

Scart: Smart Cart For Healthy Living

A Product Management Case
Study to Redefine Healthy
Grocery Shopping

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The Problem

The User Pain 😰

Grocery apps are optimized for speed, causing users to ignore nutrition labels. This leads to impulse buying of unhealthy items and significant post-purchase regret.

The Business Opportunity ↗

By helping users make better choices, we can increase Average Order Value (AOV) through upselling higher-quality items and improve long-term retention (DAU) by building trust.



The Competitor Analysis

App	Where Nutrition is shown?	Clicks Needed	Cart Shows Nutrition?	Pros	Cons	User Complaints
Blinkit	Product Detail Page	4 clicks	No	<ul style="list-style-type: none">Very fast and smooth UIClear product pages	<ul style="list-style-type: none">Nutrition is deeply buriedRequires multiple clicks to viewEasy to skip due to speed-focused flow	<ul style="list-style-type: none">Complaints about product quality (items arriving damaged or not fresh)Inconsistent customer service
Zepto	Highlights section	4-5 clicks	No	<ul style="list-style-type: none">Clean categorizationSimple, easy-to-use UI	<ul style="list-style-type: none">Discounts and offers dominate the screen instead of product transparencyNutrition pushed far down the page	<ul style="list-style-type: none">Damaged or expired items reportedSlow resolution on refunds/replacements
Swiggy Instamart	Ingredients + Description Section	3 Clicks	No	<ul style="list-style-type: none">Wide product varietyFast UI	<ul style="list-style-type: none">UI often nudges users toward quick-pick unhealthy itemsNutrition details not prioritized	<ul style="list-style-type: none">Mixed reviews: praised for delivery speed, criticized for pricing and product quality inconsistency
Big Basket	Product Images → Scroll to see text	4-5 clicks	No	<ul style="list-style-type: none">Strong focus on fresh & organic products	<ul style="list-style-type: none">No dedicated nutrition sectionUsers must inspect product images manually	<ul style="list-style-type: none">Complaints around freshness, especially fruits/vegetablesVariability in delivery experience

The User Personas

Primary Persona

- **Name & Role:** Rahul, The "Impulse Buyer"
- **Who:** 28-year-old tech-savvy professional in Bangalore.
- **Goal:** Wants to eat better but lacks time to decode labels.
- **Frustration:** Feels guilty after impulse-buying unhealthy convenience food.

Secondary Persona

- **Name & Role:** Ananya, The "Fitness Conscious"
- **Who:** A user focused on meeting specific daily nutrition goals.
- **Goal:** Needs detailed macro breakdowns (protein, carbs) directly in the cart to track her intake.
- **Frustration:** The current checkout process lacks the detailed nutrition visibility she needs.

NAME

RAHUL

TYPE

Impulsive

**Demographic**

Male 26 years

Bengaluru

Single

Software Engineer

Skills

Tech Savviness



Patience

**Channels**

Netflix



Tablet



Zoom



Instagram



YouTube

in



LinkedIn

NAME

Ananya

TYPE

Health-Conscious

NAME

Ananya

TYPE

Health-Conscious

**Demographic**

Female 29 years

Mumbai

Single

Marketing Manager

Skills

Tech Savviness



Patience



Health Knowledge

**Channels**

Smartphone



Google

Reddit

Goals

- Hit her daily protein goals.
- Find high-protein, low-sugar alternatives quickly.
- Compare brands to find the healthiest option quickly.

Quote

"I hate hidden sugars. I need to know the exact macros—protein, carbs, and fats—before I buy anything."

Background

- Ananya works out 4-5 times a week and tracks her calories using an app like MyFitnessPal.
- She currently shops with a calculator in hand, trying to sum up the nutrition of her cart manually.

Motivations

- Accuracy:** Wants precise numbers, not vague "healthy" claims.
- Transparency:** Wants to see the full ingredient list easily.
- Performance:** Views food as fuel for her workouts.

Frustrations

- The Toggle Tax:** hates switching between the grocery app and Google to check if an ingredient is bad.
- False Advertising:** Frustrated by "Healthy" granola that is actually full of sugar.
- Manual Math:** Tired of mentally calculating if her cart fits her diet plan.

