



App Case study

About Myntra.com

Myntra.com is India's top e-commerce company for fashion and lifestyle products, headquartered in Bangalore, Karnataka. It provides the widest range of brands and products on its portal.

Myntra.com also allows shoppers to choose apparel, accessories, cosmetics, and footwear from over 500 leading Indian and international brands. They are in the lead in changing the face of retail and shopping in India. The brand is attempting to convey the energy of design to customers with a variety of the most recent and trendiest items accessible in the nation.

Benefits

- ★ The app was downloaded more than 10 million times by enthusiastic shoppers
- ★ Previously web contributed to 70% of their revenue, now more than 50% of revenue is generated by apps
- ★ Less number of resources as compared to the resources required to build and maintain a web app
- ★ Cost- Effective & Time – Saving



"Kudos to the Compassites team for the mother of all deployments. Seems like a big one delivering key business, scale initiatives which will be of immense benefit for End Of Reason Sale bringing in scale, cost and operational efficiencies. Good to see some prod fixes also going in to stabilize the system further. Really appreciate all the efforts which went in to meet the timelines. "

Navneet Agarwal
AVP Engineering, Myntra.com

App Features

1. The “filter” choice, which includes basic parameters like size, brand, shades, and cost, has been updated with nuanced prerequisites like midriff rise, poignant, material treatments and so on. We aim not only to provide top notch fashionable imagery but also to keep the app “Simple” and “Convenient” for our unaccustomed customers.

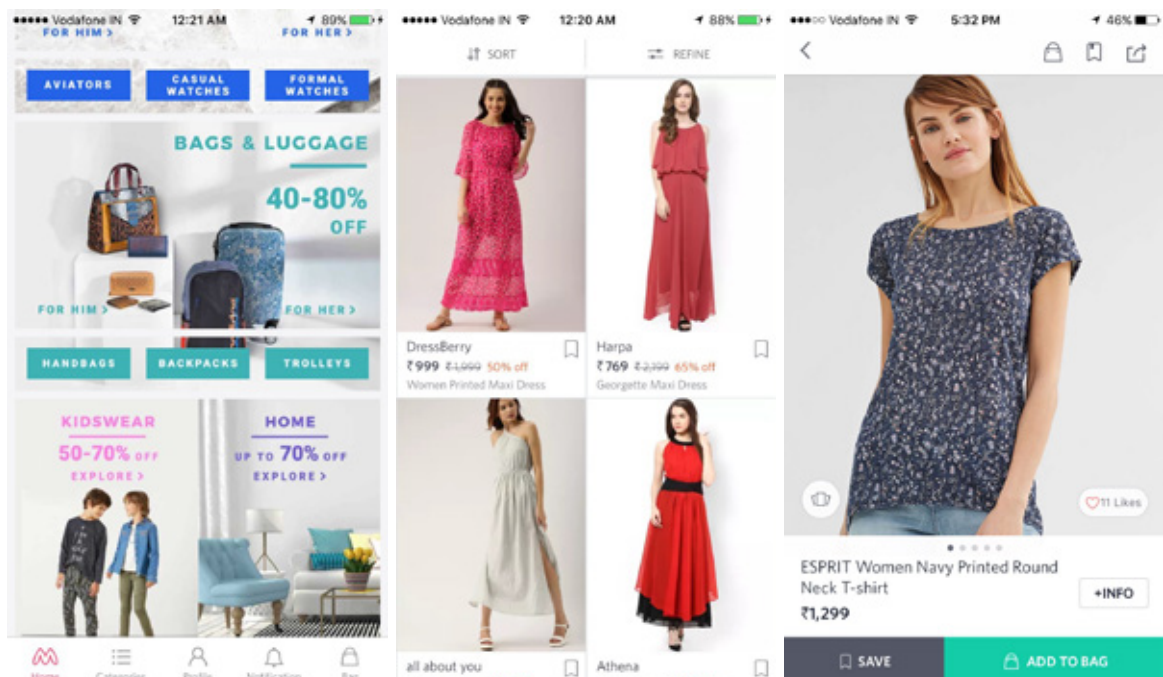
2. We aim to create a Point of difference from other apps by providing customers the alternative to share their shortlisted items with their family and companions through SMS, email and social networking channels through a single click.

3. Finally keeping in mind that over 67% online baskets our deserted due to lack of payment options we aim to offer different payment options such as COD, Credit Card, Debit Card and Net Banking.

