Meesho Capstone Project

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From

Product Space



Project Overview and Flow



Problem Statement

Meesho resellers are experiencing a decrease in order conversion rates. What factors are leading to cart abandonment or purchase hesitation among end-customers, and how can the platform improve the overall buying experience?



Meesho: A trailblazer in India's social commerce, Meesho revolutionizes online selling and shopping, fostering entrepreneurship since 2015.



Mission: Meesho champions economic inclusion, leveraging social networks to democratize access to products for India's underserved communities.



Recent News: With a fresh infusion of $275 million, Meesho cements its status as a powerhouse in the Indian e-commerce landscape.

Meesho's Statistics (500 Mn+ App downloads till now)		
150+ million monthly active users (MAUs)	**70% users** from Tier 2 and 3 cities	**60% users** are women
80 % sellers retail business owners.	**95%** of the platform's selection is unbranded.	4.4 Rating on play-store

Product Catalogue		
120+ million products listed	**1.1 M+** active sellers	**650+** categories of products

Financials		
$5 bn+ Gross merchandise value (GMV) in FY23	**$312 M+** Revenue in FY23	**$279 M+** Losses of in FY23
1.2 bn+ Meesho has raised till now	**95%** The company is valued at over $5 billion	**350** Average Order Value

Competitors

amazon, bigbasket, Jio, Flipkart, Myntra, NYKAA, zudio, SHOP 101, GlowRoad

Meesho End user Personas

We are prioritizing Priya because they are more conscious about their spending and contribute significantly to the growth of e-commerce platforms.





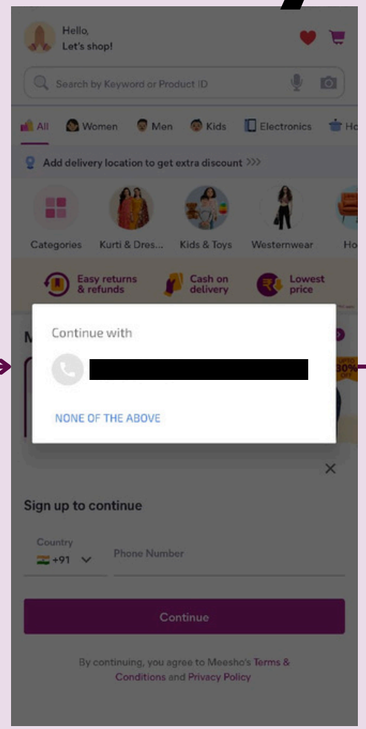


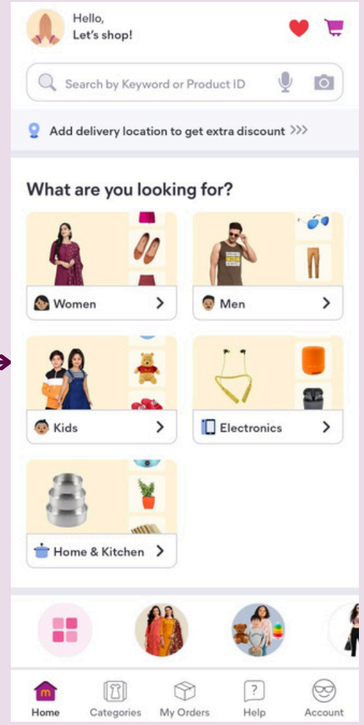
Persona	Priya	Rani	Rohan
Demographics	28 years old, Tier 2 City, Marketing Professional	35 years old, Rural Village, Homemaker	22 years old, Tier 1 City, College Student
Tech Savvy	Comfortable with smartphones and online shopping	Somewhat comfortable with smartphones	Highly comfortable with online platforms and social media
Shopping Habits	Researches products online, compares prices, reads reviews	Relies on social media recommendations, prioritizes affordability	Makes impulsive purchases based on trends, values fast delivery and easy returns
Needs & Pain Points	Clear product information (descriptions, images), secure payment options, transparent policies, streamlined checkout	Clear product images, simple app interface, COD option, easy returns	Visually appealing presentations, clear size charts, smooth checkout, fast delivery, hassle-free returns
Quote	"Love the variety, but descriptions lack details. Can't be sure about quality."	Clear visuals showcasing quality, easy navigation, COD security, dislike complex return policies	"Love discovering new things, but things sell out quickly. Faster delivery would be amazing!"

Meesho User Journey for End Users

For first time users :





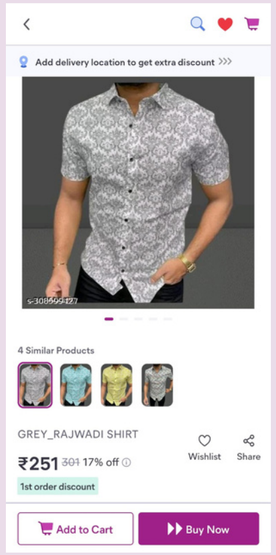


PROCESS	LANGUAGE SELECTION	ENTERING PHONE NUMBER	HOME PAGE
THOUGHT BUBBLE	I can't wait to dive into what this app offers	Synced with truecaller so some personal information might be shared Feeling of privacy invasion	There is no tutorial or go through for the app Totally confused as there is a vast variety of products
EMOTIONS (Mood Meter)	DELIGHTED / NEUTRAL / FRUSTRATED		
OPPORTUNITY		Let users explore the app then while ordering or adding the product to a cart ask them for a sign up.	Make a tutorial guide for what are the things available in the app

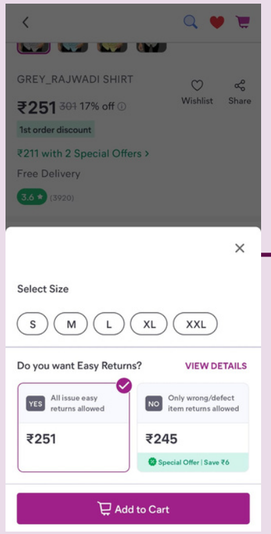
Meesho User Journey for End Users

Ordering Product:

