



IMPROVING USER JOURNEY IN PURCHASE FUNNEL FOR **MEE SHO**

Overview

About Meesho:

Meesho is a social commerce platform that undertakes retail distribution, enabling small retail merchants to connect and sell their products effectively via social media channels. The startup aims to create about 20 million micro-entrepreneurs. There are over 2.6million resellers on the Meesho platform and more than 20,000 manufacturers from more than 500 towns who get distribution through Meesho.

 Bangalore, Karnataka, India

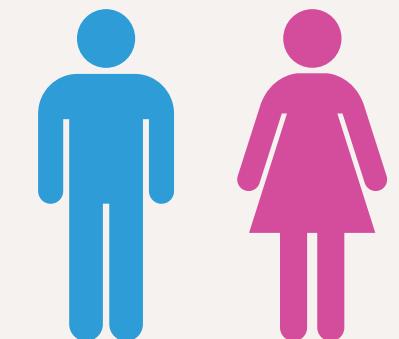
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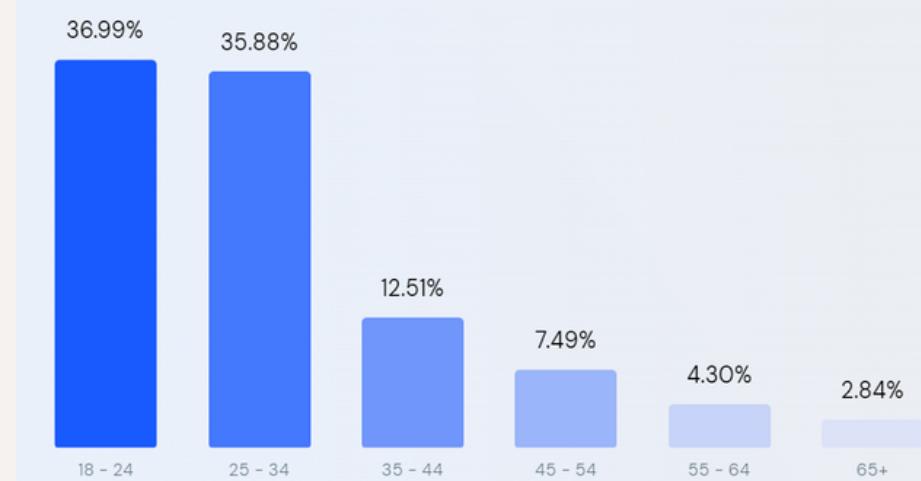
Audience Demographics



Male
59.11%

Female
40.89%

Age Distribution

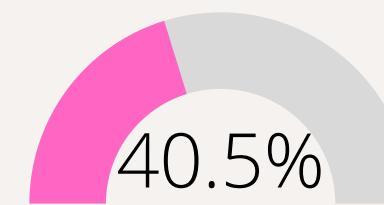


User Research and Insights

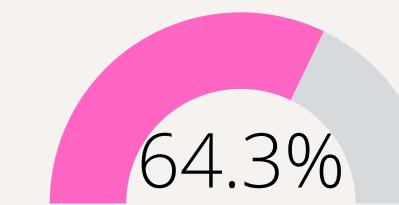
Conducted an online user survey to understand the **user motivations and painpoints** and explore the possibility to introduce new features to **enhance the user experience**.

Key Questions Asked:

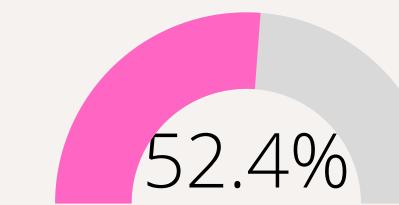
1. How long have you been using Meesho?
2. How Frequently do you shop from Meesho?
3. What difficulties did you face while shopping from other categories than clothing?
4. Do you feel it confusing while choosing from large number of options?
5. Do you feel the product image/descriptions on Meesho were accurate when you received the actual product?
6. How much did you trust the product reviews?
7. Are you interested in getting featured on product page as a model?



feel it is hard to shop from any other category other than clothing because of lack of quality, price, lack of good product reviews and ratings



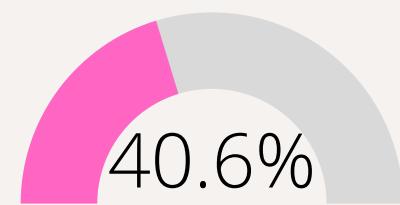
64.28% people feels it confusing while choosing from large number of options



52.38% people feel the product image/descriptions on Meesho were not accurate to what they received as actual product



40.57% people are interested in getting featured on the product page as model



71.42% people do not trust the product reviews

User personas



Shubham Goyal
22, Delhi, Student

Shubham is pursuing his bachelors degree. Along with it he is also doing an internship. He is a regular Meesho customer and spent about 3-4k per month on shopping mainly from clothing and personal care category products from meesho.

Pain Points:

- Unable to find genuine product reviews and images for a lot of products.
- Searching for a specific product on the app is time consuming.
- Product categories are quite confusing and time consuming to browse.
- Not getting any rewards out of Meesho coins earned from shopping regularly.

