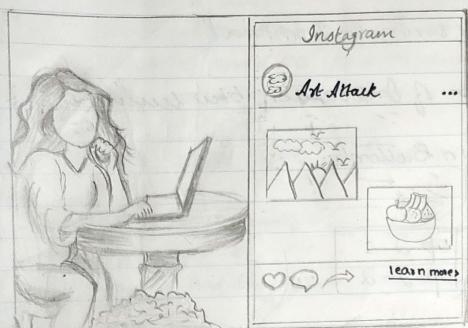




12K-5198

ART GALLERY - ART ATTACK

Scenario: Boousing or Discovering Astworks Characters: User (Art Enthusiast), Artist



The user is scrolling through their instagram

feed. They came across a sponsored ad for Art

Attack, promoting an exquisite artwork. The ad features a "Learn more" button and user clicks



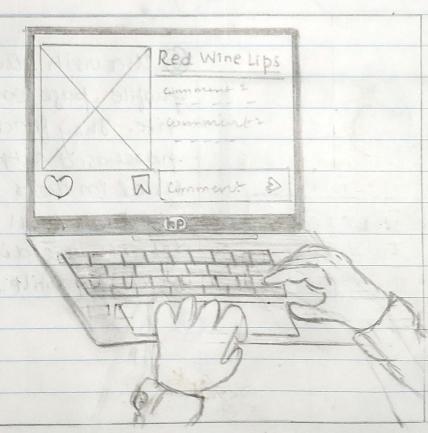
2) The user is redirected to AA AHack website via Instagram. They find them selves on homepage of AM AHack The featured AM works' section captures their attention.







(3) Used when wicks on who fascinating autwork showcased on homepage. They are taken to detailed artwork page, where all info is displayed user is Captivated by the piece of art-

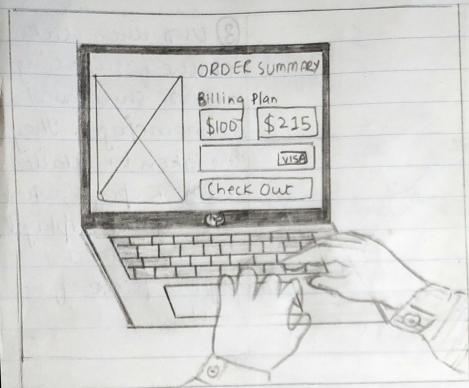


4 Used decicles to interact with act work. They curck like to show appreciation User leaves a comments expressing admiration Actist who's online responds with gratitude





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interested in autwork dicks to purchase. They are directed to secure checkout page to complete payment process. Payment process.



Co User visits their purple page on webs - site. They find purchased arthrieve tisted in their whechions, \$11 details are displayed in user public.