



Overview

Problem Analysis

User Research

User Personas

User Journey

Pain Points

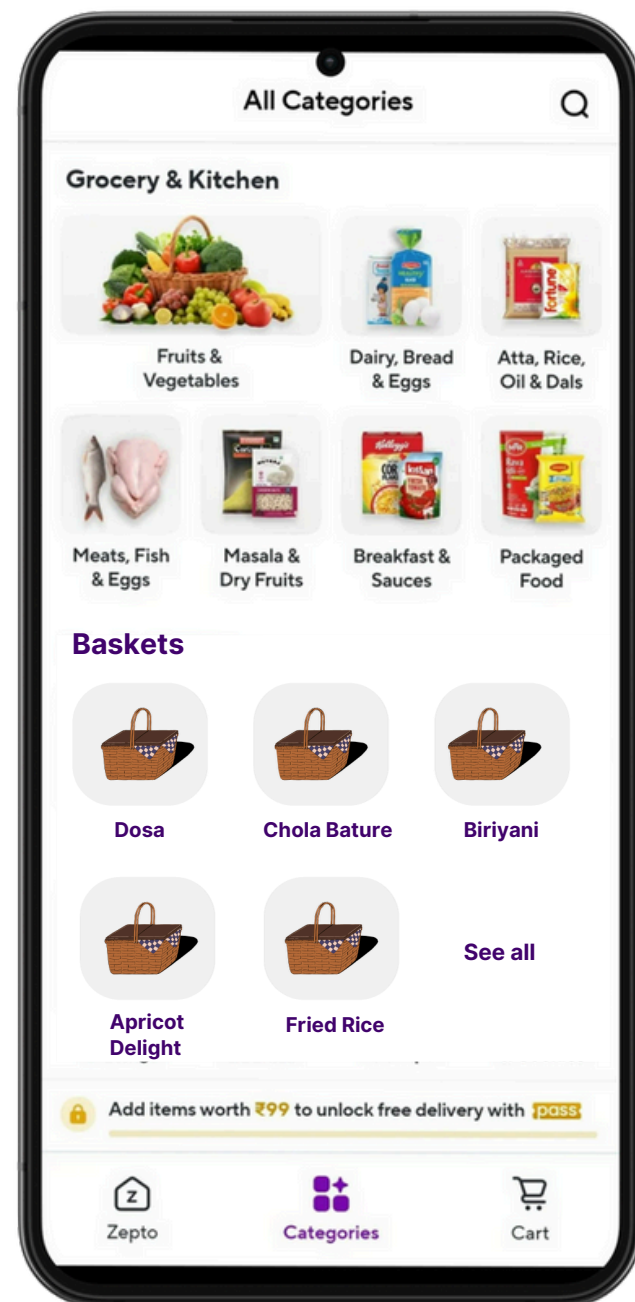
**Solutions**

Metrics

Strategy

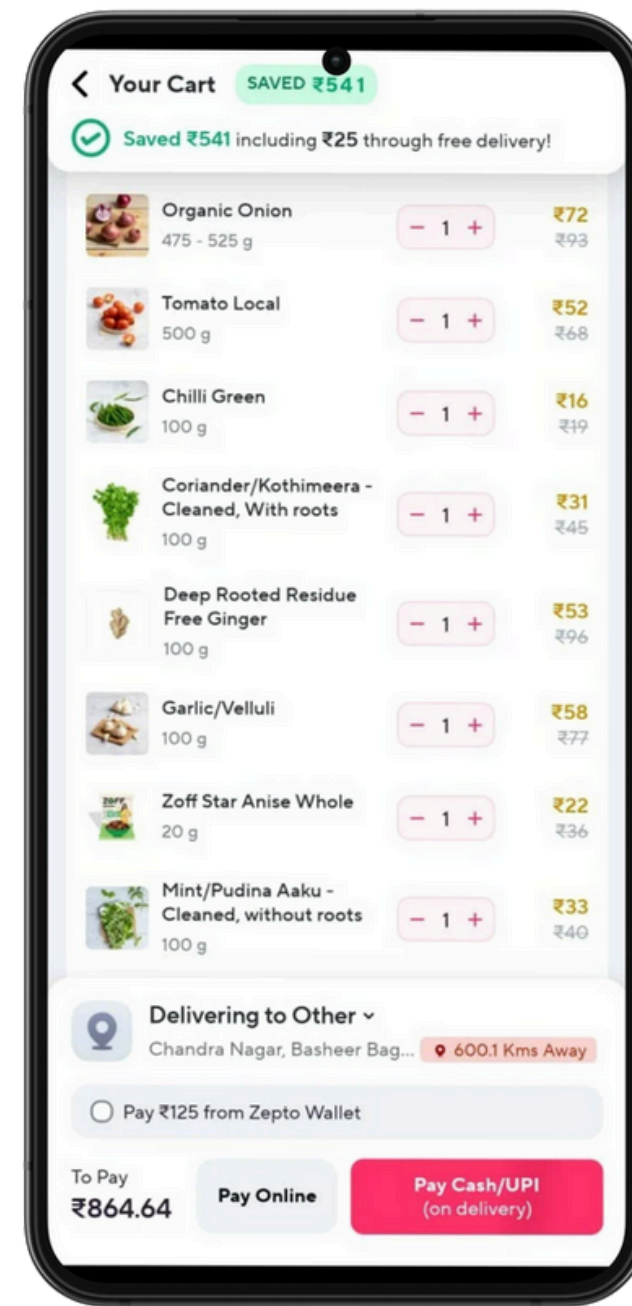
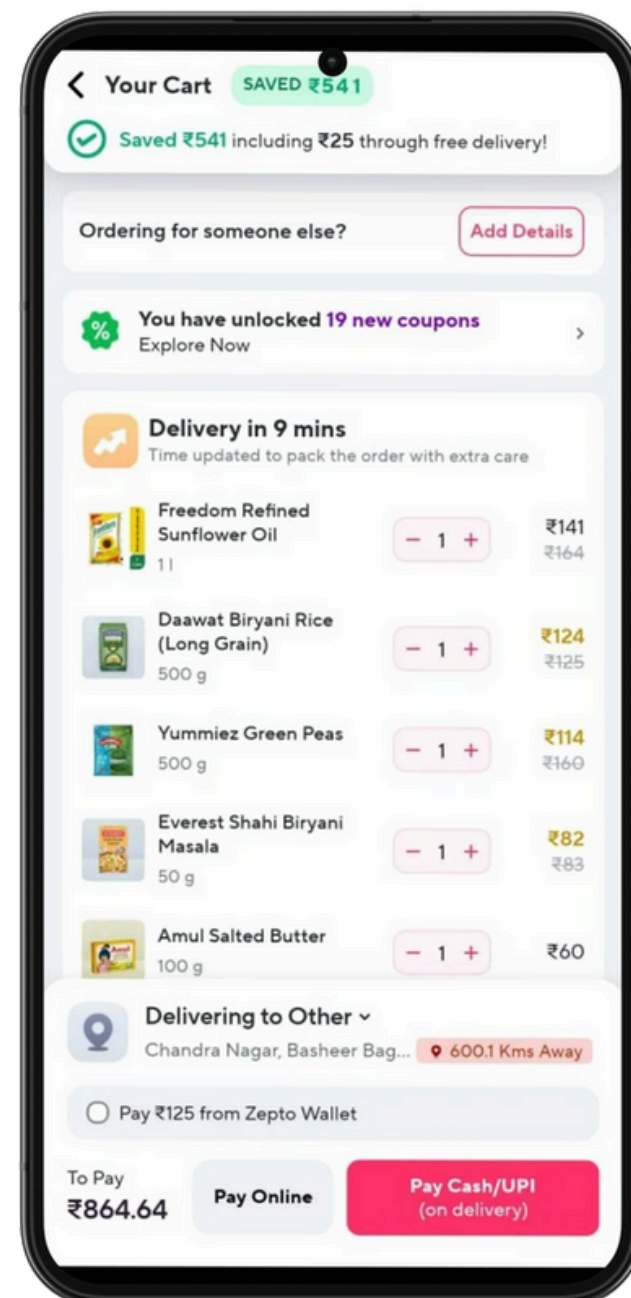
## SOLUTION – BASKETS FOR MEAL PLANNING

**Solves**–Idon'thavetimetosearchforingredients,makinggroceryshopping a hassle.



Baskets curated with the ingredients for that meal

Users select the basket items directly added to the cart. They can modify as per their needs



### EXISTING BEHAVIOUR & PAIN POINT

- Users spend time planning meals and searching for individual ingredients.
- Grocery shopping feels tedious and time-consuming.
- Difficulty in finding all necessary ingredients for specific recipes.

### SOLUTION

- Implement a Baskets feature that suggests all required products for a recipe (eg biryani).
- Include options to add/remove items and save the basket for future use.

### IMPACT ON EXPERIENCE

- Saves time and reduces hassle by consolidating all ingredients in one basket.
- Simplifies the shopping process by providing everything in one place.
- Encourages users to try new recipes with confidence.