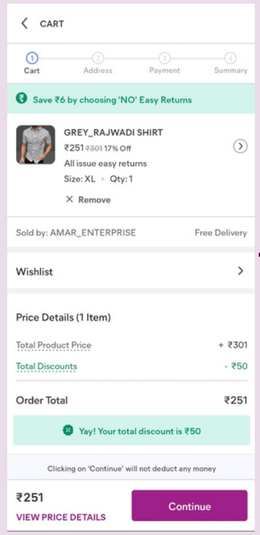
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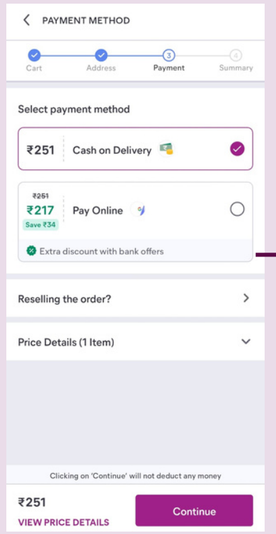
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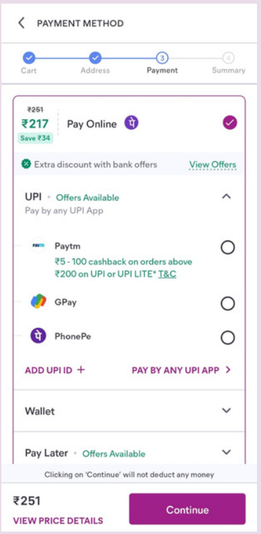
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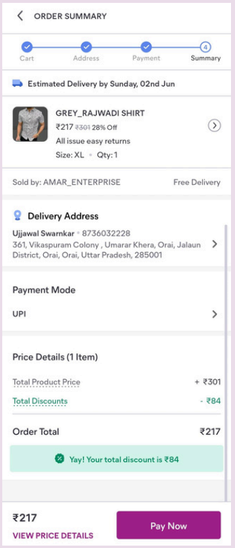
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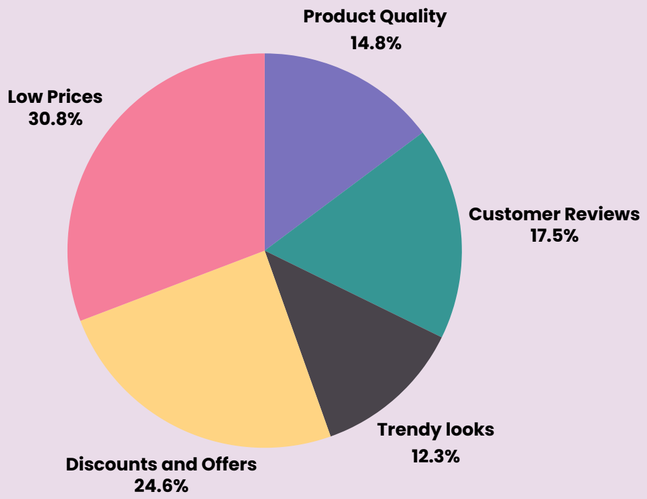
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PROCESS	FINDING THE RIGHT PRODUCT	ADDING IT TO THE CART	PROCESS TO CHECKOUT	PAYMENT MODES	PAYMENT OFFERS	FINAL CHECKOUT
THOUGHT BUBBLE	1. Why does the image become blurred when zoomed in? I can't see the design properly. 2. Why doesn't the product description mention the material used in this shirt?	1. Why doesn't the app show delivery time on the product list page. 2. Why are return price options unclear about what counts as defective or wrong?	1. No extra discount? 2. Will I still get the discount if I purchase 2nd time? 3. When this product will be delivered?	They offer various payment modes with special offers.	1. Why there is offer on Paytm only? 2. Here also I can't see the Expected delivery.	😕 "Why is the delivery date so late?"
EMOTIONS (MoodMeter)	DELIGHTED / NEUTRAL / FRUSTRATED					
OPPORTUNITIES	Provide a better quality Images by promoting sellers with good images.	Show the aprrox date of delivery on product list page with each product	Provide the expected delivery date and section to explore extra discount.	They are providing all payments mode, with discount if online payment is opted.	Provide a variety of offers on other payment methods as well	Provide an affordable express delivery option for users

End-User Research Findings

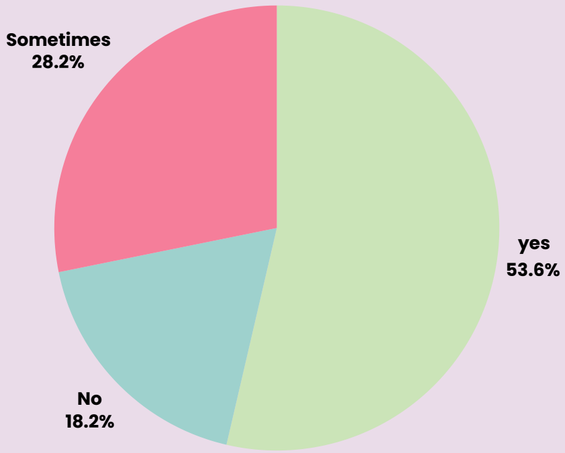
What motivates you to add the product into the cart?



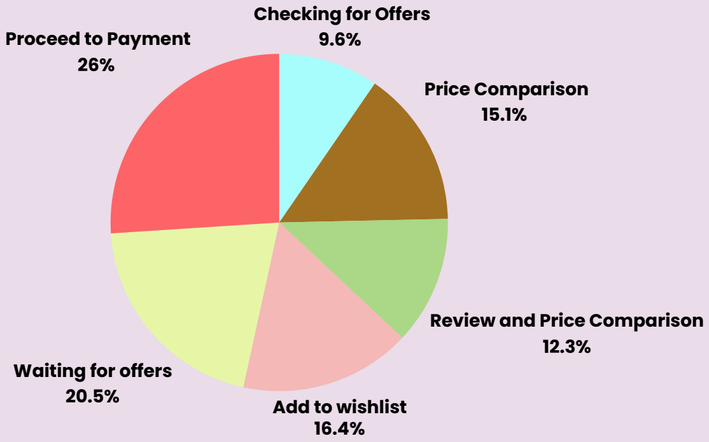
What could have been offered to encourage you to complete the product?



