

DIRECT COMPETITORS



STRENGTHS

- In hover state, shows various images/angles of product
- A wide rang of filter options
- Offers a 'mark favorite' option
- Minimal Black, White, Red design, highlighting the photos
- 'Style with' and 'other also bought' options

WEAKNESSES

- No product reviews
- No in-store pickup
- No size-guide



STRENGTHS

- Minimal Black, White, Red design, highlighting the photos
- Wide variety of products

WEAKNESSES

- Single image when in hover state
- Left side navigation bar is right aligned making it difficult to read
- No visual design variation in the product name and product price
- Color contrast issues on the landing page (Text vs. image)
- No product reviews
- No 'similar products' option



STRENGTHS

- Size options on front page itself. No need to click on product page for that
- Minimal Black, White, Red design, highlighting the photos
- 'Complete your outfit' and 'selected for you' suggestions

WEAKNESSES

- No product reviews
- Comparatively lesser options

OTHER COMPETITORS



STRENGTHS

- One stop shop for a shopper
- Free Prime member shipping
- Free and easy return policy
- User reviews to guide the shopper
- Wide variety

WEAKNESSES

- No particular brand hence difficult to gain trust of the cloth
- Easy for a user to get lots in a large pool of products



STRENGTHS

- Much more than just clothing, hence a one stop shop for the user
- Review and ratings on the view products page
- 'Customers also shopped' on the right segment of the layout making it easier for cutomers to view options

WEAKNESSES

- Free shipping only after x amount

PROVISIONAL PERSONAS



THE TRENDY MILLENNIAL
22 - 35 years, trend and fashion concious

GOALS

- Like to keep up-to-date with the fashion trends
- Get options quickly and get quicker deliveries
- Influenced by the social media

PAINS

- Very picky and not getting the exact style/color



THE YOUNG PARENT
30 - 40 years, shop for their kids, budget concious

GOALS

- Sales and deal options
- Return and exchange options in case the product doesn't work for the kid
- Affordable good quality options

PAINS

- No time to return/exchange while managing the kids, work, and home
- Cloth quality not suiting the kid



THE COLLEGE STUDENT
18 - 22 years, Crunch on budget, peer pressure to stay stylish

GOALS

- Not very brand concious, but needs 'brand-like' cheaper products
- Attracted by sales and disocunts

PAINS

- Not many budget friendly options
- May not have provisoins for transportation to return/exchange



THE YOUNG PROFESSIONAL
25 - 40 years, shop as and when need and on-the-go

GOALS

- Buy good quality product
- Shops more often specific to occassions
- Don't mind spending a little extra for better design/quality

PAINS

- No time and patience to explore a variety



THE MIDDLE AGE PARENT
45 - 60 years, have families to gift clothes to

GOALS

- Easy customer service
- Comfortable and functional clothes

PAINS

- Not very tech savvy
- Would not prefer to go out for return/exchanges
- Need UI to be easily reable