



Enhancing Reseller Orders

Meesho simply is **My-eshop**.

Meesho is **democratising business for everyone**. From teens to senior citizens, cities to towns and streets to highways.

Any reason?

It wants to **enable and simplify 100M small businesses** in India to succeed online.

Ain't that great!

Let's see how we can help resellers to increase their orders even more.

Product Teardown Presented by
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Understanding the reseller

Reseller is not only a person who buys products from a seller and sells to end customer, BUT-

- He/She **understands the customer** needs and has a sense of fashion and styling.
- Finds best items from 1000s and presents it to the end customer via social media.
- Sells *'Perfect item with awesome deal'* to the customer.
- **Ensures smooth quality and support** of the item.
- Has the ability to **earn margin and social status** by doing all of the above.

Reseller at Meesho

- > **Largely woman entrepreneurs** belonging to Tier 2+ cities
- > Most selling categories are Sarees, Women Kurtis/Kurtas, Women tops and jewellery
- > Resellers post these items as catalogue on **Whatsapp and Facebook** (Groups/DMs/Status)
- > Resellers **can also whitelabel the product** with their own names/logos.
- > Largely their customer base is women themselves.
- > Finalization of orders happen on **chats and calls** itself which creates a personal touch.

"Major impact is created by women resellers for women clothing to women end-customers."

Problem statement- Increase **Orders per reseller per month**

$$\begin{aligned} \text{Orders per reseller per month} = & \text{Avg number of end customers per reseller} \\ & \times \\ & \text{Avg number of shared items per reseller} \\ & \times \\ & \text{Conversion rate of order placement} \end{aligned}$$

Does it make sense to improve it?

- 1) Enhancing reseller experience can democratizes business for them and help them set up their own online businesses.
- 2) Increasing and leveraging the reseller community will help reach Meesho in Tier 3,4 cities.
- 3) This will create competitive advantage over Flipkart, Amazon.
- 4) Social trust is higher over a real person than a virtual product,
- 5) Increase in frequency and value of Meesho app usage.

