Steps

DOWNLOAD & ONBOARDING	PROFILE/PREFERENCES SETUP	BROWSING	PRODUCT SELECTION	CART & WISHLIST	CHECKOUT	POST-PURCHASE

Emotions & Thoughts

Feeling like Curious. Is this app going to be different? I hope the interface is user-friendly	I want personalized recommendations. These preferences will help me find better stuff. Quick setup, that's convenient	Wow, so many options!. These filters are really helpful. I'm enjoying exploring these collections	This is exactly what I've been looking for. The reviews seem promising. Wonder how this would look/work for me	Do I really need this?. Good deals today, but should I wait?. Let me compare prices and options	Hope the sizes/details are right. Shipping isn't too expensive. Payment seems secure.	Can't wait for this to arrive. Hope everything meets my expectations. I'll track the package closely

Actions

DOWNLOAD & ONBOARDING	PROFILE/PREFERENCES SETUP	BROWSING	PRODUCT SELECTION	CART & WISHLIST	CHECKOUT	POST-PURCHASE
• Create account with email/social login • Set app permissions • Configure initial settings • Enable notifications	• Enter personal details • Select product categories • Set size and style preferences • Customize shopping interests	• Search for products • Apply advanced filters • Explore product collections • View detailed product information • Save interesting items	• Read comprehensive reviews • Check product specifications • Select product variations • Compare similar items • Verify availability	• Add/remove items from cart • Move items between cart and wishlist • Apply promotional codes • Review total costs • Save cart for future	• Choose shipping method • Enter delivery address • Select payment option • Review order summary • Confirm purchase	• Track order status • Receive delivery notifications • Write product review • Get personalized recommendations • Check return options

Opportunities

DOWNLOAD & ONBOARDING	PROFILE/PREFERENCES SETUP	BROWSING	PRODUCT SELECTION	CART & WISHLIST	CHECKOUT	POST-PURCHASE
• Offer guest browsing • Quick tutorial • Welcome discount • Simplified account creation	• AI style recommendations • Easy preference updates • Social media integration • Interactive personalization quiz	• Visual search recognition • Outfit combination suggestions • Real-user styling images • Smart product recommendations	• Virtual try-on technology • Comprehensive size/fit details • Sustainability information • 360-degree product view	• Price drop alerts • Bundle deal suggestions • Wishlist sharing • Save cart for later	• Multiple payment options • Quick checkout for returning users • Transparent shipping policies • Installment payment plans	• Easy return/exchange process • Personalized recommendations • Loyalty program integration • Detailed order tracking