



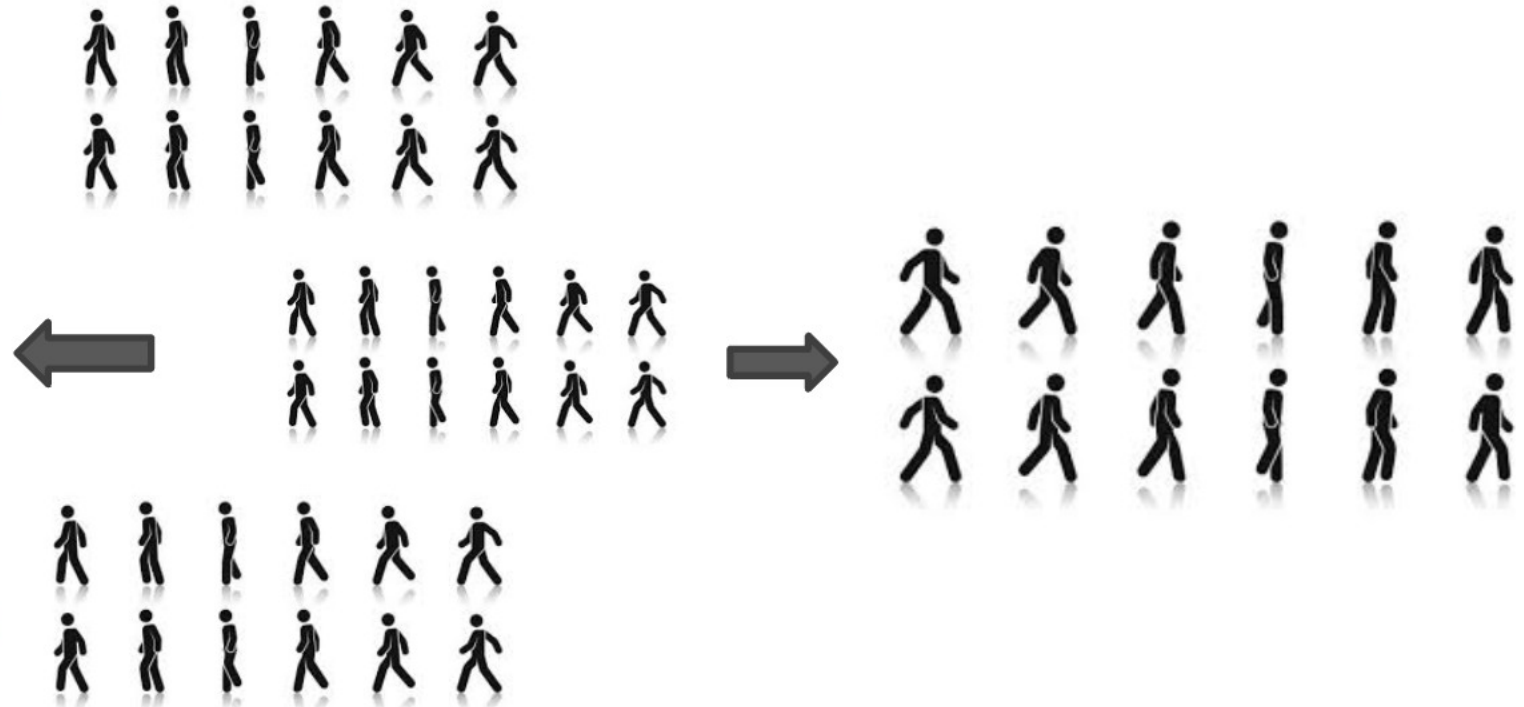
PUZZLE PAY

Engage with friends and compete for rewards! Form a group, place orders, and collect puzzle pieces.

- BY
- Roshini P

PROBLEM STATEMENT

In today's digital age, maintaining **customer engagement** and **loyalty** is a significant **challenge** for **online platforms**. With numerous options available, users often **lack motivation to return to the same platform** for repeat purchases, leading to a **decline in customer retention**.



How can we **create** an **engaging** and rewarding experience that **encourages** users to repeatedly interact with our platform, while also promoting social connections and friendly competition

???

