



Overview

Problem Analysis

User Research

User Personas

User Journey

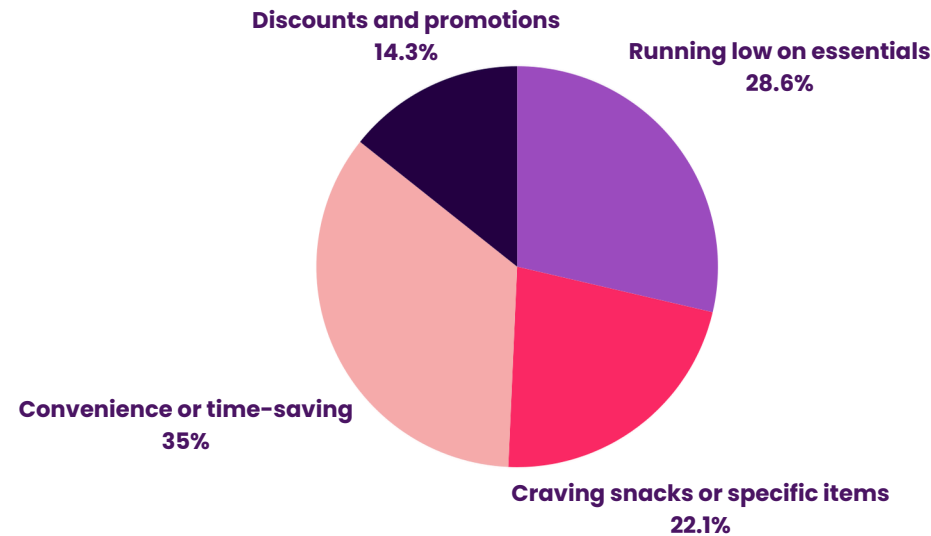
Pain Points

Solutions

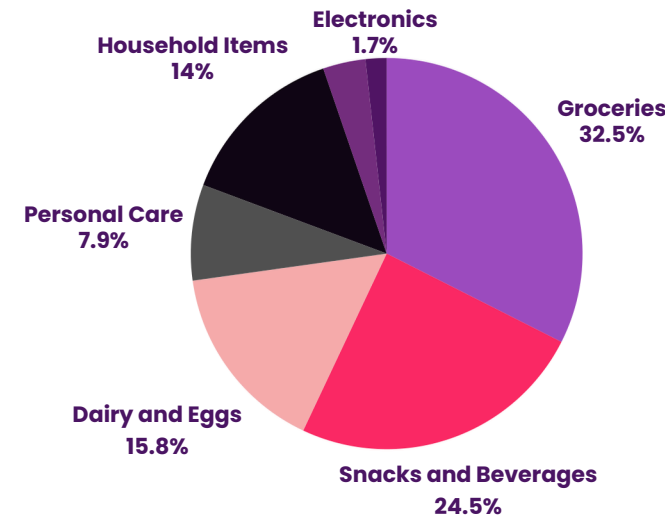
Metrics

Strategy

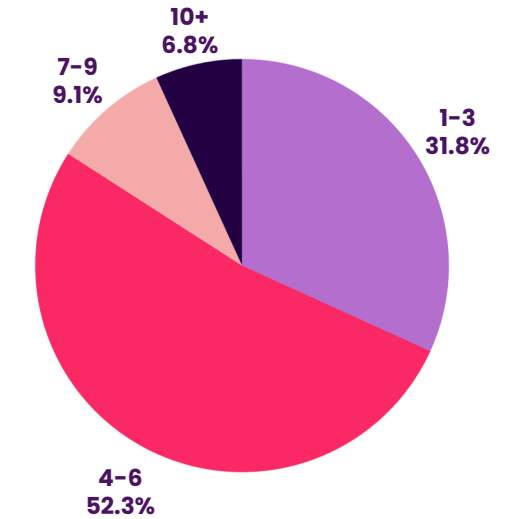
What usually motivates you to place an order?



