

Product Audit & Friction Analysis

Myntra - Size & Fit at the Point of Purchase

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Audit thesis. Wrong-size purchases are fashion e-commerce's most expensive friction. Myntra already shows a size chart and even a purchase-history size recommendation - yet fit is still the top return driver. The opportunity is an AI fit-advisor that goes further: garment-aware, explainable, confidence-scored, and useful even on a first-ever or cross-brand purchase. This file maps the flow, mines real customer voice, isolates five frictions, and selects the one that drives Files 2-6.

1. Product & Flow Selection

Product

Myntra - India's largest fashion-and-lifestyle e-commerce platform, carrying 7 lakh+ products across 3,500+ brands (per its own Google Play listing). Apparel is its core category.

Why this product

Fashion is the highest-return category in e-commerce, and Myntra is the Indian category leader, so any friction in the buy-a-garment flow is both high-volume and economically heavy. Indian apparel return rates run 25-40%, well above the ~17% all-category online average, and fit/sizing is the single largest driver. Myntra's own co-founder put it bluntly: sizing confusion has caused almost 50% of the platform's returns. Crucially, this is not a new or unattended problem - Myntra has already shipped a standardised size chart, a how-to-measure guide, and a purchase-history size recommendation - yet a decade on, fit is still the top return reason. The incremental fixes have plateaued, which is exactly why a sharper approach is worth specifying.

The single flow audited

One narrow moment: size selection on an apparel product page (PDP) - from opening a clothing item, to consulting the size chart and the on-screen size recommendation, to committing to a size and adding to bag. It is deliberately narrow: this is the single decision where a shopper bets on a size they cannot physically try.

What Myntra already does here (the "before")

- A static size chart per garment (chest, front length) plus a "How to measure yourself" guide.
- A purchase-history size recommendation on the PDP itself: *"We recommend L based on your purchase history."*
- A standardised cross-brand size chart (announced years ago) intended to cut returns by ~30%.

So the gap is not "no personalisation." The gap is that this guidance is garment-blind (it ignores how this specific item is cut and whether it stretches), unexplained (just "we recommend

L,” with no reasoning or confidence), and absent exactly when a shopper has no purchase history to lean on - a first-ever buy, a new brand, or a new category. That is the friction this project targets.

Why this flow matters

- **To the user:** a wrong size means a failed purchase, the hassle of a return or exchange, money locked up while a refund processes, and - during sales - losing the item entirely.
- **To the business:** every wrong-size order triggers reverse logistics, refund/exchange handling, inventory disruption, and trust erosion. At category return rates of 25-40%, shaving even a few points off size-driven returns is material margin. AI fit tools have been shown to cut returns by 20-30%.

2. Target User Segment

Dimension	Description
Who they are	The mainstream Myntra apparel shopper: value-conscious, mobile-first, buying across many brands they have no consistent fit reference for. Several items a month, across price tiers and labels - not couture buyers.
Goal in this flow	Pick the size most likely to fit on the first try - without gaming the return system or ordering two sizes “to be safe.”
Context	On the phone, often mid-commute or late at night, low patience, frequently during high-pressure sale events when both stock and decision time are scarce. They cannot touch the fabric or try the garment; the fit signals available are a static chart, model photos, and a purchase-history size hint that breaks down on anything new.
What success looks like	The garment arrives and fits. They keep it. No return, no exchange, no refund wait. “Right the first time.”

Illustrative persona. Sneha, 27, Pune - buys 3-4 apparel items a month across 8-10 brands. Burned repeatedly by inconsistent sizing, she now habitually orders two sizes and returns one. This “bracketing” is not a quirk: about 63% of online shoppers now do it, and it is a direct, measurable symptom of size uncertainty at purchase.

3. User-Flow Map

Below is the size-and-fit flow as a real user experiences it. The diagram shows the happy path along the top, with the size-selection decision flagged as the friction, and the failure path - the “return spiral” a wrong size triggers - along the bottom.

Myntra - Size & Fit selection flow (apparel PDP)

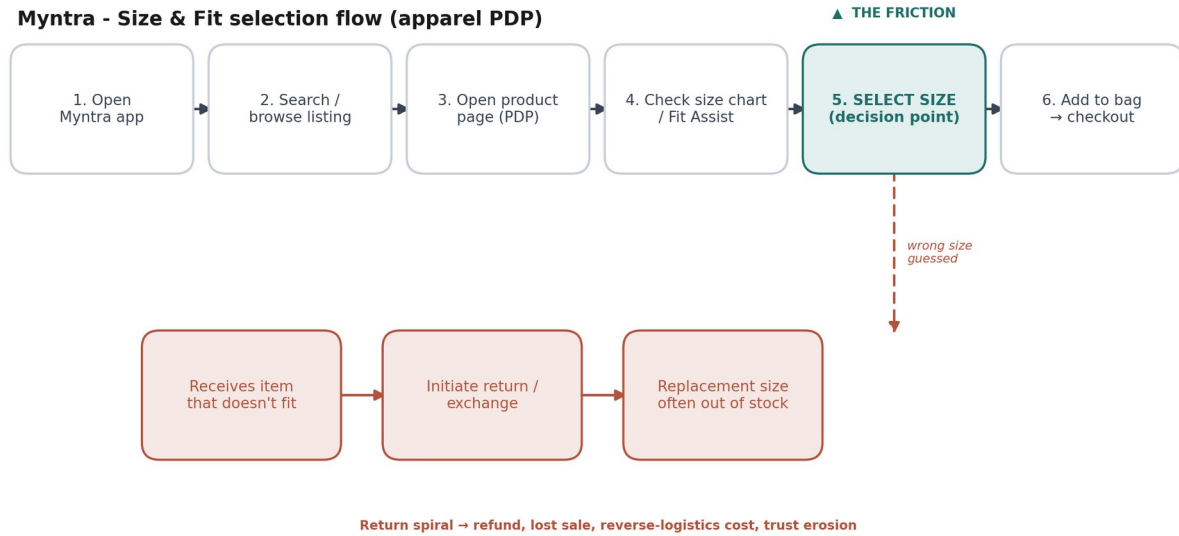


Figure 3.1 - Myntra size-and-fit selection flow. Teal = the friction node; terracotta = the downstream return spiral.

