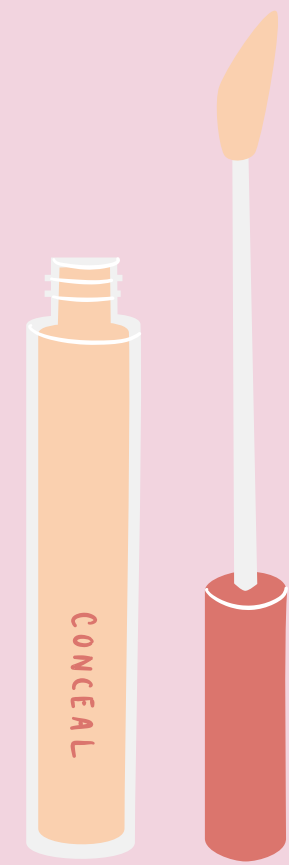


Product Teardown

“Writing a Review” On NYKAA

Learn in Public Challenge - **3/5**
By Anchal Didwania



OVERVIEW

About Nykaa

Nykaa is an Indian e-commerce platform specializing in **beauty, wellness, and personal care products**. Nykaa offers a wide range of products including cosmetics, **skincare, haircare, fragrances, and more from both international and domestic brands**. The platform is known for its **curated selection, expert advice, and convenient shopping experience**, catering to the **diverse needs of its customers** in the beauty and wellness space.

Vision

Bring inspiration and joy to people, everywhere, everyday.

Mission

To create a world where our consumers have access to a finely curated, authentic assortment of products and services that delight and elevate the human spirit.

Value Propositions

- Diverse Range of products
- Seamless shopping experience
- Expert Advice and Recommendations
- Rewards and Loyalty
- Exclusive Lunches and offers
- Trusted Brands and Quality Assurance

Business Model

- E-commerce Platform
- Brick-and-Mortar Stores
- Monetization through Advertising

Market Size

- *In 2024, the revenue in the Cosmetics market in India is estimated to reach US\$6.45bn.*
- *This market segment is projected to experience an annual growth rate of 2.86% (CAGR 2024-2028).*
- *Nykaa, India's beauty and personal care category, will see its overall market size expand to about 55% in 2026 from the current 45%.*

<https://tinyurl.com/2bhjpxdb>

Statistics

Founded in
April, 2012

50 M +
Downloads

1 M+
Reviews

51 B
Revenue

14.05 M
Visits

71.2 %
Bounce
Rate

Countries : 11
Cities : 72+

Competitors



purple





FACTS

Why one writes the review?

To provide honest feedback after using the product, and earn rewards.

Who can write the reviews?

The Users or Customers who purchased the products.
This increases the product's credibility.

Time Frame to write a review?

Users and customers who have purchased products within the last two years can rate and leave reviews.





Nysha

Age: 23

Location: Mumbai

Occupation: Influencer

DESCRIPTION

Nysha is a social media influencer specializing in beauty and personal care products. Her expertise in the beauty industry allows her to provide insightful reviews, tutorials, and recommendations, influencing her followers' purchasing decisions.

PERSONAL CHARACTERISTICS

- Down-to-earth
- Creative
- Passionate
- Independent

HOBBIES AND INTERESTS

- Content creation
- Makeup Artistry
- Fashion and Style
- Fitness and wellness
- Travel



GOALS

- Build a Strong Following
- Collaborate with Brands
- Stay Current with Trends
- Community Building
- Personal Growth and Development

NEEDS

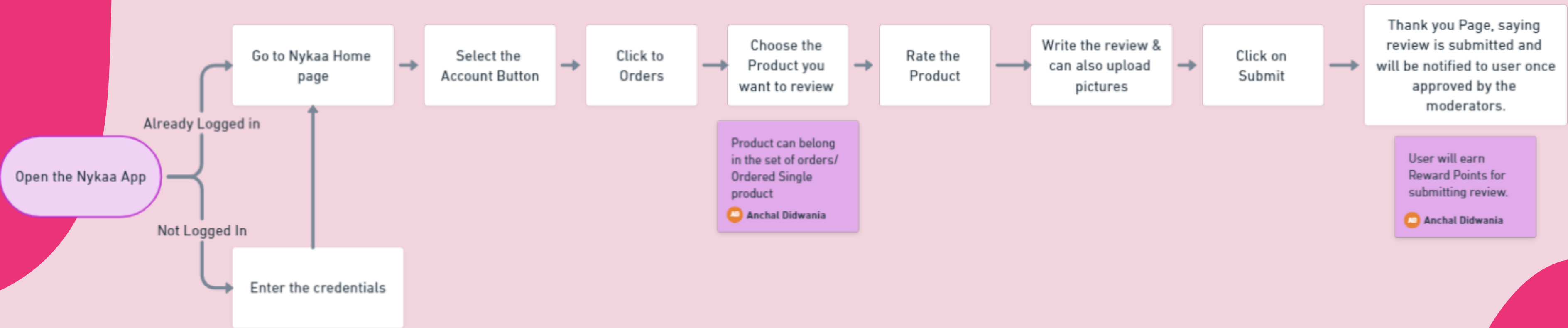
- Access to Quality Products
- She wants to stay updated on industry expertise, trends, and upcoming technology in order to be relevant and provide valuable knowledge to her audience.