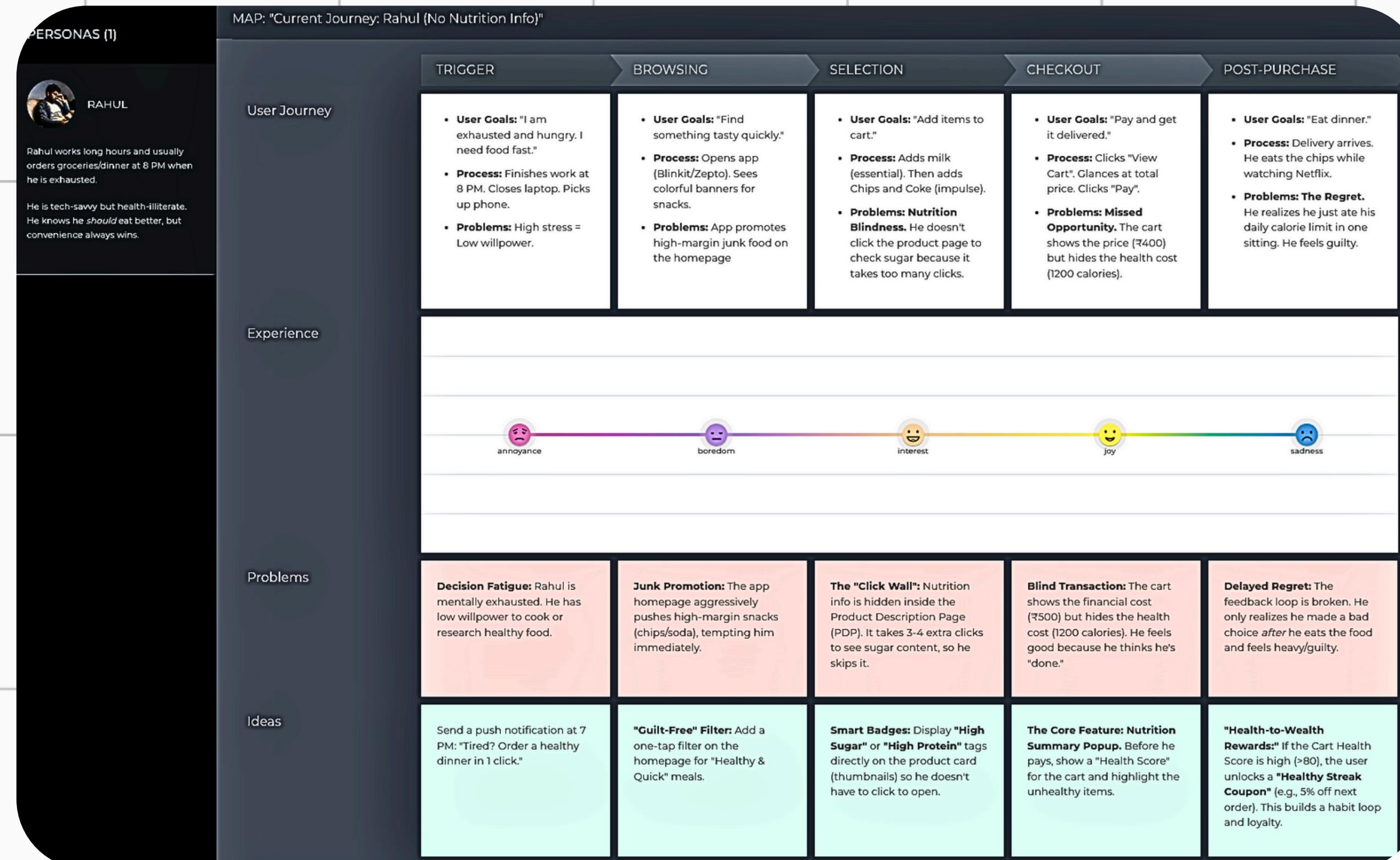
Brands and influencers

Primary Target Customer (Impulsive Customers)

