Overview

You are getting constant feedback from your customers that discovery of the product/service/offer they want to redeem is not easy to discover. Therefore, sometimes they miss the offer they really wanted to.
You are to launch a new set of features within the app to help users discover the right offering for them or their child.

Goals

1. Feature set & scope - Define this first
2. Understanding the audience
3. User Flow - Integration / interactions with the existing app
4. Motivations & drivers for feature adoption
5. Possible outcomes
6. GTM ideas

Note

Please try and drive the case to a logical conclusion. I am not looking for conquer-the-world
answers / scope. Build for a particular use case and then take it from there. Give reasons for why you're building for this case. I'm not looking for finished designs, simple wireframes
will do. Concentrate on explaining why you built it.

Problem:

User unable to discover product/services/offer they want.

Ideas:

1) Search by offer, offer type, product, services
2) Show User personalized offers according to their preferences.
3) Notification message or/and menu within the app to show the offers relevant to their preference.
4) Show nearby offers to user according to their location.

Solutions:

There are so many category, sub category to browse for the user, due to which she may miss the offers she really needs.

I am building this feature to enable the user to see offers according to their interest and which are easily be accessible by them.

Features set to implement the Solution:

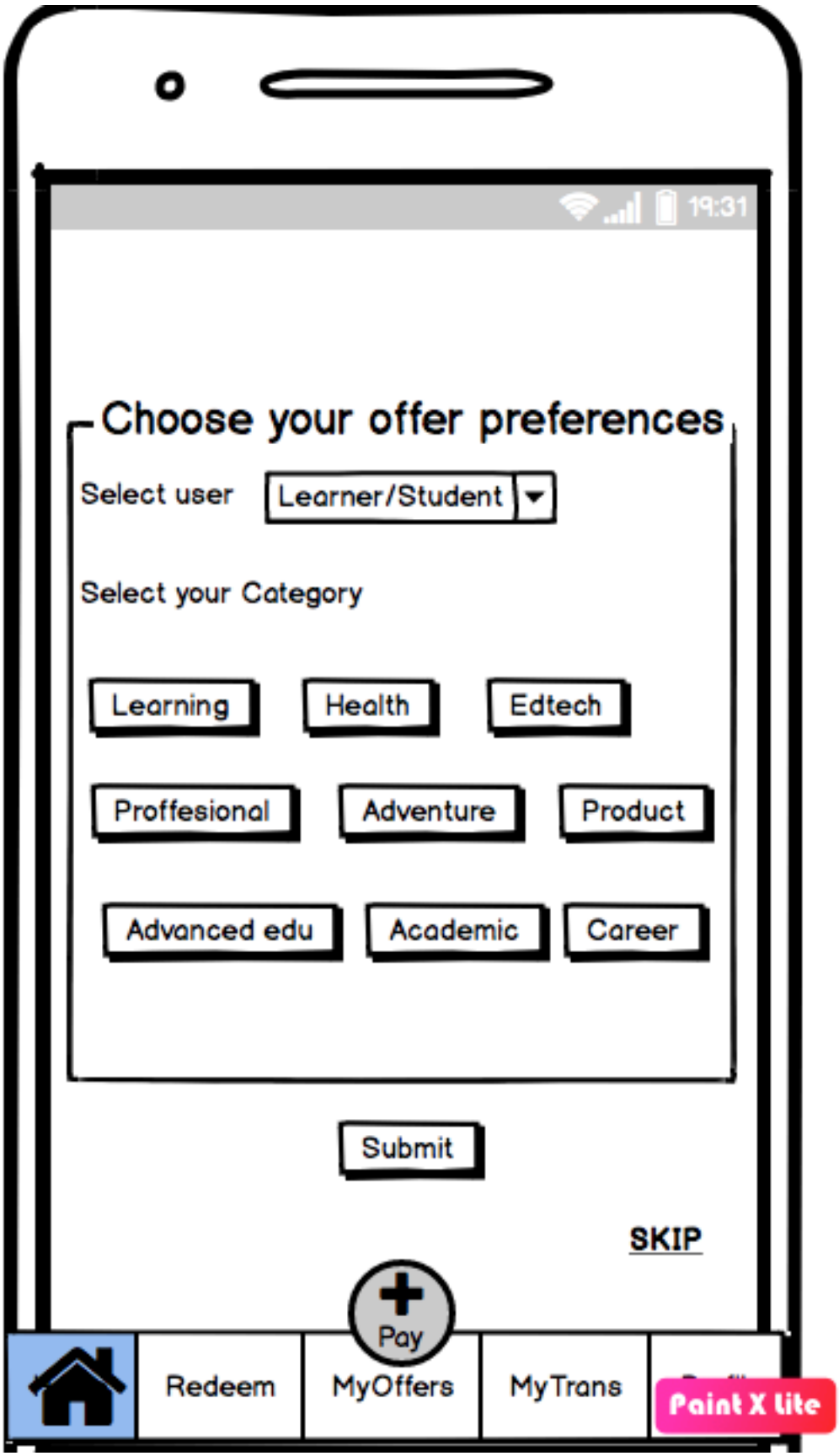
1) Collect user preference
2) Show offers to user according to their interest
3) Notify user about new offers of their interest.

