

THE  
PRODUCT  
FOLKS

# PRODUCT TEARDOWN

## meesho

By :  
Akriti Tewari



# AGENDA

- ❖ Understand **meesho** & goal of the teardown
  - ❖ User Personas and journey
  - ❖ Existing features and recommendations
- Prioritization & Metrics



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# About meesho

India's fastest growing e-commerce company



Valuation

4.9 billion \$

*Whoa! That's a lot of money!*



15Mn+ DAU

*And a lot of users!*

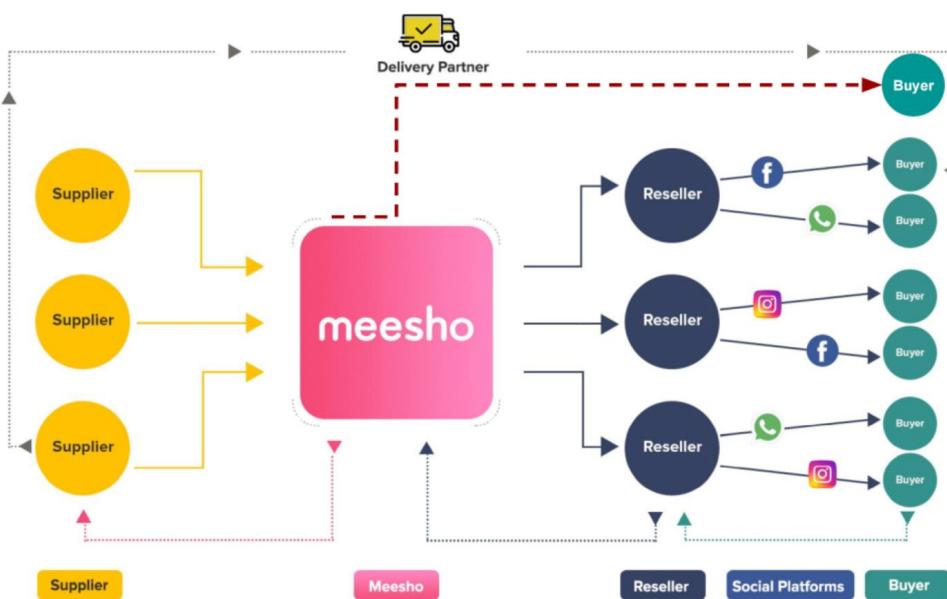
Order growth (since 2019)

100x

*Total Success!*

# meesho: Democratising e-commerce for all consumers & small businesses

**Meesho's business model has enabled resellers to curate and sell products to end customers via social channels**



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## GOAL

Increase the “orders per resellers per month” by 10x

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Who are **meesho's** users?

# Broad categories of users on meesho

S.No.	Type	Definition
1	Resellers	<ul style="list-style-type: none"><li>❖ Buy products from Meesho at lowest prices ,sell them to their customers via Facebook/WhatsApp/Instagram or other channels and earn a margin</li><li>❖ ~80% of them are women entrepreneurs</li></ul>
2	Consumers	<ul style="list-style-type: none"><li>❖ Buy products from Meesho for their personal use</li></ul>

For the purpose of this teardown, we shall focus on  
RESELLERS

# Namaste!

I AM SUNITA KUMAR



Aligarh, UP



37 years



Homemaker



Android

I am on **meesho**  
because I want to supplement  
my family income





SUNITA KUMAR



## I AM RAMESH SHAH



Dahod, GJ



40 years



Active Reseller



Android

I am on **meesho**

because I want to earn more profits  
and cater to my growing customer  
base



# RAMESH SHAH

## Thinks

*"I want to order many different items to sell and earn profit"*

## Feels

*"I am not able to order different supplier products in the same order"*

## Does

*Takes help from family members and staff to order from multiple accounts*

# ৩৫

## I AM RASHMI DAS



Haldia, WB



20 years



Student at  
local college



Android

I am on **meesho**  
because I want to be financially  
independent



# RASHMI DAS

## Thinks

*"I want to earn money so that I can spend on my needs without bothering parents"*

## Feels

*"I am not able to find the right trends or hot selling items"*

## Does

*Shares random products with customers but unable to get orders*

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# User's journey on **meesho**



# USER JOURNEY OF A RESELLER



- Reseller becomes aware of Meesho (Social media, referral, organically)
- Reseller browses through products
- Reseller shares the product with their customers
- Once customers confirm then reseller adds item to cart
- Reseller makes the final payment
- Reseller comes back to Meesho to order again & recommends/refers Meesho to other resellers



