Too Good To Go App
Users can pick up unsold snacks, takeaway meals and ingredients ("Surprise bags") from shops, cafes, and restaurants

- Target audience:
  - Eco-conscious
  - Bargain-hunter
- Core actions:
  - Browse for surprise bags
  - Placing a reservation
  - Adding **bags** to favorites
- Business value for consumer side (marketplace):
  - Everyone needs to eat; help customers reduce food wastage and get discounts while doing so
- Size: ?
- Relevant segments:
  - By level of engagement:
  - power (weekly or more)
  - regular (biweekly to monthly)
  - casual (x times a year)

Supervisor's Altitude

Acqusition
Total # of customers (# users who have purchased >= 1 Surprise Bag)

Retention
Active users (Purchased >= 1 Surprise Bag in rolling 30-day period)

Montetization
Monthly recurring revenue (commission and subscription fee from participating vendors)

Discovery Team's Altitude

Adoption
users who use the Discover page to browse for vendor/bags

"use" is unclear. Better to measure adoption in terms of next action

users adding a bag to Favorites from Discover page monthly

User value
Target KPI to influence
Monthly purchase rate from Discover page

users who purchased from Discover page / # users who visited Discover page

Business impact
Month-3 retention rate

Drivers

Increase Discover-to-Bag Detail page micro-conversion

Decrease uncertainty on Bag Detail page

Increase Bag Detail page-to-Reserve micro-conversion

Decrease drop-off from payment method issues

Decrease order cancellation rate

Discover page

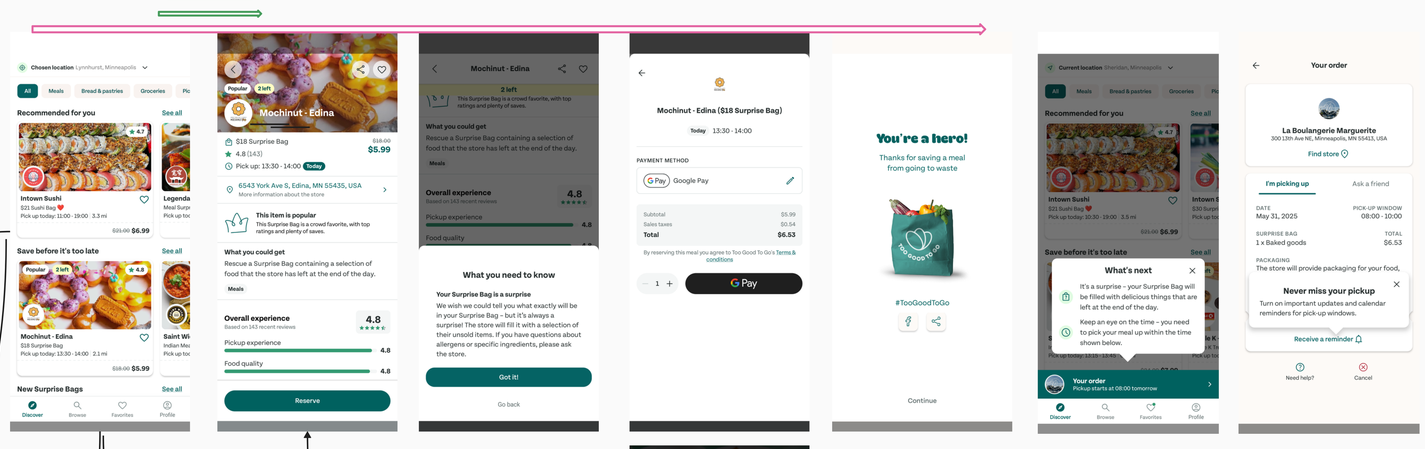
Carousel home

Significance: This is the first page new users will land on after completing the onboarding

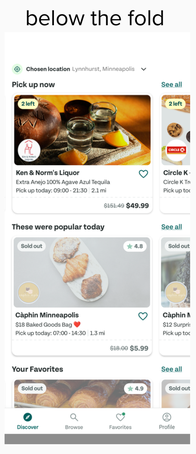
Increasing conversion here will increase activated users

Increase ease of discovering vendor/bags of interest even if they aren't currently available

