Myntra

E-Commerce Chatbot

Building an AI stylist to match customers with the perfect outfits!

About

User Base: 60 million (2023)

Brand Partners: 5000+

AOV: ₹700 - ₹950 Rupees

Actors Involved

1. Customers

2. Seller and Brand Partners

3. Logistics and Delivery Partner

4. Myntra

Market Landscape

Operating Revenue

₹4,375 crore
(2022 - 2023)

Market Presence

Offering over
2.3 million style

Competitors

AJIO

TATA CLiQ

meesho

BEWAKOOF

The Souled Store

User Persona

Riya Sharma, Age: 22 | Student | Mumbai

🛍️ **Habits:** Loves viral trends, buys 4-5 items/month, prefers budget-friendly styles

🎯 **Pain Points:** Hard to find affordable trends, inconsistent sizing, needs quick delivery

🛠️ **How Myntra Helps:** AI trend picks, virtual try-ons, smart filters for viral fashion

Ankit Verma, Age: 30 | SEO Manager | Bangalore

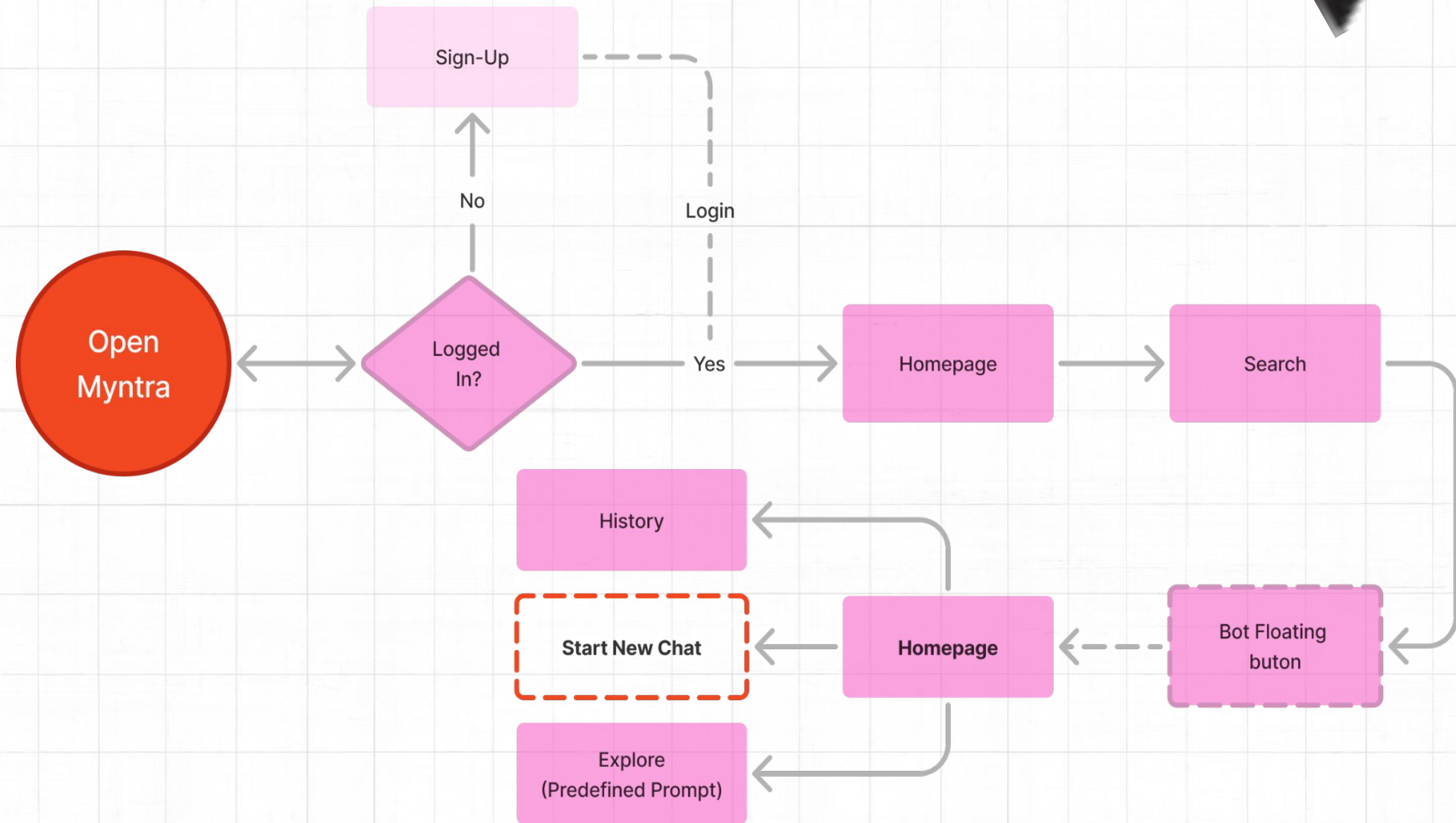**Habits:** Shops occasionally, prefers quality brands, hunts for deals