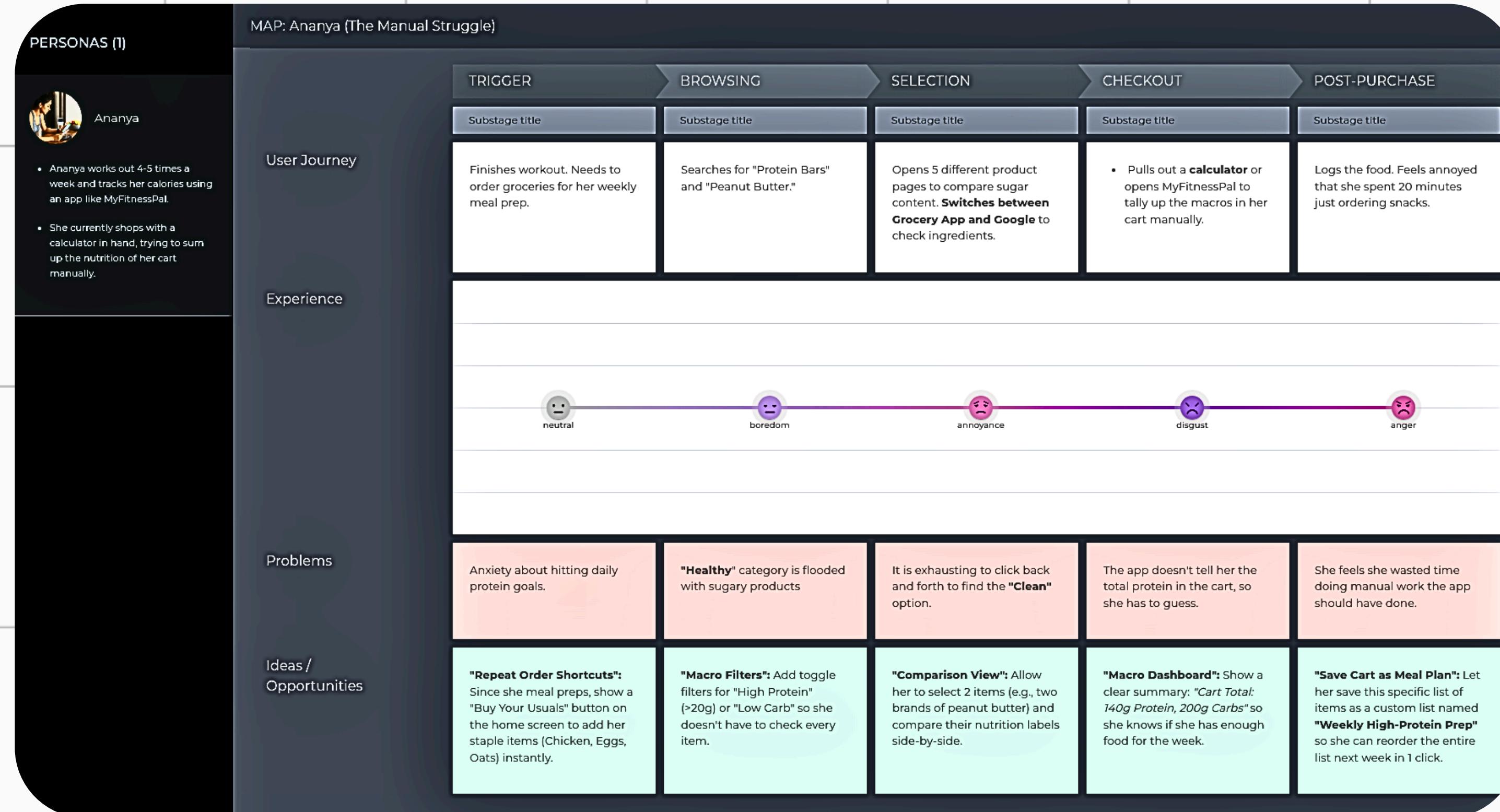
Secondary Target Customers (Health Conscious Customers)



The User Journey



The User Journey



The Solution: PRD Feature

Summary

A non-intrusive dashboard integrated directly into the cart.