Sharda is a housewife and lives with her husband and daughter. She is relatively new to Meesho, started shopping online during COVID to avoid the hassle of offline stores. She shops mostly budget products from household, cloths, and beauty categories.

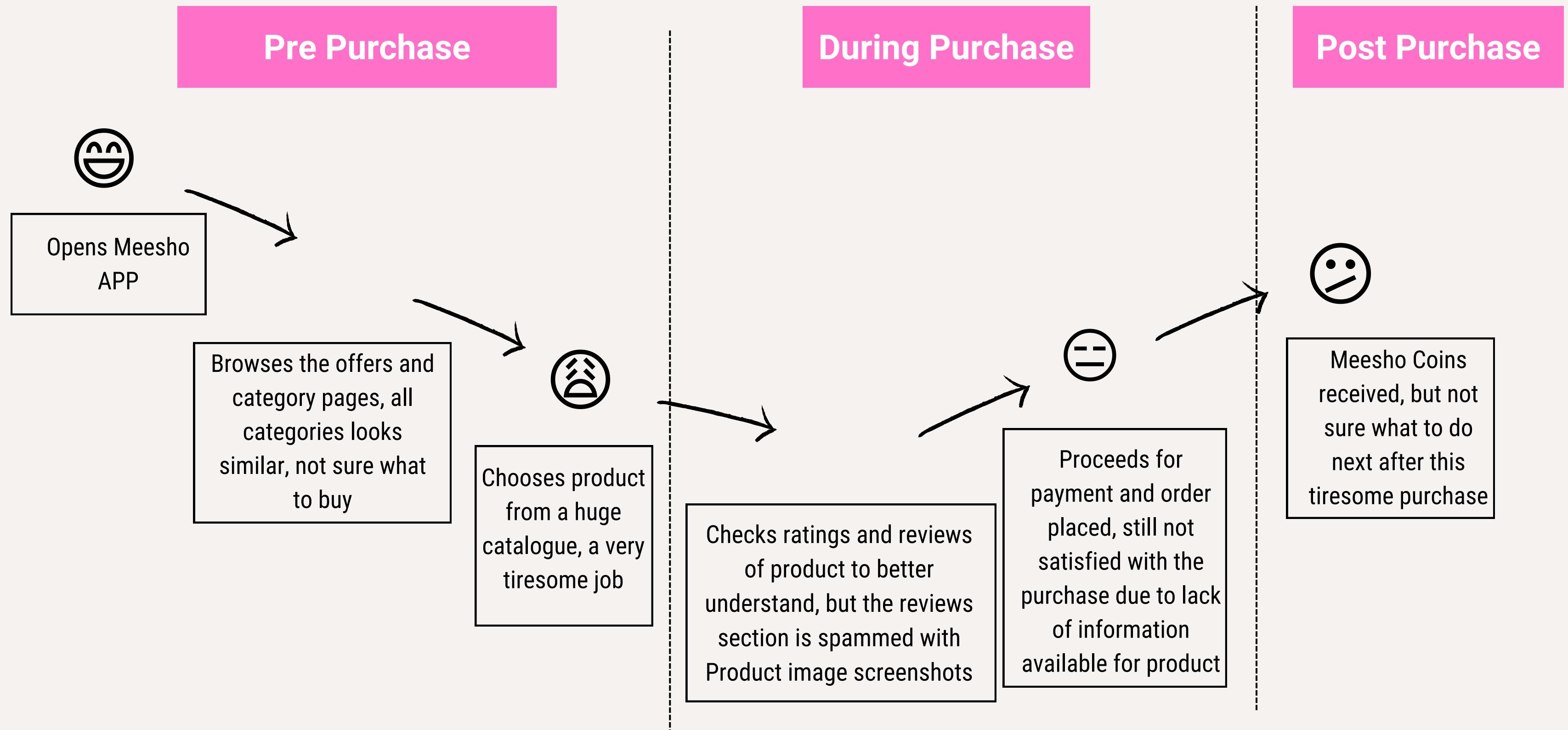


Sharda Sharma
32, Indore, Housewife

Pain Points:

- Product discovery is poor as compared to other ecommerce platform.
- Most of the product image and reviews are not genuine and the genuine ones are hard to find due to spammed ratings and reviews section.
- Unable to find the right size fit for her kid.

User Journey



Problem Identification and Goals

Problems Identified:

1. Meesho, which originally offered only clothing, now serves wide categories of products like home and kitchen appliances, electronics, beauty and health products, etc. However, the users face **difficulties in navigating through the categories section** in the app.
2. Many users face difficulty in making a final decision of purchase, primarily because they **don't trust the "Ratings and Reviews"** section of a product due to fake reviews. The reviews section helps users determine important details like discrepancies between featured photos and shipped products.
3. The Meesho coins earned by the users after shopping cannot be used for getting any real reward/discount coupons which **reduces the user's motivation to shop regularly** from Meesho and also **reduces the user's engagement** with the app after the purchase.