PAIN POINTS

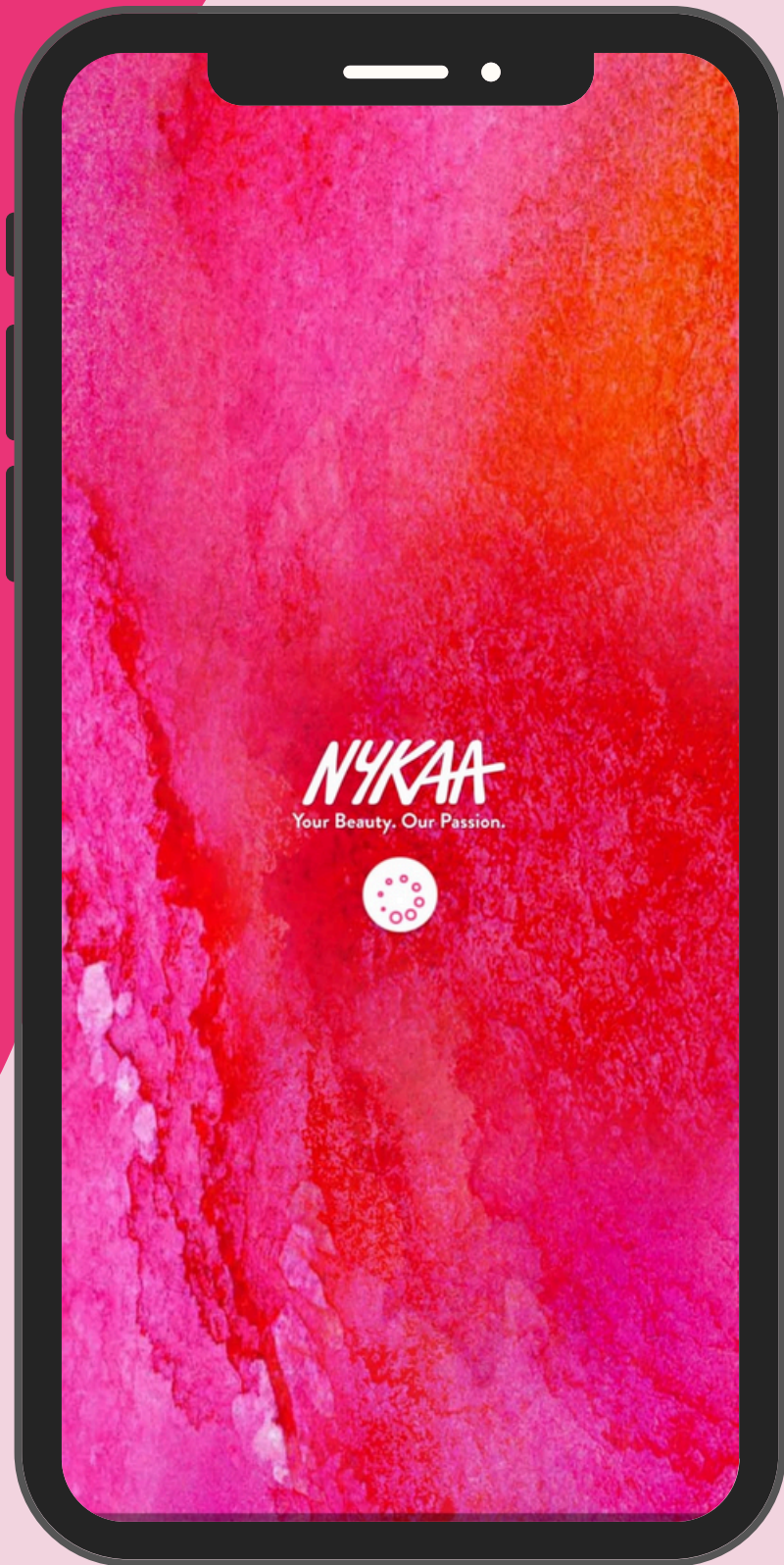
- Authenticity of the products
- Regular offers and deals
- Access to limited editions and exclusive launches