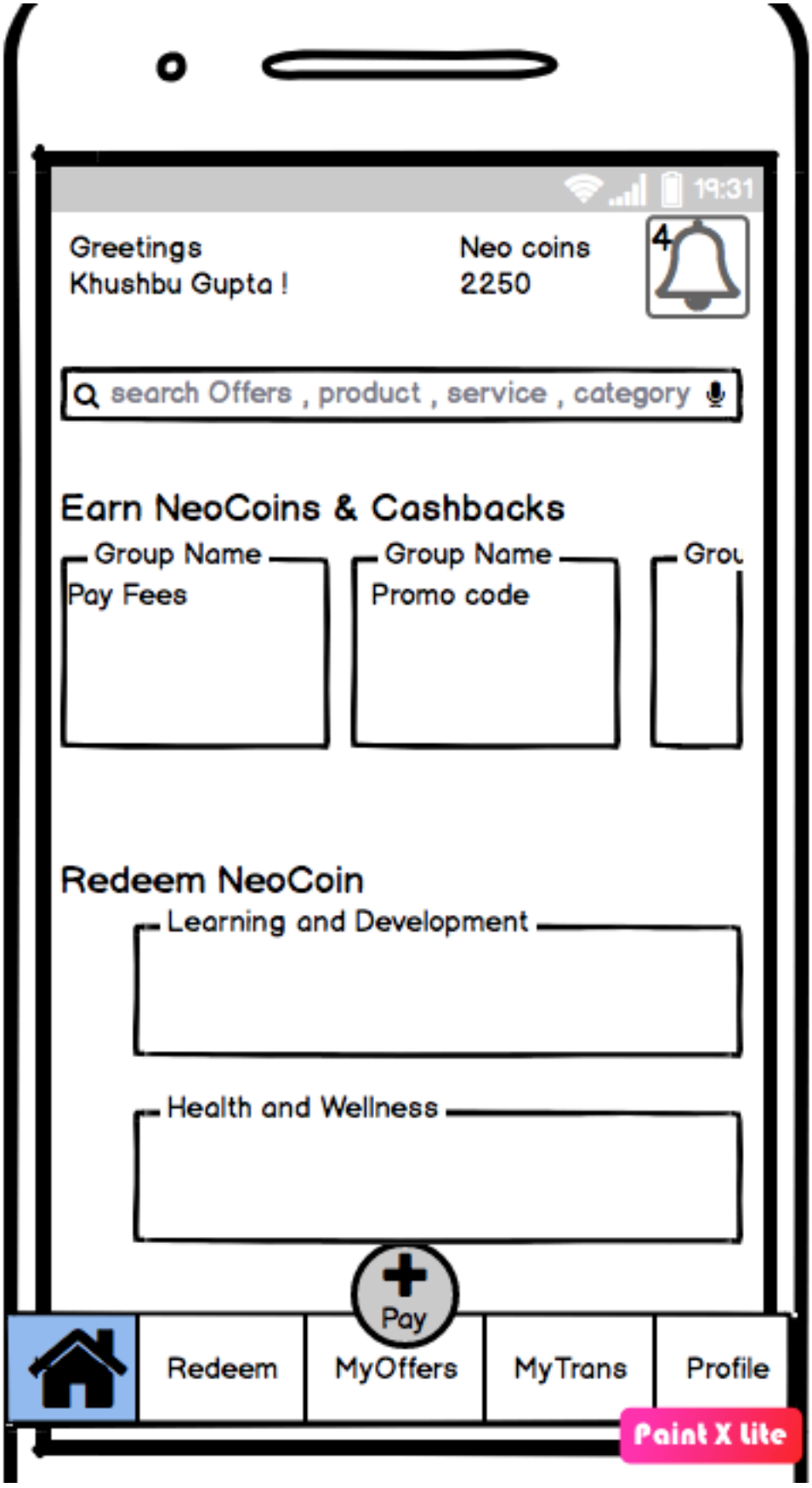
Use Case:

