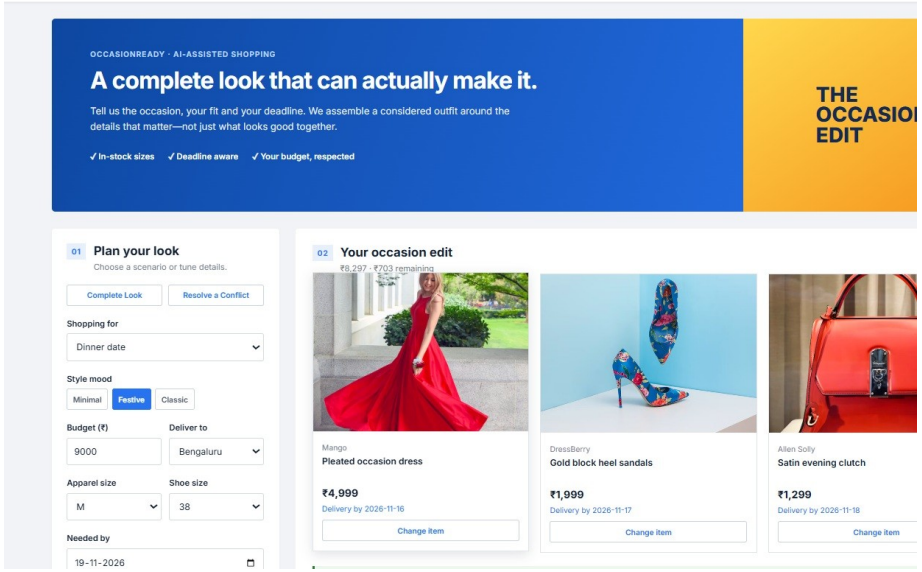
FEATURED PORTFOLIO PROJECT

OccasionReady

From outfit inspiration to a feasible purchase decision.

An AI-assisted, constraint-aware fashion-shopping concept that plans a complete look around budget, fit, availability and delivery deadline.



LIVE DEMO https://myntra-occasionready.vercel.app

PRODUCT DISCOVERY / AI PROTOTYPING / UX & DECISION SYSTEMS

Independent case study • illustrative catalog • not affiliated with Myntra

The strategic opportunity is narrower than “AI styling”

Discovery is already AI-assisted. A shoppable ensemble must also be feasible.

ALREADY IN MARKET

Myntra has offered MyFashionGPT, MyStylist and Maya for natural-language discovery and styling.

THE USER’S NEXT QUESTION

Will every item fit, stay inside my total budget and reach me before the event?

OUR HYPOTHESIS

A feasibility layer can make complete-look planning more actionable for time-sensitive buyers.

NOT “Generate a nice outfit”

INSTEAD “Assemble an eligible outfit I can confidently put in my bag”

Historical Myntra reports of improved AI-assisted purchase behavior are context, not OccasionReady test results.

Sources: Microsoft / Myntra (2023); Business Standard, Myntra AI coverage (Jul 2026).

The problem is constraint conflict—not a lack of ideas

A complete look fails if even one essential item cannot be bought in time.

ILLUSTRATIVE CUSTOMER SCENARIO

“I need an outfit for a wedding in Bengaluru.”

₹6,000	total budget
M / 38	apparel + shoe sizes
19 Nov	latest arrival date

1 **STYLE**
Items may coordinate visually

2 **ELIGIBILITY**
One size or SKU can be unavailable

3 **FEASIBILITY**
Combined price or ETA breaks the plan

Customer interviews and frequency estimates are not claimed; this is a product hypothesis drawn from a plausible shopping task.

Select a segment whose needs are non-negotiable

The MVP targets planned purchases, not casual browsing.

PRIMARY

Occasion-led buyer

Wedding, interview, dinner, festival

A date-specific full look that fits within one combined budget.

SECONDARY

Budget-constrained shopper

Student, early-career, first-job buyer

Know the real basket price before falling in love with an outfit.

LATER

Everyday discovery shopper

Open-ended browsing and inspiration

Explore styles freely; deadline certainty may matter less.

JTBD When an event has a deadline, help me assemble a compatible, eligible look without repeated manual cross-checking.

One journey replaces five separate checks

Before: browse and reconcile. Proposed: confirm intent and resolve conflicts.

