

Industry:
Fashion / E-Commerce

Myntra

Group 8

Myntra

Design Thinking



SCENARIO

**Simplify Finding Affordable Fashion for
College Students.**

**How can Product Discovery and
Selection become Easier?**



WHO IS THE USER?

College students aged 18–24 who shop online for trendy and affordable fashion.

WHAT SITUATION ARE THEY IN?

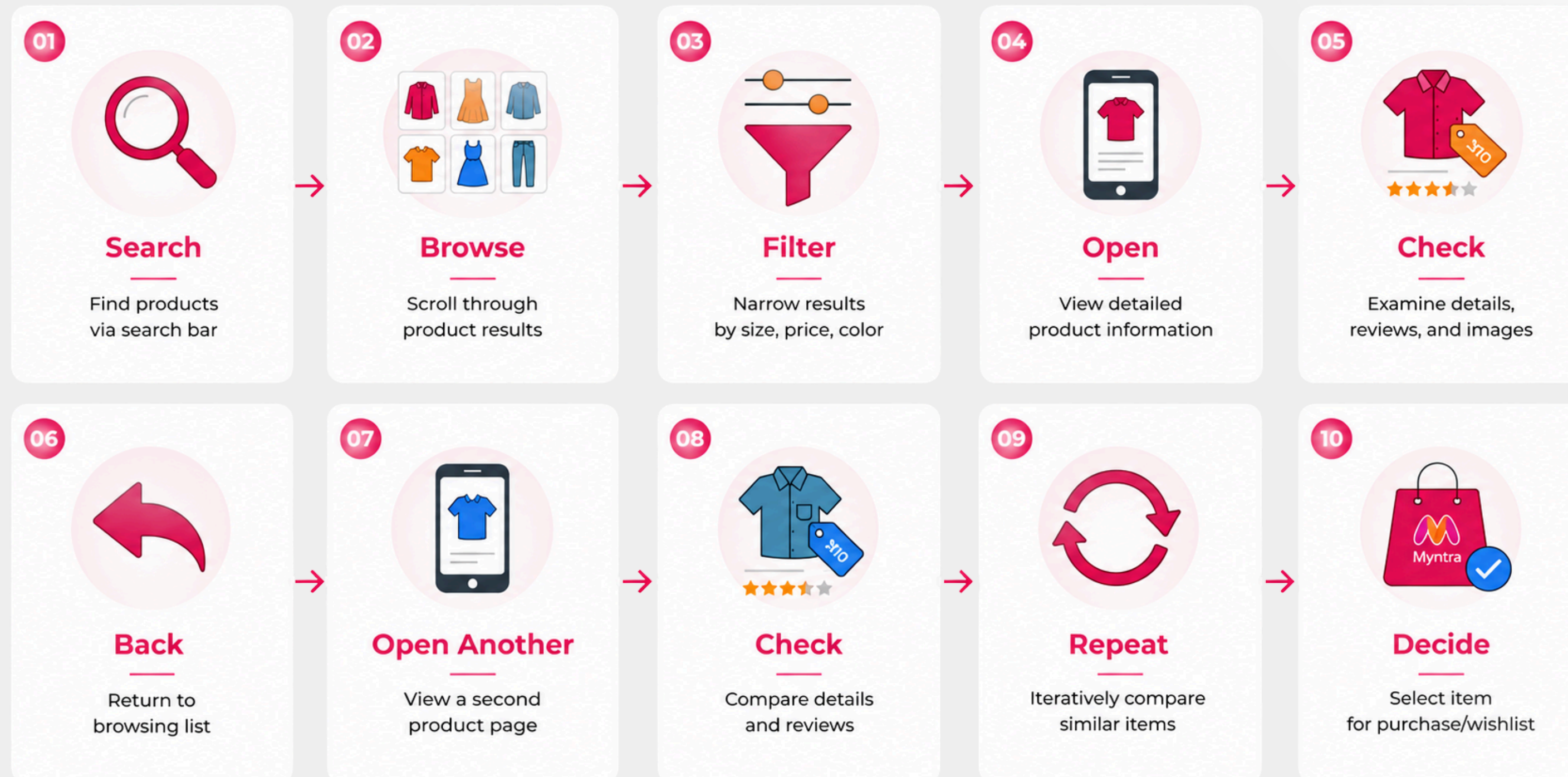
They use Myntra to find clothes that match their style, budget, size and quality expectations.



WHAT PROBLEM ARE WE INVESTIGATING?

Finding the right affordable product requires
too much browsing, filtering and comparison.

CURRENT MYNTRA CUSTOMER JOURNEY.



USER RESEARCH



Key Questions

- What is difficult or time-consuming while shopping on Myntra?
- What matters most when selecting a fashion product?
- What makes you leave a product without purchasing?
- How do you compare products before buying?
- What would make Myntra easier to use?

Common Responses

Price • Quality • Size/Fit • Reviews • Comparison • Variety

RESEARCH FINDINGS



Observation → Pattern → Insight

CHOICE OVERLOAD

Observation

Users browse multiple similar products.

→ Pattern

More options increase comparison effort.

→ Insight

Students need a quicker way to narrow down relevant choices.

FIT & QUALITY UNCERTAINTY

Observation

Size, fit, quality and reviews repeatedly influence decisions.

→ Pattern

Users need reassurance before buying.

→ Insight

Finding a product doesn't always create confidence to purchase it.

PRICE-VALUE COMPARISON

Observation

Users compare price, quality, ratings and alternatives.

→ Pattern

Price is rarely evaluated alone.

→ Insight

Students want the best value within their budget, not simply the cheapest product.

EMPATHY MAPPING





SAYS

Large product variety
Similar alternatives
Discounts & offers
Ratings & reviews

THINK

“Is it worth the price?”
“Will it fit me?”
“Is there a better option?”
“Can I trust the quality?”

FEEL

Confused by too many choices
Unsure about fit
Price-conscious
Satisfied when discovery is quick

DOES

Apply filters
Check reviews
Compare products
Browse other options/platforms



POINT OF VIEW (POV)

USER

College students
shopping for
fashion online

NEED

A faster way to find and
choose affordable fashion
matching their preferences

INSIGHT

Too many similar choices make
comparison and confident
decision-making difficult

POV Statement:

College students need a faster way to identify affordable fashion that matches their style, budget and fit because too many similar options make selection difficult.

Why are we Solving this?

Myntra already provides variety. The opportunity is to make that variety easier to navigate and choose from.



