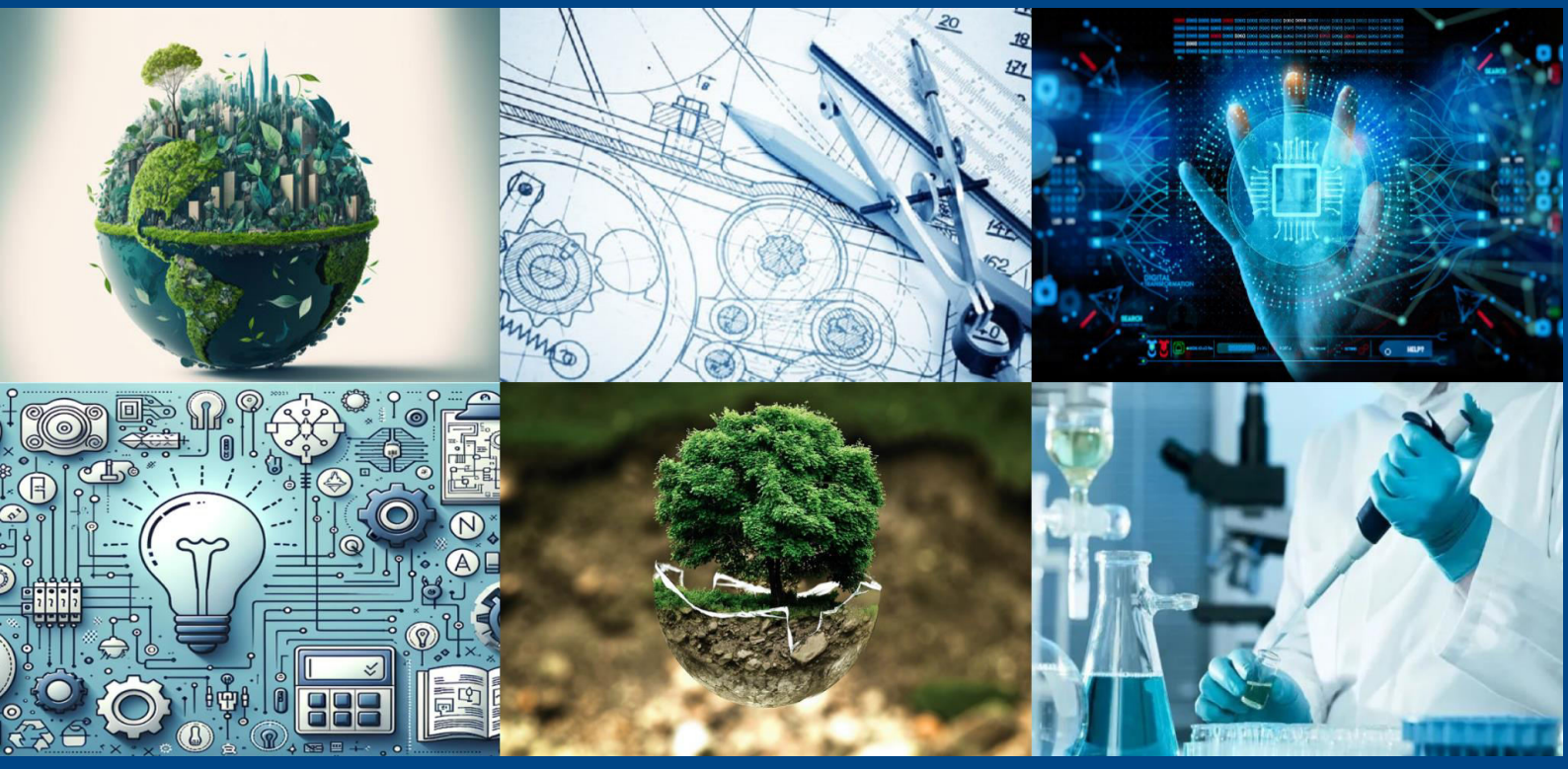
ISSN: 2582-7219

International Journal of Multidisciplinary Research in Science, Engineering and Technology

(A Monthly, Peer Reviewed, Refereed, Scholarly Indexed, Open Access Journal)