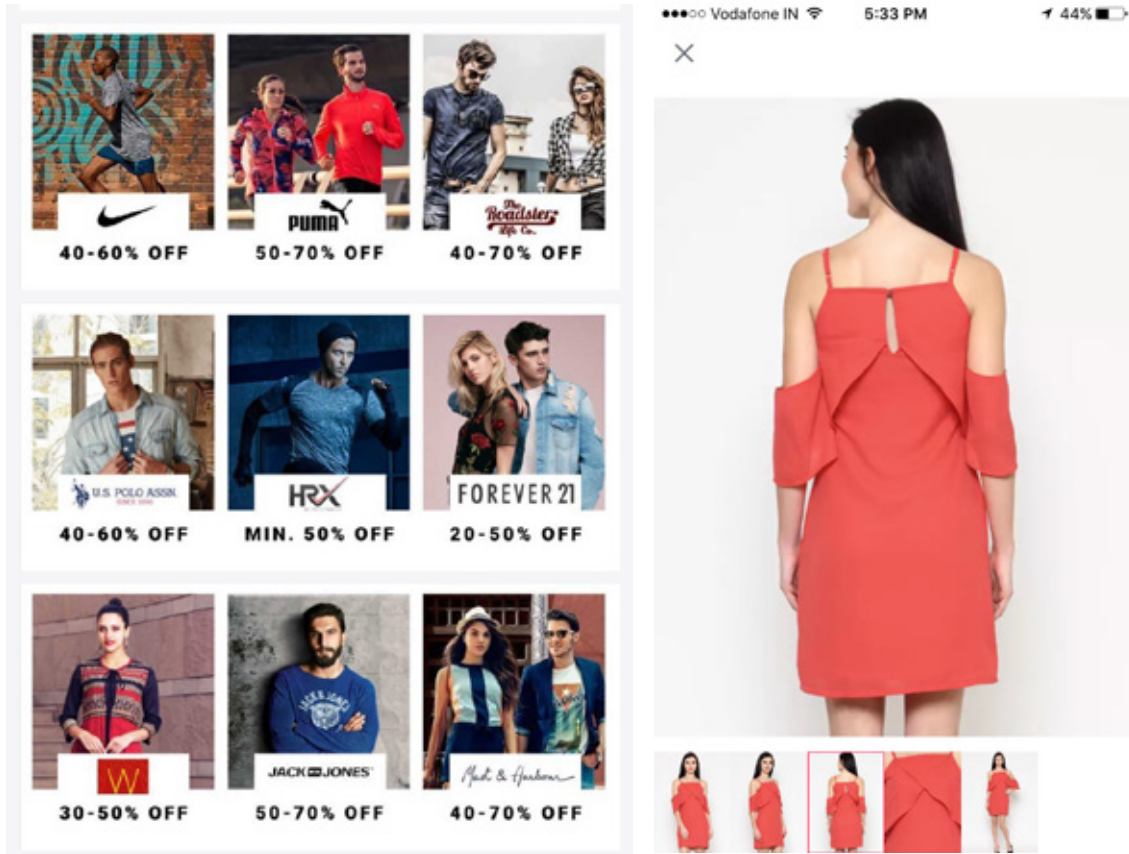


ANDROID

Myntra App Screenshots



Brands



Shop with ease on your mobile

Myntra.com is one stop shop for all fashion and lifestyle products, headquartered in Bangalore, Karnataka. It offers an array of latest and trendiest products bringing the power of fashion to its shoppers.

Technology Used

Platform: Android, iOS

Microsoft Silverlight

WinRT

Splunk

Parse for push notification

Google Analytics

- ★ With increasing number of people engaging in smartphones, mobile has significantly changed the way people shop.
- ★ Myntra realizing the mobile trend wanted a perfect digitalized sell strategy.
- ★ Myntra aims at providing a hassle free and enjoyable shopping experience to shoppers across the country.
- ★ For a satisfying shopping experience for its customers, Myntra wanted to build a shopping app to ensure seamless access on all devices, on all platforms of Android and iOS.
- ★ Myntra approached Compassites to build their shopping apps on all the platforms i.e. Android and iOS.



Solution Approach

The compassites team analyzed Myntra's web application to understand its rendering and decided to build an app that is fast and easy to use. We aimed to build fast loading pages with easy-to-use shopping carts and simple checkouts.