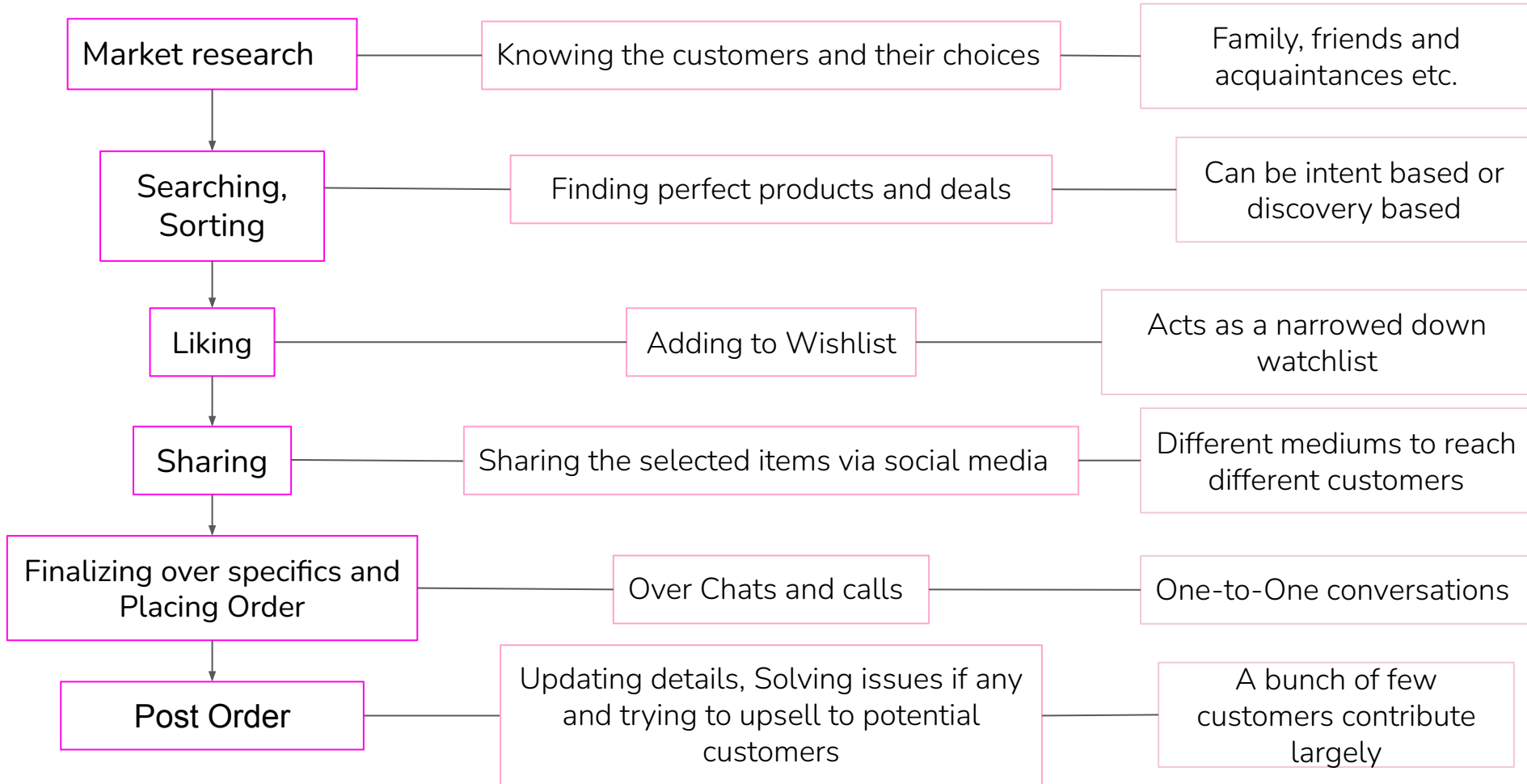
User personas

Zoya - Owns a Beauty Parlour
Stays in Coimbatore, Age 42

Shilpa - Just married housewife
Stays in Kanpur, Age 28

Profile	Started actively reselling in pandemic due to slow business of beauty parlour(clothes, jewellery and household items)	Tried Meesho recently and is a passive reseller of women clothing mostly.
Goals	Wants to open her own boutique shop	Wants to earn a side income so that she can support her family.
Passion	Secretly loves fashion designing but doesn't know what to do and where to start	Tech savvy and loves suggesting clothes/makeup to her friends.
Frustration	Has to go through a lot of hassle while handling beauty parlour, reselling and family.	Feels helpless as she doesn't have a customer base
Dislikes	Doesn't like if the customer is unsatisfied	Hates inefficient systems
	<i>"Zoya being an active reseller wants to sell the right products to her customers"</i>	<i>"Shilpa being a passive reseller wants to increase her customer base."</i>

Reseller's User Journey



Problems, Needs and Desires

After speaking to Zoya and Shilpa and knowing their views about reselling on Meesho, we found out some unmet needs and problems on their side.

Zoya still has low confidence when it comes to customer taste and choice.

Market research

Zoya is not able to spot the latest trends, let alone create it.

Shilpa taking time to gain customer base and trust.

Awareness

Shilpa is limited to her social contacts (friends, families, acquaintances)

Zoya not able to convey customer needs to sellers which creates a gap.

Searching

Zoya tends to search and sort same set of items for multiple people.

Shilpa not able to present catalogues/Meesho profile attractively.

Sharing

Reseller not able to modify pictures and it's format before sharing.

Zoya/Shilpa not able to keep track of her shared and ordered items and derive insights.

Post Order

Because of rising awareness and trust towards e-commerce, end customers are depending less on local resellers

End Customer Pain points

To figure out increase in reseller orders, we also have to take end-customer's point of view as well,

“Reseller is the user, but end-buyer is the customer”.

