

snapdeal

PRODUCT RESCUE CHALLENGE · PRODUCT ANALYSIS

Win on reliability, not on the lowest price

Snapdeal's Tier 2 shoppers can't tell a good ₹449 kurta from a bad one before buying. The fix is one promise, "*Jaisa dikha, waisa mila*", kept when buyers choose, buy, receive and resolve. It starts with six near-free fixes, then gated pilots.

Open the prototype ↗

▶ Video walkthrough ↗

All files ↗

1 Understand

2 Problem

3 Strategy

4 Build

5 Impact

Varun Kumar

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JAISA DIKHA, WAISA MILA

What you see is what you get

CHOOSE

Truth in every listing

BUY

No walls, no surprises

RECEIVE

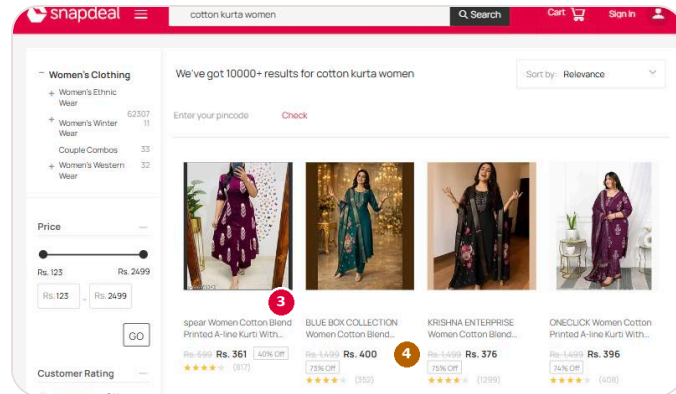
Promise kept, checked

RESOLVE

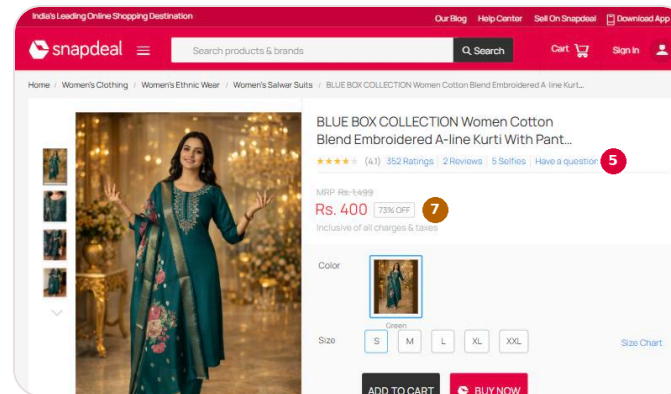
Fix it fast, prove it

Tap a tile to jump to that part

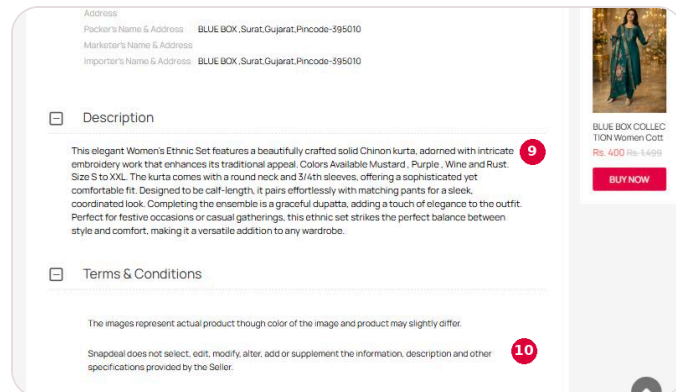
I walked to checkout: the app looks good, trust breaks



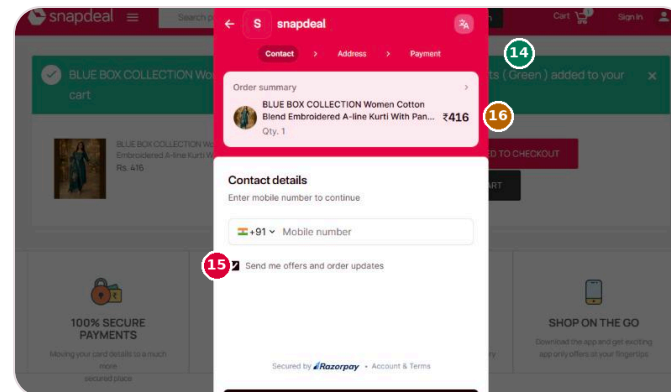
Search "cotton kurta"