FRAGMENTED JOURNEY (HYPOTHESIS)

01 Find inspiration → 02 Pick individual items → 03 Check size & stock → 04 Add prices manually → 05 Check every ETA → 06 Rebuild broken set

OCCASIONREADY JOURNEY

01 Describe occasion → 02 Review extracted fields → 03 Generate candidates → 04 Validate each constraint → 05 Swap invalid pieces → 06 Add eligible look

The redesigned journey is a product proposal; it has not been shown to improve production conversion.

Why a constraint-aware planner, not another chatbot?

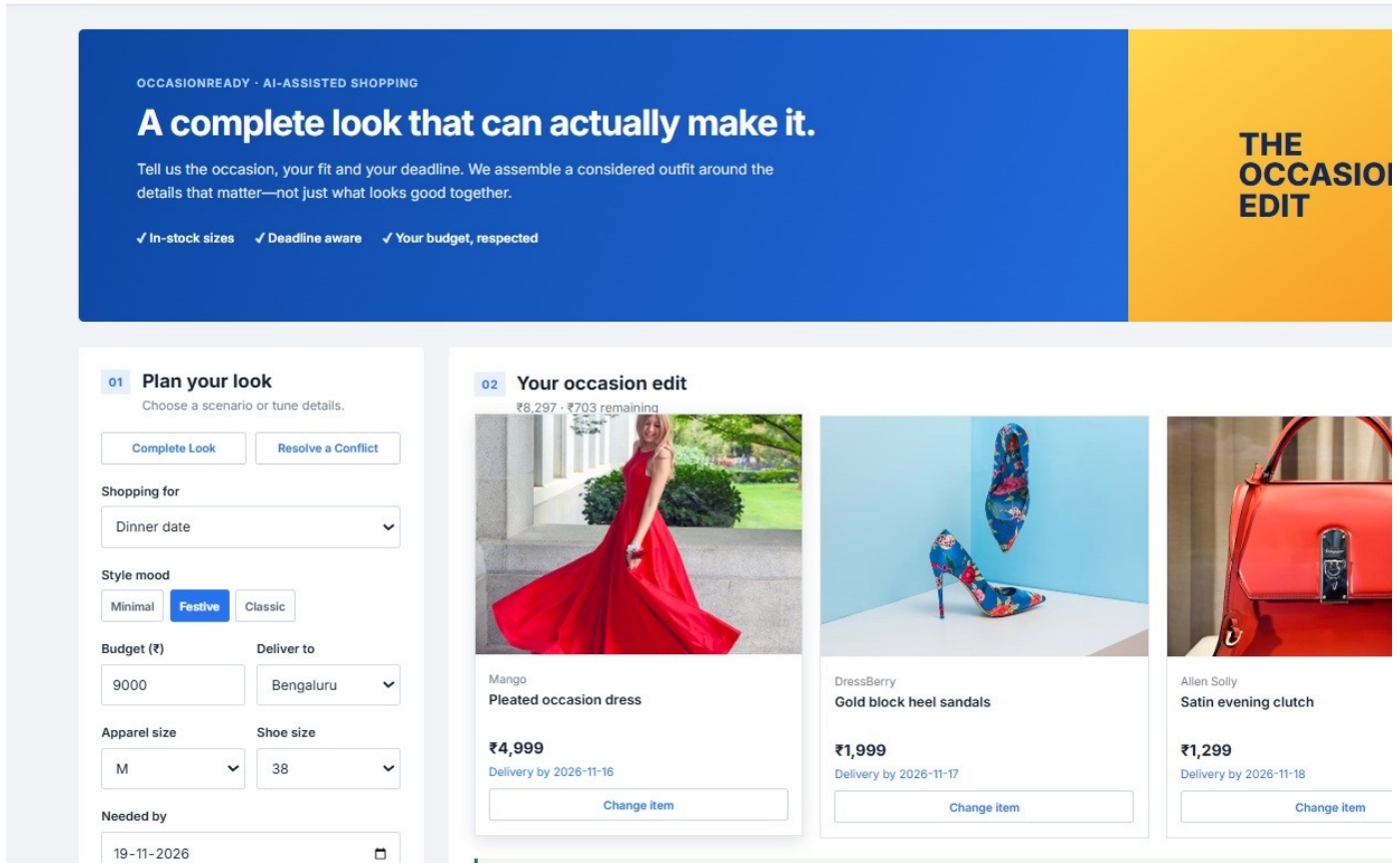
Choose the smallest intervention that addresses the defining purchase barrier.

