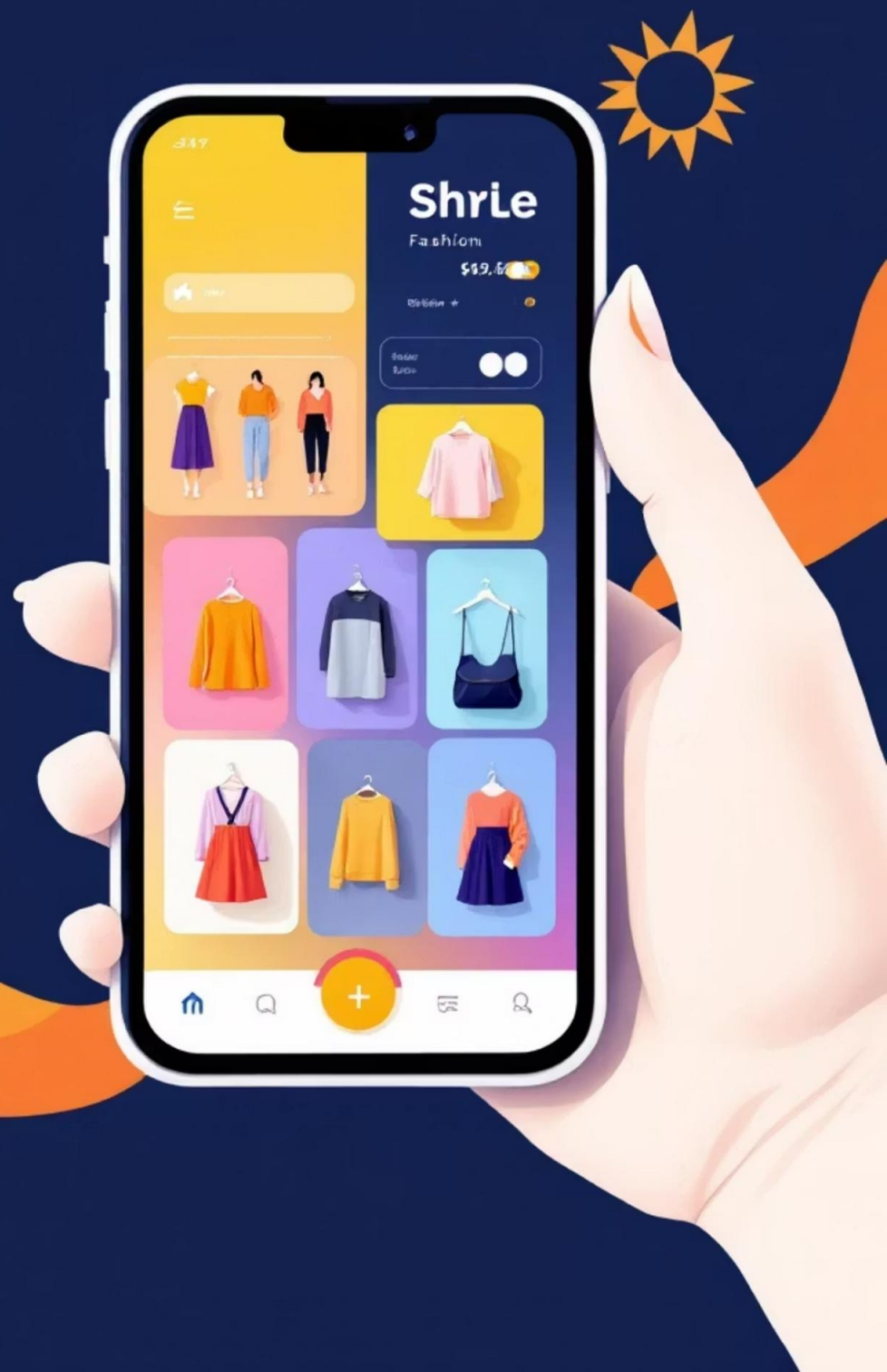




Myntra Phase II User Research

Insights from 29 surveys and 9 interviews to improve retention and revenue

Research Overview

Survey Link

[Myntra Survey Form](#)

29 responses collected

Key Findings

100% confirmed size/fit issues (25-75% return rates)