Step-by-step, captured live from Myntra (myntra.com), with the size-selection decision flagged as the friction:

1. **Open Myntra** - User lands on the home / shop-by-category screen and begins a session.

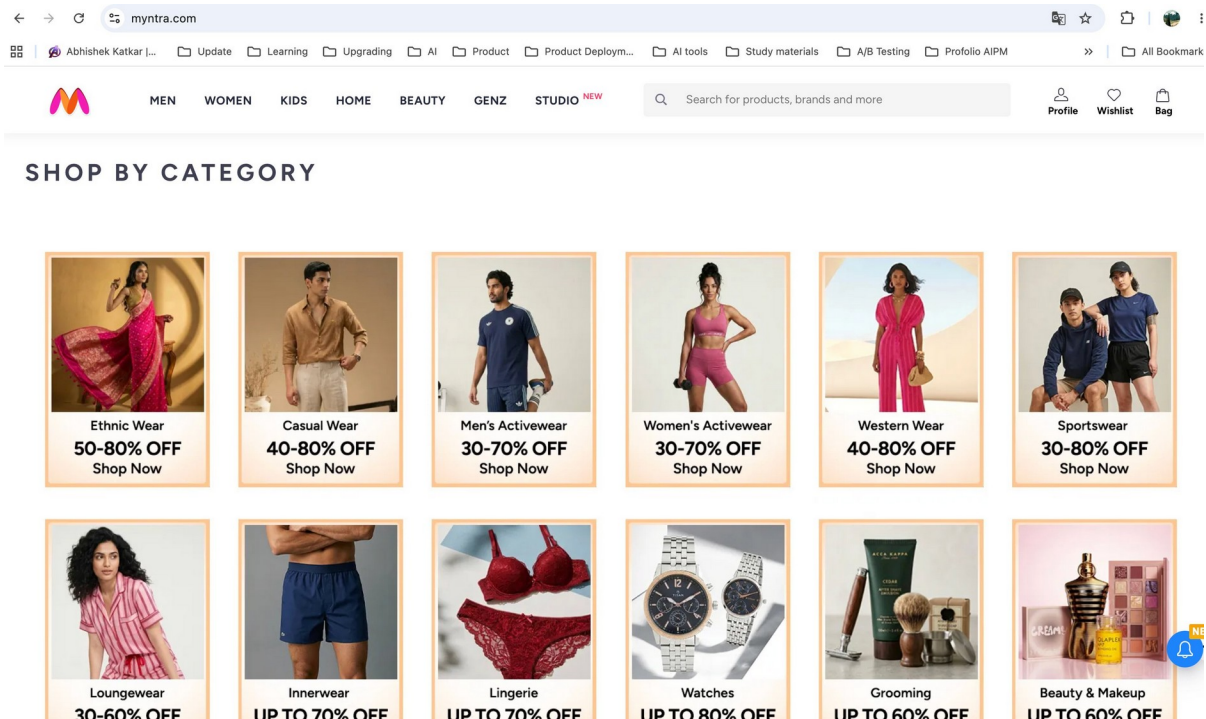


Figure 3.2 - Myntra home (Shop by Category).

2. **Browse to a listing** - User opens an apparel category - e.g. Men T-Shirts, 348,357 items.

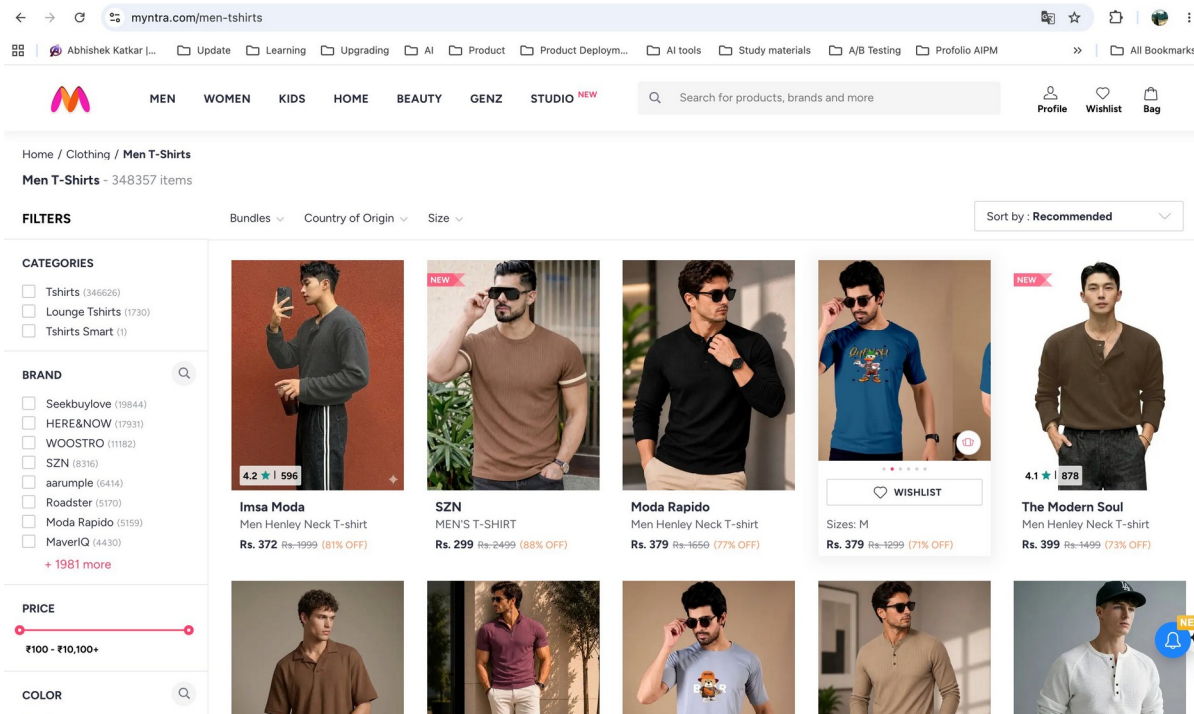


Figure 3.3 - Category listing with 3.4 lakh+ items, where size knowledge does not transfer brand to brand.