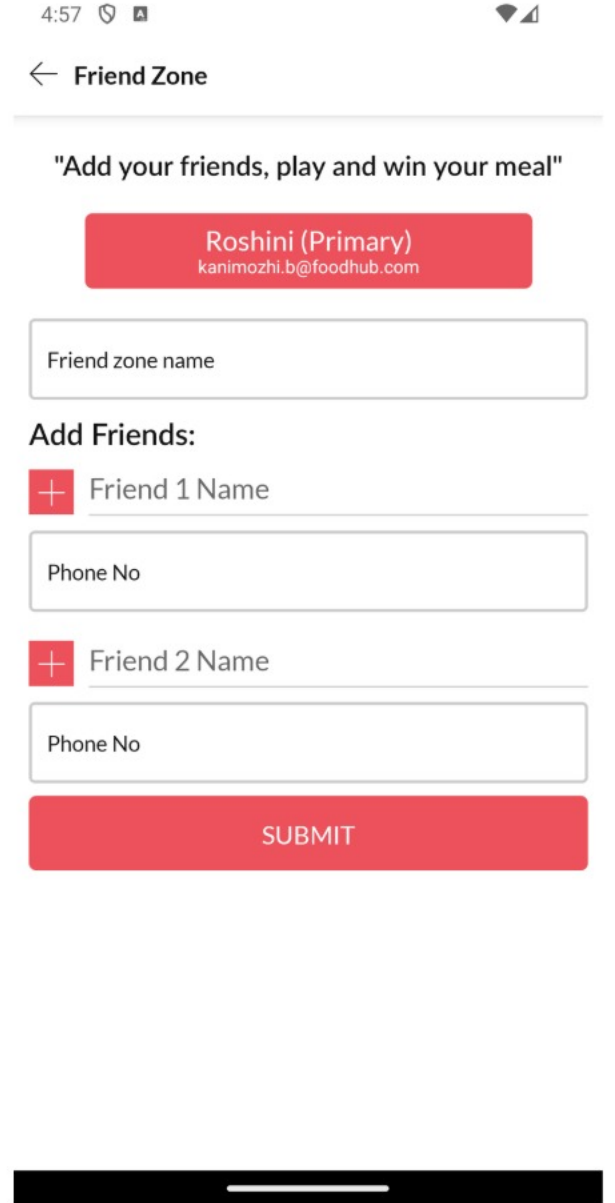
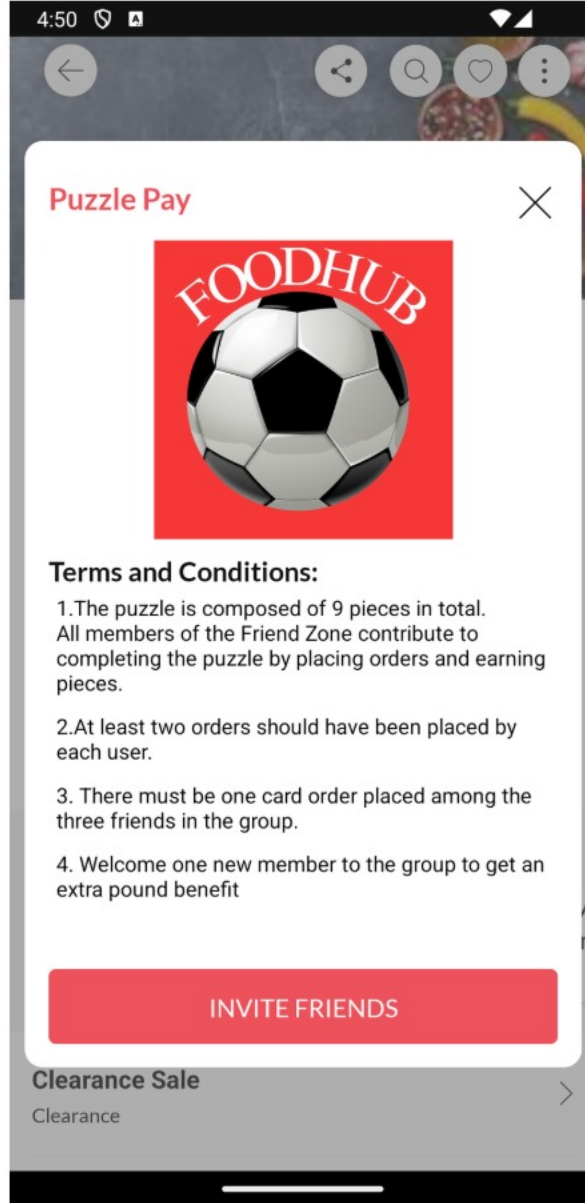
SOLUTION