PROPOSED USER FLOW



Journey Improvement

Current

Search → Browse → Filter → Open → Check → Back →
Open Another → Check → Repeat → Decide

Proposed

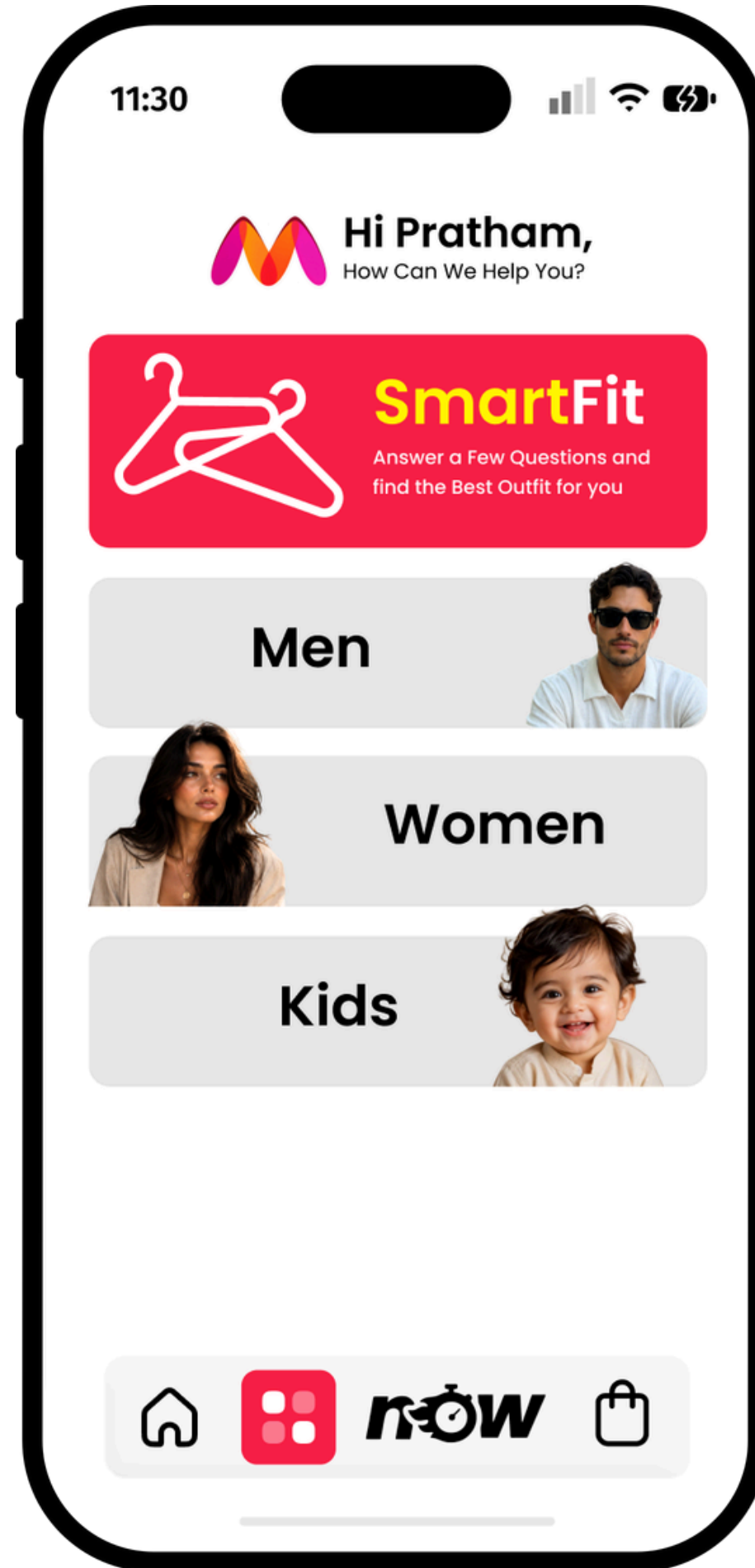
Tell Us Your Need → Curated Matches →
Compare → Decide