OPTION 01	**Smart search & filters**	Lower disruption; users still assemble and cross-check whole baskets.	Does not enforce bundle feasibility.
OPTION 02	**Generative stylist only**	High inspiration value; attractive for open-ended browsing.	Can return appealing but unshoppable looks.
SELECTED	**Constraint-aware complete-look planner**	Turns intent into an eligible, editable bundle with visible checks.	**Selected for MVP**

Selection logic: expected impact on feasibility × implementability using a demo catalog × clarity of customer feedback.

The MVP: plan a complete look against real constraints

The visible outcome is an itemized, editable bundle—not just a list of suggestions.



A **CAPTURE INTENT**

Occasion, style, city, sizes, total budget and date.

B **EXPLAIN VALIDITY**

Item price, ETA and eligibility state stay visible.

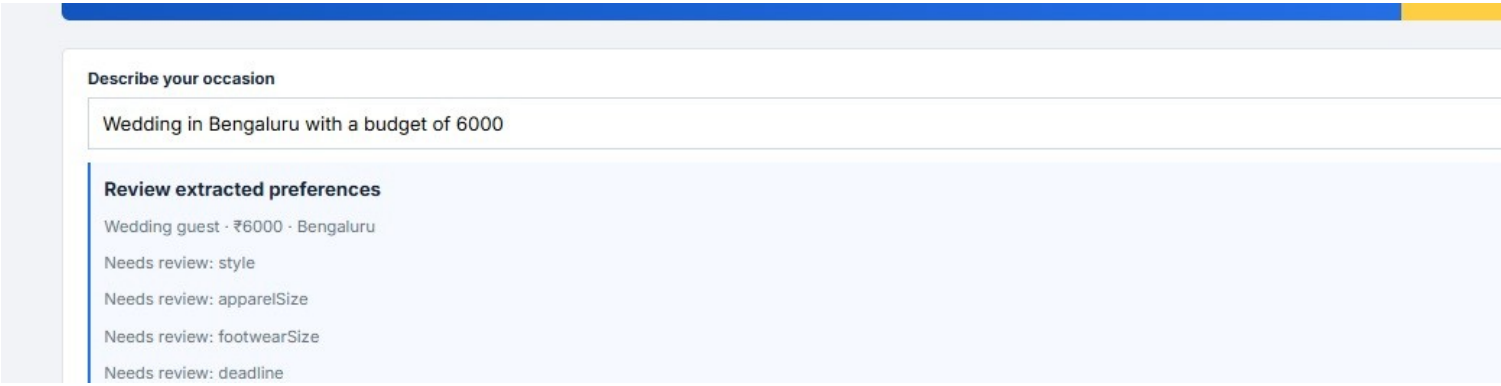
C **KEEP USER CONTROL**

Change a piece or return to the planner.

Captured product imagery and data are illustrative; the prototype does not query Myntra inventory or process real purchases.

AI interprets the request. The user confirms the contract.

Separate natural-language inference from fields that must be explicitly supplied.



PARSE

Turn free text into a draft request.

REVIEW

Surface missing or ambiguous preferences.

CONFIRM

Only confirmed constraints drive the planner.

Design principle: a plausible AI interpretation is not a substitute for explicit customer confirmation.

Use deterministic rules at the purchase boundary

Generate options with AI; certify eligibility with explicit business logic.