3. **Open a product page - THE FRICTION** - User reaches the size selector. Note the on-screen recommendation: “We recommend L based on your purchase history.” It is shown, but it is garment-blind and unexplained.

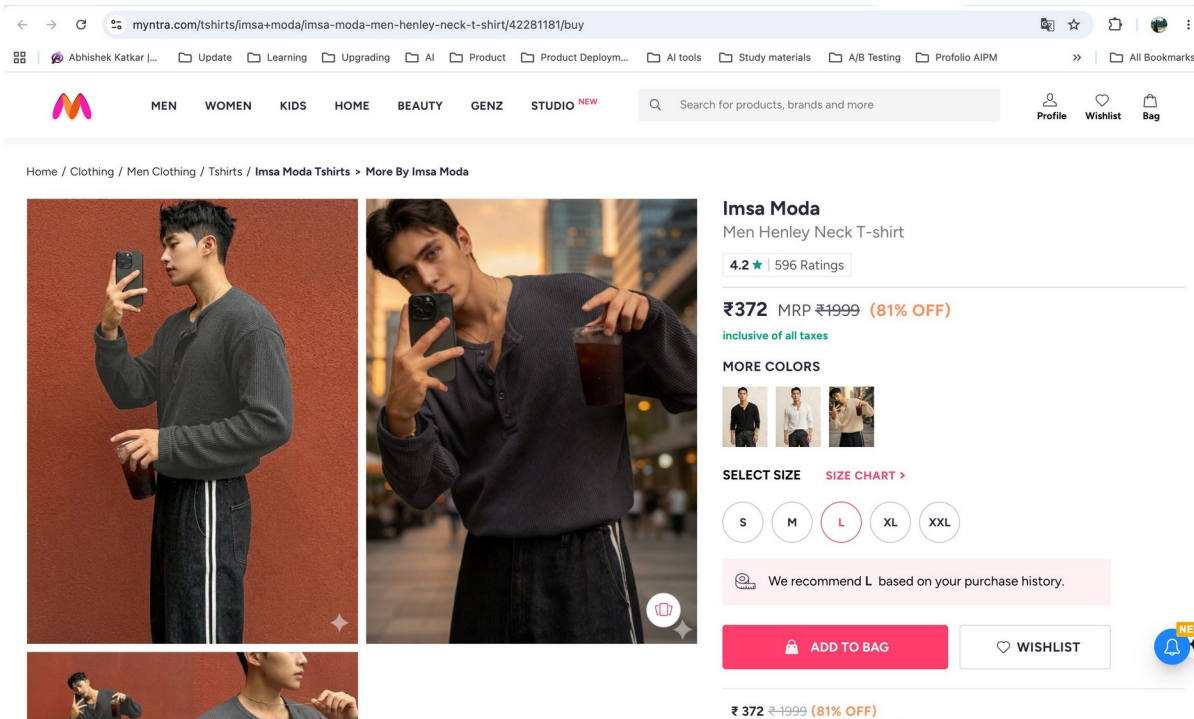


Figure 3.4 - PDP size selector. The existing purchase-history recommendation appears here (pink banner). This is the friction moment.

4. **Consult size chart / how-to-measure** - The existing guidance: a chest / front-length chart and a how-to-measure diagram - measurements, not a fit outcome.

Size Chart

How to measure

We recommend L based on your purchase history.

Size	Chest (in)	Front Length (in)
S	36.0	26.0
M	38.0	27.0
L	40.0	28.0
XL	42.0	29.0
XXL	44.0	30.0

ADD TO BAG

WISHLIST

Figure 3.5 - Size chart with the recommendation repeated. Measurements only; no read on cut, stretch, or fit intent.

5. **Add to bag** - User commits the (possibly wrong) size and proceeds to cart.

Deliver to: Abhishek Shankarrao Katkar, 560093

14 D Cross Road, Nagaravapalya, C.V Raman Nagar, C.V.Raman Nagar, Bang...

CHANGE ADDRESS

Available Offers

7.5% Assured Cashback* on a minimum spend of ₹100. T&C

Show More

1/1 ITEMS SELECTED

REMOVE

MOVE TO WISHLIST

Imsa Moda Men Henley Neck T-shirt

Sold by: Shalimar Clothing

Size: L Qty: 1

₹372 ₹1,999 ₹1,627 OFF

7 days return available

Delivery by 23 Jun 2026

ADD MORE FROM WISHLIST

COUPONS

Apply Coupons

SUPPORT TRANSFORMATIVE SOCIAL WORK IN INDIA

Donate and make a difference

₹10 ₹20 ₹50 ₹100

Know More

PRICE DETAILS (1 Item)

Total MRP ₹1,999

Discount on MRP - ₹1,627

Coupon Discount Apply Coupon

Platform Fee Know More ₹10

Total Amount ₹382

By placing the order, you agree to Myntra's Terms of Use and Privacy Policy

PLACE ORDER

Figure 3.6 - Cart with the chosen size (L) and a 7-day return - the safety net that becomes the return spiral.

6. (Failure path) Exchanges pile up - Real order history showing repeated size-driven exchanges, with exchange/return windows that close.