But, reseller has to think like an end-customer too.

- End customers have trouble finding perfect deal for them, sometimes they don't know what's perfect product for them.
- Reliability on e-commerce may increase, but the personal touch is decreasing.
- Customers not able to find the dress they've seen someone wearing(dress of their dreams).
- Finds going through catalogues monotonous and boring.
- Low motivation to buy clothes online.

Recommended strategy

Leveraging the resellers who have a sense of fashion & styling and help them know and serve their customers accurately.

Giving power to resellers to become the next online stylists & fashion consultants and helping them set up their virtual brand by not only connecting them with every seller and end customer out there, but also providing them the authority to create their own remote customer base.

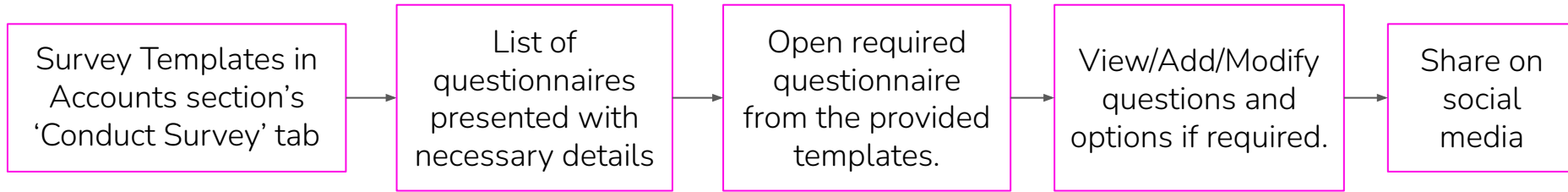
“Best reseller is the one who puts hard work to know his/her customer and serves them holistically.”

Knowing the end customer - Web Survey

User Problem - Resellers do not accurately know customer needs/choice/taste, but most of the time assume it.
- Resellers hit multiple end-customers with same set of items and are not able to personalize.

Solution - Reseller can host online surveys from Meesho's 'Conduct survey' section.
- Meesho can provide survey templates and ask the reseller to circulate them on social media.
- Reseller can add/modify questions as per their need if required (questionnaire can be dynamic too).

Implementation: How will it look like in the Meesho app?



Outcome - Easily readable customer needs/choice/taste/insights (with pictures and data visualizations)
- Reseller in a position to send personalized catalogues.

Metric - Increase in Conversion Rate from a catalogue viewer to buyer.

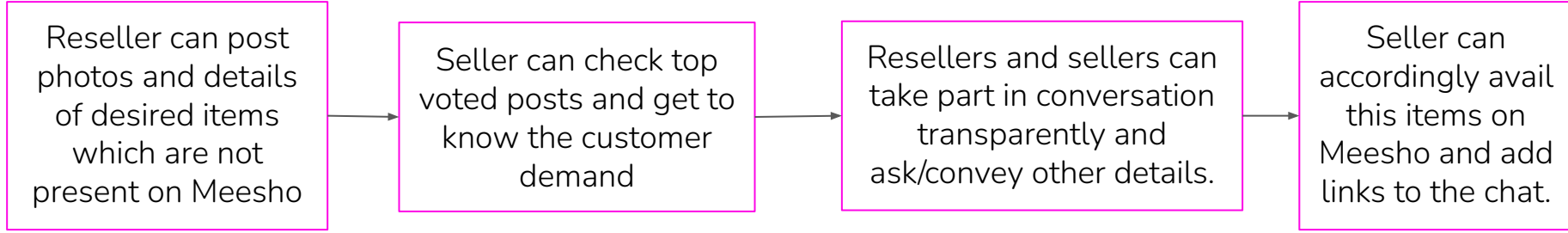
Butterfly effect - Valuable customer data to improve algorithms.

Connecting resellers and sellers - Pubic channel (Marketfloor)

User Problem - Resellers not able to convey customer needs to sellers which is creating a gap between customer dreams and reality.