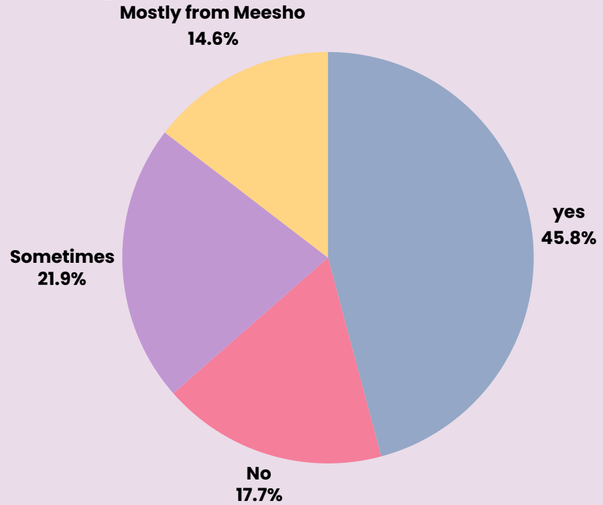
Did you compare the products with different platforms?



What do you normally do after adding product to the cart?



Do you have any concerns about the quality or authenticity of the product?



End-User Painpoint Findings and Prioritization

Pain Point	Description	Reach	Impact	Confidence	Effort	RICE
No Price Comparison Tools	Users miss out on potential savings. Friction between add to cart and order	High	High	Medium	Medium	High
No Offers at Checkout	Missed opportunities for increased purchase value.	High	Medium	High	Low	High
Inconsistent Shipping Charges/No Free Shipping	Unclear or high shipping costs deter purchases.	High	High	High	Medium	Medium
Low Image Quality	Less visually appealing product presentations.	High	High	Medium	High	Medium
Product Issues (Quality, Expired Products)	Erodes user trust and leads to dissatisfaction.	Medium	Medium	Medium	High	Low
Inconsistent Shipping Charges/No Free Shipping	Unclear or high shipping costs deter purchases.	High	High	High	Medium	Medium

Meesho Reseller Personas

We are prioritizing established sellers because they form a significant part of Meesho's reseller community and have built a strong trust in platform. Addressing their pain points will ultimately enhance the overall Meesho user experience.



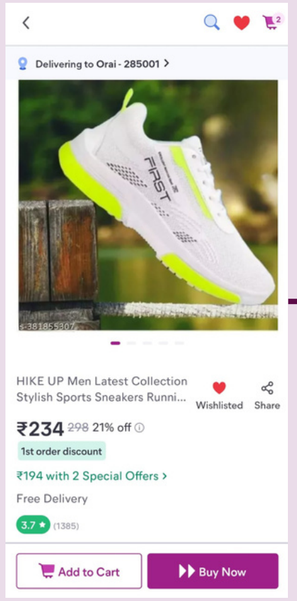




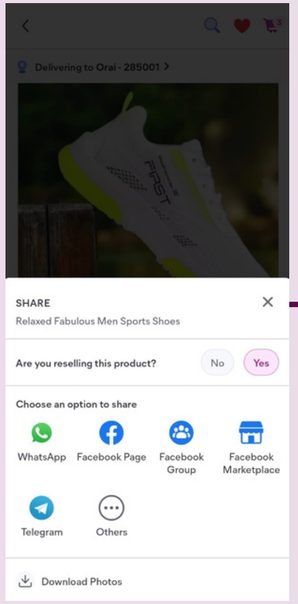
Persona	Established Reseller (Akash)	New Reseller (Sita)	Part-time Reseller (Rahul)
Demographics	32 years old, Tier 2 City, 2 years on Meesho	24 years old, Rural Village, Less than 6 months on Meesho	40 years old, Tier 1 City, Full-time office job
Tech Savvy	Proficient in using Meesho app and online tools	Learning the ropes of Meesho app and online marketing	Comfortable using Meesho app and online tools
Business Focus	Sells a variety of products across categories	Sells homemade crafts and local products	Curated selection of products alongside full-time job
Goals & Challenges	Increase customer base and sales, access high-quality product information, manage inventory, compete effectively	Learn marketing & customer engagement, understand profit margins & pricing, product photography & descriptions, navigate the platform	Maximize profits in limited time, efficient order & customer management tools, balance Meesho with full-time job, customer insights
Quote	"Great platform, but managing stock and competition is tough. More supplier support would be helpful."	"Excited to sell, but so much to learn! Need help with pictures and writing descriptions."	"Great extra income, but time is limited. Efficient management tools would be a huge help."

