1 · Solution Ideation — Crazy 8s snapshot

(Problem: ordering groceries in an app)

Fold Low-fi idea		Distinct twist
10	"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

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.

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?
 - o **No** → Add/remove items → back to decision
 - o **Yes → Action:** Choose delivery slot
- Decision: Split payment?
 - o **No** → Proceed to single payment
 - o **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.)

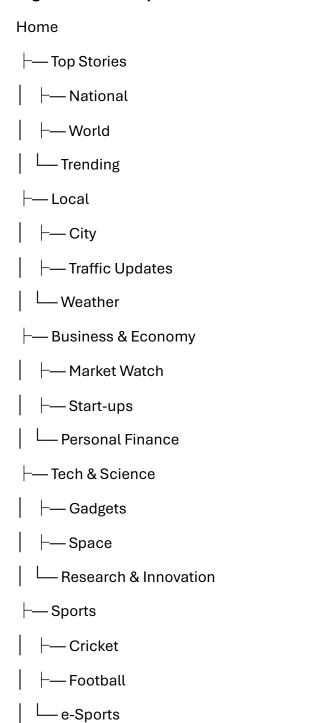
5 · Information Architecture – News Portal (closed card sort, 15 participants)

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:



– Entertainment
│ ├— Movies
├—Series
│
├— Lifestyle
├— Health & Fitness
├— Food & Recipes
L Travel
├— Opinion
├— Editorials
Guest Columns
L_Subscribe
├— Membership Plans
L Newsletters