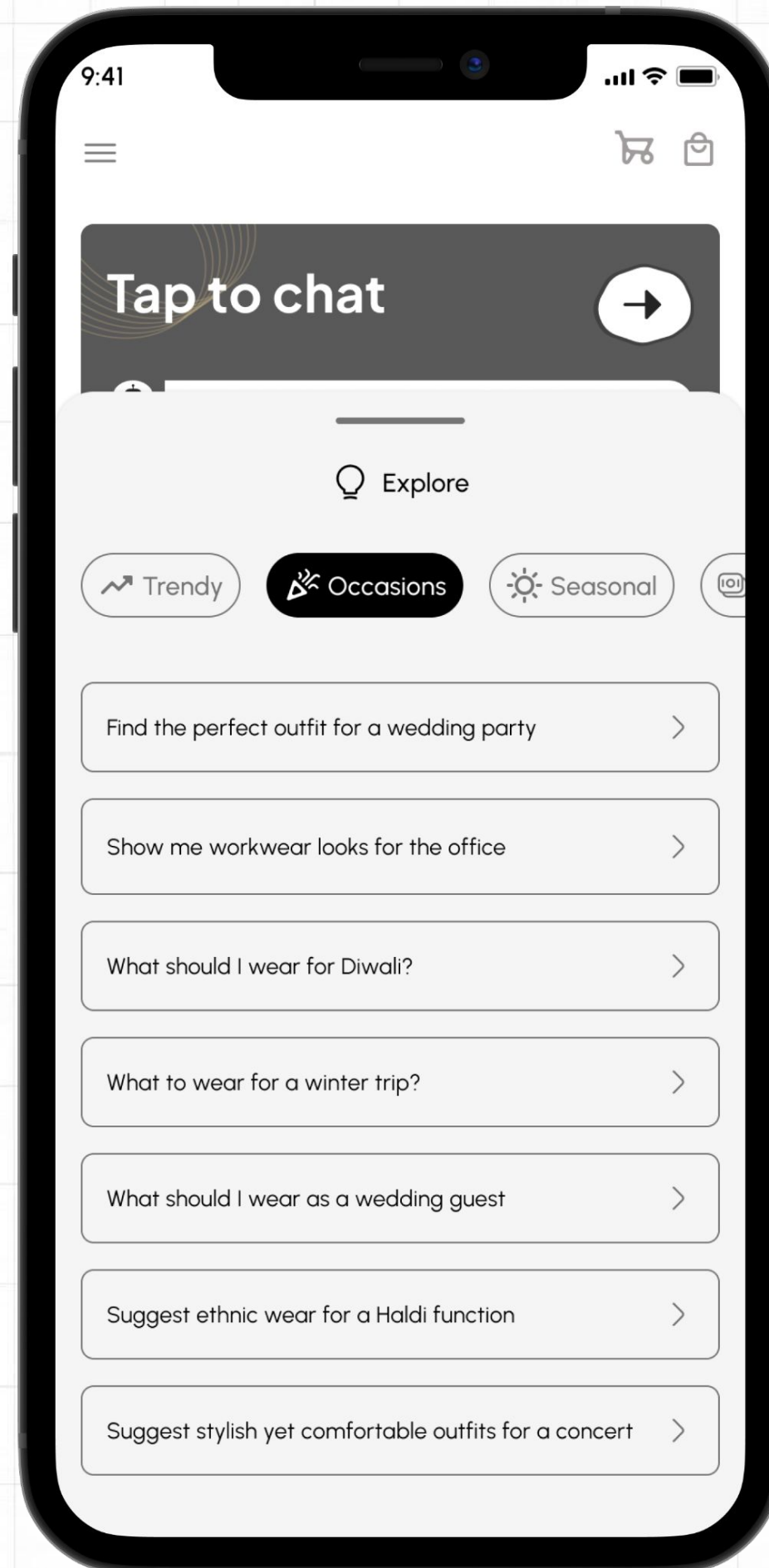🎯 **Pain Points:** Hard to compare quality, needs personalized picks, easy returns