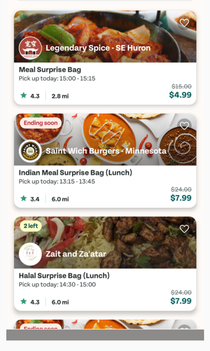
Increase carousels' relevance, especially for new users



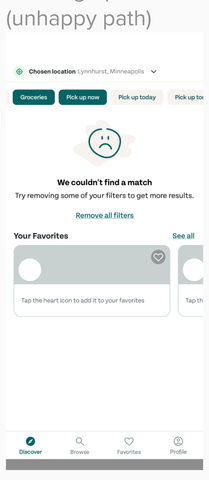
Scroll to see carousels below the fold



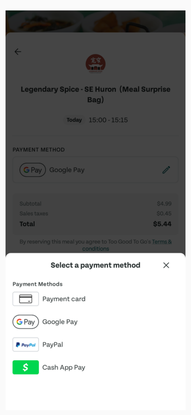
Click to see full listing



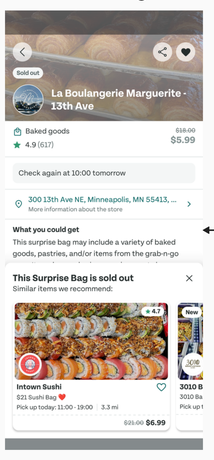
filter by pick-up and bag options (unhappy path)