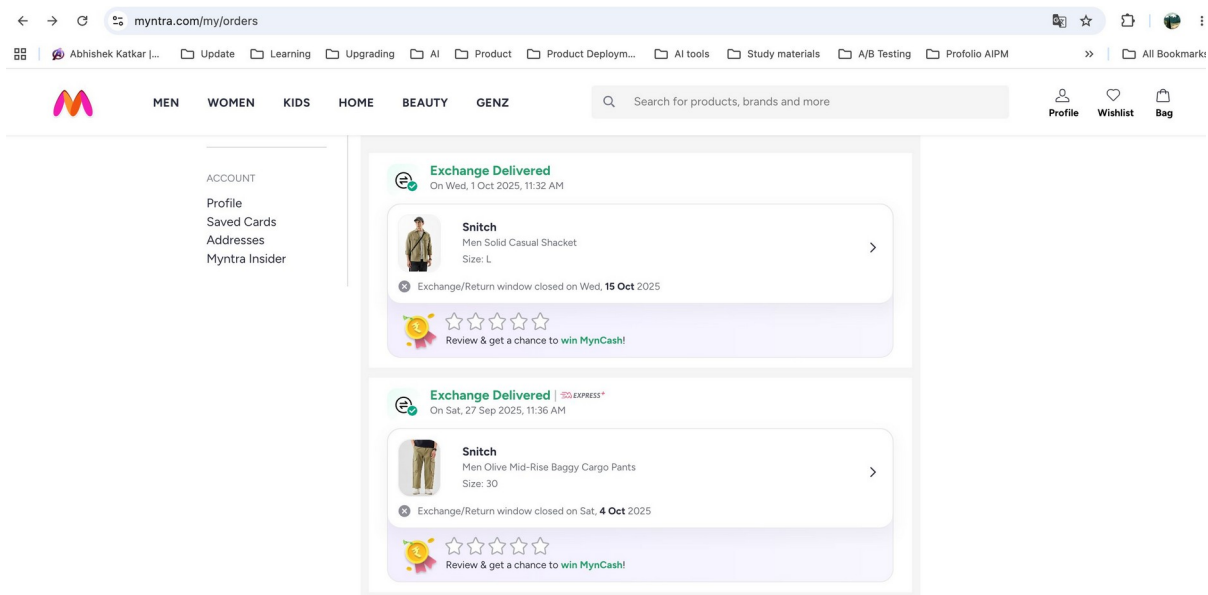


Figure 3.7 - Order history: two “Exchange Delivered” items, windows since closed. The downstream cost of a wrong size.

4. Voice-of-Customer Mining

Channels mined. Google Play Store reviews, Reddit, Trustpilot, PissedConsumer, and Myntra’s own product blog - cross-checked against an independent industry analysis (Pragma). Six sources, well beyond the two-source minimum, mixing raw user voice with category data. Every quote below is captured at source (figures 4.1-4.6).

#	Verbatim fragment (full text in screenshot)	Theme	Source
1	“one tshirt of M size has different dimensions and other has diff”	Same-brand size inconsistency	Reddit (Fig 4.6)
2	Exchange “shows not available at your pincode” for the size/style	Replacement size unavailable at exchange	Reddit (Fig 4.6)
3	“request was declined after 10 days and they closed return window”	Return window weaponised after a wrong item	Play Store, 1★, 1,997 found helpful (Fig 4.5)
4	Sizing confusion has caused “almost 50% of the returns”	Sizing is the dominant return cause	Myntra blog - co-founder (Fig 4.3)

#	Verbatim fragment (full text in screenshot)	Theme	Source
5	A brand's "Medium" can fit while another brand's "Medium" does not	Cross-brand inconsistency	Pragma analysis (Fig 4.4)
6	67-73% pick sizes from past purchases "rather than precise measurements"	Measurement avoidance	Pragma analysis (Fig 4.4)
7	Reviewers cite refunds delayed and "exchange policy issues"	Exchange/refund pain at scale	PissedConsumer - 1.7★ / 1,470 (Fig 4.1)
8	Summary flags "coupons not being restored after order cancellations"	Post-cancellation refund friction	Trustpilot - 1.1★ / 2,289 (Fig 4.2)