Product page



Description & fine print



Checkout

- 3 "Cotton" search shows "Cotton Blend" items
- 9 Same item's description says "**Chinon**"; colours listed don't match
- 5 4.1★ from 352 ratings but only **2 reviews**; "1% recommend"
- 10 "Snapdeal does not select, edit, modify... seller information"
- 6 Delivery 7–11 days; price ₹400 → ₹416 on size M
- 15 Offers checkbox pre-ticked at checkout

VOICE OF CUSTOMER

Trustpilot 2.3/5, 40% one-star (412 reviews): wrong items, failed pickups, slow refunds. **Play Store 4.4** from 25.6 lakh reviews.

snapdeal.com, 15 Oct 2026 (stopped before payment); Trustpilot (Oct 2026); Google Play (Sep 2026). Context: FY26 NMV ₹1,093 cr, 1.22 cr buyers, 65% Tier 2+, still loss-making (AceVector RHP). App walkthrough in the detailed PDF.

Price is table stakes. Trust is the open gap.

PROBLEM TO SOLVE Value shoppers can't judge quality before buying, so they hesitate, return items as "not as described" (NAD), or switch apps. Unhappy buyers are not won back.		WHO Tier 2+ value shoppers (occasion buyers, home restockers, new online shoppers) and small sellers	WHAT Can't judge quality; "100% quality" is a claim; let-down buyers drift away	WHEN At the product page, at delivery, at return; peaks in festive sales
ROOT CAUSE	HYPOTHESIS	CONF.		
Fought a GMV war against better-funded rivals (lost No. 2 by 2017)		High		
Weak quality and trust signals for unbranded goods		Key gap		
Undifferentiated: Meesho, Shopsy and Amazon now charge sellers zero commission under ₹1,000		Medium		
Price-led messaging; weak service recovery and social engagement		Medium		
		WHERE Product page, checkout, after delivery, and on Instagram and reviews	WHY Quality varies by seller; price-led messages; rivals match price	SOLUTION One promise kept at 4 moments: Choose, Buy, Receive, Resolve

One promise at four moments: "Jaisa dikha, waisa mila"



MOMENT	WHAT CHANGES	PROVEN ELSEWHERE
Choose	Checked fabric and colour, buyer photos first, size in inches, one price in every size	Amazon "frequently returned" badge; Myntra: ~50% of returns from sizing
Buy	Guest cart; date, return and refund before paying; opt-ins unticked	Guest cart already works on snapdeal.com
Receive	One promised date, ₹30 if late; one-tap "did it match?"	Flipkart Open Box Delivery
Resolve	Refund on pickup; Hindi callback in 24 h; proof the seller fixed it	Amazon AI review highlights (for honest summaries)

Foundation

Seller Truth Score: one-tap fixes, coaching; accurate sellers rank higher and pay less for ads

NORTH STAR

Orders delivered, kept and rated "matched". Discounts can't fake it.

MONTH 1: SIX NEAR-FREE FIXES

One fabric name everywhere · one price per size · date in order summary · untick offers · guest cart in app · ask for notifications after the first order

MARKET

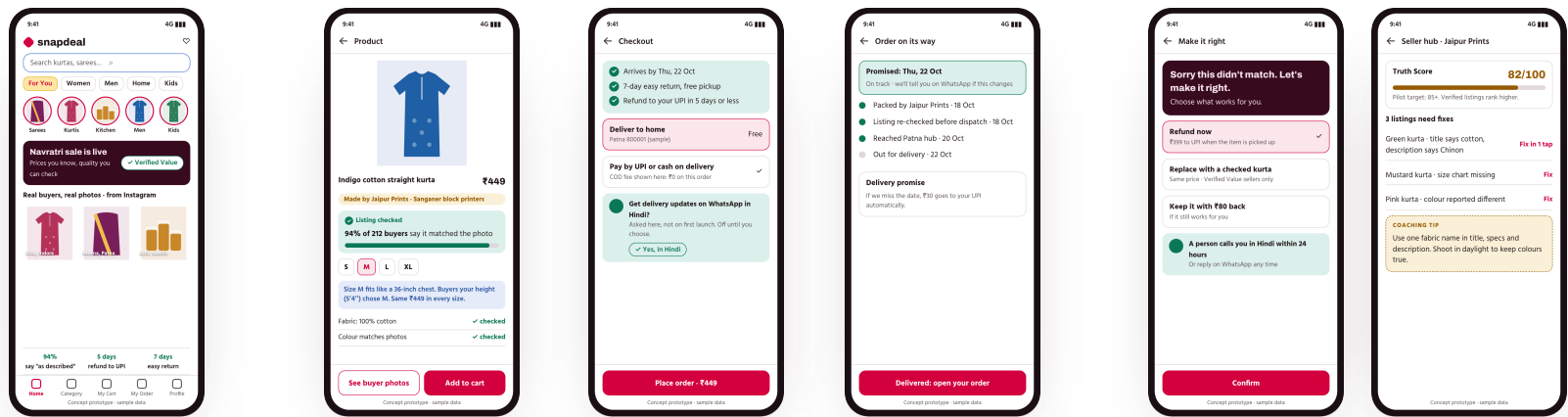
TAM \$65–66B e-retail · SAM \$15–20B value lifestyle ASSUMPTION · SOM ₹2,000–2,500 cr NMV by FY29 TARGET

Not doing: price war · private labels · own stores or logistics.

