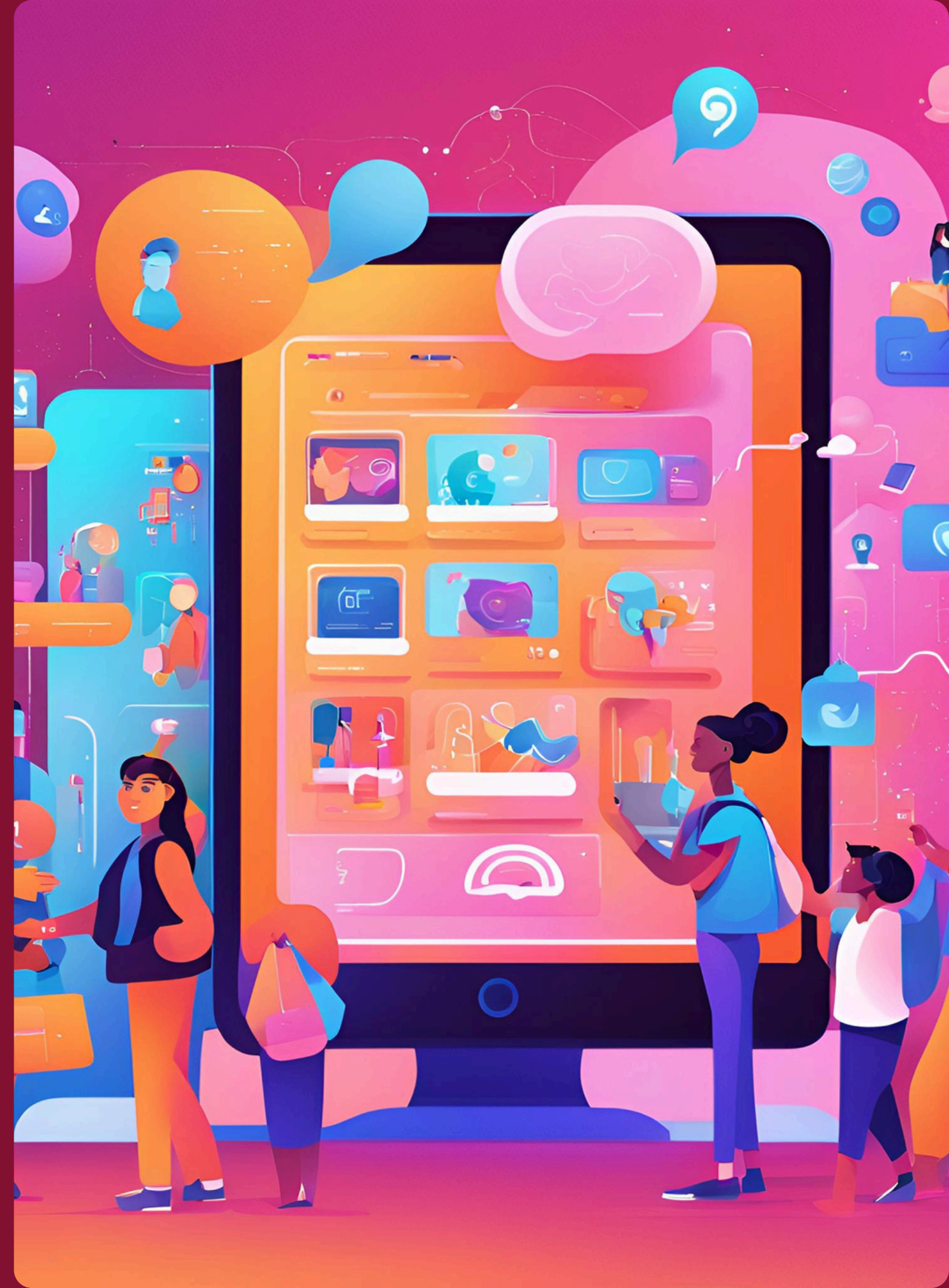


Introducing Social Shopping in Meesho

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About

Meesho is India's largest social commerce platform, empowering millions of small businesses and individuals to sell products online, primarily focusing on Tier-2 and Tier-3 cities.