Our "**Puzzle Pay**" feature aims to address this problem by introducing a fun and competitive element to the ordering process with your friends through Friends Zone and bringing the users to **FOODHUB**

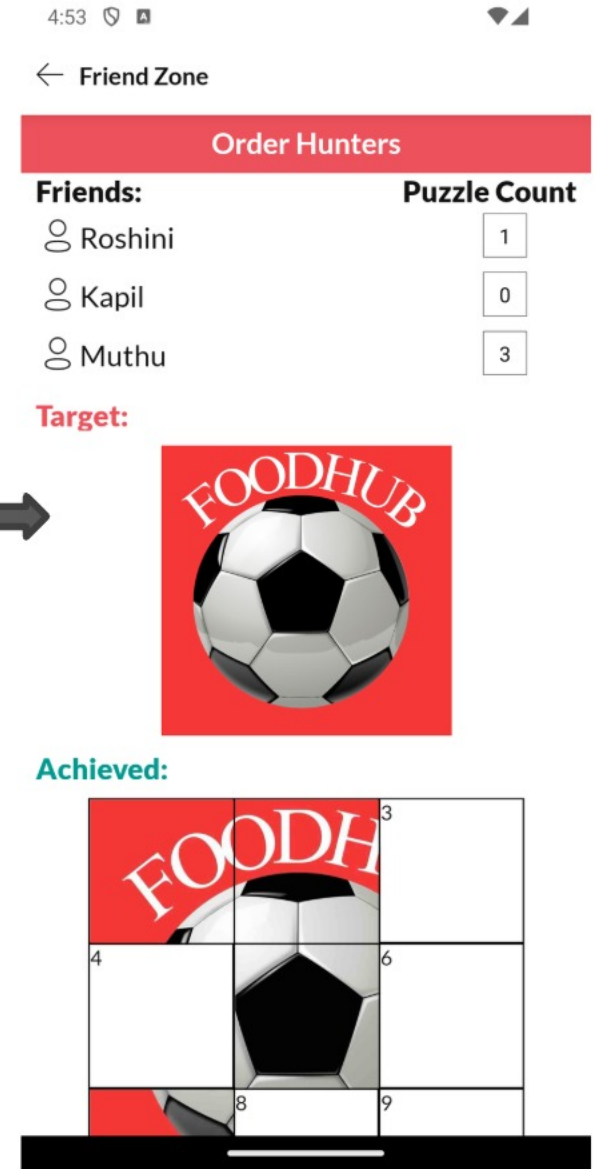
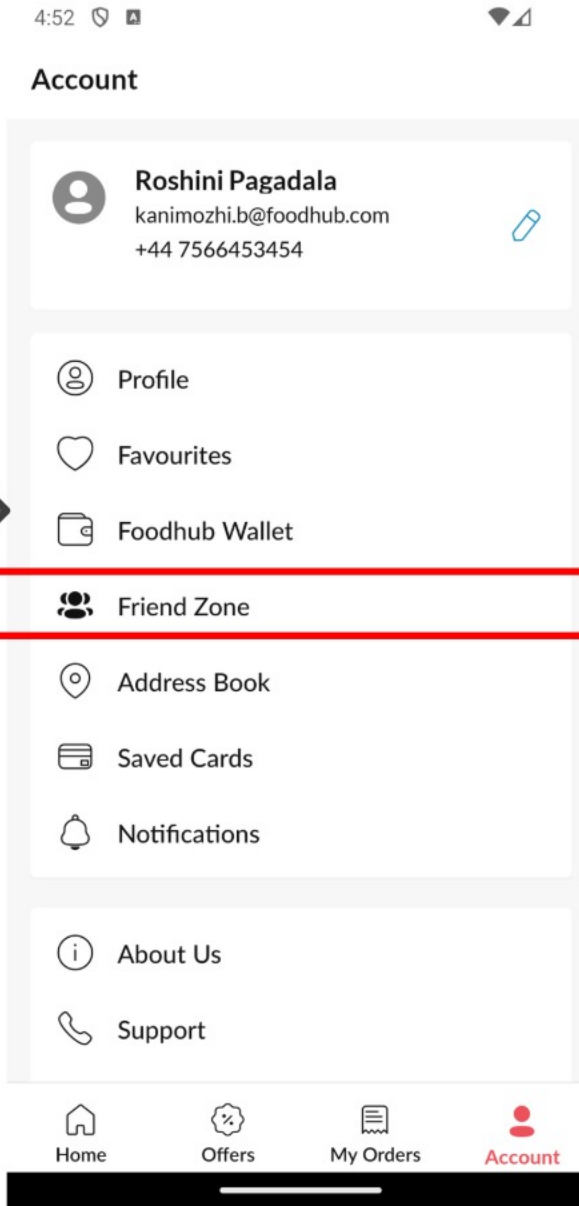
