



Overview

Problem Analysis

User Research

User Personas

User Journey

Pain Points

Solutions

Metrics

Strategy

Pain points	Solutions	Impact On Users
I don't have time to plan meals or search for ingredients, making grocery shopping a hassle.	Implement Baskets for easy meal planning with suggested products.	Saves time and simplifies shopping.
I have a grocery list, but it's tedious to enter each item manually into the app.	Enhance search with document/image upload and voice search features.	Makes adding items quick and convenient.
I frequently need the same items but have to reorder them manually each time.	Offer a Subscription Plan for recurring orders of frequently needed products.	Reduces repetitive tasks and saves time.
I want to maximize savings or take advantage of offers, but I'm often unaware of them.	Display pop-ups for complimentary products/offers when cart value reaches ₹450.	Increases awareness of savings and encourages higher spending.
I don't feel incentivized to shop frequently or spend more because there are no rewards.	Introduce a Loyalty Program with redeemable points for Zepto users.	Encourages frequent shopping and customer loyalty.