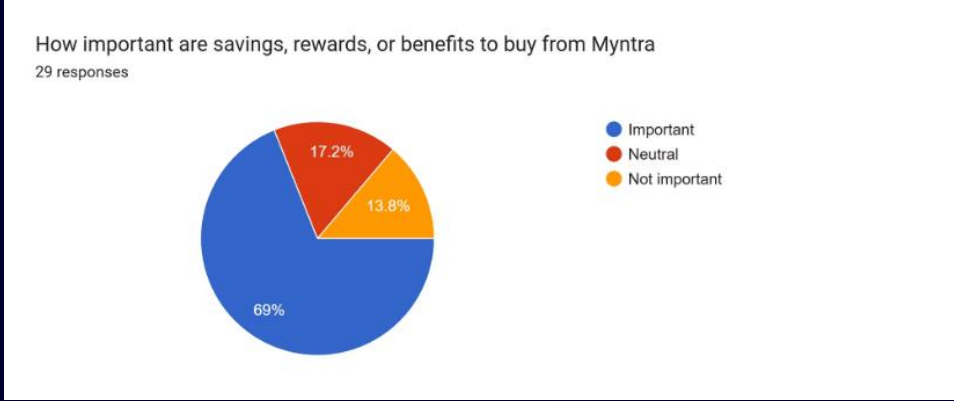
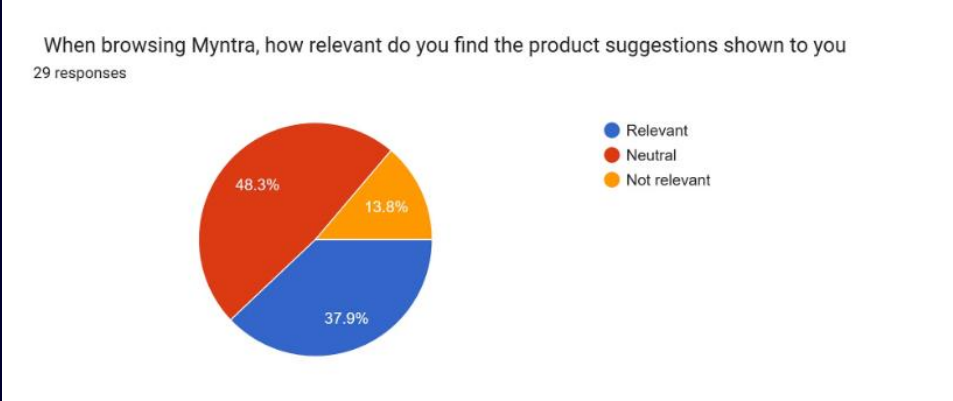
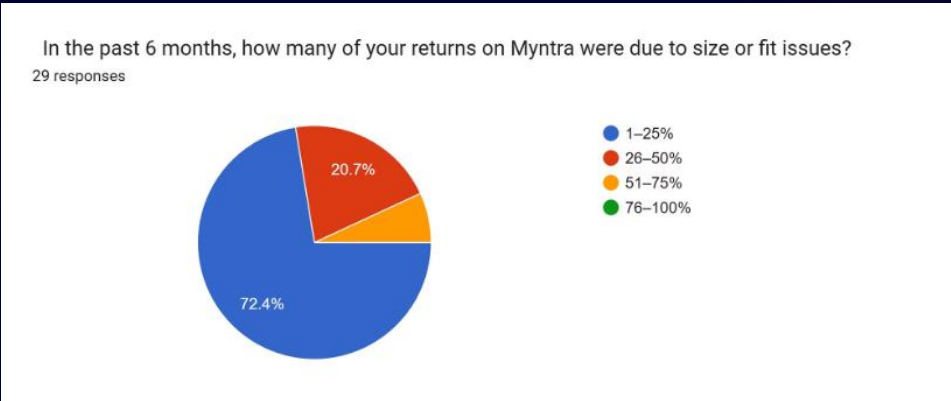
69% value rewards and benefits

Interview Insights

6/9 support size hypothesis

6/9 support product suggestions

3/9 support loyalty benefits



Cross-Method Validation

- Size/fitment issues strongly supported across both methods
- Product suggestions: interviews strong, surveys moderate
- Loyalty benefits: surveys strong, interviews moderate