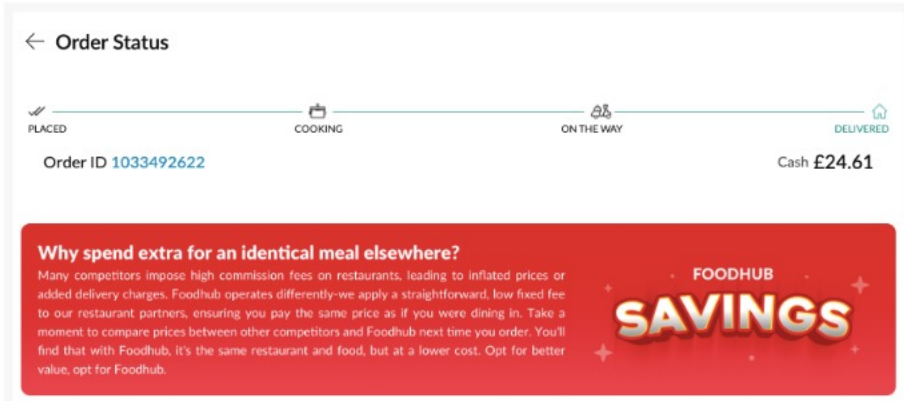
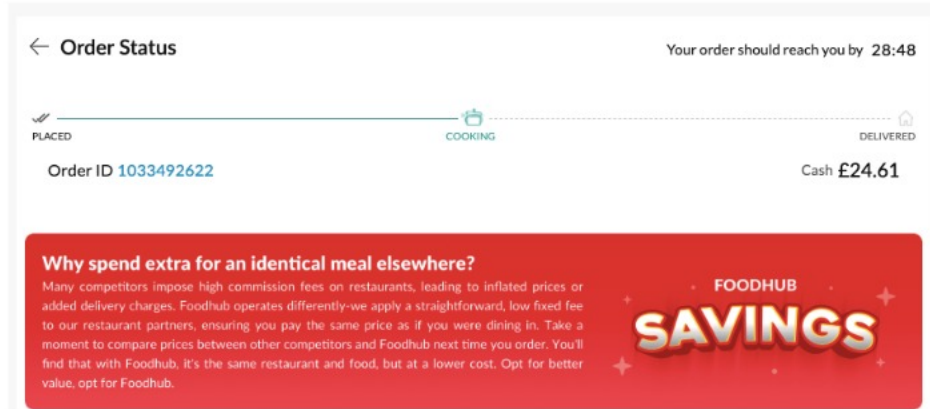


- Activate the Friend Zone.
- Bring the Friends to the Zone || Onboard a new user to foodhub.
- Place an order from the zone to get a piece of puzzle.
- Solve the puzzles collectively with multiple orders to get exciting benefits.