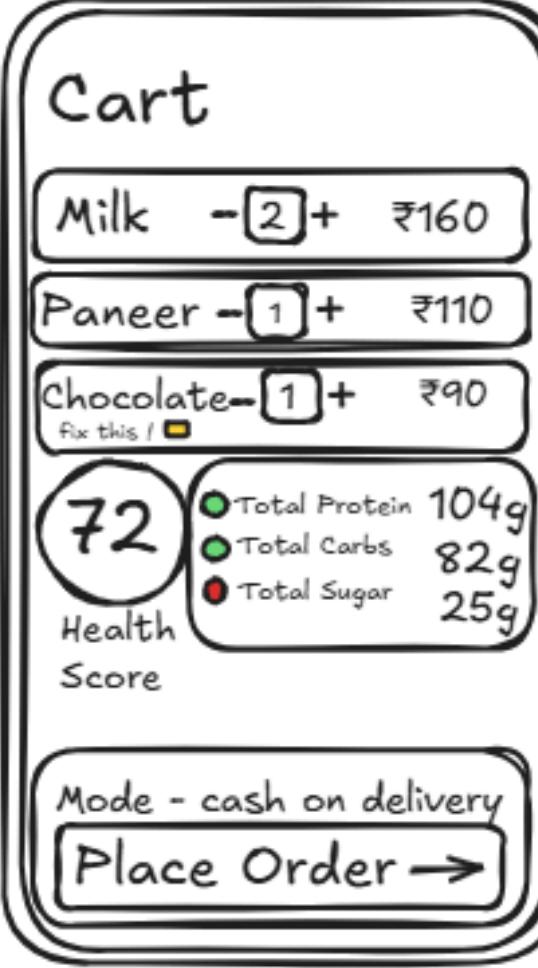
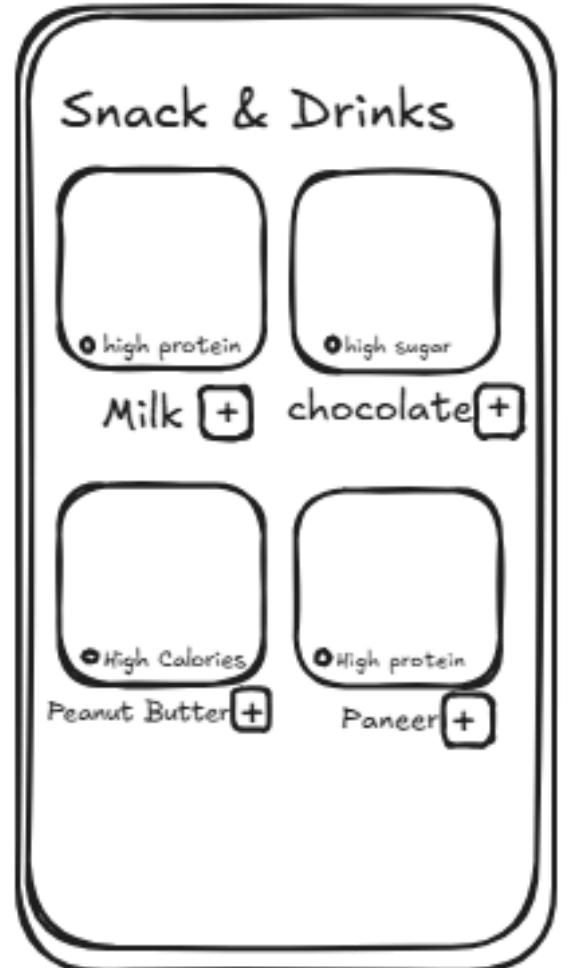
Features:

- **Smart Badge (Prevention)**: Contextual tags (e.g., "High Sugar") on product images during browsing to guide choices.
- **Cart Health Score (Awareness)**: A dynamic 0-100 health score visible in the cart to provide instant, holistic feedback.
- **AI Smart Swaps (Action)**: One-tap suggestions for healthier alternatives to unhealthy items in the cart.

