

## / user insight map /

the main problems that  
were discovered



### Automation & Repeat Orders

- Users spend too much time reordering the same items;
- Often forget to order water on time;
- No “Repeat Order” or “Bestsellers”;
- No automatic reminders to restock.



### Customer Retention & Motivation

- No loyalty or bonus program;
- No personalized discounts;
- No gamification (badges, progress);
- Users don't see the benefits of reordering.



### Payment & Financial Tools

- Limited payment methods;
- No fast mobile payments (Apple Pay, Google Pay);
- No wallet to save cards;
- No invoices or flexible payment options for B2B customers.



### Brand Trust & Transparency

- Lack of sufficient information about the brand;
- Users want to know the water source and the purification;
- No reviews from real customers;
- Quality and compliance certificates are not displayed.



### Delivery & Scheduling

- Cannot choose a convenient delivery time;
- No real-time order tracking;
- Users don't know delivery timeframes before checkout;
- No alerts about delays during peak demand.



### Customer Support

- Support is difficult to contact;
- No fast channels (WhatsApp, Telegram, live chat).