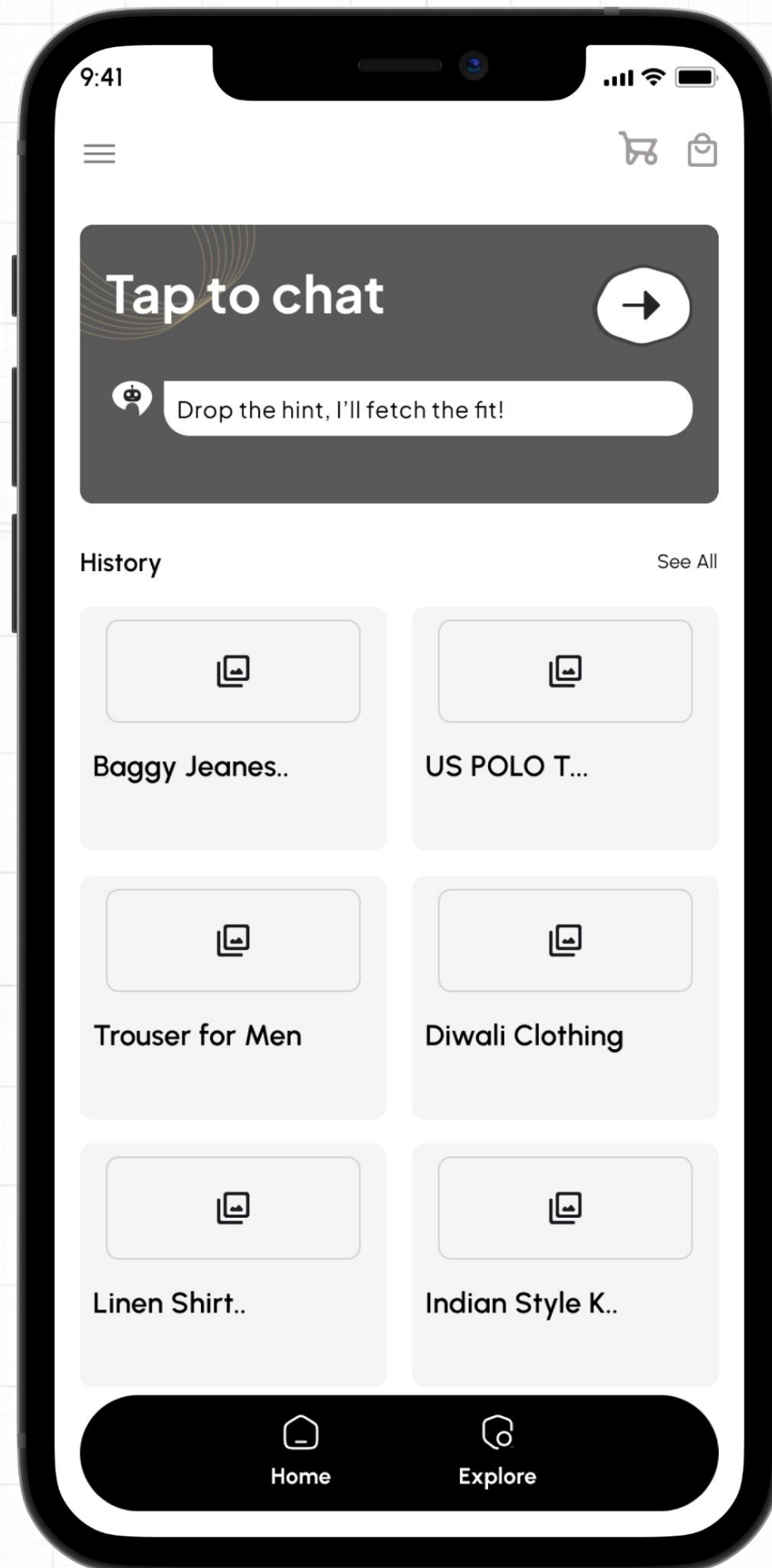
🛠️ **How Myntra Helps:** Brand comparisons, tailored outfit suggestions, smart checkout deals

