

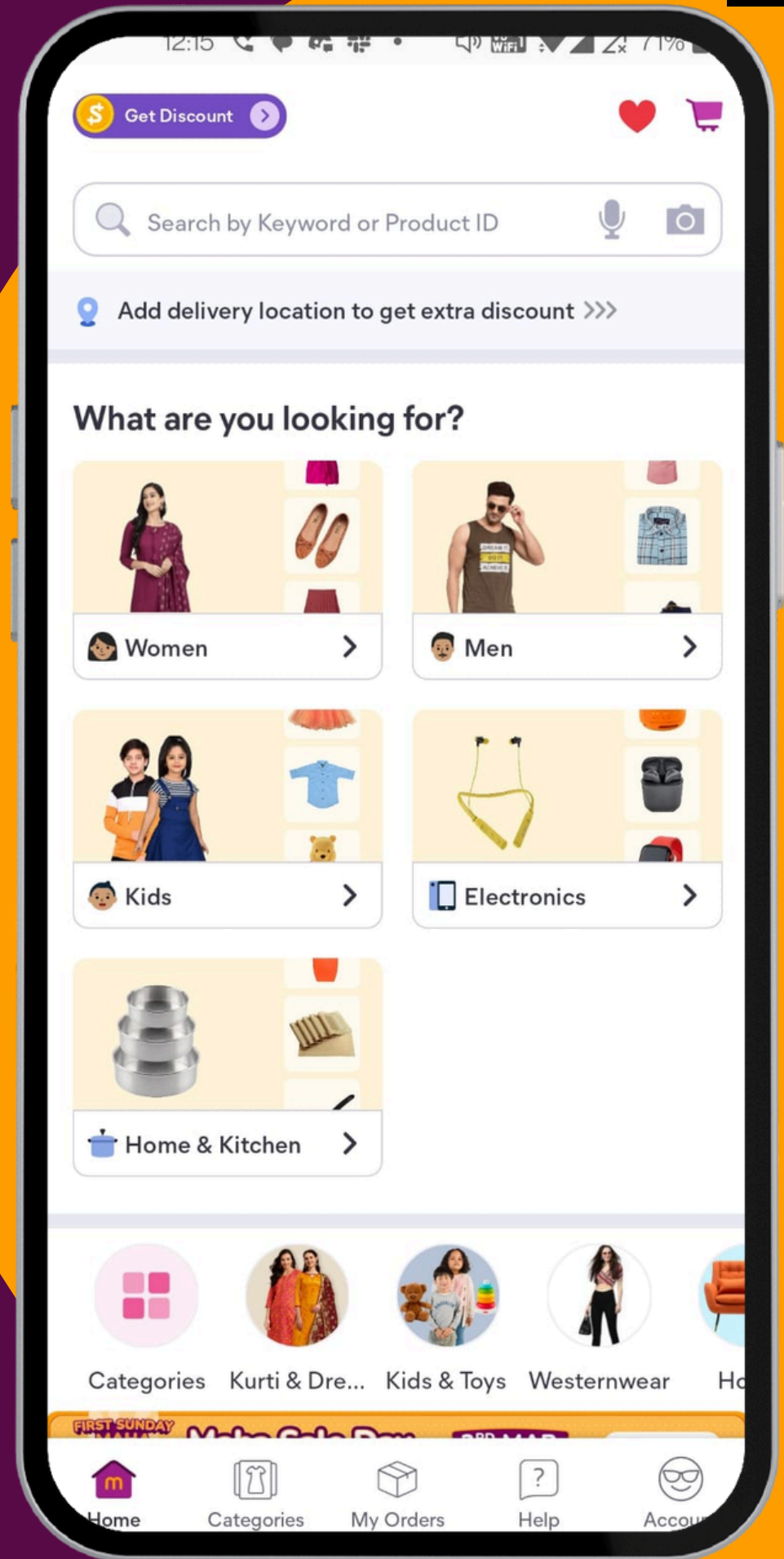


meesho

# New User Onboarding

Learn in Public Challenge (1/5)

BY ANCHAL DIDWANIA



# OVERVIEW

- MEESHO WAS LAUNCHED IN 2015 BY VIDIT AATREY AND SANJEEV BARNWAL.
- IT IS AN ONLINE MARKETPLACE THAT FACILITATES TRADE BETWEEN SUPPLIERS, RESELLERS, AND CUSTOMERS, WITH A HEAVY RELIANCE ON EXTERNAL SOCIAL MEDIA PLATFORMS SUCH AS FACEBOOK AND INSTAGRAM.
- THEIR MISSION IS TO MAKE E-COMMERCE ACCESSIBLE TO EVERYONE.

# VALUE PROPOSITIONS

- EMPOWERING RESELLERS AND ENTREPRENEURS
- COMPETITIVE PRICING
- EASY TO START
- MARKETING SUPPORT FOR RESELLERS
- PAYMENT AND LOGISTICS SUPPORT
- RECOGNITION PROGRAMS FOR TOP-PERFORMING RESELLERS
- 0% COMMISSION RATE

# STATISTICS

2015  
LAUNCHED

57.35 B  
REVENUE

120 M  
MAU

100 M+  
DOWNLOADS

11 L+  
RESELLERS

19000+  
PINCODE  
DELIVERY

# COMPETITORS





**USER PERSONAS**



**USER JOURNEY MAP**



**USER EXPERIENCE**



**KEY METRICS**



**ANITA GOYAL, 38**  
**OCCUPATION : HOMEMAKER**

**BEHAVIOUR: SHE IS AN ACTIVE SOCIAL MEDIA USER WHO WISHES TO SHARE PRODUCT LISTINGS EASILY ON PLATFORMS SUCH AS WHATSAPP, FACEBOOK, AND INSTAGRAM.**

### **GOALS & NEEDS**

- **INTERESTED IN CREATING A SMALL BUSINESS FOR ADDITIONAL INCOME.**
- **SHE IS SEARCHING FOR A PLATFORM THAT WILL ALLOW HER TO EFFORTLESSLY MANAGE HER RESALE BUSINESS WITHOUT REQUIRING ANY INVESTMENT OR TIME COMMITMENT.**

### **PAIN POINTS**

- **AS A HOMEMAKER, SHE DON'T WANT TO INVEST TIME TO FIGURE OUT OPERATIONS.**
- **DIFFICULTY LOCATING RELIABLE SELLERS.**
- **THERE IS NO SINGLE PAGE TO MANAGE HER CATALOG, CUSTOMER INFORMATION, EARNINGS, AND INQUIRIES.**



**SHALINI KUMARI, 22**  
**OCCUPATION : STUDENT**

**BEHAVIOUR : SHE ENJOYS SHOPPING, SO SHE KEEPS SCROLLING TO FIND THINGS THAT ARE BOTH HIGH-QUALITY AND AFFORDABLE.**

### **GOALS & NEEDS**

- **SHE DOES NOT WANT TO SPEND TOO MUCH MONEY ON SHOPPING. SHE PREFERS USER-FRIENDLY, COST-EFFECTIVE, AND SEAMLESS DELIVERY ALTERNATIVES.**

### **PAIN POINTS**

- **FINDING HIGH-QUALITY PRODUCTS AT A REASONABLE PRICE ARE DIFFICULT.**
- **SHE HAS TROUBLE NAVIGATING THROUGH MANY INTERNET SHOPPING SITES TO FIND THE GREATEST DISCOUNTS.**



