



The Beauty and the Tech

Beauty and Personal Care

Buying a product from Nykaa



By- Arushi Rana

About NYKAA

“Inspiring Indians to make best fashion and lifestyle choices”

Nykaa is a multi-brand beauty and personal care products retailer which started off as an e-commerce platform in 2012. Later expanded its offline stores in different locations in the country named as Nykaa Luxe and Nykaa On-Trend. Today, Nykaa is a leading BPC platform with 17 million active users.

The huge untapped Beauty and personal care market which existed in India did not have any platform which addressed the problem of accessibility to these wide range of products. Nykaa solved it!

Today Nykaa not only provides a channel to Tier 1 cities but also to Tier 2,3 and 4 cities. It is the first platform to ever onboard High end luxury brands like Huda Beauty, Estee Lauder etc in India.

Target Audience

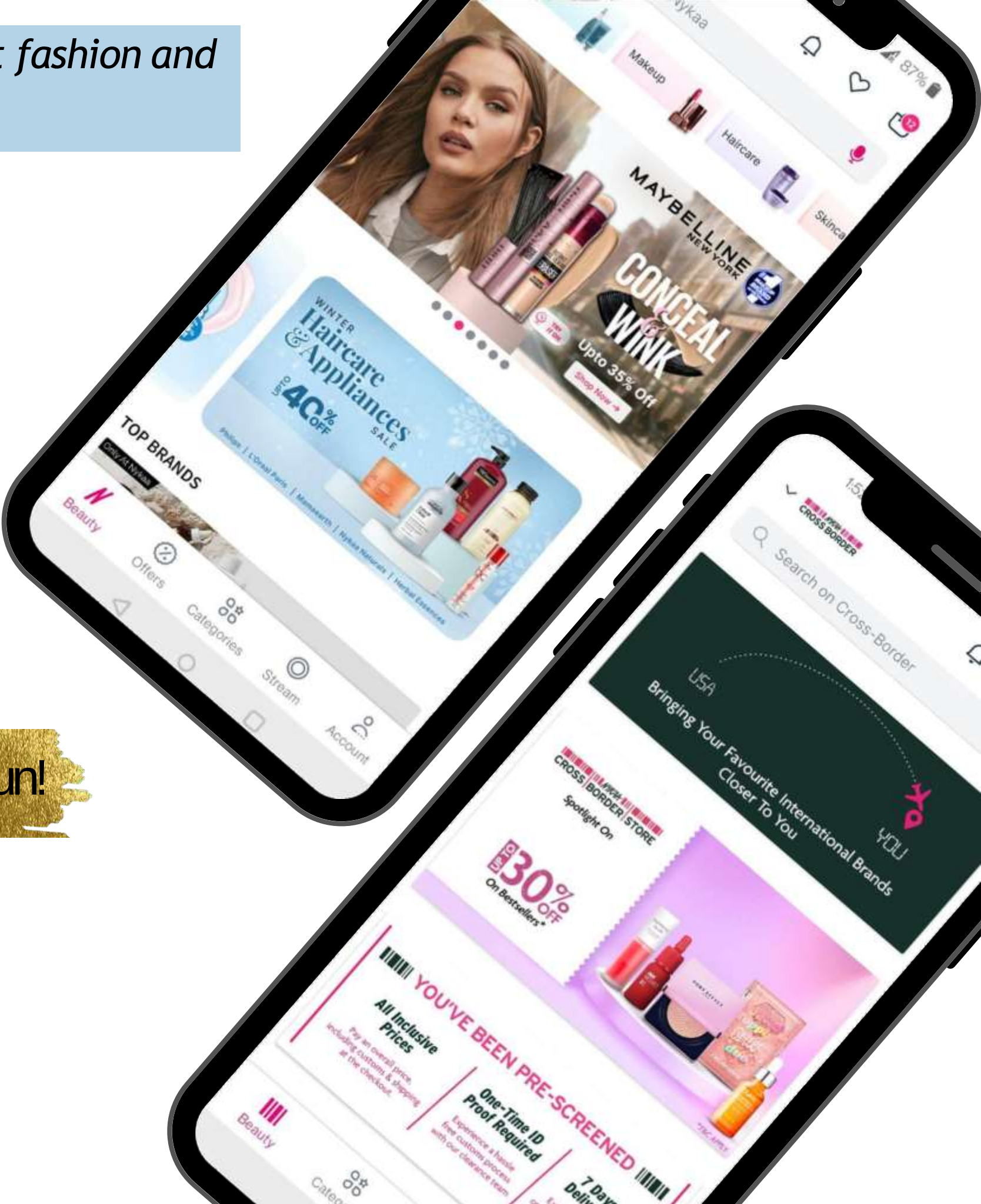
Nykaa targets women aged 20-40 years. But now Nykaa has also given its male audience a platform to help grooming themselves.