Job To Be Done

When I want to buy an outfit I saw on social media or in a store but don't know how to find it online, help me discover similar clothing and accessories, so I can easily shop for my desired look without endless searching.

User Flow

Sign-Up

No

Login

Open Myntra

Logged In?

Yes

Homepage

Search

History

Start New Chat

Homepage

Bot Floating buton

Explore (Predefined Prompt)

Bot Homepage

Bot Homepage:

Users can start a new chat, view and resume chat history, and seamlessly continue past conversations. Multiple conversation can be handled in history.

Explore:

Additionally, users will get predefined prompts in multiple categories from Navigation bar, such as Trendy, Occasions, Seasonal, and others. Promets will be different as per the categories.

Bot Chat: Prototype

Chat Initiation:

Users can start a new chat, view and resume chat history, and seamlessly continue past conversations

Bag/Cart:

User can access bag/cart to order item added

Chat Results:

The user will get results of clothes by scrolling left-right. The user can add products to the bag/cart
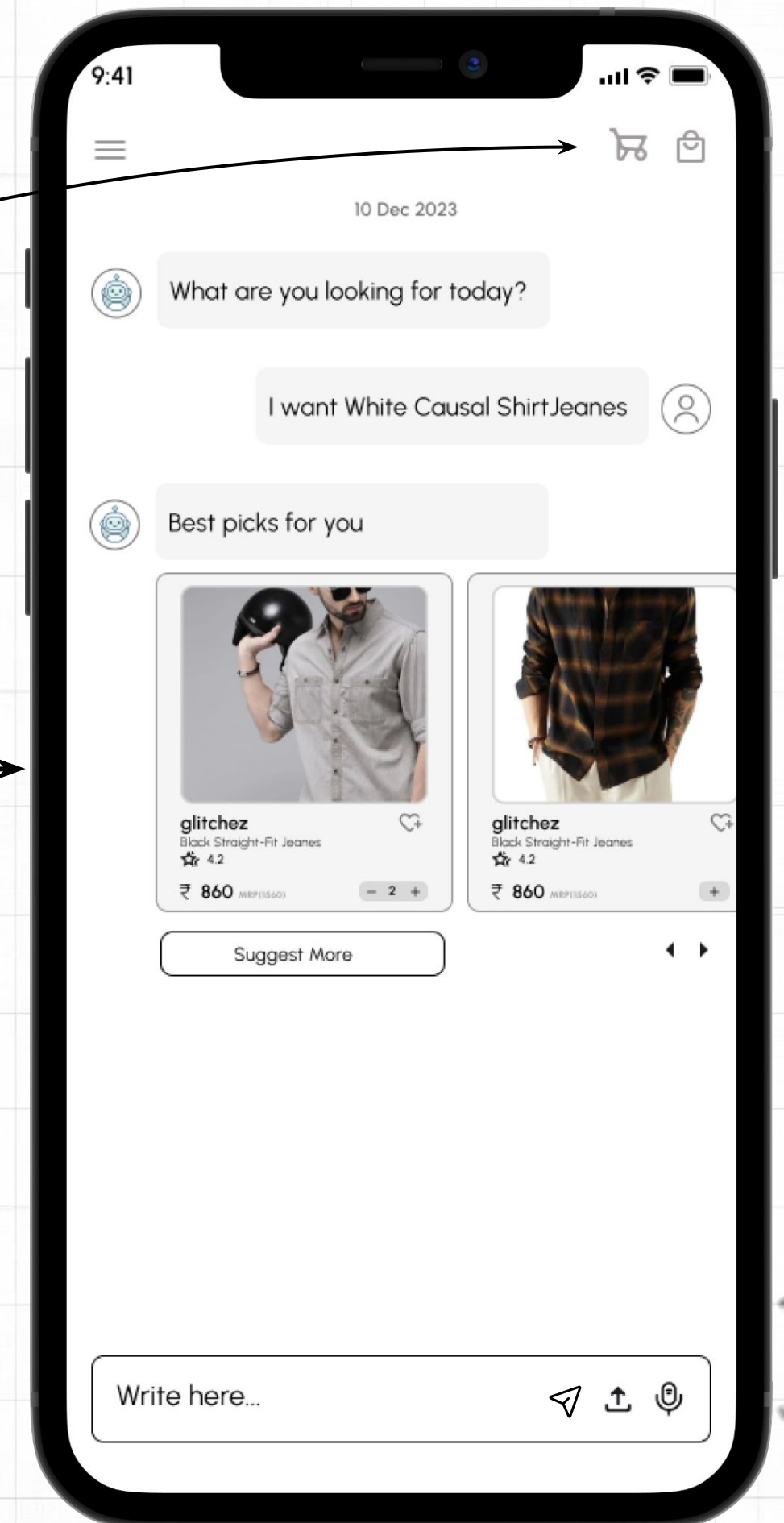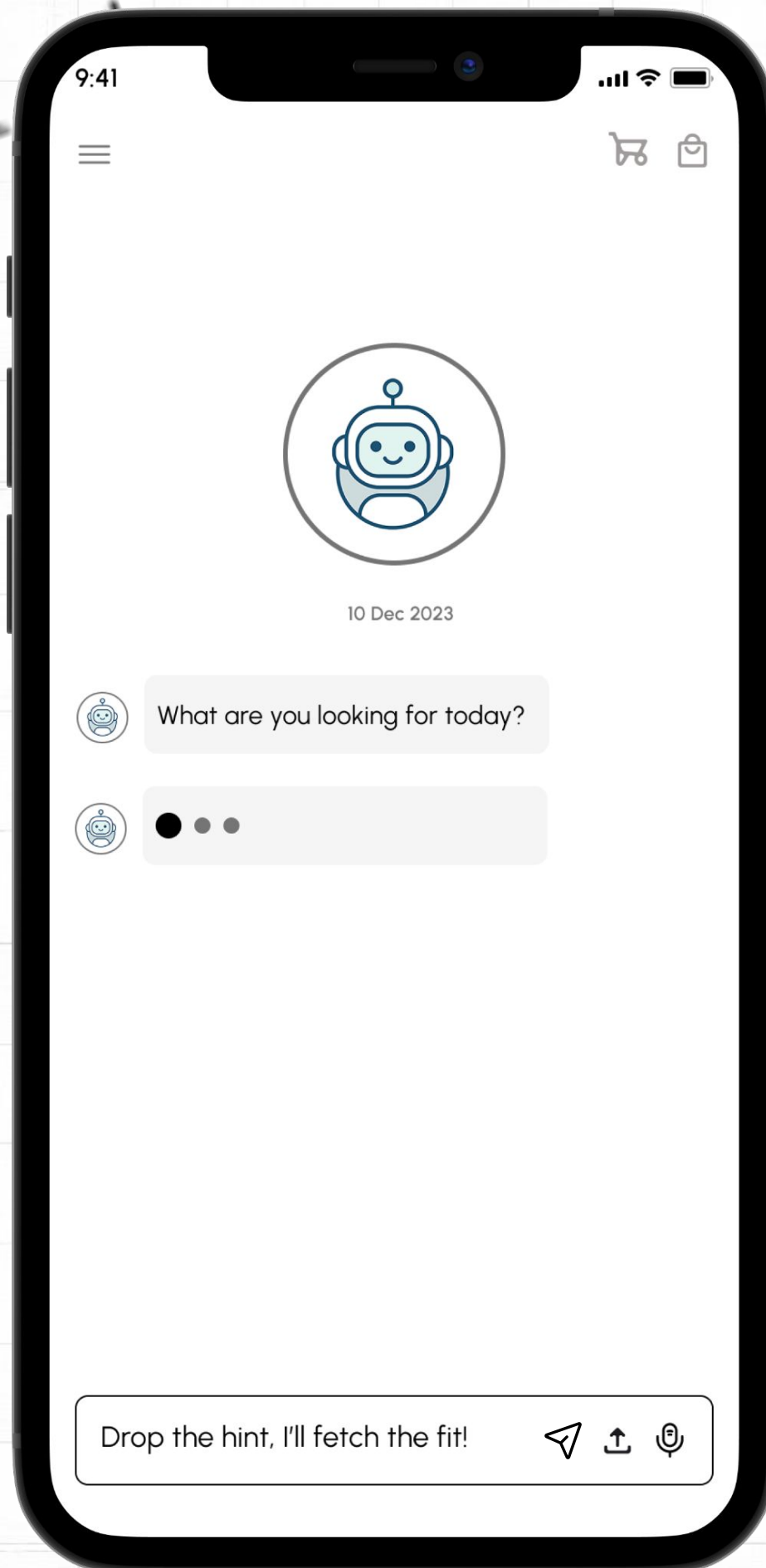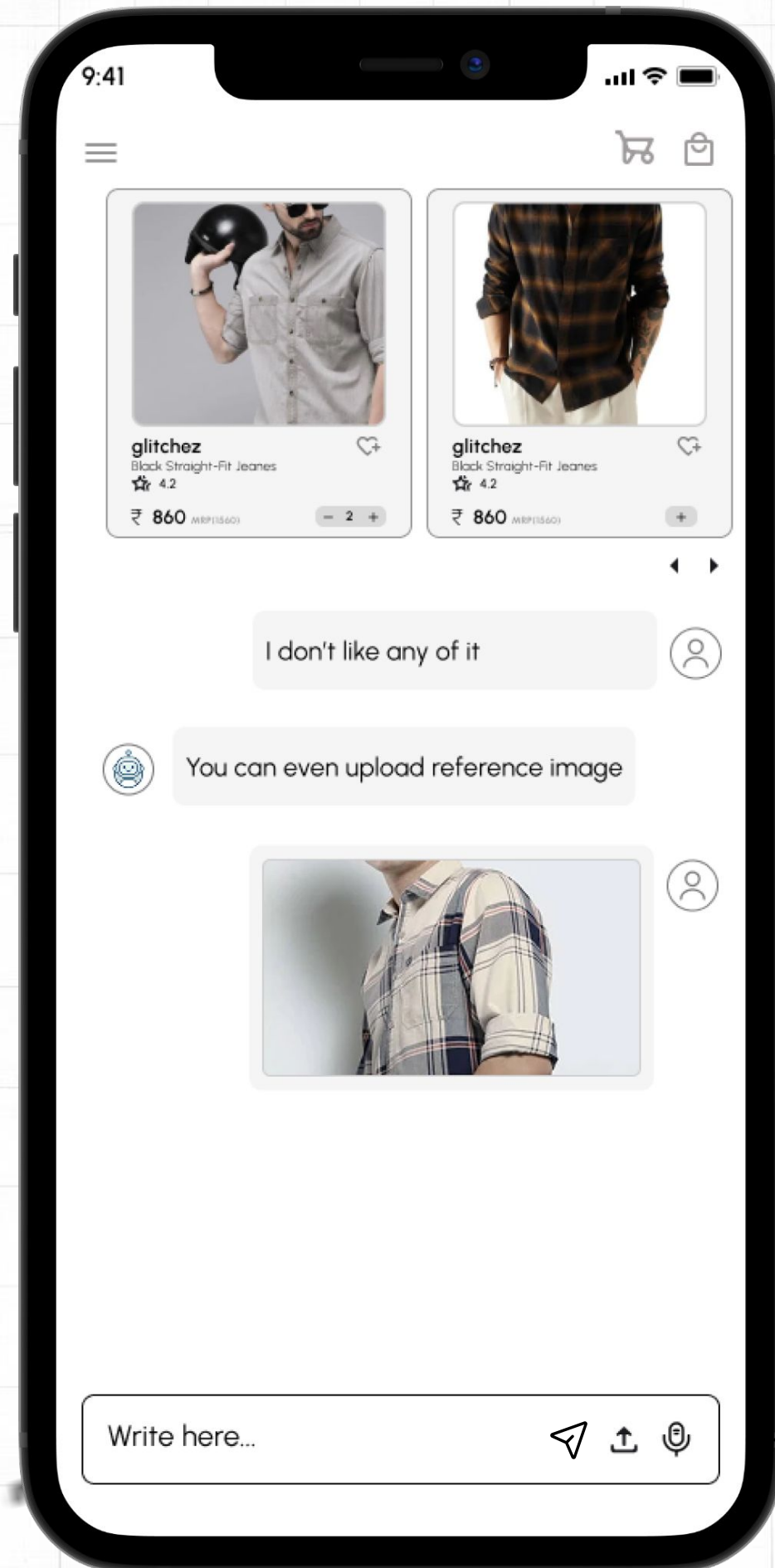
9:41

