**Problem :**

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 &amp; 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 Statement:**

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

**Potential 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’.**









