



Overview

Problem Analysis

User Research

User Personas

User Journey

Pain Points

Solutions

Metrics

Strategy

SOLUTION – ENHANCED SEARCH (UPLOAD & VOICE SEARCH)

Solves – I have a grocery list, but it's tedious to enter each item manually into the app.

EXISTING BEHAVIOUR & PAIN POINT

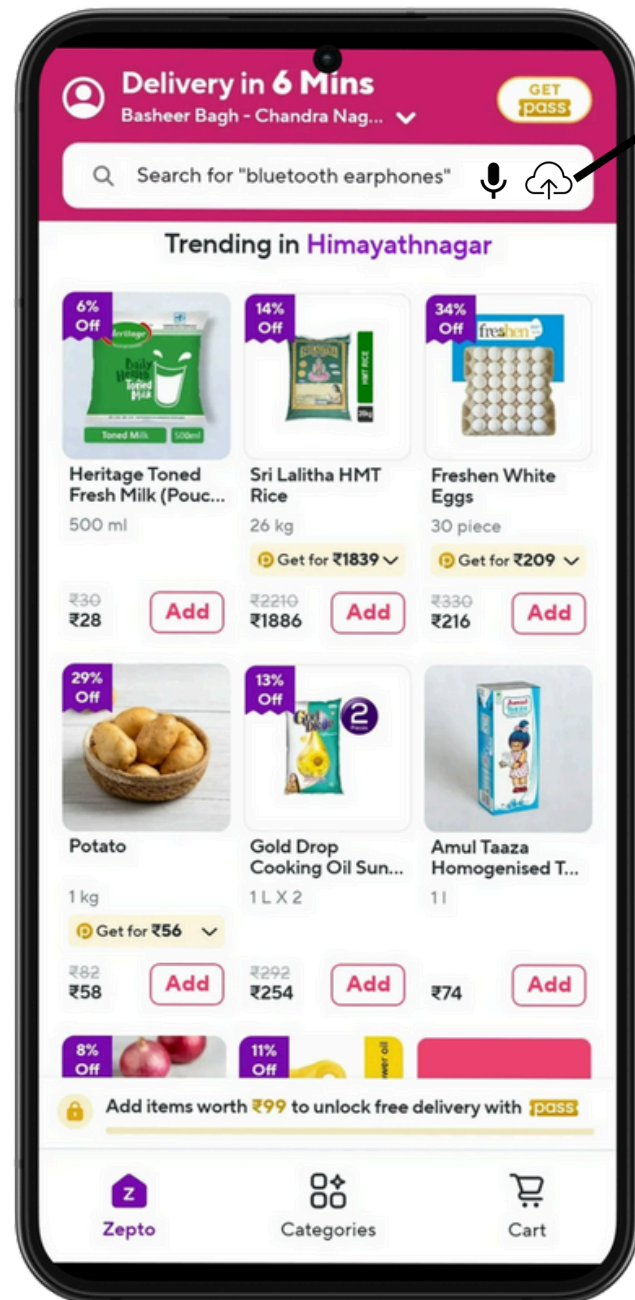
- Users find it tedious to manually enter each item on their grocery list.
- Searching for individual ingredients is time-consuming and frustrating.

SOLUTION

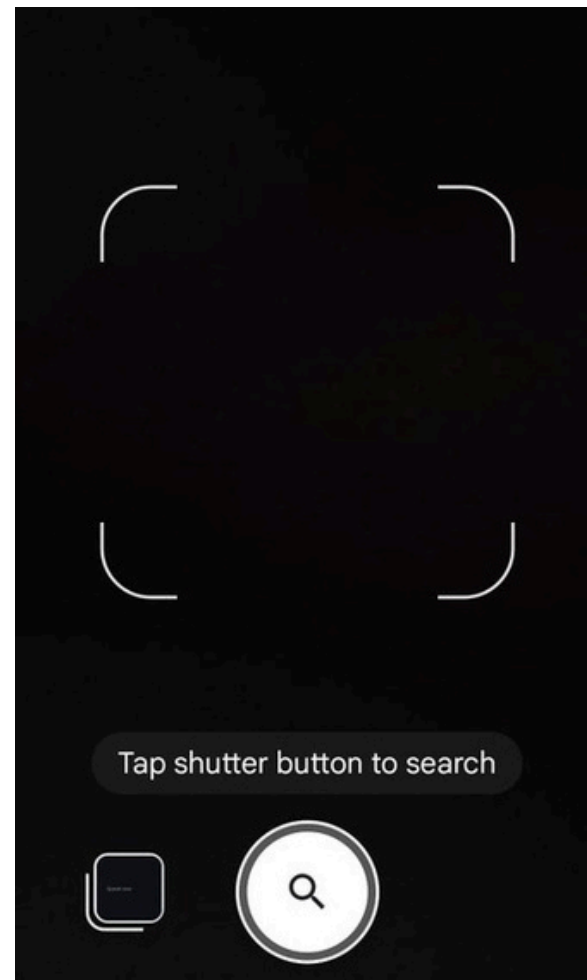
- Implement a search feature that allows users to upload documents or images containing their grocery lists (e.g. kirana list).
- Introduce voice search functionality for hands-free item searching.

IMPACT ON EXPERIENCE

- Saves time and reduces effort in finding items.
- Makes the shopping experience more convenient and user-friendly.
- Increases user satisfaction by simplifying the search process.



Users can search by the pic or voice and add them to cart



Document Search



Voice Search