Impact Metrics

Retention & Revenue identified as primary areas for improvement

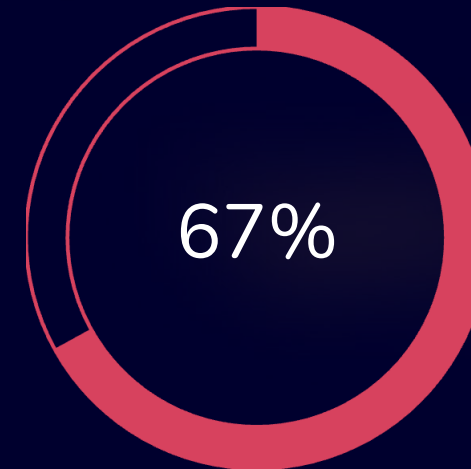
Hypothesis 1: Size & Fit Confidence

"Fashion shoppers struggle with size accuracy and fit confidence when purchasing apparel online"



Survey Support

All 29 respondents confirmed size/fit issues with 25-75% return rates



Interview Support

6 out of 9 participants validated size/fitment hypothesis

Root Causes

- Cannot physically try products before purchase
- Inconsistent sizing across different brands
- Lack of clarity on product expectations and fit
- Size charts don't match actual garment dimensions

Business Impact

- High operational costs from returns
- Lower conversion rates
- Reduced profitability
- Increased logistics burden

Key Insight: Size-related issues are the strongest pain point, with universal validation across all research methods



Hypothesis 2: Product Discovery

"Shoppers struggle with discovering relevant products because recommendations feel generic"

56%

Interview Validation

5 out of 9 participants supported
discovery hypothesis

14%

Survey Support

4 out of 29 respondents
confirmed issue

48%

Neutral Response

Nearly half of survey
respondents neutral on
suggestions

The Problem

Catalog-based recommendations don't align
with individual preferences, leading to
browsing fatigue and abandoned sessions

User Impact

Lower revisit frequency, fewer purchases,
reduced engagement with the platform

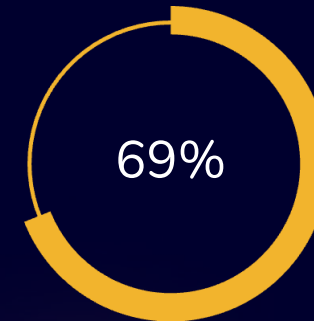
Business Impact

Lost revenue to competitors, lower conversion rates, decreased monthly active buyers



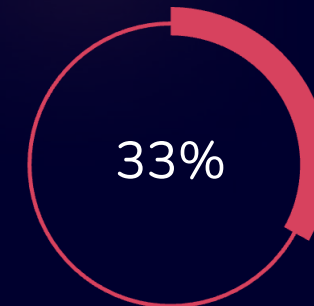
Hypothesis 3: Loyalty & Rewards

"Frequent shoppers struggle with staying loyal because the loyalty ecosystem doesn't provide consistent value"



Survey Finding

Rewards/benefits important for purchase decisions



Interview Support

3 out of 9 participants validated loyalty gaps

Research Split

- **Surveys:** Strong support for loyalty benefits (20/29 expressed dissatisfaction)
- **Interviews:** Moderate support with 3/9 validation, 3/9 neutral
- **Insight:** Frequent shoppers care more about guaranteed, consistent value

- Lower retention rate among frequent shoppers
- Reduced 60-day repeat purchase rate
- Decreased customer lifetime value (LTV)
- Higher customer reacquisition costs

SWOT Analysis

Based on 29 surveys, 9 interviews, app feedback, competitive analysis, and secondary research

Strengths

- Best-in-class UX & catalog quality (4.5 app rating)
- Leadership position in online fashion vertical
- High customer trust in quality delivery (4/9 interviews)
- Strong penetration among urban, premium shoppers (4/9 interviews)

Weaknesses

- High return rates due to size/fit/design issues (6/9 interviews, 29 surveys)
- Late delivery times frustrate customers (4/9 interviews)
- Return processes lack customer-friendliness (3/9 interviews)
- Personalization not based on actual preferences (4/9 interviews)

Opportunities

- Invest in personalization, convenience, and discovery
- Improve customer support for returns/cancellations/delivery
- Enhance retention through better experience (based on recent app reviews)
- Leverage evolving user behavior and preferences

Threats

- Rising competition from AJIO, Nykaa, Amazon, Flipkart, D2C, quick commerce
- High logistics & reverse pickup costs eroding margins
- Repeated returns drive customer churn (2/9 interviews)
- New e-commerce regulatory procedures

User Persona- 1

Goals & Motivation

- Wants to discover relevant fashion quickly
- Wants the product to look and fit as expected
- Wants the products with right price/design without searching too much time.