Goals:

1. To improve the UI of the Categories section to differentiate better between different categories in order to save user's time, reduce confusion and enhance the user experience.
2. To restructure the UI of ratings and reviews section to show the genuine reviews and photos to the user first in order to help user get genuine information about the product.
3. To make the platform more engaging for post purchase by introducing a feature to play games and use the meesho coins to realize real rewards.

Feature #1: UI Improvement for Categories section

Problem with existing UI:

The current implementation of the categories section has a choice overload bias where people have a difficult time making a decision when faced with too many options.

1. All the categories are in a scrollable list that spans over 2 mobile screens. Searching for the relevant product category in this UI frustrates users.
2. Categories, sub-categories, and different types of products are all displayed at a single time which further increases the cognitive overload of the user.



Hypothesis:

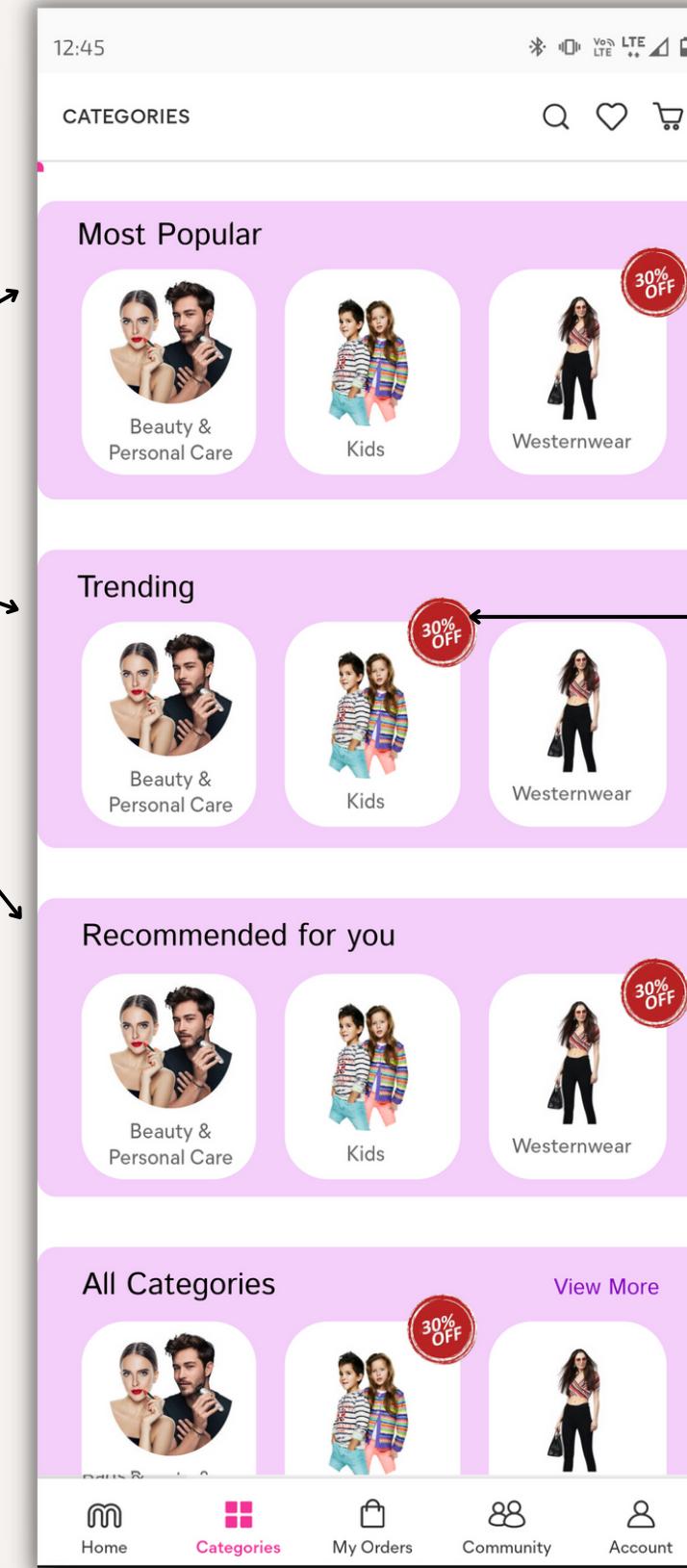
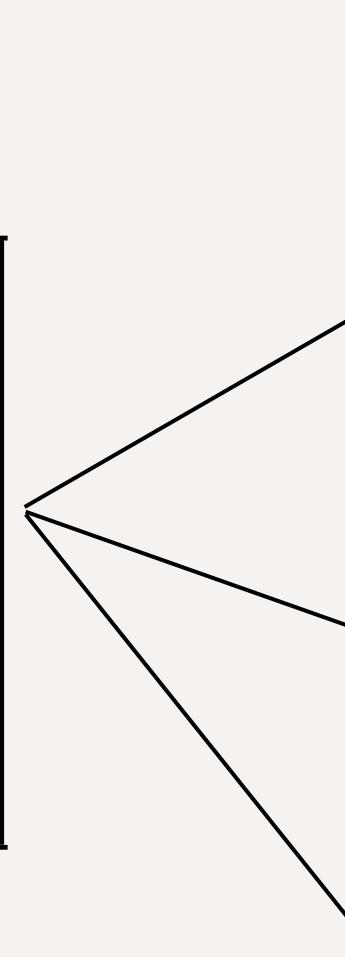
- The current product category and subcategory distribution reduces the category differentiation and reduces the product discovery ultimately decreasing the customer satisfaction.
- Dividing current product categories in various bucket such as trending, most popular, etc. will help user browse them easily and conveniently.