Evidence screenshots

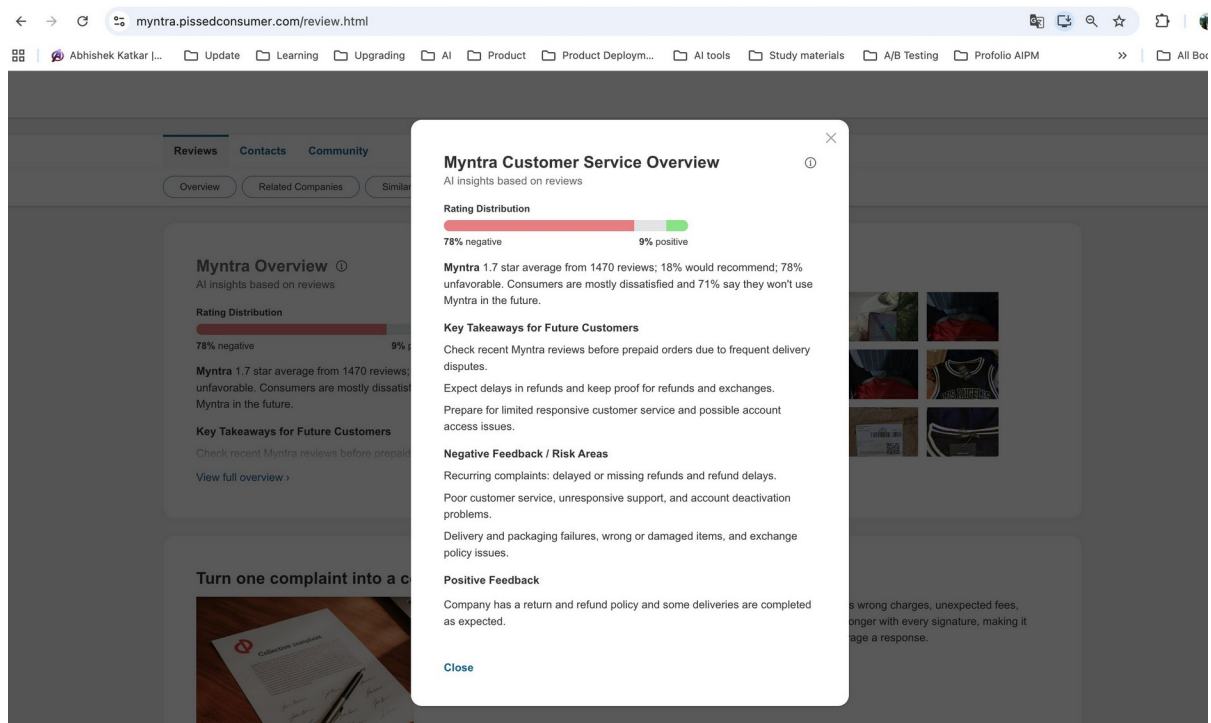


Figure 4.1 - PissedConsumer: 1.7★ from 1,470 reviews; 78% unfavourable; recurring exchange-policy and refund complaints.

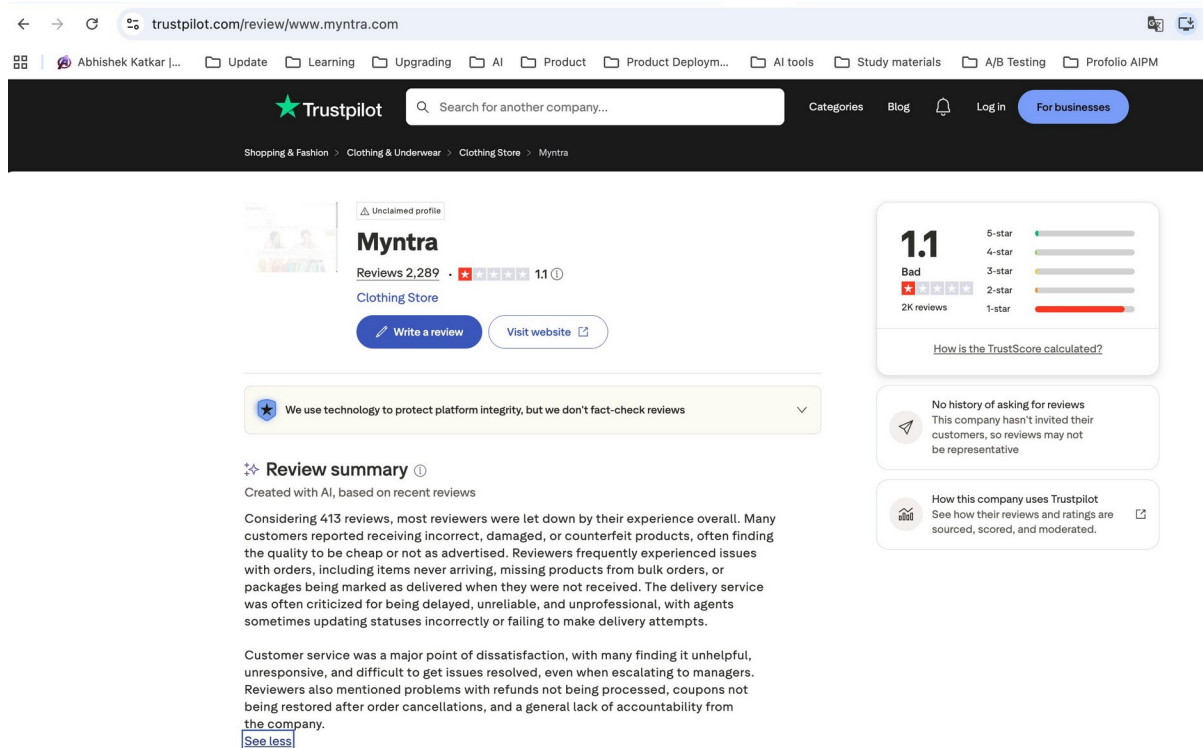


Figure 4.2 - Trustpilot: 1.1★ from 2,289 reviews; summary cites refunds not processed and coupons not restored after cancellations.