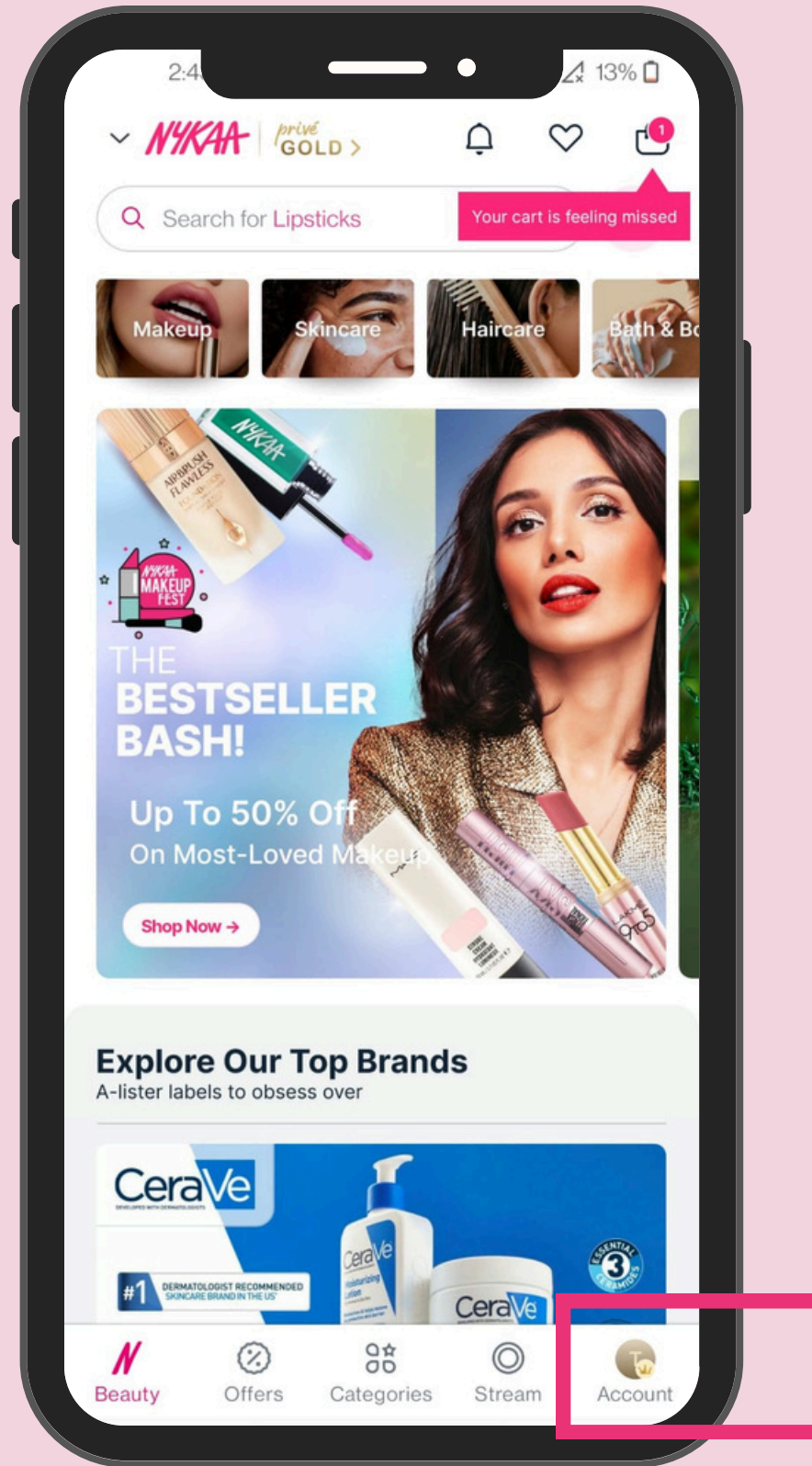
USER FLOW



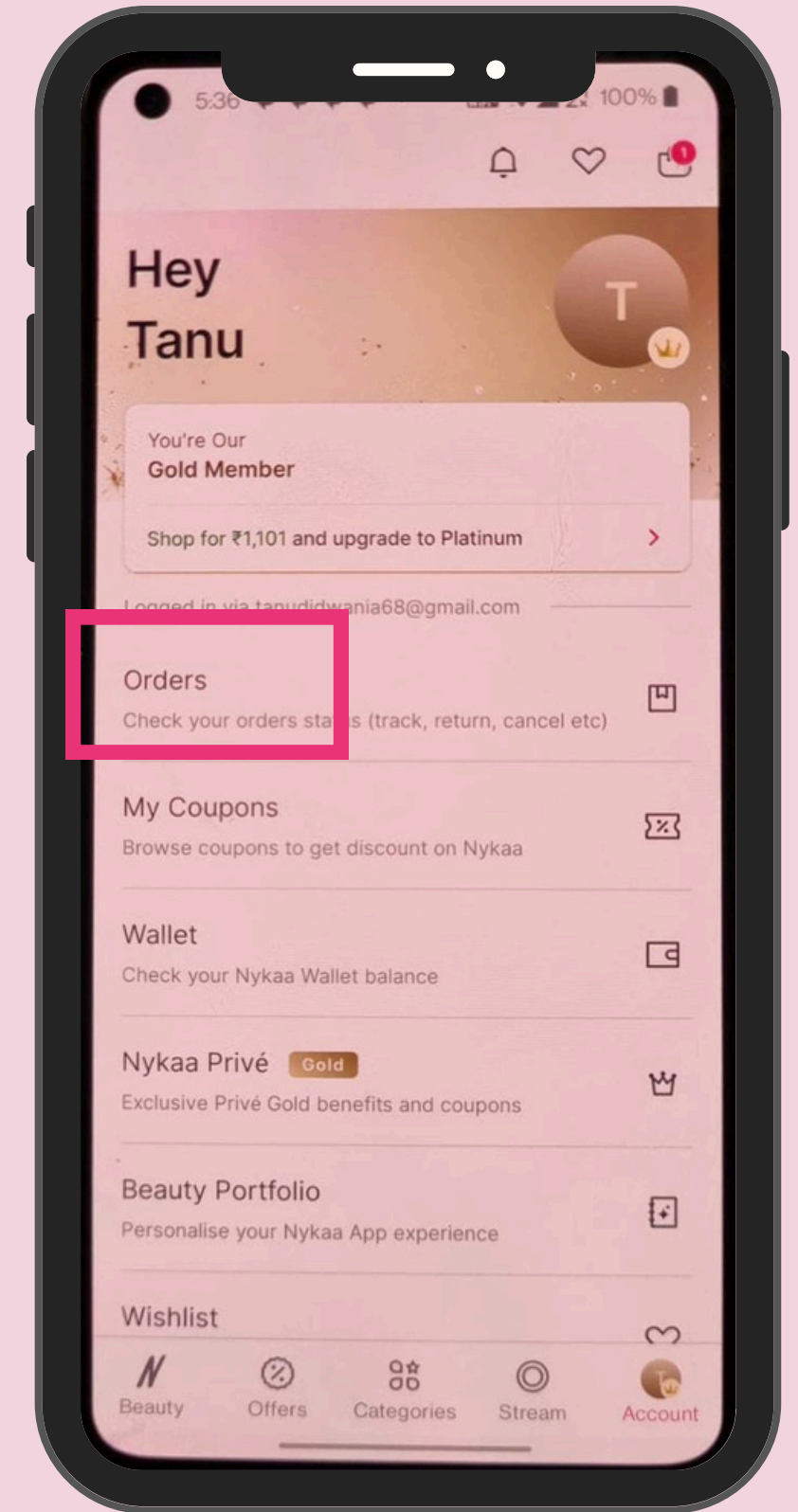
USER JOURNEY



I want to write a review. Opens the App and go to home page.