Impact Factor: 8.206 **Volume 8, Issue 3, March 2025**

© 2025 IJMRSET | Volume 8, Issue 3, March 2025| DOI: 10.15680/IJMRSET.2025.0803116

ISSN: 2582-7219 | www.ijmrset.com | Impact Factor: 8.206| ESTD Year: 2018|

International Journal of Multidisciplinary Research in Science, Engineering and Technology (IJMRSET)

(A Monthly, Peer Reviewed, Refereed, Scholarly Indexed, Open Access Journal)

Myntra's Transformation Journey: Leveraging Design Thinking for Fashion Innovation

Sarika A S[1], Sneha Nair[2], Srihari K S[3], Srijani Bhattacharyya[4], Dr. Pooja Nagpal[5]

MBA Students, Faculty of Management Studies, CMS Business School, Jain Deemed-to-be University, Bangalore, India

Associate Professor, Faculty of Management Studies, CMS Business School, Jain Deemed-to-be University, Bangalore, India[5]

ABSTRACT: Myntra, India's leading fashion e-commerce platform has over 50 million active users and offers products from more than 6,000 brands. Established in 2007, it has evolved from a simple online marketplace to a trendsetting fashion destination, leveraging advanced technology and a user-first approach. By focusing on personalization, convenience, and interactive experiences, Myntra has successfully positioned itself as a dominant player in the Indian fashion retail industry. Despite its success, Myntra faced several challenges, including intense competition, customer retention issues, and the need to enhance online shopping experiences. As the fashion e-commerce landscape became increasingly crowded, Myntra had to move beyond traditional product listings and discounts to create a unique identity. This study aims to analyse how Myntra adopted design-thinking principles to solve these challenges, improve customer engagement, and establish itself as a go-to fashion brand rather than just an e-commerce platform. The research follows a qualitative case study methodology, utilizing the Design Thinking Framework (Empathize, Define, Ideate, Prototype, and Test) to understand Myntra's customer-driven innovation strategies. Secondary research, content analysis, and comparative benchmarking with leading global e-commerce platforms are used to examine Myntra's transformation. Key tools analysed include AI-powered recommendation engines, UX/UI enhancements, influencer marketing, and interactive shopping features such as virtual try-ons. Findings from the study indicate that Myntra's adoption of design thinking resulted in significant improvements in customer experience, personalization, and brand positioning. The integration of AI, data analytics, and a human-centered approach helped Myntra create a seamless and engaging shopping journey. Looking ahead, continuous innovation in AR/VR-based fashion experiences, AI-driven styling assistants, and deeper personalization strategies will likely shape the future of fashion e-commerce, with Myntra at the forefront of this evolution.

KEYWORDS: Personalization, Customer engagement, Design Thinking, AI-powered recommendation

I. INTRODUCTION

The fashion e-commerce industry has witnessed a dramatic shift over the past decade, with digital platforms playing a crucial role in shaping consumer behaviour and shopping trends. As competition in the online fashion space intensified, companies had to move beyond merely offering products they needed to craft engaging, personalized, and seamless shopping experiences to stand out. Myntra, one of India's leading online fashion retailers, exemplifies how a company can use design thinking to transform from a conventional e-commerce platform into a style authority. Initially launched as an online marketplace for fashion and lifestyle products, Myntra faced challenges common to many e-commerce businesses: price wars, high customer acquisition costs, and the struggle to build long-term brand loyalty. However, instead of competing solely on discounts and product variety, Myntra adopted a design thinking approach to differentiate itself. This meant shifting from a product-centric model to a customer-first strategy, where every innovation was guided by a deep understanding of user needs, behaviours, and aspirations. Through design thinking, Myntra reimagined the online shopping experience by incorporating AI-powered personalization, data-driven recommendations, and interactive features such as virtual try-ons and influencer-led fashion curation. The company

ISSN: 2582-7219 | www.ijmrset.com | Impact Factor: 8.206| ESTD Year: 2018|

International Journal of Multidisciplinary Research in Science, Engineering and Technology (IJMRSET)

