

1 • Solution Ideation — Crazy 8s snapshot

(Problem: ordering groceries in an app)

Fold Low-fi idea

Distinct twist

- | | | |
|---|---|-----------------------|
| 1 | “One-tap Re-order” of last basket | zero-thinking restock |
| 2 | AR fridge scan to auto-create list | computer-vision aid |
| 3 | Mood-based recipe bundles (“I’m feeling lazy”) emotion→cart | |
| 4 | Group cart for roommates with split payment | Venmo-style checkout |
| 5 | Sustainability score on each item | eco nudging |
| 6 | Voice-only drive-mode ordering | safe commute buying |
| 7 | Flash-deal roulette spin | gamified discounts |
| 8 | Allergy-filter toggle (peanut-free view) | health safety |
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2 • User Stories (personas: Roommate Shopper, Eco-Conscious Parent)

1. **As a busy roommate**, I want to see my house’s shared cart, so that we avoid duplicate purchases.
 2. **As an eco-conscious parent**, I want carbon-footprint labels on products, so that I can choose greener options.
 3. **As a student on a budget**, I want instant price comparisons across brands, so that I stick to my allowance.
 4. **As a visually-impaired user**, I want full voice guidance during checkout, so that I can order hands-free.
 5. **As a repeat customer**, I want weekly smart suggestions based on consumption trends, so that I never run out of essentials.
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3 • Scenario (expands Story #1)

Maya (22) shares an apartment with two friends in Bengaluru. It’s Sunday evening; the sink is piled with dishes after exams week, lights are low-warm, and rain taps the window.

Emotion: low energy, wants chores done fast.

She opens **ShopCart** app → sees a notification “Roommate cart: 7 items pending.” Each item shows who added it. Maya checks the list, toggles “split 3 ways,” and adds her favorite cereal. She presses “**Schedule Delivery: Tomorrow 7 am–10 am.**” A confirmation pops, plus a UPI prompt to auto-split the ₹1,200 total into ₹400 per roommate.

Outcome: relief and tiny dopamine hit; groceries will arrive before class, and no one will argue about payment.

4 · Task Flow Diagram – “Group Cart Checkout”

(Describe or replicate in Figma)

- **Start**
- **Action:** Open Group Cart
- **Decision:** Items complete?
 - **No** → Add/remove items → back to decision
 - **Yes** → **Action:** Choose delivery slot
- **Decision:** Split payment?
 - **No** → Proceed to single payment
 - **Yes** → Select split method (equal / custom %)
- **Action:** Confirm & Pay
- **System Action:** Send order + payment requests
- **End**

(Ovals = start/end, rectangles = actions, diamonds = decisions, parallelograms = system I/O.)

5 · Information Architecture – News Portal (closed card sort, 15 participants)

Primary categories surfaced:

- **Top Stories** (National, World, Trending)
- **Local** (City, Traffic, Weather)
- **Business & Economy** (Markets, Start-ups)
- **Tech & Science** (Gadgets, Space, Research)

- **Sports** (Cricket, Football, e-Sports)
- **Entertainment** (Movies, Series, Music)
- **Lifestyle** (Health, Food, Travel)
- **Opinion** (Editorials, Columns)
- **Subscribe** (Membership, Newsletters)

High-level Site Map:

Home

└─ Top Stories

| └─ National

| └─ World

| └─ Trending

└─ Local

| └─ City

| └─ Traffic Updates

| └─ Weather

└─ Business & Economy

| └─ Market Watch

| └─ Start-ups

| └─ Personal Finance

└─ Tech & Science

| └─ Gadgets

| └─ Space

| └─ Research & Innovation

└─ Sports

| └─ Cricket

| └─ Football

| └─ e-Sports

└─ Entertainment

| └─ Movies

| └─ Series

| └─ Music

└─ Lifestyle

| └─ Health & Fitness

| └─ Food & Recipes

| └─ Travel

└─ Opinion

| └─ Editorials

| └─ Guest Columns

└─ Subscribe

└─ Membership Plans

└─ Newsletters