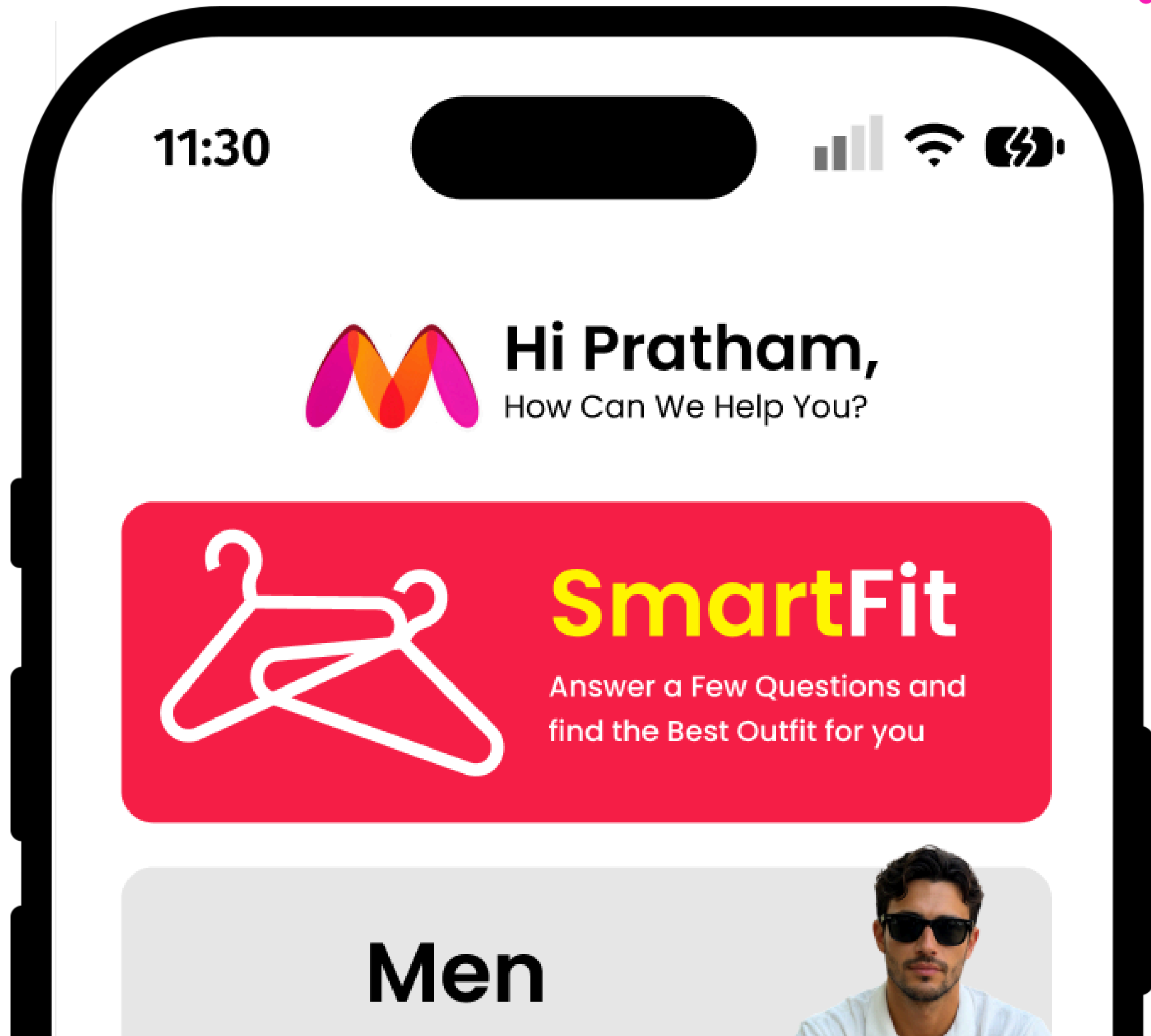
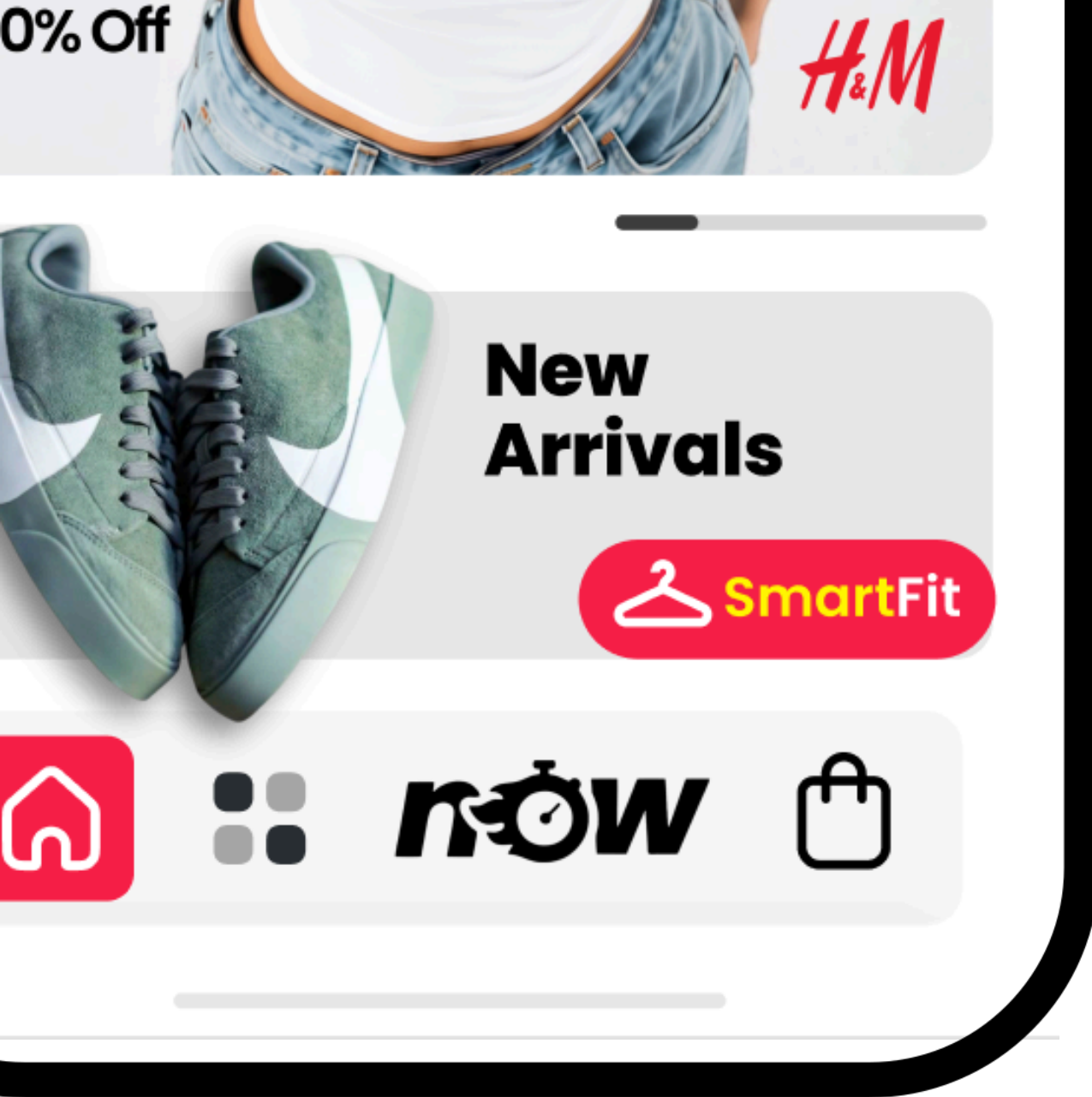
Less browsing.
Fewer choices.
Faster decision.