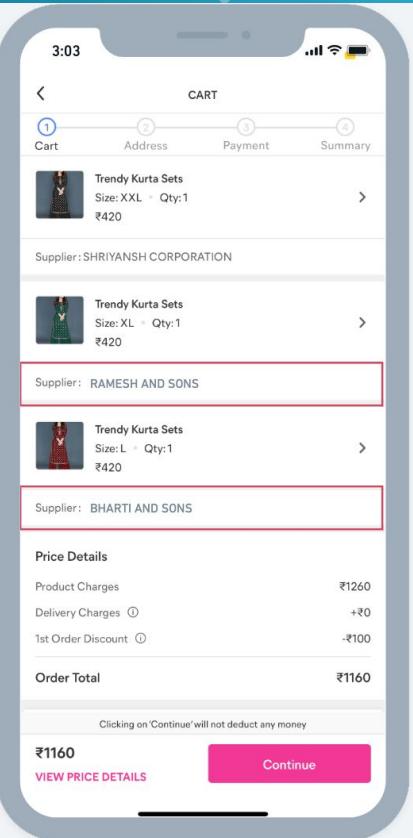
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# Existing pain points and recommended solutions

## 1. MULTI SUPPLIER CART

Currently, Meesho allows adding products from only one supplier. This creates hassle in ordering multiple items from different suppliers.

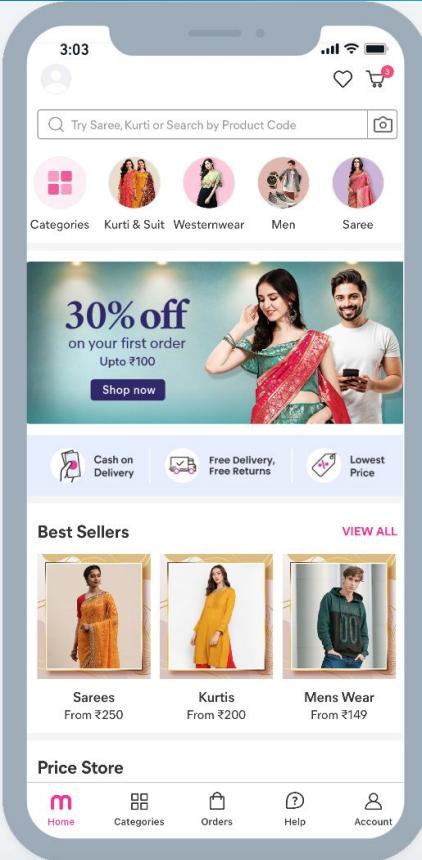
This can help resellers have single checkout per customer if they have 1+ items from different suppliers.



## 2. MULTILINGUAL APP

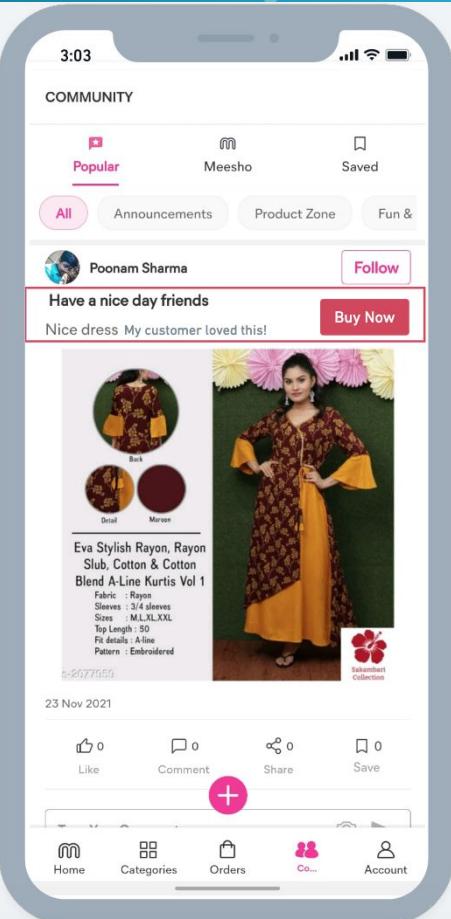
Meesho caters to a large audience from Tier 2+ cities with majority resellers speaking regional languages.

Adding regional language support in the app could help such users navigate better



### 3. SOCIAL COMMERCE

Leveraging Meesho's community, we can encourage resellers to share links of products they have purchased and liked, **identify trends** - so that other resellers can buy directly from that link.