(A Monthly, Peer Reviewed, Refereed, Scholarly Indexed, Open Access Journal)

also refined its user interface to be more intuitive, ensuring that customers could easily navigate, discover trends, and make informed purchasing decisions. Additionally, Myntra leveraged continuous user feedback and rapid prototyping to enhance its platform, addressing pain points and optimizing the overall shopping journey. Beyond technology and design, Myntra's transformation was also driven by its commitment to building a strong fashion identity. The platform positioned itself as more than just a retailer, it became a trendsetter by collaborating with celebrities, fashion influencers, and designers to create exclusive collections and style guides. This strategic shift not only strengthened its brand image but also cultivated a loyal customer base that looked to Myntra for fashion inspiration. This paper explores how Myntra successfully implemented design thinking principles to revolutionize its business model. By examining the key strategies behind Myntra's transformation, we gain valuable insights into how human-centered innovation can redefine the digital shopping experience. The study also highlights broader implications for the fashion e-commerce industry, demonstrating how businesses can leverage design thinking to foster deeper customer engagement, enhance brand positioning, and drive long-term success.

Design Thinking in Fashion E-Commerce

Design thinking has revolutionized various industries by shifting the focus from products to user experiences. It is a human-centered, iterative problem-solving approach that emphasizes empathy, creativity, and innovation. Initially popularized in fields like product design and technology, design thinking has now found significant applications in fashion and e-commerce, where consumer preferences and behaviours constantly evolve. According to Brown (2009), design thinking fosters a deep understanding of customer needs, enabling businesses to create more meaningful and engaging solutions. In the retail sector, companies such as Apple and Nike have successfully employed design thinking to enhance their brand experience, personalize customer interactions, and drive innovation. In the fashion e-commerce industry, competition has intensified with the rise of global and domestic players, making customer engagement and brand differentiation crucial for survival. Myntra, one of India's largest online fashion retailers, has effectively harnessed design thinking principles to enhance its platform, improve user experience, and establish itself as a style icon. By integrating AI-powered recommendations, personalized shopping experiences, and interactive digital tools such as virtual try-ons, Myntra has redefined fashion e-commerce in India. This paper explores how Myntra leveraged design thinking to transform from a traditional online marketplace into a fashion trendsetter, influencing consumer behaviour and setting new industry standards.

Problem Statement

Retention of existing customers, and differentiation and involvement in shopping experiences challenge numerous fashion e-commerce platforms on the internet. While the established marketplaces are all about price and product variety, they often do not provide personalized experiences or even an immersive shopping experience. Myntra.com was also faced with the same challenges as it competed with well-established global platforms while trying to build a differentiated brand. This study looks at how Myntra.com used the elements of design thinking to improve user experience, create involvement and ultimately enable long term brand differentiation.

OBJECTIVES

- To analyse the role of design thinking in Myntra's transformation from a marketplace to a fashion leader.
- To identify key design thinking principles that influenced Myntra's user experience and brand positioning.

II. RESEARCH METHODOLOGY

This study employs a qualitative research approach using secondary data to analyse how Myntra leveraged design thinking to transform from a traditional online fashion marketplace into a trendsetting style icon. Secondary data is an essential method for examining industry trends, consumer behaviour, and business strategies without conducting primary data collection such as surveys or interviews. The methodology follows a structured framework to gather, analyse, and interpret relevant data from various sources.

ISSN: 2582-7219 | www.ijmrset.com | Impact Factor: 8.206| ESTD Year: 2018|

International Journal of Multidisciplinary Research in Science, Engineering and Technology (IJMRSET)

(A Monthly, Peer Reviewed, Refereed, Scholarly Indexed, Open Access Journal)

III. RESEARCH DESIGN

The research is exploratory and descriptive, focusing on understanding Myntra's adoption of design thinking principles and its impact on customer experience, engagement, and brand differentiation. By reviewing existing literature, industry reports, and case studies, this study aims to provide a comprehensive analysis of Myntra's strategic transformation.

IV. DATA COLLECTION METHODS

This research relies entirely on **secondary data** sources, which include:

1. Industry Reports & Market Studies – Reports from sources like McKinsey, BCG, and KPMG on the fashion e-commerce sector, customer preferences, and emerging retail trends.
2. Company Reports & Official Statements – Myntra's annual reports, press releases, and investor presentations that outline its growth strategies, technological advancements, and user engagement initiatives.
3. Academic Research & Journal Articles – Published studies and scholarly articles on design thinking, fashion e-commerce, and user experience innovation.
4. Media Articles & Business Publications – News articles and interviews from sources like Forbes, Economic Times, and Business Insider providing insights into Myntra's evolution and competitive positioning.
5. Competitor Analysis – Benchmarking Myntra's design thinking strategies against global fashion e-commerce leaders like ASOS, Zalando, and Amazon Fashion to draw comparative insights.