Frustrations (Pain Points)

- Feels overwhelmed by too many preferences shown while browsing products
- Gets inconsistent loyalty benefits
- Experiences returns more than desired because of size mismatch

Behavior

- Opens only Myntra as she trusts quality products will be delivered.
- Uses Categories + sorting heavily
- Buys frequently but returns often due to size
- Halts purchase process when prices vary across different devices (iOS, Android)

Success Looks Like

- Finds products that match taste and size quickly.
- Makes fewer returns
- Feels rewarded and valued for shopping frequently



Persona Identity

Name	: Shwetha
Age	: 30s
Gender	: F
Occupation	: Working professional
Marital status	: Single
Snapshot	: Metro user who shops online 2–3 times a month and browses 3-4 times a week.

Work arounds

- Will explore alternate Apps to check if the Product is available .

Quote

- At least 1 out of 4 Products need to be returned due to size/fitment issue

User Persona- 2

Goals & Motivation

- Wants to discover fashion based on the vast categories available.
- Wants the product to be delivered quickly with same color/design pattern/fitment as per the description and size chart once order is placed

Frustrations (Pain Points)

- Need to do trade-off on cost/design/brand, to get what you actually looking for
- Return the product due to size/fitment issue and returns are about 50% of total purchases made
- Cannot find the right design despite spending enough time on the App

Behavior

- Opens only Myntra as he trusts quality products will be delivered
- Uses Categories heavily to find the desired product
- Very particular about the design pattern/fitment/size to make a purchase
- Halts purchase process when desired product is not found quickly.

Success Looks Like

- Finds products quickly as per the desired preferences .
- Receive quality products quickly



Persona Identity

Name	: Rahul
Age	: 30s
Gender	: M
Occupation	: Working professional
Marital status	: Married
Snapshot	: Metro user who shops online 1-2 times a month

Workarounds

- Will explore offline option depending on the urgency

Quote

- I cannot compromise even if there is a slight deviation from the Product design/size/fitment and will return the Product in such case

Business Goals & Metrics

Hypothesis 1: Size & Fit

Goal: Reduce size-related return rate by 21% in 6 months

Revenue Impact: ₹50 CR increase by reducing returns by 20%

Industry returns: 30-40%, with 60% due to size/fit issues

1

2

3

Hypothesis 3: Loyalty

Goal: Increase 60-day repeat purchase rate by 10% in 6 months

Retention Impact: From 25 lakh to 27.5 lakh repeat shoppers

Revenue Impact: ₹15 CR from 2.5 lakh additional shoppers (₹600 avg)