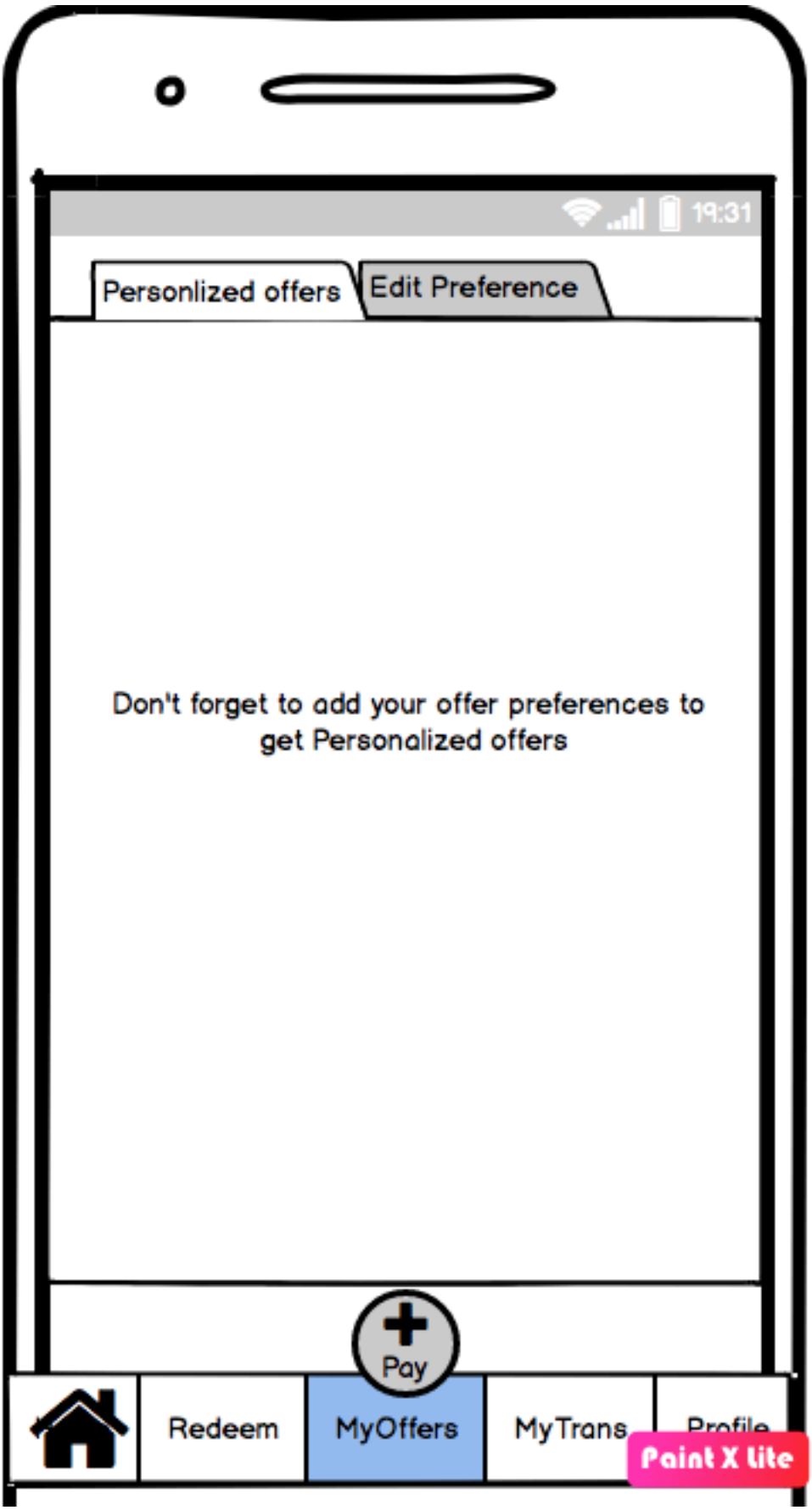
Target Audience Type: Learner/Student

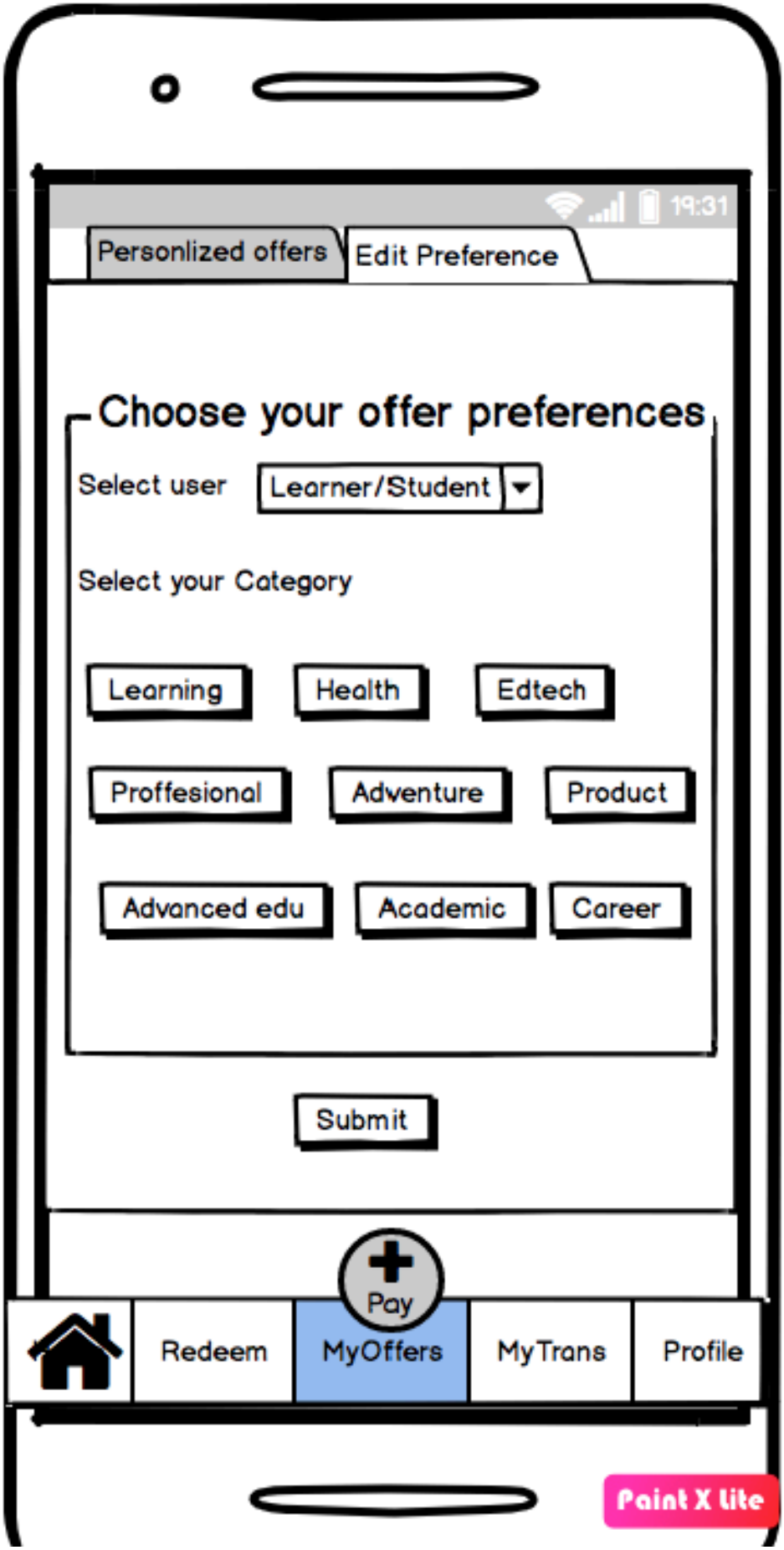
For all the new/existing user-
When a user opens the app, they are landed to the front page showing user to select their offer preference.