Competitors



140 million
active users
as of 2023

700+product
categories
listed

\$1.1billion
total funding

\$400 million
revenue in
FY23

Unicorn
status earned
in 2021

Key statistics

Social shopping and Meesho

Meesho, faces growing competition and needs to enhance user retention. With social shopping—where 84% of Indian shoppers trust peer recommendations—Meesho can boost engagement and transactions. Group purchases also increase transaction completion by 40%. Introducing social shopping features will help Meesho drive growth and retention.

About

Persona

Empath map

Key Pain

Features

User Journey

Metrics

RICE

GTM

User Personas



Name : Priya - Small Business Seller

Age: 35, based in Jaipur

Occupation: Owner of a small handmade jewelry business.

Tech Savviness: Moderate, manages her business entirely on her phone.

Goals:

- Increase visibility of her products and tap into new audiences.
- Build trust with potential customers by showcasing social proof.
- Leverage Meesho as a primary platform to grow her business and connect with local buyers.

Pain Points:

- **Limited Reach:** Finds it hard to increase visibility outside of her immediate network and WhatsApp groups.
- **Lack of Social Tools:** She can't leverage social sharing directly from Meesho, requiring her to use external apps.
- **Trust Barrier:** Prospective buyers hesitate to purchase due to a lack of social proof (reviews, friends' recommendations).



Name : Ravi - Value-Conscious Shopper

Age: 29, based in Pune

Occupation: Accountant, frequent online shopper for deals.

Tech Savviness: High, active on social media platforms and comfortable shopping online.

Goals:

- Find affordable products that offer the best value.
- Make confident purchasing decisions by relying on recommendations from friends and family.
- Maximize discounts by participating in group buying or other collaborative deals.

Pain Points:

- **Overwhelming Choices:** The sheer volume of products makes it difficult for him to choose without recommendations.
- **Lack of Social Validation:** Hesitant to purchase items without knowing what friends or others think.
- **Missed Deals:** Finds it frustrating when he misses group buy or other limited-time discounts because of disjointed communication.

Empathy Mapping

Says:

1. "I need to know if this product is worth it before I buy."
2. "Can I trust this seller/product? Are there any reviews?"
3. "I wish I could share this with my friends easily."

Thinks:

1. "I'll be more confident if my friends or family recommend this product."
2. "I want to find good deals, but I need help deciding what's best."
3. "If I could shop with others or see their opinions, I'd buy more often."

Does:

1. Shares product links or screenshots via WhatsApp, Instagram, or Facebook.
2. Frequently checks product reviews or asks for recommendations before purchasing.
3. Participates in deals and discounts but abandons carts if uncertain or lacking social validation.

Feels:

