



Myntra: Solution & PRD Phase

The Core Problem: Size Uncertainty Kills Conversion

What Shoppers Face

Frequent and high-intent fashion shoppers on Myntra struggle to confidently choose the right size and quickly discover relevant products. Brand sizing inconsistency creates paralyzing uncertainty, while generic catalog recommendations waste valuable shopping time.

The Result: Abandoned carts, high return rates, and lost revenue to competitors who offer better size confidence.

Business Impact

- **40% of returns** are size-related in fashion e-commerce
- **Rs100-150 per order** in return logistics costs
- Discovery inefficiency increases bounce rates
- Lower conversion rates across the funnel
- Revenue leakage to competitors



Solution 1: SmartFit AI Predictor



AI-Powered Prediction

Machine learning engine analyzes user purchase history, return patterns, body shape inputs, brand-specific size variance, SKU-level return data, and product fabric characteristics to predict the perfect size.



Confidence Scoring

Outputs recommended size with confidence level (Low/Medium/High) and social proof: "94% of users like you kept this size." Transparent "Why are we recommending this?" link builds trust.



Multi-Factor Intelligence

$\text{PredictedSizeScore} = \text{Body shape inputs} \times \text{BrandFitProfile} \times \text{SKUAttributes} \times \text{Product fabric characteristics}$. Considers stretch percentage, thickness, and style to deliver accurate recommendations.

SmartFit eliminates the mental load of comparing brand sizes and removes uncertainty that blocks purchases.



Solution 1: How SmartFit Works: Three-Step Intelligence

01

Data Ingestion

AI model trains on user purchase history, past return reasons (tight, loose, short, long), brand-level fit deviation matrix, SKU-level return patterns, product fabric/stretch characteristics, and body shape inputs from user profile.

02

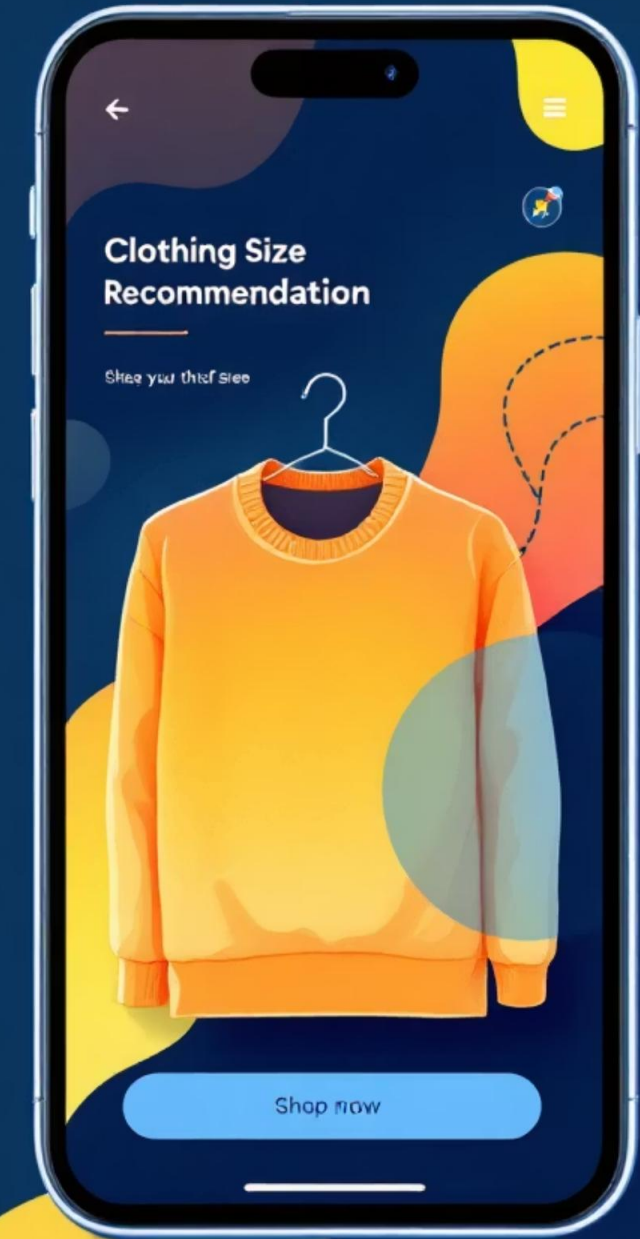
Fit Prediction Model

Multi-factor scoring engine processes all data points to calculate PredictedSizeScore. Outputs two critical pieces: recommended size and fit confidence score (Low/Medium/High) based on statistical certainty.