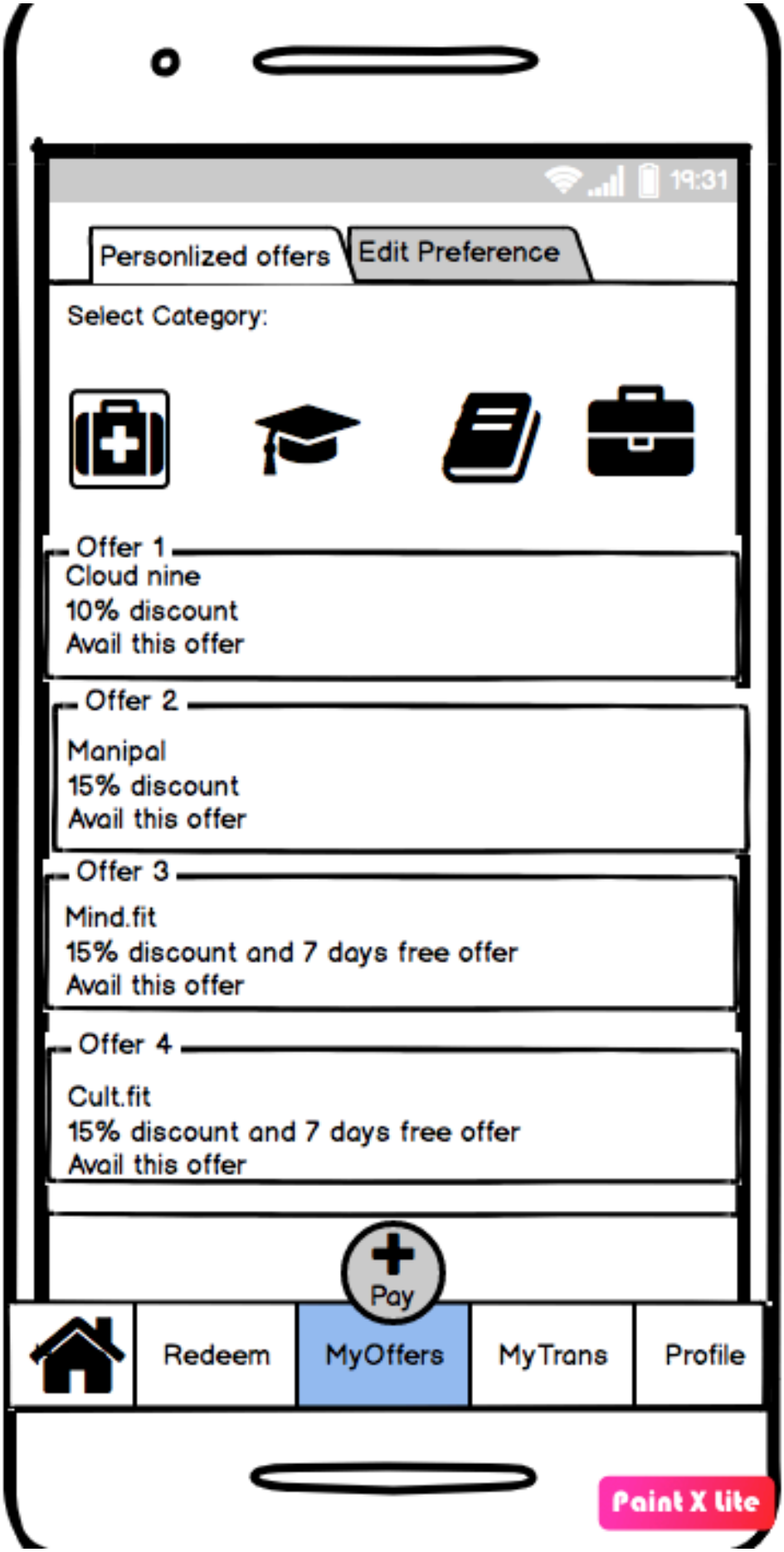
User can also skip this step for now and later set their preference from '**My Offers Page'.**


19:31
Choose your offer preferences
Select user
Learner/Student
Select your Category
Learning
Health
Edtech
Proffesional
Adventure
Product
Advanced edu
Academic
Career
Submit
SKIP
Pay
Redeem
MyOffers
MyTrans
Paint X lite


19:31
Greetings
Khushbu Gupta !
Neo coins
2250
4
search Offers , product , service , category
Earn NeoCoins & Cashbacks
Group Name
Pay Fees
Group Name
Promo code
Grou
Redeem NeoCoin
Learning and Development
Health and Wellness
Pay
Redeem
MyOffers
MyTrans
Profile
Paint X lite


19:31
Personlized offers
Edit Preference
Don't forget to add your offer preferences to get Personalized offers
Pay
Redeem
MyOffers
MyTrans
Profile
Paint X lite


19:31
Personlized offers
Edit Preference
Choose your offer preferences
Select user
Learner/Student
Select your Category
Learning
Health
Edtech
Proffesional
Adventure
Product
Advanced edu
Academic
Career
Submit
Pay
Redeem
MyOffers
MyTrans
Profile
Paint X lite


19:31
Personlized offers
Edit Preference
Select Category:
Offer 1
Cloud nine
10% discount
Avail this offer
Offer 2
Manipal
15% discount
Avail this offer
Offer 3
Mind.fit
15% discount and 7 days free offer
Avail this offer
Offer 4
Cult.fit
15% discount and 7 days free offer
Avail this offer
Pay
Redeem
MyOffers
MyTrans
Profile
Paint X lite