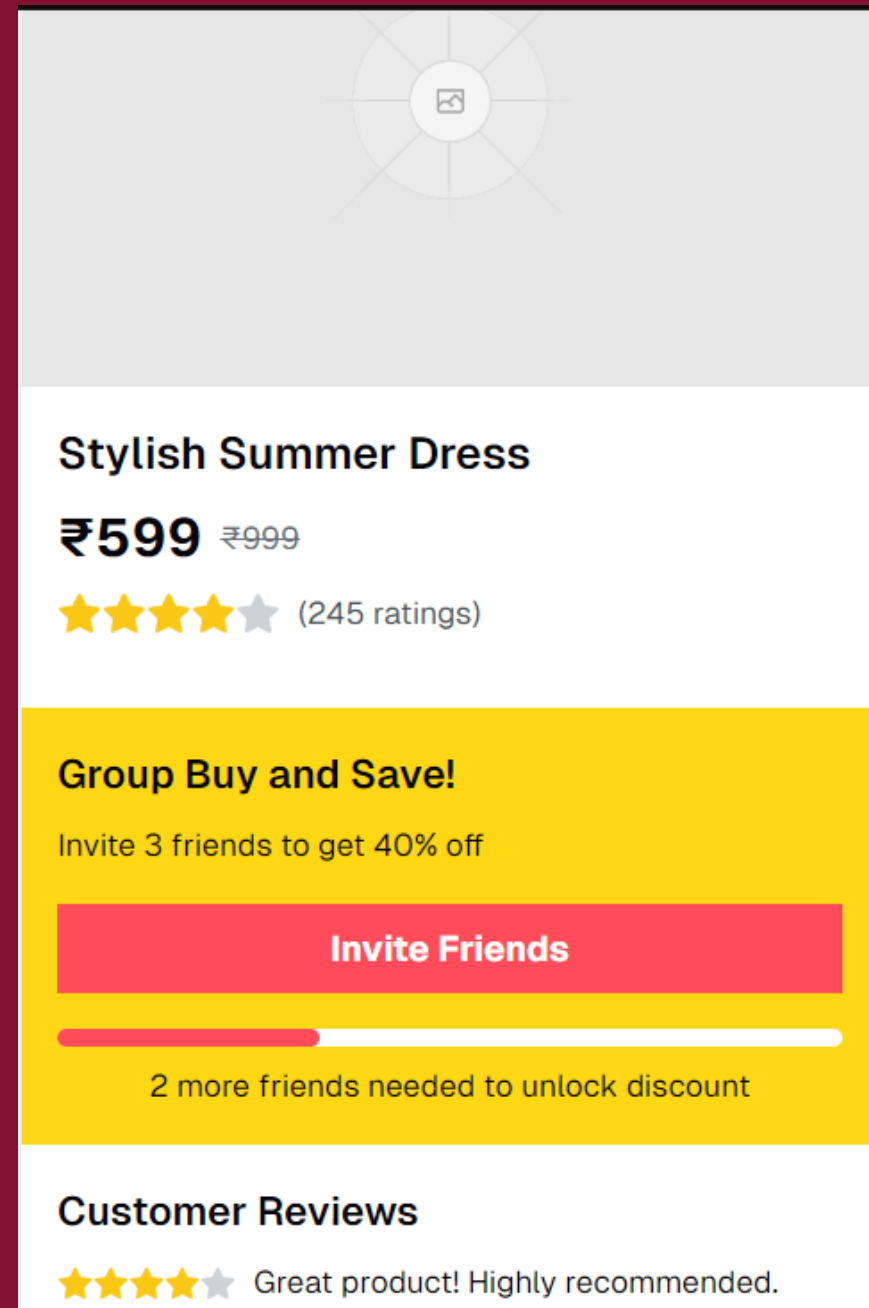
1. Confident and reassured when friends or trusted sources recommend a product.
2. Hesitant and uncertain when buying from new or unknown sellers.
3. Frustrated when they can't share products easily or get input from their network.

Key Pain Points

- **Lack of Seamless Social Sharing:** Users rely on external apps to share products, limiting engagement and trust.
- **Low Trust Without Social Proof:** Buyers hesitate without peer recommendations, leading to abandoned carts.
- **Fragmented Shopping Experience:** Influencers and sellers struggle to create a smooth shopping journey from social platforms to Meesho.
- **Difficulty Finding Trusted Sellers:** Users find it hard to trust newer or less-reviewed sellers, causing purchase hesitations.
- **Lack of Real-Time Interaction:** Users want live chats or events to ask questions and get immediate answers.
- **Limited Discovery of Relevant Products:** Users struggle to find products that match their interests among the vast selection.
- **No Seamless Integration Between Social and Shopping:** Switching between apps disrupts the shopping flow and leads to lost engagement.



Proposed Feature - 1



Group Buy & Collaborative Shopping

Feature:

Allow users to invite friends and family to join a group purchase. Discounts or cashback are unlocked when the group reaches a minimum size.