The Solution Design

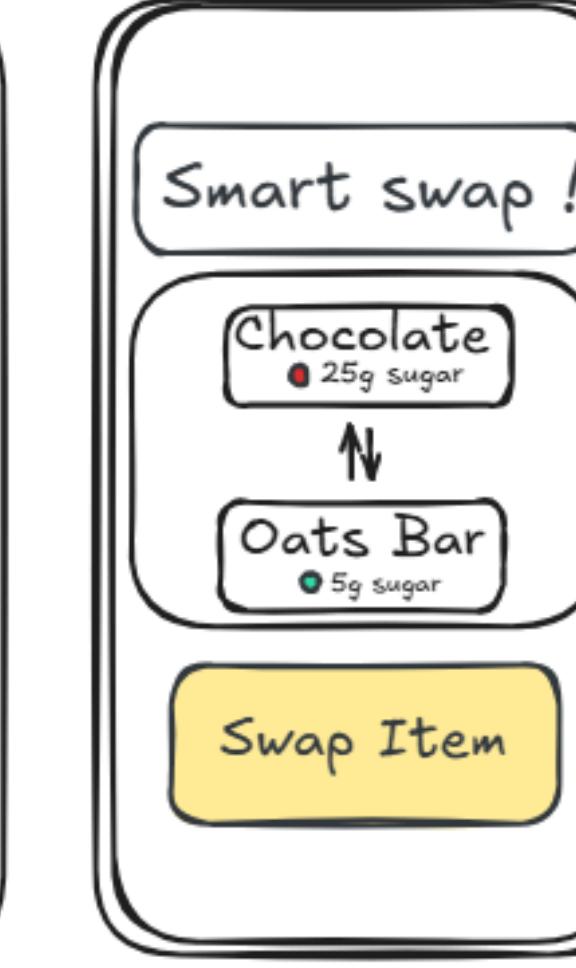
(Wireframes)

MVP SCOPE (PHASE-1)



Screen A
(Browsing)

FUTURE VISION
(PHASE-2)



Screen D
(AI-chat bot)

Strategy & Prioritization

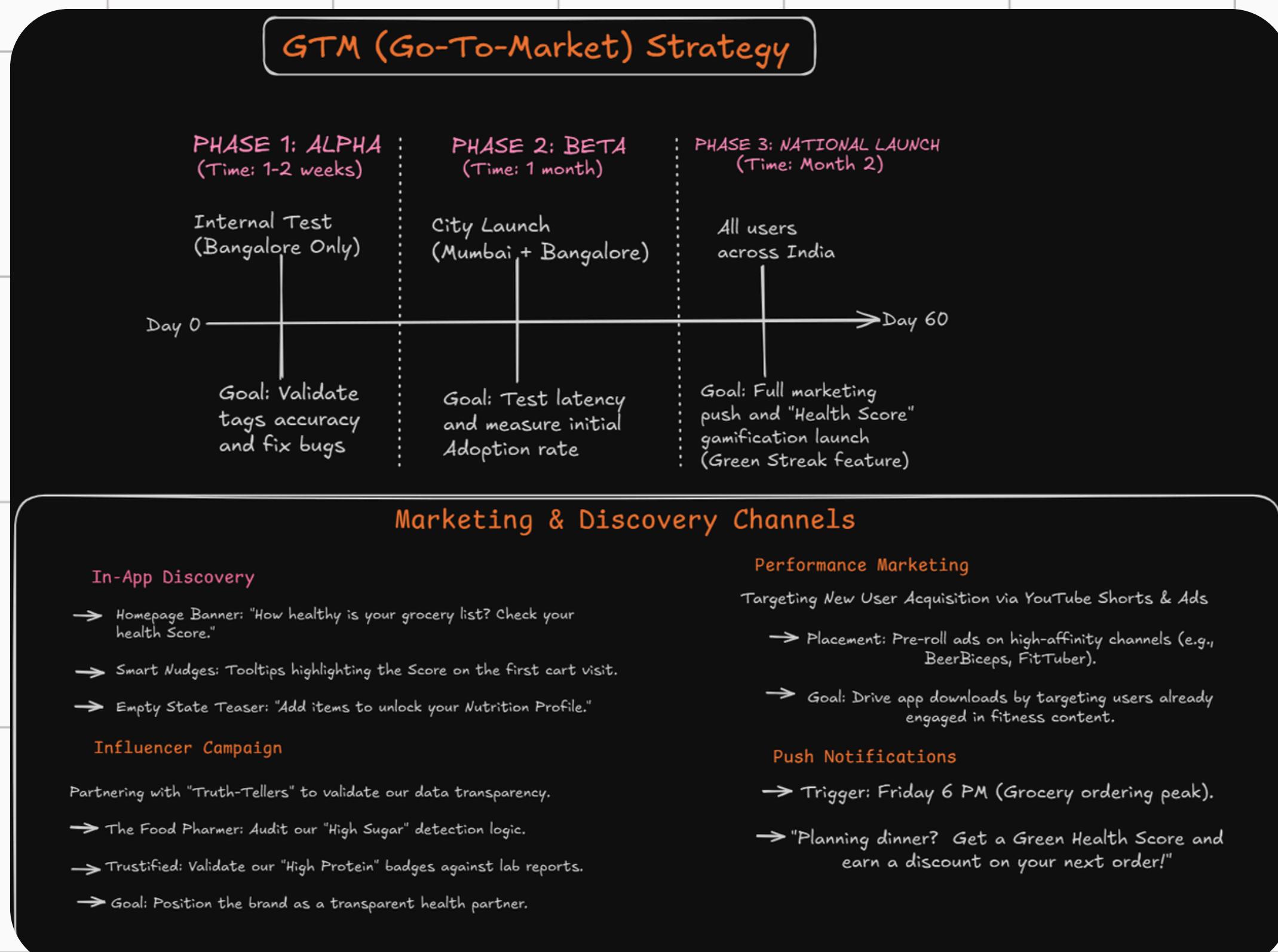
Prioritizing for Impact (RICE Framework)