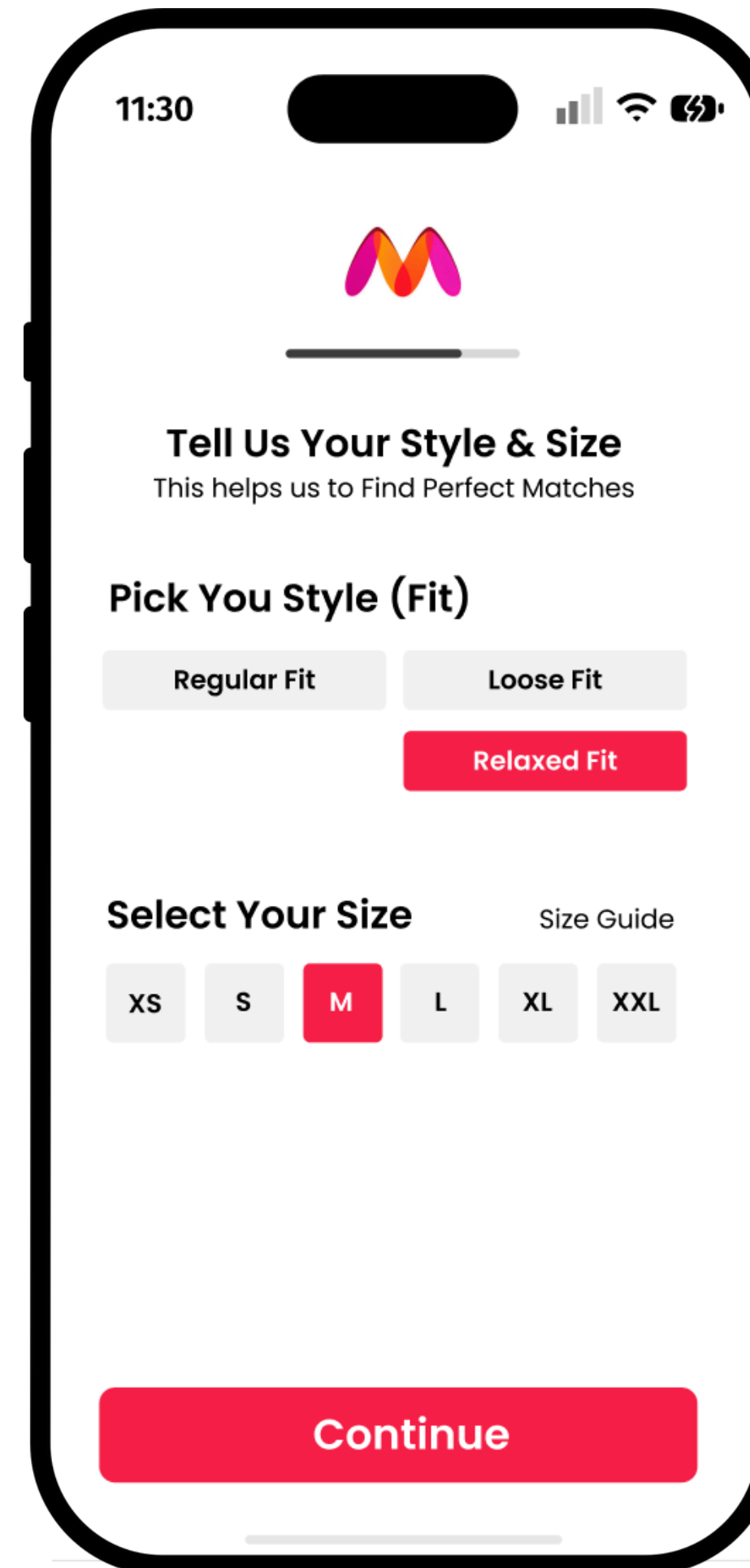
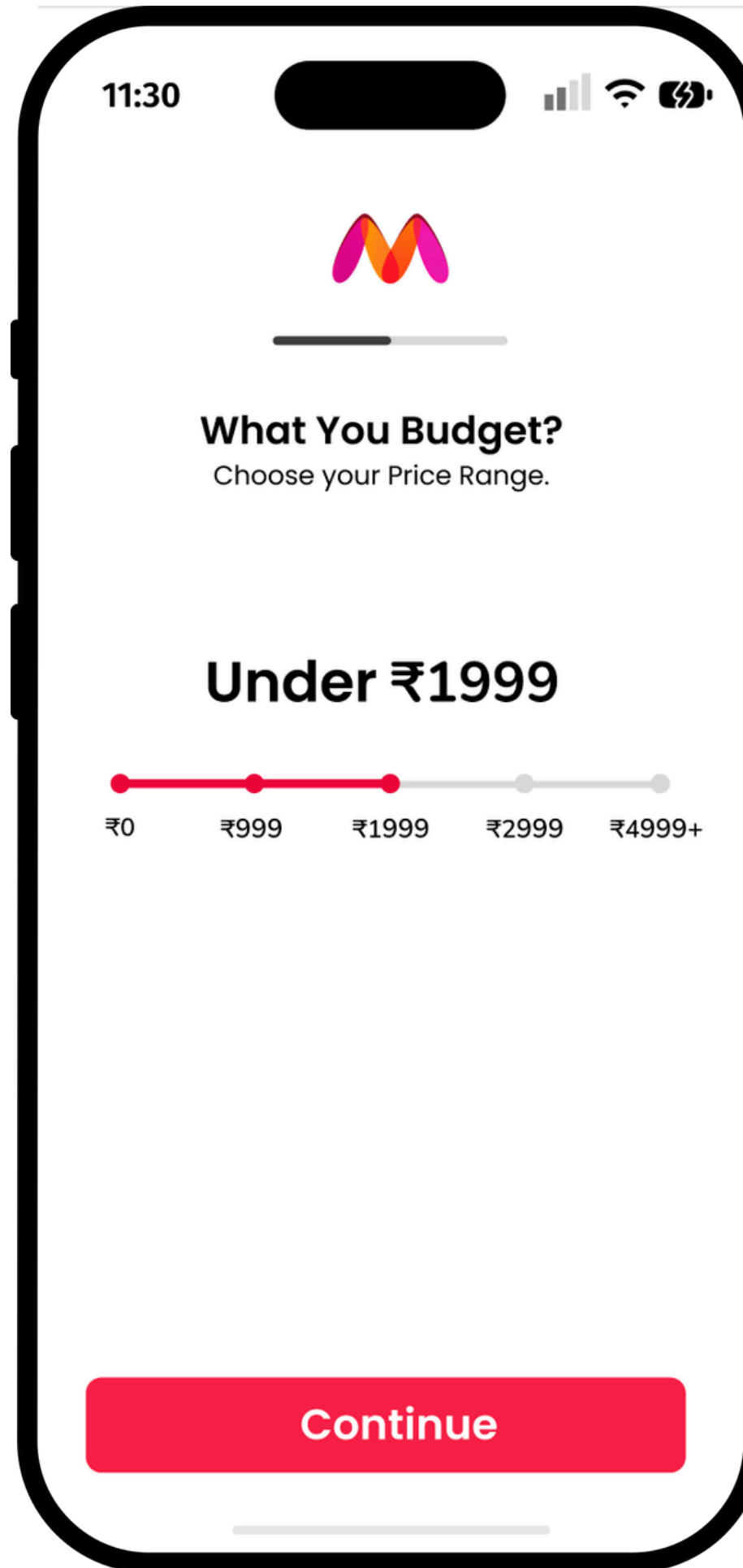
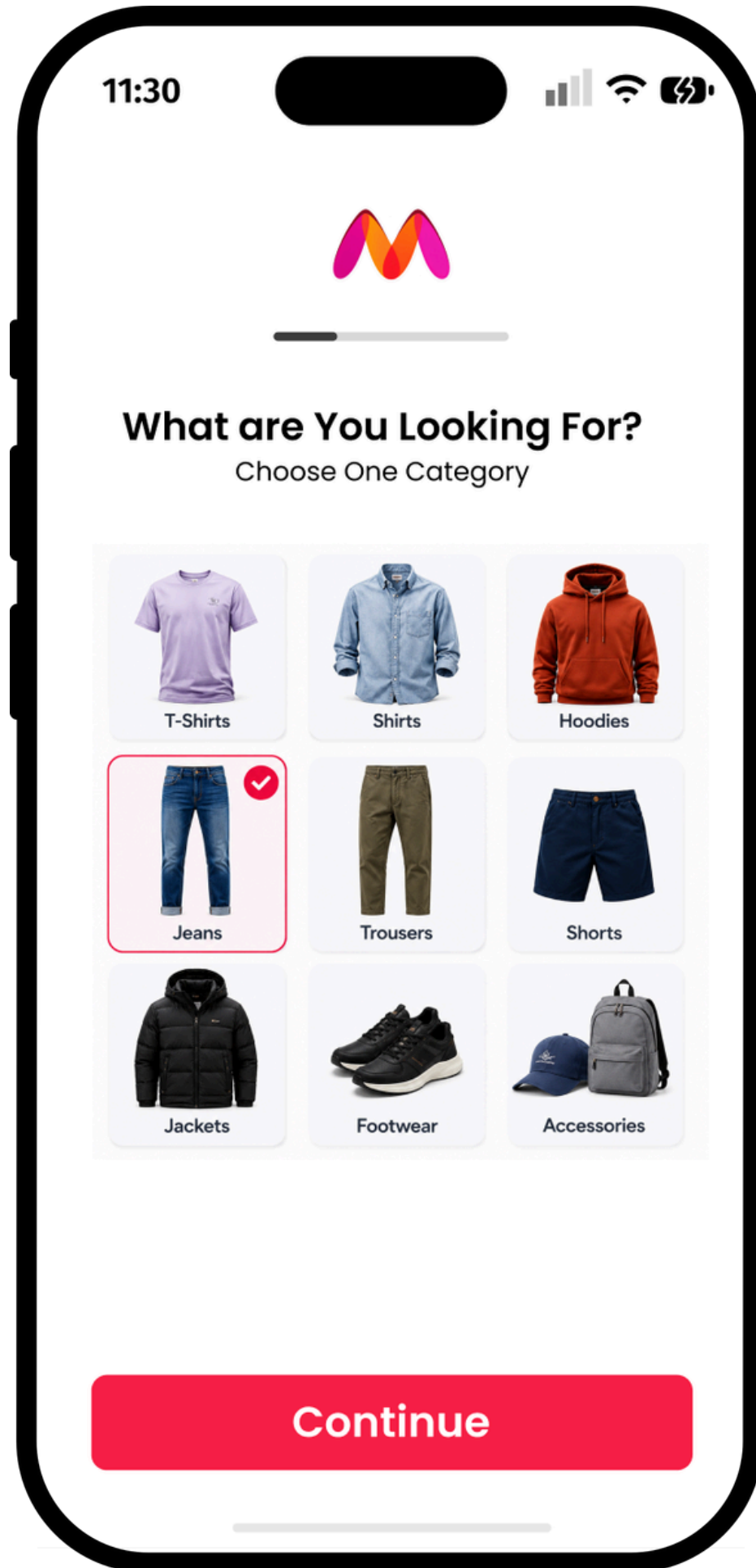