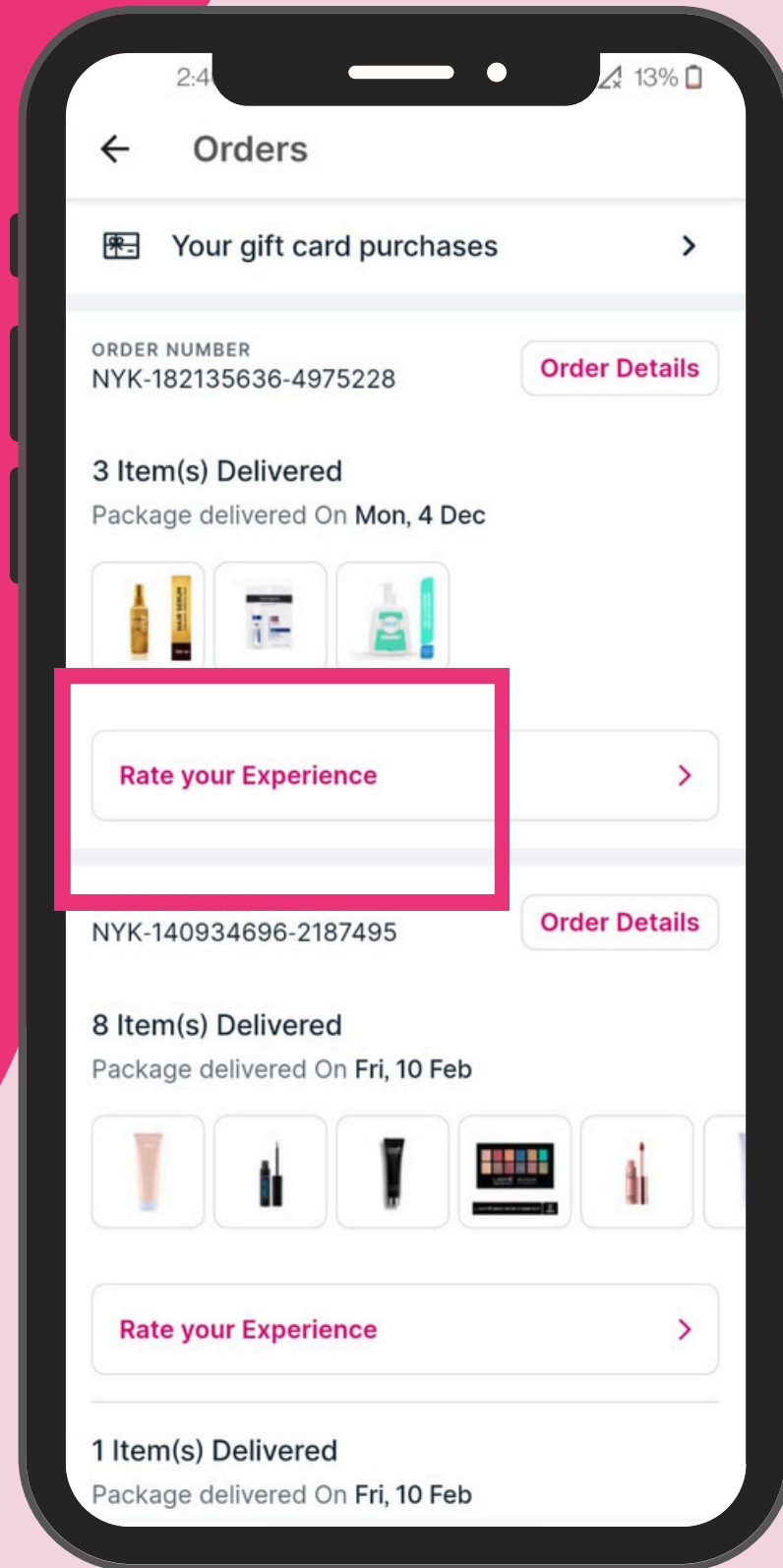
I will click on Account Button.



