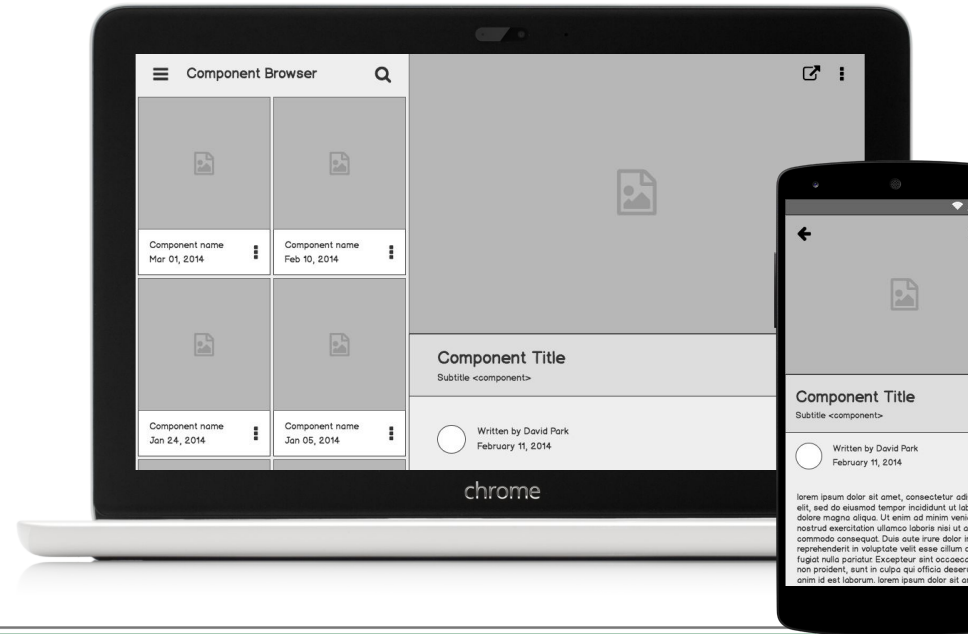


Solving Meesho's return crisis



About Meesho

Meesho is an Indian E-commerce company which enables small businesses and individuals to start their online stores via social channels such as WhatsApp, Facebook, Instagram.

Meesho's vision is to enable 100 million small businesses across tier-2 and tier-3 cities in India, including individual entrepreneurs to succeed online.

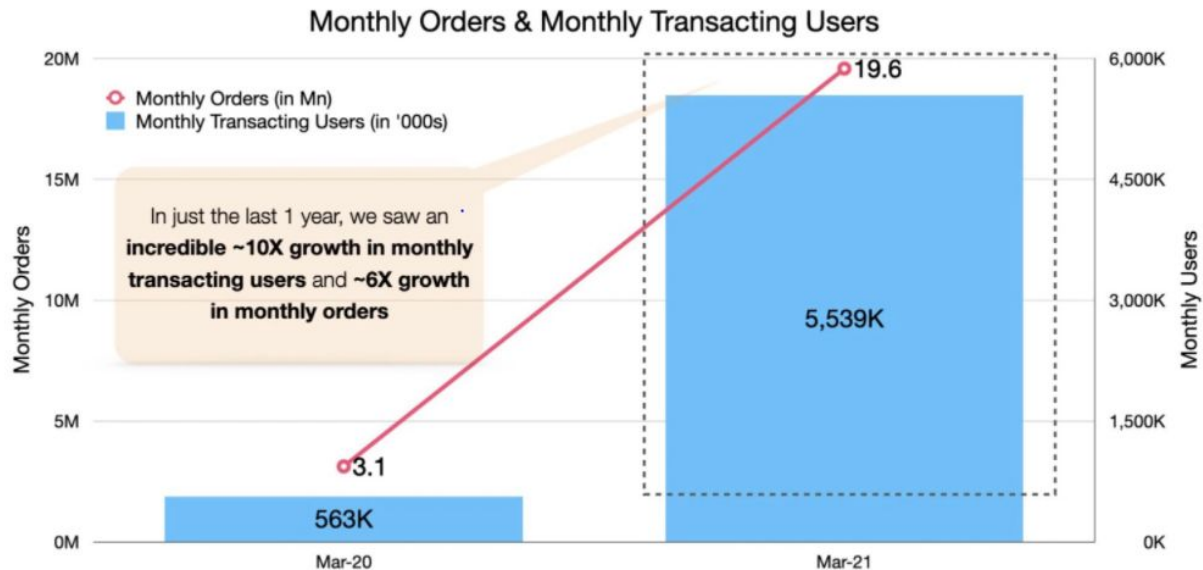


Image Credits: Meesho

Chart depicting growth in transacting users and monthly orders from 2020 - 2021 (source: [Techcrunch](#))

