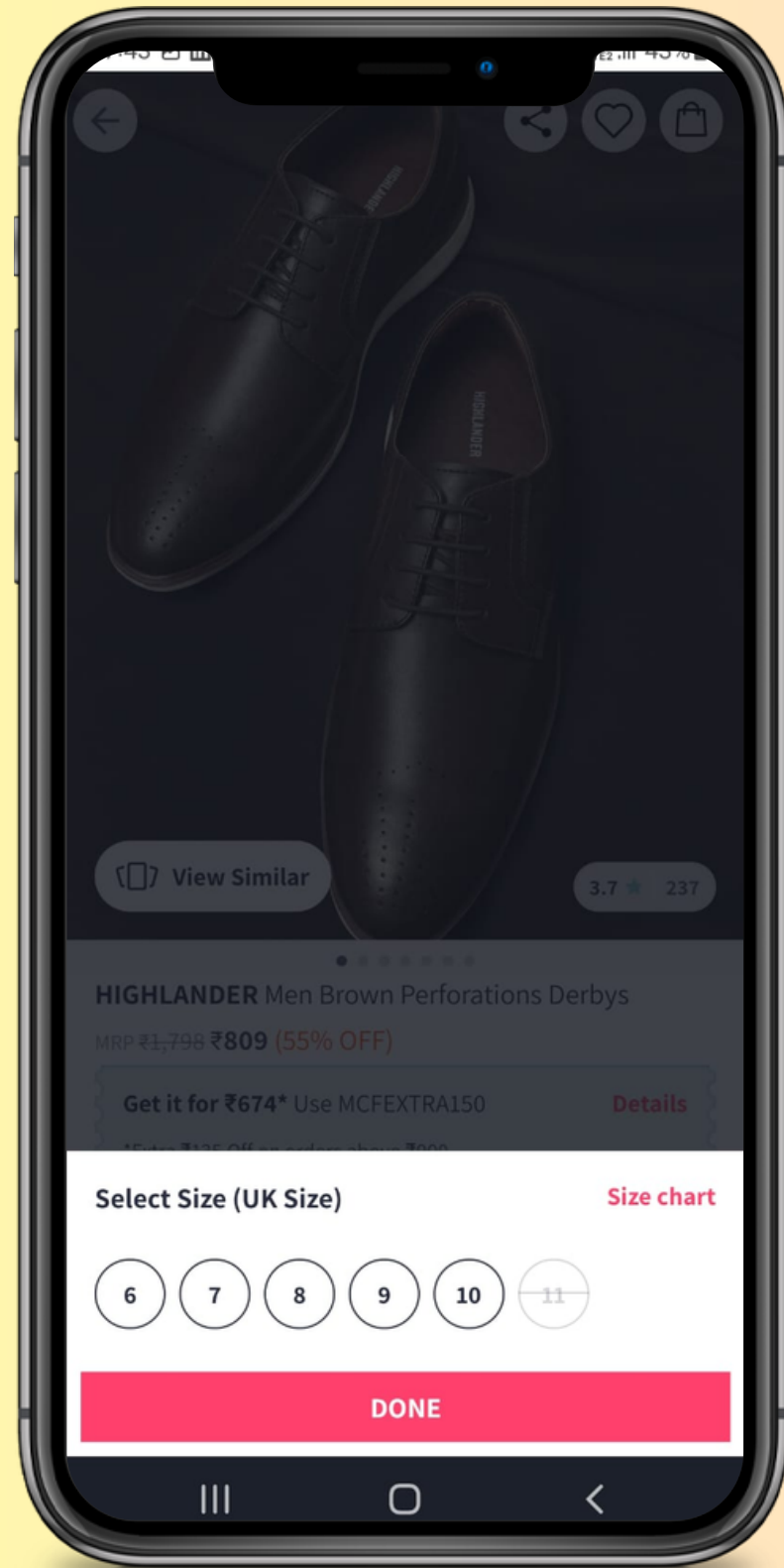


Step 3- Click on desired product

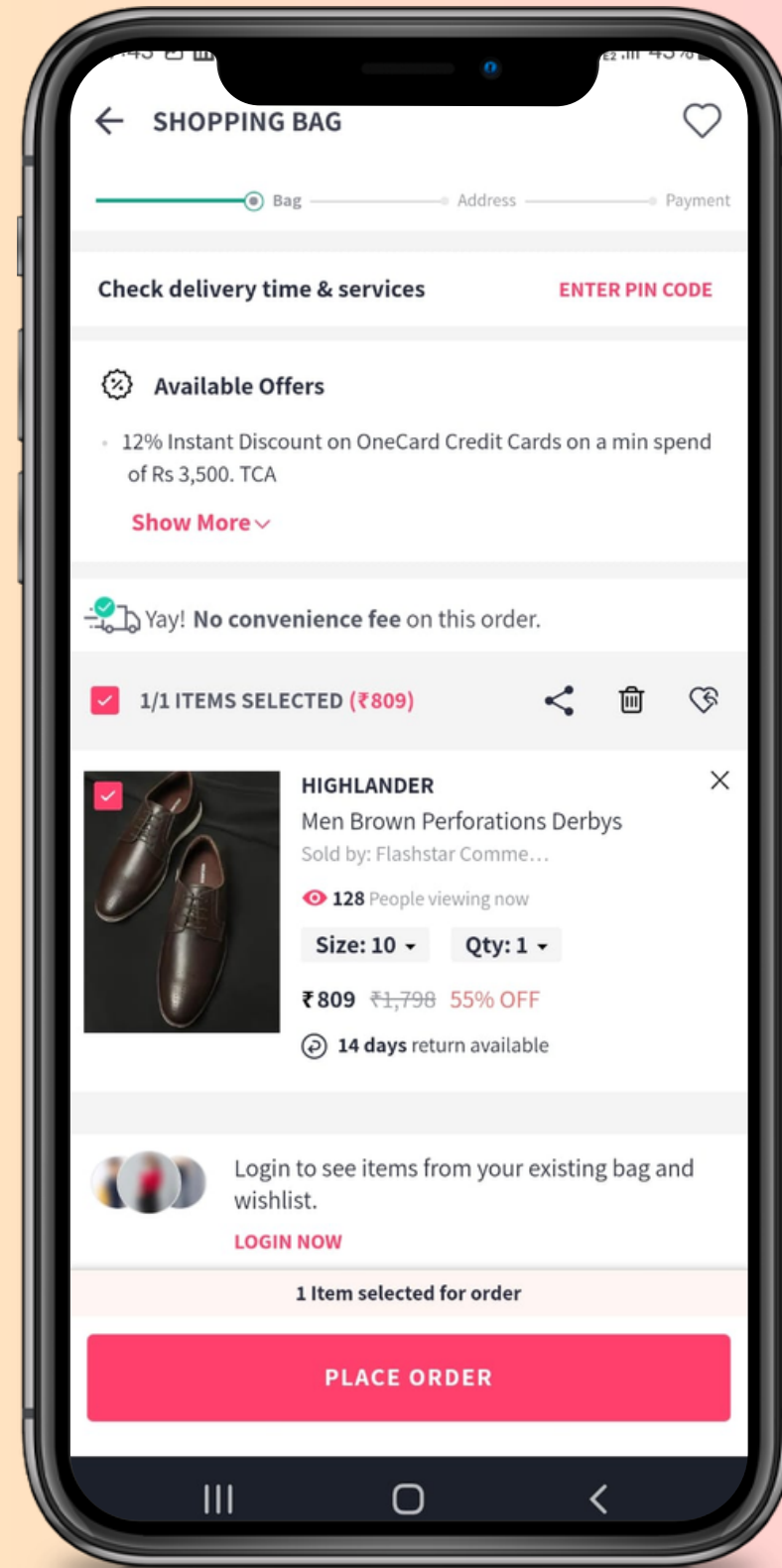


Step 4 - Choose from the available colour

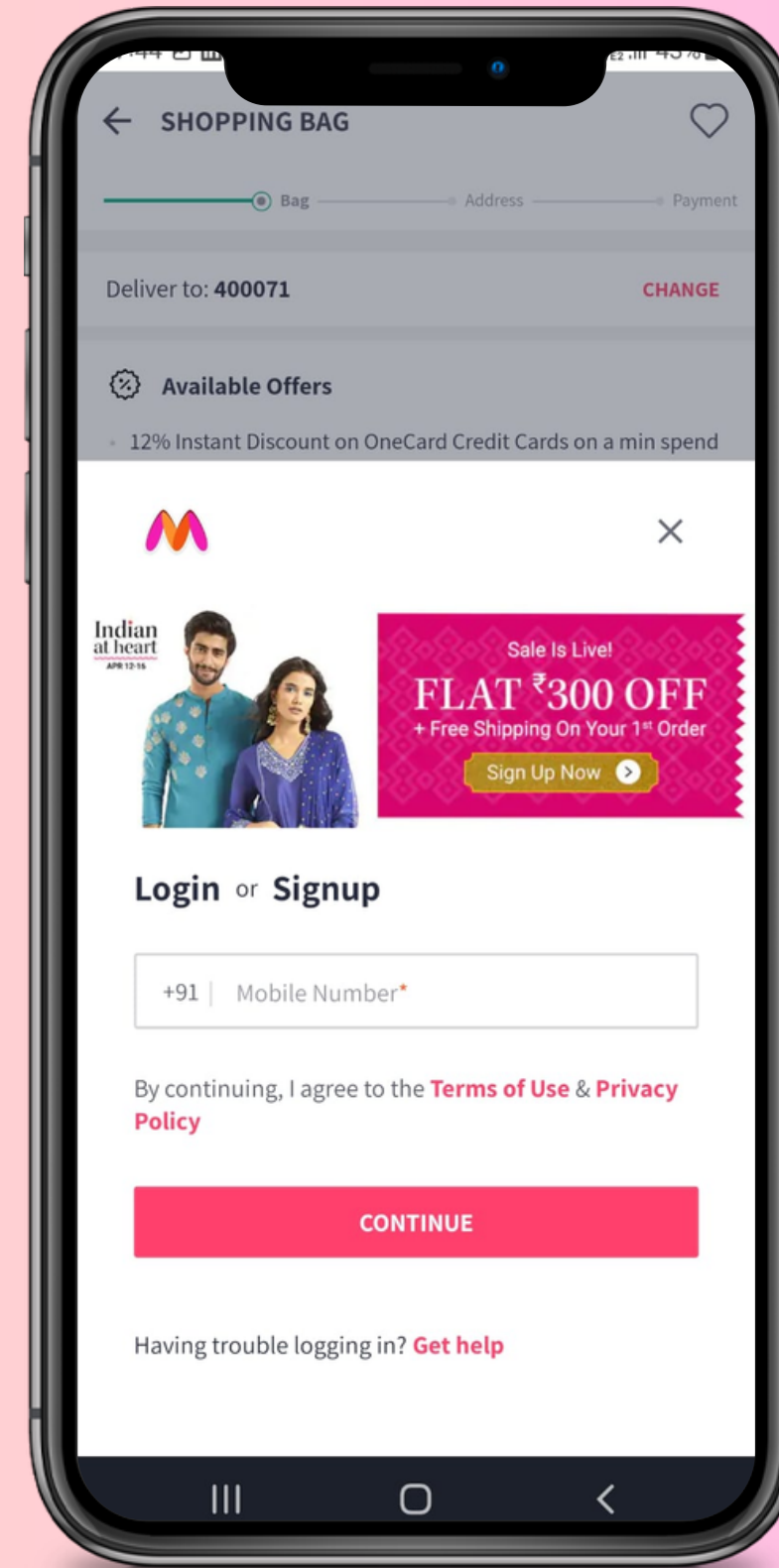
USER JOURNEY



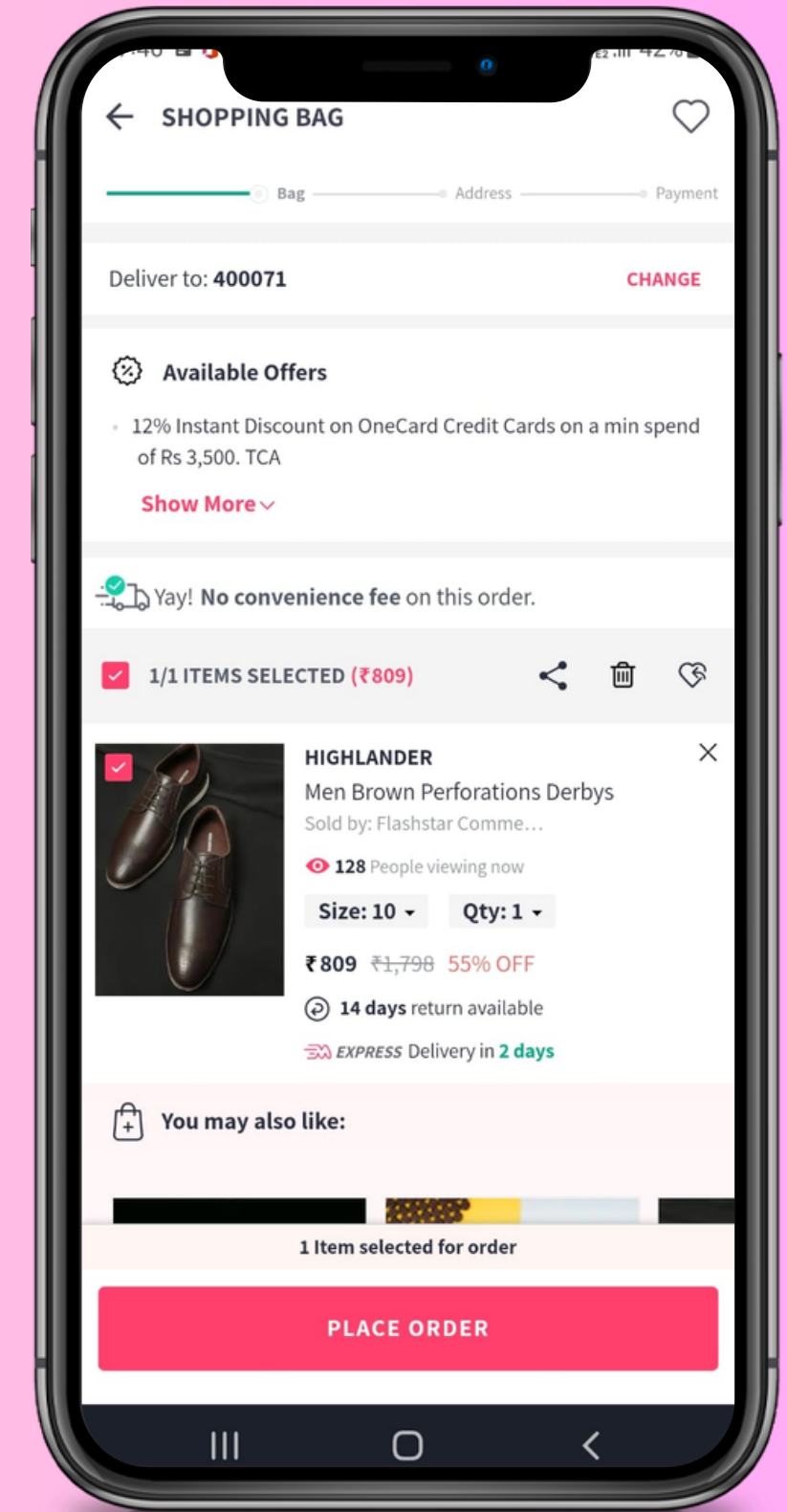
Step 5 - Select the suitable size



Step 6- Place the Order

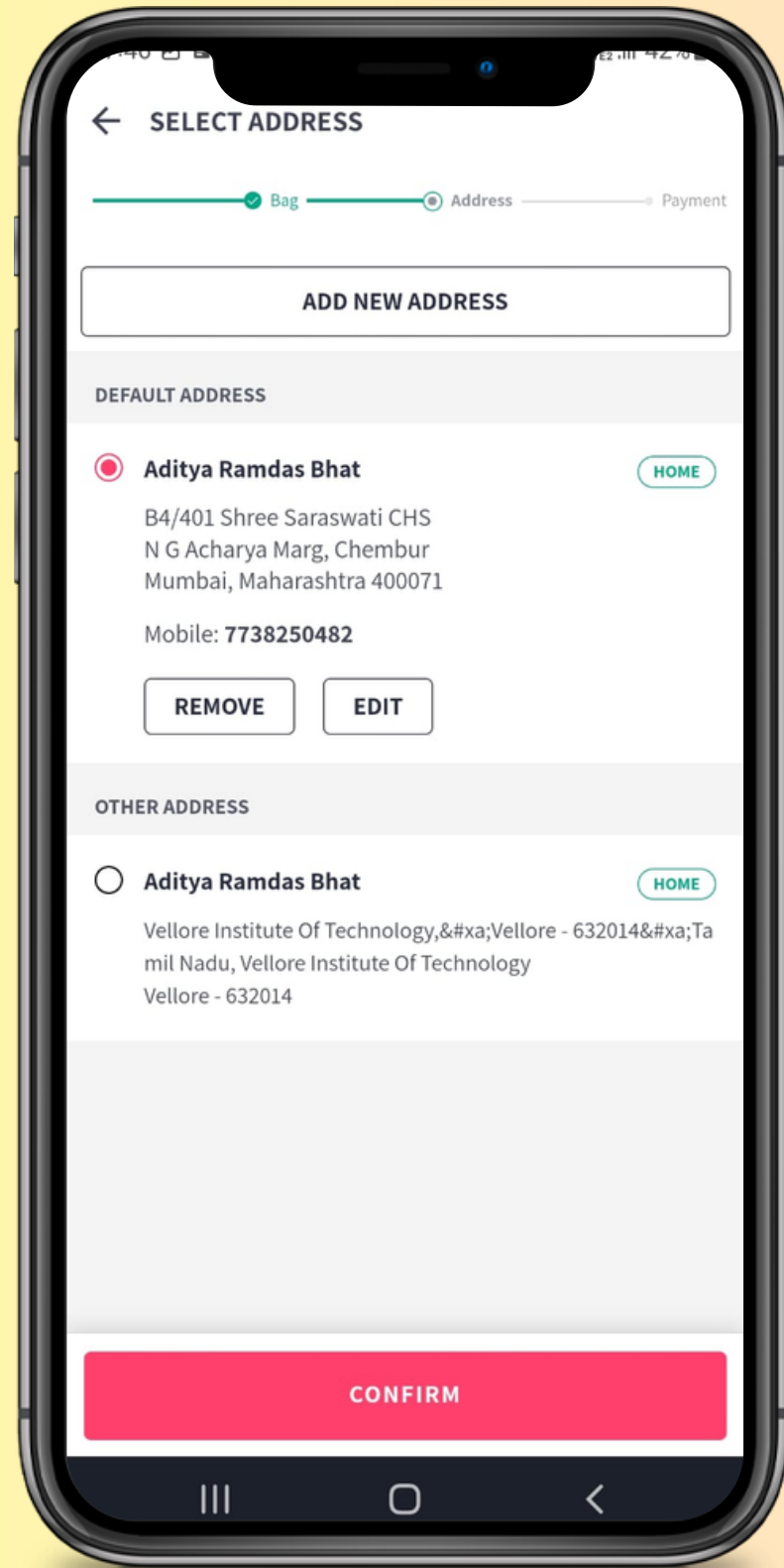


Step 7 - Log In if you in guest mode

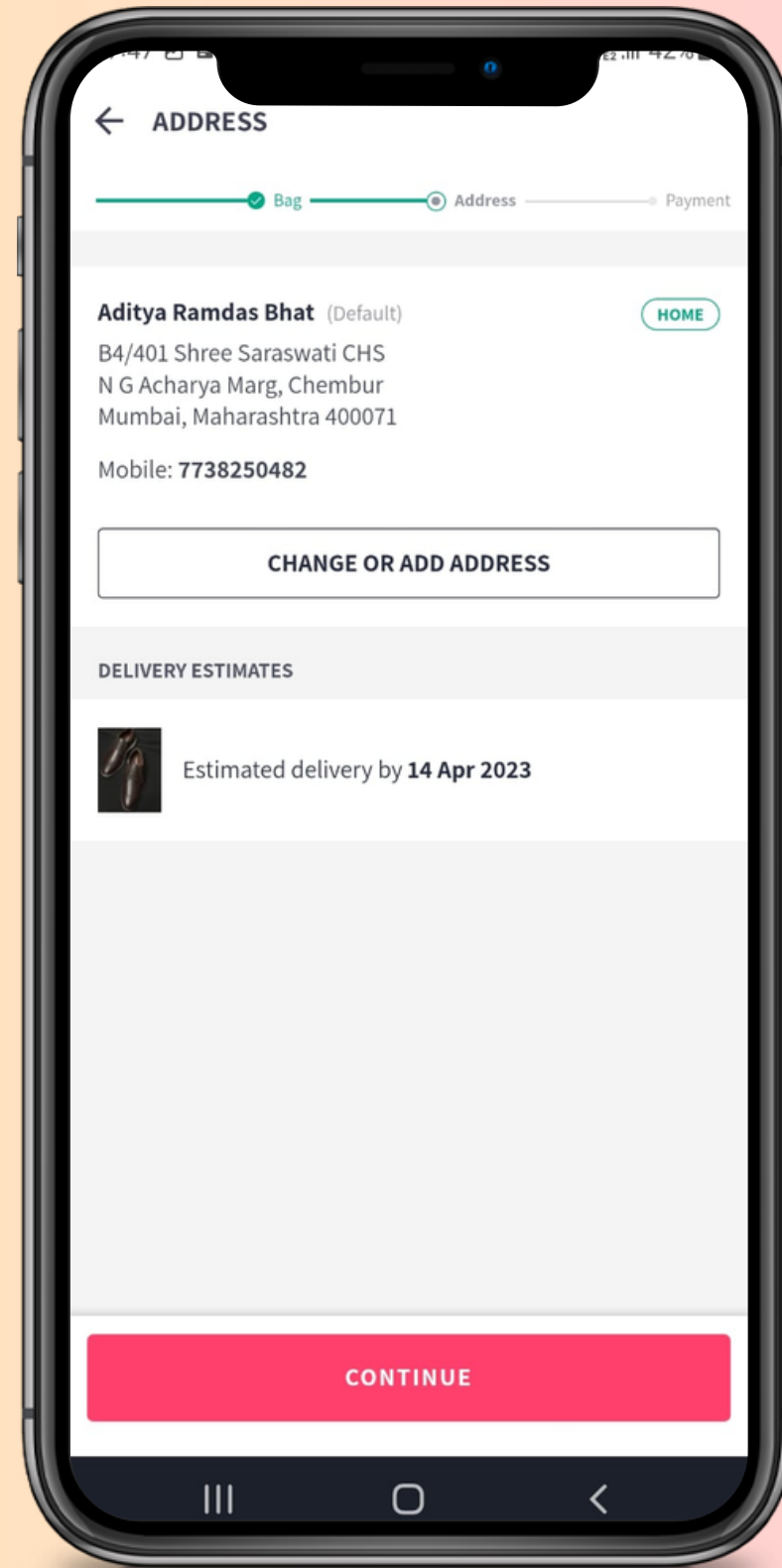


Step 8 - Review the Order

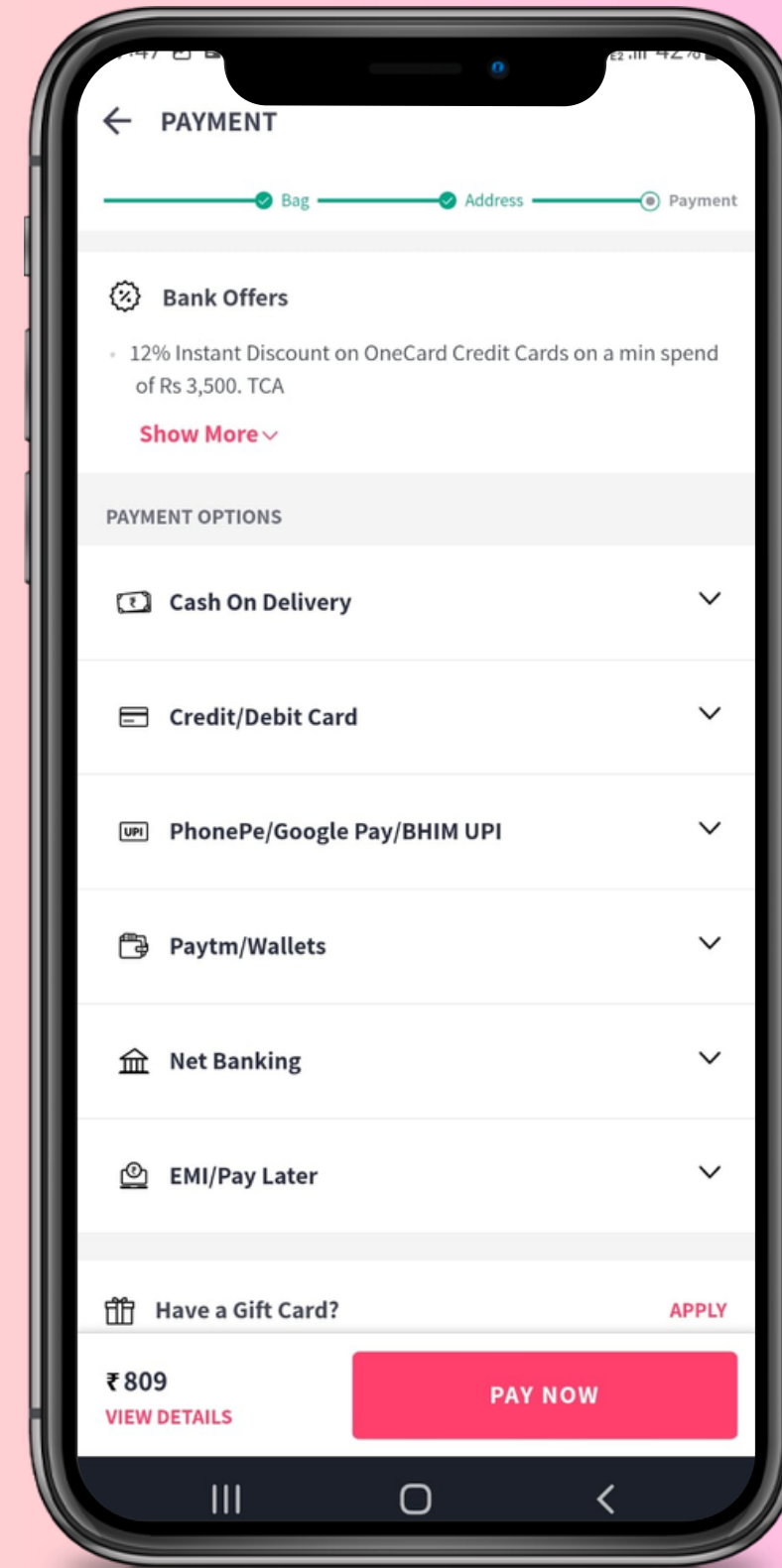
USER JOURNEY



Step 9- Select from existing/new address



Step 10 - Make changes if Necessary



