

Meesho



Business Requirement Document (BRD)

TEST PLAN

Product Name: Meesho

Prepared by :- Hemangi Patil

Date :- 02/01/2026

Table of Content

Introduction.....	1
Business Objective.....	2
Application Overview.....	3
Scope (In Scope / Out of Scope).....	4
Stakeholders.....	5
Business Requirements.....	6
Functional Requirements.....	7
Non-Functional Requirements.....	8
Assumptions & Constraints.....	9
Dependencies.....	10
Acceptance Criteria.....	11
Approvals.....	12
Conclusion.....	13

1. Introduction

Meesho is a leading social commerce platform that enables individuals and small businesses to buy, sell, and resell products online with ease. Founded with the aim of empowering entrepreneurs and home-based sellers, Meesho allows users to start their own business with minimal investment by sharing products on social media and earning a profit through commissions. The app offers a wide variety of product categories, including fashion, electronics, home appliances, and beauty products, making it convenient for customers to explore and purchase items. With its user-friendly interface, secure payment system, and efficient logistics support, Meesho has become a trusted platform for both sellers and buyers, helping many people generate income from the comfort of their homes.

2. Business Objectives

Meesho aims to empower small entrepreneurs and home-based sellers by providing a platform to start and grow their business with minimal investment. It allows users to resell products online and earn commissions, offers a wide range of products for buyers, and ensures easy transactions with secure payments and order tracking. Overall, Meesho supports sellers to grow their business and earn income from home.

3. Application Overview

Meesho is a social commerce app that lets users buy, sell, and resell products online easily. It helps sellers and resellers start and grow their business from home with minimal investment.

4. Scope of Application

In Scope:

Allow users to browse and search products across various categories such as fashion, electronics, and home essentials.

Enable resellers to share product links on social media and earn commissions.

Provide secure payment processing, order tracking, and customer support.

Help small businesses and home-based sellers manage their sales and grow their online presence.

Out of Scope:

The app does not handle offline store management or physical inventory maintenance.

It does not provide direct delivery or logistics; these are managed through partner networks.

Advanced business features like bulk order manufacturing or wholesale supply management are not included.

5. Stakeholders

- Buyers / Customers
- Sellers / Suppliers
- Resellers
- Meesho Operations Team
- Payment & Logistics Partners

6. Business Requirement

- **Enable Online Buying:** Meesho must provide a platform where customers can easily browse, search, and purchase products across different categories.
- **Support Reselling:** The app should allow individuals to share product links on social media and earn commissions on every sale, helping them start a small business with minimal investment.
- **Product Management:** Sellers need a system to list products, upload images, set prices, and manage stock availability efficiently.
- **Secure Payment System:** Meesho must ensure safe, reliable, and multiple payment options for both buyers and sellers.
- **Order Management:** The application should track orders from placement to delivery, provide status updates, and manage cancellations or returns.
- **Customer Support:** The platform must offer support for queries, complaints, refunds, and cancellations to ensure a smooth user experience.
- **Business Growth Tools:** Resellers and sellers should have access to analytics, sales reports, and promotional tools to grow their business.
- **Notifications & Alerts:** Users should receive timely alerts about new products, discounts, and order updates.

- **Platform Accessibility:** Meesho must be user-friendly and compatible with Android and iOS devices, so that all users can access the platform easily.

7. Functional Requirements

- **User Registration & Login:** Users (buyers, sellers, resellers) must be able to **sign up and log in securely**.
- **Product Browsing & Search:** Users should be able to **search for products, browse categories, and filter results** easily.
- **Product Listing for Sellers:** Sellers must be able to **add products, set prices, upload images, and manage inventory**.
- **Cart & Checkout:** Buyers should be able to **add products to cart, apply discounts, and complete purchases** smoothly.
- **Payment Processing:** Support **secure payment methods** like UPI, cards, wallets, and cash on delivery.
- **Order Tracking:** Users should be able to **track order status** from placement to delivery.

- **Reseller Sharing & Commission:** Resellers must be able to **share product links on social media** and earn commissions.
- **Notifications:** The app should send **alerts for new products, discounts, and order updates.**
- **Customer Support:** Provide **in-app support** for queries, complaints, cancellations, and refunds.
- **Reports & Analytics:** Sellers and resellers should access **sales reports, commission reports, and performance analytics.**

8. Non-Functional Requirements

- **Performance:** The app should **load quickly** and handle a large number of users simultaneously without lag.
- **Reliability:** Ensure **consistent uptime** and minimal downtime for smooth user experience.
- **Security:** Protect user data and transactions with **secure authentication, encryption, and fraud prevention.**
- **Usability:** The app must be **easy to navigate**, with a simple and intuitive interface for all users.
- **Compatibility:** The application should work on **Android and iOS devices**, across multiple screen sizes.

- **Scalability:** The system must **support growing numbers of users and products** without performance issues.
- **Maintainability:** The app should allow **easy updates, bug fixes, and feature additions**.
- **Availability:** The platform should be **accessible 24/7** for users to shop and resell anytime.
- **Localization:** Support **multiple languages and regional preferences** for wider user reach.

9. Assumptions and Constraints

Assumptions

Users have access to a smartphone and internet connection.

Buyers, sellers, and resellers have basic digital literacy to use the app.

Payment gateways and logistics partners are available and operational.

Product information provided by sellers is accurate and up to date.

Constraints

The application is dependent on internet connectivity for all operations.

Delivery timelines depend on third-party logistics partners.

Payment processing is subject to banking and gateway limitations.

App performance may vary based on device capability and network speed

10. Dependencies

- **Internet Connectivity:** The application depends on a stable internet connection for all user activities.
- **Payment Gateways:** Successful transactions rely on third-party payment services such as UPI, cards, and wallets.
- **Logistics Partners:** Order pickup, shipping, and delivery depend on external courier and logistics partners.
- **Seller Data:** Product availability and details depend on accurate information provided by sellers.
- **Third-Party Services:** App performance depends on services like notification systems, SMS, and email providers.

11. Acceptance Criteria

- Users are able to successfully register and log in to the application.
- Products can be searched, viewed, and added to the cart without errors.
- Orders are placed successfully and payment is completed securely.
- Order status is updated correctly from placement to delivery.
- Reseller commissions are calculated and credited accurately.
- Cancellations, returns, and refunds are processed as per policy.
- Notifications are sent correctly for orders, payments, and updates.

13. Conclusion

Meesho is an effective social commerce platform that simplifies online buying, selling, and reselling. It empowers small businesses and individuals to start and grow their business with minimal investment. With user-friendly features, secure payments, and reliable logistics support, Meesho successfully connects buyers, sellers, and resellers, making online commerce accessible, efficient, and scalable.

12. Approvals & Sign-off

- Approval from Project Sponsor / Management Team
- Approval from Business Stakeholders
- Approval from Product Owner
- Approval from Technical / Development Team
- Approval from Quality Assurance (QA) Team
- Final sign-off after successful testing and validation