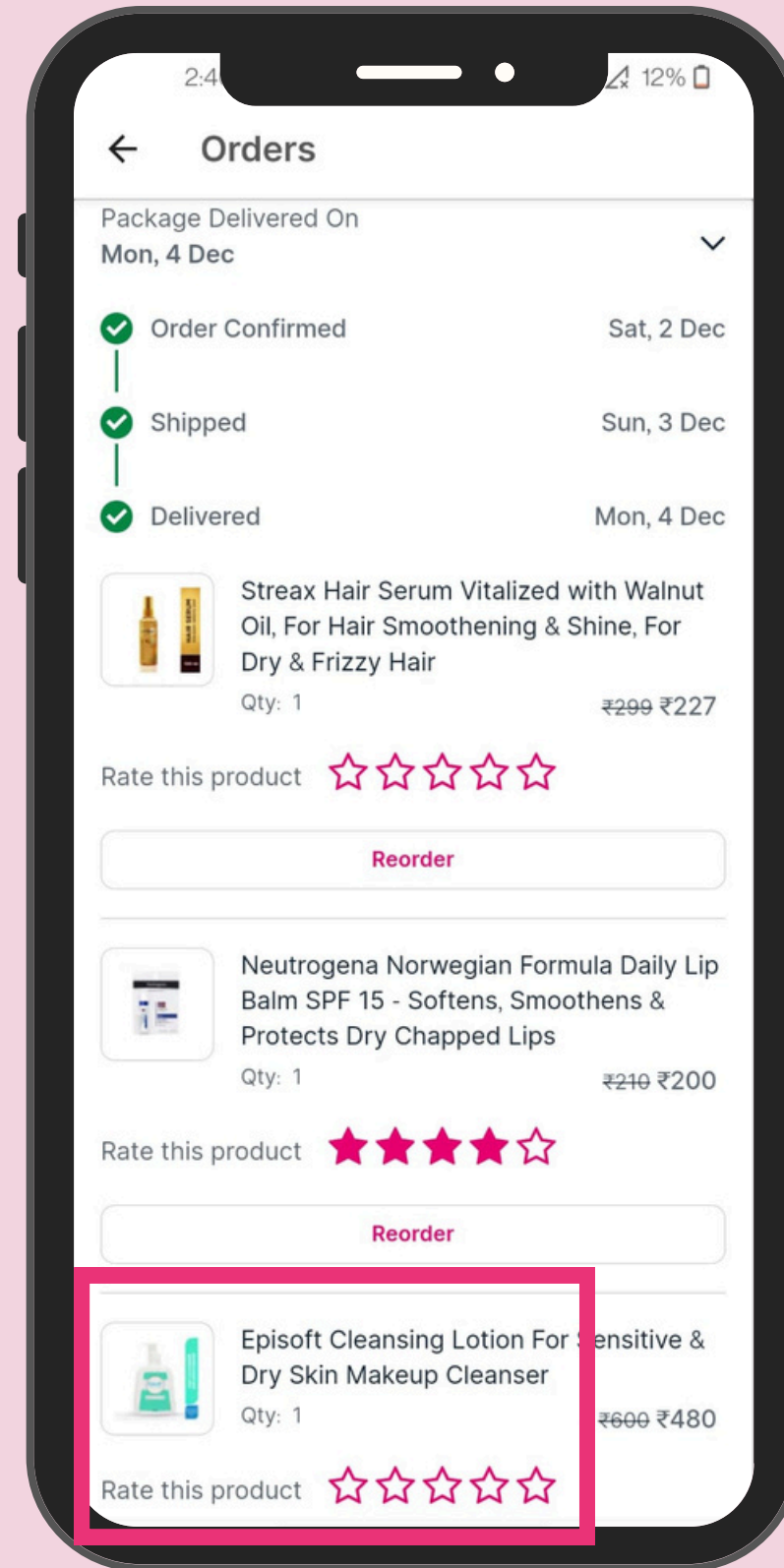
Then again, I will Click on orders.



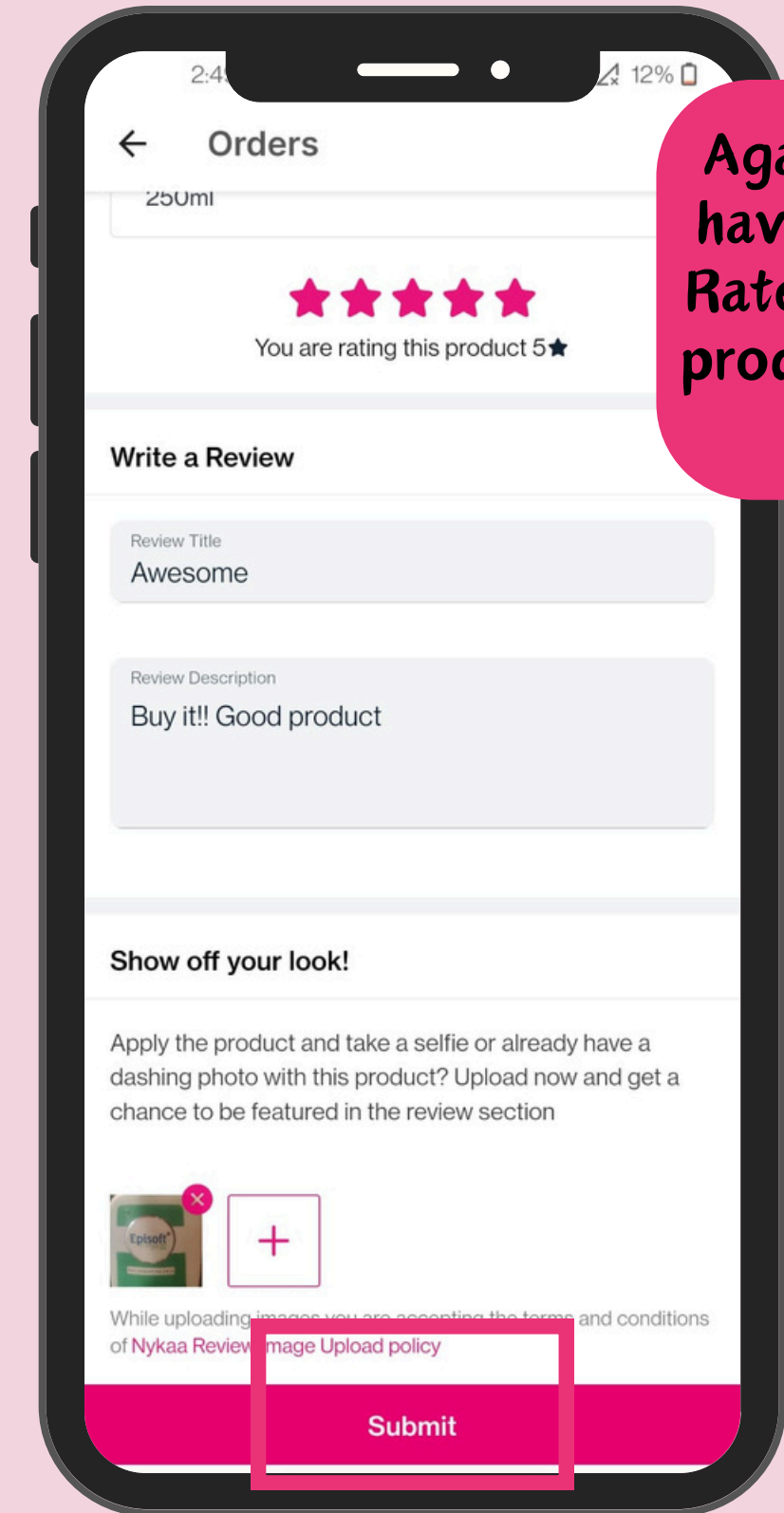
USER JOURNEY



Still I cannot rate the product.

