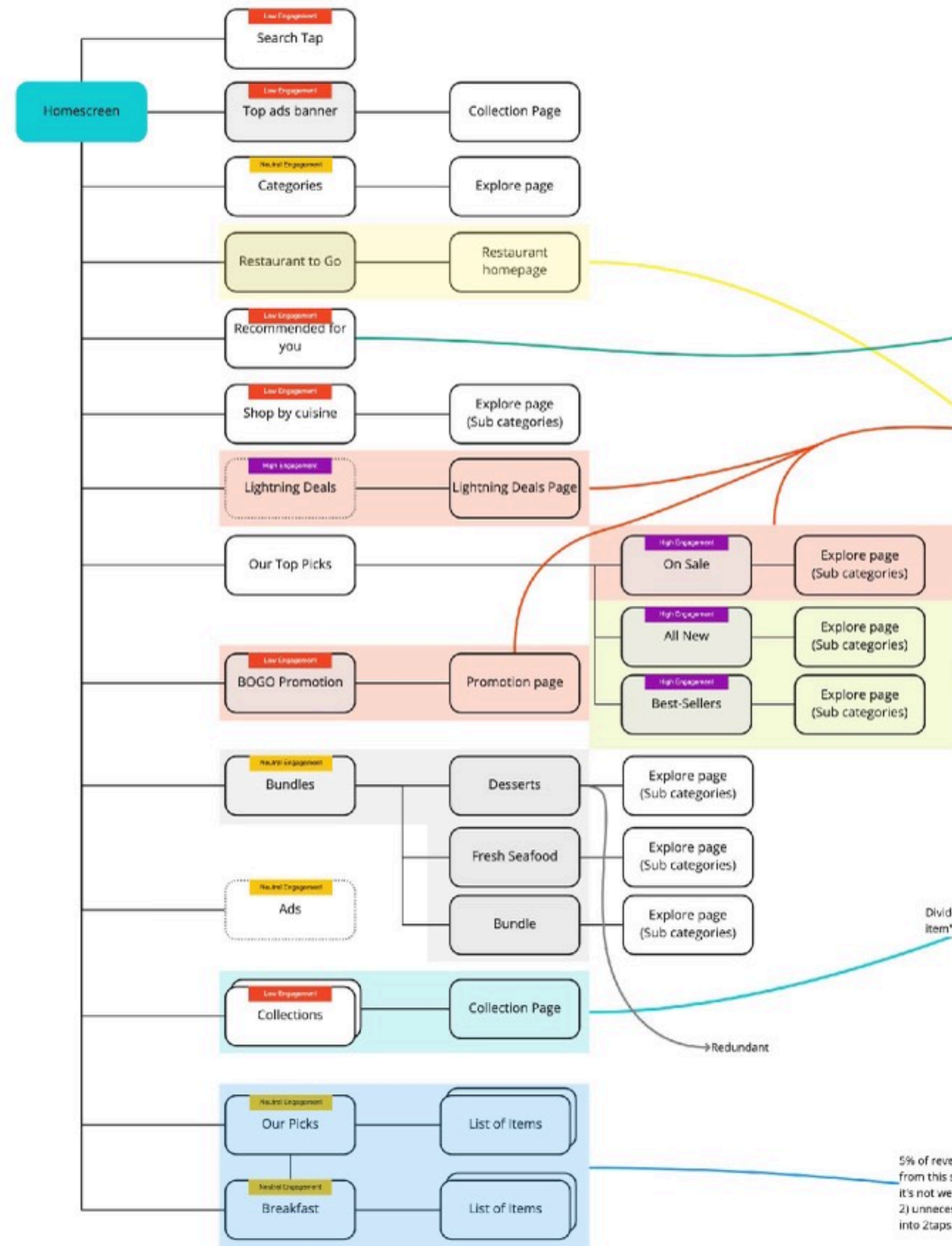
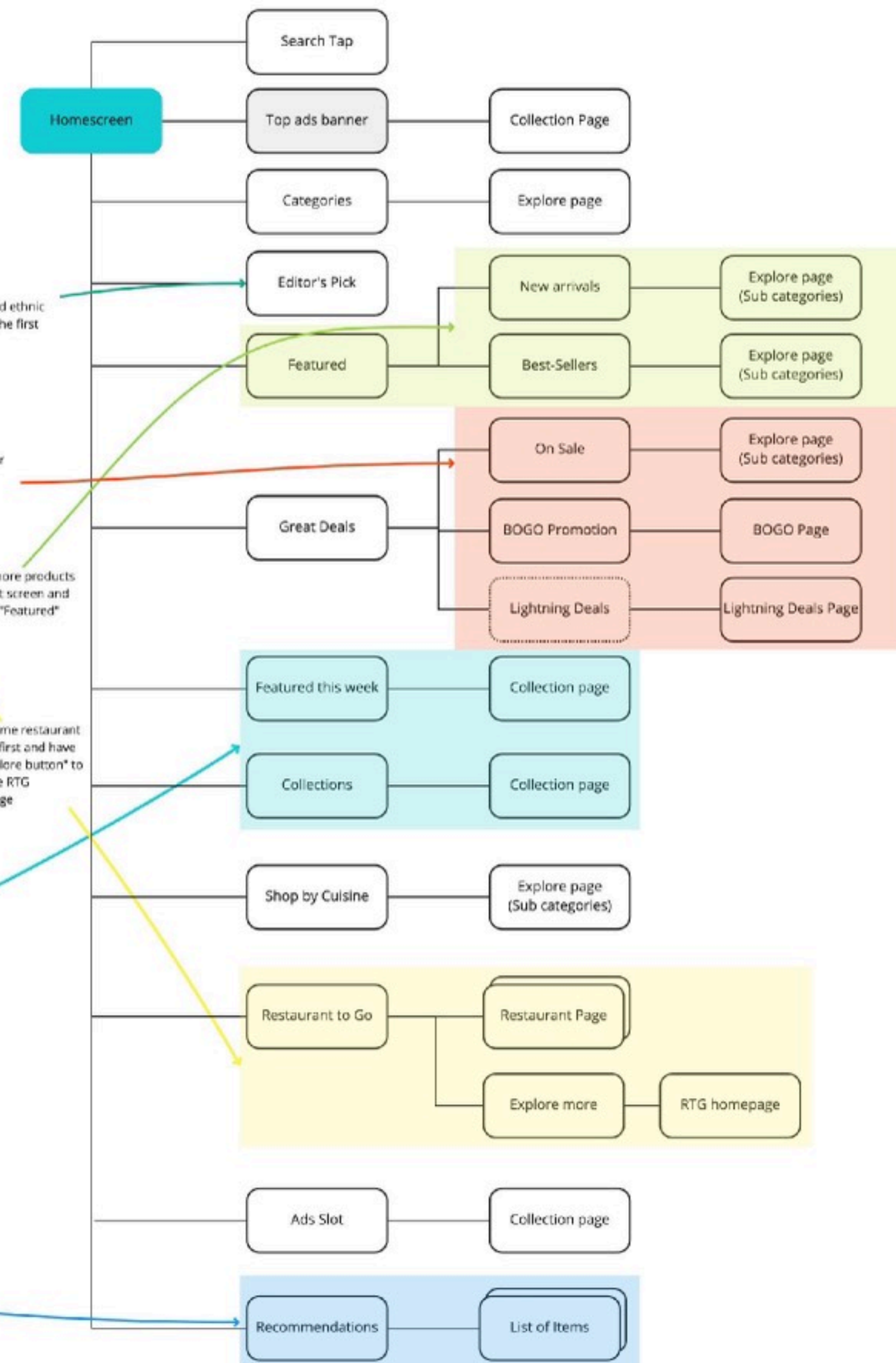


Current Homepage

Engagement Level



New Homepage



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 first 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"

→ Redundant

5% of revenues come from this section, but 1) it's not well-curated and 2) unnecessary to divide into 2 taps.

Solution 02

Restructuring categories

- Regrouping
- Renaming categories

