Desired Outcome — increase monthly active users

Opportunities:
- make me engage into a pet community
- **make me feel convenient**
- make me feel credible and professional
- reward me for loyalty

Under "make me engage into a pet community":
- create in-app discussion forums
  - Page design
  - User experience
  - content
  - Offer awards
  - Design rules
- introduce "Cutest Pet Photo of the Month" challenges
- hold local pet events
  - Rent a field
  - Offer food
- create social interaction features
  - Engage staff to support
  - Page design
  - User experience

Under "make me feel convenient":
- **design reordering checkout process**
  - Logic design
- develop AI-powered recommendation
  - AI algorithm
  - Page design
- design easy-to-navigate interface
  - Page design
  - UX
  - Engage staff
  - Web design
  - UX
- provide in-app consultation

Under "make me feel credible and professional":
- give detailed product information
  - content
  - Page design
- show customer reviews
  - content
  - Page design
- clarify pricing system
  - content
  - Page design
- create professional partnership
  - Pay for partnership
- get expert endorsements
  - Hire experts
  - Ads

Under "reward me for loyalty":
- offer subscription discount
- recognize their feature stories
- provide random acts of kindness
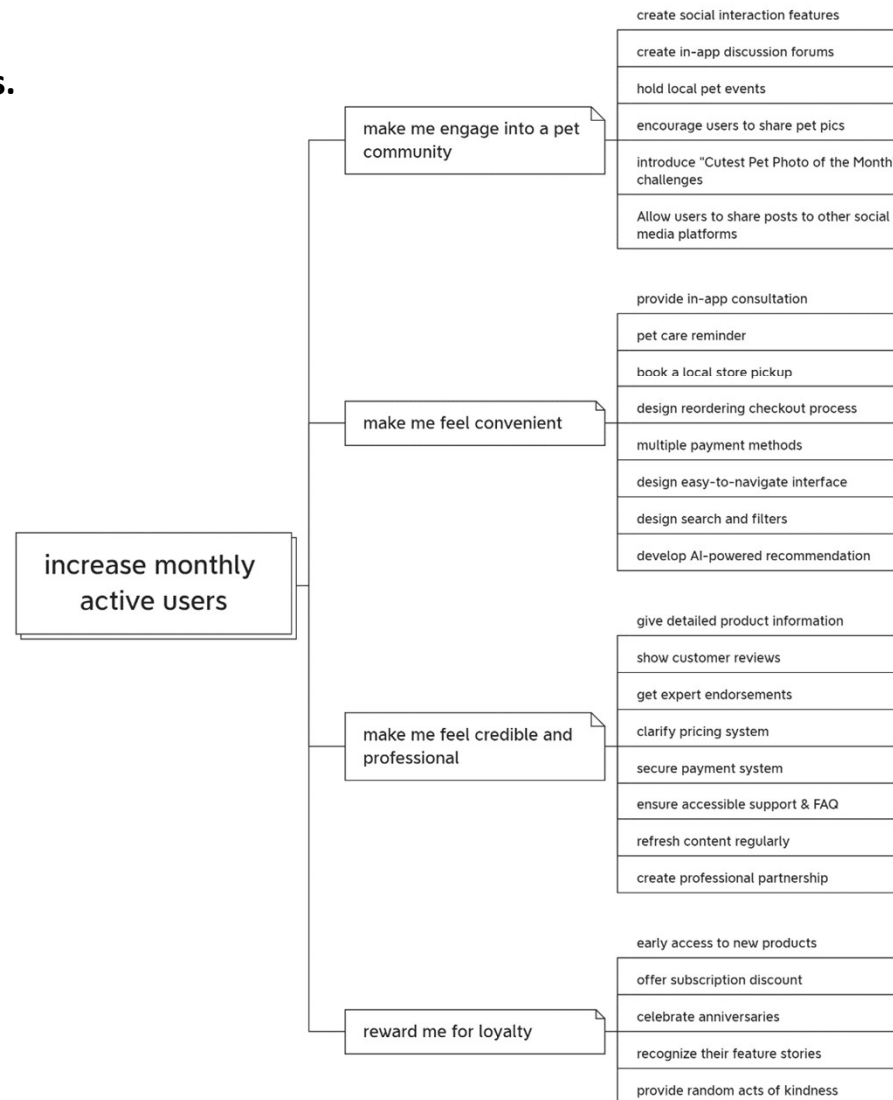- early access to new products
- celebrate anniversaries
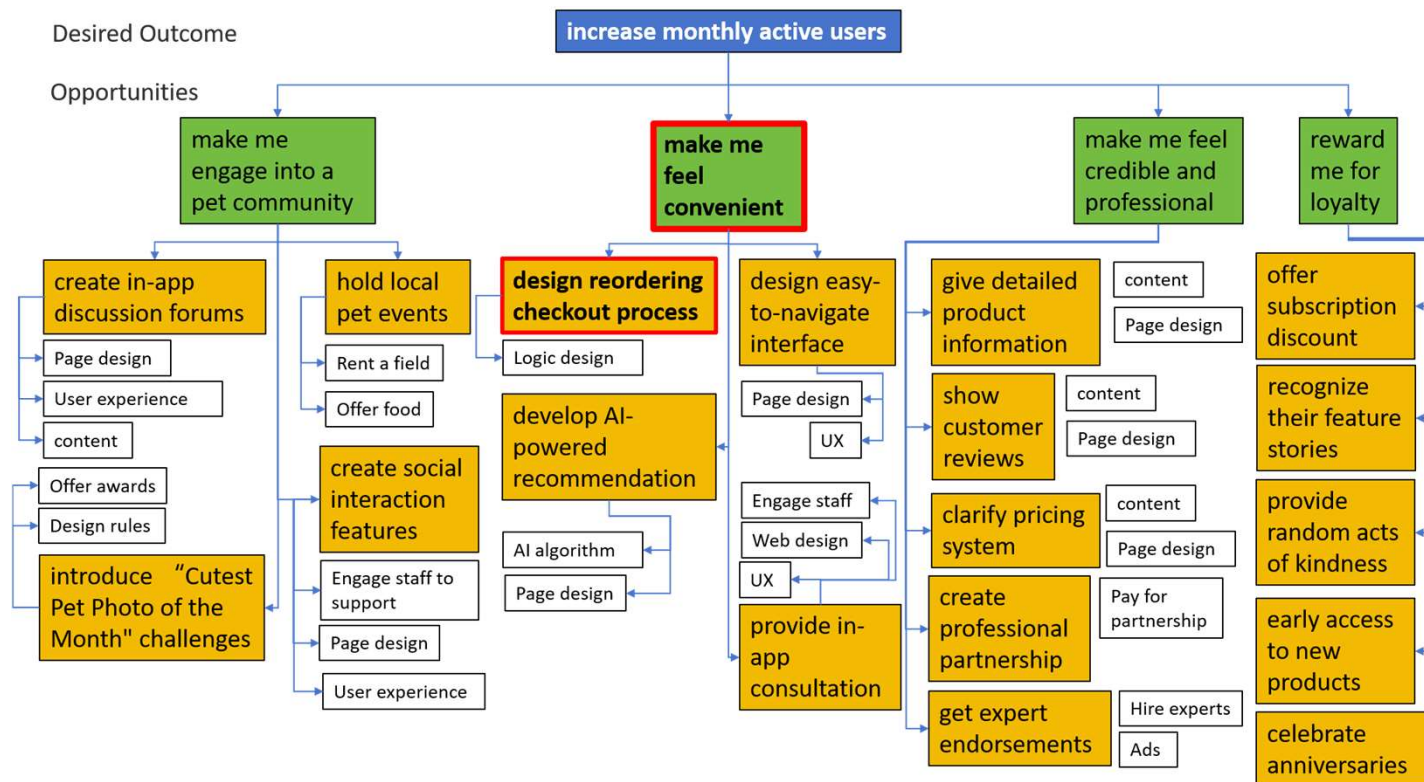
The problem of *making users feel convenient* is the priority as it's the core feature that solving users' problems and making profits directly. Compared with it, others are more intangible for a long term contribution though the solutions to the problem of making users feel credible seems more easy to do.

Solutions in this problem are more achievable, and I prefer first **designing the reordering checkout process**. For its function, it enables users to repeat the same operations as the last time which is super useful in pet service like showering and trimming fur. For its cost, all can be done in software level and will not involve too much members.

Due to the layout of PowerPoint, I remove some solutions in every opportunities to fit the page and add experiments.

My complete OST without experiments part is attached as an image here.

increase monthly active users

make me engage into a pet community
- create social interaction features
- create in-app discussion forums
- hold local pet events
- encourage users to share pet pics
- introduce "Cutest Pet Photo of the Month" challenges
- Allow users to share posts to other social media platforms

make me feel convenient
- provide in-app consultation
- pet care reminder
- book a local store pickup
- design reordering checkout process
- multiple payment methods
- design easy-to-navigate interface
- design search and filters
- develop AI-powered recommendation

make me feel credible and professional
- give detailed product information
- show customer reviews
- get expert endorsements
- clarify pricing system
- secure payment system
- ensure accessible support & FAQ
- refresh content regularly
- create professional partnership

reward me for loyalty
- early access to new products
- offer subscription discount
- celebrate anniversaries
- recognize their feature stories
- provide random acts of kindness

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