# USER JOURNEY MAP



USER PERSONAS



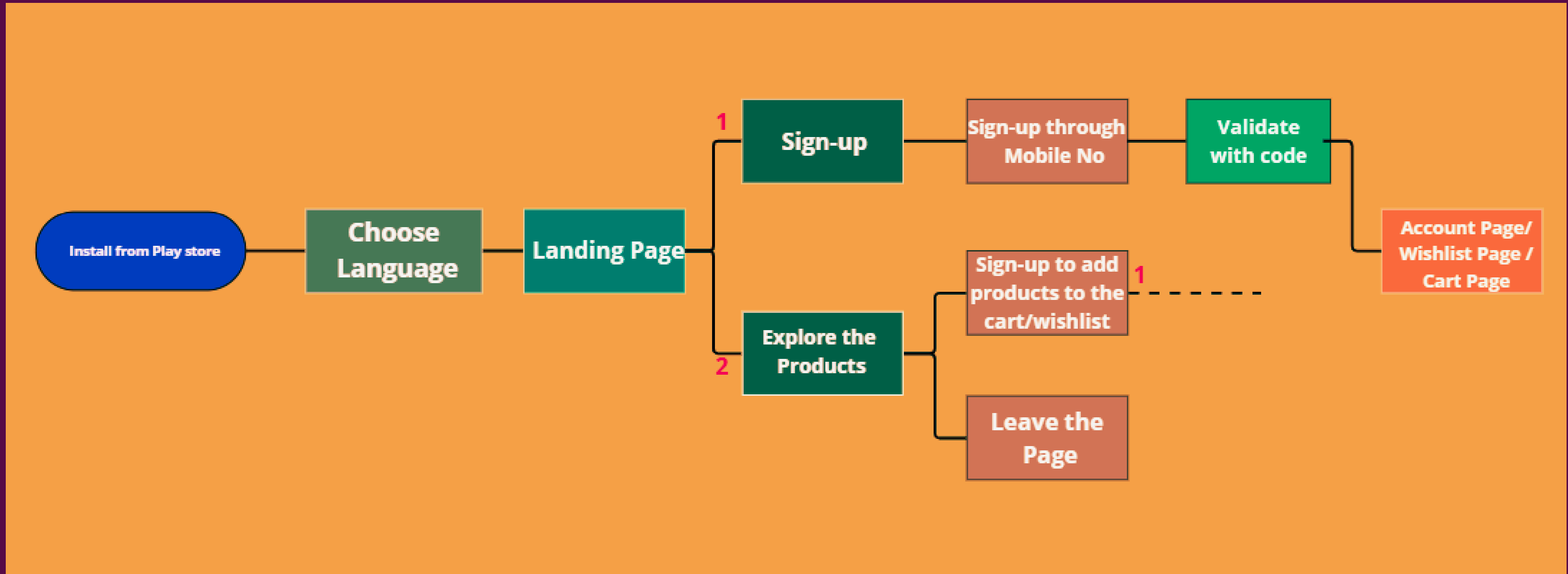
USER JOURNEY MAP



USER EXPERIENCE



KEY METRICS





USER PERSONAS



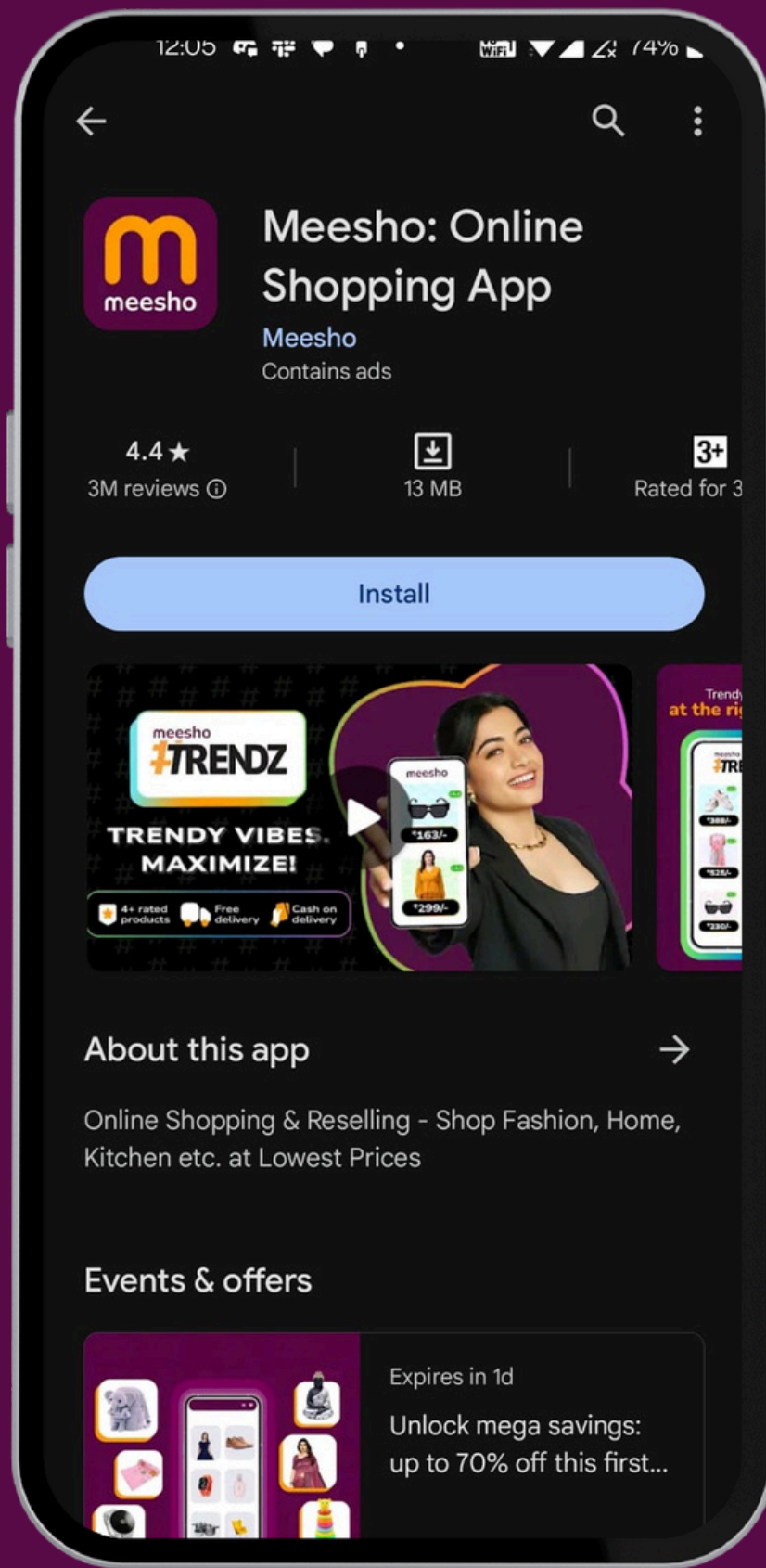
USER JOURNEY MAP



USER EXPERIENCE

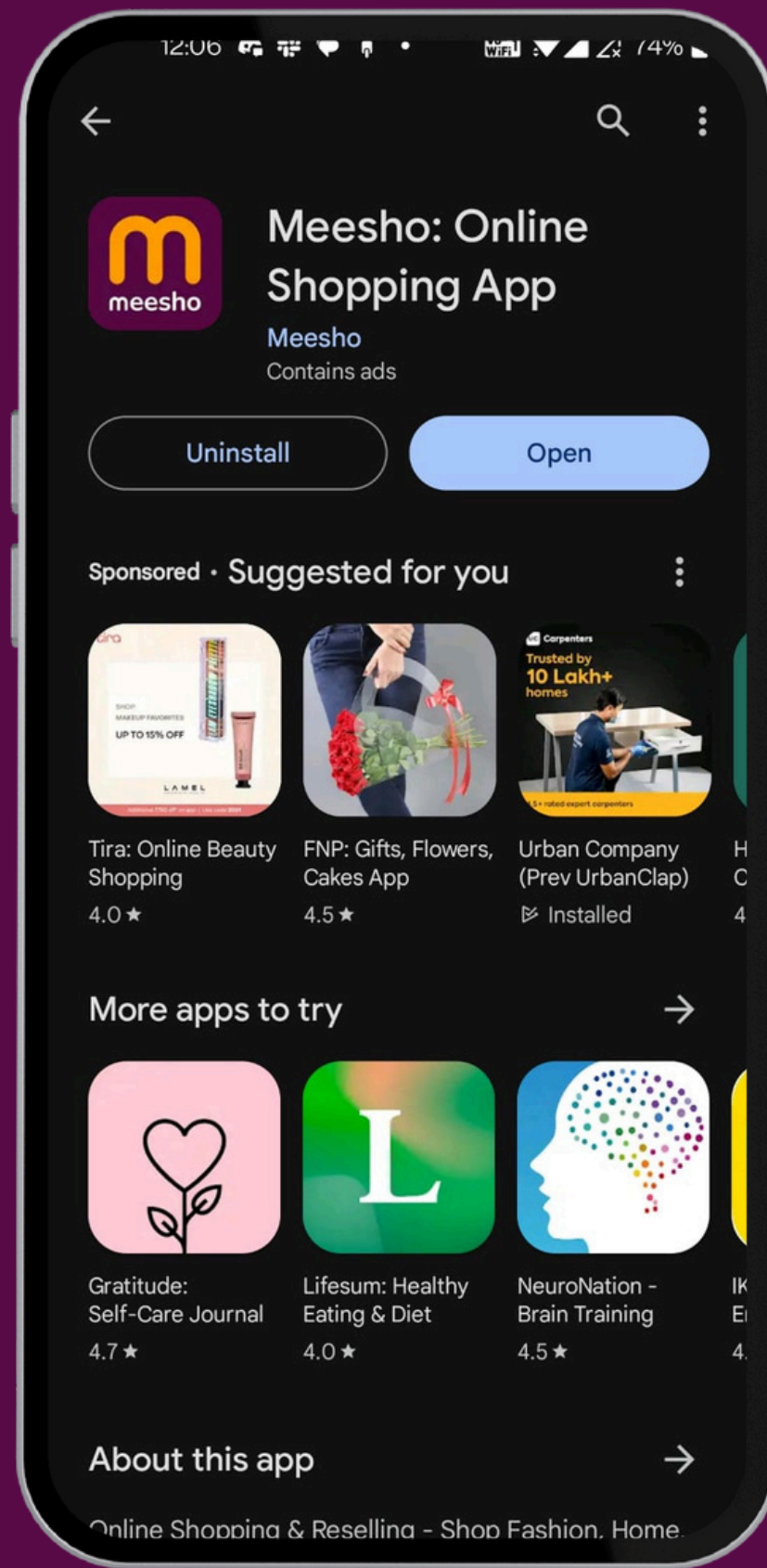


KEY METRICS



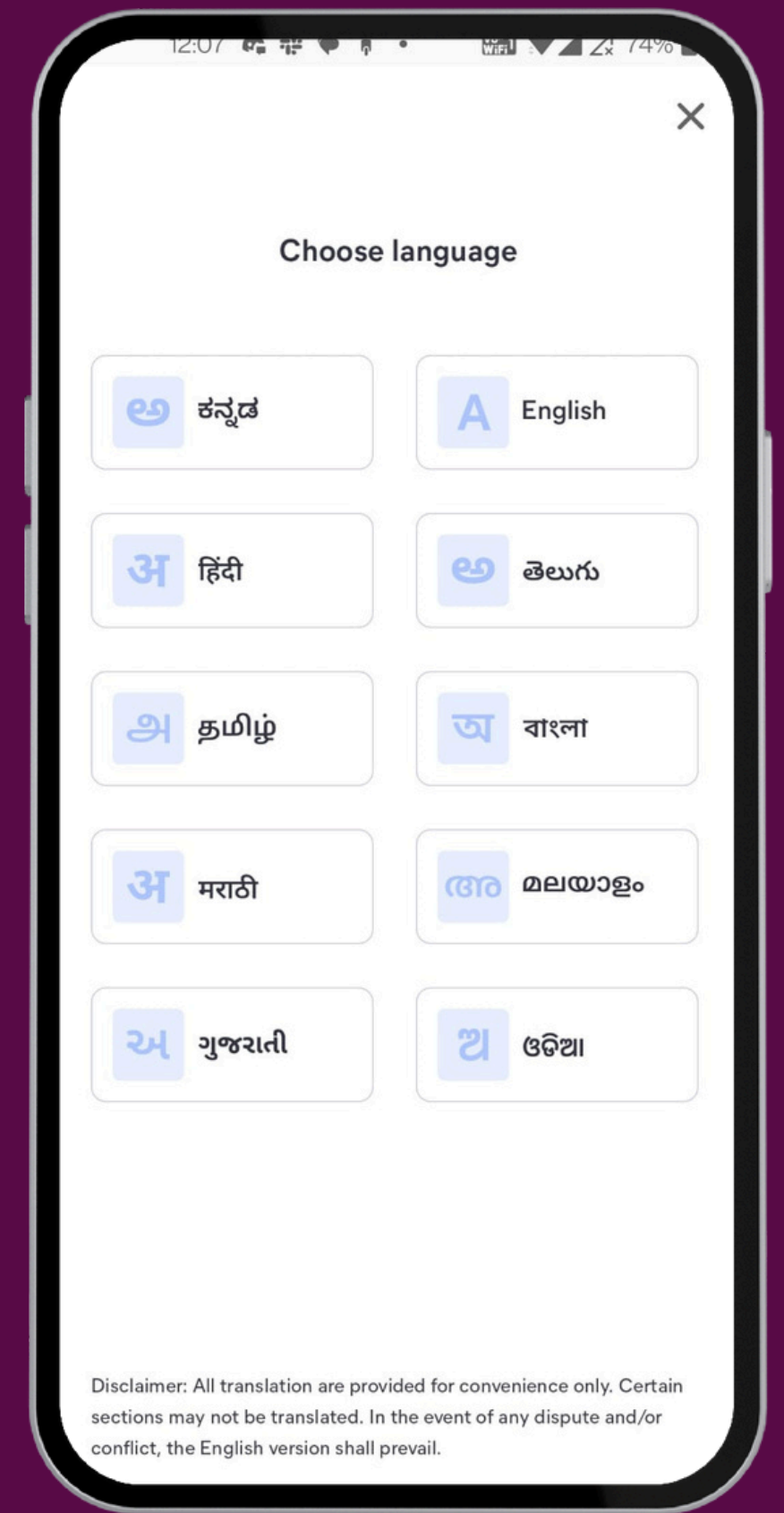
STEP 1

INSTALL APP FROM  
PLAYSTORE



STEP 2

OPEN THE MEESHO APP

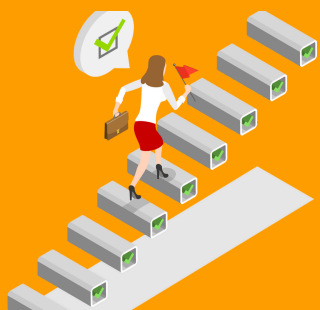


STEP 3

CHOOSE THE LANGUAGE OF  
YOUR PREFERENCE



USER PERSONAS