Why should girls have all the fun!

Nykaa Product offerings

Nykaa : One stop Beauty shop
Nykaa Luxe: Luxury Beauty
Nykaa Cross Border: Bringing international brands closer
Nykaa Pro: Go-to-place for Business (Exclusively for MUAs)
Nykaa Fashion: Fashion Retail

*MUA- Make-up Artists



User Persona



Parul Singh

Parul is a professional Makeup Artist working in Mumbai. Most of her clientele is high end and require only luxury makeup products to be used on them. She also runs her own beauty workshops where she teaches aspiring MUAs. She is also a social media influencer, where she makes content for got to makeup tips.

Goals

- Access to high-end makeup products without compromising their quality.
- Creating Makeup training kits for her students covering all categories of products in a simplified manner.

Pain points

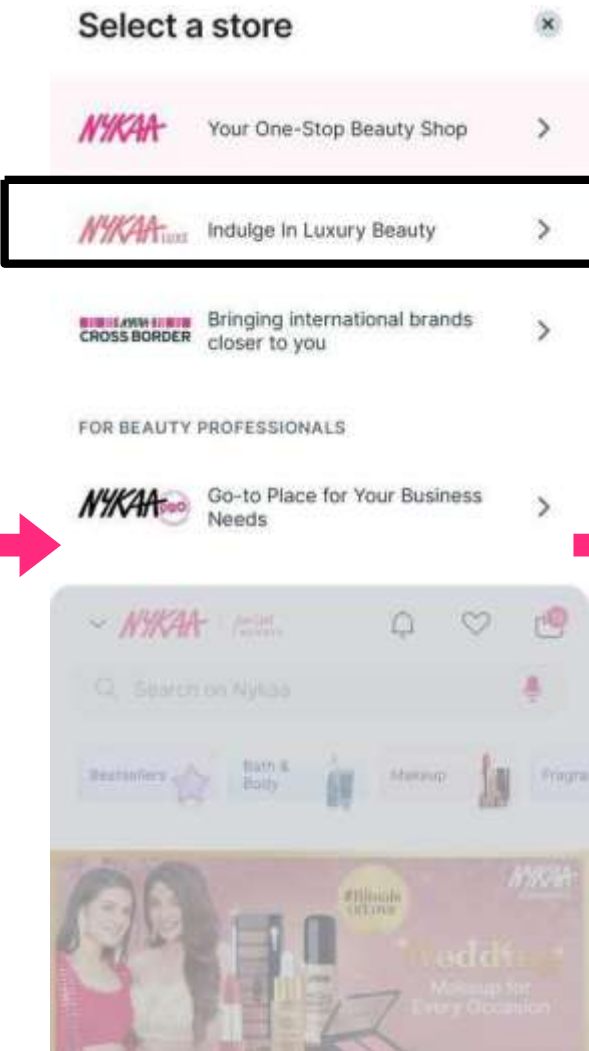
- Very skeptical about the quality of luxury products.
- Many times the products which she requires for her clients are out of stock in offline stores.
- No offers on her training kits when buying offline.