Step 11 - Select and Complete Payment option

USER Journey Map

Action	Description	
Browse products	Visit the Myntra app and browse through the products in various categories such as electronics, fashion, home, etc.	🤔
Search for a product	If the user has a specific product in mind, they can use the search bar to find the product.	😐
Select a product	After browsing or searching for a product, the user selects the product they want to buy.	😊
View product details	The user can view the product details such as the product description, specifications, images, and customer reviews.	😐
Check availability	The user can check if the product is available and if it can be delivered to their location.	🤔
Add to cart	If the user wants to buy the product, they can click on the "Add to Cart" button.	😞
Review cart	The user can view the products in their cart and review the quantity and price of each product.	😱
Login/Sign up	If the user has not logged in or signed up, they will be prompted to do so.	😞
Enter delivery address	The user enters the delivery address where they want the product to be delivered.	😞
Select payment method	The user can select a payment method such as credit/debit card, net banking, or cash on delivery.	😱
Enter payment details	If the user selects a card or net banking as the payment method, they enter the payment details such as card number or bank details.	😐
Review order	The user can review the order summary, including the product details, delivery address, and payment method before placing the order.	😬
Place order	If the user is satisfied with the order details, they can click on the "Place Order" button to complete the purchase.	😊
Order confirmation	The user receives an order confirmation message or email with the order details and expected delivery date.	😄

