Google bike

Google shopping

Browse through options

Filter by

Gender: women

Color

Price: 150-350

Browse through the new options

Click on bike for info: Schwinn Wayfarer 700C Womens Hybrid Retro City Bike, Green, Light Mint

Shopping link: JCPenny

Confirm Shipping Method

Quantity

Price

Add to cart

Checkout Process

1. Not knowing where to find an online bike shop, the shopper would use search engine to help with the shopping process.

2. Browse through the initial options, i.e. before falling back to filters.

3. Use filters to eliminate less-preferred/irrelevant options.

4. Browse through the filtered options.

5. Find the preferred item. Check on item description/peripherals.

6. Repeat step 5 if necessary. Compare all possible options for best solution.

7. Add item to cart.

8. Head over to cart.

9. Follow the website checkout process.