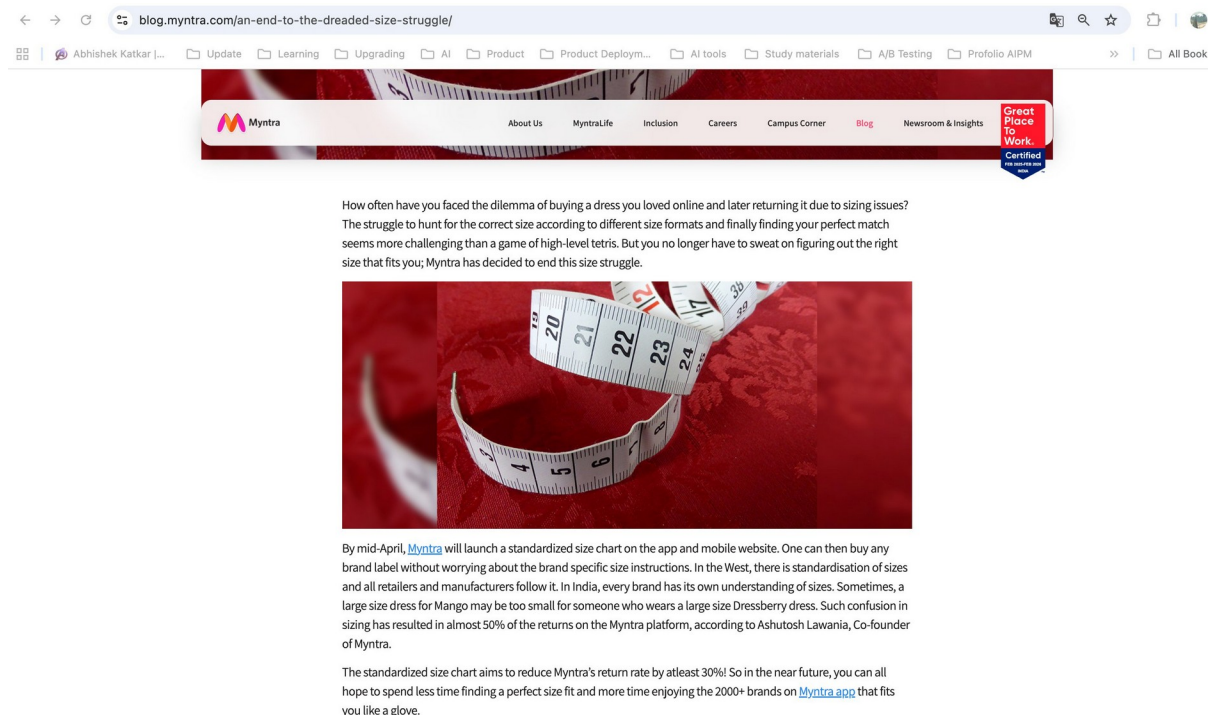


Figure 4.3 - Myntra's own blog: co-founder states sizing confusion caused almost 50% of returns; standardised chart aimed to cut returns $\geq 30\%$.

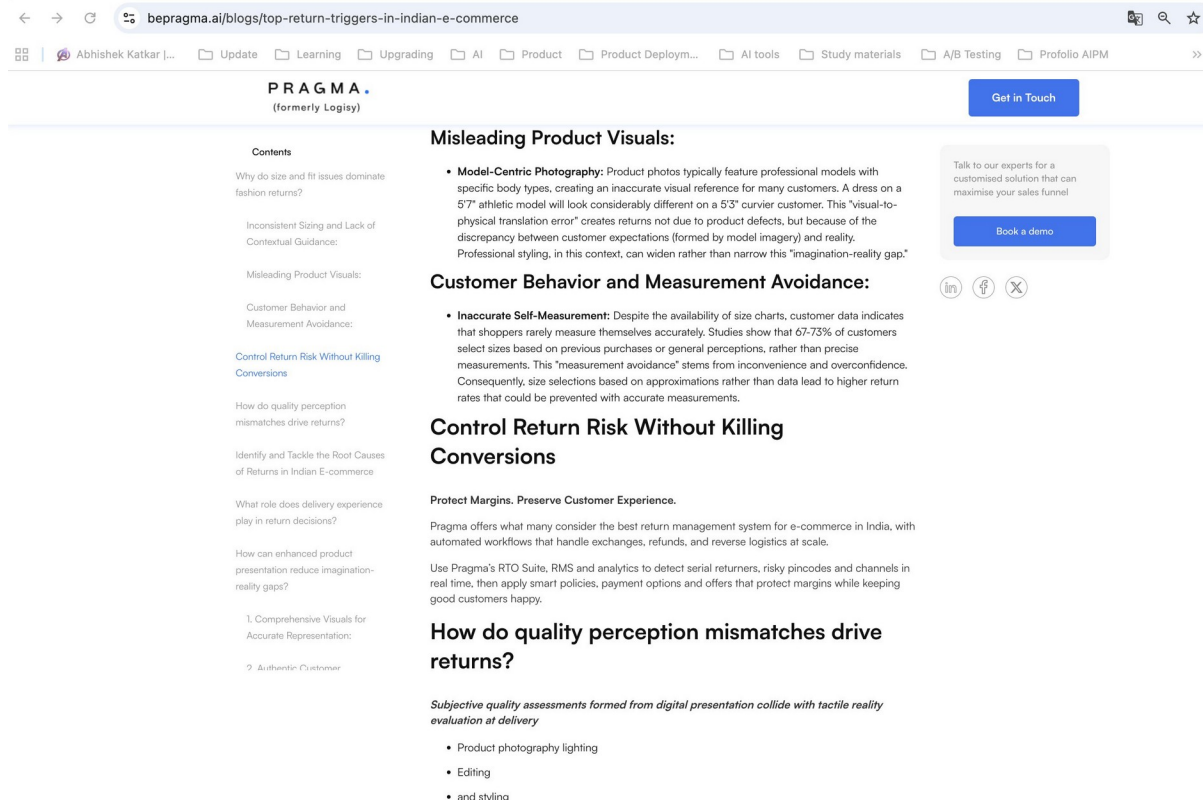


Figure 4.4 - Pragma: 67-73% of shoppers pick size by past purchase / perception, not measurement; a brand's "Medium" ≠ another's.

