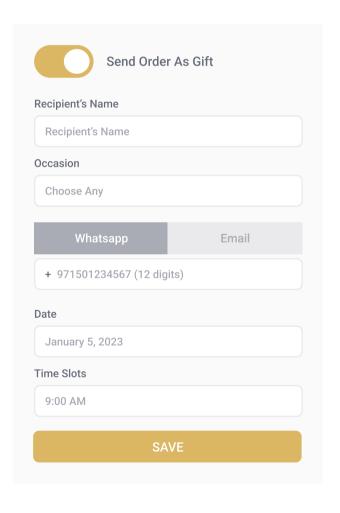
## Development of a new feature: Send as a gift



Cobone has implemented a new gifting feature that allows customers to easily purchase and send gifts to their loved ones. This feature not only enhances the customer experience but also benefits the business in various ways.

My goal was to increase sales and revenue, as customers are more likely to purchase a gift when the process is simple and hassle-free, and to improve brand reputation as customers are more likely to recommend the website to their friends and family for gifting purposes.

My role includes user experience research, initial mockups, interface design, and front-end development.





## **Celebrating your Wedding!**

Dear {recipient},

Sending very best wishes from {sender} who has chosen a Cobone Gift for you:

## Weekend Brunch @ Marriott Jumeirah

Click on the link(s) below to view your voucher(s), or copy and paste into your browser.

https://www.cobone.com/vouchers/ pdf/8785331/6b7110410010122fb967996833148bc1f7b2e53d670ae 0fb470186e694b484b1

If you need any assistance, please contact Cobone Customer Support



The Cobone Team