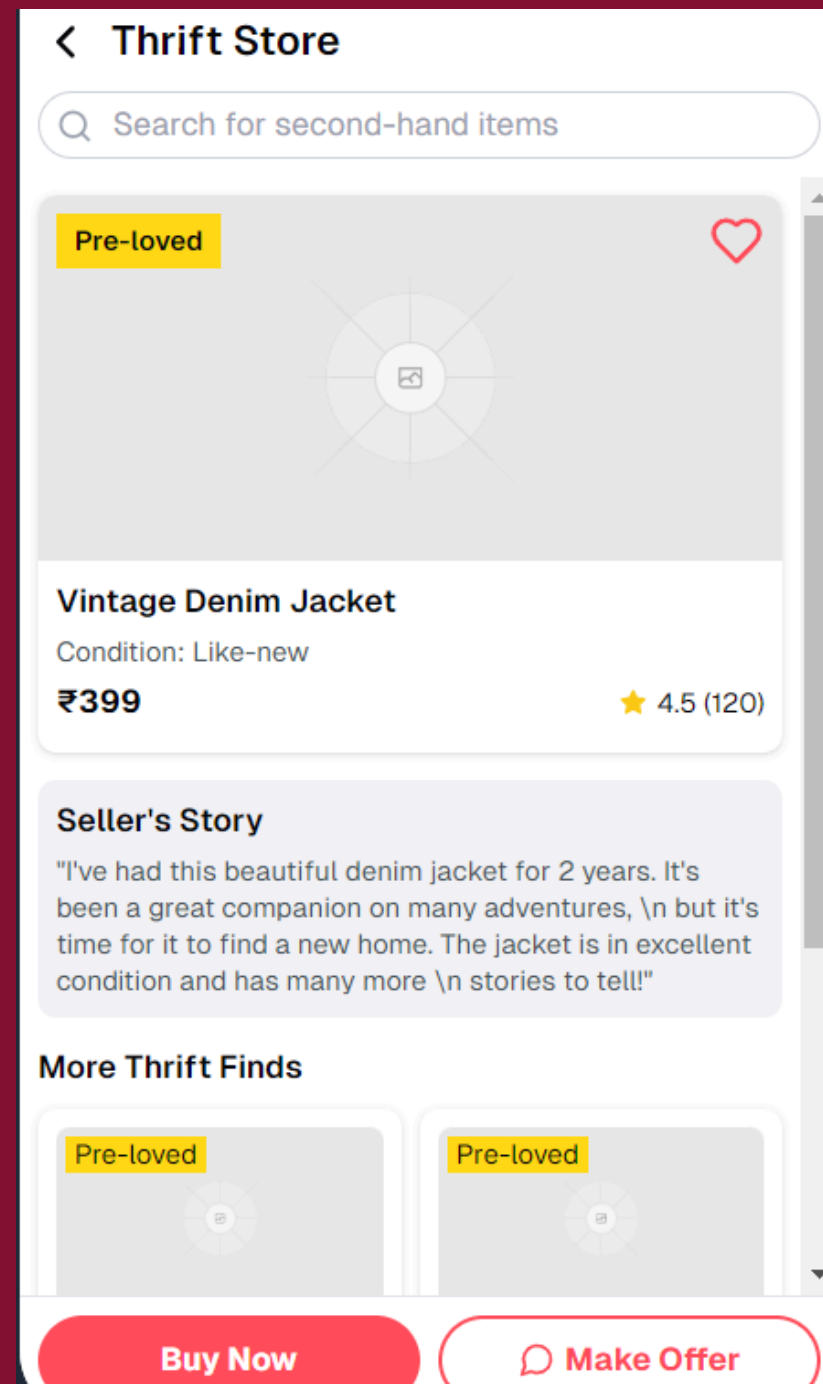
Benefits:

- 1. Builds a sense of community and shared decision-making.**
- 2. Increases transaction volume as more users are incentivized to join purchases.**
- 3. Strengthens user retention by making shopping a social activity.**

Impact on Metrics:

- 1. Key Metric: Increased transaction volume per user.**
- 2. Supporting Metrics: Group formation rate, conversion rate, increase in AOV (Average Order Value).**

Proposed Feature - 2



Thrift Store

Feature:

A marketplace for users to resell their own products. Sellers can create personalized stories for each item, adding emotional value to second-hand goods.