User Journey

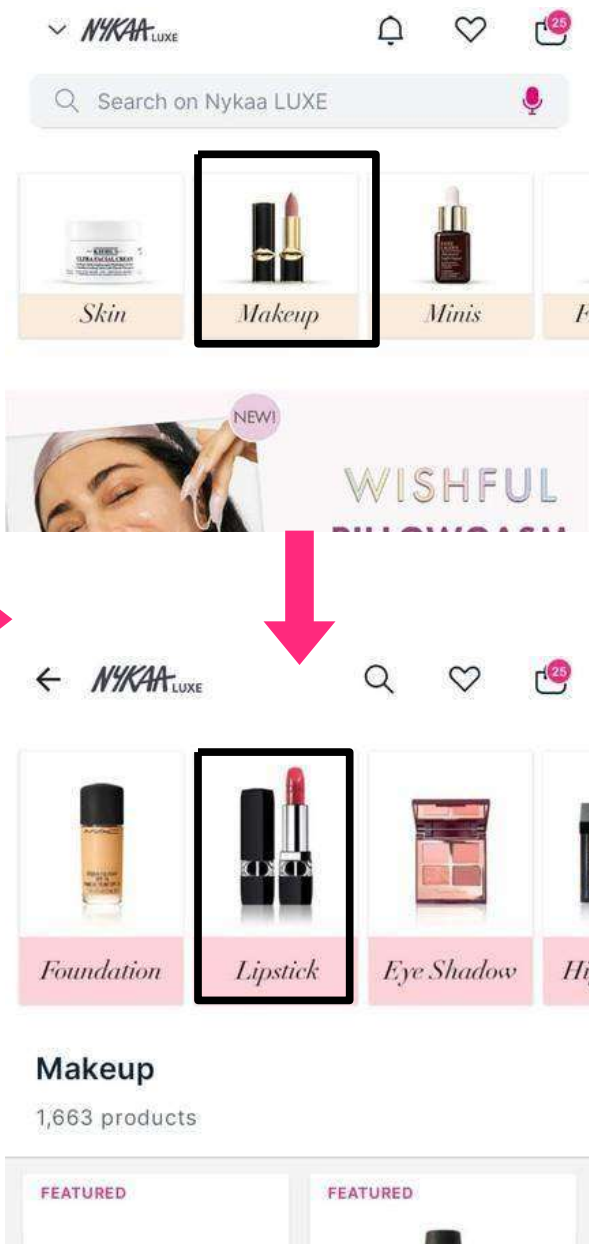
Objective : To buy products for creating five training kits for her students.