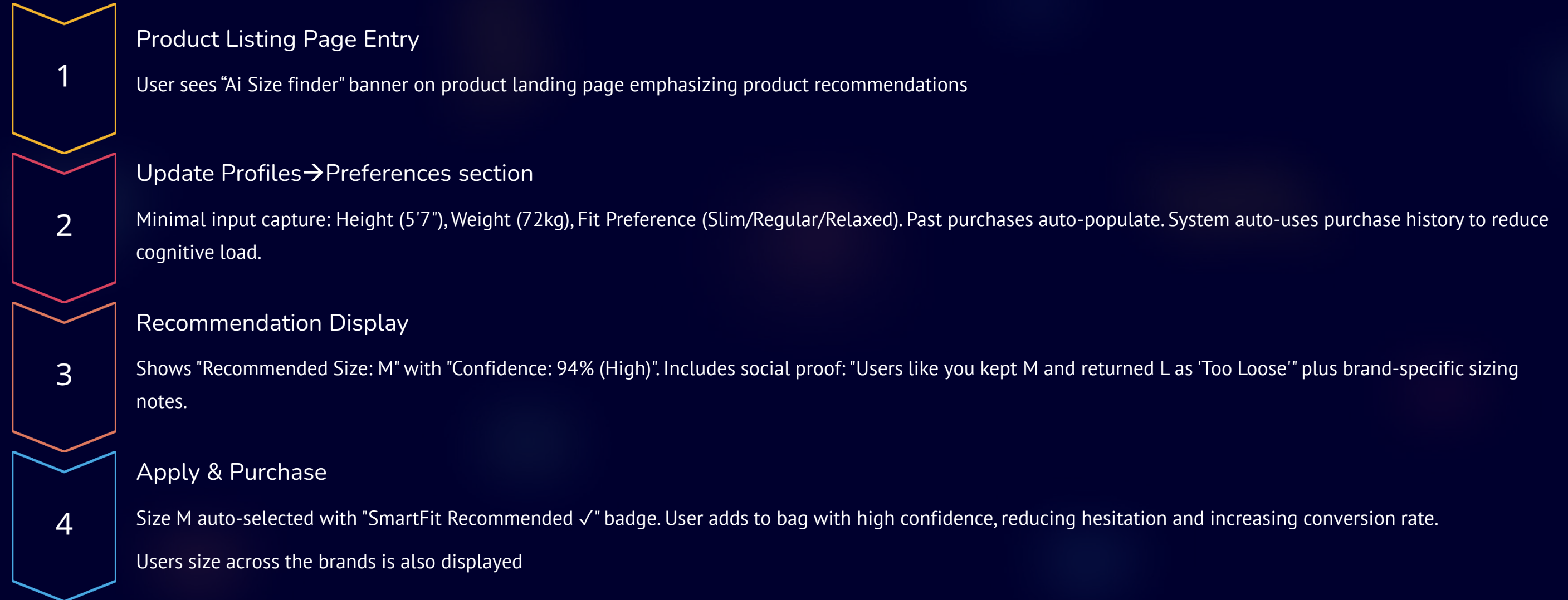
03

Display on Detailed product page

UI shows recommended size with confidence percentage and social proof: "94% of users like you kept this size." Includes transparent explanation link and brand-specific notes like "This brand runs slightly large."