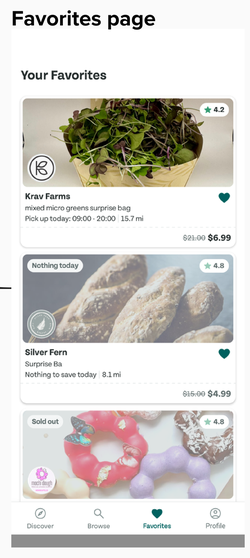
Click tile to view bag details



Click title to view sold-out bag

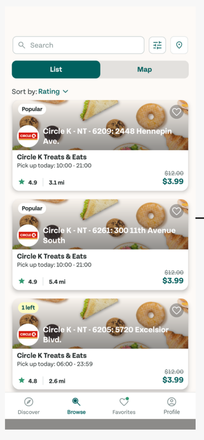


Favorites page

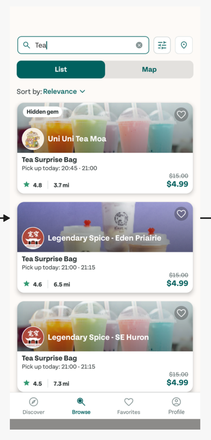


Browse page

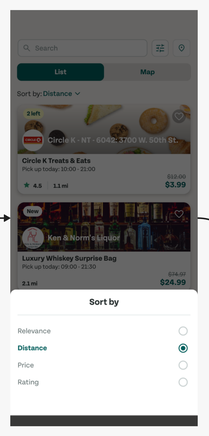
List view: Ranking-based exploration



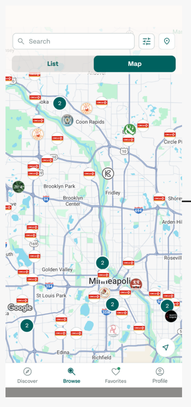
Filter by search term



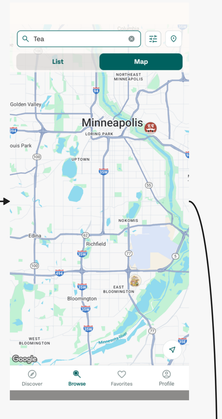
Sort list



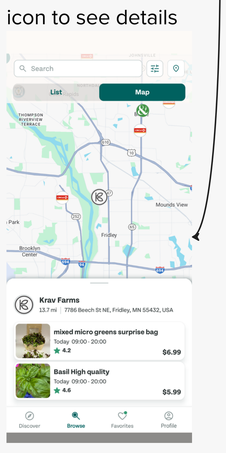
Map-based exploration



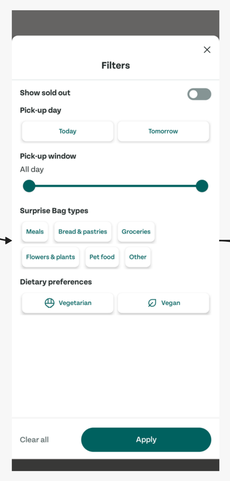
Filter by search term



Click on vendor icon to see details



Filter: More fine-grained options relative to Discover page



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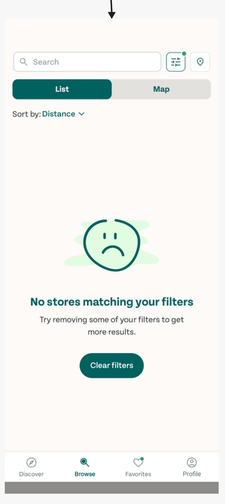
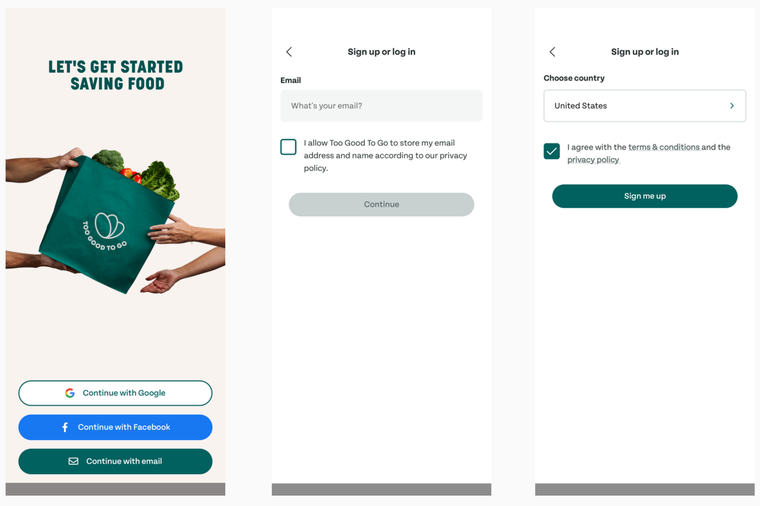


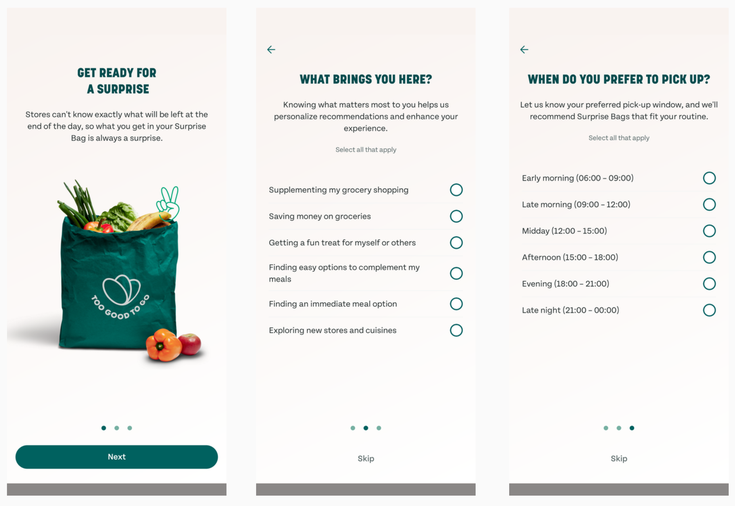
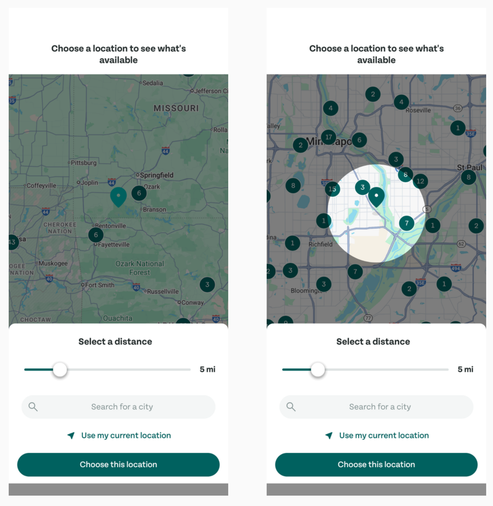
New user flow

Signup



Onboarding

Promise of personalization



Location setting