12 tappable screens, then 4 gated quarters

Tap inside the phone like a real app; 6 tasks tick off as you go. Sample data only.

Try the prototype ↗



Choose
Proof on home, no pop-up

Choose
Match score + fits like

Buy
Clear promise, opt-in

Receive
Promised date, ₹30 if late

Resolve
Fix it fast

Seller
Truth Score fix

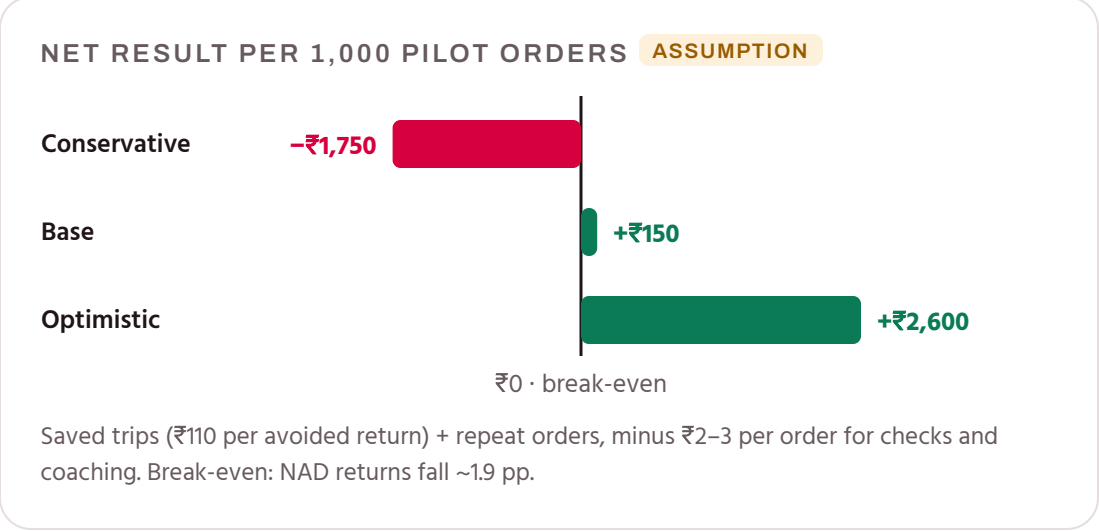
Q1 · QUICK WINS + RESEARCH ₹35 lakh Six fixes in month 1; interviews, returns baseline; low-cost growth tests Go if NAD is a top-3 return reason	Q2 · CHOOSE + BUY ₹60 lakh Checked listings A/B in 2 categories; Truth Score; guest cart Go if NAD -2 pp; conversion drop ≤ 1%	Q3 · RECEIVE + RESOLVE ₹45 lakh Promised date, "did it match?", refund on pickup, Hindi callback Go if repeat +3 pp; refund ≤ 5 days	Q4 · EXPAND ₹80 lakh More categories and towns where gates are met Go if contribution/order ≥ baseline
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Low-cost growth (≈ ₹20–25 lakh in 90 days): buyer-photo credits, Tier 2 micro-creators, WhatsApp updates in Hindi, capped referrals, seller sharing kits. AI flags; people decide.

Only fewer bad returns make this pay

North Star: orders kept and rated "matched". Each quarter's budget is released only if its gate is met.

METRIC	ROLE	PILOT TARGET TARGET
"Not as described" return rate	Primary	-2 pp vs control
90-day repeat purchase	Primary	+3 pp
Recovered buyers who reorder	Primary	Set after Q1 baseline
Purchase conversion	Guardrail	No drop > 1%
Refund time · seller retention	Guardrail	≤ 5 days · ≥ 90%
Instagram comment and save rate	Leading	Up month on month



DECISION REQUESTED

Ship six quick fixes now. Approve ₹35 lakh for a 90-day research quarter, go / no-go on day 90. Full plan ≈ ₹2.2 cr, released gate by gate.

Thank you

Prove the problem, pilot the fix, scale only on evidence.

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THE PROMISE

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