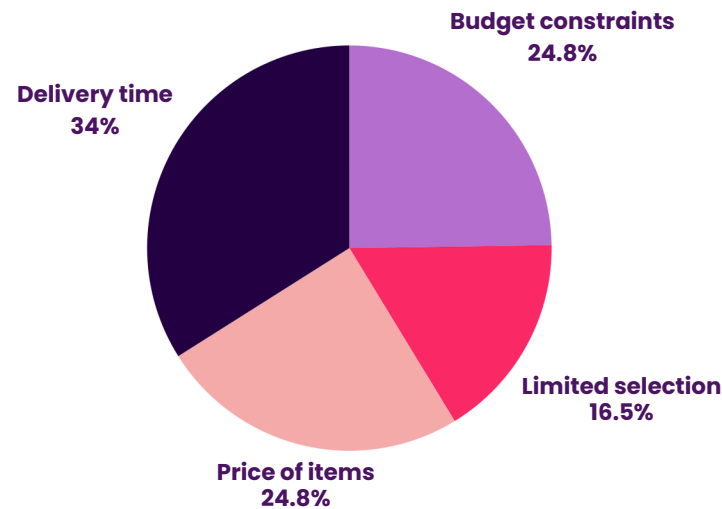
Which categories do you usually purchase from?



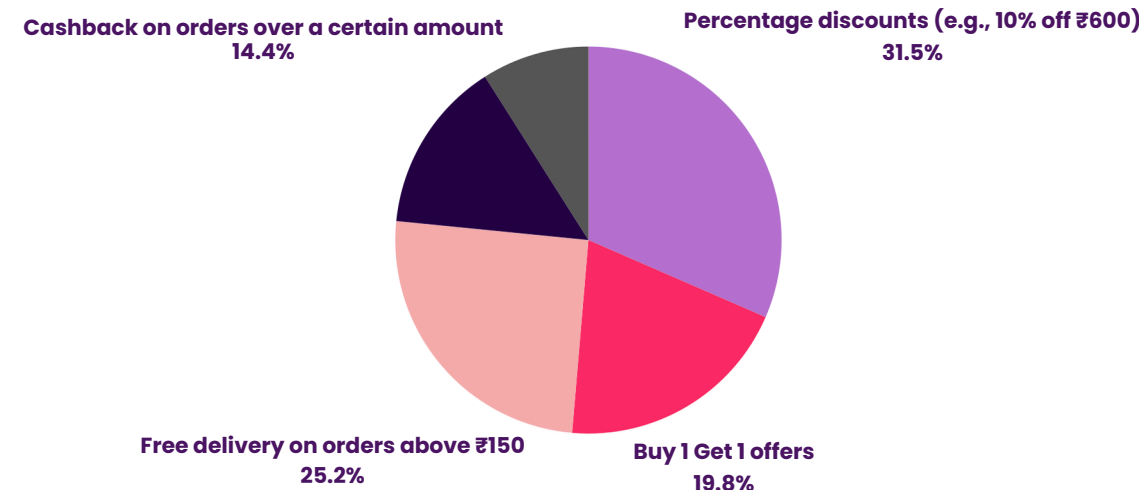
On average, how many items do you purchase in a single order?



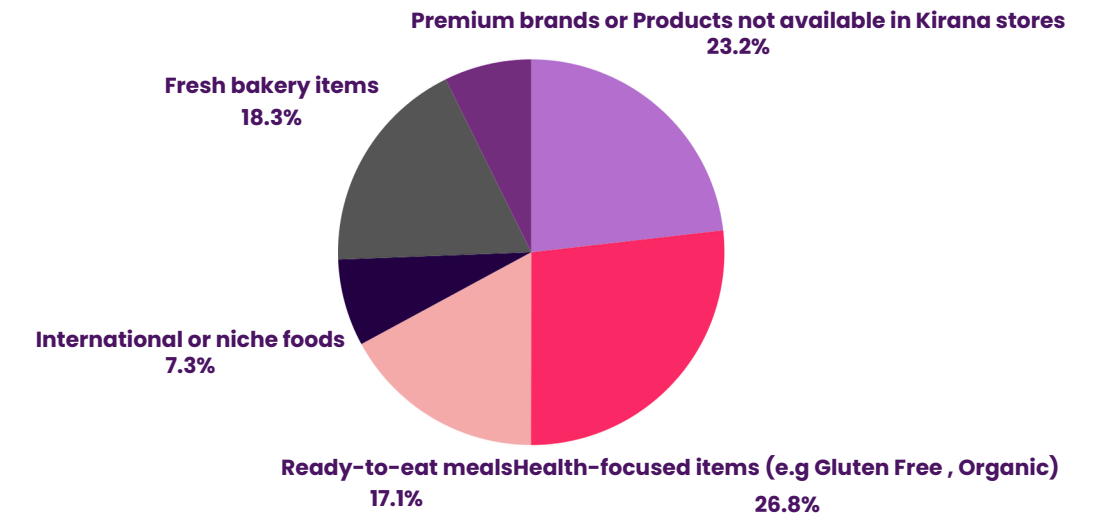
What prevents you from adding more items to your cart?



