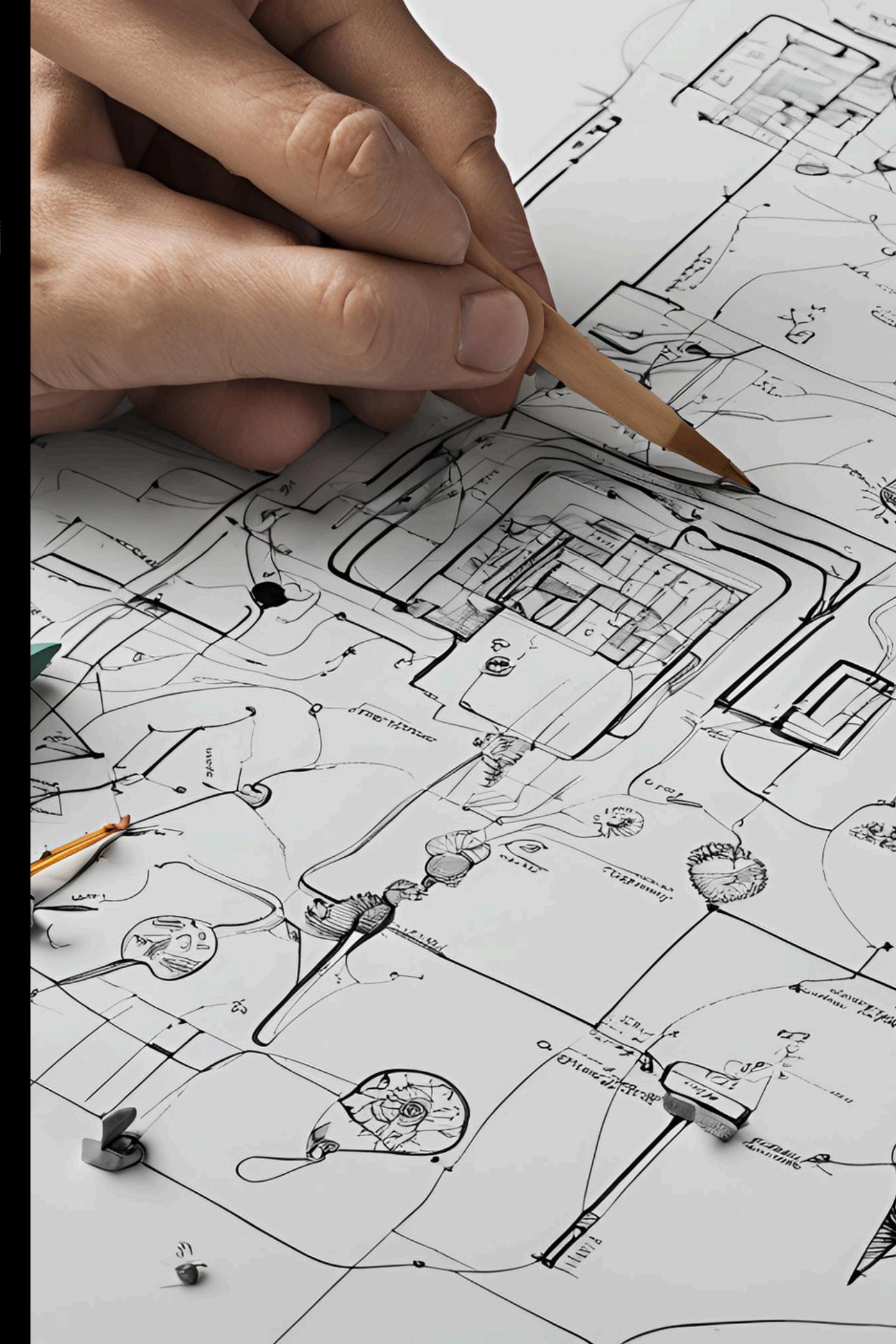


TASK - 6

DESIGN THINKING BOARD

**CRITICAL THINKING,
DESIGN THINKING,
LEADERSHIP & TEAMWORK**

TEAM: CYBER TRIBE



PRODUCT: A SMARTPHONE APP FOR ONLINE GROCERY DELIVERY.

Ambiguous Problem :

Users experience overwhelm due to an excessive number of product options, leading to difficulty making decisions and taking too much time to complete their purchases.





Empathize :

Conduct user surveys and interviews to gather insights on user experiences.

Users report frustration due to excessive scrolling, inability to quickly find repeat purchases, and feeling overwhelmed by too many choices.

Users want faster checkout, personalized recommendations, and an intuitive interface.

Define :

Problem Statement : *Busy users of the grocery app are overwhelmed by the large number of options, making it hard to quickly find items they frequently purchase or discover what they need. They need a simplified and personalized experience.*

Ideate :

Idea 1: Implement a “frequently purchased” section where users can quickly reorder past items.

Idea 2: Create an AI-driven recommendation system that suggests groceries based on users' past purchases, preferences, and dietary needs.

Idea 3: Add a simplified mode to display only essential categories (e.g., essentials, popular, recommended for you).

Idea 4: Enable a voice search feature to help users quickly find items by speaking their requests.





Prototype :

Develop wireframes or a prototype for the app with these features.

Ensure the “frequent buys” section is prominent on the home screen.

Show the recommendation system integrated into the main interface with personalized suggestions.

The prototype should have a toggle to switch between simplified view and full view.

Test :

Conduct usability testing with a small group of users. Collect feedback on whether these new features address their frustration.

Measure the time users take to find and purchase items before and after implementing the changes.

Adjust based on feedback, improving any unclear aspects of the interface.