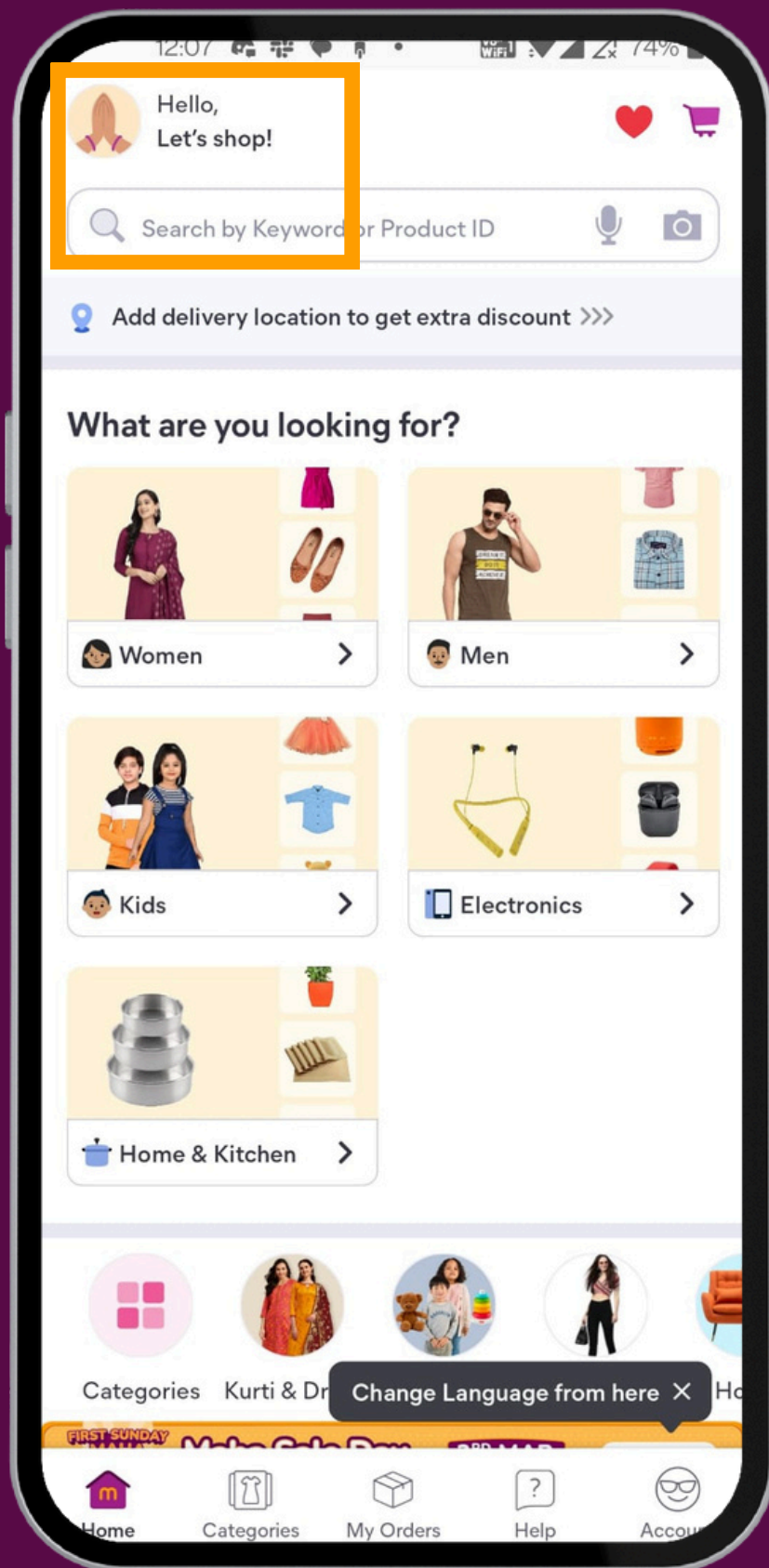
USER JOURNEY MAP



USER EXPERIENCE



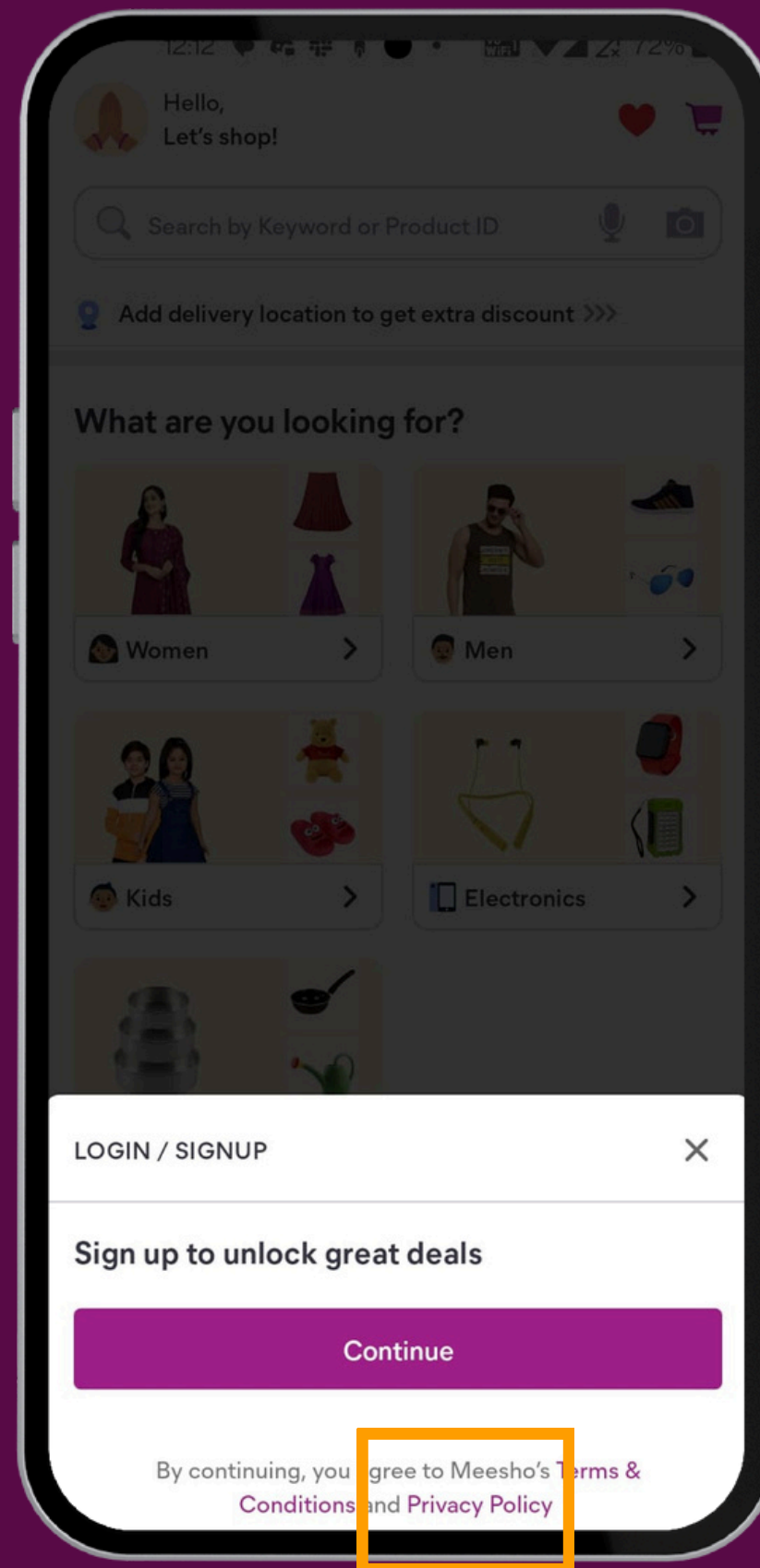
KEY METRICS



STEP 4

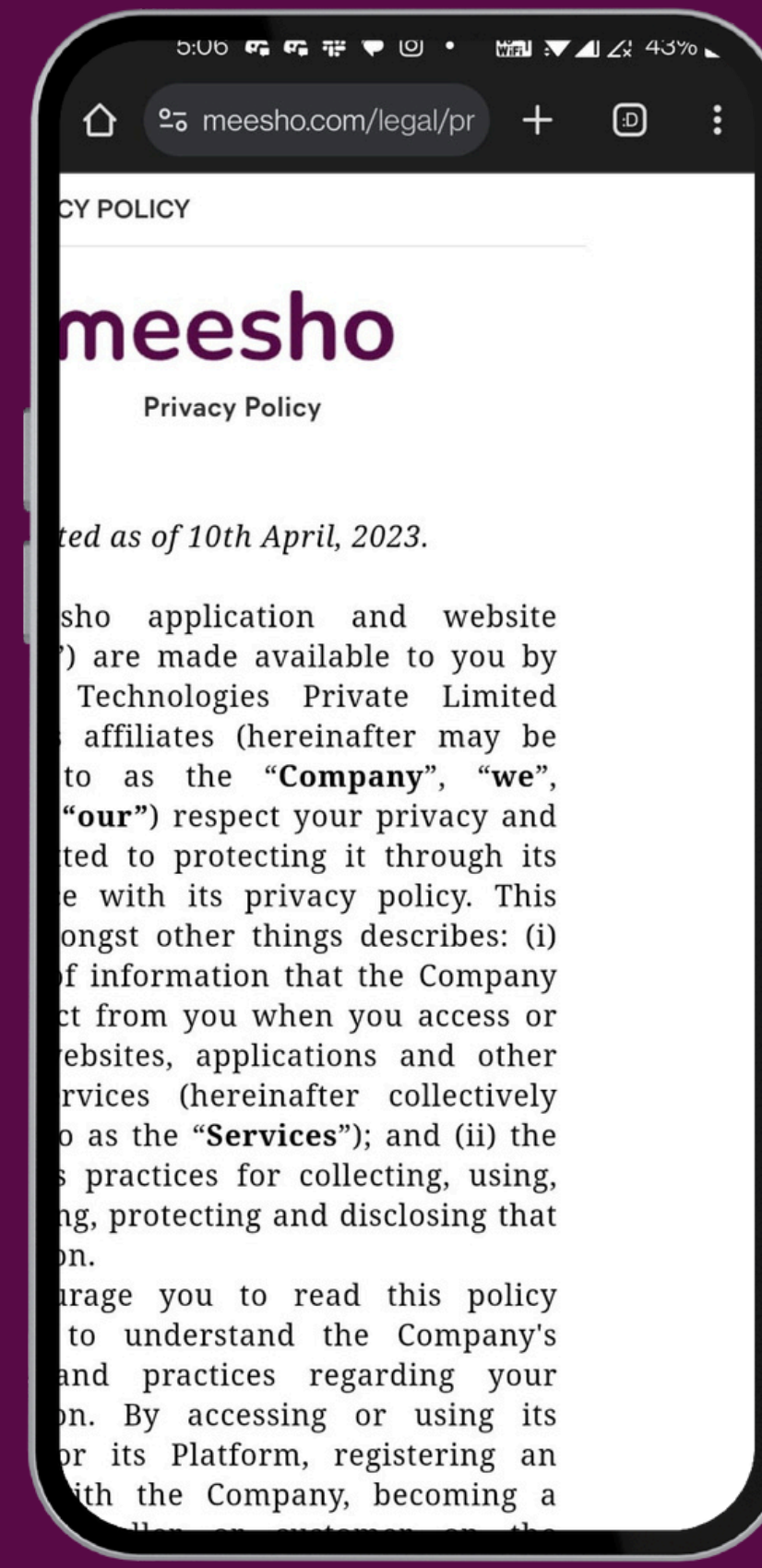
LAND ON THE HOME PAGE

NOT PERSONALIZED FOR A SPECIFIC USER, AS THE NEW USER CAN VIEW THE PRODUCTS ON THE APP.



STEP 5

AFTER FEW SECONDS THE SIGN UP BAR POP UP



STEP 5.1

AS A NEW USER, I WANT TO READ THE PRIVACY POLICY.

THE PAGE ALIGNMENT WAS INACCURATE; SCROLLING TO THE RIGHT RESULTED IN A BLANK SPACE.



