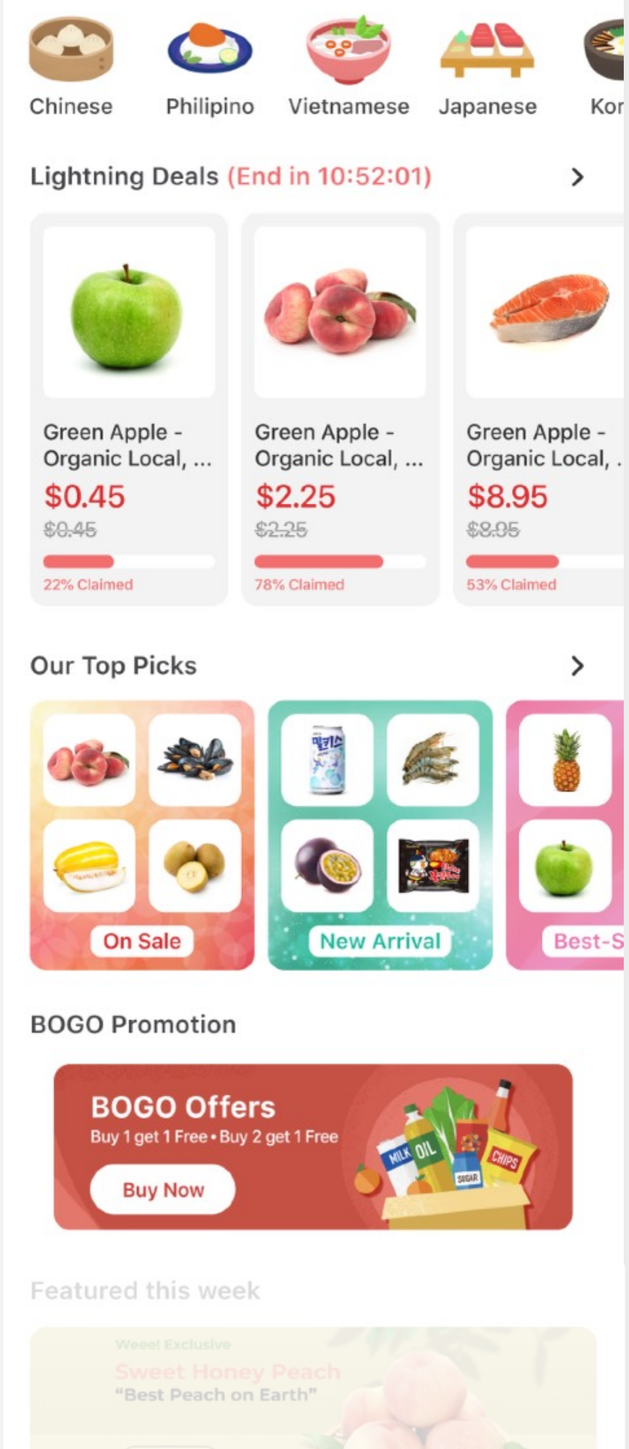
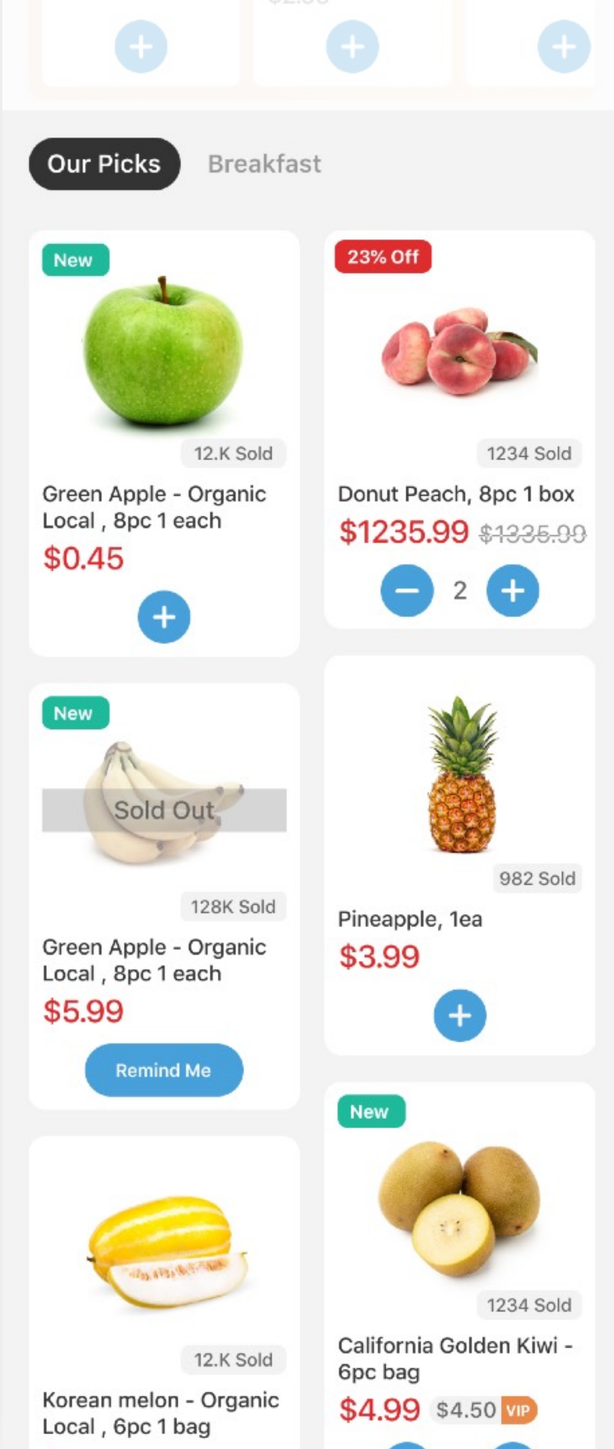
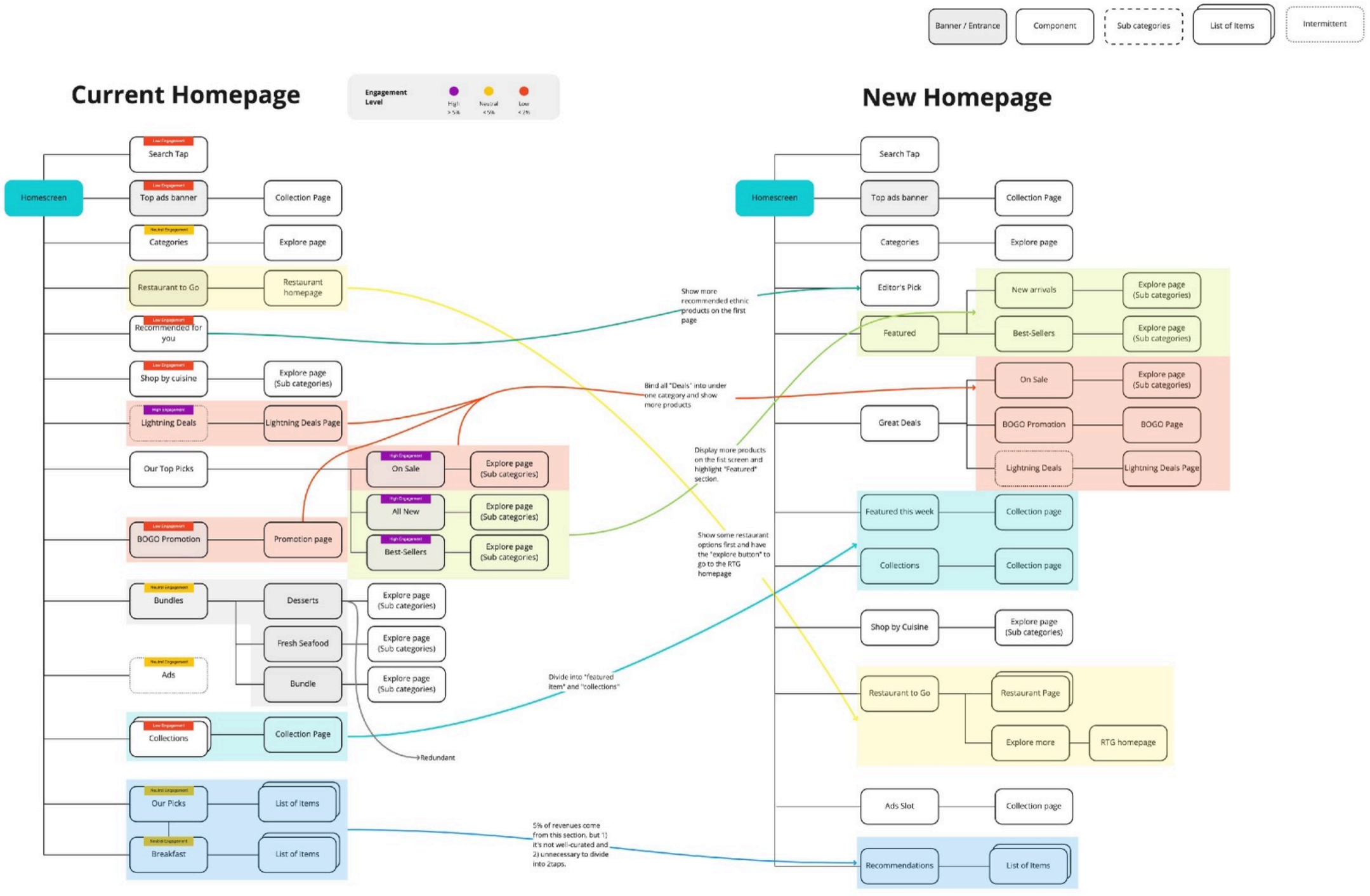
Problem 02

Hard to navigate key categories

- Repetitive categories
- Unclear category names






Banner / Entrance
Component
Sub categories
List of Items
Intermittent
Current Homepage
Engagement Level
High
Neutral
Low
Homescreen
Search Tap
Top ads banner
Collection Page
Categories
Explore page
Restaurant to Go
Restaurant homepage
Recommended for you
Shop by cuisine
Explore page (Sub categories)
Lightning Deals
Lightning Deals Page
Our Top Picks
On Sale
Explore page (Sub categories)
All New
Explore page (Sub categories)