Solution 1: SmartFit User Journey: From Uncertainty to Confidence





Get perfect size recommendations with 92% accuracy



Shop by Category



Men



Women



Kids



Beauty

Trending Now

View All

50% OFF



4.3 (12 500)

50% OFF



4.5 (8 900)

Solution 1: SmartFit AI Wireframes

These wireframes showcase the core SmartFit AI experience across key user touchpoints. The design emphasizes clarity, accessibility, and confidence-building through intelligent size recommendations powered by machine learning.

Size Preferences

AI Size Engine

Complete your profile for accurate size predictions

Profile Completion

85%

Add hip measurement for better bottom-wear recommendations

Body Measurements

Height: 175 cm, Weight: 72 kg, Chest: 40 in, Waist: 32 in, Hips: 38 in

Body Shape

Slim, Athletic, Regular, Broad

Body Shape

Slim, Athletic, Regular, Broad

Fit Preference

Slim Fit, Regular Fit, Relaxed Fit

Purchase History

4 Items

Roadster, H&M, Zara

Roadster

Men Solid Casual Shirt

₹899 ₹1,799 50% OFF

AI Powered

Recommended Size: M 92% confidence

Based on: Your past purchases, Brand sizing data, Body measurements, Return patterns

Select Size: XS, S, M, L, XL

Add to Wishlist, Add to Bag

Size Guide

XS, S, M, L, XL

AI recommended based on your profile

Fabric: 100% Cotton, Stretch: Non-stretch

Your Size Across Brands

Roadster, H&M, Zara, Levi's, Nike

Add to Wishlist, Add to Bag

The interface architecture prioritizes frictionless onboarding and progressive disclosure. Users can quickly input their measurements through an intuitive step-by-step flow, while the AI engine processes historical purchase data, return patterns, and brand-specific sizing variations to deliver personalized recommendations with quantified confidence levels.

Solution 2: Virtual Try-on



Virtual Try-on

A virtual fitting using advanced 3D modeling that lets users select a product, View how it drapes on their body, Assess fit tightness, length, and overall style



Model simulation

This simulates:

- Fabric stretch
- Fit pressure points
- Shoulder alignment
- Sleeve length
- Hip/bust variations



Problem it solves

- Users cannot visualize how the garment will actually fall on THEIR body.
 - Users lack confidence in both fit and style simultaneously.
 - High returns due to “didn’t look like expected.”
-
- Virtual Try-on eliminates the fear of “will this look good on me?”
 - Greatly reduces uncertainty due to complex fits (jeans, dresses, ethnic wear)
 - Increases excitement → increases shopping motivation
 - Helps “aspirational shoppers” who care about appearance



Solution 2: How Virtual try-on Works: Three-Step Intelligence

01

Body Capture & Product modeling

- User either Upload photos/ Use phone camera
- Body measurements are taken from the Profile section
- A 3D avatar is generated using the Uploaded Photos/Pic from Phone camera + Body measurements