Solution - Enabling **transparent communication between sellers and resellers** on community in a separate tab.

Implementation - Initiate public channel dedicated to resellers and sellers (Incentivizing users to participate)



Outcome - Giving the desirables to customers and also getting to know the latest trends.

Metric - Increase in **Avg no. of shared items per reseller.**

Butterfly effect - Sellers and resellers get an opportunity to set trends.

- Sellers can also perform market research of their products before manufacturing.

Creating tomorrow's fashion consultants

User Problem

- Resellers are limited to their social contacts (friends, families, acquaintances).
- Resellers cannot interactively present their profiles (only wishlist and shared items available).
- New resellers taking time to gain customer base.

Solution - Reseller can create their own **interactive virtual shops** in unique style on Meesho to attract end customers and **consult end customers regarding fashion and styling**.

Implementation - Consult and buy products from resellers directly on Meesho app.

Based on the virtual shops of resellers, end customer can get to see good wardrobes and buy them.

End customer can have one-on-one chat with the reseller

Any end customer can reach out to any reseller for fashion/styling consultation.

Reseller can recommend products and resell to this customer.

Con - End customers can find these items on Meesho and find matches using 'Search by image' feature.

Solution

- Disable screenshots.
- Abstract these shared items from customer profile so that he/she is not able to view it for a few hours.
- Enable limited edition items to top resellers

Metric

- Conversion rate from customer to buyer
- **Increase in Avg. no. of end customers per reseller.**
- Reseller retention rate

Outcome

- More exposure to resellers
- Personal touch to end customers.

Opportunity to create own unique catalogues - and share on Whatsapp/ Facebook

User Problem - Reseller not able to present the catalogue interactively/effectively on social media
- Reseller has to share all the pictures of a single item to showcase its variants.

Solution - Option to edit/modify the pictures/set of pictures and **share in more presentable format.**

Implementation - Adding necessary details and tags to pictures using dashboard before sharing.



Outcome - Reseller can interactively share her catalogue and cover a wide variety of items in a single go.
- Reduce friction of chatting and decrease customer's confusion.

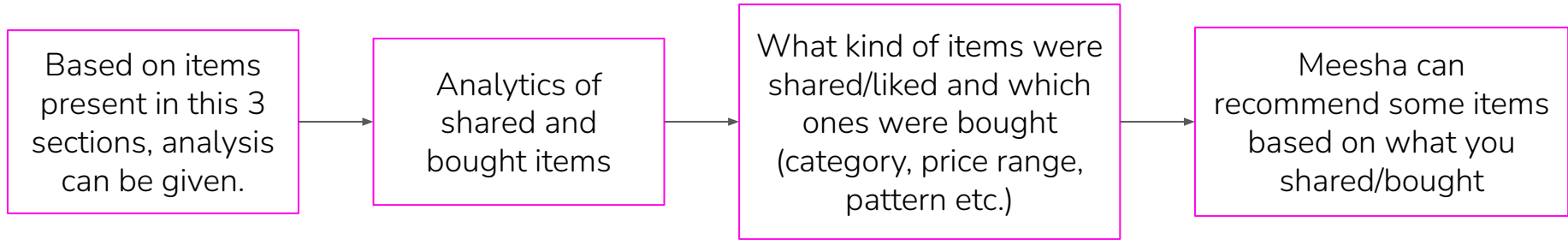
Metric - **Increase in Avg no. of shared items per reseller**
- Increase in Conversion rate from customer to buyer.
- Customer Satisfaction score

Utilizing and Optimizing reseller data- “Meesha recommends”

User Problem - A reseller finds it hard to maintain a track record and analyze whatever she liked, shared and bought.

Solution - Analysis, *Insights and recommendations* based on items present in Wishlist, Shared and Orders.

Implementation: Recommending and presenting analytics in a section next to Liked & Shared.