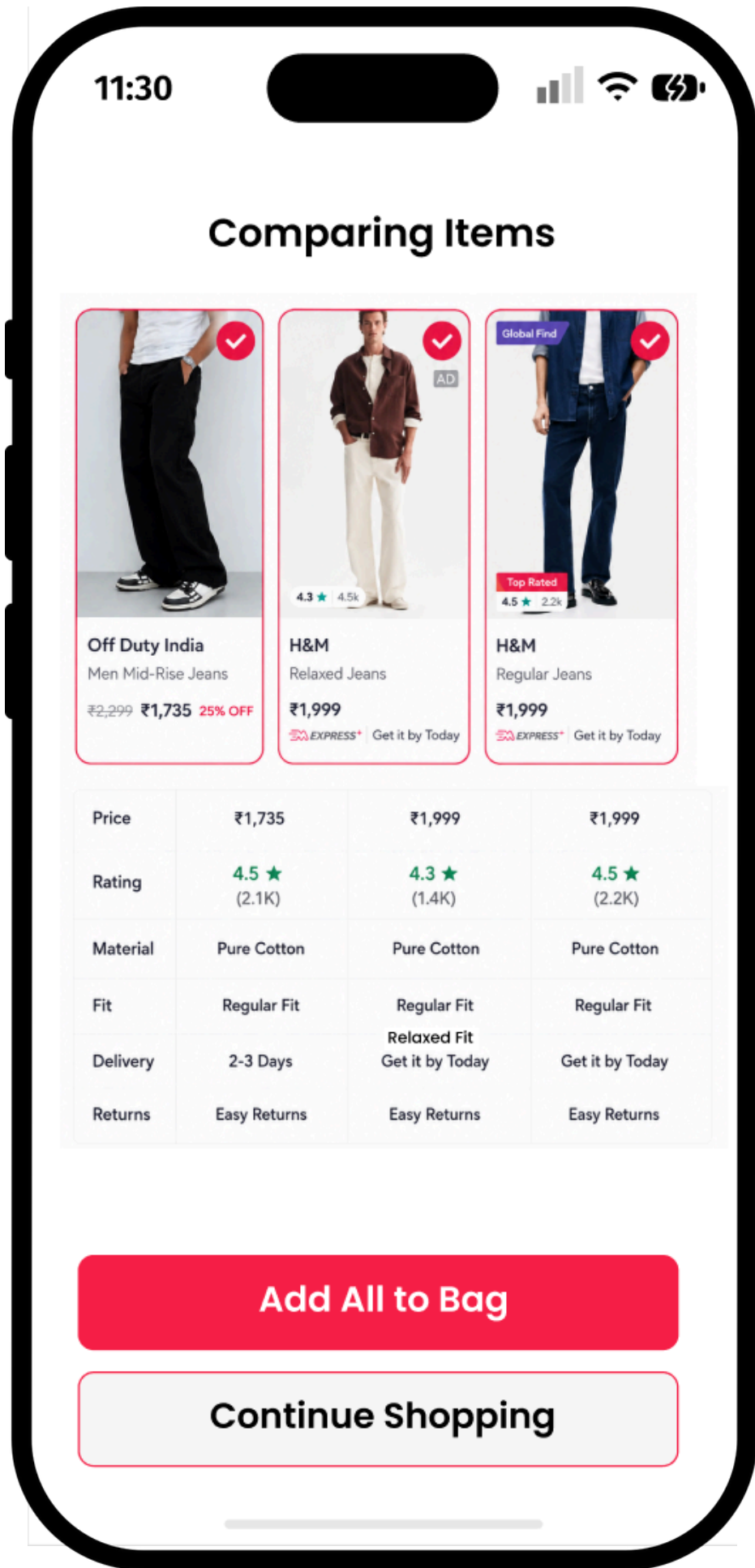
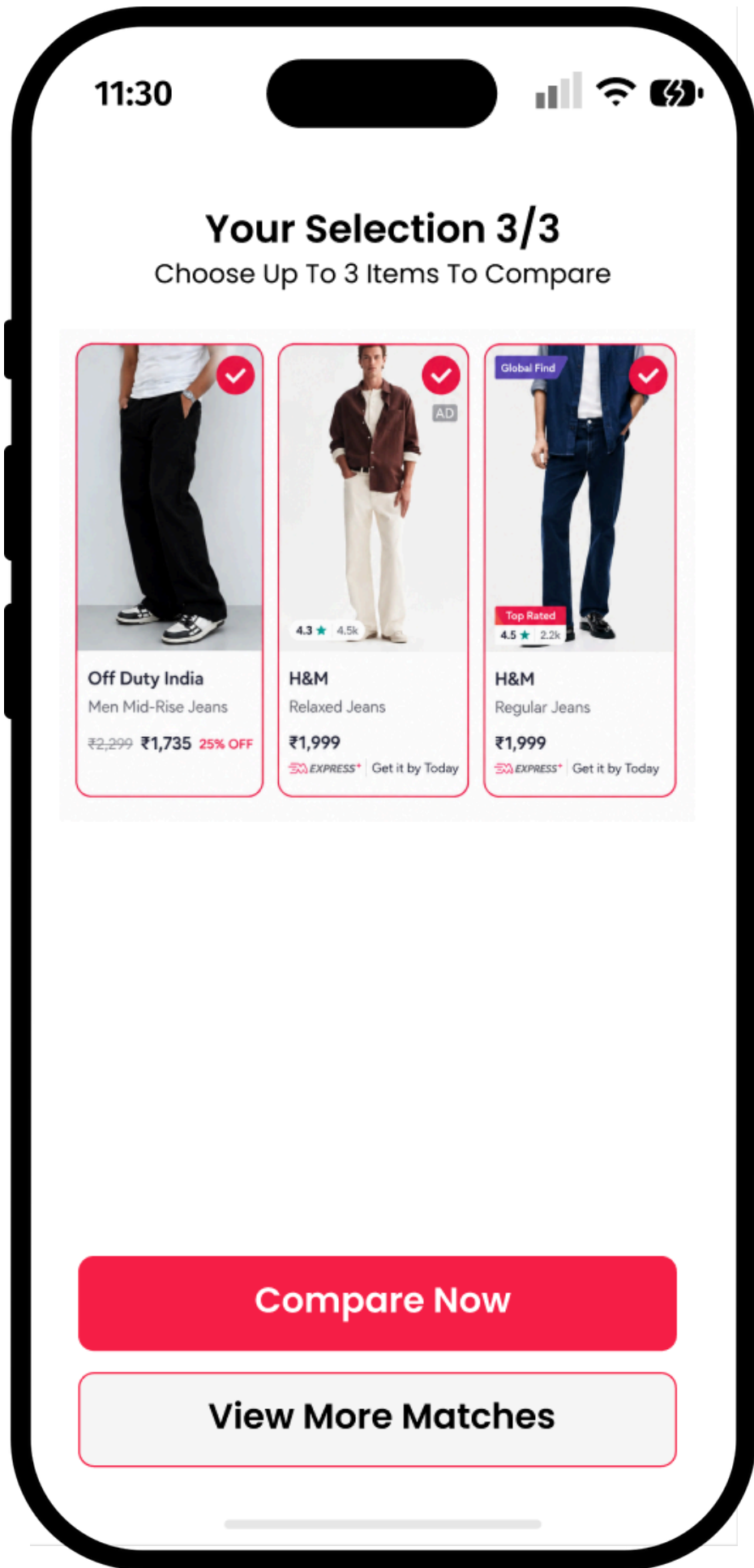