What are you looking for today?

10 Dec 2023

Drop the hint, I'll fetch the fit!

9:41

10 Dec 2023

What are you looking for today?

I want White Causal ShirtJeanes

Best picks for you

glitchez
Black Straight-Fit Jeanes
⭐ 4.2
₹ 860 MRP(1860)   — 2 +

glitchez
Black Straight-Fit Jeanes
⭐ 4.2
₹ 860 MRP(1860)   +

Suggest More

Write here...
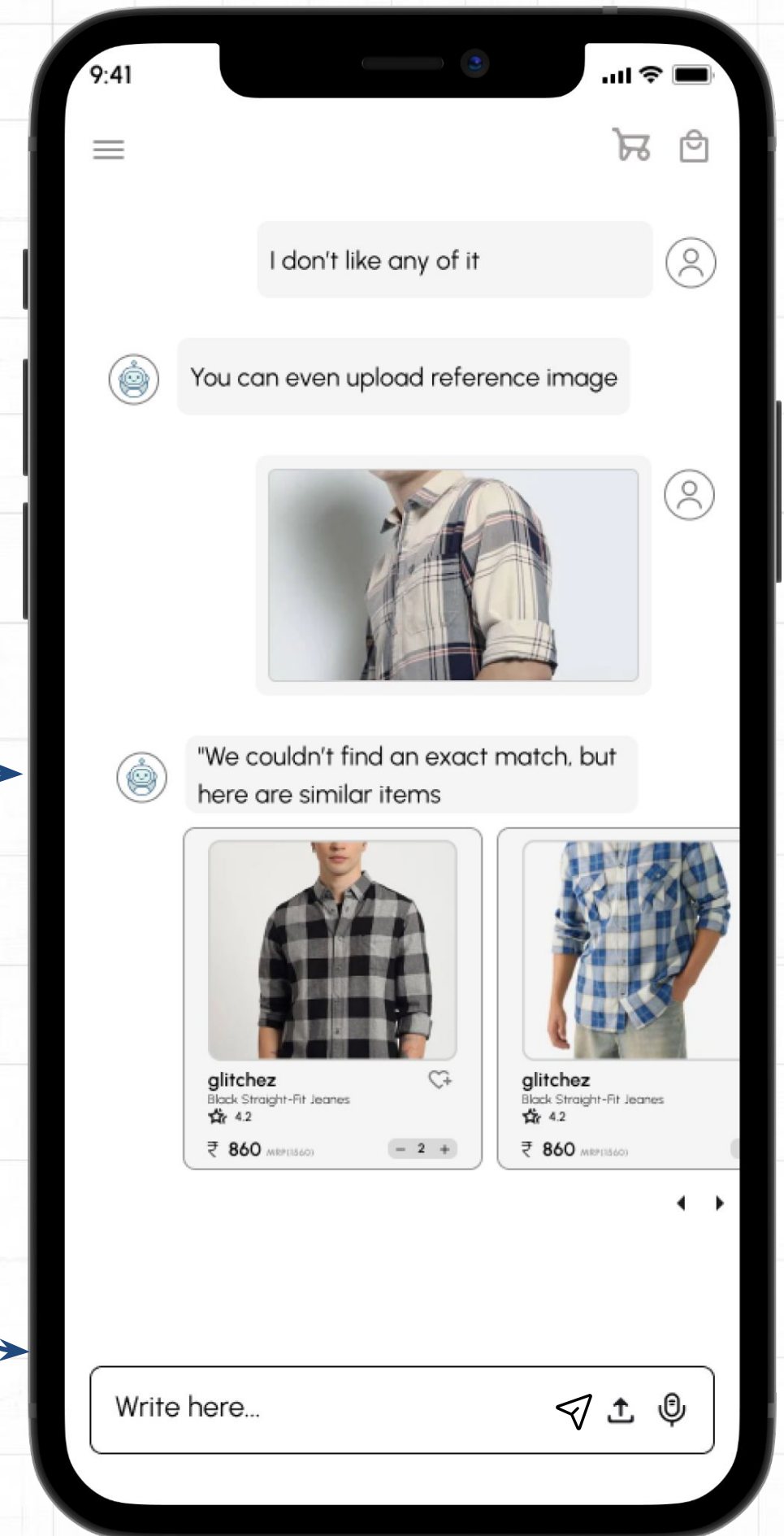
Image Upload

Upload Results:

