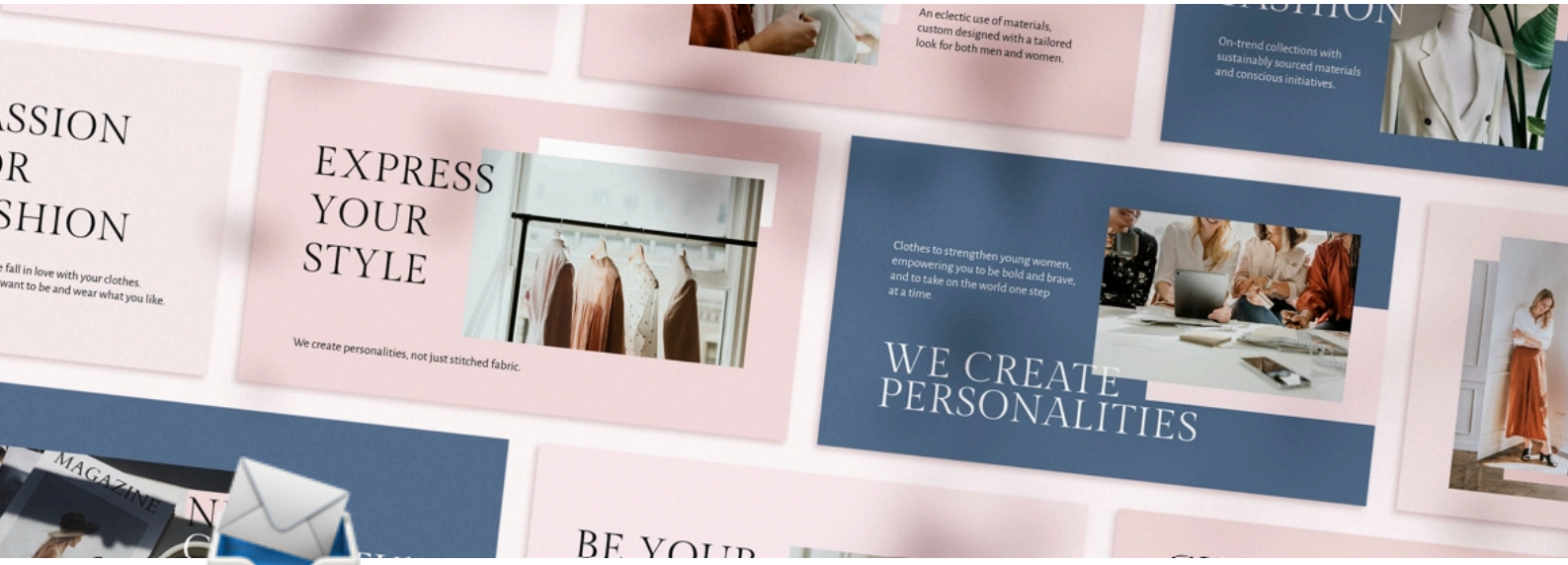


PRD - Signin for Meesho

📌 Write PRD for "Sign-in via WhatsApp" on Meesho

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Product feature launch date	15th November 2023
Last document modification date:	14th September 2023
Version	v2.0
Document status	On track

Stakeholders:

Product team lead	Akash
Design team lead	Kriti
Engineering team lead	Rajat
Marketing team lead	Deepti
Data Analytics team lead	Samarth

Problem overview

Objective

This PRD describes the requirements for integrating 'Sign-in via WhatsApp' feature on Meesho. The new feature aims to provide convenience, accessibility and improved user experience during On-boarding process. By integrating this feature, we aim for more funnel conversion.

Context

1. It has come to our notice that the traffic coming to our mobile app is not logging-in with our current system.
2. Upon analyzing multiple user journeys we came to a hypothesis that majority of the drop-off is happening at Sign-In screen. This is due to old sign-in method of mobile number verification via OTP or Sign via Google.

Why do we need this?