03

User Sees Real-Time Try-On

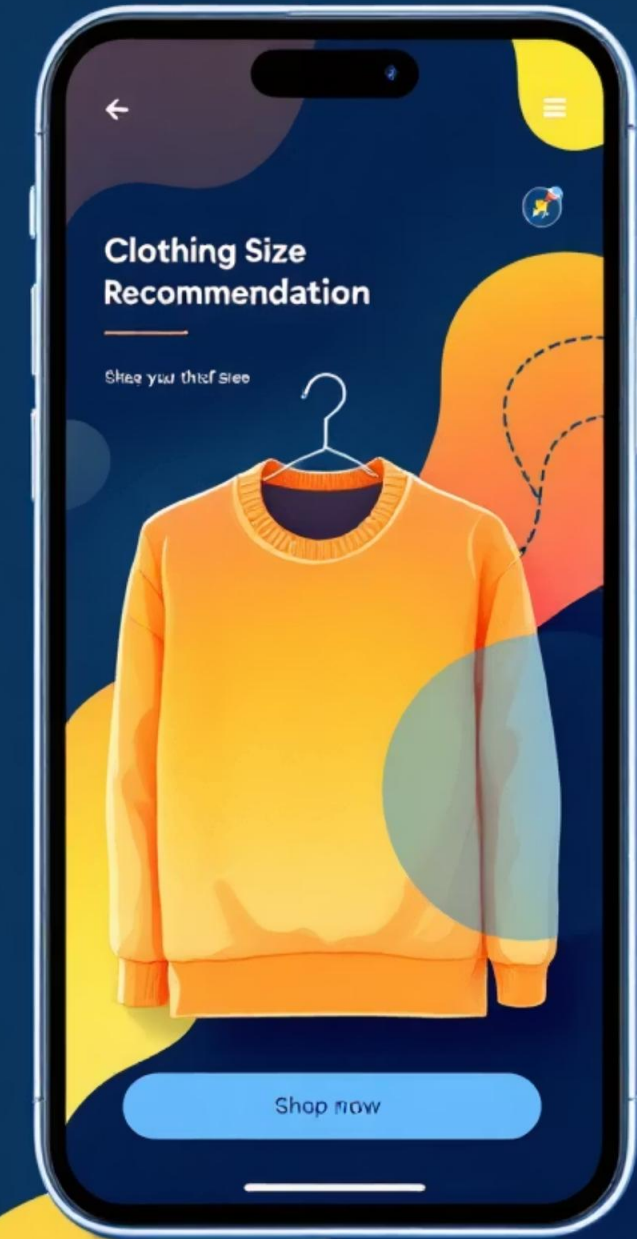
- 3D rotating avatar wearing item
- Fit heatmap (green = good, red = tight)
- Style preview in different poses

02

Simulation

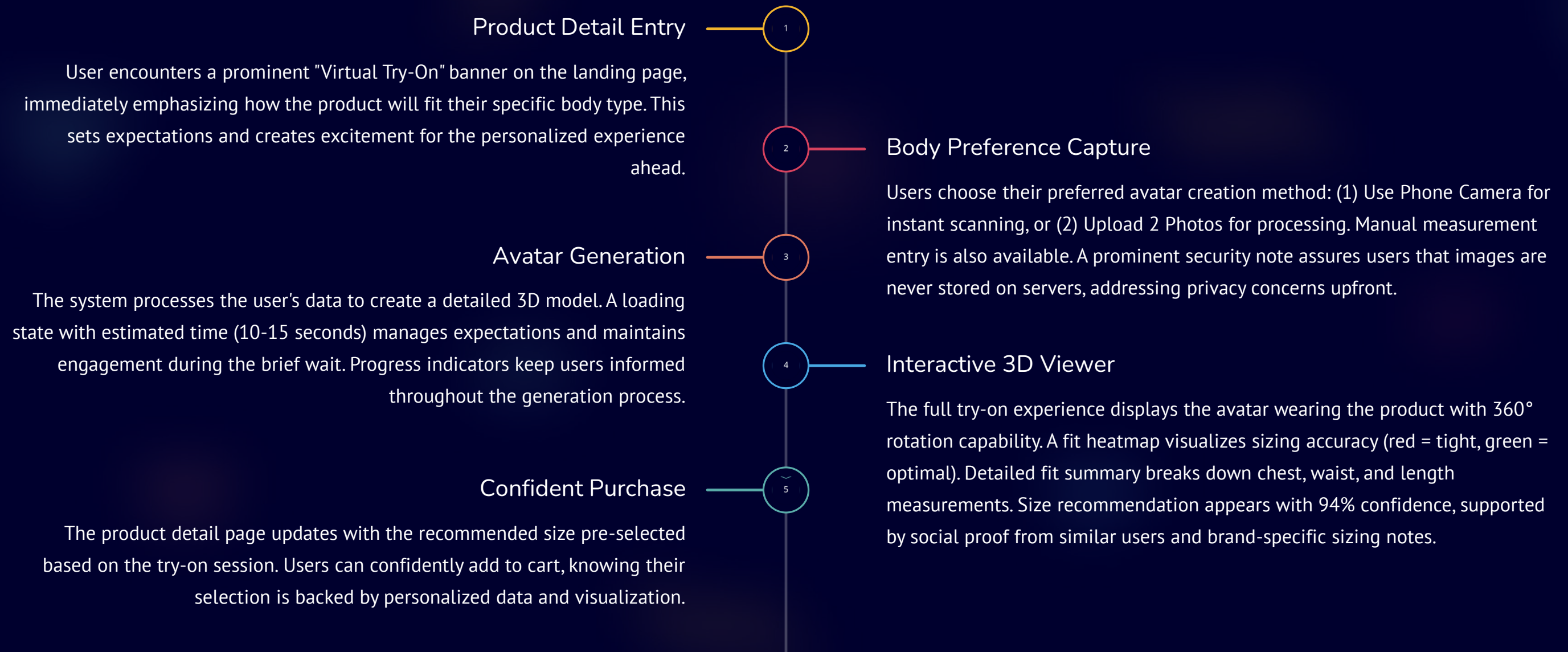
Simulation engine computes:

