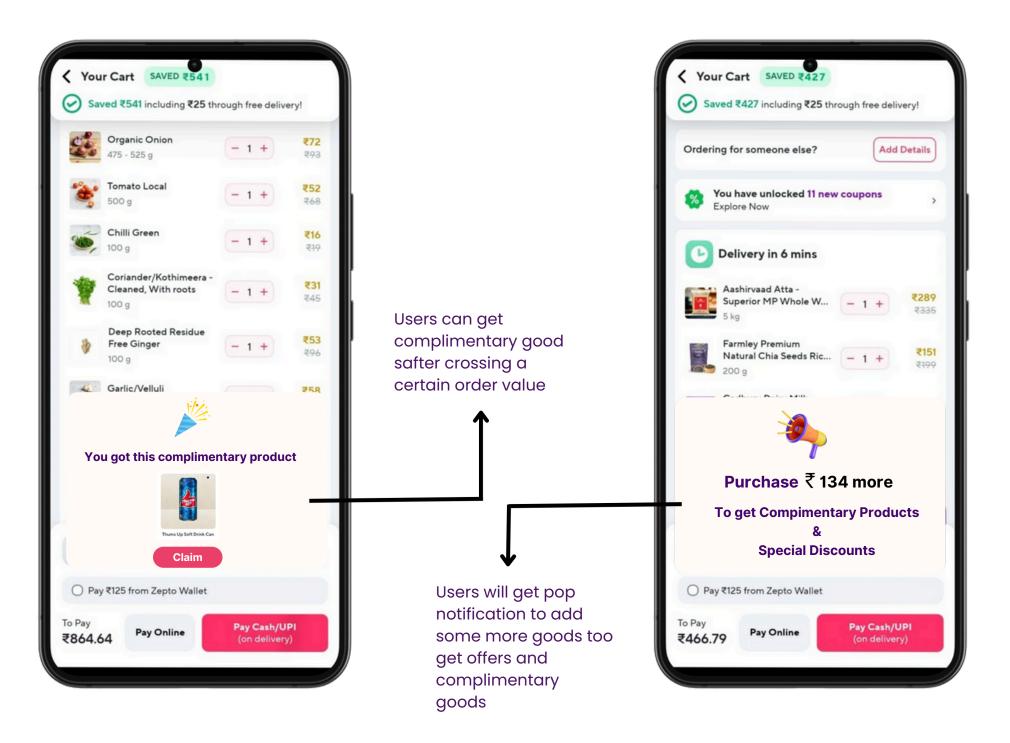


Overview Problem Analysis User Research User Personas User Journey Pain Points **Solutions** Metrics Strategy

## **SOLUTION - POP-UPS FOR COMPLIMENTARY PRODUCTS**

Solves-Iwanttomaximizesavingsortakeadvantageofoffers,butl'moftenunawareofthem.



## **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.