

Naye rangon me...  
**Lo Aaya Meesho**

buzzing  
new look



**New arrivals**

Home, fashion,  
and electronics

Shop now



Sahi sahi  
**lagaya**  
hai



**Product Feature Analysis**

- Kashish Bhatnagar (C21)

## About

Meesho was founded in December 2015 in Bengaluru, India, by Sanjeev Baranwal and Vidit Aatrey. The name “Meesho” derived from “meri shop,” translating to “my shop” in Hindi. The primary aim was to assist small shop owners and individuals lacking physical stores in promoting their products online.

### Target Audience:

The majority of Meesho’s target market relying on Tier 2, 3, and 4 cities, the company claims to have a presence in 1000+ cities, which facilitates sellers to begin promoting with a 0% commission model.

- GMV : \$ 6.2 Billion, growing at 26 % CAGR
- Number of Users: ~185 Million active transaction users, 25 % YoY increase in users
- Order volume: 4.9 Million order/day
- Tier 2+: 80 % of orders
- Tier : `50 % of orders
- Revenue: 7615 cr, 33 % YoY

## How Does it work: Buyer Journey

Browse the product (Image, Audio or Type)

Add to cart

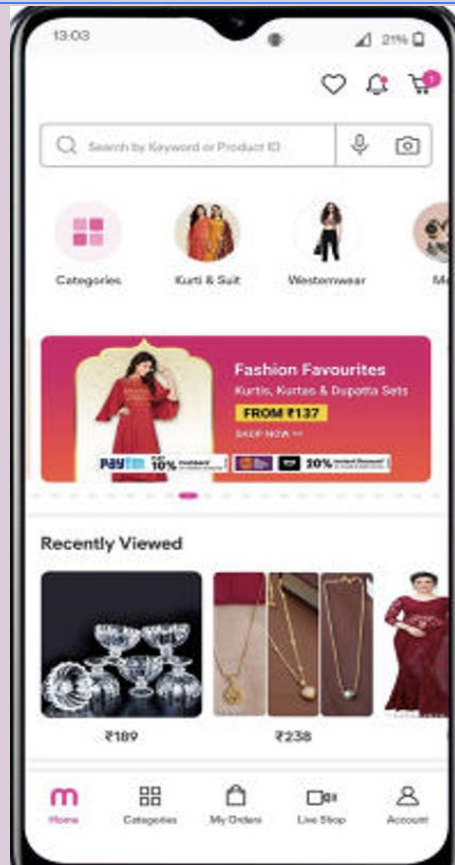
Checkout (COD, UPI)

Delivery



### Revenue Streams:

- Ad Revenue
- Logistic Fees
- Seller Services



## Competitors







# Meesho's audio and image search feature enables users to find products quickly

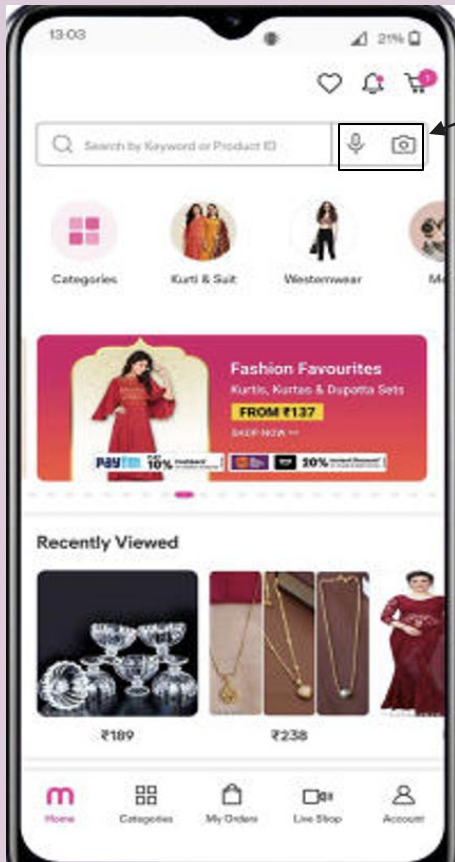


Image and audio search feature on the landing page for the user



## What specific problem does it solve for the user

1. Users who see a product (on social media, or on a friend's, colleagues, relatives phone) but don't know the product name can simply upload a photo to find a similar item.