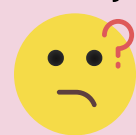


I have to choose the product again.



Again I have to Rate the product.

I will now get the list of orders that I have ordered in Past. Then I "will click on Rate your Experience" .



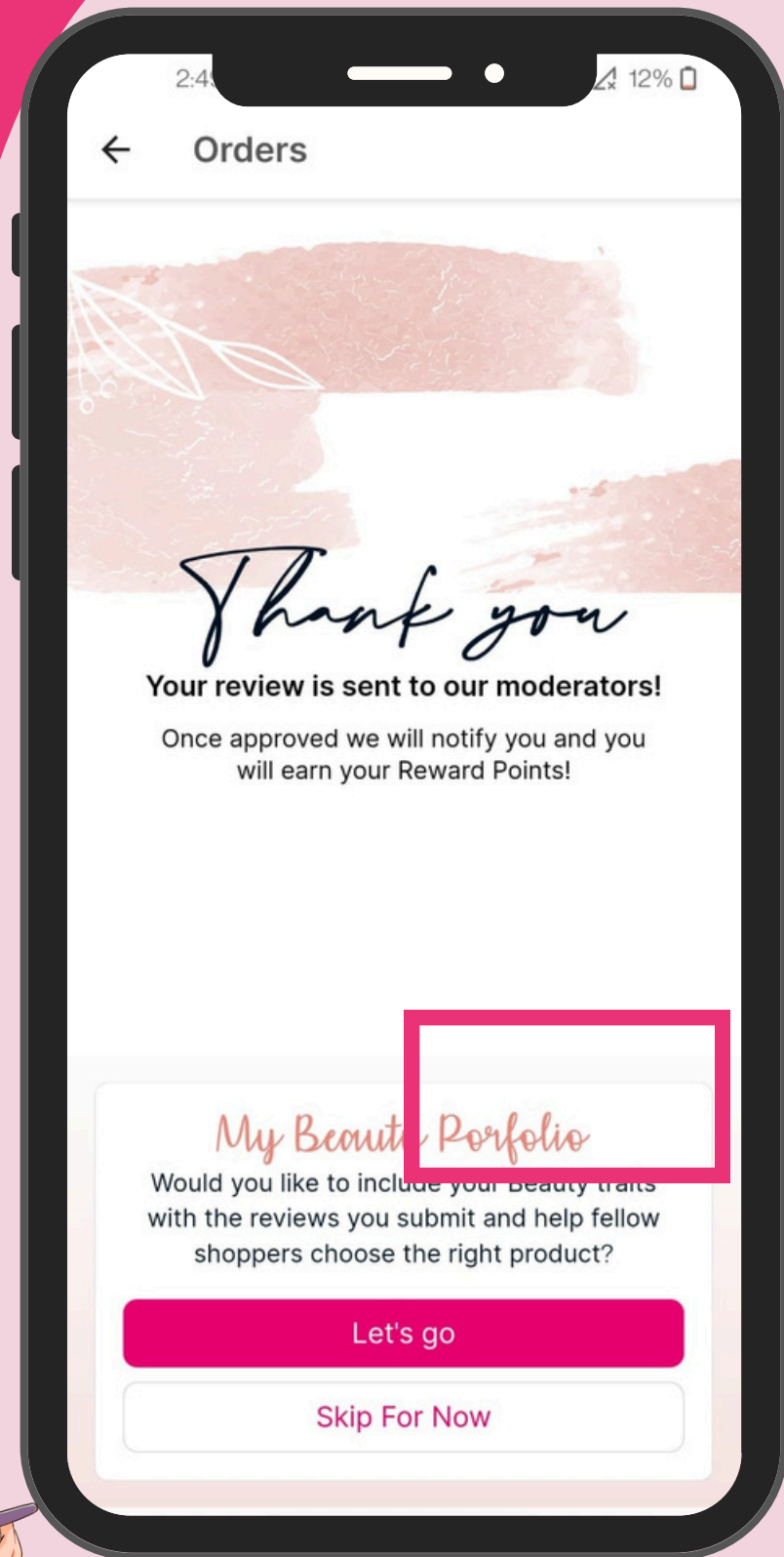
I will select the product that i want to review. I will click on "Rate the product" .