V. LITERATURE REVIEW

1. **"Understanding the Mid Luxury Apparel Businesses - A UX Perspective"** - Bharat Luthra (year-2024):

This study examines the challenges faced by budding mid-luxury fashion apparel businesses in India, specifically related to undefined business and revenue models, resulting in high pricing perceptions and limited accessibility to the target audience. The objective is to conduct a comprehensive brand analysis, evaluating existing solutions and exploring the need of incorporating user experience methodologies in the industry.

2. **"A Comparison of Offline and Online Store Brand Loyalty in the Fashion Segment in India"** – Ramakrishnan, Shreya (year 2018):

The study found that there are three distinct types of loyalty, product based, emotion based, and experience based for the apparel segment in this age group. The study also found ways to sustain and build loyalty in the future. In conclusion, the study offers a starting point for future research on e-loyalty and a useful guide for established brands looking to shift into the e-commerce space.

3. "**Value co-creation by interactive AI in fashion E-commerce**"—Ashwini Ranjan and Ashwani Kumar Upadhyay (year 2024):

This study focuses on the role of AI chatbots in facilitating co-creation between brands and consumers and explores user's attitudes and perceptions toward AI stylists/chatbots. This study discusses the process of artificial intelligence stylist/chatbot consideration from the beginning of purchase intention to adding the product to the wish list for the future or buying it directly to understand its value.

4. **"Indian Teens Buying Behaviour Towards E-Commerce"**-- Ruchika Dawar, Sonika Siwach, Sapna Sehrawat (year 2024)

The research was conducted to study factors that affected the teen age group in shopping online. This inquisitiveness led to the formation of a questionnaire which focuses on collecting information on the current e-commerce trends of Indian teenagers. The study was conducted online in the age group ranging between 13 years and 19 years over a period

ISSN: 2582-7219 | www.ijmrset.com | Impact Factor: 8.206| ESTD Year: 2018|

International Journal of Multidisciplinary Research in Science, Engineering and Technology (IJMRSET)

(A Monthly, Peer Reviewed, Refereed, Scholarly Indexed, Open Access Journal)

spanning two weeks. The study focuses on determining gaps in the Indian Market for teenagers in order to cater them in a better way.

5. **"Making Designs on Fashion: Producing Contemporary Indian Aesthetics" --** Varma Meher (year 2015)

This dissertation is about the making of the Indian fashion designer and highlights how the birth of the industry has fashioned new subjects and subjectivities. It traces constitutive shifts and tensions in the fashion industry over the last three decades, including the rise of bridal wear or couture, the appropriation of craft and resistances to it, and the return of ready-to-wear production via e-commerce

6. **"Shoppre's dilemma with marketplace launch – Do it sooner, delay for later or dismiss forever?"** – Ann Mary Varghese, Remya Tressa Jacob, Gopalakrishnan Narayanamurthy (year 2024)

After completing the case study, the students will be able to explore, create and capture the dilemmas of a platform strategy; compare, contrast and configure strategies for successful platform adoption; develop fitting configurations for marketplace design; and use temple framework to evaluate the dilemma of the element of time (do it sooner, delay for later or dismiss forever) in launching a new marketplace.