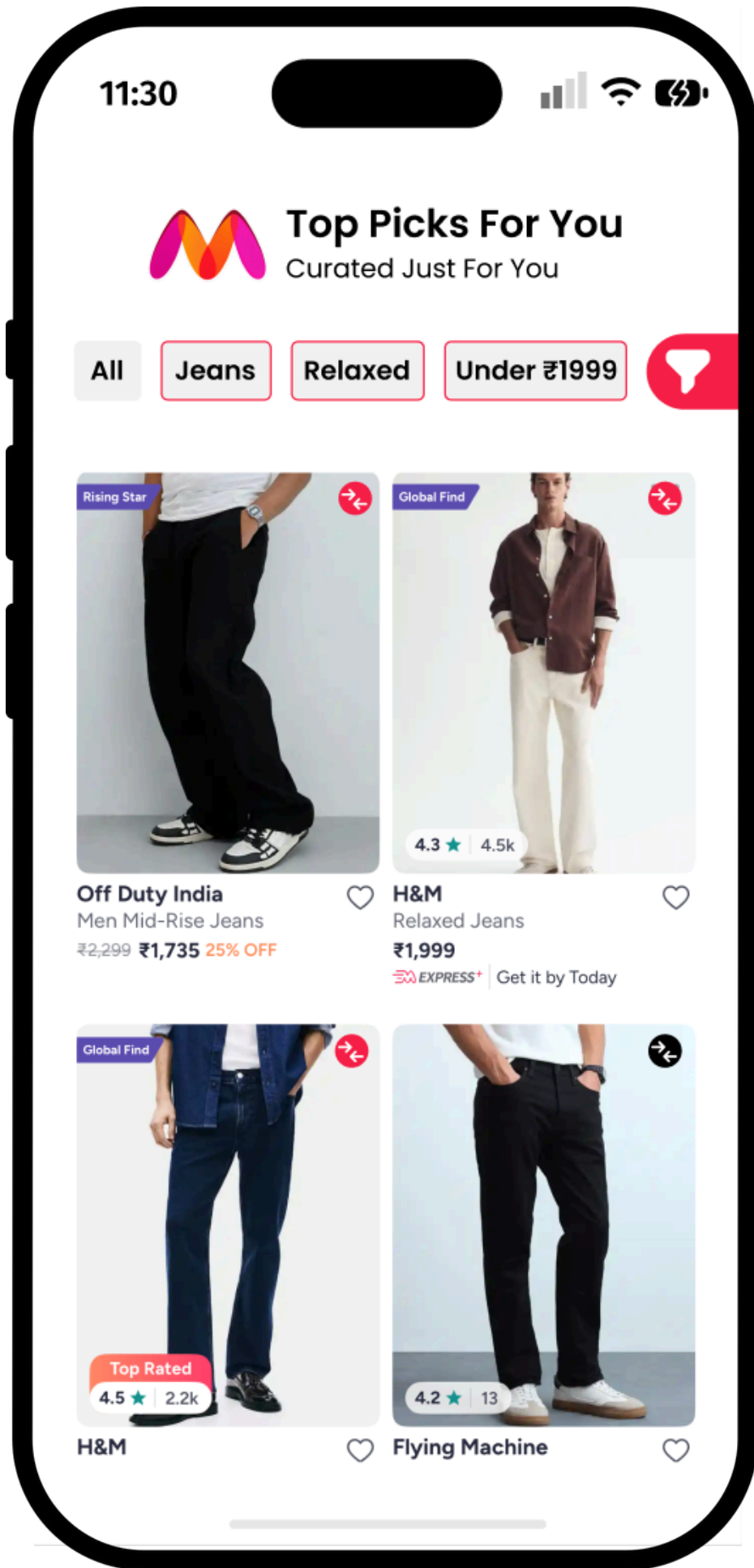
UI CONCEPT