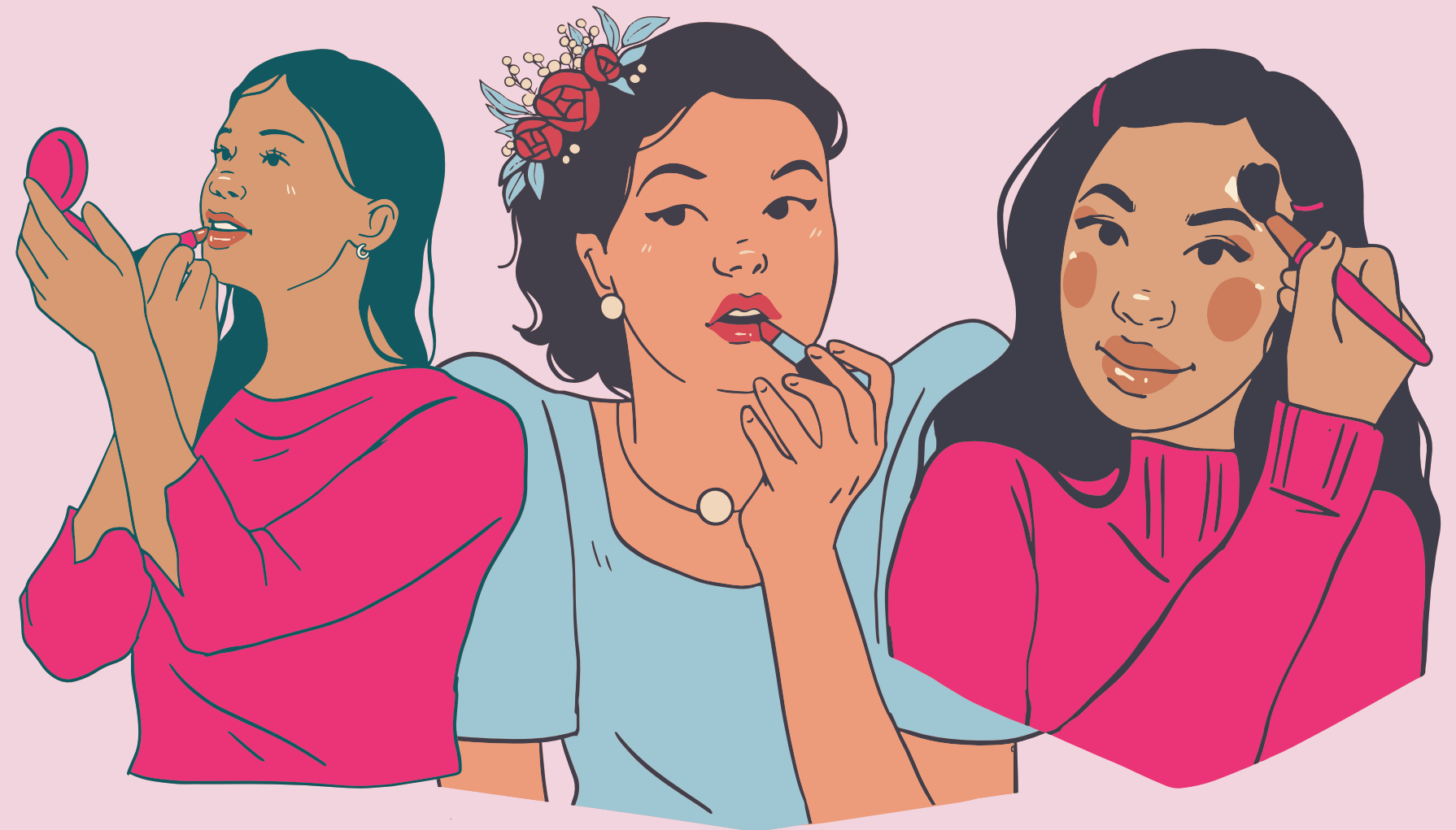
I will now write the review, rate and upload picture of the product and click on Submit.