- How fabric drapes over the avatar
- Length accuracy
- Fit classification: Slim / Regular / Relaxed



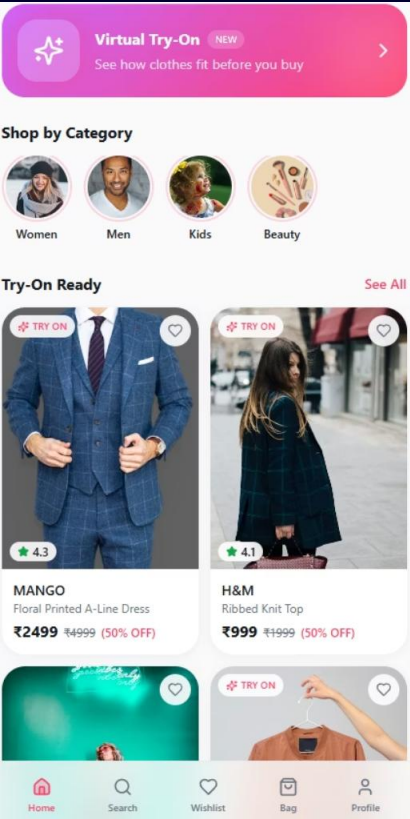
Virtual Try-On User Journey: From Uncertainty to Confidence

This journey map illustrates how Virtual Try-On transforms the browsing experience into an engaging, confidence-building interaction. Each touchpoint is designed to progressively reduce friction while increasing user trust through transparency and personalization.

