**(Consumer Flow) - showcasing the app, maybe around 15secs long**

Home screen of your phone -> open an app that embeds Tote's What kind of app for the demo? -> user quickly interacts with app and see's an embedded Tote Think this should be our logo or an icon of a shopping basket, i.e. how whitelabeled should the product be? -> user clicks on the tote and a list of available items appears -> user selects quantities of certain items -> they click on the purchase button and checkout screen opens up -> pause -> on the payment screen the user logs in instead of filling out all their info -> they click Purchase -> we see a confirmation screen with a happy phrase, something silly like "That's Tote-tally Awesome!" -> pause -> we're taken back to the Publisher's app

**(Publisher Flow) - showcasing the Publisher portal, maybe 20secs long:**

Landing page user clicks in sign and signs in (optional step) -> we see the user click Create a Store WHERE DOES THIS HAPPEN? WE DECIDED BEFORE TO GO STRAIGHT TO THE BUILD-A-STORE PAGE INSTEAD OF A LEADERBOARD SHOWING ALL THE STORES A USER HAS -> they select a few related items and potentially scroll or search down the page if it’s easy to do -> they inspect their store before publishing on the right panel -> they click publish -> we're taken to the View Store page with the store's name on the top left corner Why does the store need a name? it will be embedded in the dev's app -> pause -> the user highlights and copies the link to the same item shown in the other flow -> we are taken to some piece of code where they paste the url and save the file I really like this and had the same thought, like open an XCode project and plop in the code, so easy -> we see the home screen of the phone -> they open the app click the embedded Tote and we see the item I think this should be from the simulator in XCode, kind of show the developer's point of view -> we're back at the view a store page -> they click analytics and there's a sizable profit, $20k

I thought we were studying these products to understand the overall market, but that we were not pursuing this. Is the idea that we should mock this up to decide whether we should build this type of product?

**(App builder Flow) - showcasing the app builder portal, maybe 20secs long:**

**// It starts of the same as the Publisher Flow but it pretends to be a different idea where the main objective isn't to eventually embed items but to create an mcommerce app. So the ending is different.**

Landing page user clicks in sign and signs in (optional step) -> we see the user click Create a Store -> they select a few related items and potentially scroll or search down the page if its’ easy to do -> they inspect their store before publishing on the right panel -> they click publish -> we're taken to the View Store page with the store's name on the top left corner -> pause -> we see the home screen of the phone with an app with the same name as the store we published -> they open the app -> we see a basket with all of the items they published with. (we pretend it’s an app not an embed-able webview) -> pause -> the user clicks on one -> we see a basket with just one item -> the user decides to buy 2 of items -> they click checkout -> on the payment screen all of their info is already populated (to not waste time), they update one of the last -> they click Purchase and Create Account -> we see a confirmation screen with a happy phrase, something silly like "That's Tote-tally Awesome!" -> pause -> we're taken back to the basket view with all of the stores items.

**Notes:**

- I don't think we have a way to set the store's name when creating a new store. Ya, but why do we need to?

- We should choose non clothing products, I think people will instinctively assume we're selling clothing and we should showcase our range. What app / product line combo do you like? Instagram :: frames, Dating :: condoms, weather :: umbrella, news :: clothing

- One of the items the publisher chooses to create the store with should be the same item the consumer clicks on.Agree

- It should be the same publisher app Agree

- The publisher flow leads into the consumer flow, but I think these should be separate videos as they highlight different ideas. Agree

- The app/item should make sense, inspire feelings, and be lucrative. Maybe flowers for a dating app, toys/picture frames from a photo/memory app, or healthcare goods from a fitness tracker. I like the fitness tracker example because the $$ is big. Fitness tracker for social fitness product. Also gym passes.

- We don't really need the shot of the landing page if it takes too long to build, it's not that important. I think logging in is important. Kind of like putting the floor into a drawing.

- As for code, maybe simple code depicting an Objective C UIWebView in Xcode. It doesn't have to be fancy or real.Strongly agree. I think we should do this in XCode to make it really understandable

- We can speed up the gifs to make them shorter. 20secs might be too long maybe we can trim to <15secs for each if possible. We can worry about length later. Agree

Potential embedded Tote with logo. I’m calling a Tote an advertisement.

The logo is embedded into this wrangled input button.

