



Overview

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User Journey

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Strategy

Yashika – Niche Category Shopper



"I want to find niche, health-conscious products like gluten-free and organic items, so I can maintain my healthy lifestyle without the hassle of searching multiple stores."

Profile

Age: 28, Software Engineer
Fitness enthusiast
Willing to spend more on premium products.

Pain Points

- Hard to find niche products in local stores.
- Limited variety of preferred items in supermarkets.
- Concerns about quality and authenticity of online purchases.

Goals & Needs

- Easy access to niche products like gluten-free, organic, and international items.
- Guaranteed quality and authenticity.
- Personalized recommendations and trend updates.
- Quick, seamless delivery of specialty items.

Ishan – Traditional Grocery Shopper



"I need a platform that offers bulk discounts similar to local stores, so I can stock up on essentials without paying extra."

Profile

Age: 42, Customer Support Executive
Shops on weekends.
Buys staples and essentials in bulk.

Pain Points

- Higher prices on apps compared to local stores.
- Lack of trust in online product quality, especially for fresh items.
- Fewer bulk discounts compared to supermarkets.

Goals & Needs

- Competitive pricing and bulk offers like local stores. Fewer shopping trips by buying in bulk
- Trust in product quality, especially for perishables. A wide variety of products with transparent pricing and visible savings.

Ramesh – Busy Professional



"I want a hassle-free grocery shopping experience, so I can quickly find everything I need without spending too much time."

Profile

Age: 35, Analyst.
Prefers easy, time-saving solutions for his grocery needs.

Pain Points

- Lacks time to plan meals or browse for individual ingredients. Finds grocery shopping tedious and frustrating due to multiple searches for items. Struggles with decision
- fatigue from too many product options and irrelevant suggestions.

Goals & Needs

- To simplify meal prep by having all necessary ingredients suggested in one go.
- To save time on grocery shopping by minimizing searches and decision-making.
- To enjoy cooking without the hassle of planning or missing ingredients.