BOGO Promotion
Promotion page
Best-Sellers
Explore page (Sub categories)
Bundles
Desserts
Explore page (Sub categories)
Fresh Seafood
Explore page (Sub categories)
Ads
Bundle
Explore page (Sub categories)
Collections
Collection Page
Redundant
Our Picks
List of Items
Breakfast
List of Items
New Homepage
Homescreen
Search Tap
Top ads banner
Collection Page
Categories
Explore page
Editor's Pick
New arrivals
Explore page (Sub categories)
Featured
Best-Sellers
Explore page (Sub categories)
Great Deals
On Sale
Explore page (Sub categories)
BOGO Promotion
BOGO Page
Lightning Deals
Lightning Deals Page
Featured this week
Collection page
Collections
Collection page
Shop by Cuisine
Explore page (Sub categories)
Restaurant to Go
Restaurant Page
Explore more
RTG homepage
Ads Slot
Collection page
Recommendations
List of Items
Show more recommended ethnic products on the first page
Bind all "Deals" into under one category and show more products
Display more products on the fist screen and highlight "Featured" section.
Show some restaurant options first and have the "explore button" to go to the RTG homepage
Divide into "featured item" and "collections"
5% of revenues come from this section, but 1) it's not well-curated and 2) unnecessary to divide into 2taps.