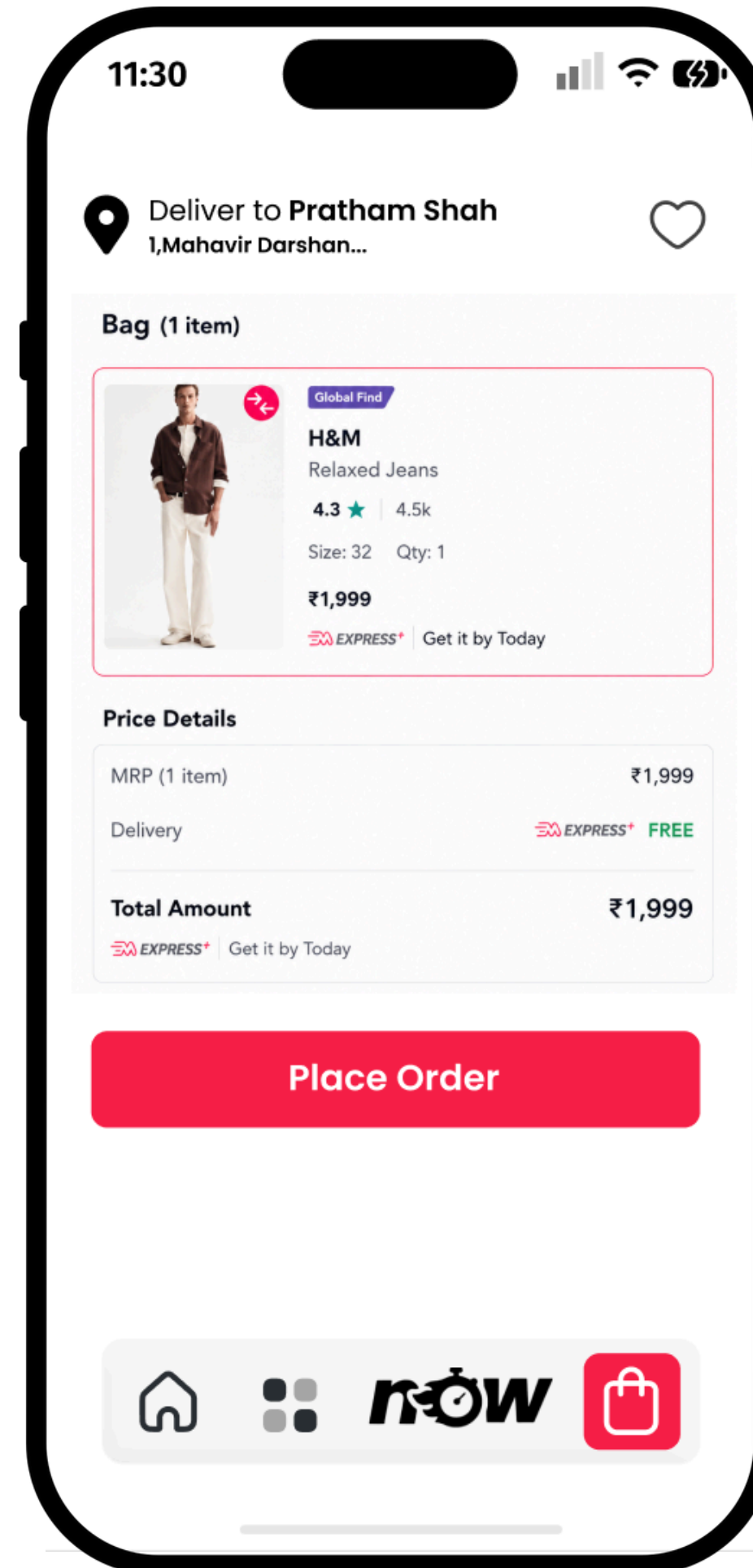
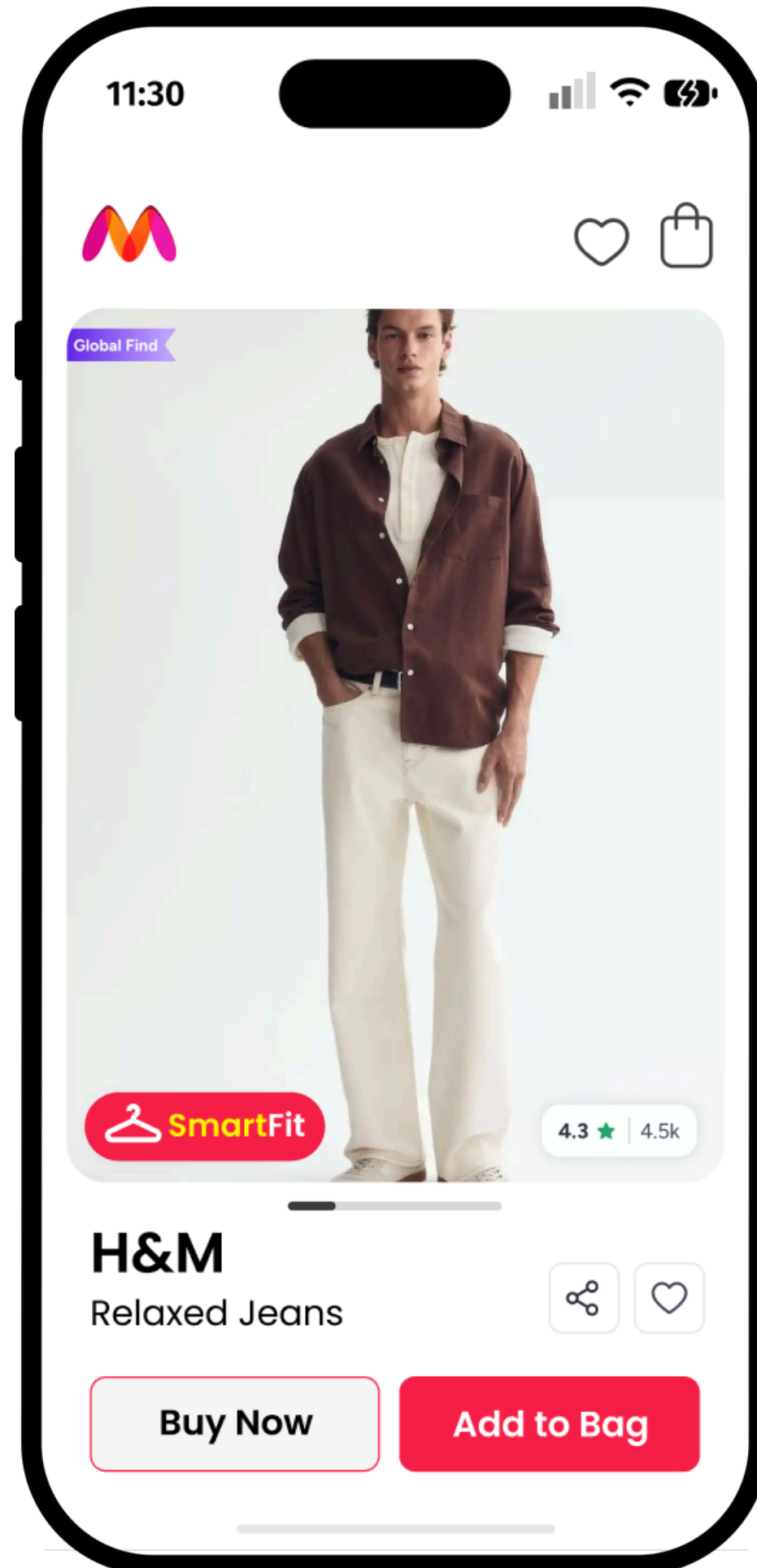