01 **Free-text request**
Natural language

→

02 **Gemini extraction**
Draft structured intent

→

03 **User review**
Resolve missing fields

→

04 **Eligibility engine**
Catalog, size, budget, ETA

→

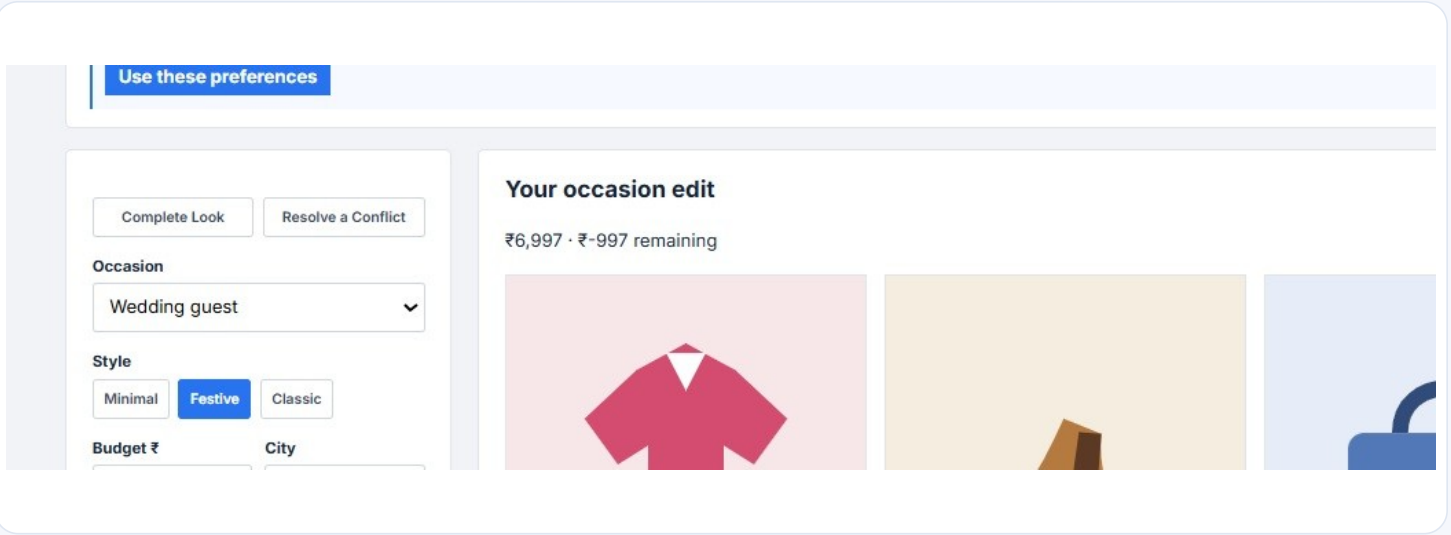
05 **Editable bundle**
Replace or add to bag

BUDGET	Σ price ≤ declared cap
FIT	Selected sizes available
FULFILMENT	ETA ≤ user deadline
COMPATIBILITY	Bundle categories & styling rules

Implemented as a local demonstration: Next.js 15, TypeScript, Gemini, Zod and deterministic rules over curated catalog data.

A useful failure beats a confident, invalid answer

Expose the exact trade-off when a recommended outfit violates the user's constraint.