2. Users who can't type or are uncomfortable typing (eg., due to literacy, age or physical constraints) can speak the product name to search for it easily



## Primary User

- Visual shoppers – recognize product by looks but doesn't know the name
- Non Typing user – Struggle with typing in English or Hindi
- Elderly user – may not know, how to type or use filter
- Low digital literacy user – Can use camera but not comfortable typing or searching
- Speech impaired user – Can upload images but not speak



## How user handle the need before this feature

- See product offline or online– Manually type guess based keyword or ask someone else
- Can't type or spell product– Ask family or someone to help
- Elderly or Speech impaired – Tries basic app or exits app

**Name :** Brijlal  
**Age:** 38  
**Location:** Firozabad  
**Profession:** Local Business owner



#### About

Brijlal runs a small shop selling ladies accessories in his hometown. He's introverted but curious, and spends time watching reels and short videos online to find inspiration for new designs. Often, he comes across unique products on social media but struggles to identify them due to lack of product names or keywords—limiting his ability to innovate and expand his catalog.

#### Comments:

"Using the image upload option in the Meesho app, I can now take screenshots of trending products and find them instantly. It helps me source fresh designs within budget—delivered to my doorstep."

#### Product value

- **Problem Solved:** Lack of product name recall
- **Feature Used:** Image Search
- **Business Impact:** Increased engagement from local sellers, driving repeat B2B purchases

**Name :** Poonam  
**Age:** 45  
**Location:** Basti  
**Profession:** Homemaker



#### About

Poonam is a homemaker with a strong interest in beauty and cosmetic products. While she's not very tech-savvy and has limited literacy, she's curious and enjoys exploring new items online. Typing and navigating text-based searches is difficult for her, and she often feels excluded from online shopping due to this barrier.

#### Comments:

"With the audio search option on Meesho, I just speak in my native language and find products I like. It feels simple and empowering—I don't need to ask anyone for help now."

#### Product value

- **Problem Solved:** Inability to type or spell product names
- **Feature Used:** Voice Search (Hindi)
- **Business Impact:** Enhances accessibility and unlocks a large non-literate user segment, especially women in Tier 3 towns

**Name :** Aman  
**Age:** 24  
**Location:** Saidpur  
**Profession:** Student



#### About

Aman is a college student with a speech disability. Ambitious and socially active, he wants to build a future in business and enjoys staying updated on trends via social media. He often spots trending fashion or gadgets in videos but doesn't know the correct product names, making it difficult to search or shop online like his peers.

#### Comments:

"With Meesho's image search, I can just upload a picture from a video or my friend's phone and get matching items. It's super quick, and now I feel like I'm not missing out."

#### Product value

- **Problem Solved:** Communication barrier + lack of product name awareness
- **Feature Used:** Image Search
- **Business Impact:** Empowers underserved, differently-abled users; improves social inclusion and product relevance

**Problem Statement – A user struggle to search when they don't know about the product name or prefer not to type – Audio and image search make discovery easier and faster**

Stages	User Action	User Thought	Pain Point	Emotion	Product Opportunity
1. Intent to search a known product	Lands on homepage, starts typing in the search bar or navigates through categories	"I know what I want but typing is tedious or hard"	<ul style="list-style-type: none"> <li>Low digital literacy</li> <li>Typing in English is difficult</li> <li>Spelling errors reduce result accuracy</li> </ul>	😓 Hesitant / Anxious	Introduce or highlight voice search in native languages for quick, accurate access
2. Intent to search an unknown product (seen in reel/video/friend's post)	Tries filters or randomly browses categories	"I don't know what it's called, I just saw it somewhere"	<ul style="list-style-type: none"> <li>Guesswork leads to irrelevant results</li> <li>Wasted time → user exits app</li> <li>No product discovery support</li> </ul>	😞 Frustrated / Lost	Provide image search to allow users to upload screenshots/photos for instant visual match
3. Abandoning the search	Exits the app or turns to social media/others for help	"I'll try on WhatsApp/Instagram or ask someone"	<ul style="list-style-type: none"> <li>Drops off without discovering/buying</li> <li>Dependency on external help</li> </ul>	😞 Disengaged	Add a persistent CTA or visual nudge (e.g., "Didn't find what you're looking for? Try image/audio search")

### Strength of Current Feature

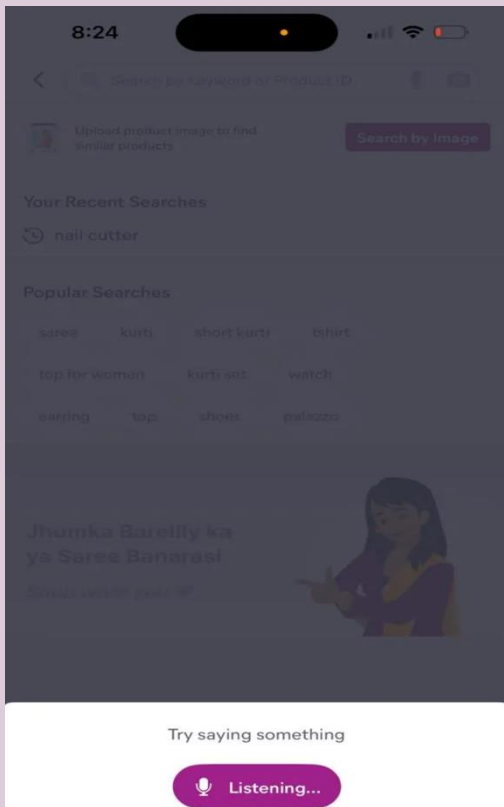
- Higher conversion rates due to easier product discovery and reduce friction
- Around ~ 1B image search/year (Early 2024)
- Customer support cost reduced by 75 %
- Increase accessibility and reduce bounce rate
- Image search enable the platform to recommend complimentary products

