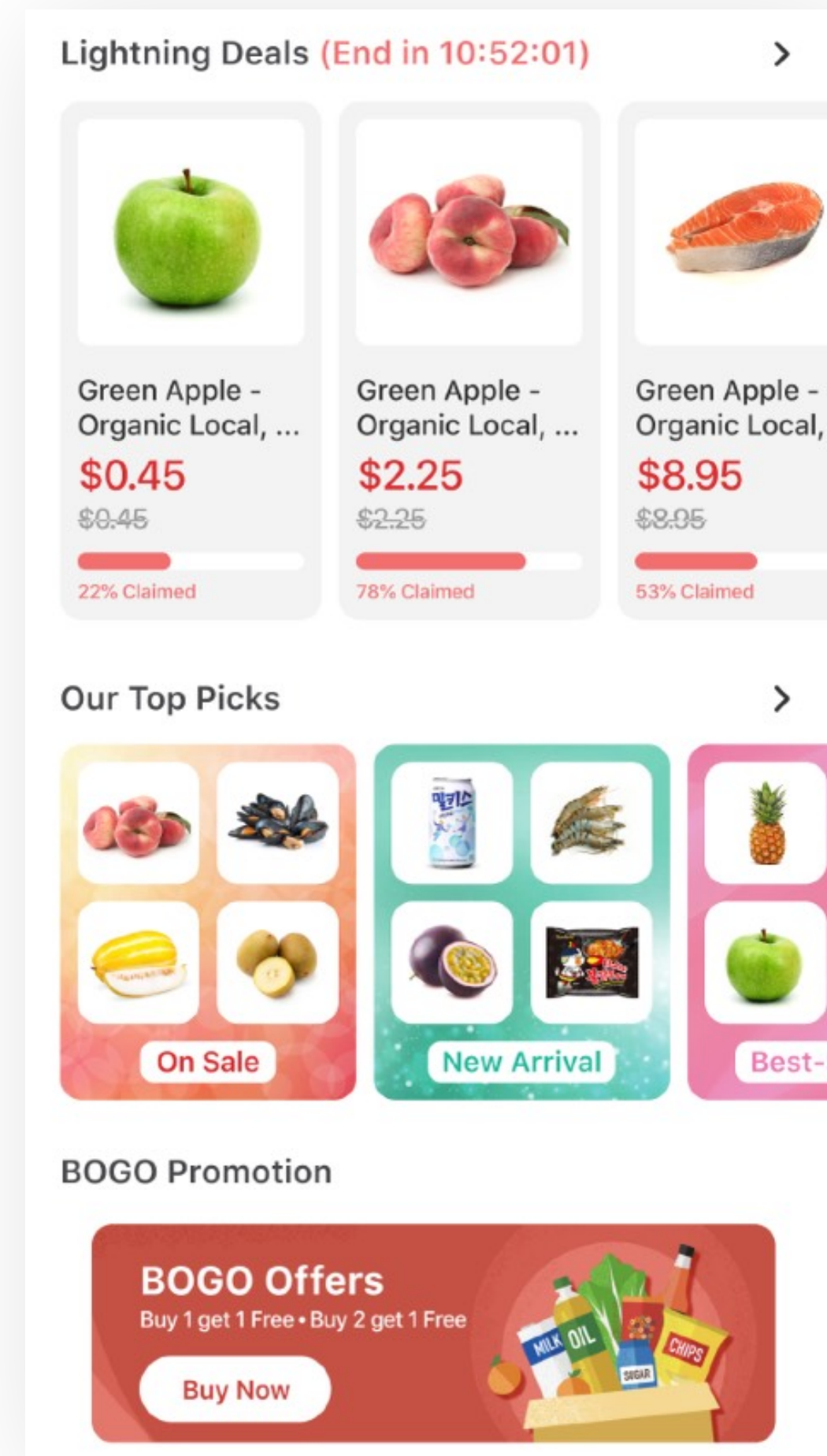


## Solution 02

# Restructuring categories

- Regrouping
- Renaming categories



## Great Deals

On Sale BOGO Everyday Low Price Lightning Deals



Mini Yellow Watermelon  
**\$3.99**



Taiwan melon  
2.8-3.2LB 1 each  
**\$3.99** \$5.99



Mexican Maradol Papaya 1 coun  
**\$3.99**



Korean Melon  
4-4.5lb  
**\$10.19** \$11.99

82%

preferred sub-filter

### Problem 03

## Low engagement with top banner

- Low engagement
- Too small to see the picture
- Inconsistency in design style

