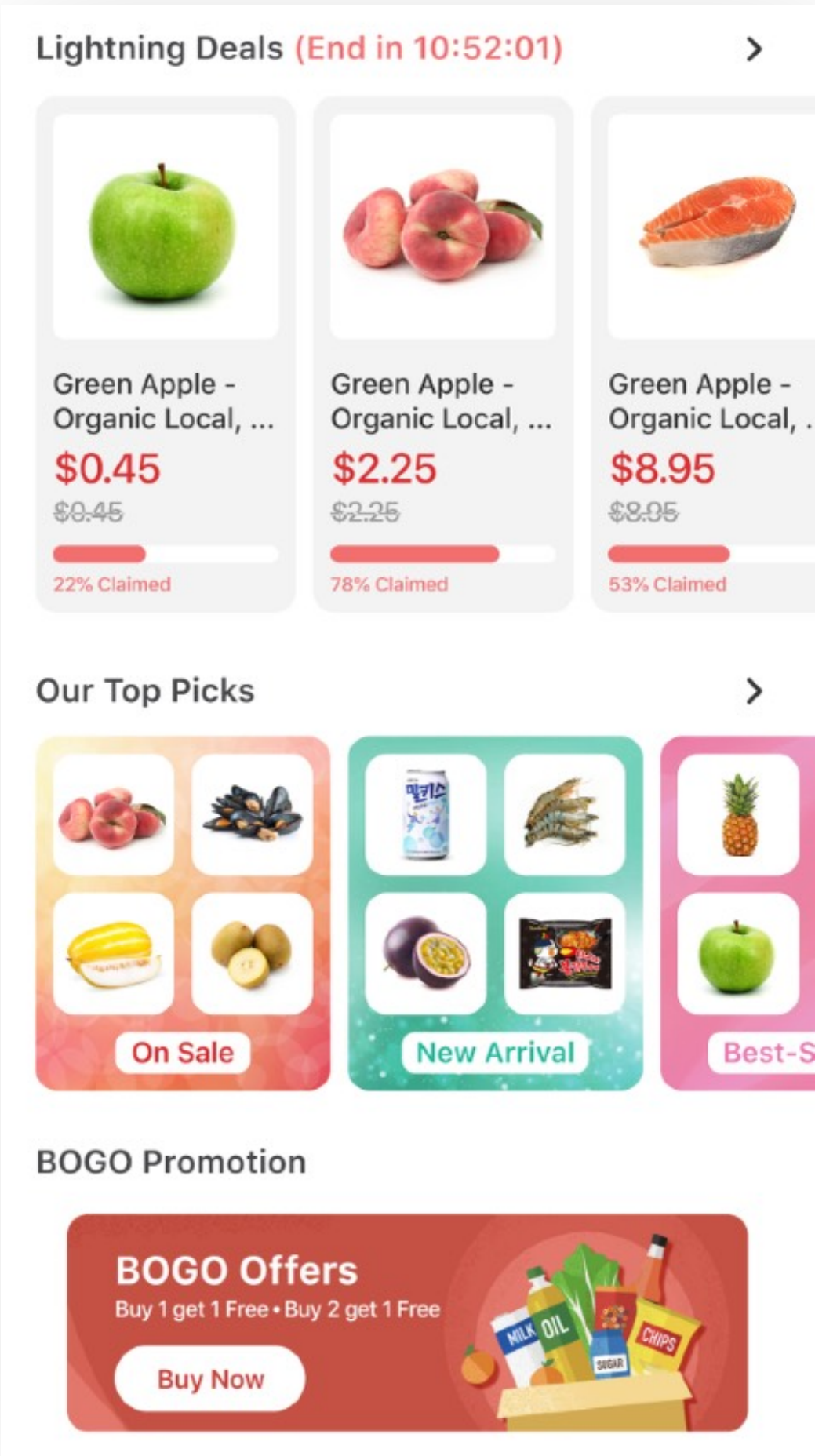


Solution 02

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

