



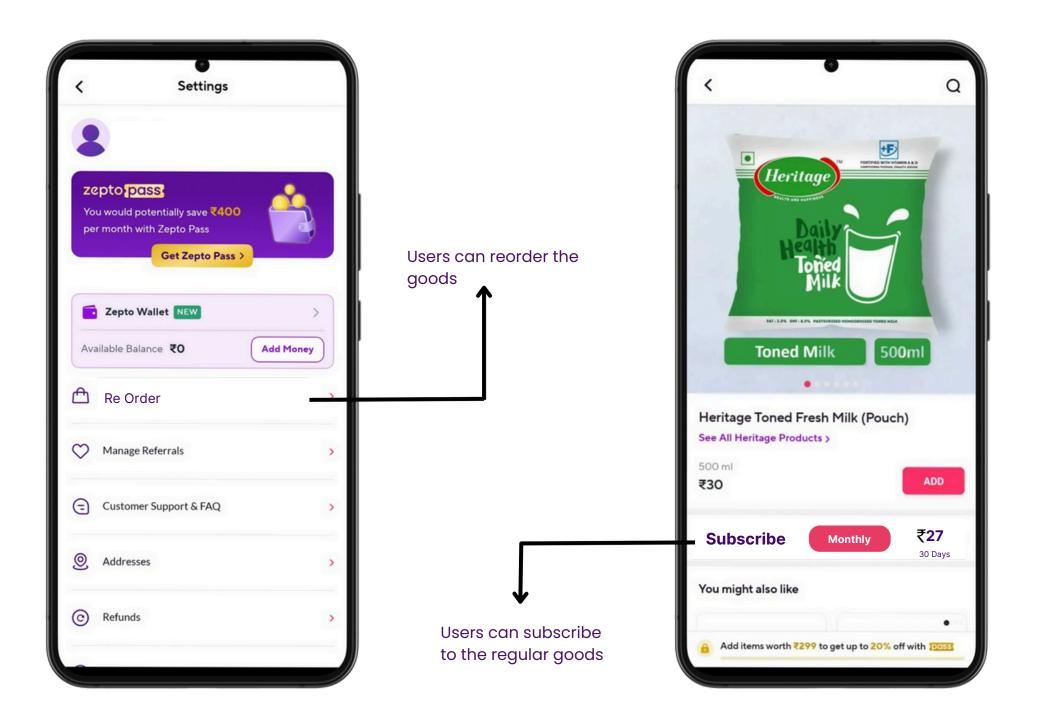




Overview Problem Analysis User Research User Personas User Journey Pain Points **Solutions** Metrics Strategy

## **SOLUTION - SUBSCRIPTION PLAN FOR RECURRING ORDERS**

Solves - I frequently need the same items but have to reorder them manually each time.



## **EXISTING BEHAVIOUR & PAIN POINT**

- Users frequently need the same items but have to reorder them manually each time.
- Repetitive reordering is inconvenient and timeconsuming.

## SOLUTION

 Offer a subscription plan where users can set weekly, or monthly recurring orders for their frequently purchased products.

## **IMPACT ON EXPERIENCE**

- Eliminates the need for repeated manual ordering.
- Saves time and ensures regular delivery of essential items.
- Enhances convenience and promotes long-term loyalty to the app.