**Favorite Product – Milk Basket**

What were the pain points?

* Time and energy spent
* High frequency use case
* Don’t find all the stuff at one place
* Quality is not apt, prices are off.

Why do I like the product?

* Ease of use
  + One click-orders
  + Order anytime by 11pm, to get order delivered next day.
* Cost effective
  + Deals
  + Offers
  + Value for money
* Environment efficient
  + Clubbing and aggregation

Improve the Product

* User Engagement
* End user Experience

Pain Points – Target Group -> Family Orders

* Search is not optimal - > Hinglish
* Payment options are not fully complete, BNPL, Automatic recharges
* Don’t have anything to WOW the users -> Commodity
  + Missing novelty (Cred)
  + Recipe of the Day

Prioritizing basis

* End user impact
* Effort it takes
* Cost and timeline

Solutions

* Improving vernacular search
  + Use Cases – certain terms where autosuggestion don’t work
  + Search results don’t work
  + Create classifiers for the search model
  + Precision and Recall for the Classifier (Example – 40/100 queries can be caught, where the vernacular model will act upon, and Precision > 95%).
* Recipe of the Day
  + Create a catalog of 10-20 dishes per region, and what are the ingredients needed.
  + Test the concept.

Success Metrics

* Search
  + % of searches that are resulting on order (78% -> 84%)
* Recipe of the Day
  + Number of people ordering from the recipe of the day.
  + Retention (Monthly engagement) -> 80%

Risks

* Legal risks involved in storing data for new model.

Notes

* Relate to a personal story
* Take not of pain points
* Prioritize pain points
* Metrics that are considered for success
  + Primary
  + Secondary
* Future Solution
* Risks