USER PERSONAS



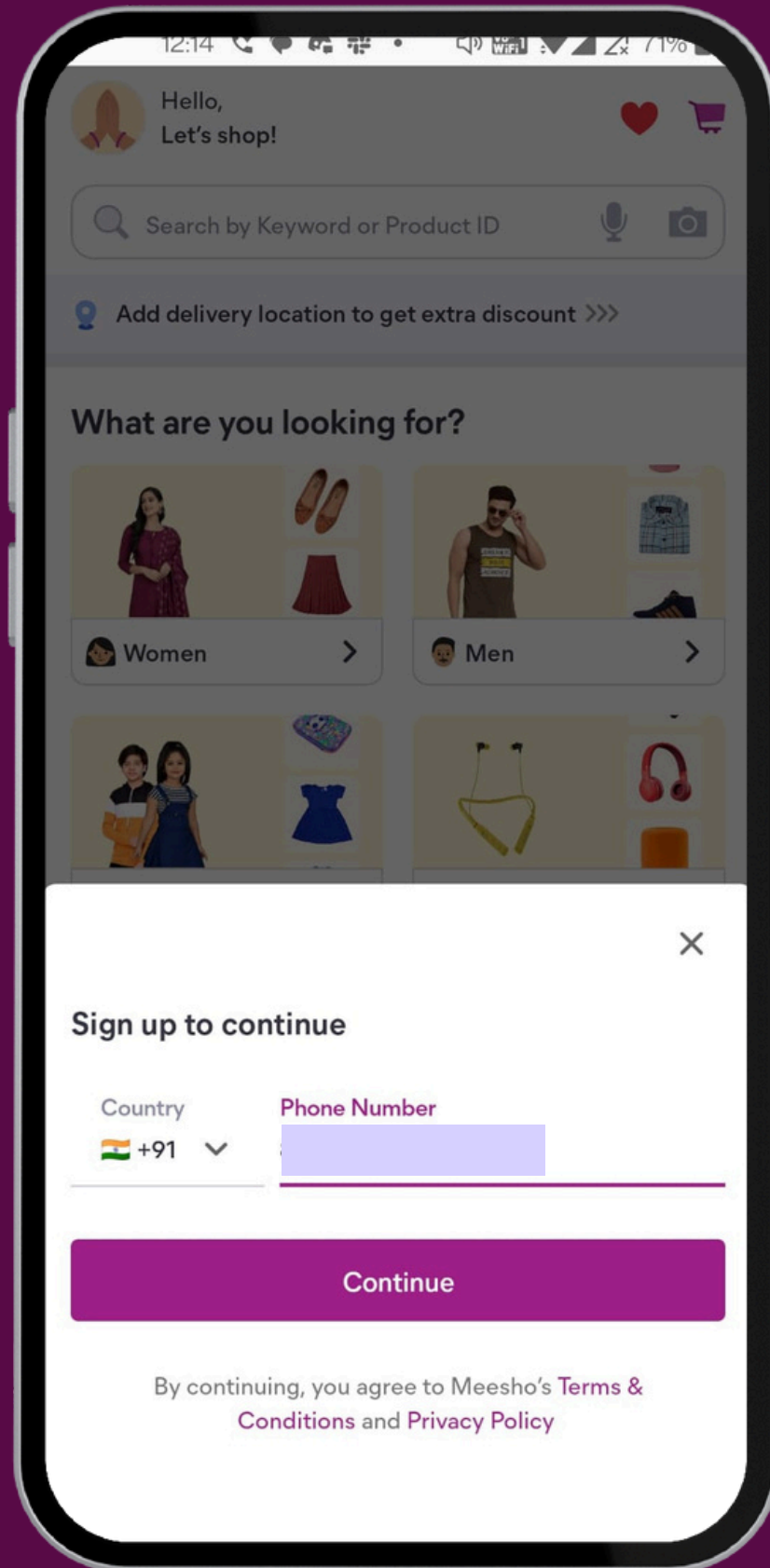
USER JOURNEY MAP



USER EXPERIENCE

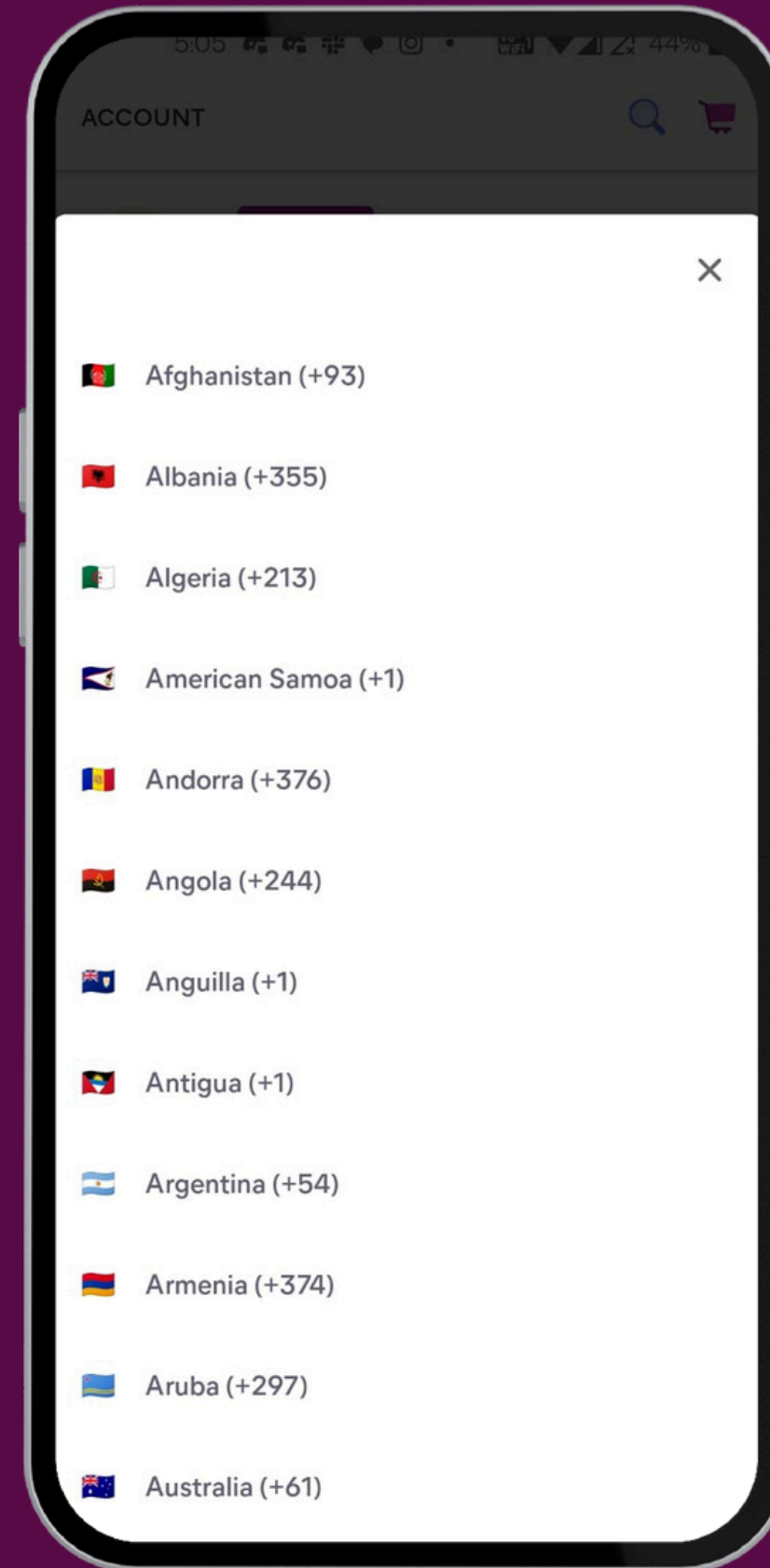


KEY METRICS



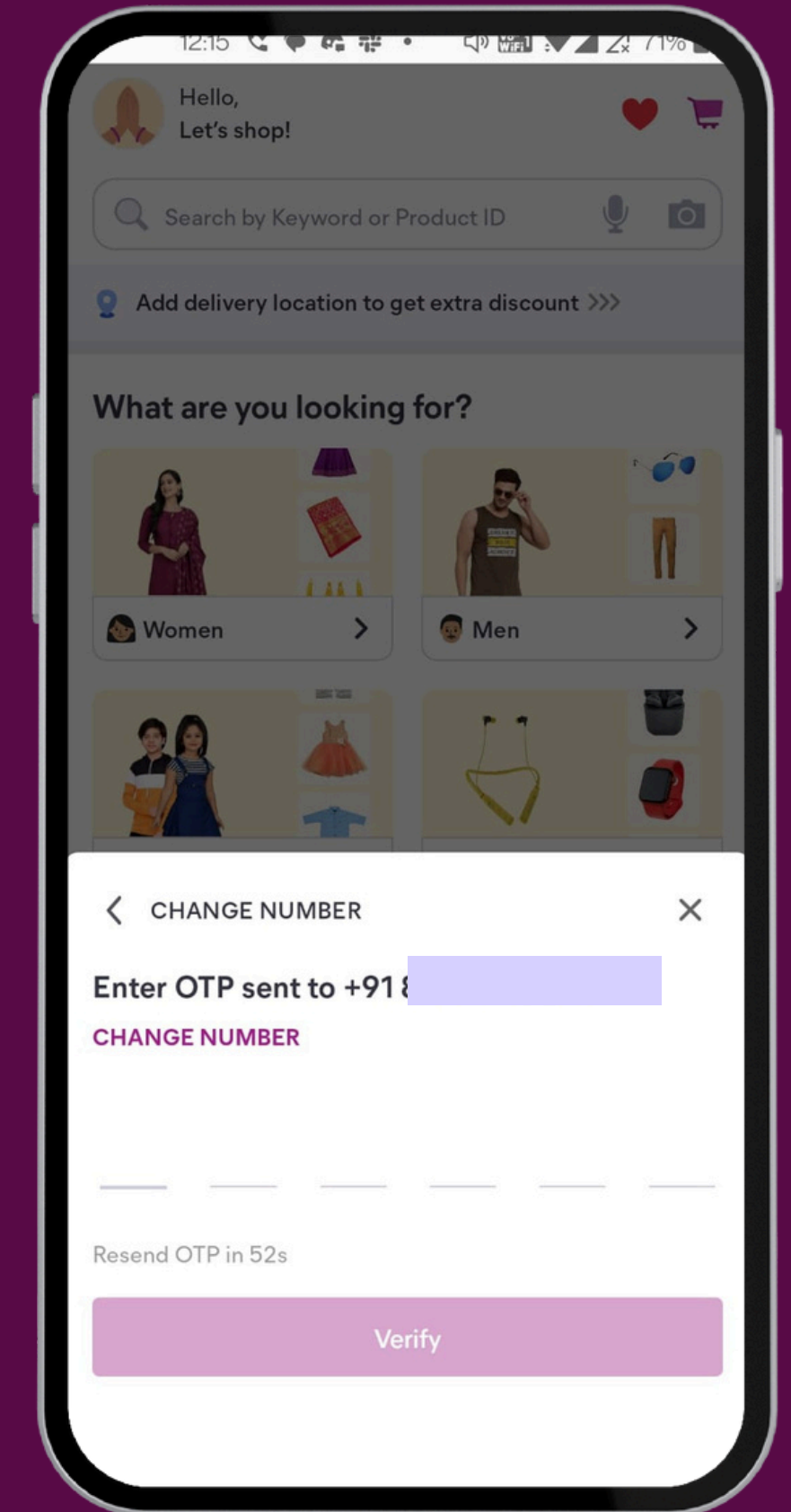
### STEP 6

SIGN UP USING YOUR PHONE NUMBER.  
THERE WAS NO LOGIN BUTTON FOR EXISTING USERS.  
THERE ARE NO OTHER OPTIONS TO SIGN UP, LIKE  
GOOGLE, EMAIL, ETC.