The Problem: Meesho's return experience

- **What:** Meesho users are placing return requests at great volumes because of discrepancy in the product information and the actual product delivered. Moreover, they're experiencing delayed pickup of return orders and consequently, a delayed refund.
- **How:** UX research studies shows that out of 10 users 6 of them place a return order, and out of the 6 users 3 complain of a bad return experience. Rate of affected users is about 50%.
UX research involves : Surveys, interviews, reviews on playstore, [Economic Times](#).
- **Who:** People from tier-2 & tier-3 cities who prefer Meesho products because of the affordable prices are most affected by the subpar return experience. The delay in processing refunds leads to distrust in the e-commerce platform, negative perception, discontinued customer loyalty and consequently loss of potential revenue for the company
- **Why:** Solving the problem now is imperative as the company's in a hypergrowth phase and intends to continue its growth trend of 50% YoY growth in monthly orders and monthly transacting users across tier-2+ cities. Source : [TechCrunch](#)
- **Impact to the business:**
 - For customers: more seamless customer experience while ordering products, reduced need for returns, instilled trust in the Meesho platform
 - For Meesho: less operational costs in processing returns, customer loyalty, increased net conversion rate

Potential Solutions

Parameters of ideal solution: coherence to the main problem statement, operational effort, desirability for customers

Solution 1:

Enhanced product description for informed purchase for buyers

- Include size chart for buyers
- Include enhanced product description with photos and videos
- Mandate HD images from sellers and enhanced product specification data

Pros: Scalable solution for ensuring less probability of returns

Cons: Sellers need to be appropriately educated to add in quality information

Solution 2:

Build a return tracking mechanism for end users

- Track return from time of return request placement to refund processed
- Mandate operational staff to update status of return at every junction
- Gives customers end-to-end visibility

Pros: higher end-user visibility over return status

Cons: Does not address underlying problem of higher return rate, higher operational effort

Solution 3:

Instant refund to Meesho wallet, but usable only on return pickup

- Introduce Meesho wallet for instant refunds
- Although credited, refund amount will be usable only once agent has picked up returns
- Gives customers gratification

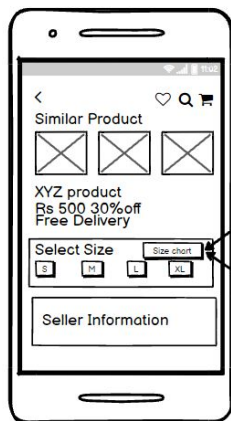
Pros: Improved brand loyalty through better refund experience

Cons: Does not address underlying problem of higher return rate, refund is not credited to source

Chosen solution: Size Chart & Enhanced Product Specifications

Size Chart for customers

- Customers have the ability to click on a size chart on the PDP
- Size specifications to be uploaded by the seller



Size Chart

Size	Chest/Bust	Waist	Shoulder	Length	Sleeve Length
S	36	32	14	44	17
M	38	34	14.5	44	17
L	40	36	15	44	17
XL	42	38	15.5	44	17
XXL	44	40	16	44	17

Women Kurta
Not sure about your kurta size? Follow these simple steps to figure it out:
Waist - Measure at the slimmest part of natural waist above the navel.
Sleeve - Measure from the shoulder seam to the cuff / hem along the outer arm.
Outseam - Measure from the waistband to the bottom hem.
Shoulder - Measure one shoulder tip to the other at the back.
Bust - Measure around fullest part of the bust.

Highly **desirable** as customers require a solution to their problem of incorrect sizes