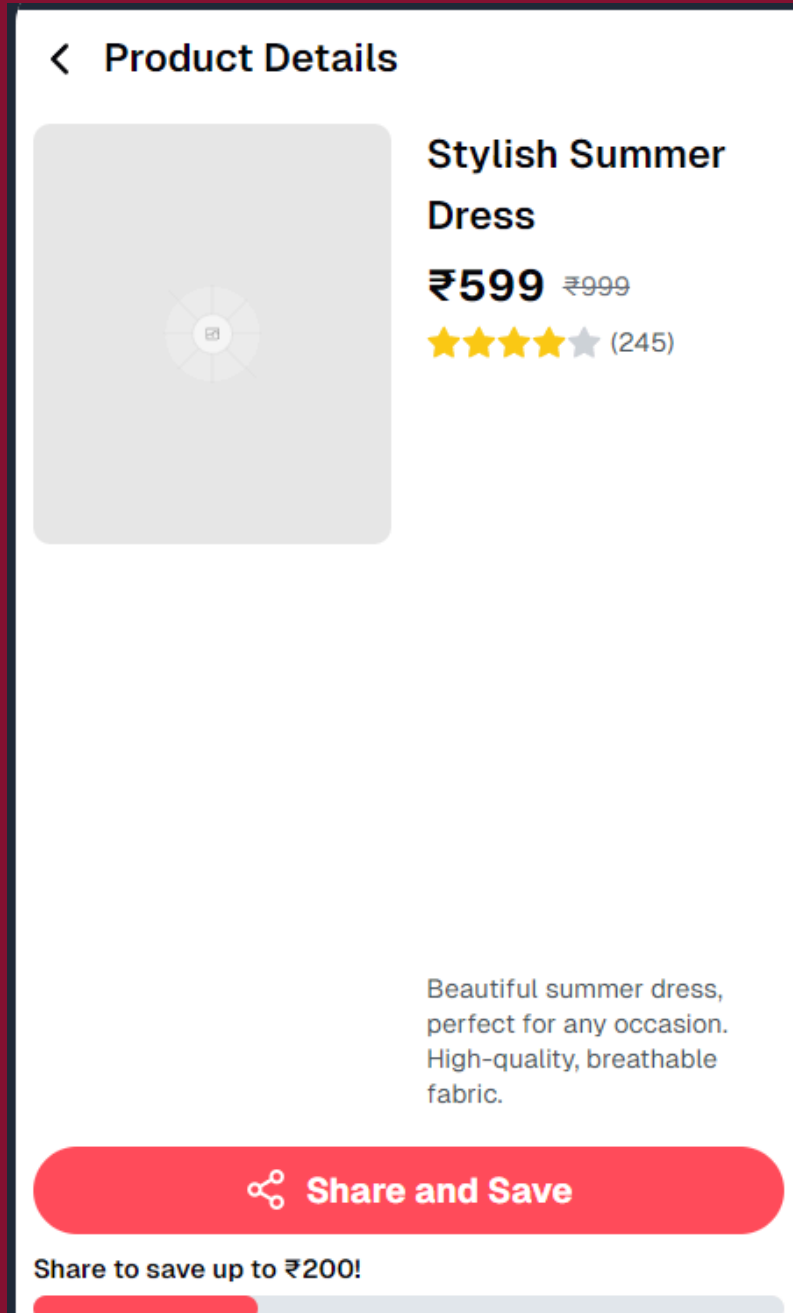
Benefits:

1. Creates an eco-friendly, sustainable shopping environment.
2. Encourages repeat purchases and higher DAUs as users browse unique second-hand items.
3. Builds a stronger community feel with personalized, story-driven listings.

Impact on Metrics:

1. Key Metric: Increase in daily active users (DAUs).
2. Supporting Metrics: Resale volume, customer retention, repeat purchase rate.

Proposed Feature - 3



Social Share & Save

Feature:

Similar to Instagram Reels, users can share products from Meesho directly to social platforms, with embedded links that make it easy for followers to purchase or save items.