Meesho User Journey for Resellers

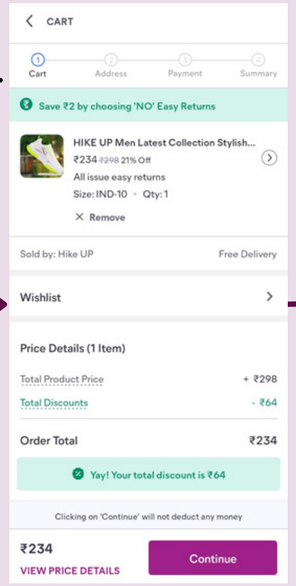
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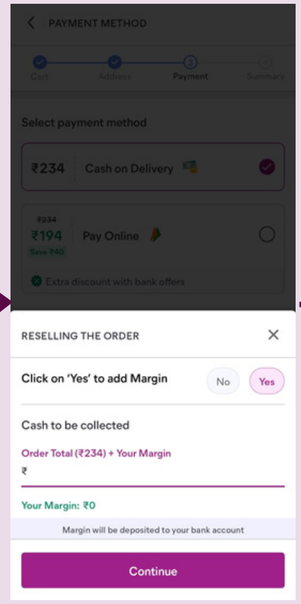
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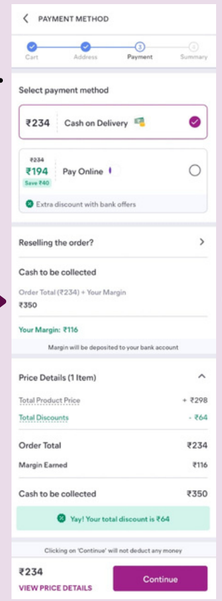
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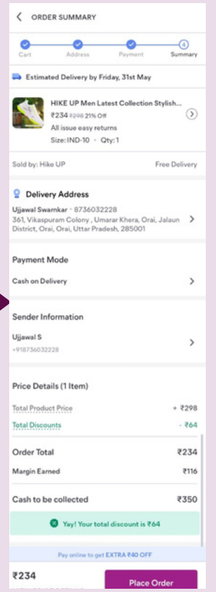
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PROCESS	SELECTING PRODUCT	SHARING OPTIONS	ADDED TO CART	RESELLING MARGIN	PAYMENT MODES	FINAL CHECKOUT
THOUGHT BUBBLE	• Finding the right product is tough. Good images and descriptions are rare, but when found, it's a relief and satisfying	• Mistakes in link sharing and poor image quality can be frustrating. Also, the lack of detailed descriptions is disappointing	• The absence of a margin option, extra offers, and visible delivery dates can be quite inconvenient.	• "Why is the reselling option so hidden? And why do similar products have different margins?"	• Why are offers only for online payments? • Where's the delivery date? • Will I get my margin on time? • I hope the margin is credited on time.	• Why is the delivery so late? My customers want it early. I hope they don't cancel due to this delay.
EMOTIONS (MoodMeter)	DELIGHTED / NEUTRAL / FRUSTRATED					
OPPORTUNITIES	• Use a smart recommendation system to suggest profitable, customer-preferred products.	• Create a reseller profile separately so that there is no confusion in sharing product details with links.	• Include discount section. • Add margin at checkout. • Display delivery dates.	• Highlight reselling option early. • Standardize margins for similar products.	• Offer variety in payment methods. • Show tentative COD margin credit date.	• Fast delievery option for minimal charges.

Resellers Research Findings

@dharmendragupta2518 5 months ago
Meesho per selling karna best to hai per claim pass nahi hota hai
3 Reply

@hasstar123 7 months ago
Too many returns, no claim getting approved and zero customer care support

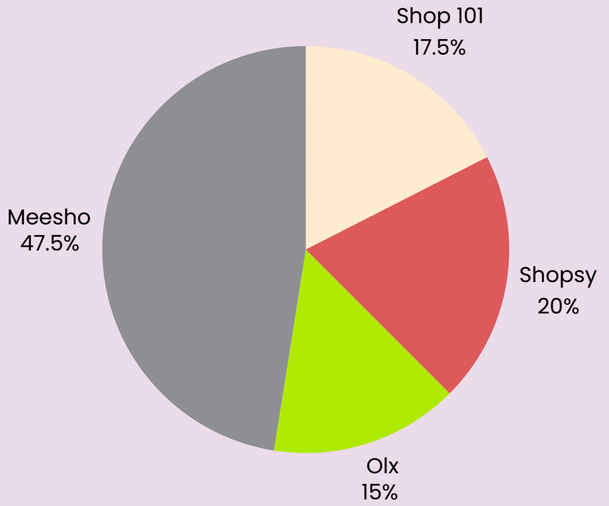
@mina0906_0 6 months ago
Misho ka delivery bad se baddar ho chuka hai abhi
Kuch mangao to seller bhej Raha hai par delivery itni bakwas ho chuki hai
Ki product aa bhi nhi raha customer k pass
Isse seller ko bhut nuksab ho raha h
1 Reply

@mannankhan9490 7 months ago
Leave Meesho As soon as possible.
1. Claim Reject
2. Wrong Return.
3. Automatic Price Update.
4. Return Delivery charges is High.
5. Gst Credit on return is not providing (Hide).
6. Extra Ads Expenditure.
7 etc.....
So stop Meesho.

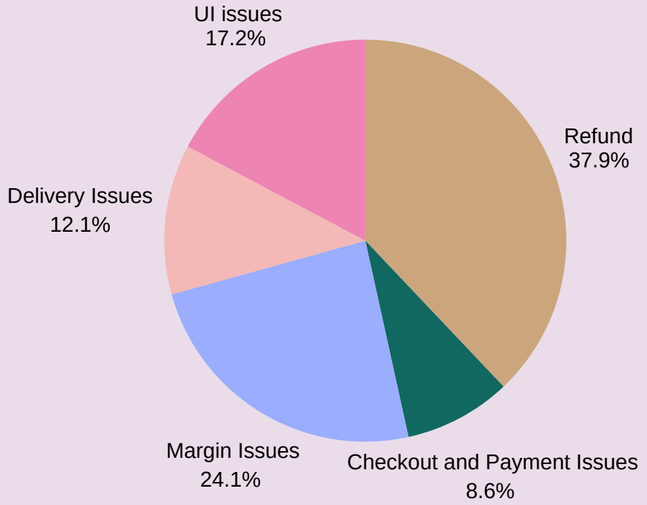
@marshalsaren1689 7 months ago
Pls meesho me sale na kare..
Me khud ek online sellers hu...
Fake order ata hai maximum..
Leave meesho as soon as possible..
Reply



What are the other platforms you are using for reselling purpose?