### Limitation of Current Feature

- Add more languages to audio search to better serve users in Tier 2/3/4 cities.
- Allow users to edit or crop photos when searching for products.
- Improve audio search accuracy to reduce issues with background noise and irrelevant results.
- Notify users when the product becomes available if they were unable to find the item during their search.



Problem Statement – A user struggle to search when they don't know about the product name or prefer not to type – Audio and image search make discovery easier and faster



Audio search

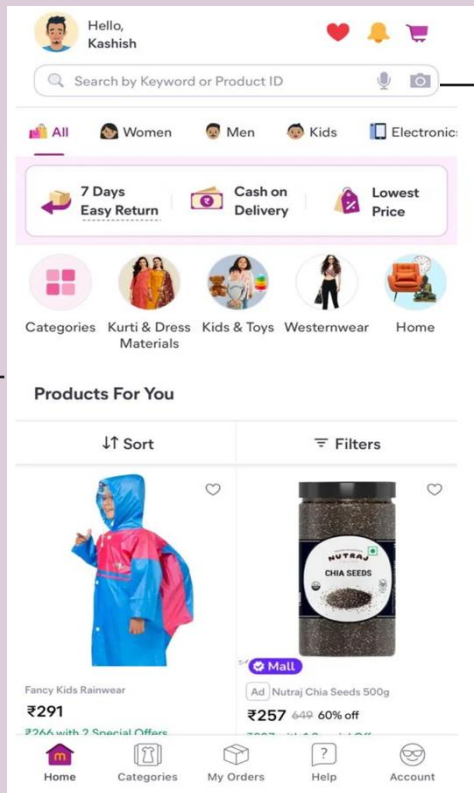
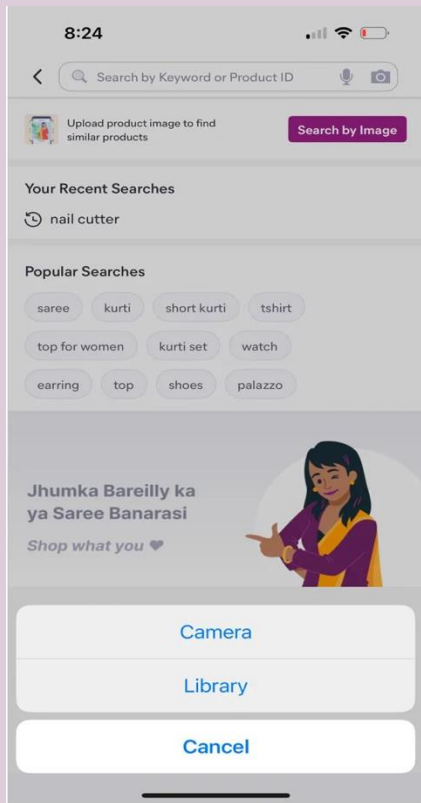


Image search



Problem Statement – To enhance product discovery and expand reach to Tier 2, 3, and 4 cities across India.



### North Metrics

Search-to-conversion rate across audio/image inputs



### Business Metrics

- Increase in DAU (Tier2/3/4)
- Conversion rate from search → add to cart → purchase
- Increase in revenue
- Percentage of user option for restock alerts



### Success Metrics

- Reduction in bounce rate after search
- Engagement rate



### Implementation Plan

#### Phase 1

#### Adding More languages

- Identify top regional languages for Phase 1
- Train ML models to support new languages

#### Improve audio accuracy

- Train ML models and enhance noise filtering
- Analyse error logs and make corrections

#### Phase 2

#### Allowing user to crop photos

- Integrate basic crop/edit feature in UI

#### Notify user of product availability

- Add notify me CTA when product is not available



### Business value

- Increase Reach in Tier2/3/4 cities
- Boost new user acquisition
- Enhance regional growth
- Increase repeat usage

### Impact Assessment

S.no	Features	Reach	Impact	Confidence	Effort	Score
1	Adding More languages in audio search	5	4	5	4	25
2	Allowing user to crop photos while uploading	3	2	4	1	24
3	Improve audio search accuracy	5	5	5	5	25
4	Notify user when product is available	5	4	3	3	20

Rice Score = (Reach\*Impact\*confidence)/Effort



**THANK YOU!**