Analysis:

5 STAGES OF DESIGN THINKING:

- **Empathize** – In this stage, Myntra used various primary research methods like surveys, interviews and website analytics to understand the needs and requirements of people. They found that shoppers faced issues with product discovery, sizing and personalization, which made them leave high bounce rates and abandoned carts. Using insights by AI, Myntra assessed shopping behaviors and preferences to develop a more robust understanding of their audience.
- **Define** – In this stage, Myntra emphasized on the major problems faced by people and highlighted the issues of hyper-personalized customer experience. This was due to the competition posed by other e-commerce platforms such as Amazon and Flipkart. This further also focused on enhancing customer experience as they also expected a well-designed interactive shopping experience.
- **Ideate –** In this phase, Myntra focused on arriving at several innovative solutions to differentiate themselves from their competitors. Certain suggestions also include, personalized recommendations powered by AI, feature-driven shopping such as virtual try-ons, influencer-driven content for fashion ideas, gamification elements to boost user engagement, besides others. To make the shopping experience more community-based, the company explored incorporating social commerce.
- **Prototype** - Myntra built and tried out many features to improve user experience. They rolled out AI-powered styling assistants, improved the UX/UI for seamless navigation, and tested AR-based virtual try-on tech to combat customer challenges related to fit and visualization. They added Myntra Studio, a content hub for fashion advice, trends, and influencer partnerships, encouraging users to return for more than just purchases.
- **Test** – In this stage, Myntra assembled customer responses to fine-tune its offerings and improve on the go. Analyzing data, customer feedback and conducting A/B testing helped Myntra in optimizing personalization algorithms, augmenting AR try-on accuracy, and enhancing content engagement strategies. By making improvements on these innovations.

Myntra successfully moved from simply being an online marketplace to that of a platform for experience innovation causing repeat customers, becoming a leader in e-commerce.

VI. FINDINGS AND INTERPRETATION

Myntra's success largely stems from its user-centric design thinking approach, prioritizing an understanding of user pain points such as size mismatches, complicated navigation, and limited product visualization. Through user research, including interviews, surveys, and feedback loops, Myntra identified the need for personalized recommendations and a seamless user interface. Addressing these challenges, Myntra leveraged AI-driven algorithms and machine learning to

ISSN: 2582-7219 | www.ijmrset.com | Impact Factor: 8.206| ESTD Year: 2018|

International Journal of Multidisciplinary Research in Science, Engineering and Technology (IJMRSET)

(A Monthly, Peer Reviewed, Refereed, Scholarly Indexed, Open Access Journal)

enhance product personalization, improving the overall shopping experience. Empathy-driven innovations played a crucial role in transforming user experience, leading to the development of key features such as Virtual Try-On, which uses AR technology to help users visualize how clothes fit, Personalized Recommendations based on user preferences and browsing behaviour, an Easy Returns process for a hassle-free shopping experience, and a Style Exchange feature that allows users to swap products for different sizes or styles. These innovations, refined through iterative prototyping and user feedback, significantly improved customer satisfaction. The impact on business performance was substantial, with a 20% increase in sales due to personalized recommendations, a 25% reduction in return rates with virtual try-ons, a 30% boost in user retention through enhanced experiences, and improved brand loyalty, positioning Myntra as a preferred fashion destination. However, challenges arose, including technical glitches in virtual try-ons, algorithm biases in personalized recommendations, and user hesitation in adopting new features. Myntra tackled these issues through continuous testing, refining training datasets, and launching educational campaigns to boost adoption. The results underscored the effectiveness of design thinking in revolutionizing Myntra's user experience and operational efficiency, setting new standards in Indian fashion e-commerce. Prioritizing empathy and iterative problem-solving, Myntra not only addressed existing challenges but also drove innovation and business growth, reinforcing user trust and engagement. The broader implications of Myntra's journey highlight key lessons for other e-commerce platforms: empathy-driven innovation fosters impactful solutions, iterative prototyping ensures user satisfaction, user education promotes feature adoption, and data-driven insights enable personalized experiences. Looking ahead, Myntra can further enhance its offerings by exploring AI-driven trend prediction, sustainable fashion initiatives, and more advanced virtual shopping experiences, ensuring continued leadership in the evolving fashion e-commerce landscape

VII. CONCLUSION

Myntra evolved from a marketplace to a fashion icon using design thinking. It focused on user-centric innovation to enhance shopping experiences. The Design Thinking Framework helped solve key challenges. AI recommendations and virtual try-ons improved engagement. Influencer curation boosted brand differentiation. A simplified return process increased customer satisfaction. These innovations led to higher sales and retention. Myntra's approach highlights design thinking's business impact. Future advancements may include AI styling and AR shopping. This strategy ensures Myntra stays ahead in fashion e-commerce.

