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SOLUTION – LOYALTY PROGRAM FOR ZEPTO USERS

Solves – I don't feel incentivized to shop frequently or spend more because there are 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.