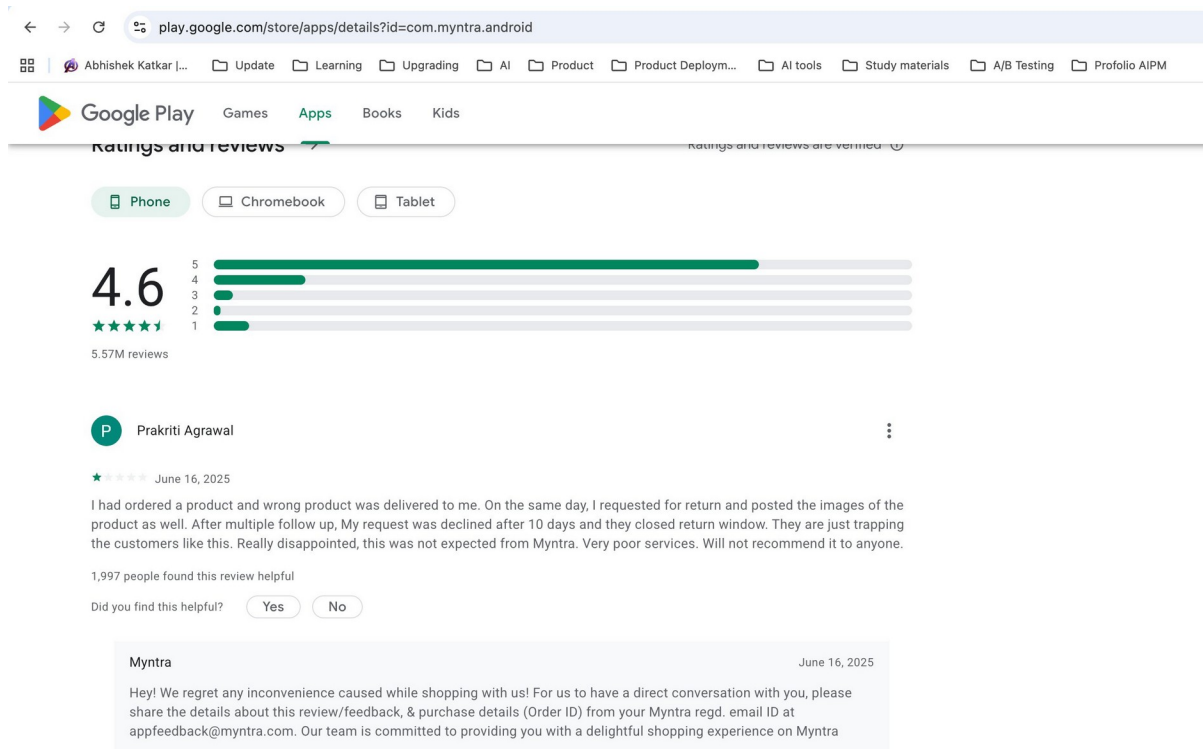


Figure 4.5 - Play Store, 1★ (1,997 found helpful): wrong item, return declined after 10 days, window closed.

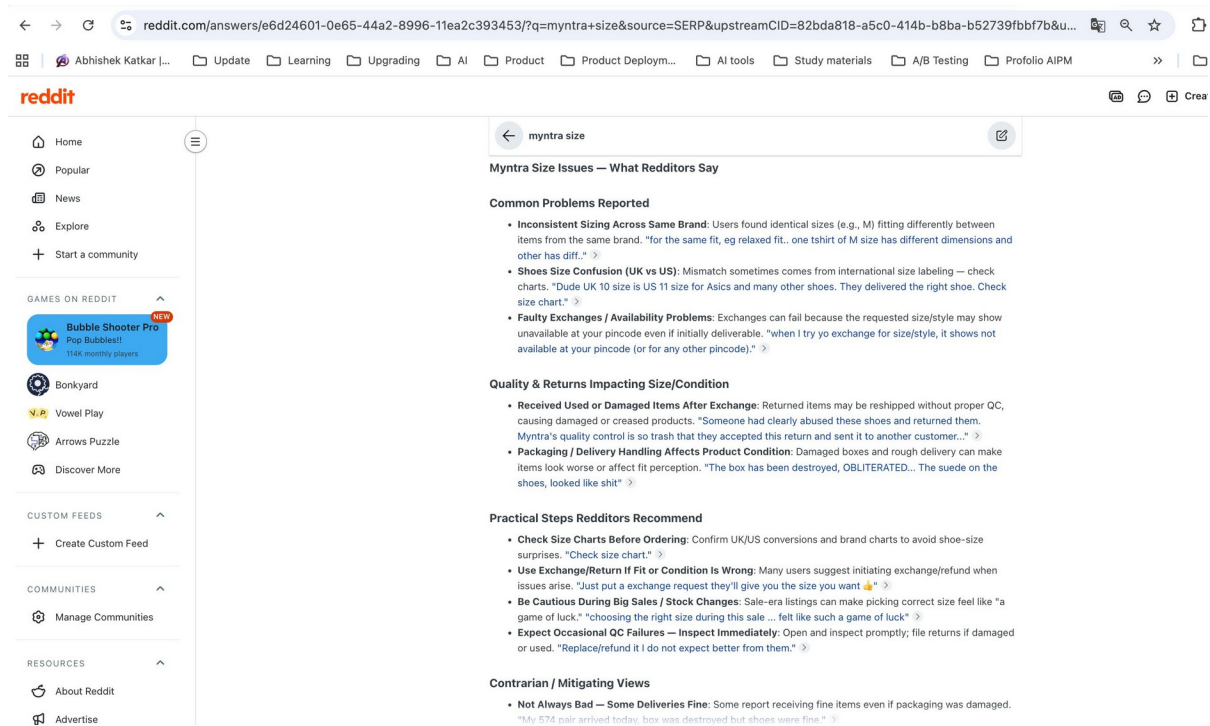


Figure 4.6 - Reddit: same-brand "M" dimensions differ; exchanges fail when the size shows out of stock at the user's pincode.

Themes extracted

1. Sizing is the dominant return cause - Myntra's own co-founder pegs it near half of all returns.
2. Cross-brand (and even same-brand) inconsistency - learned size knowledge does not transfer, even within one label.
3. The existing size recommendation is shallow - purchase-history-only, garment-blind, and unexplained, so users can't tell whether to trust it.
4. Measurement avoidance - 67-73% pick by past purchase or perception, not by measuring, so the recommendation inherits that noise.
5. Wrong size → broken exchange spiral - return windows close and exchanges stall, turning a size miss into a lost sale and broken trust.
6. Replacement size out of stock - exchange fails even when initiated; bracketing (≈63% of shoppers) is the learned coping response.

5. Five Friction Points

Five distinct frictions in the size-selection flow. F1-F3 are upstream (the size-decision itself); F4-F5 are the downstream consequences a size miss produces.