What are the challenges you still face while using Meesho



Reseller Pain point Identification and Prioritisation

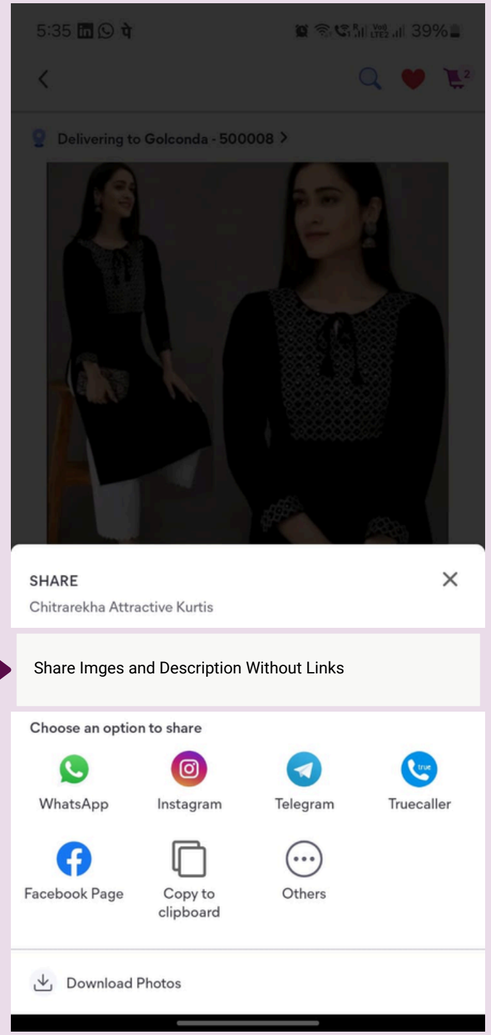
Pain Point	Description	Reach	Impact	Confidence	Effort	RICE
Changes in UX/UI	Can be disruptive if not well-communicated.	High	High	High	Medium	High
Low Image Quality	Less visually appealing product presentations.	Medium	HIgh	Medium	Medium	High
Slow Product Delivery & Delayed Returns	Impacts customer satisfaction and reflects poorly on resellers.	Medium	High	Medium	Medium	Medium
Reseller Refunds Issue	In case of COD resellers face the issue of getting their margin refunds	Medium	Medium	Medium	Medium	Medium
Meesho Shifting to D2C Model	Impacts future business potential for resellers.	Medium	Medium	Low	High	Low

Solution 1: Change in UI/UX for the Reseller

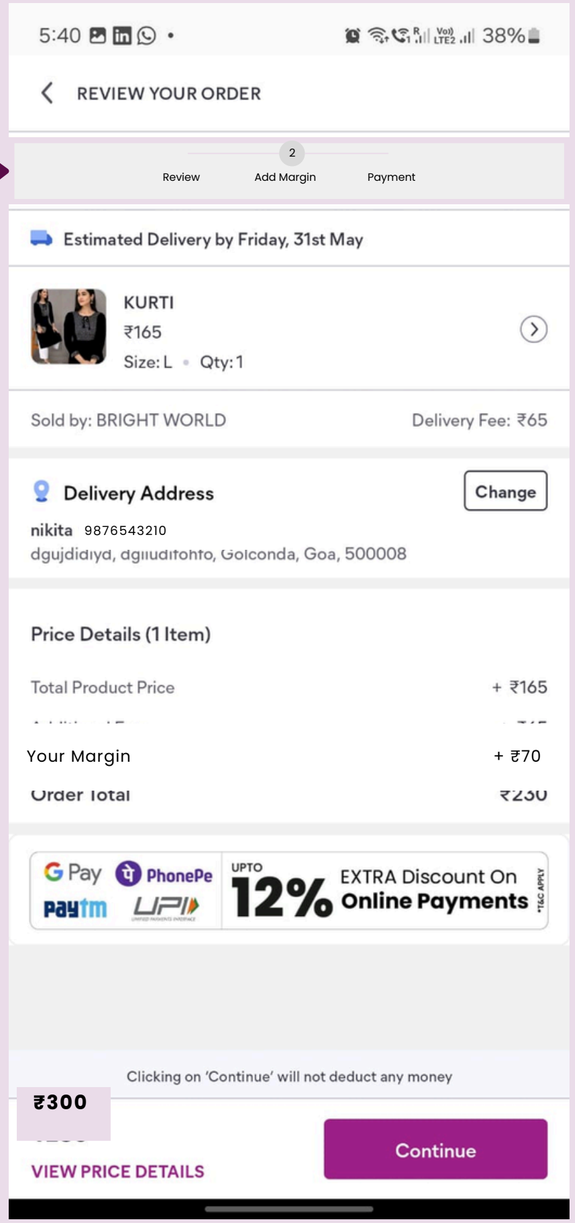


Add toggle button on below the profile for the reseller to change the UI and features for reseller only.

Keep the default sharing setting for the meesho reseller to share image in description only



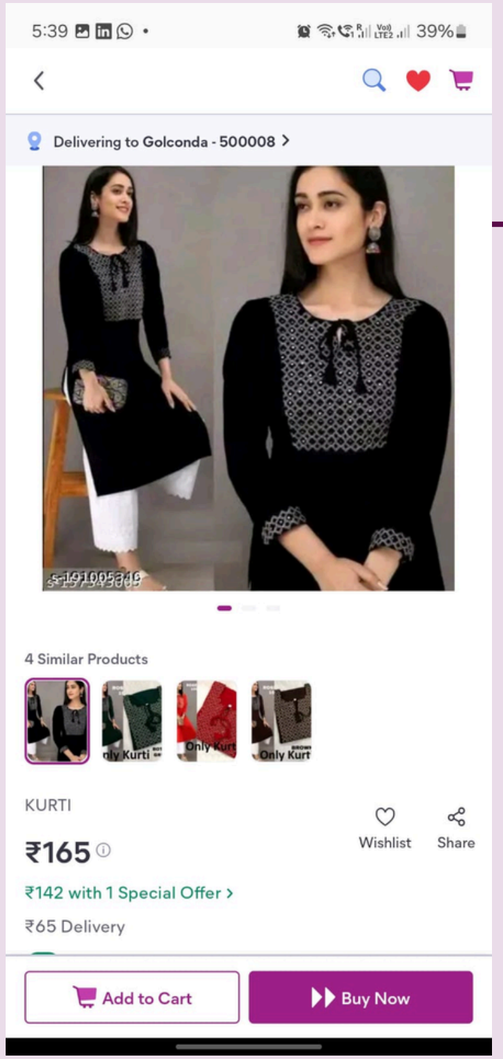
Add the margin section should be in the order flow for visibility