The user will get results as per their requirements

Image Upload:

Users will be able to upload reference image to find more relevant/accurate results

Reply:

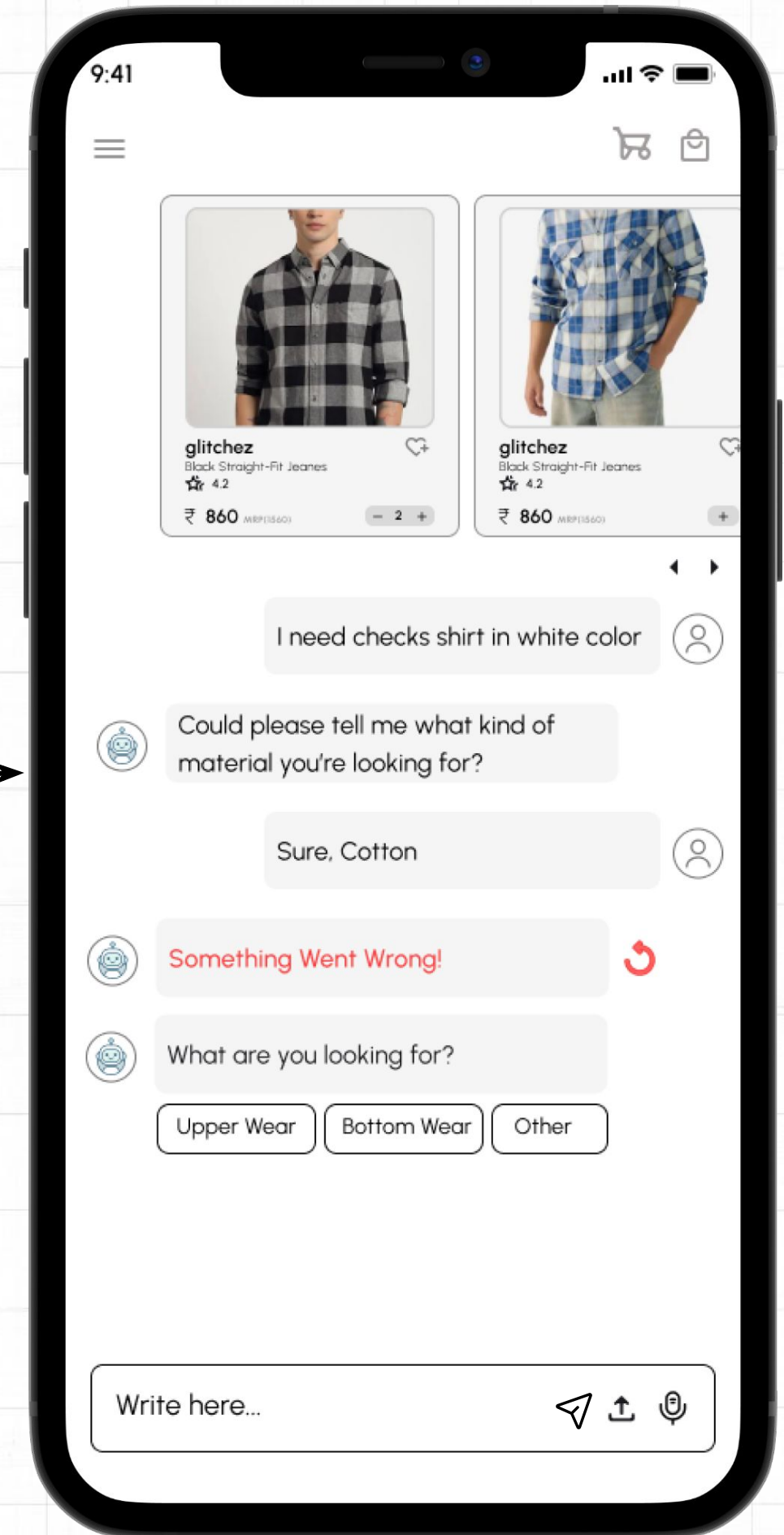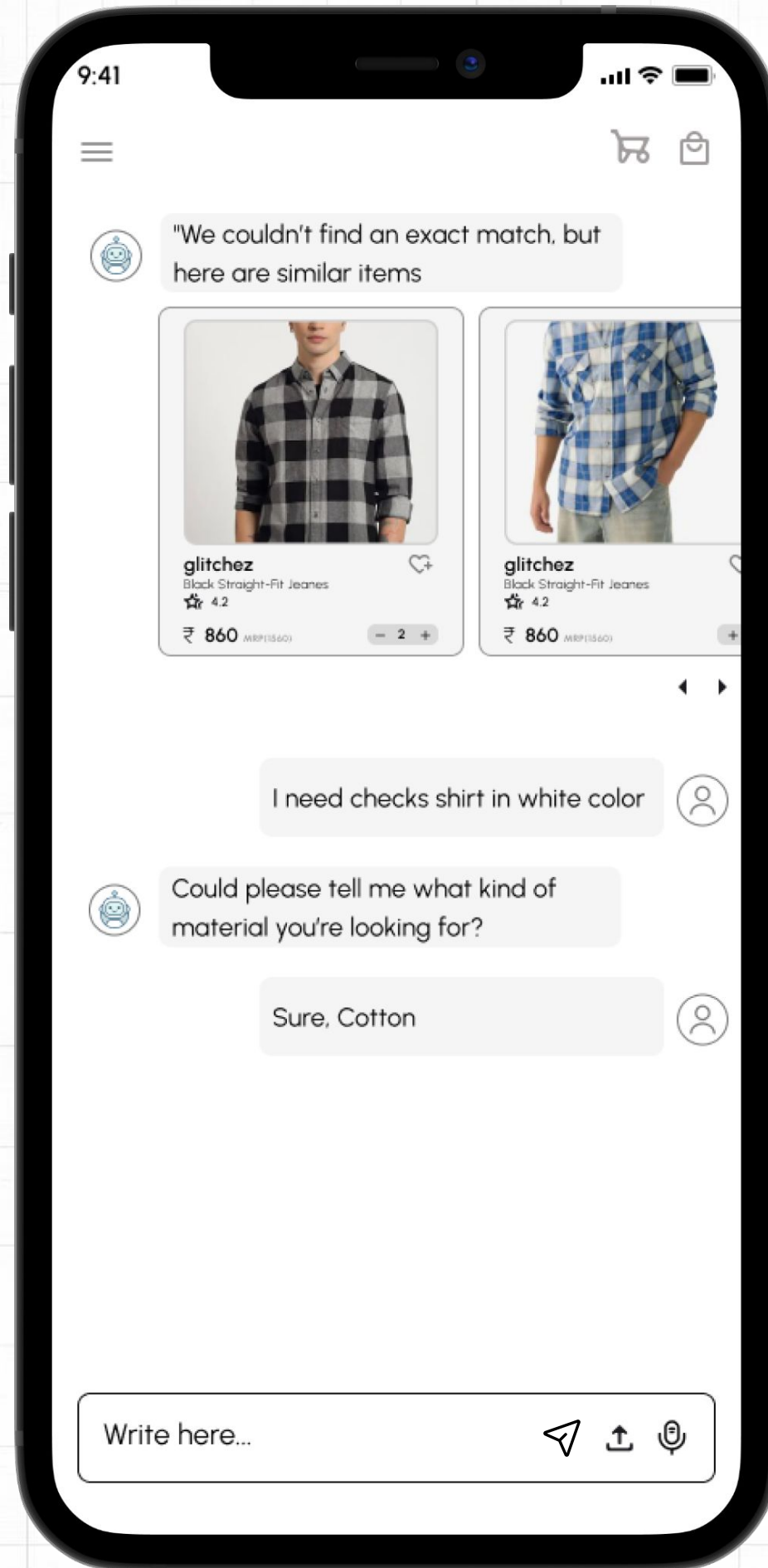The user can reply from the "Write here" input fields