1. Opens the Nykaa App

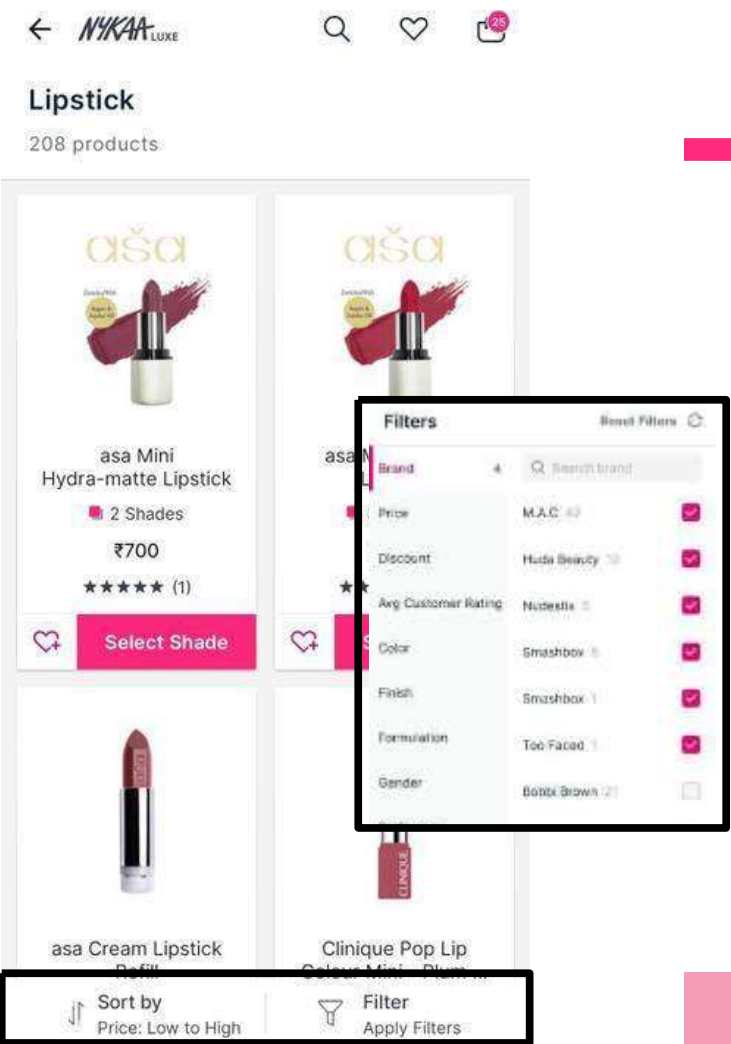


2. Goes to Nykaa Luxe

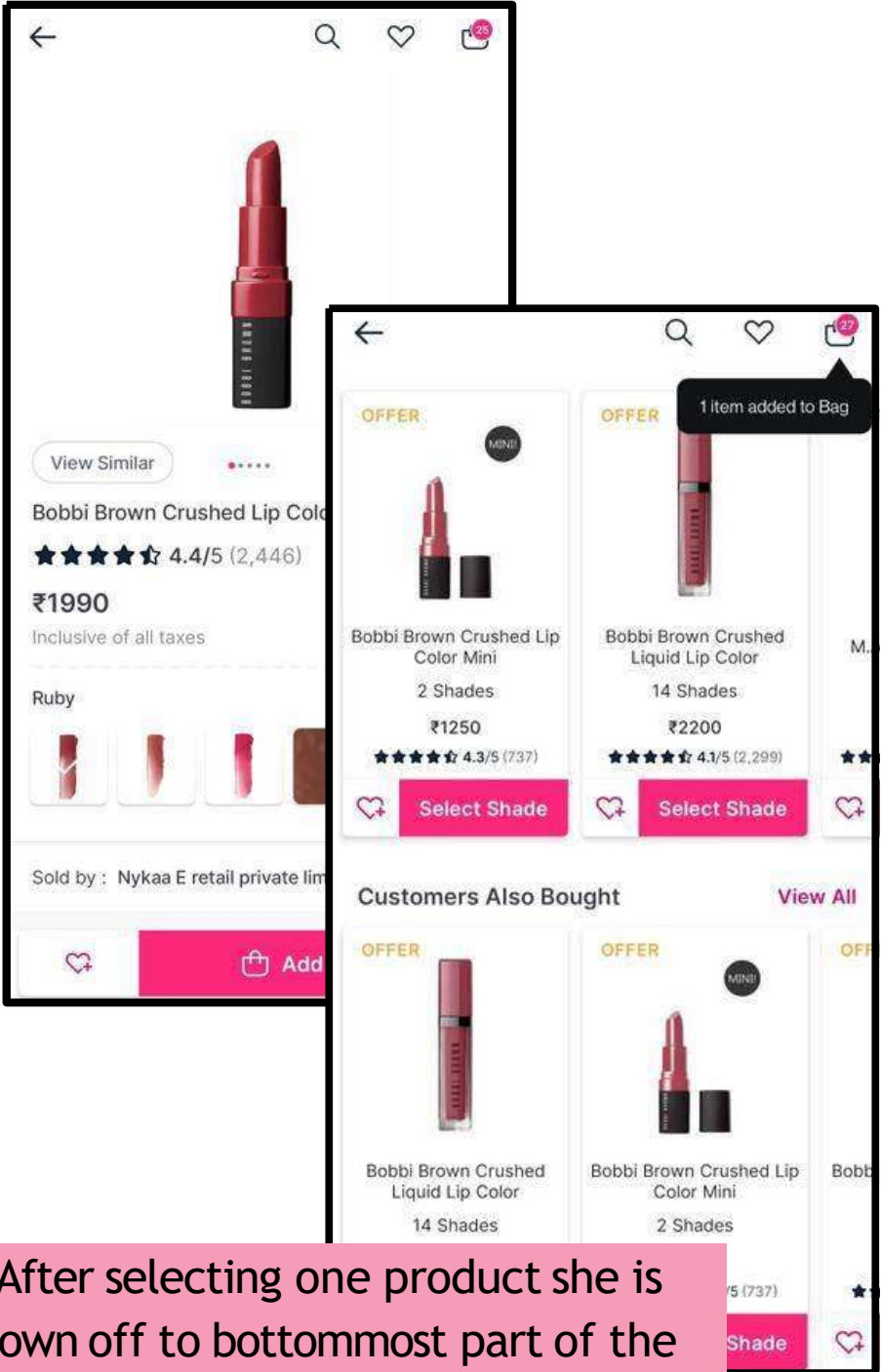


3. Goes to Make up section and then selects Lipstick from the page

4. Sorts the products as Low to high price range and filters by brand.