- **The Strategy:** We focused on features with high Reach and Impact but low Effort for the MVP.
- **MVP Decision:** The Health Score , Smart Badges and Smart Swaps were prioritized because they provide immediate value to all users with minimal friction.

Feature	Reach (1-10)	Impact (1-3)	Confidence (%)	Effort (1-5)	Score	Decision
Cart Health Score	10(All)	3(High)	100%	2(Low)	15.0	MVP
Smart Badges	10(All)	2(Med)	90%	2(Low)	9.0	MVP
Smart Swaps	5(Triggered)	3(High)	80%	3(MED)	4.0	MVP
Gamification	8(Almost All)	1(Low)	50%	4(High)	1.0	Future
Macro Comparator	2(Power Users)	2(Med)	85%	4(High)	0.8	Future
AI Goal Assistant	2(Proactive)	3(High)	50%	5(Max)	0.6	Future

Phased Launch & Go-To-Market Strategy

GTM (Go-To-Market) Strategy



Success Metrics

1. North Star:

- Metric: North Star: Cart Health
- Target: 25% of carts with Health Score > 70

2. Engagement:

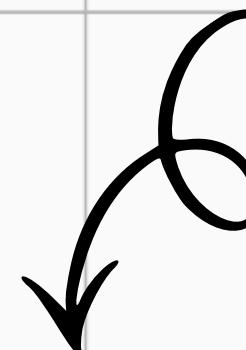
- Metric: Swap Adoption Rate
- Target: 10% of users accept suggestions

3. Guardrail

- Metric: Guardrail: Business Health
- Target: Cart Abandonment < 20%

See Scart In Action

Interact with the live prototype to see the real-time scoring and smart swap logic." This tells them exactly what they will get by clicking and what key features to look for

 Click here to interact with a working version of the product and experience its features firsthand.

<https://ai.studio/apps/drive/1aCzm-ki6Q96dVQTuYhroT2xQiCtHBrTL>

References & Tools

Market Research & Industry Analysis:

- Springer Nature: “Evaluating nutrient claim accuracy of packaged food products in Indian E-commerce platforms” LINK -
<https://link.springer.com/article/10.1007/s44187-025-00597-y>
- India Today: “India's protein paradox: A marketing deluge amid deficit diet” LINK-<https://www.indiatoday.in/sunday-special/story/india-got-protein-fetish-protein-fortified-coffee-pasta-bread-milk-yogurt-calorie-activity-level-what-to-do-2711538-2025-04-20>
- Financial Express: “How Instant Delivery Apps Are Revolutionising Snacking Habits in India” LINK-<https://www.financialexpress.com/business/industry-how-instant-delivery-apps-are-revolutionising-snacking-habits-in-india-3642193/>
- Cornell University: “Cyber Food Swamps: Investigating the Impacts of Online-to-Offline Food Delivery Platforms on Healthy Food Choices” LINK-
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- Economic Times: “Online platforms changing buying pattern among urban consumers” LINK:
<https://economictimes.indiatimes.com/industry/services/retail/online-platforms-changing-buying-pattern-among-urban-consumers/articleshow/115499475.cms>

Tools Used:

- **Workflow Management:** Google Gemini
- **User Research & Strategy:** Chatgpt ,UXPressia
- **Design & Wireframing:** Excalidraw, Canva
- **Document & Report Creation:** Microsoft Word
- **Prototyping:** Google AI Studio
- **Presentation:** Canva