₹6,000
USER BUDGET

₹6,997
ILLUSTRATIVE BUNDLE

01 State the exact shortfall

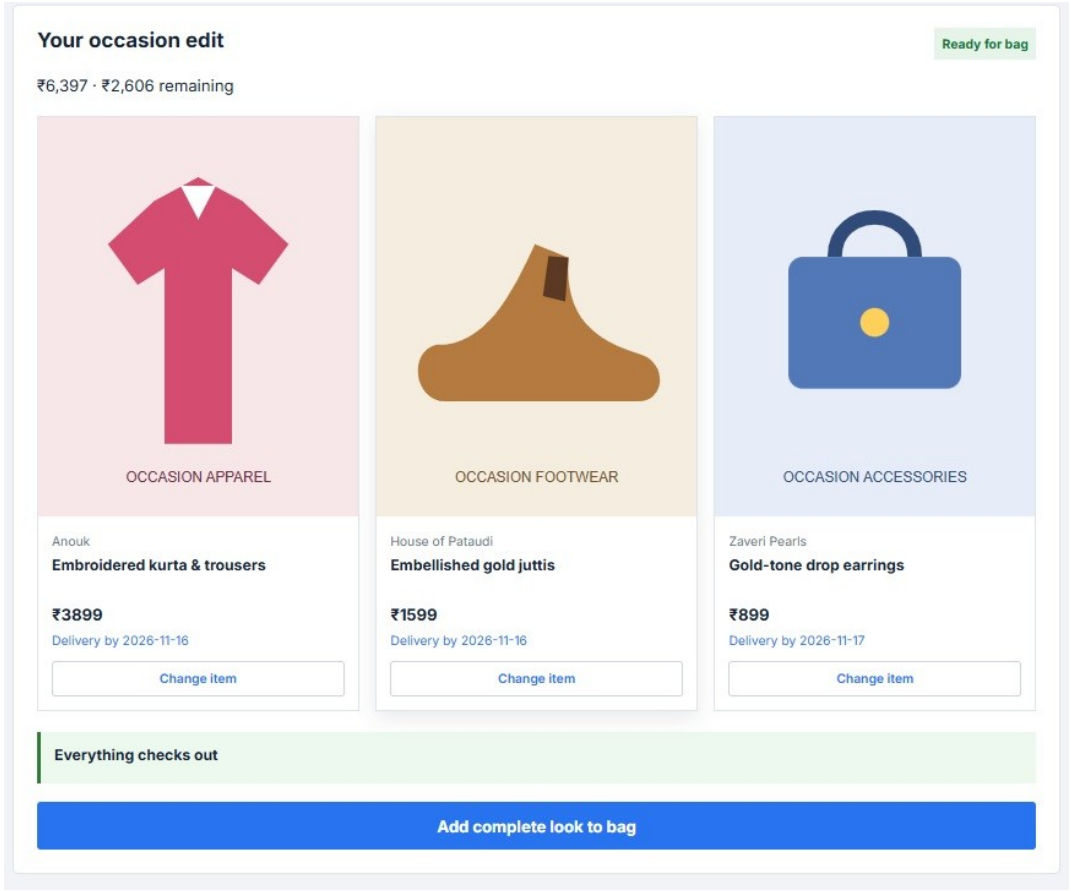
02 Keep Add to Bag unavailable

03 Offer piece-level substitution

Prices and overrun shown here are demonstration data, not merchant stock or live quotes.

The shoppable moment is a verified demo-state bundle

The product makes the eligibility explanation inspectable before a user commits.



The “ready for bag” label means ready under the illustrative catalog rules—not a live fulfillment guarantee.

VALID IN DEMO

Budget + size + date checks pass

NOT CONNECTED TO

- Real Myntra pricing or inventory
- Payments and actual checkout
- Carrier ETA or personalized fit models

Measure successful decisions—not prompt count

Primary outcome: percentage of planner starts that produce an eligible look added to bag.

NORTH-STAR CANDIDATE

Eligible-look-to-bag conversion

ACTIVATION

AI review completion rate

QUALITY

Constraint violation rate

EFFORT

Time to an eligible outfit

RECOVERY

Successful replacement after conflict

GUARDRAIL

Misleading stock / ETA claims

FIRST TEST

5 task-based usability sessions

Next experiment: compare independent browsing vs. OccasionReady for the same time-bound outfit scenario. Record task success, completion time, choice confidence, and failure modes.

No real-customer impact, uplift or A/B test result is claimed. The demo has been manually exercised end-to-end.

What shipped, what did not, and what should happen next

A usable MVP answers the feasibility question; production readiness requires deeper integration.

SHIPPED IN DEMO

- Natural-language intent parsing
- Mandatory preference review
- Deterministic eligibility checks
- Item substitution + shared bag
- Public Vercel deployment

NOT CLAIMED

- Live Myntra catalog access
- Payment processing or orders
- Actual stock or courier SLAs
- Measured retention / conversion lift
- Independent user-study results

NEXT VALIDATIONS

- 5 task-based usability sessions
- Event-level funnel instrumentation
- Stock / ETA accuracy partnership
- A/B comparison vs baseline shopping
- Contribution-margin and returns analysis

PRODUCT PRINCIPLE **AI discovers possibilities. Deterministic rules protect the purchase decision.**

The product thesis

Outfit discovery should end with a feasible decision.

OccasionReady combines natural-language intent, explicit human review and deterministic eligibility so customers can evaluate a full look against budget, fit and delivery constraints.

INTERACTIVE DEMO https://myntra-occasionready.vercel.app

RESEARCH SOURCES

Microsoft / Myntra — AI First Movers • Dec 2023 Myntra GenAI case study

Business Standard — Myntra AI adoption and size/fit coverage (July 2026)

Research and product imagery: public reporting and recorded prototype screenshots. Scenarios and metrics are illustrative unless stated.