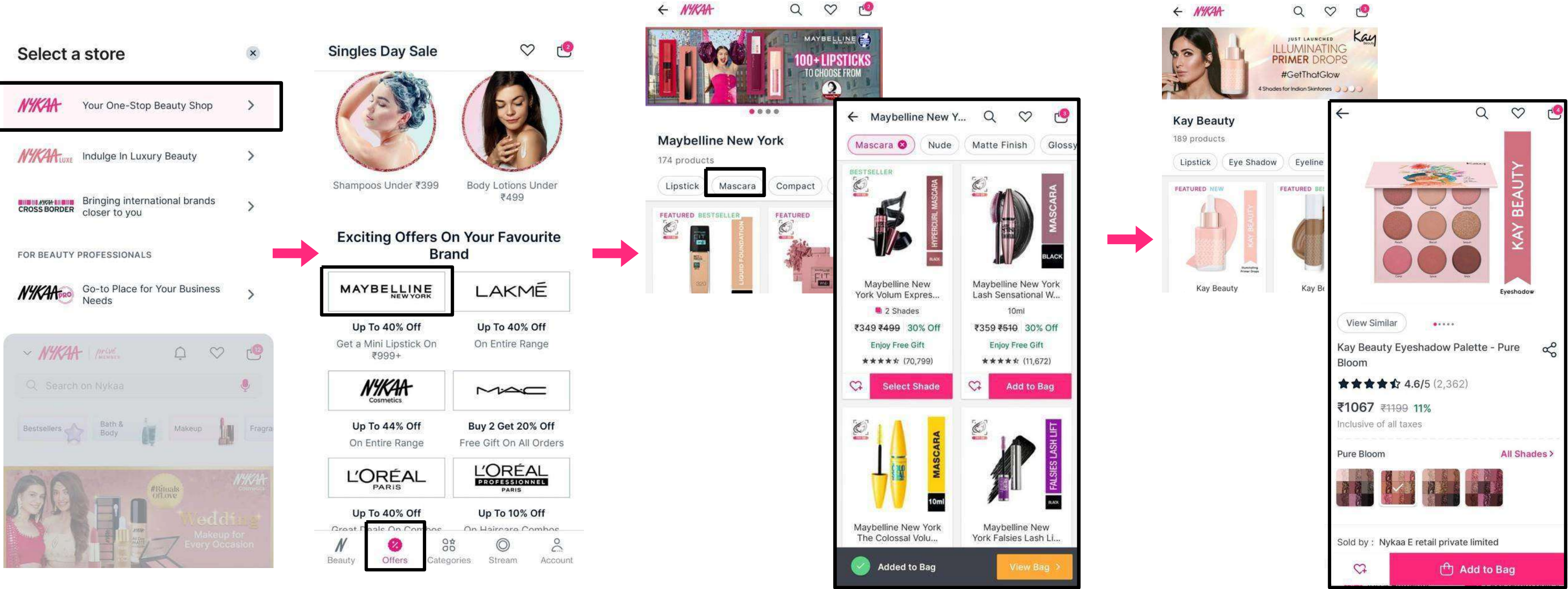
5. After selecting one product she is thrown off to bottommost part of the page. For customer also bought section.



As she wants to add more products with different colors she has to go up again and again to add more.