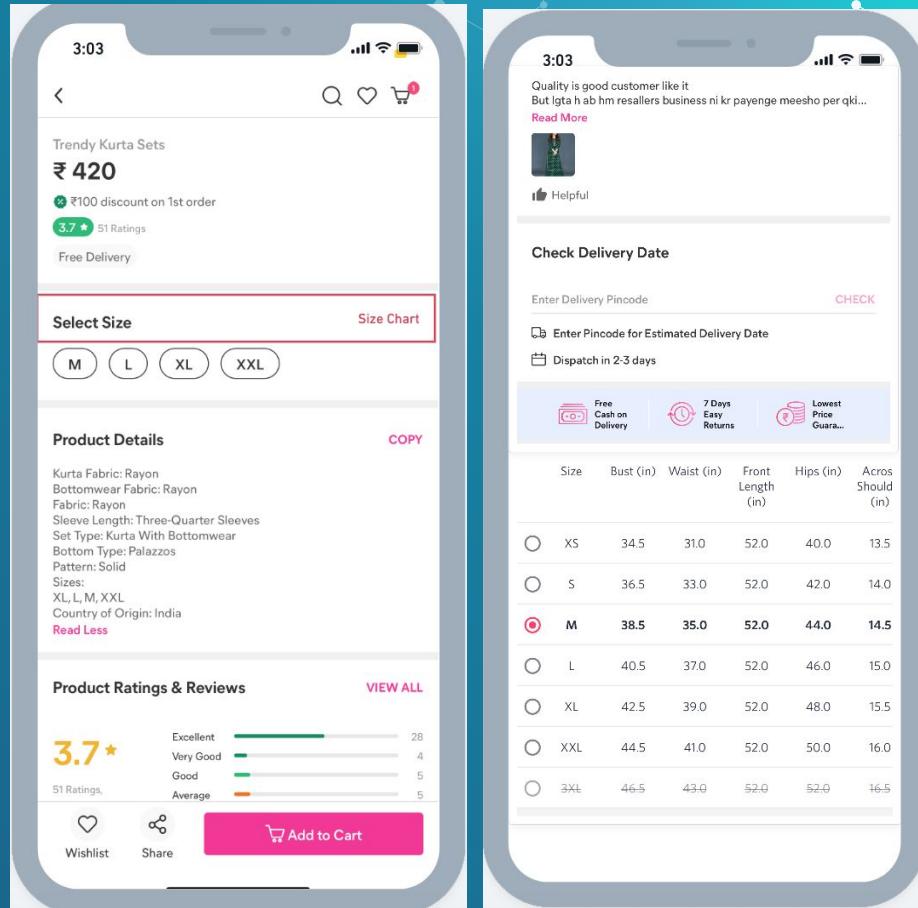


# 4. PRODUCT DISCOVERY PAGE

## 4.1 Size Information

All brands have different sizing and identifying correct size without size chart can be challenging.

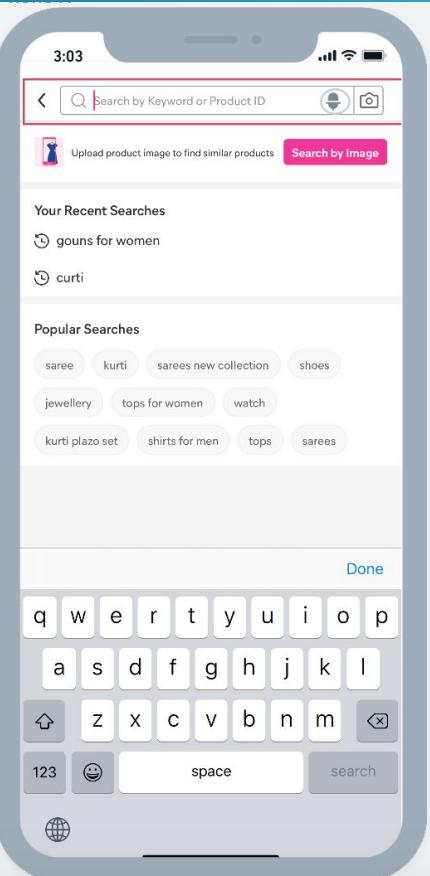
A **size chart** will help make the correct size and reduce number of returns



## 4.2 Voice Search

Many people may not know the exact spelling for the product they are looking for and can lead to varied or incorrect results.