USER JOURNEY



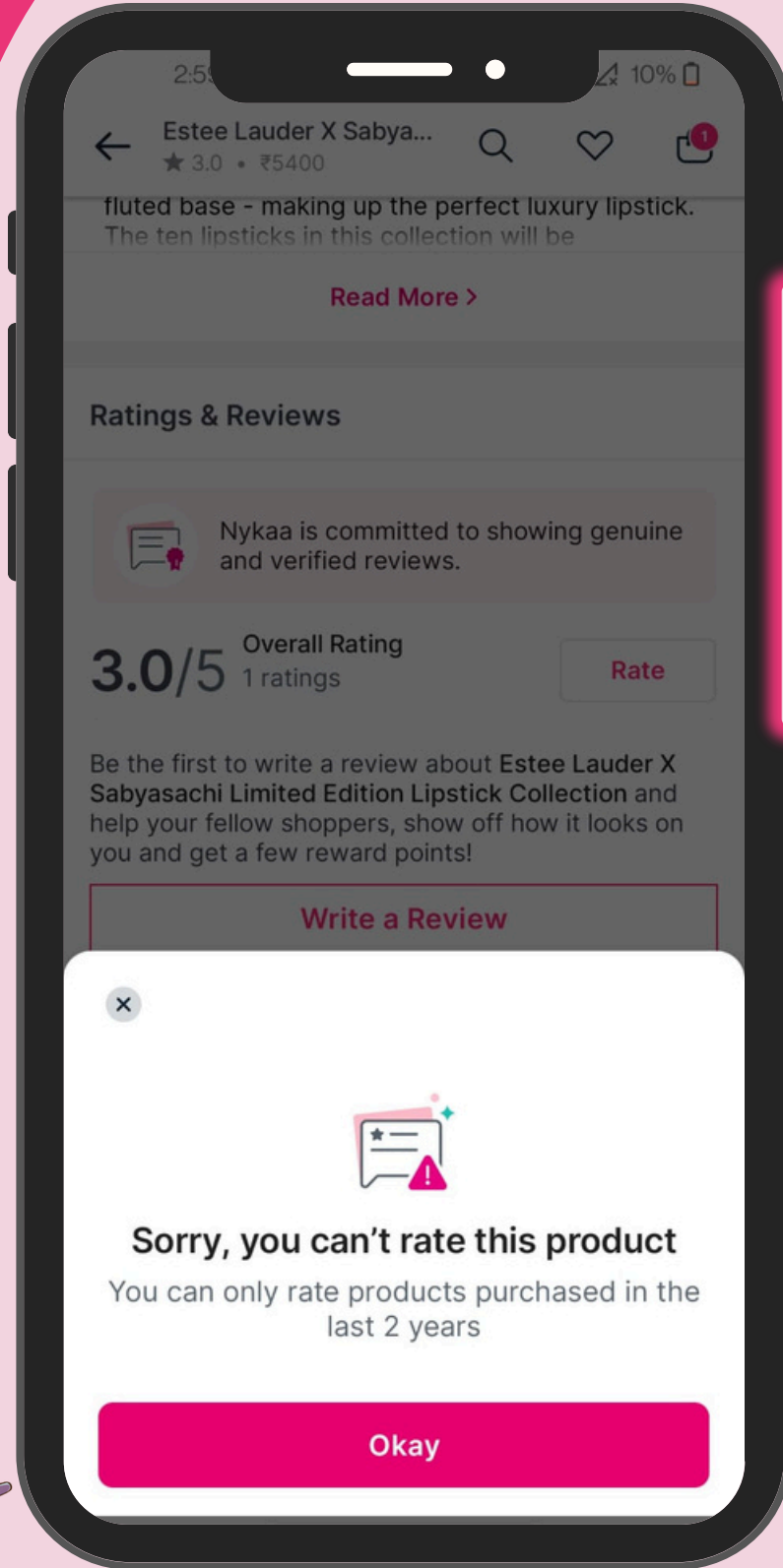
Portfolio spelling is not correct



Thankyou page after Reviewing the product.I can now set up my Beauty Portfolio as well.

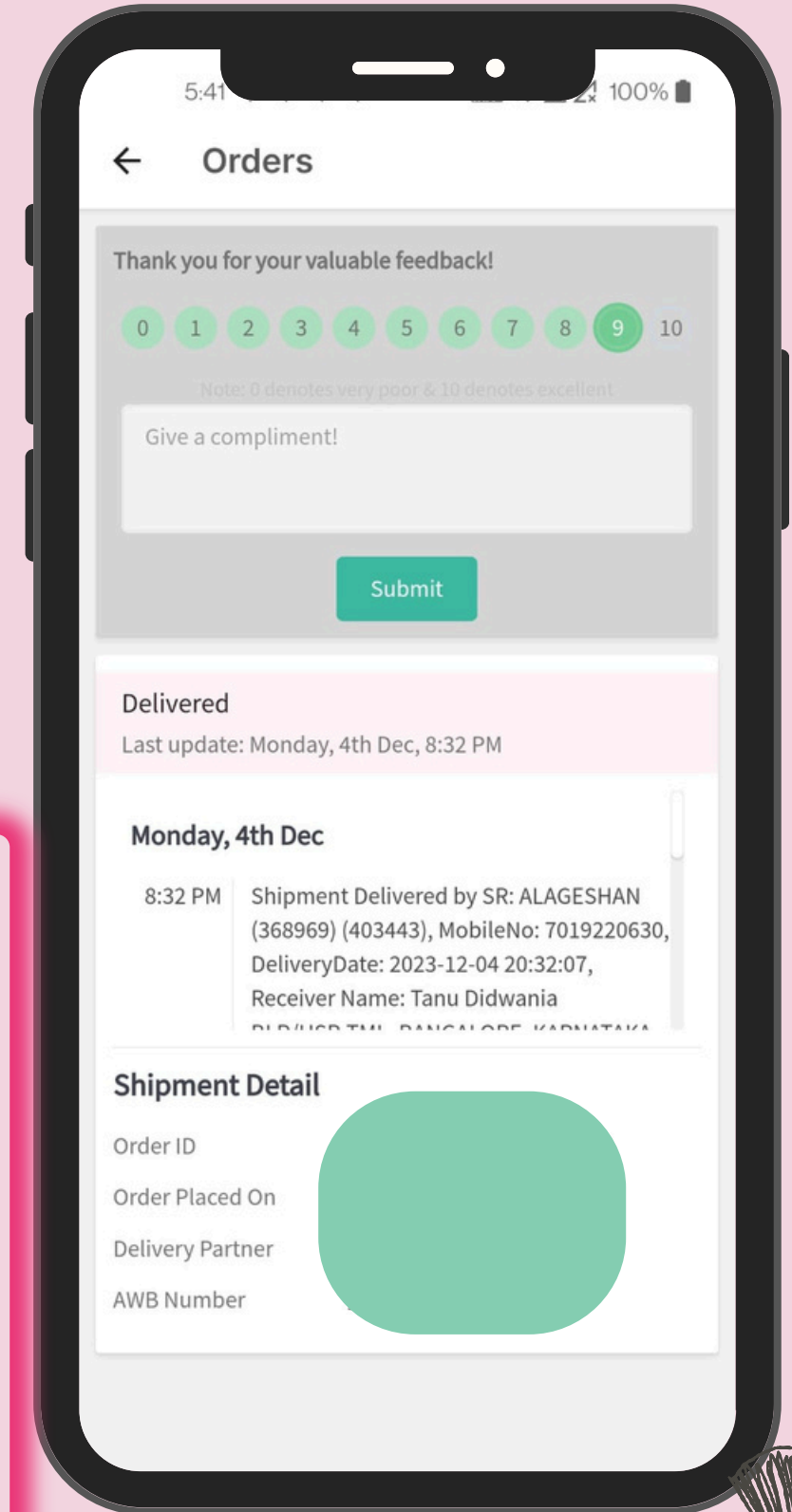


USER EXPERIENCE



I also bought a product from the store and would like to write a review. I can't rate the product because I didn't purchase it through the app.

Nykaa also offers the choice to rate the delivery experience. Monitoring delivery ratings enables Nykaa to gauge customer satisfaction levels and ensure that customers receive their orders in a timely and satisfactory manner. Positive delivery experiences contribute to overall customer satisfaction and loyalty, encouraging repeat purchases and positive word-of-mouth referrals.



IMPROVEMENTS & RECOMMENDATIONS

- Can allow everyone to rate and review the free products they've received.
- A new rating and review feature for "in-store purchases" could be included.
- When I was rating a few products, it moved to the next page and the rating I gave was gone so I had to rate them again. There was a disparity between the items. This should also be taken care of.
- On the Thank You Page, the "Portfolio" spelling can be corrected.



THANK YOU FOR
WATCHING!