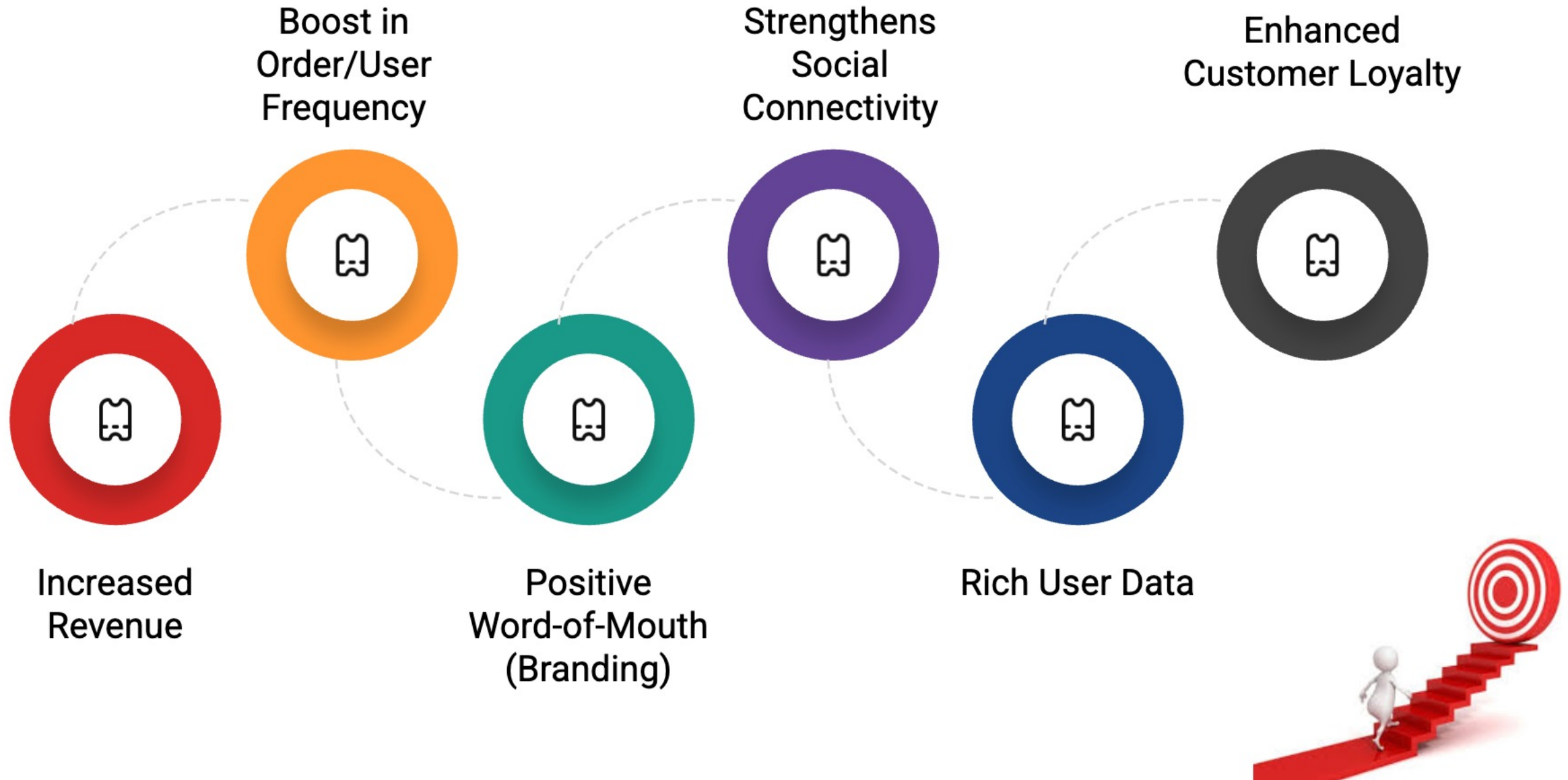
PROTOTYPE WALKTHROUGH



PROTOTYPE WALKTHROUGH



Innovative Engagement Strategy



TECH STACK





THANK YOU !!!