1. **Inconsistent OTP based login:** OTP-based logins are mostly safe, however frequently the OTP delivery is delayed or not received due to network problems, which results in login drop-offs.
2. **Remember Id and Password:** Users often finds it difficult to remember their login id and password when returning to the app. This affect the retention of the users.
3. **Encryption issues:** Currently third-party applications like Google and Facebook provides login services via their respective profiles. But with WhatsApp's login method this entire process becomes end-to-end encrypted.
4. **Wide Userbase:** Since WhatsApp has 487 million active users in India, customers are more likely to choose this option over other social login methods, leading to an increase in registrations for the respective services.
5. **Improving User experience:** By implementing this integration we aim to provide secure, simplified, and seamless sign-ups or login experience to the users. By utilizing end-to-end encryption for all messages, we want to assure users that their data is private and protected.

Goals for Meesho

1. By integrating this feature we aim to increase the funnel conversion by 25% in the coming quarter.
2. In fast-moving space of e-Commerce fashion, we aim to acquire users through this method.

> 👉 **The main goal here is to increase the number of new signups through WhatsApp login and reduce the total drop-off rate on the app.**

Constraints

The following has to be kept in mind before implementing this feature:

1. Our target audience should atleast have internet connection and should be an active user of WhatsApp.
2. To implement this feature we need to have a WhatsApp Business account first.
3. Data privacy of the users should be maintained from our end as well.

Solution Overview

Target Users

User Persona 1

Anjali Sharma



Demographics:

- Age: 20
- Occupation: College Student
- Location: Bangalore

Behavioral Characteristics:

- Tech Savvy
- Likes shopping online
- Highly active on social media (including WhatsApp)

Pain points:

- Have multiple google accounts and usually forgets which one was used last.
- Lives in college campus which is located in low network area.
- Doesn't want to share her privacy details with third-party apps.

Wants and Needs:

- Wants to directly login with her primary phone number without using google account.
- Looking for fast fashion and cheap clothes.

User Persona 2

Shruti Tiwari



Demographics:

- Age: 34
- Occupation: School Teacher
- Location: Pune

Behavioral Characteristics:

- Non-Tech Savvy
- Doesn't get much time to go for offline shopping
- Buys clothes online for her family
- Moderately active on social media (amongst family and friends groups)

Pain points:

- Finds it’s difficult to manage multiple accounts on different websites.
- Faces difficulty in logging in via google due unsaved passwords.

Wants and Needs:

- Wants to stay logged in once registered on our platform.
- Wants to spend more time with her family.

Key Features

1. Sign-In via WhatsApp option: When the user opens the app for the first time they will see a sign-in via WhatsApp option as well along with the traditional id password fields.

Use Cases

User Need: Users don't want to remember login id and password to sign-in.

Resolution: Meesho will provide a sign-in via WhatsApp feature to address this issue.

User Need: Login without going to any third party login website.

Resolution: Messaging direct login link in WhatsApp after verifying mobile number.

User Need: Don't want to enter all the personal details individually.

Resolution: Basic profile information (name, profile picture) to be automatically synced from WhatsApp account in Meesho.

User Need: Wants to login directly without waiting for OTP in low network areas.

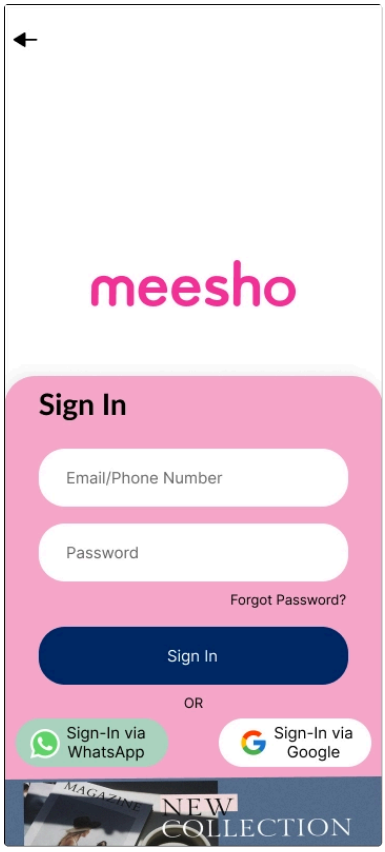
Resolution: Eliminating SMS based OTP service with internet based WhatsApp messages.

