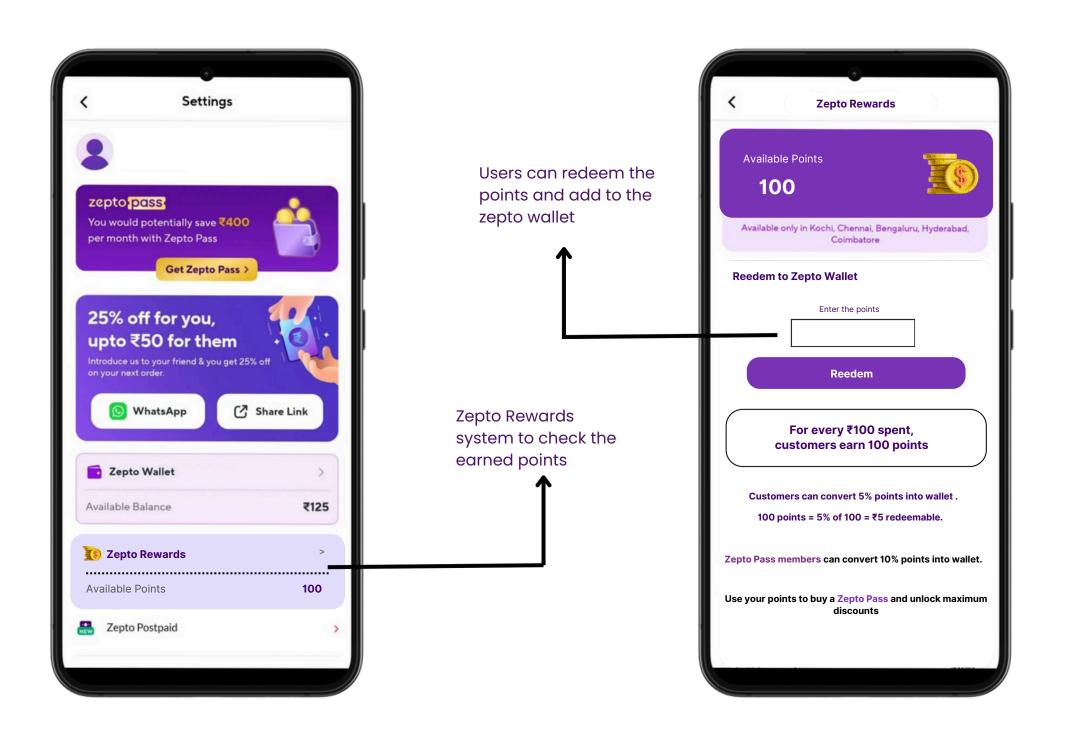


Overview Problem Analysis User Research User Personas User Journey Pain Points **Solutions** Metrics Strategy

SOLUTION – LOYALTY PROGRAM FOR ZEPTO USERS

Solves-Idon'tfeelincentivizedtoshopfrequentlyorspendmorebecausethereare no rewards.



EXISTING BEHAVIOUR & PAIN POINT

- Users feel unmotivated to shop frequently due to lack of rewards.
- Customers do not see the value in spending more without incentives.

SOLUTION

- Introduce a Loyalty Program for Zepto users featuring a reward points system.
- Users can earn points with each purchase, which are redeemable for discounts or free products in the future.

IMPACT ON EXPERIENCE

- Increases customer motivation to shop more frequently and spend more. Enhances user engagement and
- fosters brand loyalty. Provides a sense of value and
- appreciation for regular customers.