



Overview

Problem Analysis

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User Personas

User Journey

Pain Points

**Solutions**

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Strategy

## SOLUTION – POP-UPS FOR COMPLIMENTARY PRODUCTS

**Solves** – I want to maximize savings or take advantage of offers, but I'm often unaware of them.

### EXISTING BEHAVIOUR & PAIN POINT

- Users are often unaware of available offers or savings opportunities.
- They miss out on maximizing value when their cart is close to a threshold for rewards.

### SOLUTION

- Implement a pop-up notification when the cart value reaches ₹450, suggesting users add products worth ₹150 more to receive a complimentary offer, coupon, or discount.

### IMPACT ON EXPERIENCE

- Encourages users to increase their cart value and take advantage of offers.
- Enhances savings and perceived value of their purchase.
- Provides a more engaging and rewarding shopping experience.