### STEP 6.1

THERE WERE SEVERAL ALTERNATIVES FOR COUNTRY  
CODES. IT IS POINTLESS TO PRESENT SO MANY  
OPTIONS BECAUSE MESSHO OPERATES SOLELY IN  
INDIA.



### STEP 7

ENTER THE OTP



USER PERSONAS



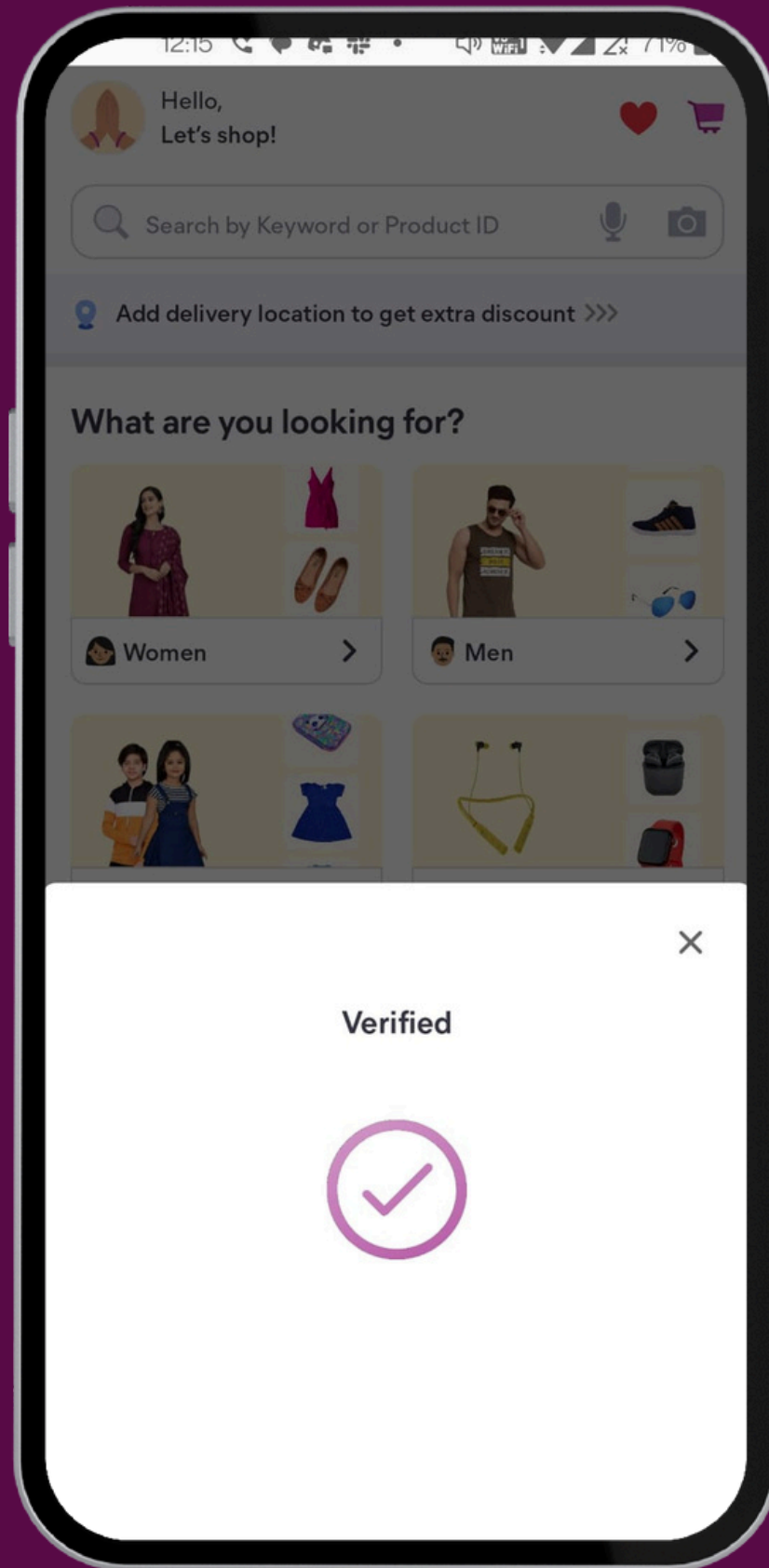
USER JOURNEY MAP



USER EXPERIENCE

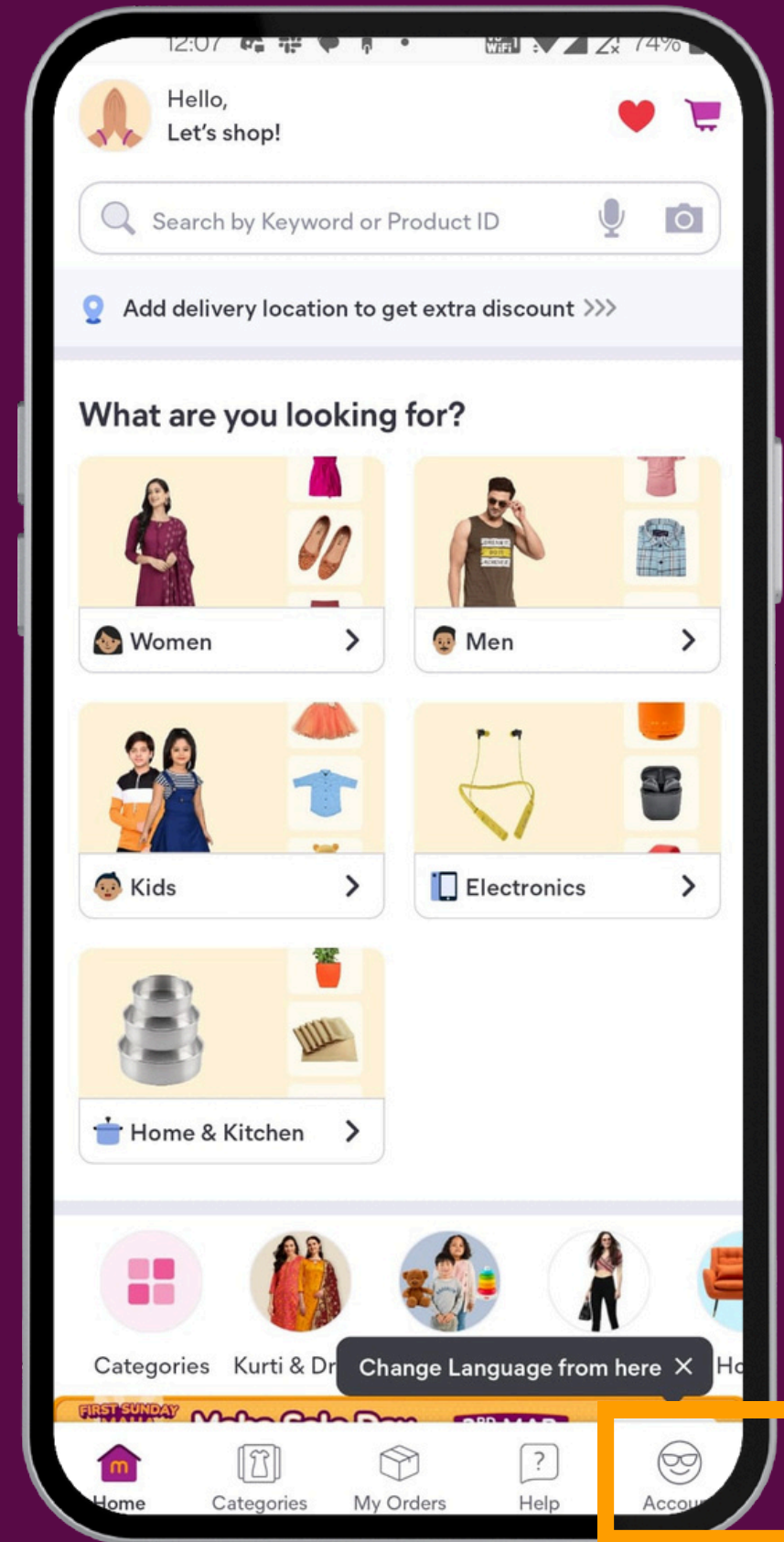


KEY METRICS



**STEP 8**

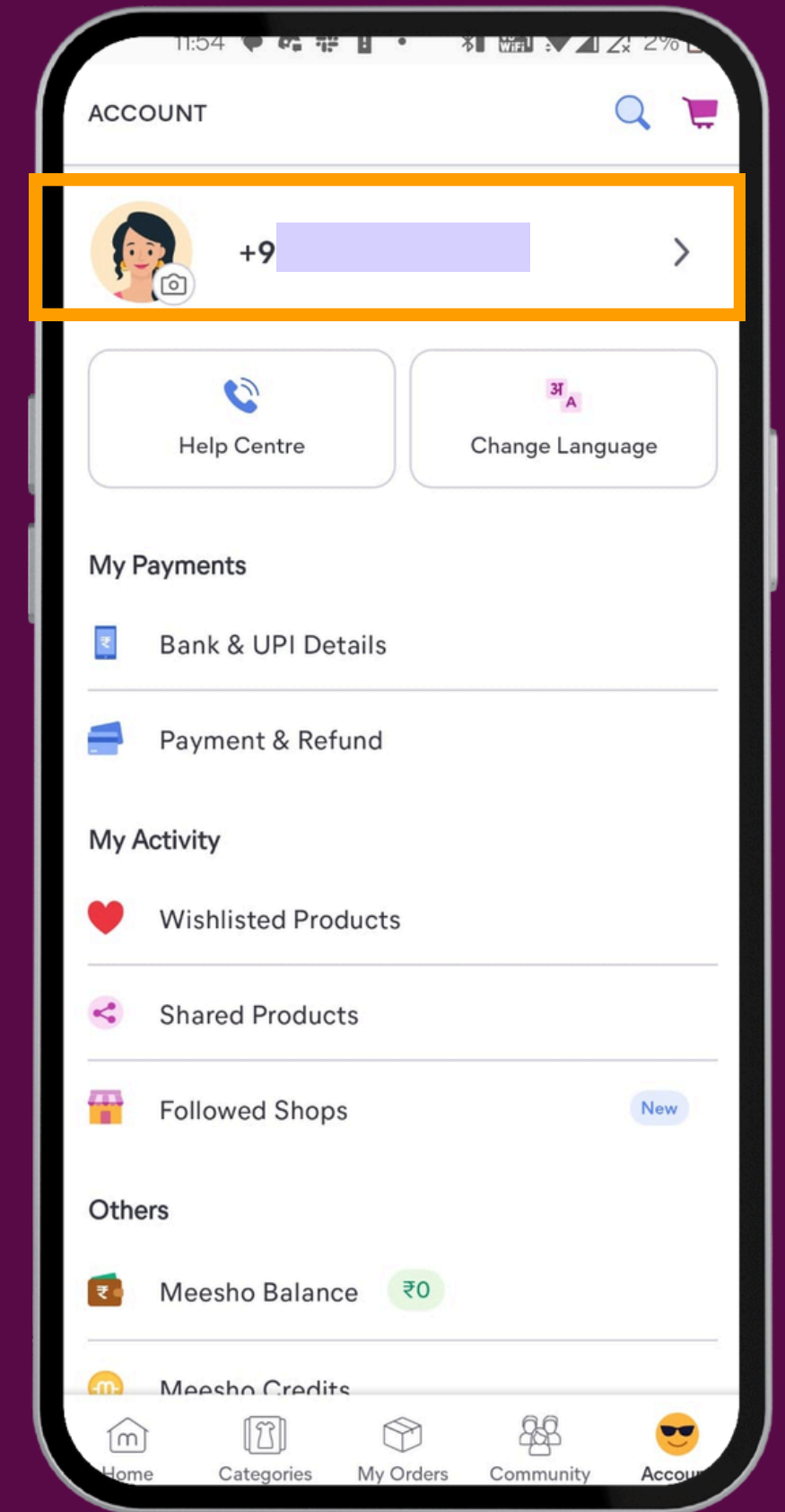
THE OTP IS VERIFIED



**STEP 9**

IT WILL TAKE YOU TO HOME PAGE.

