

## Topic 1: Elevate the Woolies App Customer Experience

### Objective:

Woolworths South Africa, a cherished brand renowned for quality and convenience, aims to enhance the shopping experience on its app. With a rapidly expanding base of tech-savvy users, we want the app to be as enjoyable and seamless as walking into a Woolies store.

### Your Mission:

You have three hours to propose and prototype ideas that will improve the customer experience on the Woolies app. From browsing products to checkout, we're looking for quick, impactful changes to make every moment on the app smoother and more delightful for our users.

### Focus Areas:

1. **Effortless Navigation:** Make it simple for users to locate what they're looking for—whether it's their favourite fresh produce or beauty products.
2. **Personalised Shopping:** How can we make each user feel like the app is tailored to them, anticipating their preferences?
3. **Streamlined Checkout:** Simplify the journey from basket to checkout, keeping it frustration-free and efficient.
4. **Beyond Transactions:** Consider how the app could provide more than just a transaction—a bit of Woolies magic, whether it's lifestyle content, meal ideas, or reminders about rewards.

### Deliverables:

1. **Quick Concept Outline:** List and explain your main ideas (bullet points are fine!).
2. **Rapid Prototype/Mock-up:** Sketches or digital mock-ups of your ideas, focusing on layout and key features.
3. **Pitch:** Summarise your ideas in a short video or slide, explaining how your changes would make the Woolies app experience better and more memorable.

**Remember:** Prioritise impact and feasibility. Small changes can create big wins!

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