Outcome - Reseller can keep track of orders/shared items and get data insights to understand the customer.
- Reseller can upsell to specific customers based on recommendations.(For ex: Jewelry can be recommended based on a saree order and it can be shared to the customer who bought it)

Metric - *Increased orders per month per reseller by 10x*
- Increased reseller retention rate (7 day, 15 day-for new as well as old resellers)

Other UX suggestions

User Desire	<ul style="list-style-type: none">- Reseller finding it exhaustive to read reviews- Not able to find relevant reviews.
Solution	<ul style="list-style-type: none">- NLP based categorization of reviews.
Implementation	<ul style="list-style-type: none">- Reviews can be classified and rated based on keywords like-Fabric,Originality,Color,Delivery etc.
Metric	<ul style="list-style-type: none">- Low Drop-Off rate
User Need	<ul style="list-style-type: none">- Reseller wants to check how many people bought an item.- Real time analysis of most viewed/bought items in a timeframe
Solution	<ul style="list-style-type: none">- Add tags below items like<ul style="list-style-type: none">:‘X customers bought this item’:‘Y customers are viewing this item’:‘Z customers have added this item to cart’
Metric	<ul style="list-style-type: none">- Increase in Avg no. of shared items per reseller
User pain point	<ul style="list-style-type: none">- Reseller finds it inefficient to add similar filters every time before searching (high usage).
Solution	<ul style="list-style-type: none">- Creating custom filters and saving it.
Implementation	<ul style="list-style-type: none">- Reseller after filtering/sorting will be given an option to save that filter and naming it accordingly.- This filters can be used everytime reseller is searching for something.
Metric	<ul style="list-style-type: none">- Customer satisfaction score

Prioritization

	Ease of implementation	Customer impact	Metric impacted	Gives authority to reseller
Web survey	High	High	Conversion Rate	No
Open channel (Marketfloor)	Low	Medium	Avg no. of shared items per reseller	Kind of
Fashion consulting	Medium	High	Avg. no. of end customers per reseller.	Yes
Unique catalogues	Medium	High	Conversion rate	Kind of
Analytics and recommendations	Medium	Medium	Reseller retention rate (7 day, 15 day)	No

Next steps to follow

Based on prioritization, and alignment with the vision of Meesho, making Meesho an online fashion and styling consulting destination can help resellers become independent entrepreneurs and increase their orders to end customers.

One-to-One chatting accessibility to be given on Meesho app itself with mentioned measures to connect fashion consultants and the end customer.

“Best companies create their own market”

- With the help of deeper market research from various segments and available user data, the prioritized idea can be confirmed from stakeholders.
- Prototyping to be done with the help of engineering and design teams so as to generate MVP.
- This MVP to be tested from different type of resellers with varying usage and demographics. Also, end customer's point of view is important as they will be another set of users.
- Considering necessary changes based on above test results, a product plan can be derived and timeline can be set for the final launch.
- Mandatory awareness through various mediums to introduce this feature to be done to receive initial traction and examine results.

Summary

Where did we start?

We understood Meesho's vision and how reselling business helps Meesho get closer to it.

How did we approach?

We understood what exactly is a reseller and how the stated metric to increase can be broken down into smaller pieces.

Who did we meet?

We met two resellers at different paths of their journey but sharing the same enthusiasm and understood their problems, needs and desires at various stages.

What did we do?

We defined a business strategy aligned with Meesho's vision and created a product-market fit by combining the user, their problems and the world they would like to live in.

How did we do it?

We presented various ideas, big and small, to move the needle and increase orders per reseller per month. Implementation & Outcomes were discussed before prioritizing them.

So?

So, we gave a roadmap that needs to be followed if Meesho thinks about executing the solution. PRDs can be prepared for the same to implement and discuss it minutely with teams.

Thanks a lot for your coordination!
(It was a long deck)

Let's discuss in detail if you have
any questions

Eager to Answer and understand your point of views.