Feature #1: UI Improvement for Categories section

Feature Overview:

Bucketing the categories in "Trending", "Most popular", and "Recommended for you" categories to nudge the users to explore popular categories and categories they might like

Displaying all the categories on a single screen which aims to reduce the friction of choice for users.



Highlighting the discounts, if any for each category for user consideration

Metrics to be Tracked:

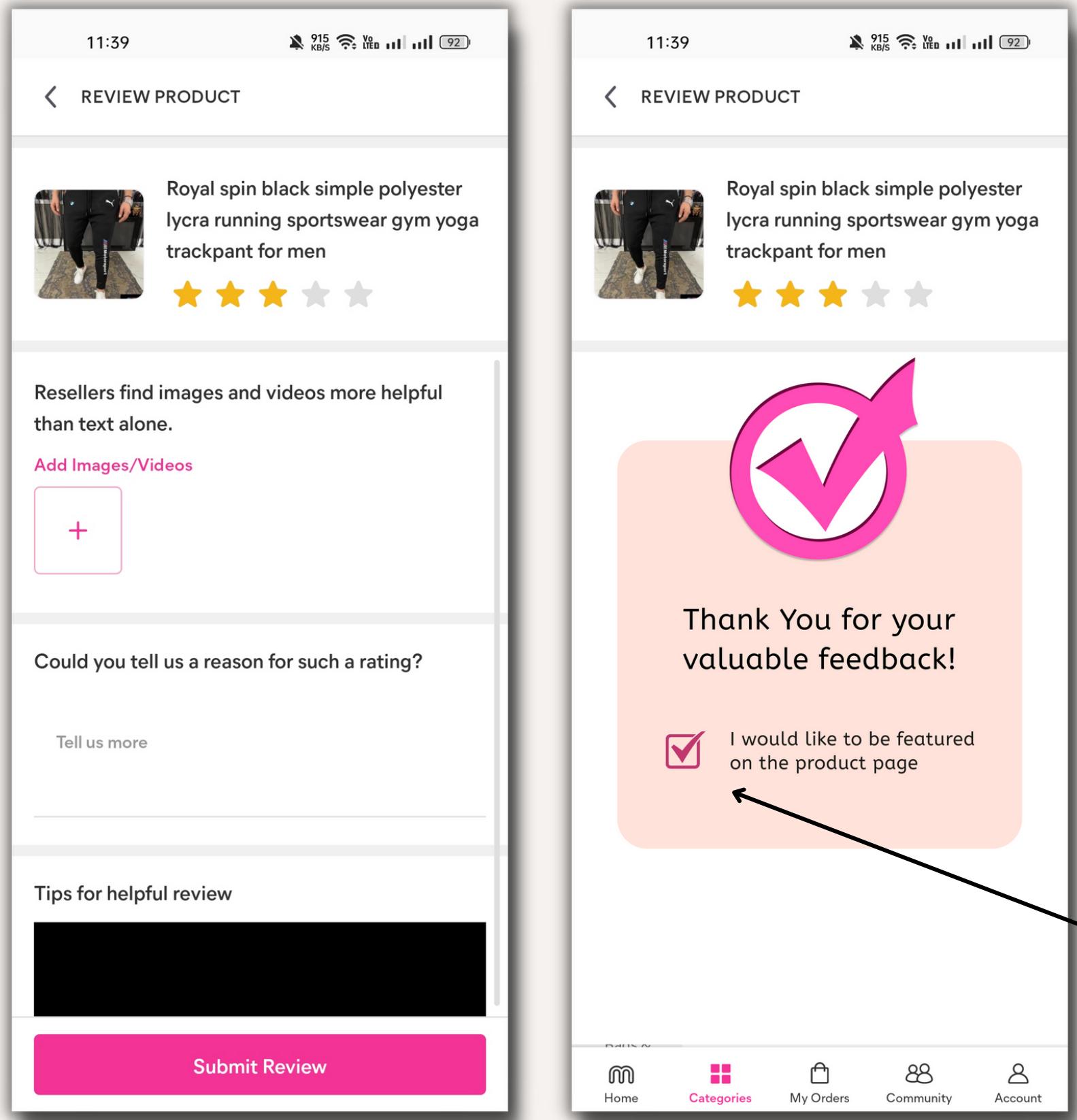
- Bounce rate (success: decreases by 25%)
- av. ratio of no. of clicks on trending categories to all categories section per user* > 0.5

* similar for most popular and recommended for you section

Feature #2: Improved Reviews Section

Hypothesis:

- Genuine photos and videos in reviews will help users make better-informed decisions about purchasing an item.
- The majority complaints of Meesho are regarding the return policy. The root cause of these complaints is a discrepancy in chosen and shipped. These malpractice sellers will be filtered out in a better way with genuine reviews.