**Built-in voice search capabilities** can help ease the process and narrow down the search





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# Additional features

Some additional low cost recommendations

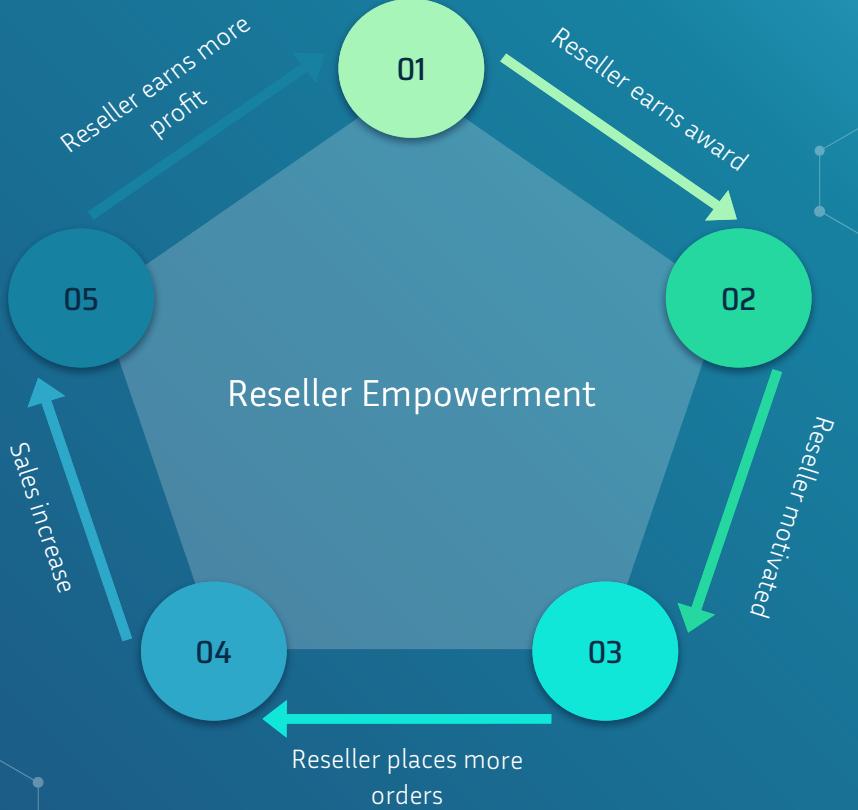


# RESELLER EMPOWERMENT

Along with Meesho's rewards program, following can be done to boost reseller's confidence & loyalty towards the platform :

- ◆ Awards/Gifts sent at home for high order resellers
- ◆ Certificates along with images so that they can share on social media
- ◆ Quarterly felicitation event on Meesho's social handles
- ◆ Sharing progress in Meesho community page







## COMMUNITY LEARNING

Enable top resellers to create short videos (reels) in regional languages for sharing tips with new & less experienced resellers. **These videos could be grouped by product category and language.**

This will give a sense of responsibility & empowerment to video creators and be a value add for content consumers.

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# Prioritization & Metrics



# Orders Per Reseller Per Month

NORTH STAR METRIC

# ANALYSIS OF RECOMMENDED SOLUTIONS

Feature	Complexity	Business Impact	Metric Impacted
Multi Supplier Cart	<b>MEDIUM</b>	<b>HIGH</b>	<ul style="list-style-type: none"><li>-No. of orders per reseller</li><li>-Avg order value per reseller</li><li>-No.of checkout attempts</li></ul>
Multilingual App	<b>HIGH</b>	<b>MEDIUM</b>	<ul style="list-style-type: none"><li>-No. of orders per reseller</li><li>-Resellers activation</li><li>-Engagement on the app</li><li>-NPS</li></ul>
Social Commerce	<b>HIGH</b>	<b>HIGH</b>	<ul style="list-style-type: none"><li>-No. of orders per reseller</li><li>-No. of products viewed and shared</li><li>-Engagement on community reselling related posts</li><li>-Order contribution from community</li></ul>
PDP Improvements	<b>MEDIUM</b>	<b>MEDIUM</b>	<ul style="list-style-type: none"><li>-No.of orders per reseller</li><li>-No.of drop offs at PDP</li><li>-Decrease in RTO due to size</li></ul>



# ROADMAP

RESELLER  
EMPOWERMENT  
JAN 2022



Multi Supplier Cart  
FEB 2022



Social Commerce  
MARCH 2022



PDP Improvements  
JUNE 2022



Multiple Language  
Support  
AUGUST 2022



# THANKS!

ANY QUESTIONS?

You can find me at:

- ◇ <http://akrititewari.in>
- ◇ Twitter : @tewari\_akriti
- ◇ akrititewari239@gmail