Hypothesis 2: Discovery

Goal: Improve session-to-purchase conversion by 10% in 6 months

Revenue Impact: ₹40 CR increase through better conversion

Based on 10% purchase cancellation rate from interviews

Priority

Size/fit is P0 with strongest research validation and highest revenue impact

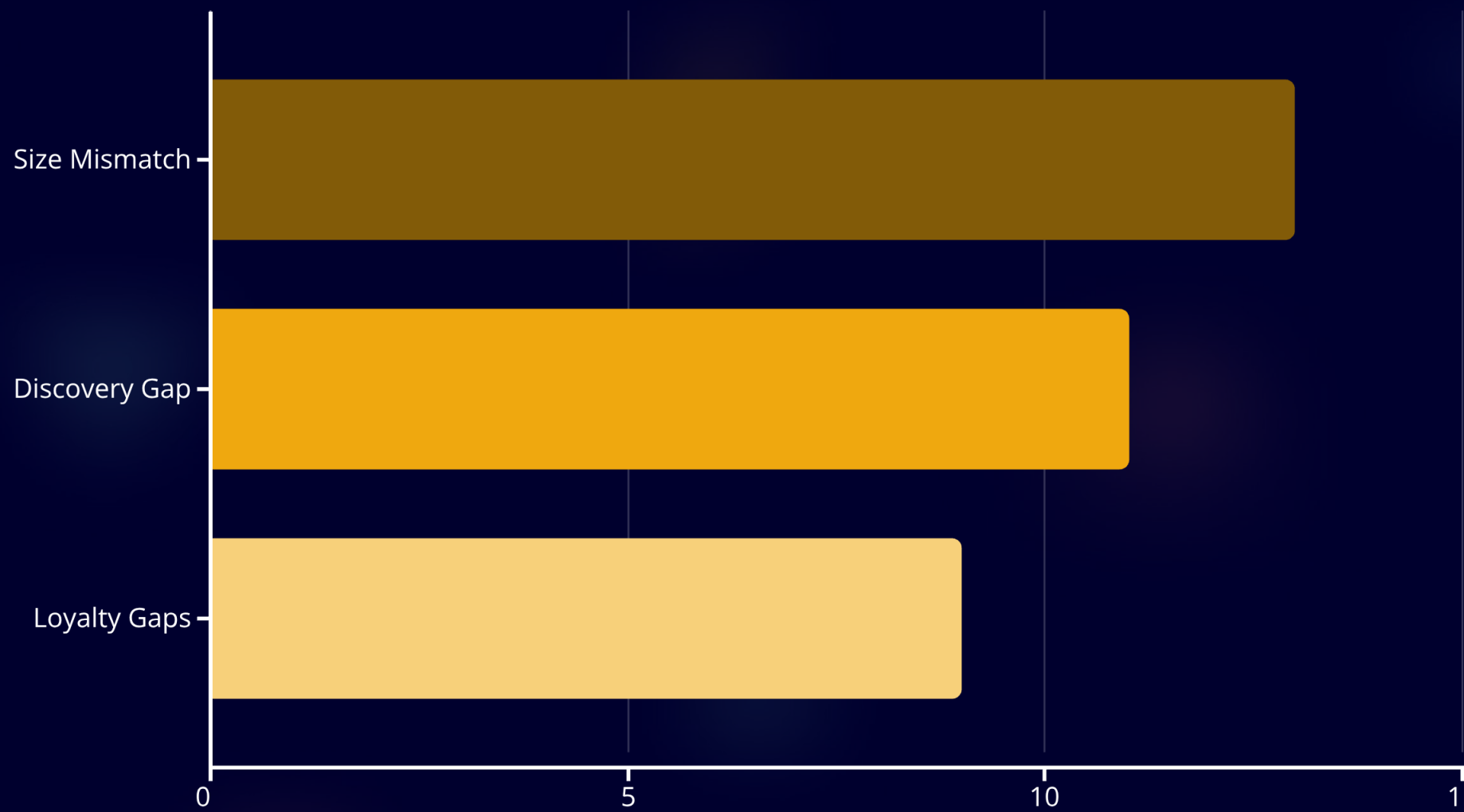
Business Alignment

All hypotheses directly impact Myntra's retention and revenue objectives

Competitive Edge

Solving these problems aligns with industry trends and maintains leadership

Problem Prioritization Framework



Problem Statement

For fashion shoppers on Myntra, especially frequent and high-intent buyers, the current shopping experience makes it difficult to confidently choose the right size and quickly discover relevant products because brand sizing is inconsistent and catalog recommendations feel generic. This leads to high size-related returns, lower conversion, increased operational costs, and revenue leakage to competitors.

Population (1-5) × Intensity (1-5) × Frequency (1-5) = Total Score (3-15)

P0: Size Mismatch Score: 13 (Population: 4, Intensity: 5, Frequency: 4) Evidence: 6/9 interviews + 29/29 surveys support hypothesis Metric: Revenue impact	P0: Discovery Gap Score: 11 (Population: 3, Intensity: 4, Frequency: 4) Evidence: 5/9 interviews + 4/29 surveys support hypothesis Metric: Revenue impact	P1: Loyalty Gaps Score: 9 (Population: 3, Intensity: 3, Frequency: 3) Evidence: 3/9 interviews + 20/29 surveys support hypothesis Metric: Retention impact
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