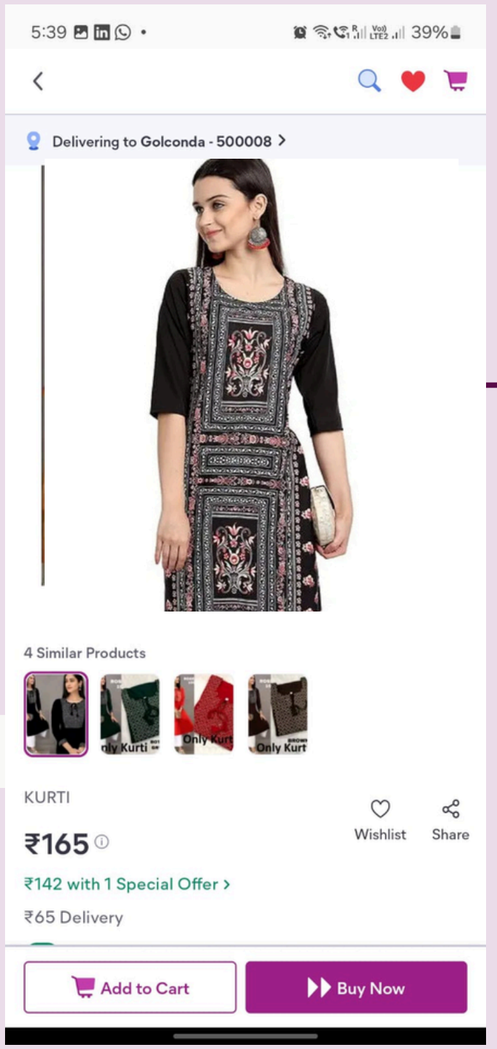
Metrics

- **Order volume**
- **Conversion rate by category**
- **Time on task**

Solution 2: Improved Visuals



The Image quality of this product is very bad, can't zoom in to see the design, also there are only 3 same images no variety.



When a user is clicking on the image it should open the image and user should be able to zoom in properly to see the details

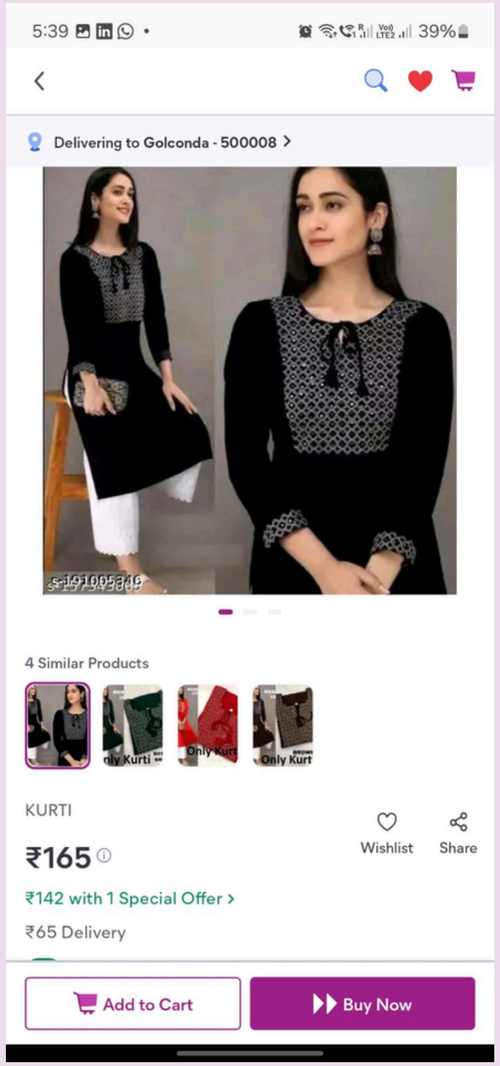
This type of high resolution images should be available.



Metrics

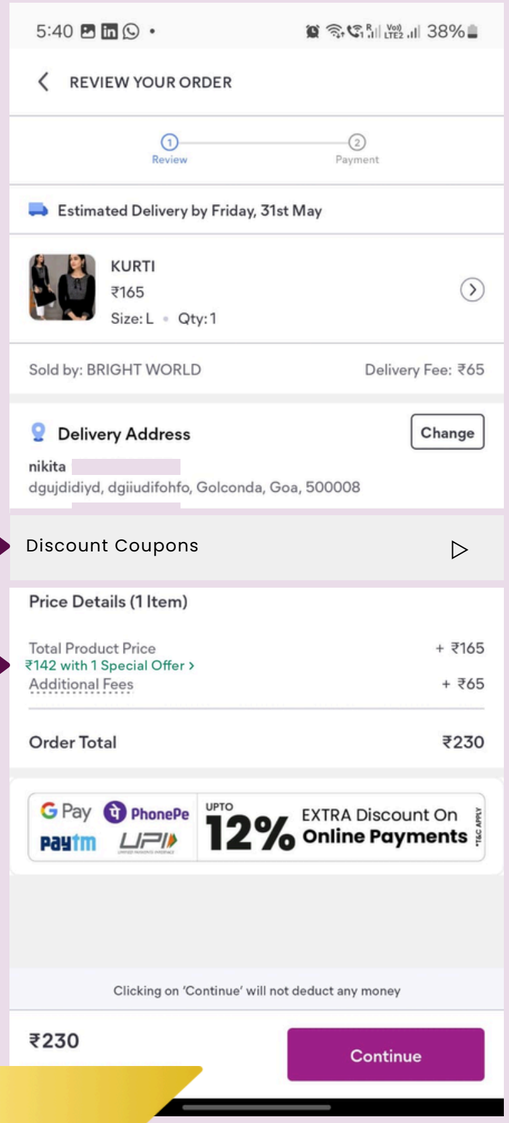
- **Click-Through Rate (CTR) on Product Images**
- **Sales Conversion Rate**
- **User Satisfaction Score**