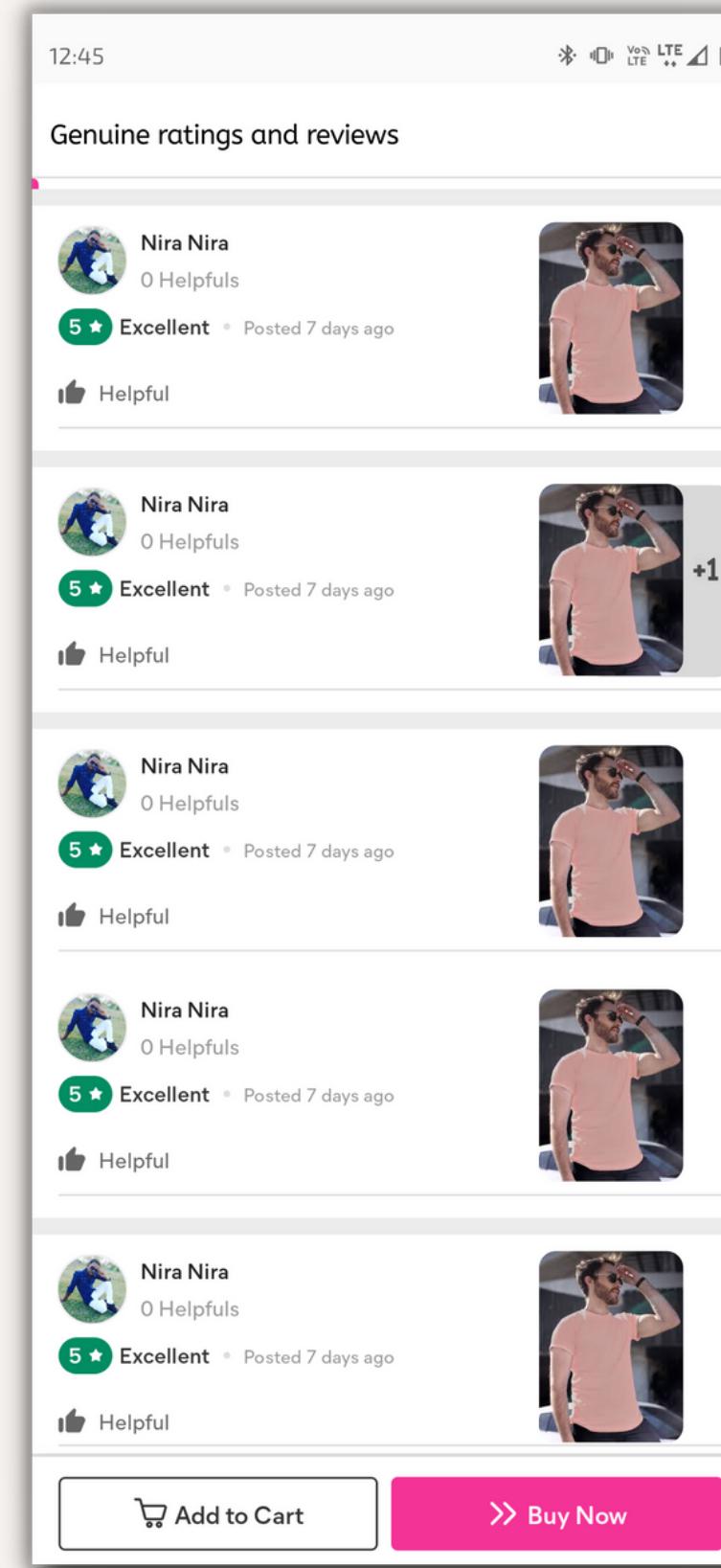
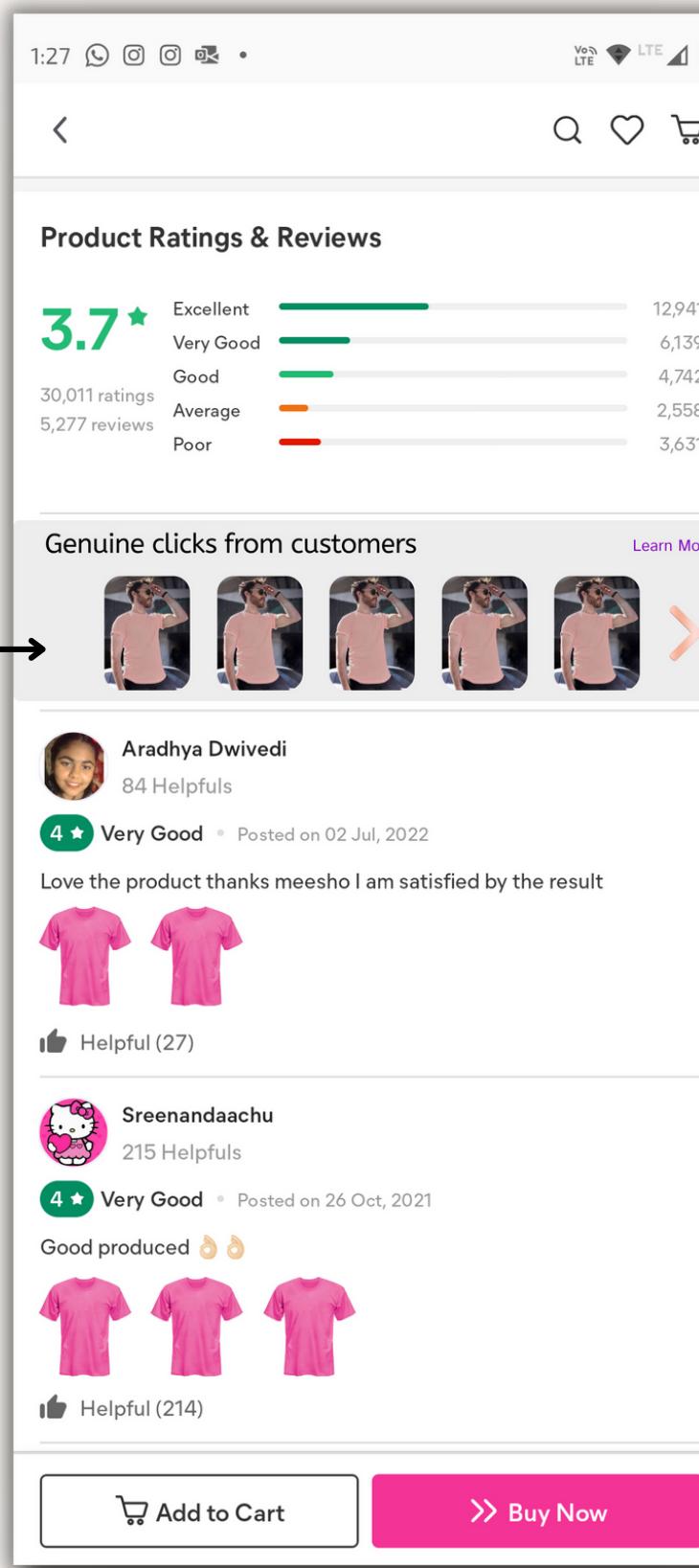
Features overview:

