



Overview

Problem Analysis

User Research

User Personas

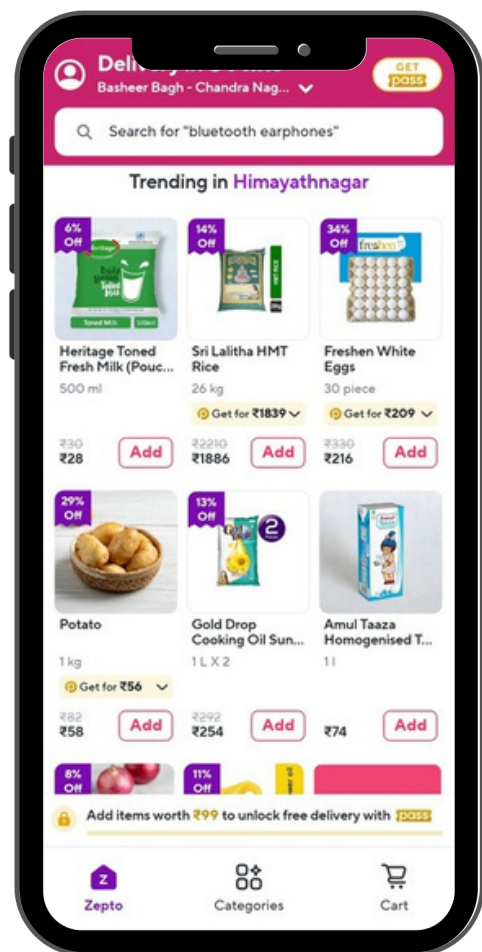
User Journey

Pain Points

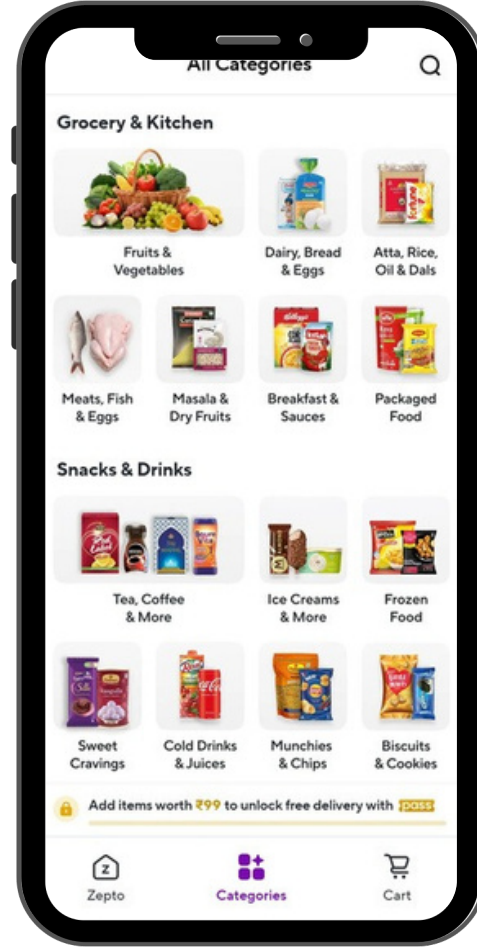
Solutions

Metrics

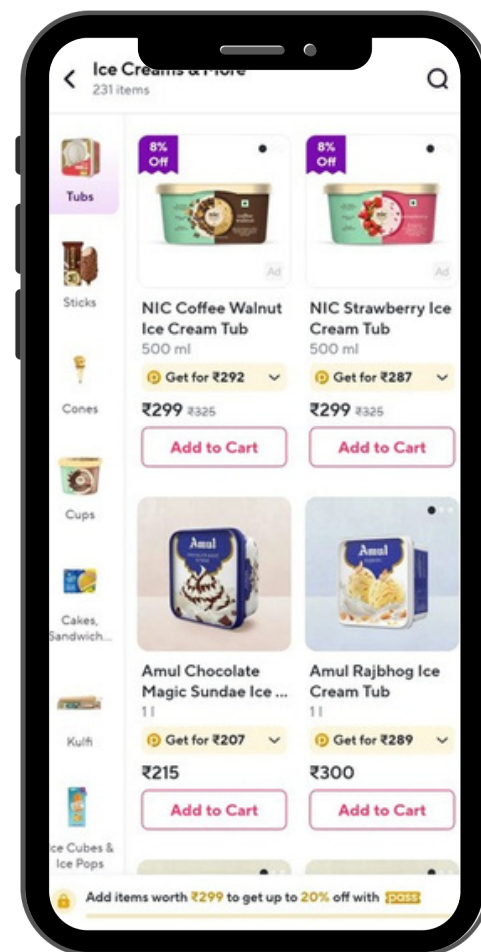
Strategy



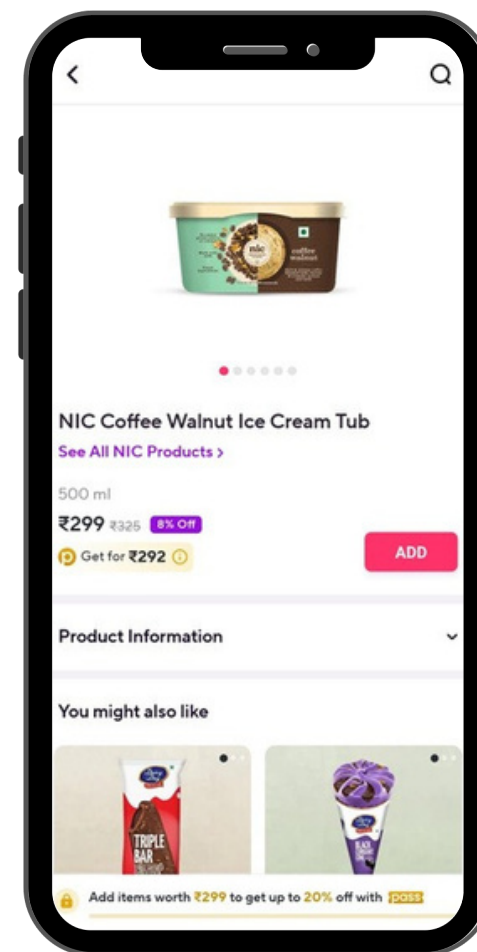
Home Screen



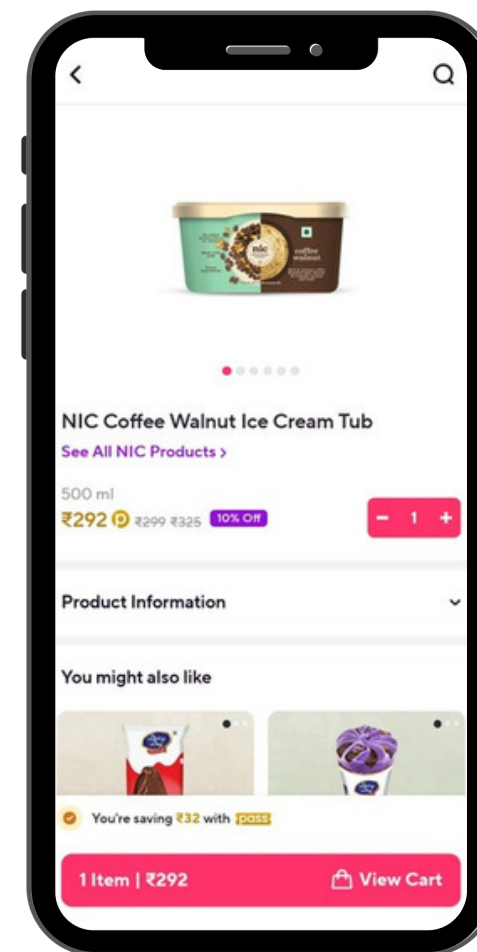
Categories



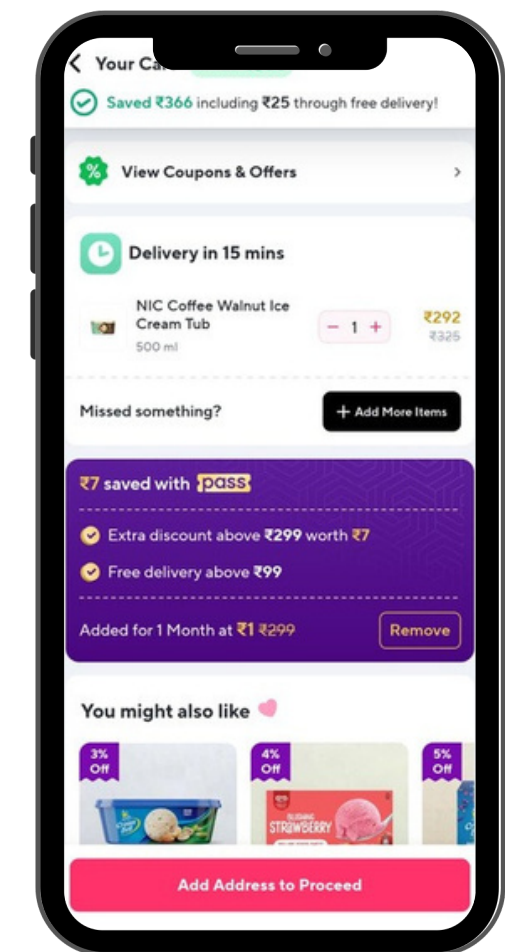
Products List



Product Page



After added to cart



Cart

Emotions



EXCITED

NEUTRAL

DISSATISFIED

Thoughts

"I'm hungry! Let's order something!"

"I'm craving ice cream! Let's order it now!"

There are so many ice cream options! I'm feeling a bit overwhelmed trying to choose the right one.

Let's try this one I've never tasted before! It would help to see ratings or a 'like' button to know if it's a good choice. But I'm a bit unsure still, let's give it a shot

Let's add it to the cart!

My order will arrive in 15 minutes! I can't wait to taste it!