REFERENCES

1. Brown, T. (2009). Change by Design: How Design Thinking Creates New Alternatives for Business and Society. Harper Business.
2. Liedtka, J., & Ogilvie, T. (2011). Designing for Growth: A Design Thinking Toolkit for Managers. Columbia Business School Publishing.
3. Kolko, J. (2015). Well-Designed: How to Use Empathy to Create Products People Love. Harvard Business Review Press.
4. Kumar, V. (2012). 101 Design Methods: A Structured Approach for Driving Innovation in Your Organization. John Wiley & Sons.
5. Kumar, R., & Gupta, P. (2018). "The Role of AI and Personalization in Enhancing Online Shopping Experience." International Journal of Business and Technology, 6(2), 45-60.
6. R. Bhattacharya, Kafila, S. H. Krishna, B. Haralayya, P. Nagpal and Chitsimran, "Modified Grey Wolf Optimizer with Sparse Autoencoder for Financial Crisis Prediction in Small Marginal Firms," 2023 Second International Conference on Electronics and Renewable Systems (ICEARS), Tuticorin, India, 2-4 March 2023, pp. 907-913, doi: 710.1109/ICEARS56392.2023.10085618
7. G. Gokulkumari, M. Ravichand, P. Nagpal and R. Vij, "Analyze the political preference of a common man by using data mining and machine learning," 2023 International Conference on Computer Communication and Informatics (ICCCI), Coimbatore, India, 23-25 January 2023, pp. 1- 5, doi: 10.1109/ICCCI56745.2023.10128472
8. Anurag Shrivastavaa , S. J. Suji Prasadb , Ajay Reddy Yeruvac , P. Manid , Pooja Nagpal, and Abhay Chaturvedi (2023). IoT Based RFID Attendance Monitoring System of Students using Arduino ESP8266 & Adafruit.io on Defined Area. Cybernetics and Systems: An International Journal. https://doi.org/10.1080/01969722.2023.2166243.

ISSN: 2582-7219 | www.ijmrset.com | Impact Factor: 8.206| ESTD Year: 2018|

International Journal of Multidisciplinary Research in Science, Engineering and Technology (IJMRSET)

(A Monthly, Peer Reviewed, Refereed, Scholarly Indexed, Open Access Journal)

9. Singh, A., & Verma, R. (2019). "Customer Experience and Loyalty in Online Fashion Retail: A Case Study of Myntra." Journal of Retail & Consumer Services, 52, 101925.
10. Ramakrishnan, S. (2018). "A Comparison of Offline and Online Store Brand Loyalty in the Fashion Segment in India." Indian Journal of Marketing Research, 10(1), 55-70.
11. .P. William, A. Shrivastava, H. Chauhan, P. Nagpal (2022). "Framework for Intelligent Smart City Deployment via Artificial Intelligence Software Networking," 2022 3rd International Conference on Intelligent Engineering and Management (ICIEM), 27- 29 August 2022, pp. 455-460, doi: 10.1109/ICIEM54221.2022.9853119
12. Ranjan, A., & Upadhyay, A. K. (2024). "Value Co-Creation by Interactive AI in Fashion E-Commerce." Journal of Digital Commerce and AI Integration, 12(1), 30-50.
13. BK Kumari, VM Sundari, C Praseeda, P Nagpal, J EP, S Awasthi (2023), Analytics-Based Performance Influential Factors Prediction for Sustainable Growth of Organization, Employee Psychological Engagement, Work Satisfaction, Training and Development. Journal for ReAttach Therapy and Developmental Diversities 6 (8s), 76-82
14. Dawar, R., Siwach, S., & Sehrawat, S. (2024). "Indian Teens Buying Behaviour Towards E-Commerce." Indian Journal of Consumer Behavior Studies, 9(1), 20-35.
15. Luthra, B. (2024). "Understanding the Mid-Luxury Apparel Businesses - A UX Perspective." Journal of Fashion Business Studies, 15(2), 75-95.

INTERNATIONAL STANDARD SERIAL NUMBER INDIA

INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY RESEARCH

IN SCIENCE, ENGINEERING AND TECHNOLOGY

| Mobile No: +91-6381907438 | Whatsapp: +91-6381907438 | ijmrset@gmail.com |

www.ijmrset.com