Users can be nudged to upload genuine media on the "Add a review" page using Meesho coins as an incentive (10 coins for genuine images and 50 coins for genuine video (min. 5 secs) can be awarded).

User will also be given a chance to be featured on product page as an incentive.

Feature #2: Improved Reviews Section

The genuine images and videos of product will be displayed before the rest of reviews in the ratings and review section



Detailed reviews and ratings with genuine product images and videos.

Metrics to be tracked and OKRs:

- Decrease in the #ViewAllReviews button clicks by 50%
- Increase in %users who place order after clicking on image in Genuine clicks section should increase by 50%

Feature #3: Gamification

Hypothesis:

- This feature can enhance how customers engagement with Meesho esp. post purchase, resulting in more brand awareness and effective marketing engagement,
- Gamification in Meesho can help to increase consumer engagement and constitutes a conscious reposition of the shopping experience as a form of entertainment. If this features designed and implemented in the right manner, can help to retain brand engagement and purchase intention.

Feature overview:

- Customer retention is one of Meesho's major challenges, so we've developed a number of well-connected Games, Quizes and some entertaining activities.
- Rewarding points on winnings then which can be redeemed in future and rewards in return for future purchases.

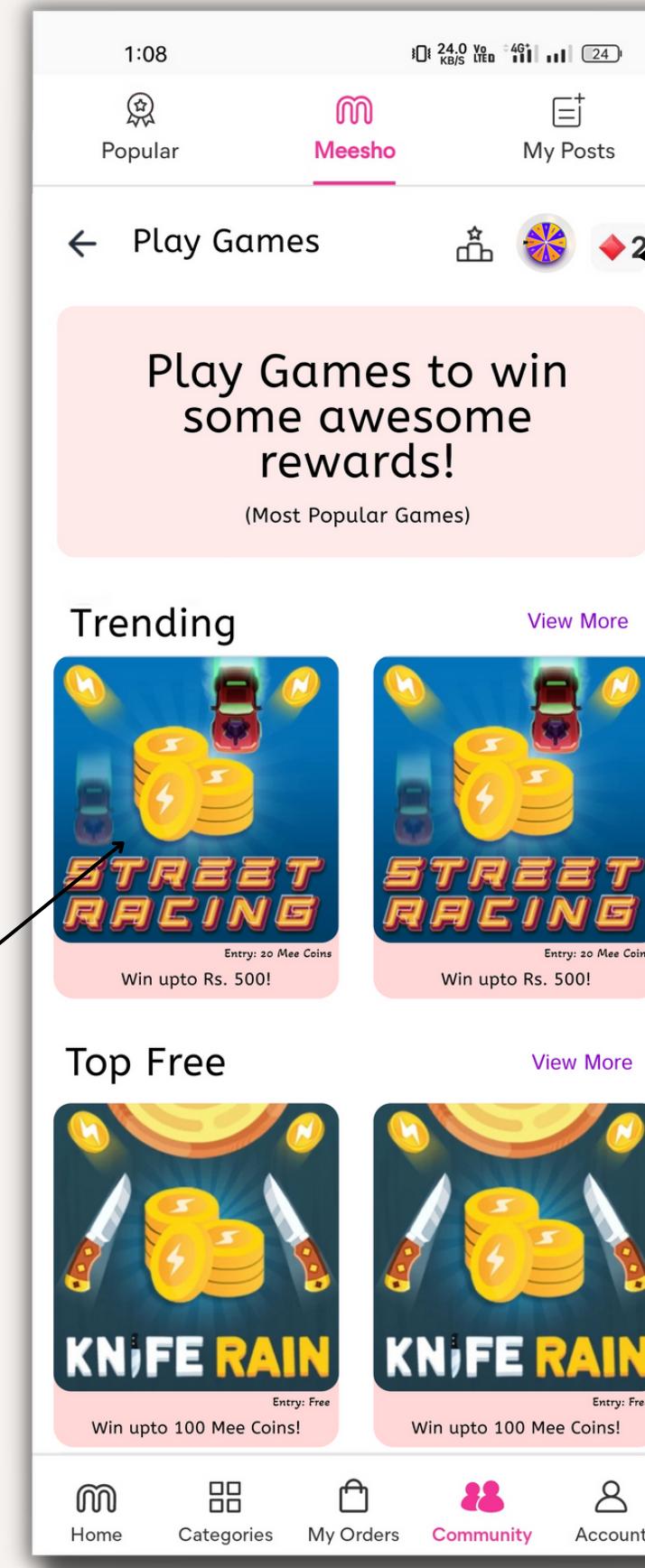
Metrics to be tracked:

- Average session time
- Load time and game crashes
- CTRs of Gamification feature
- Avg. sessions per user per day
- Time spent per user per day
- Daily/weekly repeat users
- no. of Active Gaming users/ no. of Active Non Gaming Users.

Feature #3: Gamification

The Play Games section

Various games with free entry and paid entry(with meesho coins)

