

# Product Requirement Document

## The problem statement

### Buyers pain points

The customers are hesitant to buy the products from the platform as they have the thought that the product might be the first copy and not be the genuine product. As per the user research, I have analysed that most of the users are not opting to buy high ends products like Nike shoes, levis jeans, watches and perfumes also some high-end luxe cosmetics like Mac.

User have received wrong products which does not match what they have actually ordered. They faced issue with refund as the return was not getting accepted by the delivery person.

This causes the trust lost on the platform as well as the return rate gets higher. Which directly impacts the revenue of the company.

### Sellers pain points

Myntra is a customer centric platform. There are sellers also who are partners of Myntra. Sellers have also got affected but the fake buyers.

- Fraudsters placed bulk orders for branded items like shoes, handbags, and jewellery.
- After receiving deliveries, they filed false complaints—claiming missing or counterfeit items, wrong colors, or incorrect sizes.
- Myntra's system processed refunds without verifying claims, and funds were routed to various accounts.

This can also impact the retention of the seller on the Myntra platform, that would impact inventory of the platform which would indirectly cause

## Objective

Build a trust layer for premium products to:

- Increase customer confidence
- Reduce counterfeit fear
- Reduce refund fraud
- Improve seller retention
- Increase premium category GMV

## Proposed Solution

### Myntra Verified Badge

A visible trust badge on product pages that guarantees:

- Authentic product
- Verified seller
- Secure delivery & return process

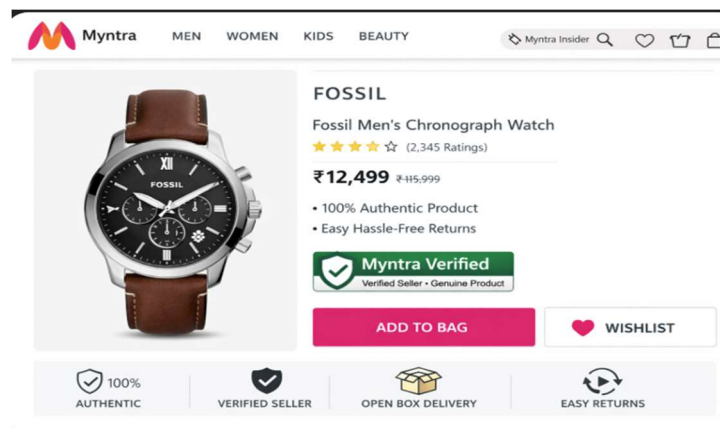
## Feature Details

### A. Verified Seller Authentication

Only sellers who:

- Submit brand authorization documents
- Pass GST & compliance verification
- Maintain low return fraud ratio

Will receive the “Myntra Verified” badge.



Badge will be visible on:

- Product listing page
- Product detail page
- Checkout page

## **B. Product Authenticity Layer**

For products above ₹5,000:

- Serialized SKU tagging
- QR-based authenticity validation
- Warehouse image capture before dispatch
- AI-based image match verification

Customer can scan QR code to verify authenticity.

## **User Experience Flow**

Customer can see the following features different than other ecommerce platform and feels secured

- Myntra Verified Badge
- 100% Authentic Guarantee

This reduces hesitation and increases purchase confidence.

## **Success Metrics**

Primary Metrics:

- Increase in premium category conversion rate
- Reduction in return fraud percentage by 15 percent.
- Increase in repeat purchase rate

Secondary Metrics:

- Seller retention rate
- Reduction in refund processing cost
- Increase in average order value

## **MVP Scope**

Phase 1:

- Applicable only for products above ₹5,000
- Categories: Footwear, Watches, Luxury Beauty
- Top 8 metro cities
- Limited to verified sellers only

## 9. Risks

- Higher operational cost
- Slower return processing time
- Seller onboarding friction
- Customer friction if process feels too strict

### Why This Solution Makes Sense

Premium category has higher margins.

If trust increases → conversion increases → Gross Merchandise Value (GMV) increases.

Trust directly impacts revenue in marketplace businesses.