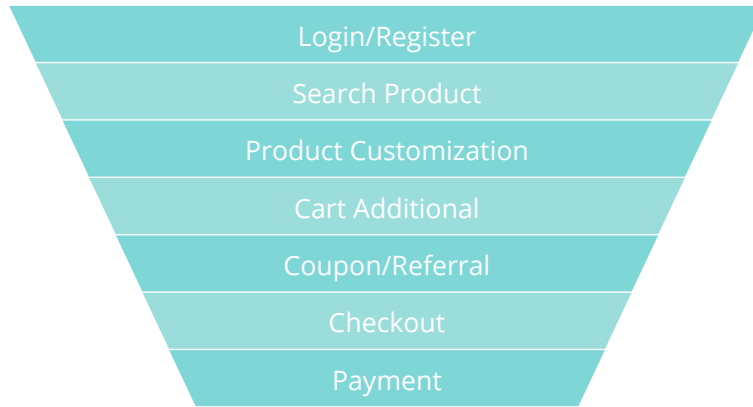
Technical Overview

Employing aspect-oriented programming SDK in the portable class library which can be ported to the desktop, tab or phone was built. Within this reusable library, all the latest patterns were followed. CQRS, Command Query Responsibility Segregation which gives a higher level of reusability was used. It helped in consuming the services quickly. The library was referenced in Windows phone 8 application following MVM design pattern. The View model consumed the services built in portable library.

Functionality

- ★ The Custom App we created for Myntra opens with a Login / Registration page either with Facebook or directly via registered E-Mail ID.
- ★ After successful login, the page opens with the categories such as Men, Women, Kids, Sales, Offers, etc. which also includes Banners which will redirect it to Display Items depending on the search criteria.
- ★ Options available on search page are Sort, Filter, and Search to give successful results MVM was tweaked by embedding a router.
- ★ The items on hub page are displayed as a picture. Image management is done using cloud service. With all the images uploaded to the cloud, image extraction was done in a snap for the request. As soon as the picture on the listing page is selected the app proceeds to product details page.
- ★ If the product carries an offer then the coupon code for that specific offer is displayed. This page also has a PIN code check which on entering the information lets you know how many days it may take to deliver the product.
- ★ Device-specific discount coupon generation feature was built where users with a device that can only avail the discount.
- ★ For the SDK 180, odd test cases were written pushing a complete test-driven development.
- ★ Later regular updates and build were given to QAs and new features and bug-fixes were given in terms of the weekly scrum. Both manual and automation testing was used to debug the app.

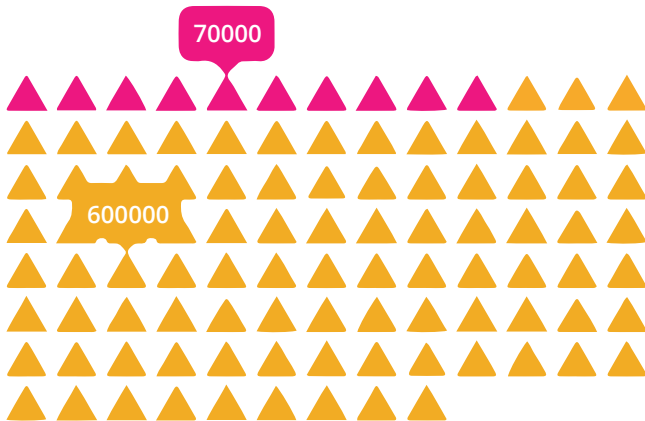
Myntra App



Analysis 2017

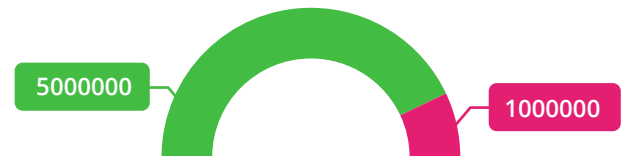
Daily Active Users

■ iPhone (10.45%) ■ Android (89.55%)



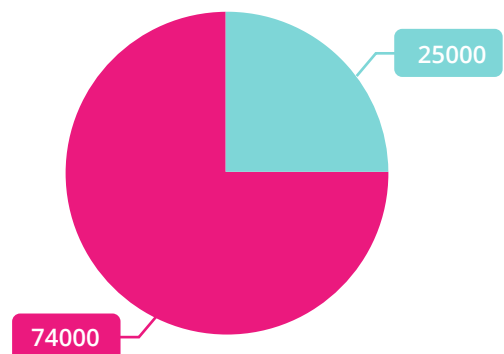
Total Downloads

■ Android (89.55%) ■ iPhone (10.45%)



Daily New Users

■ iPhone (25.25%) ■ Android (74.75%)



3 Lakh + Products

2000 Brands