AFTER CLICKING ON ACCOUNT TAB, IT WILL GO TO ACCOUNT PAGE



**STEP 10**

CLICKING ON THE IMAGE, NO, OR ARROW WILL LEAD YOU TO THE PROFILE SECTION.





USER PERSONAS



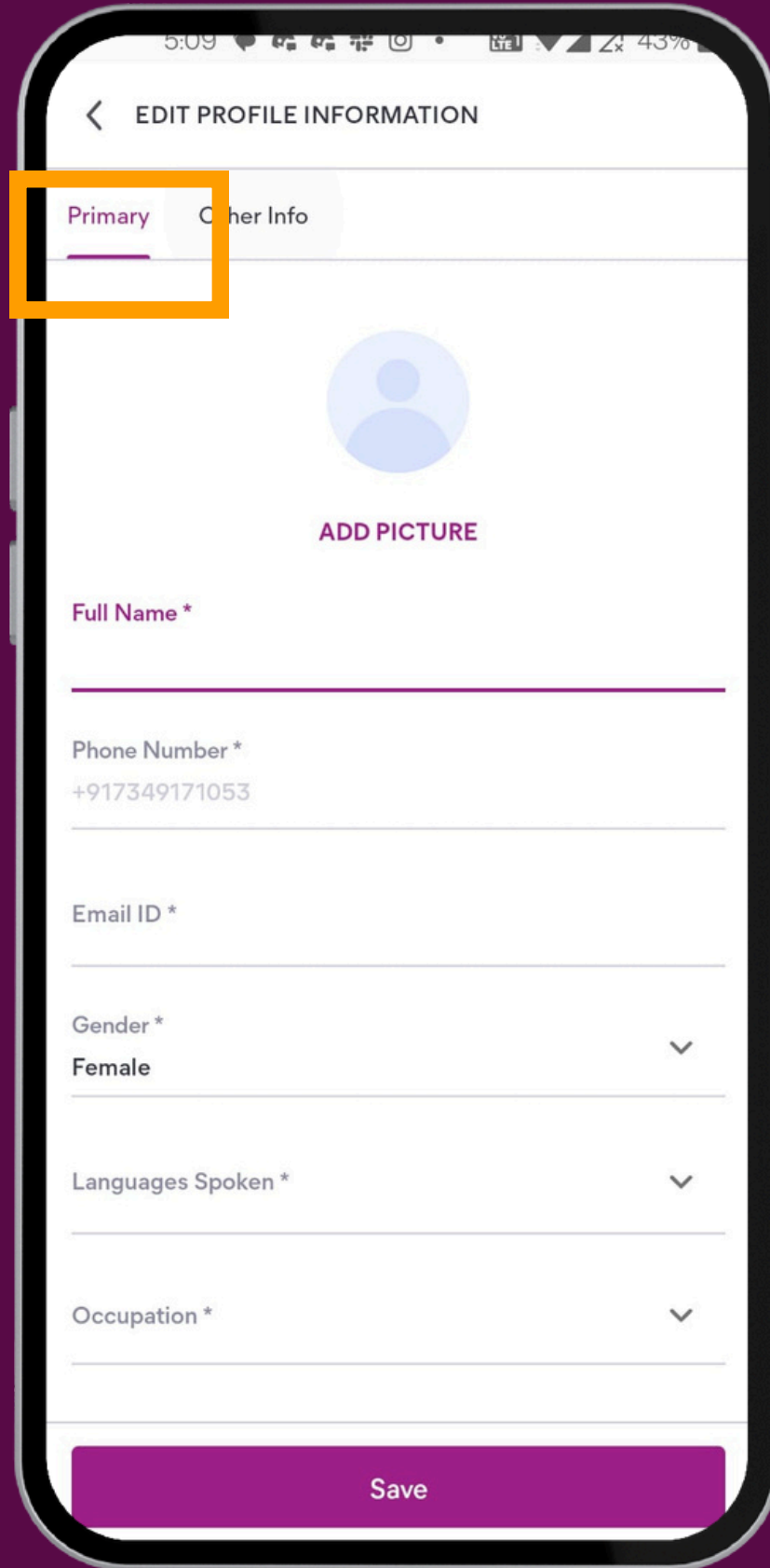
USER JOURNEY MAP



USER EXPERIENCE

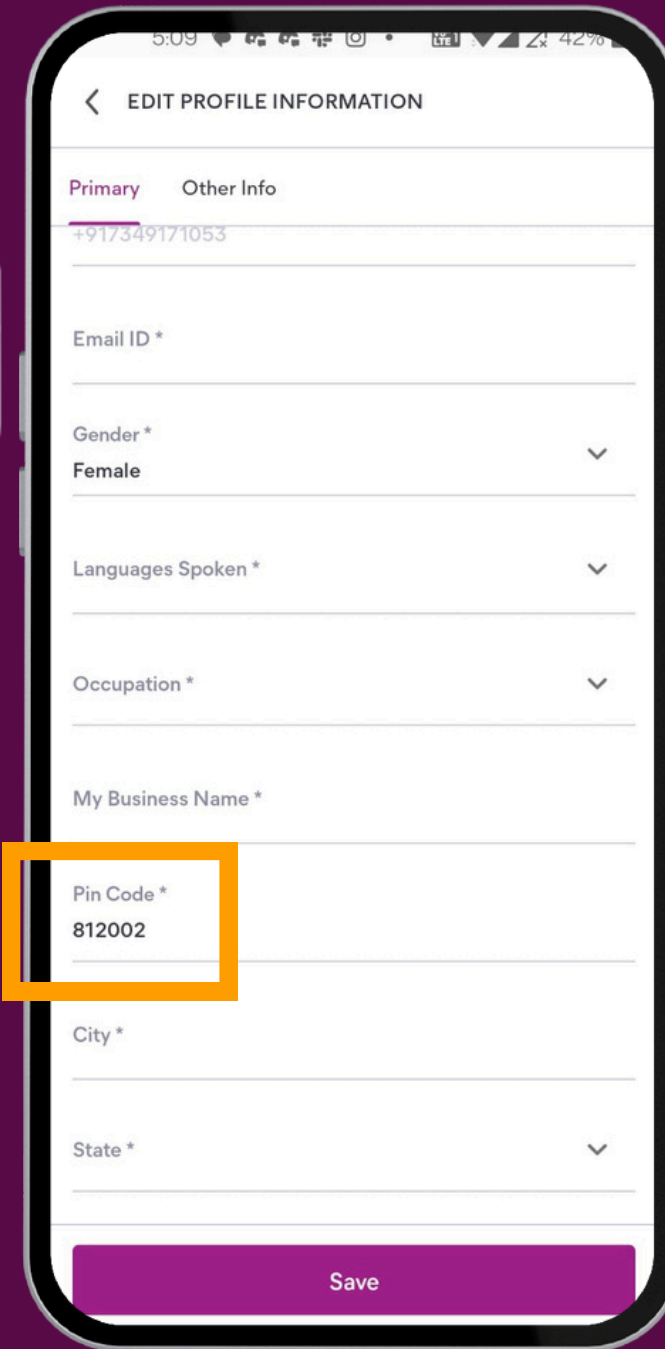


KEY METRICS



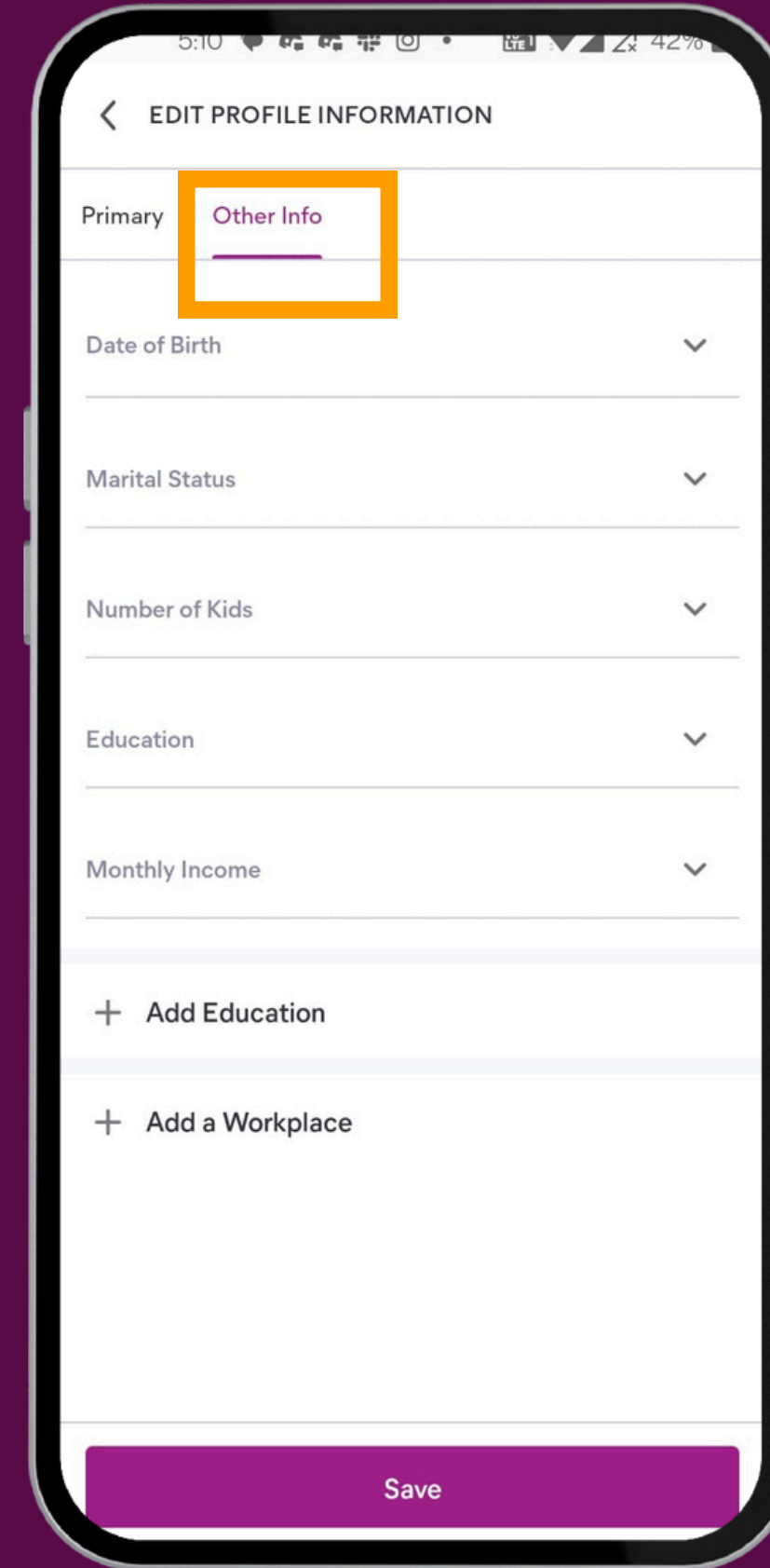
### STEP 11

ALL PROFILE INFORMATION IS MANDATORY; IT CANNOT BE SAVED UNTIL ALL OF THE INFORMATION IS FILLED OUT COMPLETELY.