User Journey

Objective : To buy products for creating five training kits for her students.



6. Goes to Nykaa one stop store

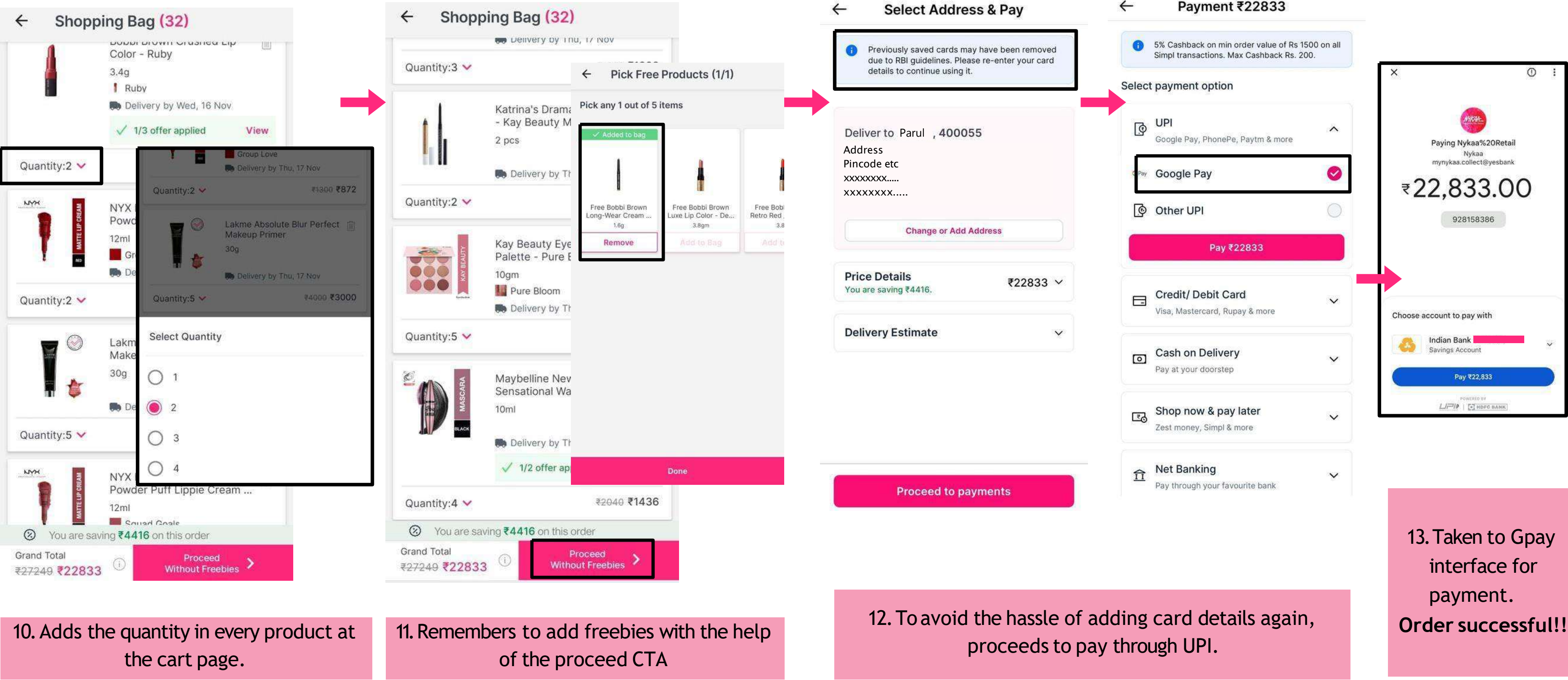
7. Goes to offers section and selects the Maybelline Brand

8. Selects the type of product- here mascara from top banner and proceeds to add one.

9. Similarly selects Kay beauty and adds the required products.

User Journey

Objective : To buy products for creating five training kits for her students.



Friction Points and Improvements

Friction points

After selecting the shade and adding it to the bag, the user is thrown off to the bottom part of the page. The user has to come back up to add more products. The option to add more than one product is not available

In the offers tab, there is no option of going by the product. The offers are segregated by brands. The user gets confused while looking at different brands for offers as not all brands have every product.

