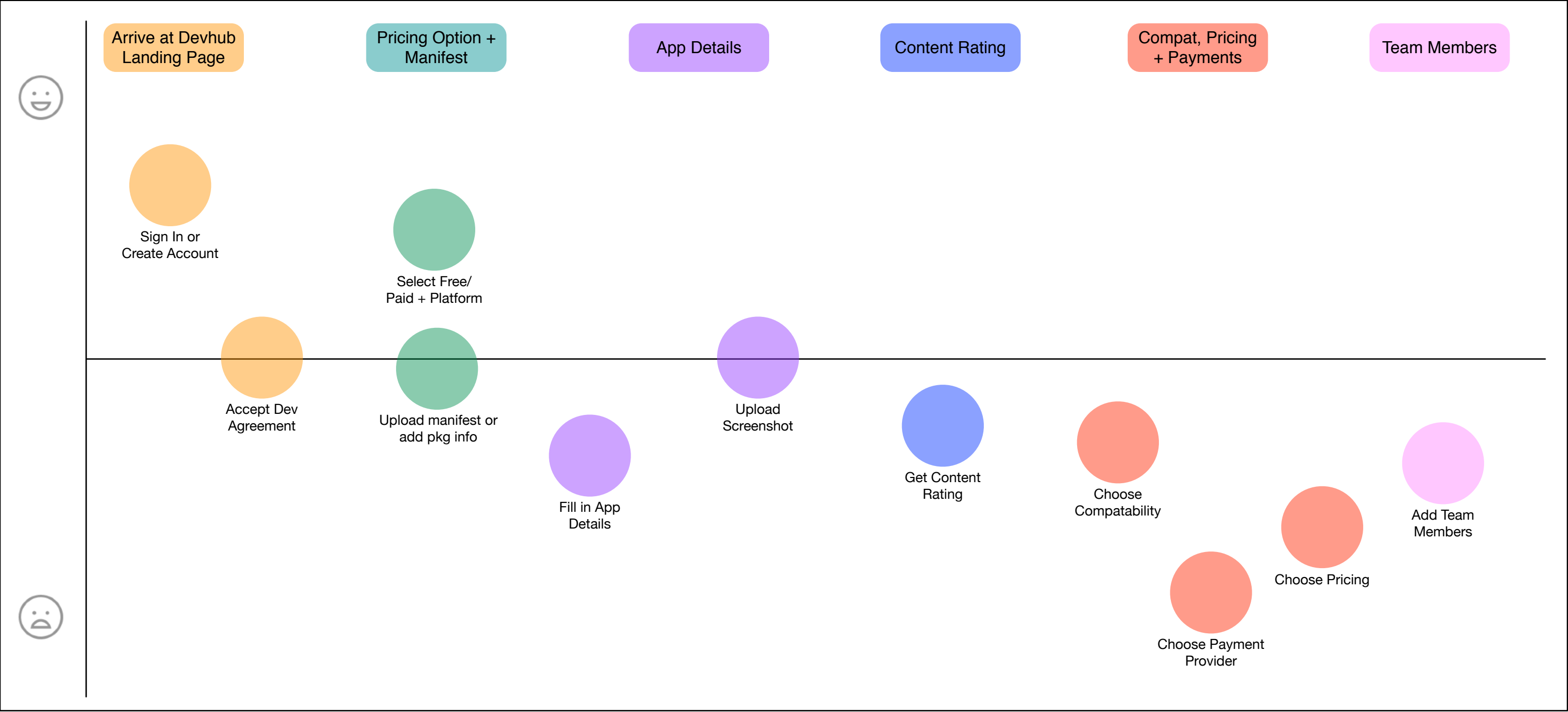


# Experience Strategy for Current Submission Flow

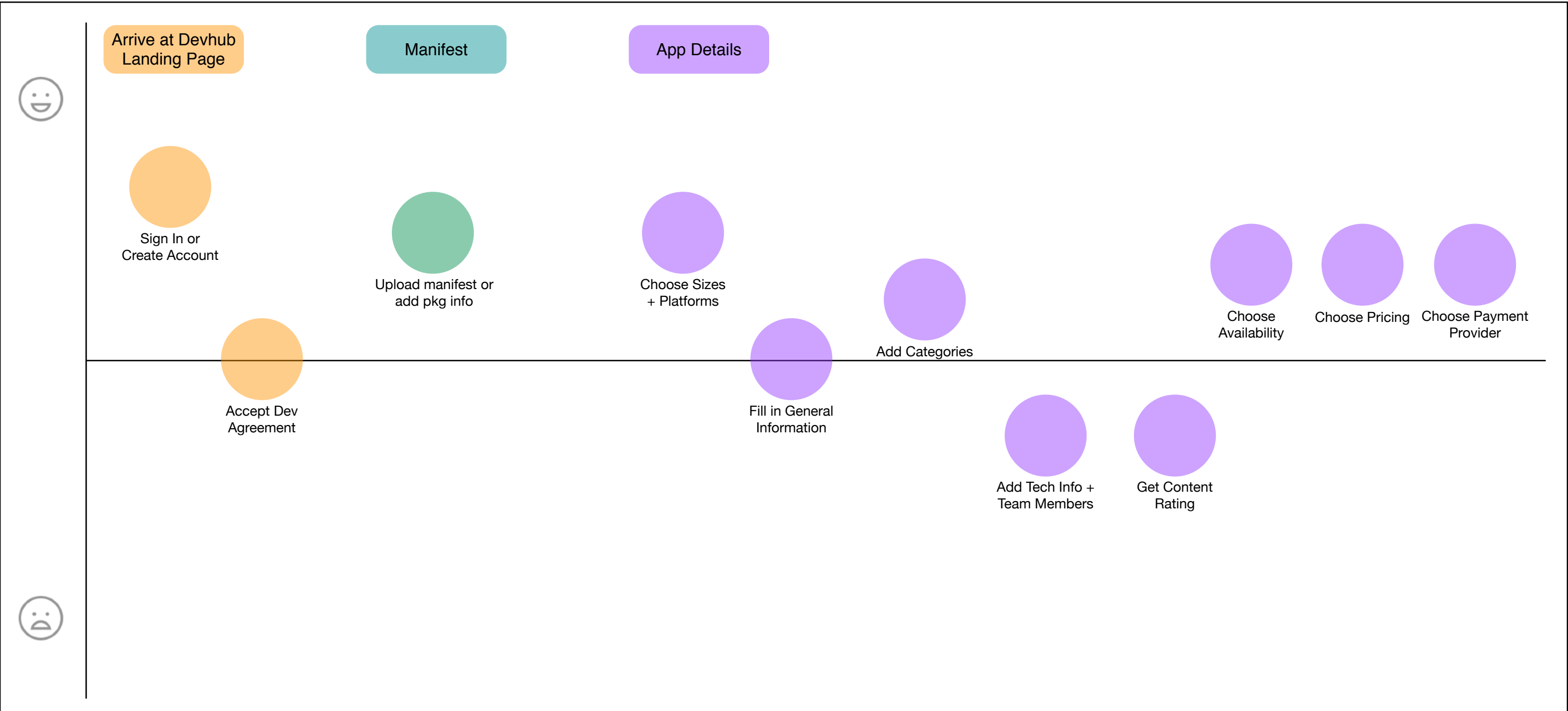
## CURRENT SUBMISSION FLOW (major steps)



### KEY TAKEAWAYS

- 1. Current experience is disjointed. User is not certain what comes next in the process (sidenav doesn’t have all the steps). Little guidance.
- 2. Primary sense is “filling out forms.” Uploading the screenshot is the closest the developer gets to having a sense of the app in the Marketplace or what his end-users might see.

## FUTURE SUBMISSION FLOW (major steps) - based on the current prototype - steps may evolve



### KEY GOALS

- 1. Organize steps logically so we can use branching options to reduce choices shown along the way (be smart).
- 2. Create more, smaller steps (vs fewer longer steps).
- 3. Interaction models and language are used to help developer “see” the app as it takes shape. So believe that developer perception for the purple steps will be higher in this version.