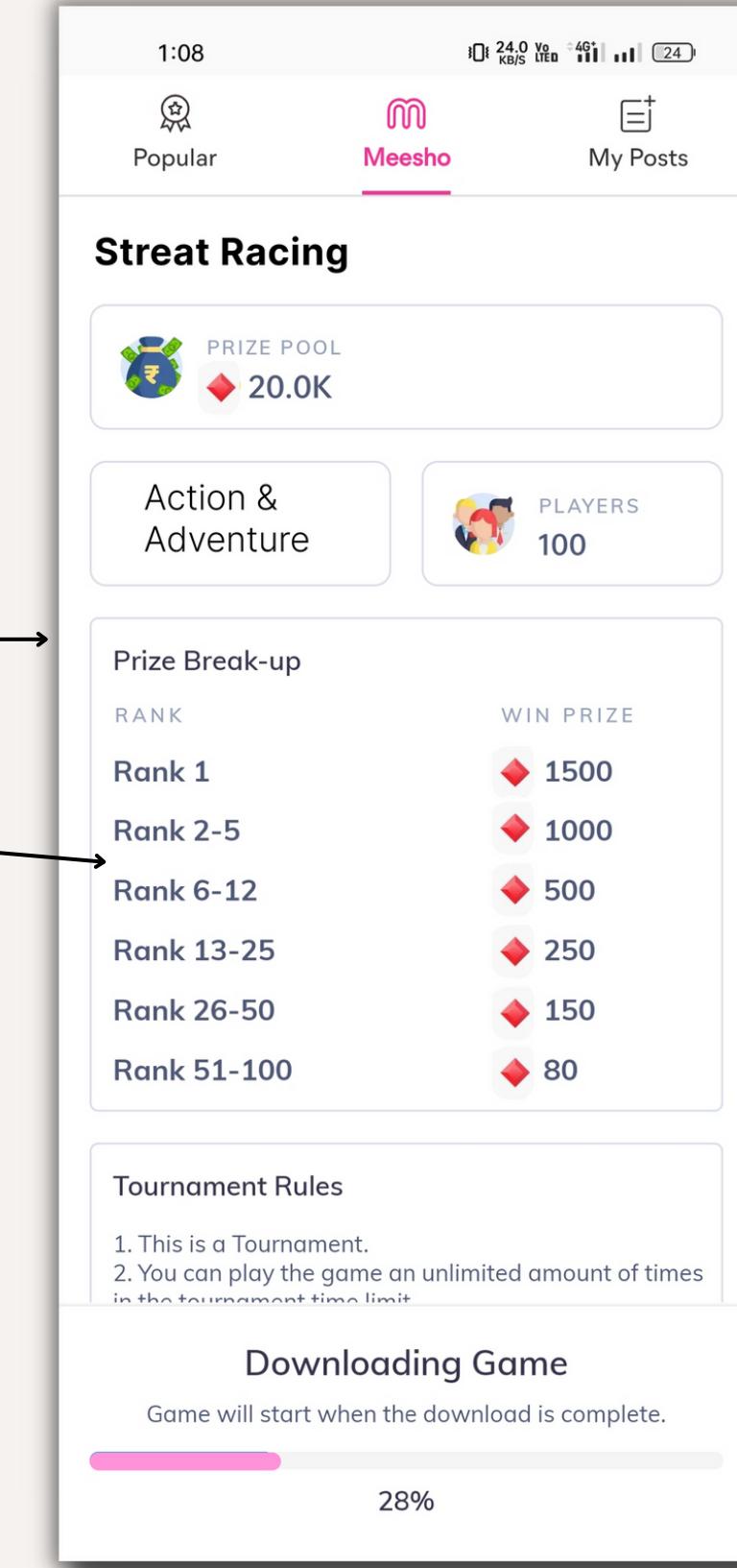


Spin wheel

Meesho Coins

Game page

Prize distribution and rules

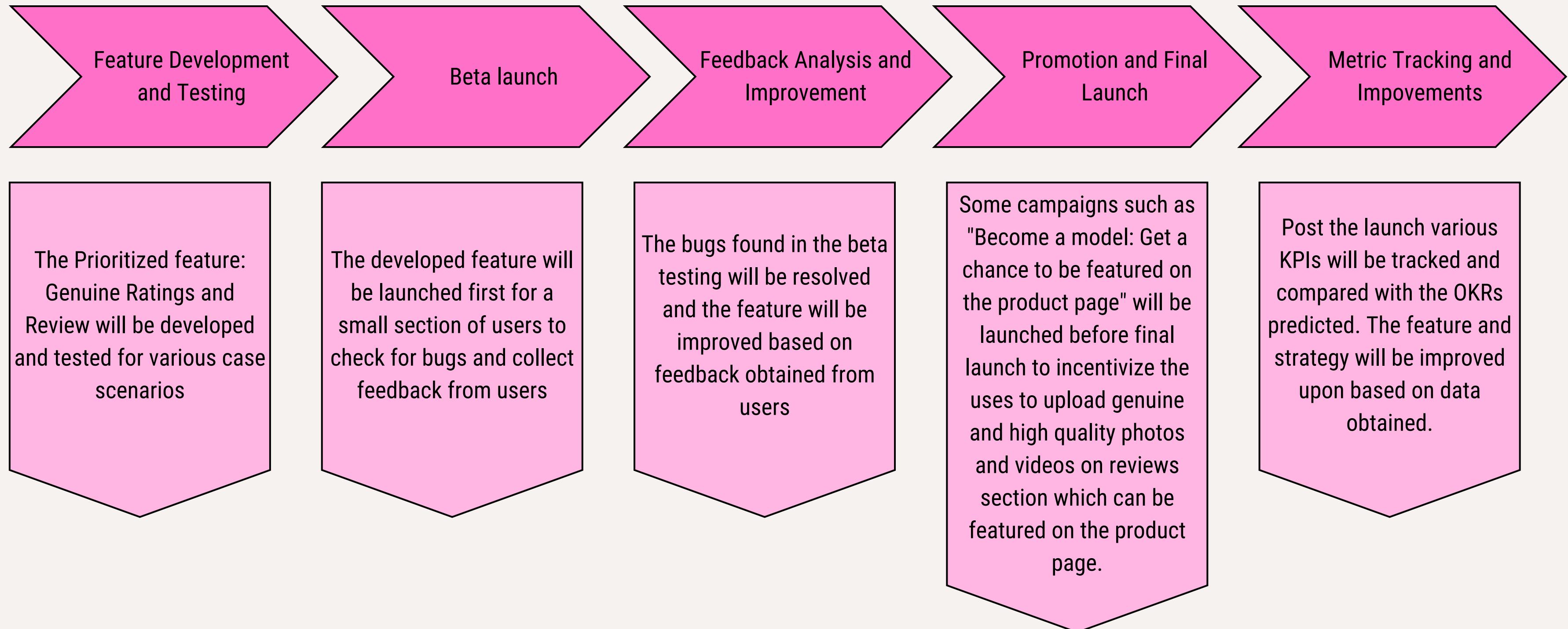


Feature Prioritization

| Sr. No. | Feature | Effort to implement the feature | Impact of the feature |
|---------|-------------------------|--|--|
| 1 | Gaming |  (full-fledged game dev(3), integration with Meesho Coin Economy(1), marketing campaigns(2)) |  (increase in user engagement and time spent on the app(3), increased usability & value perception of coins (2)) |
| 2 | Genuine reviews |  (AI implementation to differentiate genuine photos(3), slight UI change(1)) |  (reducing buyer's remorse effect, indirectly decreasing no. of returns) |
| 3 | Category section revamp |  (UI change, recommendation engine) |  (reducing friction of choice, reducing user frustration) |

Feature 2: Genuine reviews is the most prioritized feature, we'll be executing it first.

Go To Market Strategy



*Thank
You*