Colour

Myntra's existing visual identity
Maintains brand Familiarity
and Recognition.

Space

Reduced visual Clutter
Keeps attention on
Relevant Products.

User-Centric Design

Preference-first discovery
Instead of asking users to explore hundreds of products,
the experience first understands what they need.

Typography

Clean & Readable
Makes product information
easy to scan.

Visual Hierarchy

Product → Price → Fit → Rating → CTA
Prioritises key decision information.



SOLUTION

Smart Fit

A Guided discovery experience that uses the student's:

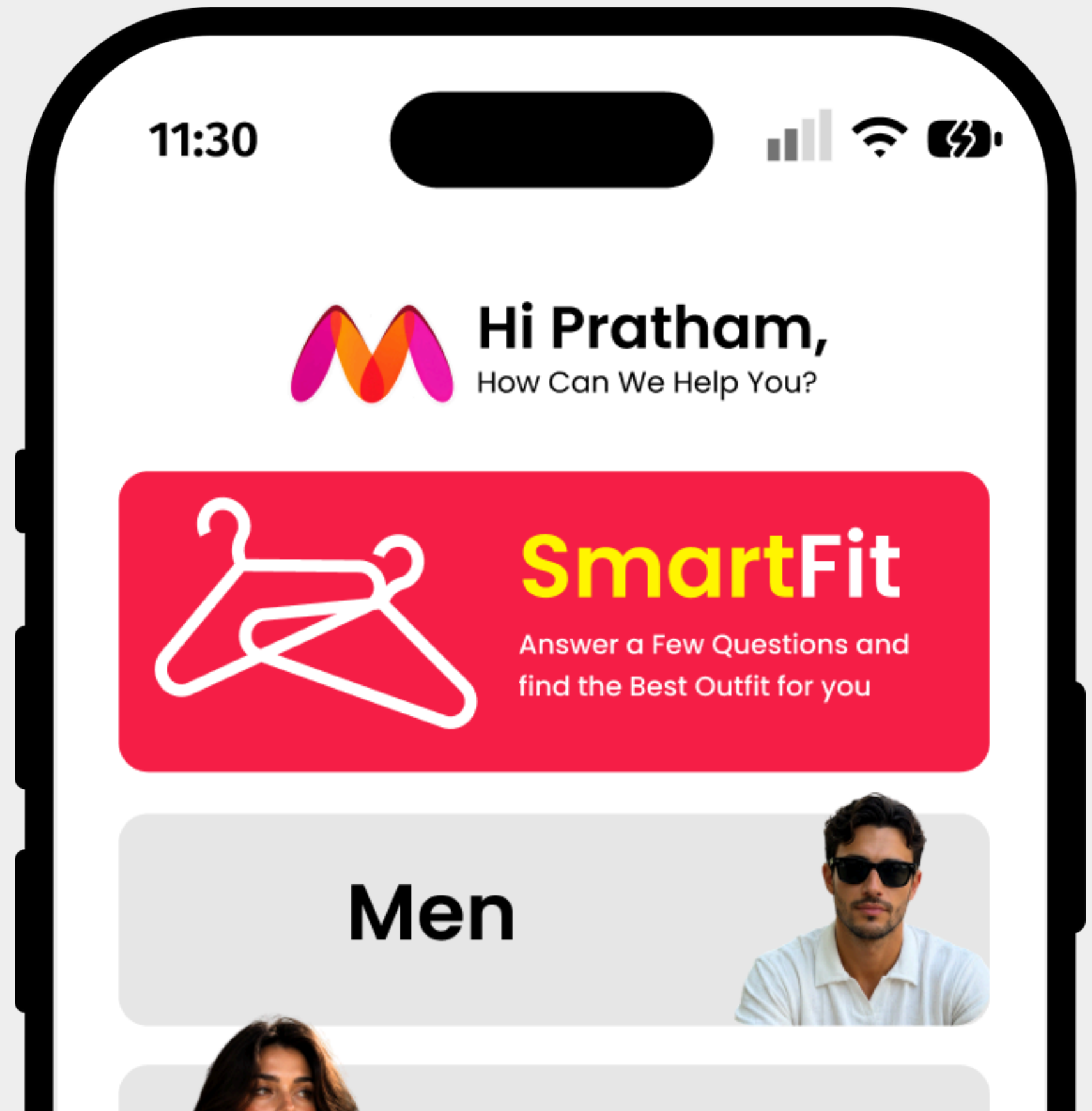
Need + Budget + Style + Size

to Provide:

Curated Matches + Quick Comparison

Final Outcome

Less Searching → Easier Comparison →
Faster Decision



THANK YOU

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