Solutions 3: Checkout Offers

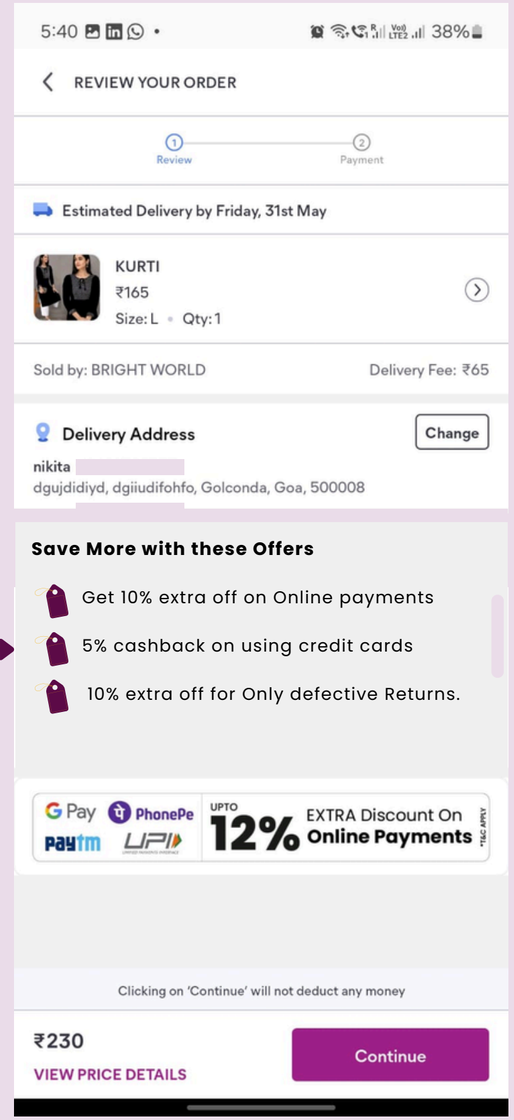


Add Special/Extra Offer dropdown button for extra discount

Extra offers visibility below the checkout price for more excitement



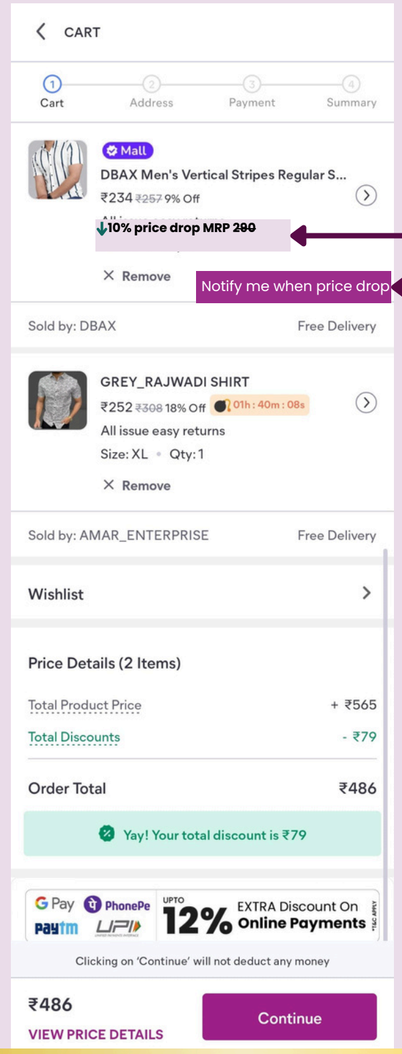
After clicking on the dropdown button several extra offers will be available for users



Metrics

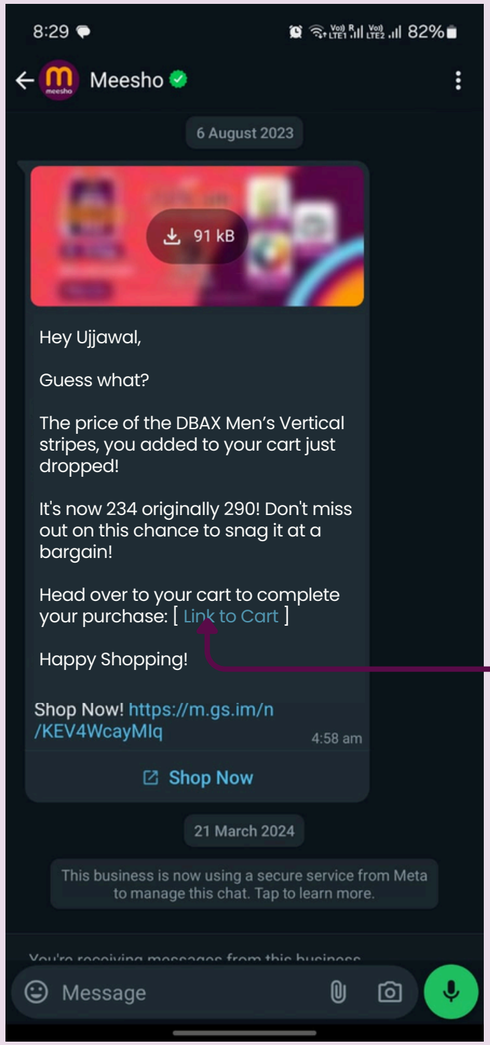
- **Offer Utilization Rate**
- **Checkout Completion Rate**
- **Average Order Value (AOV)**

Solution 4: Price Drop Notifications



Add price drop alert under the product name and prices

Add a new button/link next to each cart item saying "Notify me on WhatsApp for price drops."



The user will go back to cart after seeing the drop and will order the product in the cart.

