



Onboard      Explore      Engage      Add to Closet      Purchase/Exit

THOUGHTS AND FEELINGS

Hope this app gets my style

Oooh, I love this look!

Going to add this to summer closet!

Going to add this to cart

Too many irrelevant styles

Ugh, I accidentally swiped wrong

No discounts?!!

PAIN POINTS

Personalisation of Feed      Ease of swiping      Saving Looks      Purchasing



Download and sign up

Swipe the first batch

Like a few, skip some

Clicks to view full outfit

Scrolls to view details

Looks at reviews

Saves to closet

Starts building others

Looks for purchase details

Redirected to cart page

Completes purchase

JOURNEY