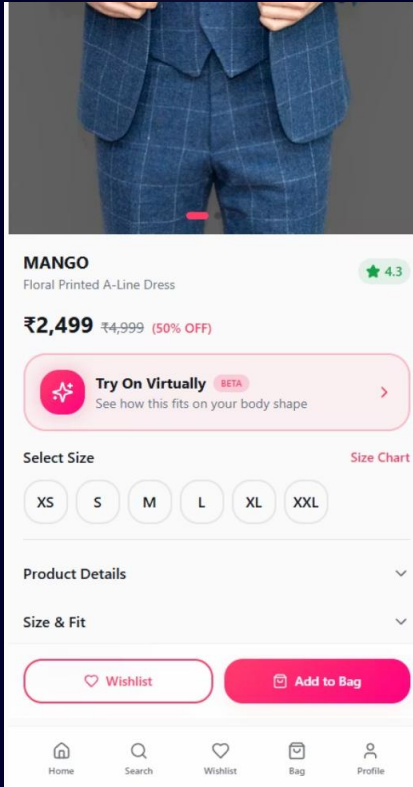


Solution 2: Virtual Try-On Wireframes

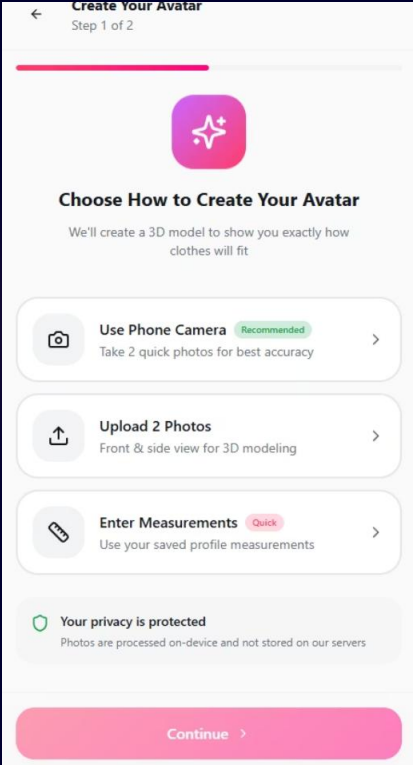
These wireframes demonstrate the complete Virtual Try-On interface flow, from initial avatar setup through the final interactive visualization. The design prioritizes visual clarity and progressive trust-building throughout the experience.



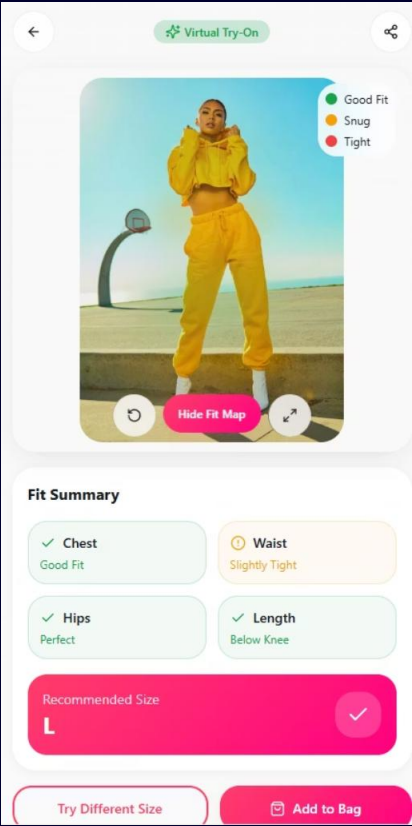
Avatar creation interface with dual input options



Measurement input and privacy assurance screen



Processing state with generation timeline



Final 3D viewer with fit heatmap and recommendations

The wireframes emphasize a **frictionless onboarding flow** that addresses user privacy concerns immediately while maintaining visual engagement throughout the avatar generation process. The final viewer interface balances technical sophistication with intuitive controls, ensuring users of all technical abilities can confidently navigate the 3D preview experience.

Key interface elements include clear input method selection, real-time validation feedback, transparent privacy messaging, engaging loading states, and comprehensive fit visualization tools. The design system maintains consistency across all screens while progressively revealing complexity only when needed.

Solution Prioritization: Data-Driven Decision Framework

To determine the optimal solution for immediate development, we conducted a comprehensive RICE analysis (Reach, Impact, Confidence, Effort) comparing SmartFit AI Predictor against Virtual Try-On. This framework enables objective evaluation based on user reach, business impact, implementation confidence, and engineering investment required.



SmartFit AI Predictor

Confidence: High | **Impact:** High | **Investment:** Medium

Core to reducing returns across the entire catalog. Industry-proven technology with established success patterns at Amazon, ASOS, and H&M. Minimal user friction with immediate applicability.



Virtual Try-On

Confidence: Medium | **Impact:** Very High | **Investment:** Very High

Category differentiator with exceptional user delight potential. However, requires significant 3D modeling infrastructure and historically shows low adoption due to onboarding friction.