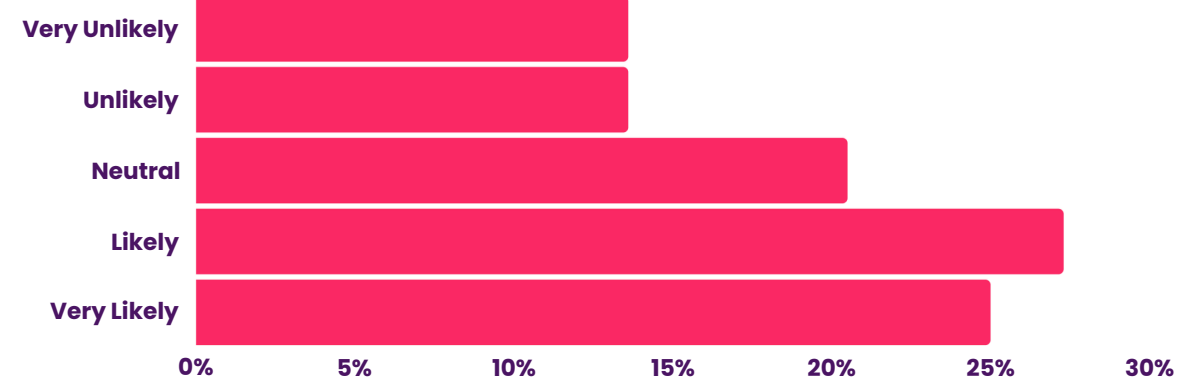
Which type of promotions you liked more?



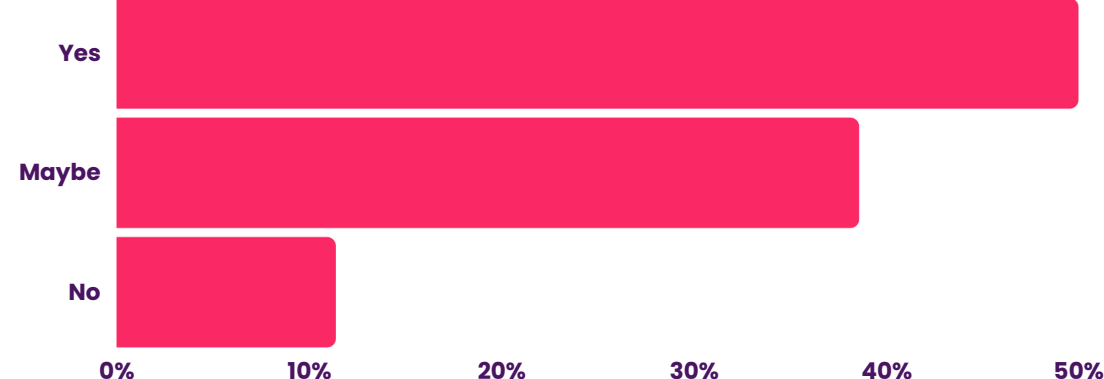
What type of new products would you like to see available?



How likely are you to purchase more if we offer bundles or combo deals?



Would you think personalized product recommendations helpful?



Would you be interested in subscribing to a regular order for specific products ?