Friction	Where in the flow	Evidence (quote / observation)	Who it hurts most
F1 - The on-screen size recommendation is garment-blind, unexplained, and absent for first-time / cross-brand buys	Size-selection step on the PDP	PDP shows “We recommend L based on your purchase history” (Fig 3.4) - but no garment-cut/stretch reasoning, no confidence, and nothing for a first-ever or new-brand buy; 67-73% pick by past purchase, not measurement (Fig 4.4).	First-time / new-brand / new-category buyers (no history) and anyone buying a differently-cut garment
F2 - Cross-brand (and even same-brand) size inconsistency: “M” means different things	Across PDPs of different brands	Co-founder: sizing confusion ≈ 50% of returns (Fig 4.3); a brand’s “Medium” ≠ another’s (Fig 4.4); Reddit: same-brand “M ... has different dimensions” (Fig 4.6).	Multi-brand shoppers - i.e. most users
F3 - Guidance is measurements, not a fit outcome; shoppers avoid measuring	Size chart / how-to-measure screen	Chart gives chest / front-length only, no cut or stretch (Fig 3.5); 67-73% never measure and pick by perception (Fig 4.4).	Casual shoppers who don’t know or won’t take body measurements
F4 - Wrong size → forced into a broken exchange/return loop	Post-purchase (originates at size selection)	Play Store: “request was declined after 10 days and they closed return window” (Fig 4.5); real order history shows repeated exchanges (Fig 3.7).	Anyone who guesses wrong - a large share, given 25-40% returns
F5 - Replacement size out of stock; exchange fails even when initiated	Exchange flow	Reddit: on exchange the size/style “shows not available at your pincode” (Fig 4.6).	Sale shoppers and popular-SKU buyers

6. Impact-vs-Effort Prioritisation

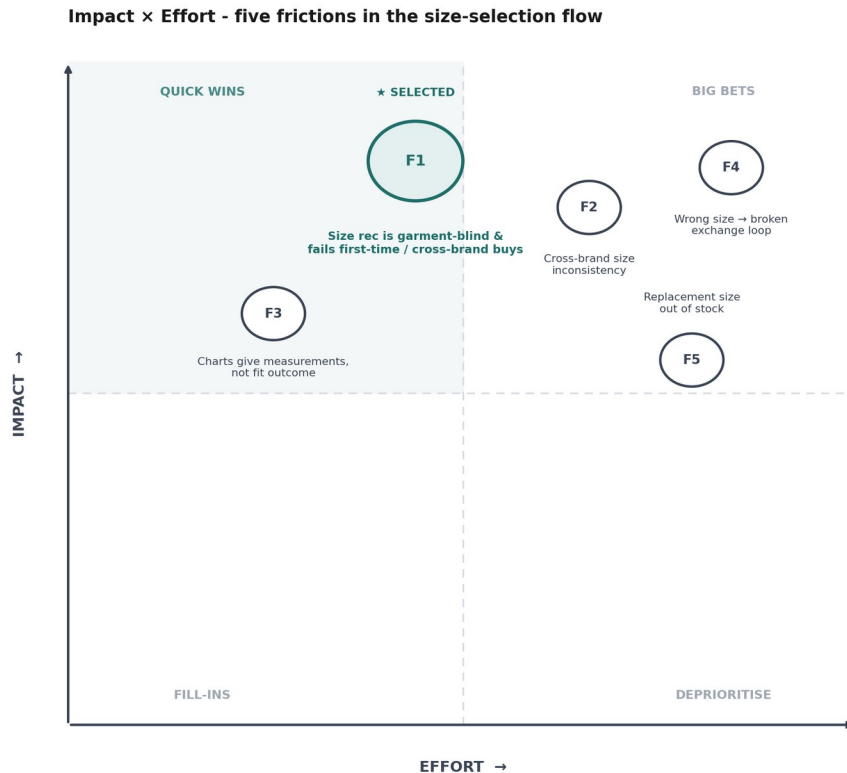


Figure 6.1 - The five frictions plotted on impact × effort. F1 is selected.

Scoring criteria

- **Impact** = (how many shoppers hit it) × (severity: lost sale + reverse-logistics cost + trust damage).
- **Effort** = build complexity to address it well - data needed, model/inference required, integration depth - judged for a realistic engineering build and a no-code prototype.

Reading the matrix

F1 and F3 sit in the quick-wins quadrant: high impact, genuinely addressable. F2 is high-impact but needs cross-brand normalisation data, pushing effort up. F4 and F5 are high-impact but are process and inventory problems - not AI's sweet spot - and they sit downstream of the size decision.

Selected friction

F1 - Even with a size chart and a purchase-history recommendation already on screen, a shopper still can't trust which size will fit: the recommendation is garment-blind, unexplained, and missing exactly when it's needed most - a first-ever buy, a new brand, or a new category.

F2 and F3 are facets of F1; F4 and F5 are its downstream consequences. Targeting F1 attacks the root cause that generates the return-spiral volume customers complain loudest about.

Why AI is the right tool here (and not a rule or UX fix)

This is the strongest part of the case, precisely because Myntra has already tried the non-AI fixes. Its co-founder pegged sizing at almost 50% of returns and promised a standardised chart would cut returns by $\geq 30\%$ - and Myntra has since shipped that chart, a how-to-measure guide, and a purchase-history size recommendation. A decade later, Indian fashion still returns at 25-40% with fit as the top reason. The deterministic and rule-based levers have plateaued. The unsolved problem is reconciling four moving parts at the decision point, at once:

- per-brand (and per-garment) sizing idiosyncrasy across 3,500+ brands;
- how this specific item is constructed - cut, stretch, fit intent;
- the shopper's body and fit history - including the cold-start case where there is none;
- natural-language preferences ("I like it slightly loose").

A static chart cannot do this, and the existing purchase-history recommendation does only the third part - partially, and silently. Reconciling all four, then explaining the call with a confidence level, is an inference-and-personalisation problem: an LLM plus retrieval over size charts plus a learned fit profile. That is why AI is the right tool for F1 - and the wrong tool for F4/F5, which are logistics and inventory problems no model will fix.

The win is scoped honestly. This does not aim to out-predict Myntra's purchase-history signal for repeat buyers - that signal is grounded in real fit outcomes and is hard to beat head-to-head. It targets the cold-start and cross-brand moments that signal structurally cannot reach, and converts an opaque "we recommend L" into an explained, confidence-scored call. That is the bet Files 2-6 build and measure.

This selected friction drives Files 2-6.