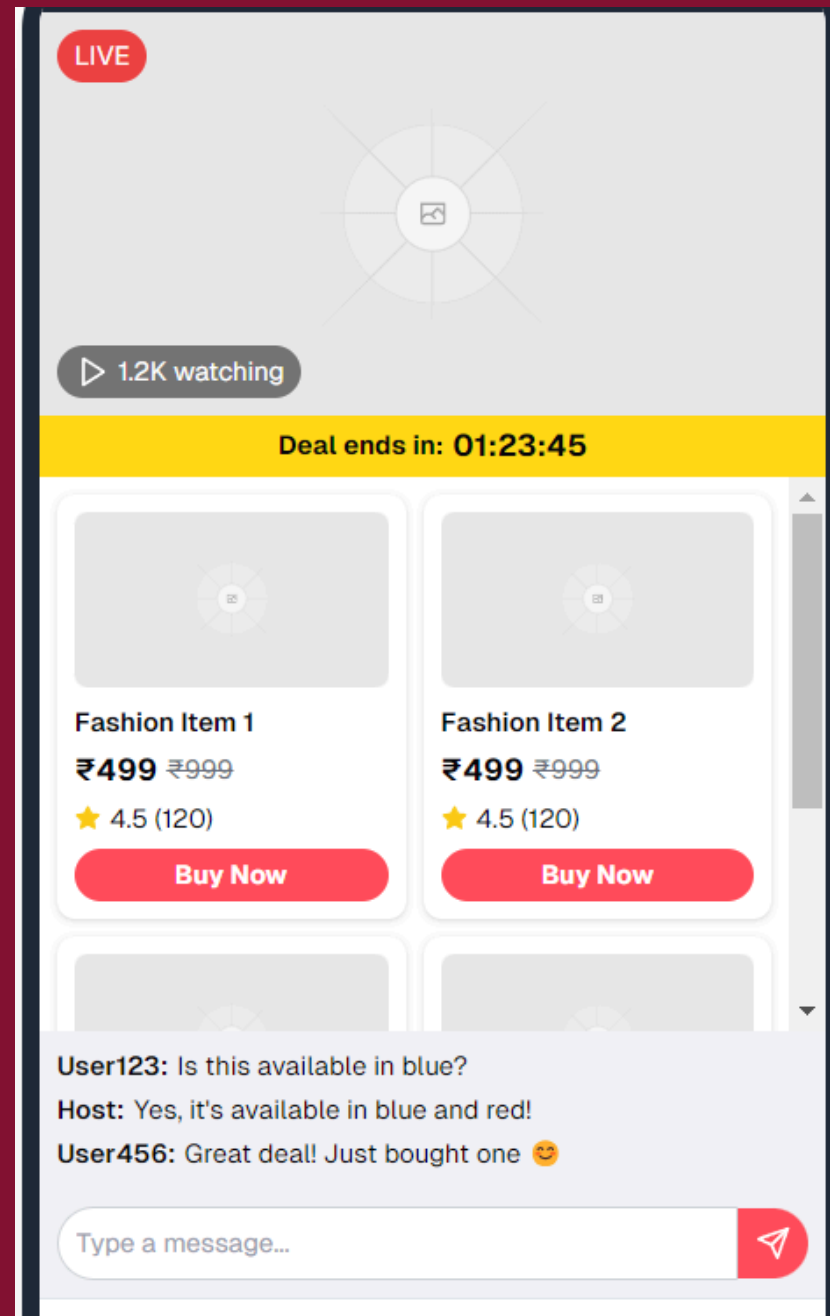
Benefits:

1. Increases organic reach and brand visibility.
2. Strengthens trust through social proof as friends recommend and share products.
3. Drives user acquisition through peer-to-peer marketing.

Impact on Metrics:

1. Key Metric: User engagement (shares per user).
2. Supporting Metrics: Click-through rate from shared content, new user acquisition.

Proposed Feature - 4



Live Shopping Events with Influencers

Feature:

Host real-time shopping events with influencers, where products are showcased, and exclusive discounts are offered during the event.

Benefits:

1. Creates urgency and drives immediate transactions through limited-time offers.
2. Engages users for longer sessions and increases platform stickiness.
3. Taps into influencer followings, expanding the user base through trusted voices.

Impact on Metrics:

1. **Key Metric:** Conversion rate.
2. **Supporting Metrics:** Session duration, revenue from live events, number of products sold.

User Journey

Discovery

Engagement

Collaboration

Purchase

Post-Purchase

Ravi finds a fashion item on Meesho shared by a friend on WhatsApp and clicks the link to the product page.

Unsure, Ravi shares the product with his family via Meesho's Social Share feature. His sister confirms it's a trusted seller.

Ravi joins the Group Buy option and invites his sister and a friend, unlocking the discount.

With the discount activated, Ravi and his group complete the purchase.

After receiving the product, Ravi posts a review and shares his positive experience with his family, closing the loop.



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Success Metrics

North Star Metric Transaction volume per user

Tracks the total number of transactions, specifically influenced by social sharing, group purchases, or live events.

Supporting Metrics

Group buy participation

Total number of users involved in group purchases.

Shares per user

How often users are sharing products across platforms..

Live event engagement

Number of attendees and transactions completed during live shopping events.

AOV (Average Order Value)

Increase in basket size due to collaborative shopping.

Repeat purchase rate

Tracks how many users return to Meesho for second-hand items (Thrift Store).

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RICE Framework

RICE Score = (Reach * Impact * Confidence) / Effort

Feature	Reach	Impact	Confidence	Effort	Rice Score
Group Buy & Collaborative Shopping	8	8	9	6	96
Thrift Store	7	7	8	5	78.4
Social Share & Save	9	8	9	5	129.5
Live Shopping Events	7	9	7	7	63

Feature Roadmap / GTM Strategy

0-6 weeks

MVP launch of Social Share & Save, focusing on seamless social sharing and product saves.

6-12 weeks

Launch Group Buy & Collaborative Shopping with incentives for users who invite friends.

