Pain points	MoScow	Reason to solve
"I don't have time to plan meals or search for individual ingredients, making grocery shopping feel like a hassle."	Must	Simplifying shopping saves time, boosting satisfaction and order size.
"I don't feel incentivized to shop frequently or spend more because I don't get any rewards for being a regular customer."	Must	Offering Rewards encourage repeat purchases, increasing AOV and loyalty.
"I find it difficult to locate niche products in local stores, and supermarkets often have a limited variety of my preferred items."	Should	Improving product availability can enhance customer satisfaction.
"I have a grocery list but it's tedious to manually enter each item into the app."	Must	Streamlining the entry process can make shopping easier.
"I worry about the quality and authenticity of products when purchasing online."	Should	Ensuring product quality can build trust and increase sales.
"I frequently need the same items but have to reorder them manually each time, which is repetitive and inconvenient."	Must	Automating reorders can save time and improve convenience.
"I want to maximize savings or take advantage of offers, but I'm not always aware of them when shopping."	Must	Highlighting offers can enhance customer satisfaction and loyalty.
"I'm more comfortable using the app in my local language, but there's no option."	Could	Adding language options can boost engagement and user experience.