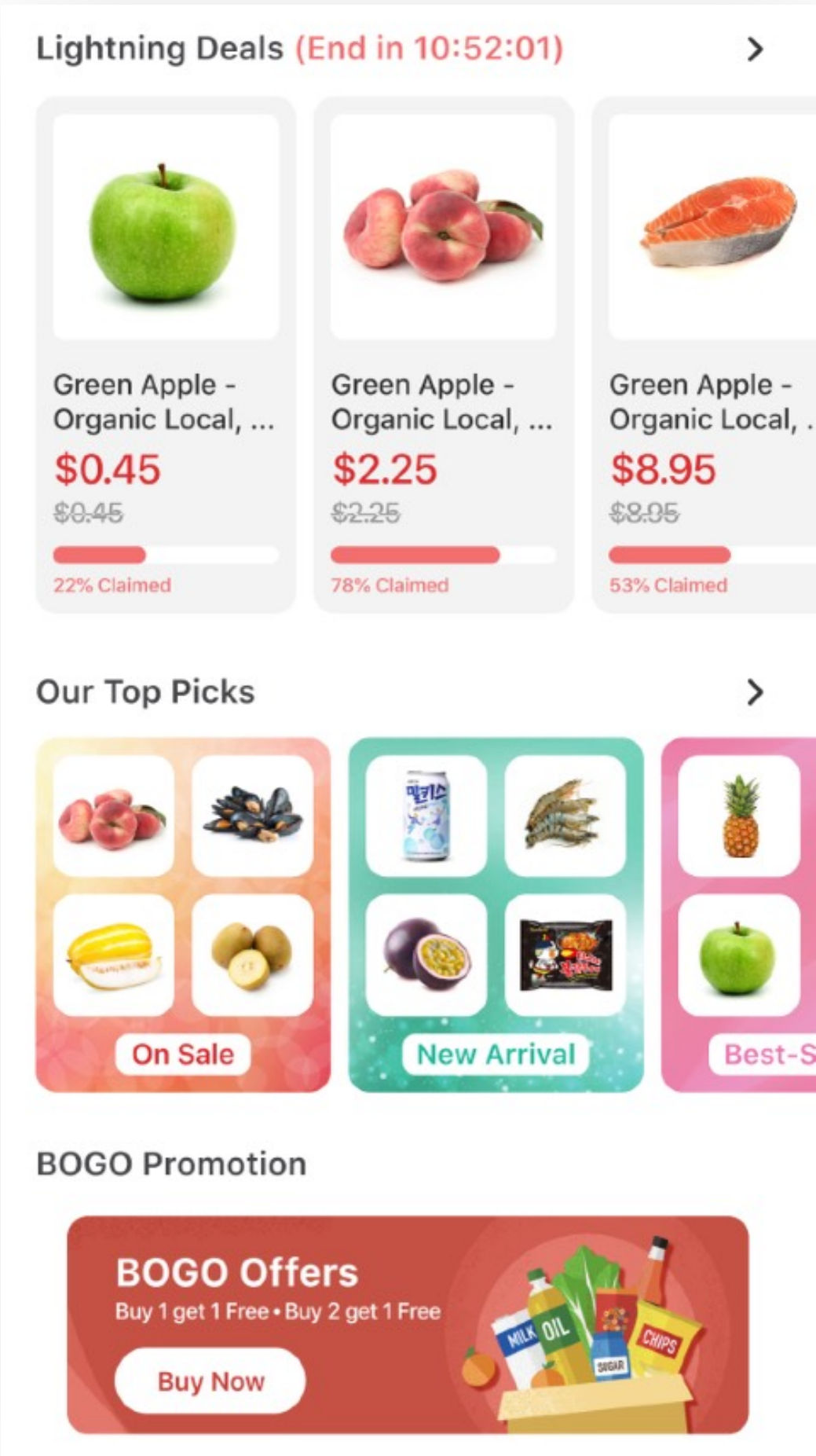


Solution 02

# Restructuring categories

- Regrouping
- Renaming categories



## Great Deals

On Sale BOGO Everyday Low Price Lightning Deals

Great Deals section featuring four product cards with plus signs indicating bundle options:

- Mini Yellow Watermelon**: \$3.99
- Taiwan melon 2.8-3.2LB 1 each**: \$3.99 (was \$5.99)
- Mexican Maradol Papaya 1 coun**: \$3.99
- Korean Melon 4-4.5lb**: \$10.19 (was \$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