12-20 weeks

Introduce the Thrift Store, focusing on community engagement and sustainability.

20+ weeks

Launch Live Shopping Events, aligning with influencer partnerships to drive peak shopping periods.

Conclusion cum Elevators Pitch

By integrating social shopping features like Group Buy, Social Sharing, and Live Events, Meesho can boost engagement, build trust through peer recommendations, and drive transactions—transforming shopping into a collaborative, community-driven experience.

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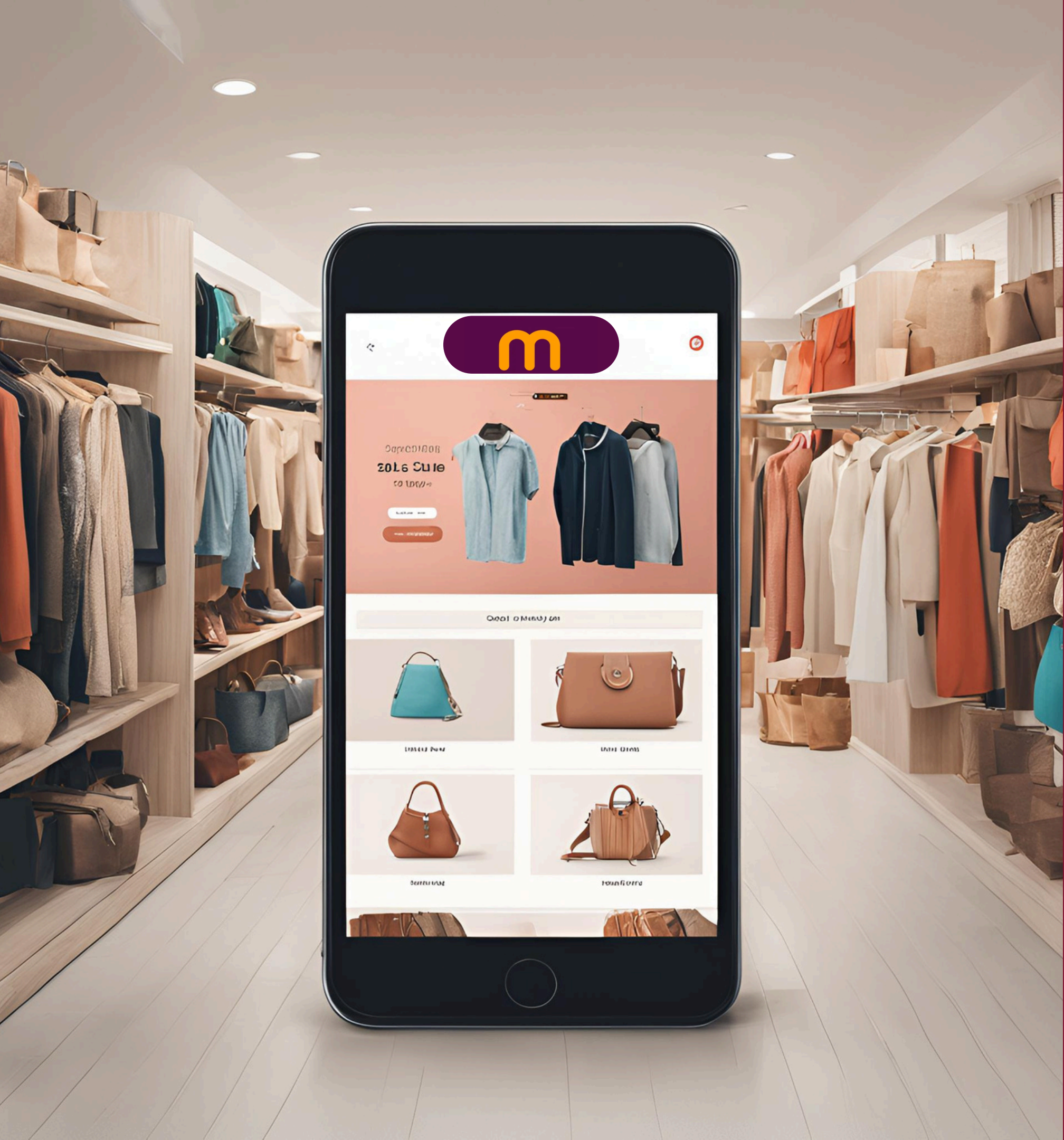
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Thankyou :))