

PRIORITIZATION

Problem	Reach	Impact	Score
Kritik finds it challenging to navigate the app and fully understand all the services that Cult.fit offers.	8	9	72
He finds the UI/UX of the website and app too cluttered and words are repetitive, and as a new user unfamiliar with the terminologies, he finds it confusing.	9	10	90
No USP to guarantee that Kritik feels incentivized to order from cult.fit whenever the order exceeds a certain threshold.	6	5	30
Kritik's Loyalty to a membership is unrewarded, and not incentivised.	5	9	45

We'll be focusing on the problems with the highest scores 90 and 72 according to this estimation using the RICE framework