User Flow

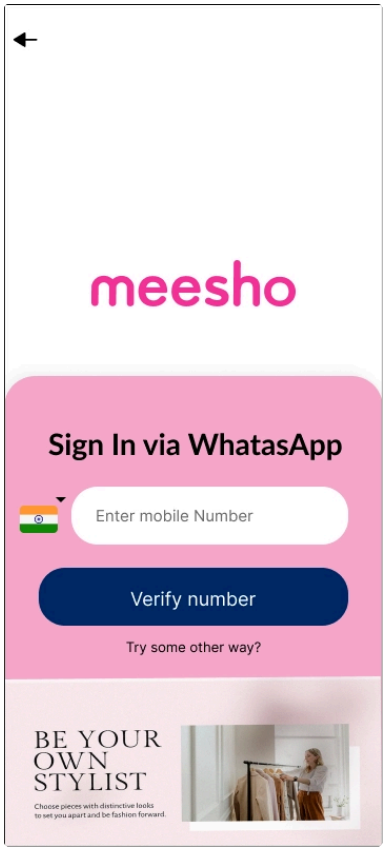
User Stories

1. As a user, I should be able to create an account using my WhatsApp profile.
2. As a user, I want to see the ‘Sign-In via WhatsApp’ option clearly on the login screen.
3. As a user, I want to login into the Meesho app instantly.
4. As a user, I don't want to remember my email id and password to login into the app.
5. As a user, I want my basic profile should be automatically set on Meesho through WhatsApp.
6. As a user, I want to stay logged in once registered using WhatsApp profile.
7. As a user, I want to make sure my data is safe and encrypted.

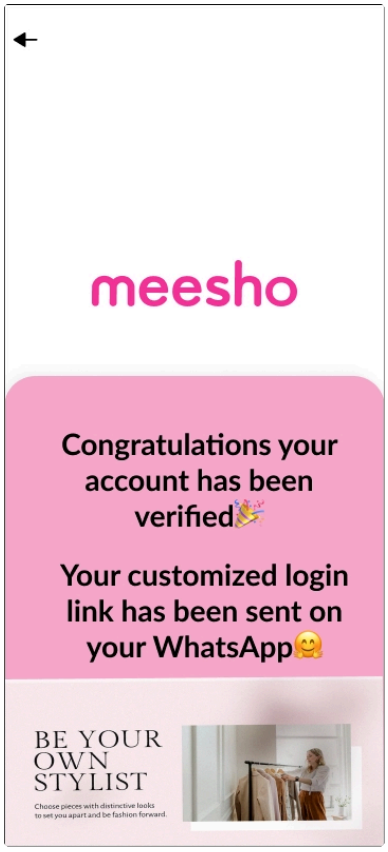
Wireframes



Main Login Screen



Sign-In Screen



Happy Flow Screen

Technical requirements

Sr.No.	Task	Requirement	Assigned Team
1.	Design a ‘Sign-In via WhatsApp’ button	Designing a rounded rectangular button for login screen. Keeping in mind brand colors and identity.	Design Team
2.	Clickable functionality to ‘Sign-In via WhatsApp’ button	When the users’ click on this button they should be redirected to the mobile number verification page.	Engineering Team
3.	Design Mobile number verification screen	Designing mobile verification page where users will enter their mobile number in a text box. There should also be a dropdown for selecting the country code along with a rounded rectangular CTA button to ‘Verify number’.	Design Team
4.	Functionality on Mobile number verification screen	By default the country code of the user should be set by accessing their current location. When the user enters the mobile number it should be of required digits. ‘Verify number’	Engineering Team