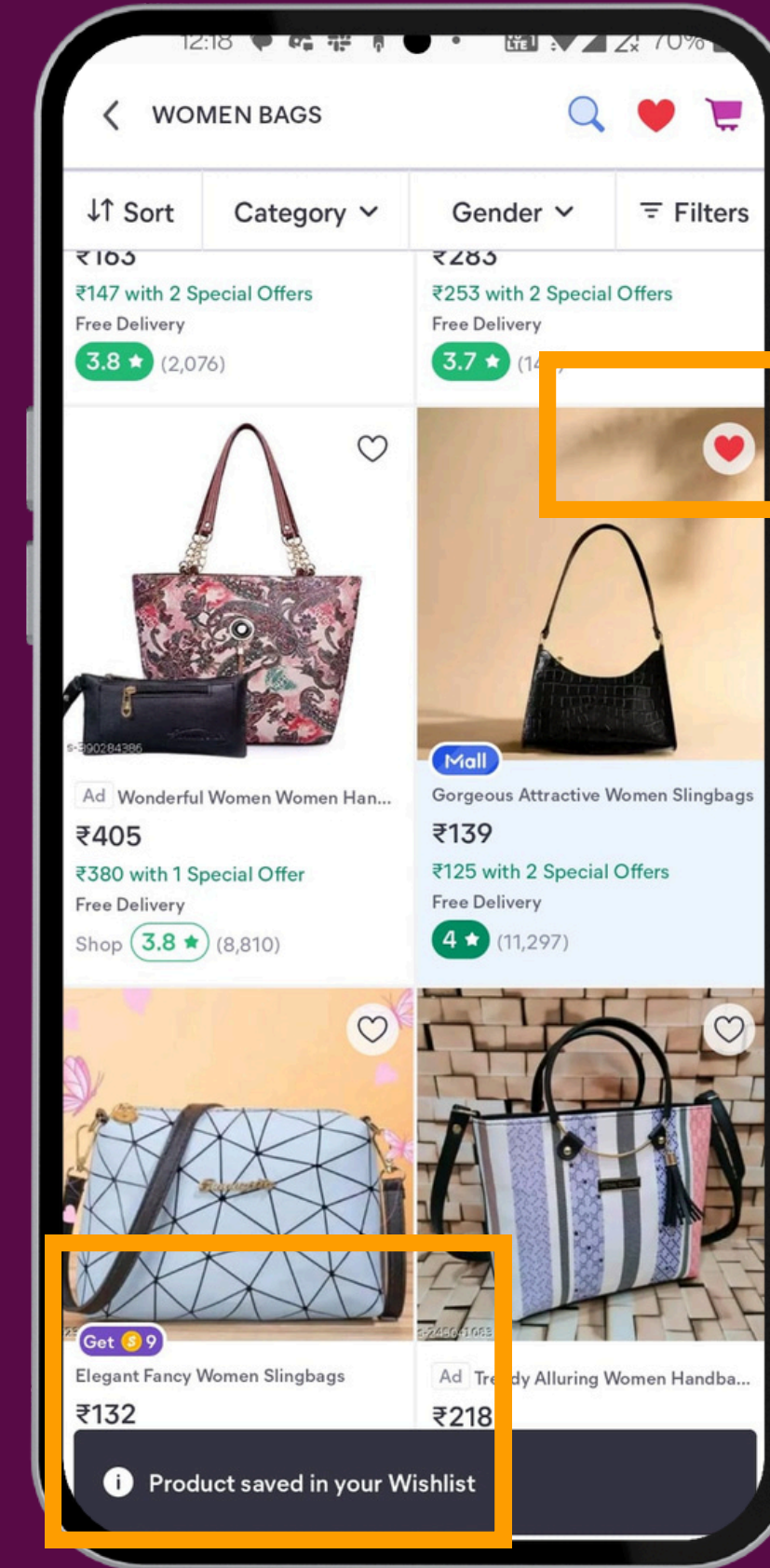
### STEP 11.1

WHEN YOU ENTER THE PINCODE, THE CITY AND STATE DO NOT APPEAR AUTOMATICALLY.



### STEP 12

AS A NEW MEMBER, I FIND THE OTHER INFO PAGE IRRELEVANT FOR ASKING PRIVATE DETAILS LIKE MARITAL STATUS, NUMBER OF CHILDREN, MONTHLY INCOME.



### STEP 13

USERS CAN NOW VIEW THE PRODUCTS AND ADD THEM TO THEIR CARTS OR SAVE THEM IN THE WISHLIST TO PLACE THE ORDER.



USER PERSONAS



USER JOURNEY MAP



USER EXPERIENCE



KEY METRICS

# USER EXPERIENCE

★★★★★ 2/10/24

Tbh, i am blessed with this app. Actually i can't afford money in buying expensive clothes but this app, "MEESHO" oh my god! It provides so affordable price with very great quality products. I have bought many things from this app & meesho never disappointed me. So, i will continue my online shopping from meesho only. For me MEESHO is more than 5 star ★ (infinite) ✨

★★★★★ 2/9/24

Misho application is a social networking app that allows users to discuss their favorite topics, share videos, and connect with friends. It uses a unique algorithm to match users with various content based on their interests. Additionally, it provides users with the ability to showcase their videos and posts through special highlights. It's a social media platform that connects users with discussions, unique content, and various community experiences.

★★★★★ 12/16/23

Meesho is such a wonderful app I would love to surf in this app always. it meets the need of both poor and rich people.sometimes quality is not good but some products are too good that I love them so much. It gives good and safe delivery to its customers and ensures safe payment and quick refund to the customers.



**THE NEW USER CAN EXPLORE THE APP WITHOUT SIGNING UP.**

**THE SIGN-UP PROCEDURE SEEMS TO BE SIMPLE AND STRAIGHTFORWARD, AS IT REQUIRES ONLY A MOBILE NUMBER.**

## PROS

- CAN EXPLORE THE APP WITHOUT SINGN UP
- COMPETITIVE PRICE
- EASY TO USE



USER  
PERSONAS



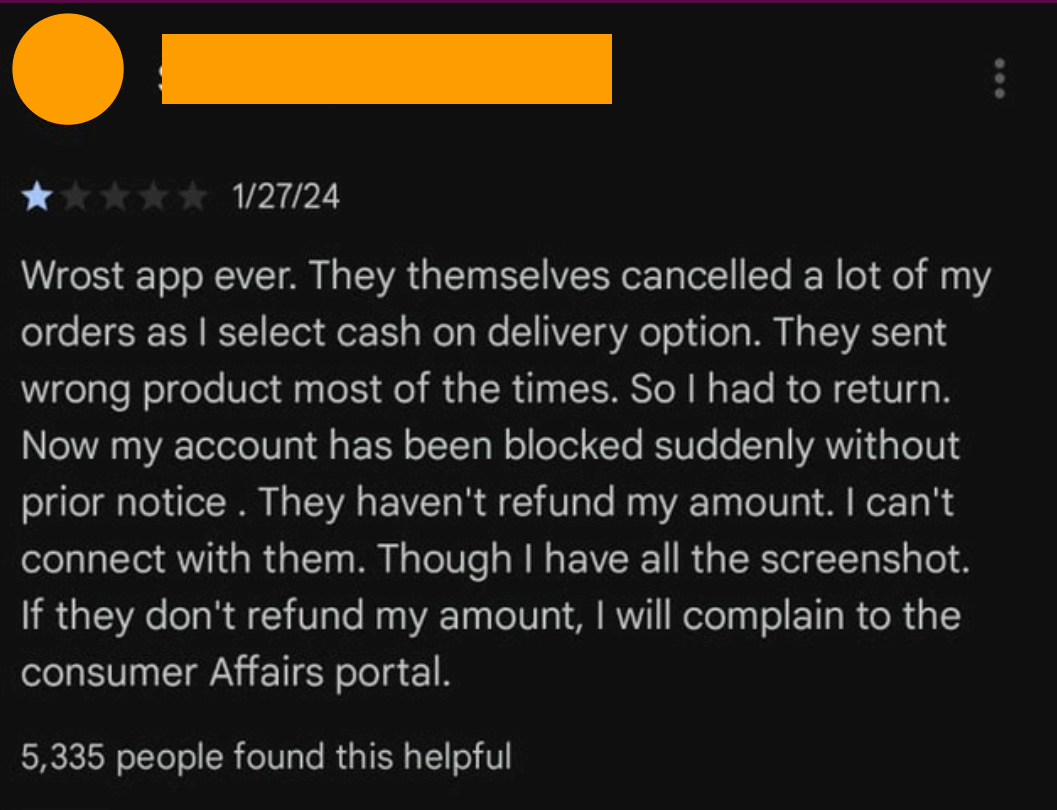
USER JOURNEY  
MAP



USER  
EXPERIENCE



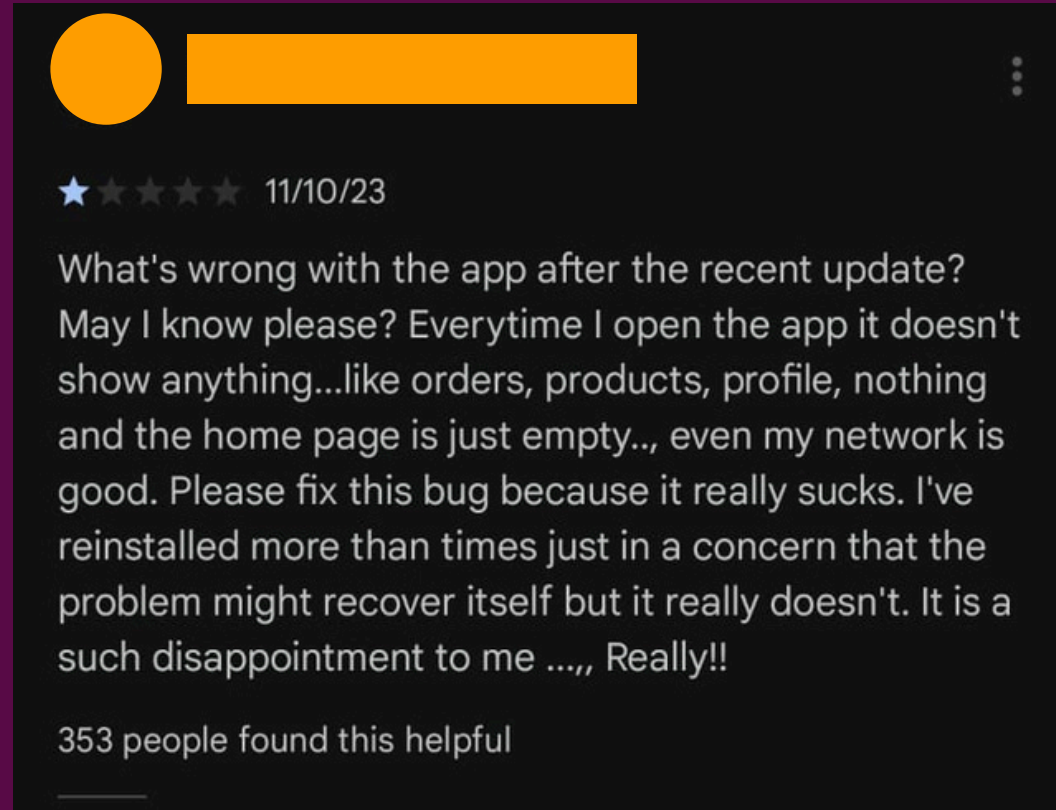
KEY METRICS



★ ★ ★ ★ ★ 1/27/24

Wrost app ever. They themselves cancelled a lot of my orders as I select cash on delivery option. They sent wrong product most of the times. So I had to return. Now my account has been blocked suddenly without prior notice . They haven't refund my amount. I can't connect with them. Though I have all the screenshot. If they don't refund my amount, I will complain to the consumer Affairs portal.