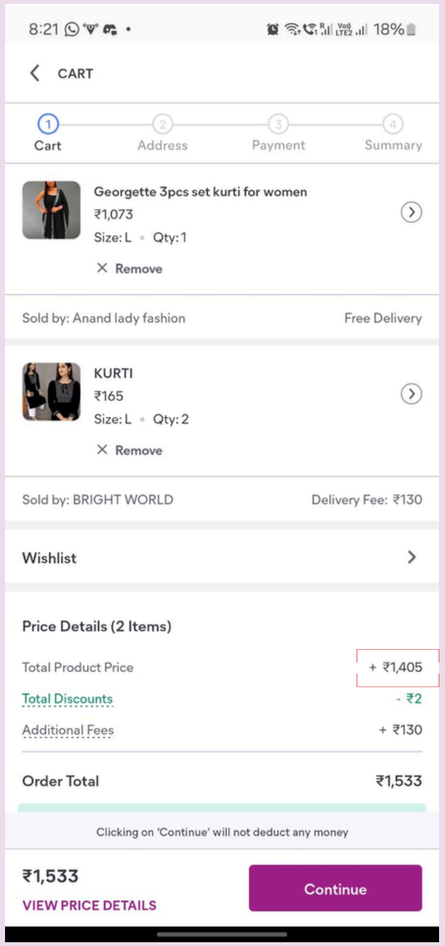
Metrics

- **Re-engagement Rate**
- **Conversion Rate from Notifications**
- **Frequency of Notifications**

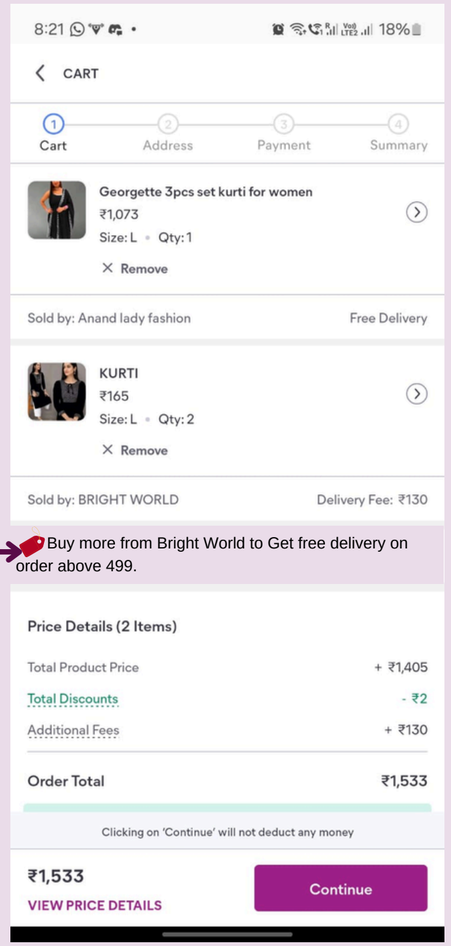
Solution 5 : Consistent Shipping and free shipping option

1. Create a policy regarding delivery fees from the same product should not increase with the quantity unless there is weight issue during transportation.

1. Even though the Order Value is more than 1000 the delivery fee is 130 rs.
2. The 130 rs delivery fee is only on the 2nd product - 2 kurtis, so they are charging delivery for each product even though from the same seller and same product

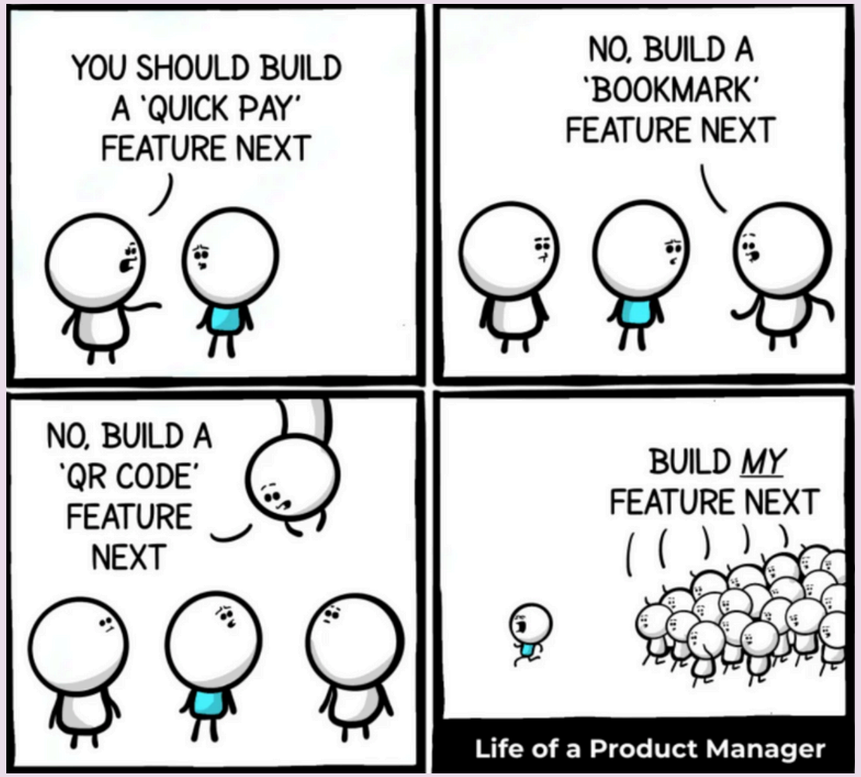


Recommend the users to buy other products from same seller which will ultimately help sellers with high order value and motivate them to keep delivery free.



Metrics

- **Order Value Threshold Impact**
- **Shipping Cost Impact on Cart Abandonment**
- **Repeat Purchase Rate**



Thank You Note

We would like to thank Meesho and the Product Space community for providing this opportunity. The learning that came along with this capstone project was immense, and as an aspiring product managers, we greatly value such experiences that help us enhance our skills.
We look forward to diving deeper into this project to gather more valuable insights!

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