RICE Score Comparison

Feature	Reach (R)	Impact (I)	Confidence (C)	Effort (E)	RICE Score
SmartFit AI Predictor	3	3	3	2	13.5
Virtual Try-On	2	3	1	3	2.0

Why SmartFit Wins

- Much higher reach – impacts 90%+ of product catalog immediately
- Much higher confidence – industry-proven across major retailers
- Much lower effort – weeks to launch versus months of development
- Delivers immediate ROI through return reduction

Why Virtual Try-On Loses

- Requires heavy 3D modeling and physics simulation infrastructure
- Very low confidence due to historically low user adoption rates
- Extremely high engineering effort spanning multiple quarters
- Significant ongoing maintenance and computational costs

 **Strategic Recommendation:** Build the solution around SmartFit AI Predictor for immediate implementation.
Next Phase: Virtual Try-On as a future innovation under the SmartAssist roadmap, targeting premium categories once core infrastructure is established and validated.

Risks & Mitigation Strategy

Launching AI-powered features requires proactive risk management across technical, product, and user experience dimensions. Our mitigation framework identifies potential failure modes, quantifies their likelihood and impact, and establishes clear detection signals and rollback procedures for each risk scenario.

Assumption	Failure Mode	Impact	Likelihood	Mitigation Strategy	Detection Signal	Rollback Plan
Users enter height/weight/other body preferences accurately	Incorrect inputs produce wrong size recommendations	High	Medium	Implement autofill from profile + sanity checks with validation warnings	Sudden drop in model accuracy metrics	Remove manual entry, use only profile data
Model has sufficient data for new users	Cold start problem leads to incorrect recommendations	High	High	Use population-level fit clusters as fallback for users with <3 purchases	High return rates from new user cohort	Default to brand size chart for new users
Brand sizing is consistent	Recommendations fail due to brand variance	High	High	Build comprehensive brand deviation matrix from historical purchase/return data	Elevated size returns for specific brands	Disable SmartFit for affected brands
Users trust confidence scores	Incorrect confidence displays erode trust	High	Low	Provide transparent "why" explanations with data sources supporting recommendation	Spike in customer complaints mentioning accuracy	Disable confidence score display temporarily
Personalization enhances discovery	Over-personalization limits brand variety exposure	High	Low	Diversify ranking algorithm with 20% exploration factor for new/diverse brands	Diversity-of-brands metric drops below baseline	Expand discovery pool to 40%

Risk Management Philosophy: Each identified risk includes multiple layers of defense: preventive mitigation strategies, automated detection systems, and rapid rollback procedures. This ensures we can launch confidently while maintaining the ability to respond quickly to emerging issues without disrupting the user experience.

Expected Impact & Success Metrics

21%

Return Rate Reduction

Target reduction in size-related returns within 6 months of SmartFit launch, representing significant cost savings and improved customer satisfaction

10%

Overall Return Decrease

Industry-proven impact range for AI-powered size recommendation systems

10%

Conversion Rate Lift

Projected improvement in session-to-purchase conversion driven by increased user confidence in fit accuracy

Primary Metrics

Core indicators of SmartFit effectiveness:

- **Size-related return rate:** Primary KPI tracking sizing accuracy
- **Session-to-purchase conversion:** Overall funnel health
- **Add-to-cart conversion rate:** Early confidence signal
- **Time-to-find perfect fit:** Efficiency improvement

Guardrail Metrics

Quality and fairness monitoring:

- Diversity of brands seen per session
- Inventory fairness score across SKUs
- Model accuracy drift detection
- Customer complaint velocity on sizing
- Brand-specific return rate anomalies

These metrics will be monitored through a real-time dashboard with automated alerting when any metric crosses predefined thresholds. Weekly business reviews will assess trend lines and inform rapid iteration cycles. The combination of leading indicators (engagement metrics) and lagging indicators (return rates) provides a comprehensive view of feature health and enables proactive optimization.

📅 **Measurement Cadence:** Daily monitoring of primary metrics, weekly deep-dive analysis of secondary and guardrail metrics, and monthly strategic reviews to assess overall program health and ROI. All metrics will be segmented by user cohort, device type, product category, and brand to identify optimization opportunities.

PRD



Implementation Roadmap & Risk Mitigation

A phased rollout strategy ensures we validate core functionality before expanding to advanced features. This approach minimizes risk while enabling rapid learning and iteration based on real user feedback.