Inside the cart, the user has to select the quantity of the product one by one using the drop-down button.

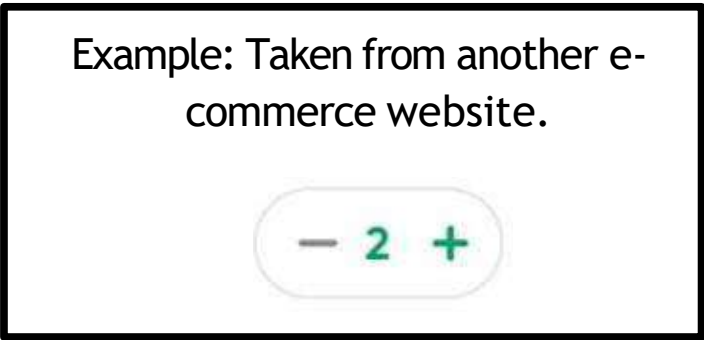
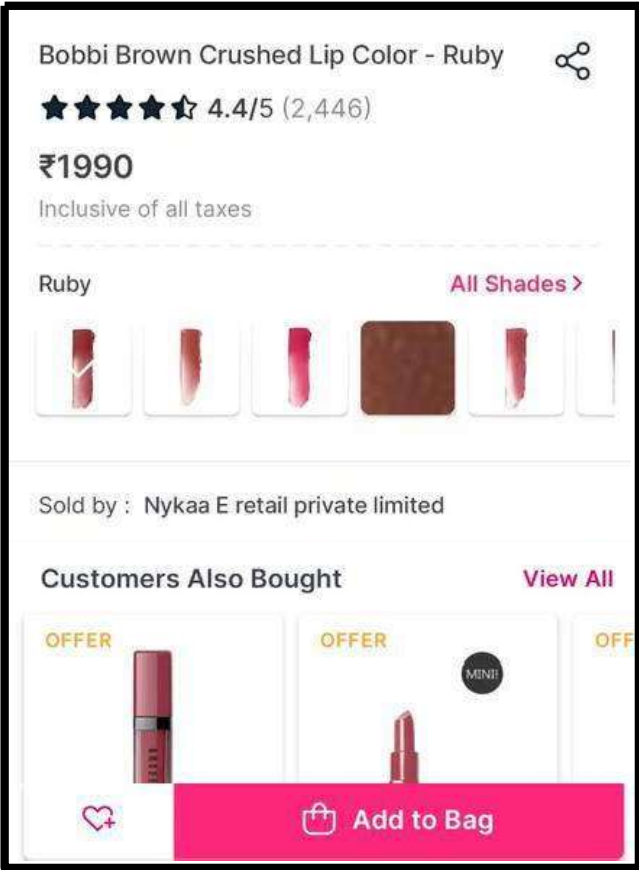
Proposed Improvements

The placement of showing the recommendations to the customers can be changed from the bottom-most part to the section just below the product details in a carousel format.

This will allow the users to scroll through the recommended products without taking too much space and not throwing off the user to a different section.

In the offers section, in the topmost area, a product-wise categorization in a horizontal strip could be introduced. With product bifurcations, the user can directly jump to it avoiding the hassle of finding something in each brand.

This can be solved by providing the users the option to add quantity on the product page itself. If nothing is added, default can be taken as one.



Highlighted features and Moonshot idea

What's Good?