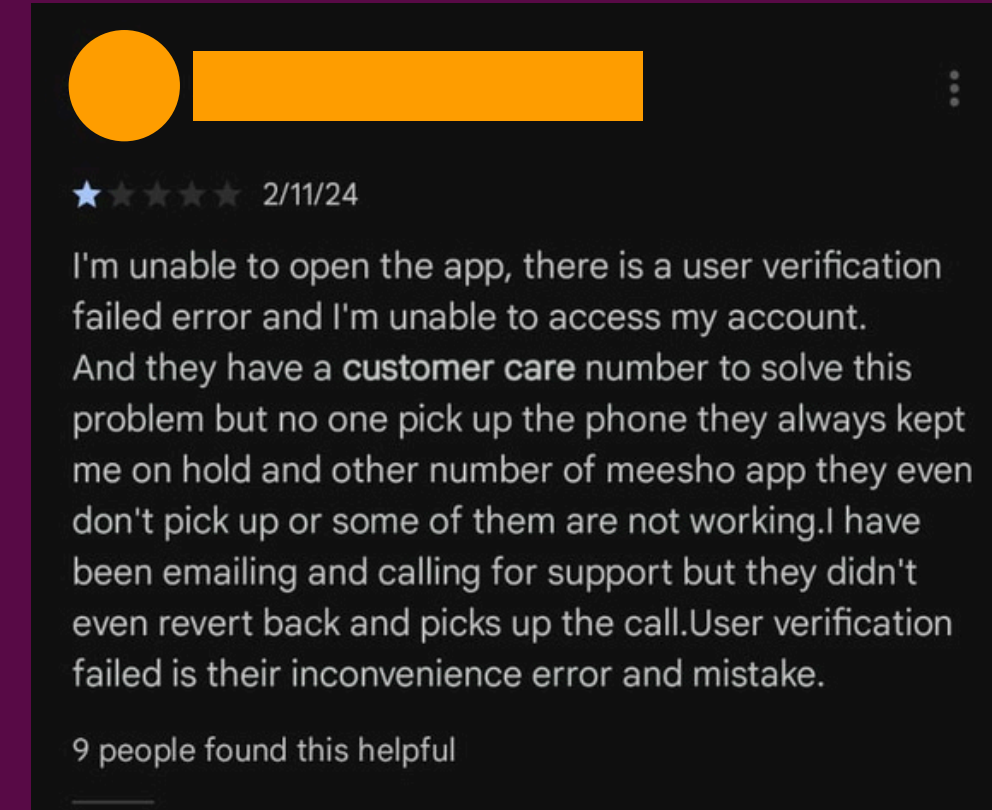
5,335 people found this helpful



★ ★ ★ ★ ★ 11/10/23

What's wrong with the app after the recent update? May I know please? Everytime I open the app it doesn't show anything...like orders, products, profile, nothing and the home page is just empty.., even my network is good. Please fix this bug because it really sucks. I've reinstalled more than times just in a concern that the problem might recover itself but it really doesn't. It is a such disappointment to me ...., Really!!

353 people found this helpful



★ ★ ★ ★ ★ 2/11/24

I'm unable to open the app, there is a user verification failed error and I'm unable to access my account. And they have a customer care number to solve this problem but no one pick up the phone they always kept me on hold and other number of meesho app they even don't pick up or some of them are not working.I have been emailing and calling for support but they didn't even revert back and picks up the call.User verification failed is their inconvenience error and mistake.

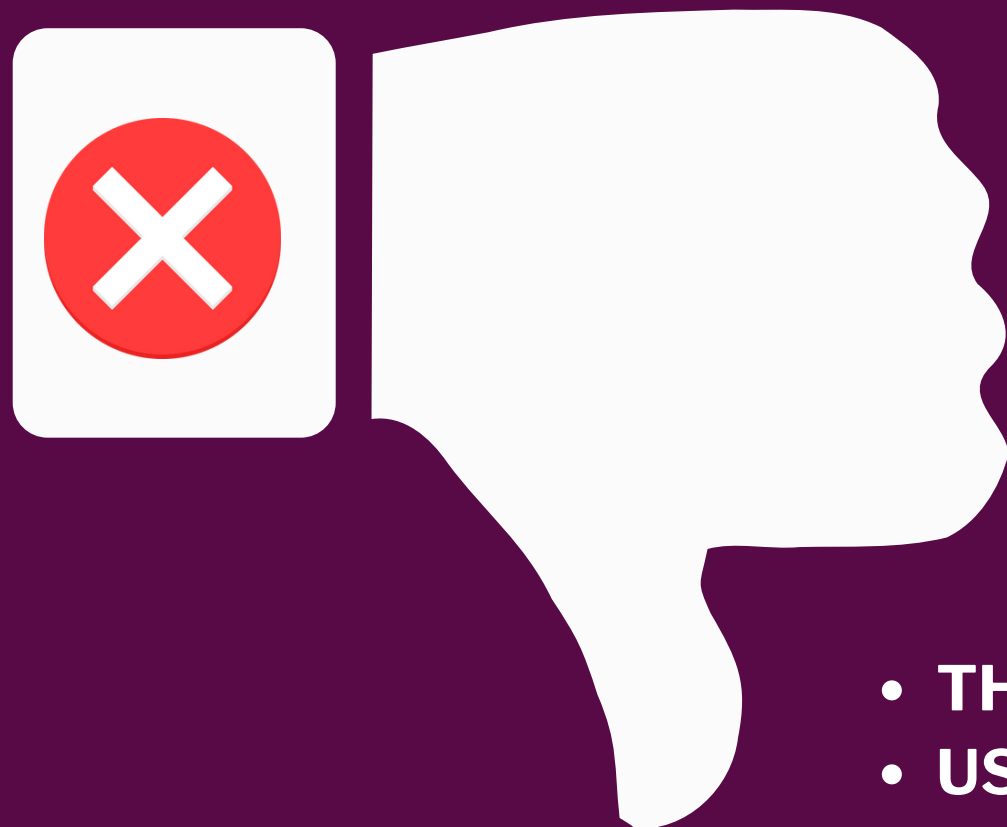
9 people found this helpful

**REVIEWS WERE POSITIVE, BUT MOST OF THE REVIEWS HAD THE SAME FREQUENTLY OCCURRING QUERIES.**

**THERE WERE MANY TECHNICAL ISSUES WHILE SIGNING UP. PEOPLE ARE NOT ABLE TO SIGN UP BECAUSE IT STATES "UNEXPECTED ERROR OCCURRED."**

**MANY OF THEM HAVE BEEN BLOCKED AND CANNOT ACCESS THEIR ACCOUNTS**

**CONS**



- **THERE ARE NO ALTERNATIVES TO SIGN UP WITH GOOGLE OR EMAIL**
- **USERS ARE NOT ABLE TO SIGN UP, AND THEIR ACCOUNTS ARE BLOCKED**
- **CUSTOMER SERVICE IS UNABLE TO RESOLVE THE QUERIES**
- **UNNECESSARY INFORMATIONS ARE REQUESTED TO FILL UP IN SIGN UP PAGE**

- VERIFICATION FAILS
- THE WRONG ITEMS ARE FREQUENTLY DELIVERED
- DELAY IN REFUND FOR RETURNED OR CANCELLED PRODUCTS
- MANUAL ENTRY OF CUSTOMER DATA

## RECOMMENDATIONS :

WE CAN ADD A VARIETY OF ALTERNATIVE METHODS FOR SIGNING UP.

AVOID REQUESTING UNNECESSARY INFORMATION WHEN SIGNING UP AS A REGULAR CUSTOMER. WE CAN CREATE SEPARATE PROFILES FOR RESELLERS.

SMART CHAT BOT TO RESOLVE ALL CUSTOMER QUERIES THAT WILL PROVIDES CUSTOMER SATISFACTION.



USER PERSONAS



USER JOURNEY MAP



USER EXPERIENCE



KEY METRICS

# KEY METRICS



USER PERSONAS



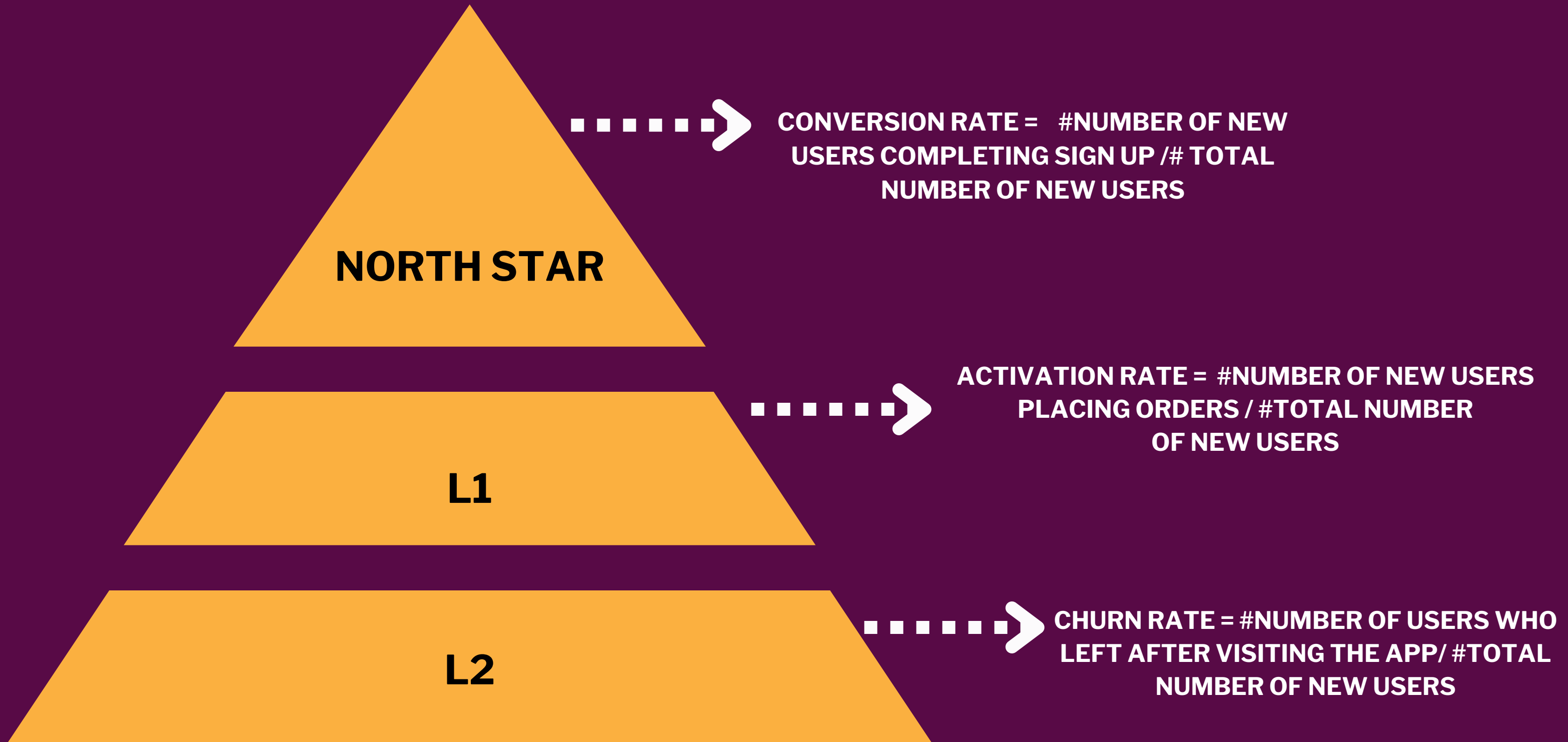
USER JOURNEY MAP



USER EXPERIENCE



KEY METRICS



**THANKYOU!**