Viable as information is input by seller themselves

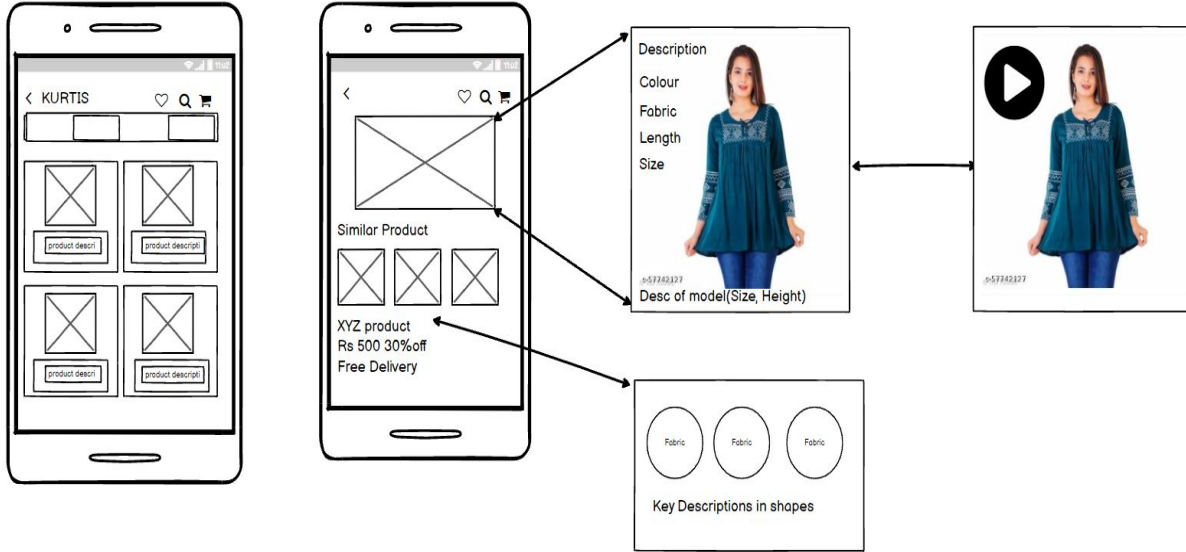
Usable as size chart opens up in-app as a modal

Technically **feasible** with minor UI and backend enhancements

Chosen solution: Size Chart & Enhanced Product Specifications

Enhanced product specifications in PDP

- Enhance product listing form on seller portal to include more information
- Mandate important fields like size specifications, HD images



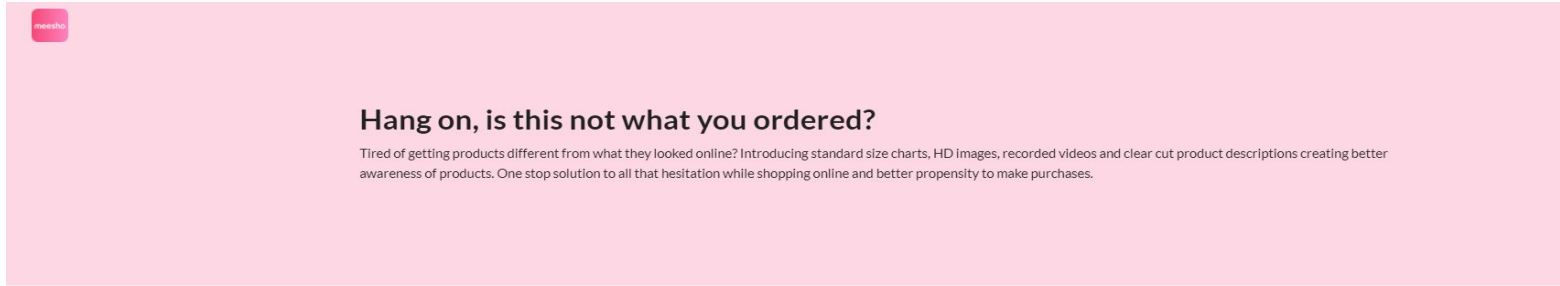
Highly **desirable** as customers require a solution to their problem of incorrect sizes

Viable as information is input by seller themselves

Usable as size chart opens up in-app as a modal

Technically **feasible** with minor UI and backend enhancements

Chosen solution: Snapshot of the landing page.



About The Project

Hi visitor, this project aims at improving the product description and introducing size chart for the clothing section in Meesho.

Based on some surveys and interviews conducted, it was found that these users are reluctant to place orders because of inconsistency in what they receive and what is shown to them on the site. Also there are discrepancies in size and fit . Henceforth, leading to high return rates because of the above mentioned reason.

Are you holding yourself back too from ordering your favourite dress? Now no more !! Let me know if the ideas here resonates with you

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URL : [Landing Page](#)

Success Metrics

- Number of return requests placed
- Number of complaints for wrong product specification
- Number of clicks on size chart before placing the order
- Google Play Store reviews

Possible pitfalls?

- What are the potential pitfalls of the solution?
 - Seller education is an operational effort
 - Even after seller education, non-compliance may exist
 - Standardization of sizes across brands
- How can these risks mitigated?
 - In-app tutorials and walkthroughs on seller platform
 - Penalize sellers for non-compliance by deprioritizing their products from the listing page
 - Seller inputs size related data while listing the product