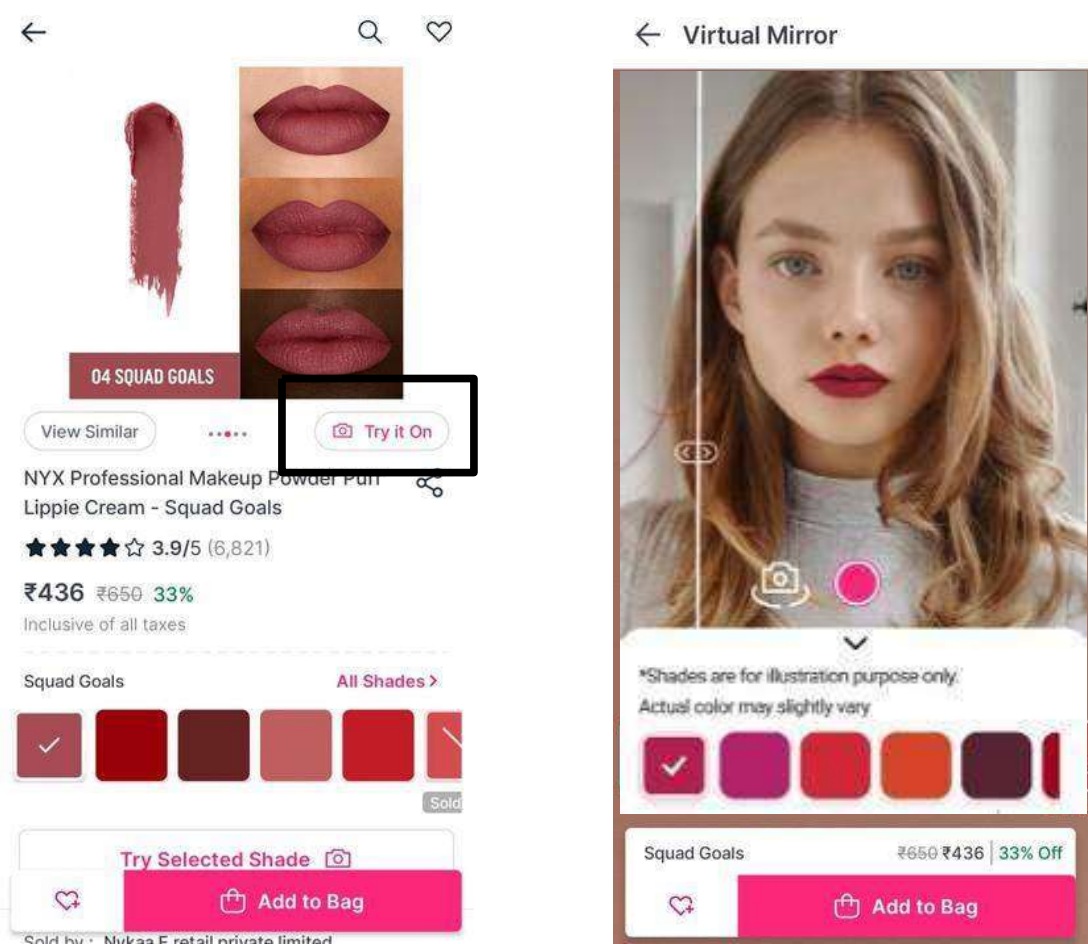
The flow for product search is very organized. Starting from makeup, skincare, etc, and bifurcations for different types of products in each section. Easy to navigate.

Try it on option introduced by Nykaa. It is currently available for some products. It allows the customers to open their camera and see how will a shade of the product look on a particular complexion by using the concept of Virtual Mirror.

Extension of Try It On feature

As of now, try it on option is only available for people to try shades of lipstick. It can be extended to other products like eye shadow/countour etc or any product which includes the process of judging the shades through swatches.

Swatching is an activity in which you take a product let's say eye shadow and put streaks of it on your arm. Do it for every shade to have a considerable comparison wrt the complexion.



Try it on can use the swatching method as an extension of the feature and give the perspective of different shades of a particular palette. As many times users try to buy one palette by looking at the overall look and feel using swatches.



Metrics

North Star Metric	Measures how many users are active on the platform daily/weekly.
Daily active users / MAU	
L1Metric	Measures and gives an idea about how much a user is spending on a particular order.
Average cart value / user	
L2 Metric	Tells us how many carts are being abandoned and gives a scope of improvement.
Cart abandonment rate	

Sources:
Startuptalky.com
Lapaas.com

THANK YOU FOR READING

Nykaa has completely revolutionized how the Indian women approaches beauty and personal care. It connected women from all over India to best Brands and not only women, they are also expanding themselves for Mens grooming.