USER EXPERIENCE

Pros:

- **Attractive UI Design:** Myntra's UI design is visually appealing and modern, which makes the user experience engaging and enjoyable.
- **Product Detail Page:** The product detail page is well-designed and provides users with all the information they need to make an informed purchase decision. It includes multiple high-quality product images, detailed product descriptions, and customer reviews.
- **Easy Checkout Process:** Myntra's checkout process is fast and straightforward. Users can add products to their cart, enter their shipping details, and select a payment method in just a few clicks.
- **Intuitive Navigation:** Myntra's navigation is easy to use, which makes it simple for users to find what they're looking for..
- **Multiple Payment Options:** Myntra offers a variety of payment options, which provides users with flexibility and convenience.
- **Real-Time Order Tracking:** Myntra's order tracking feature provides users with real-time updates on their order status, which helps them plan for the arrival of their products.

Cons:

- **Slow Loading Times:** Myntra's website can be slow to load, which can be frustrating for users.
- **Overwhelming Product Catalog:** Myntra's product catalog can be overwhelming for users due to the large number of products available.
- **Inconsistent Product Information:** Some product listings on Myntra have incomplete or inconsistent information, which can make it difficult for users to make informed purchase decisions.

KEY METRICS

L1 METRIC

L1 metrics are basic metrics that track the user's behavior on the platform.

Click-through rate (CTR): CTR measures how many users click on a product after viewing it on the platform. This metric helps to understand the user's interest in the product

L2 METRIC

L2 metrics are more specific and track the user's behavior after they have added a product to their cart.

Conversion rate: Conversion rate measures the percentage of users who complete a purchase after adding a product to their cart. This metric helps to understand the effectiveness of the platform's sales funnel.

NORTH STAR METRIC

North Star metrics are the ultimate measure of success for the platform.

Gross Merchandise Value (GMV): GMV measures the total value of all transactions made on the platform during a specific period. This metric reflects the platform's revenue and growth potential.