Clarification Questions and Error Handling

Clarification Questions:

If bot is unable to find any relevant result, then bot will ask clarification questions.

Error:

The assistant informs users of an issue and provides a **Retry option**, ensuring a smooth recovery without frustration.

Feature Success Metrics

North Star ⭐

Purchase made through Bot

L2

# of users who interacted with AI assistant / # of total app visitors

L1

# of users who found a relevant product (clicked on a suggested item) / # of users who used the assistant

Why these Metrics?

Measures direct impact on sales, ensuring the assistant drives revenue

Evaluates how effectively the assistant captures user interest and behavior

Ensures users are getting value by finding what they need efficiently
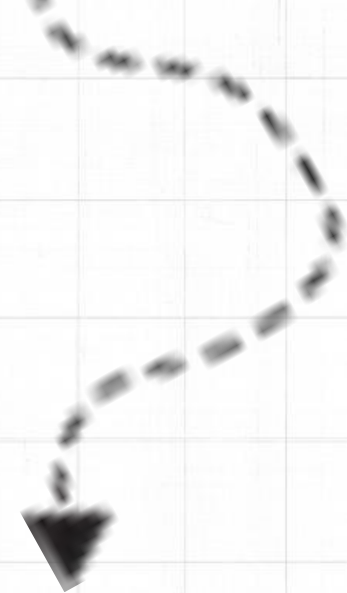
Thank You!

Open for your valuable feedback :)

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