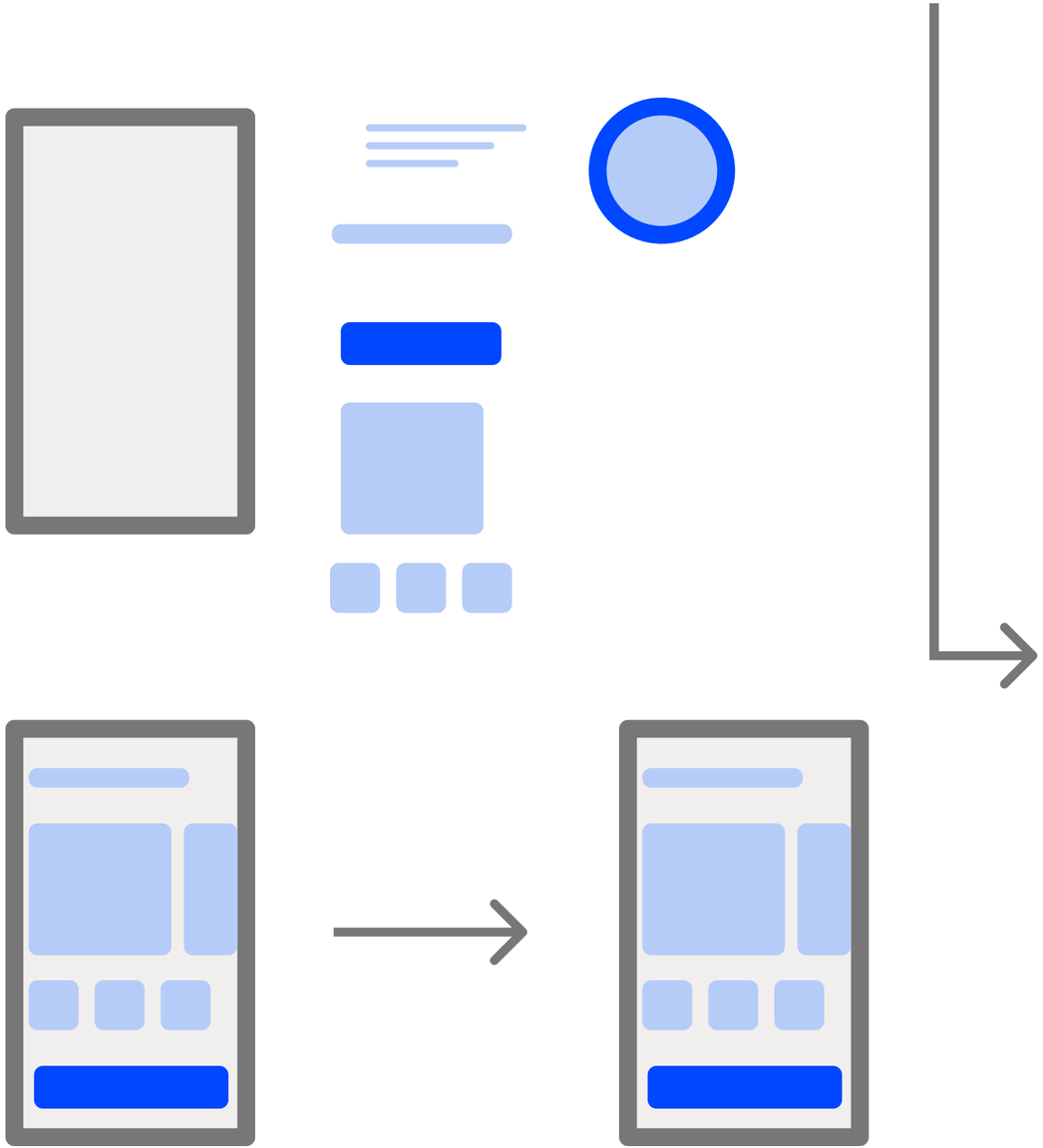
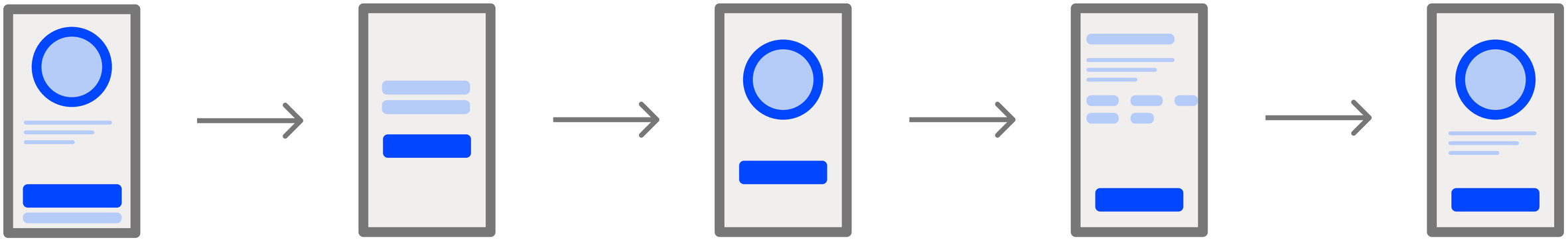


User Flow:

Register with our product.



Step 1:

User arrives at our welcome screen and notices a button to proceed forward for registration.

The user is also able to skip this step and go straight to our home page.

Step 2:

The user is prompted to add their email and password. They can confirmed those details and proceed.

Step 3:

The user can add a photo or skip that step and move forward.

Step 4:

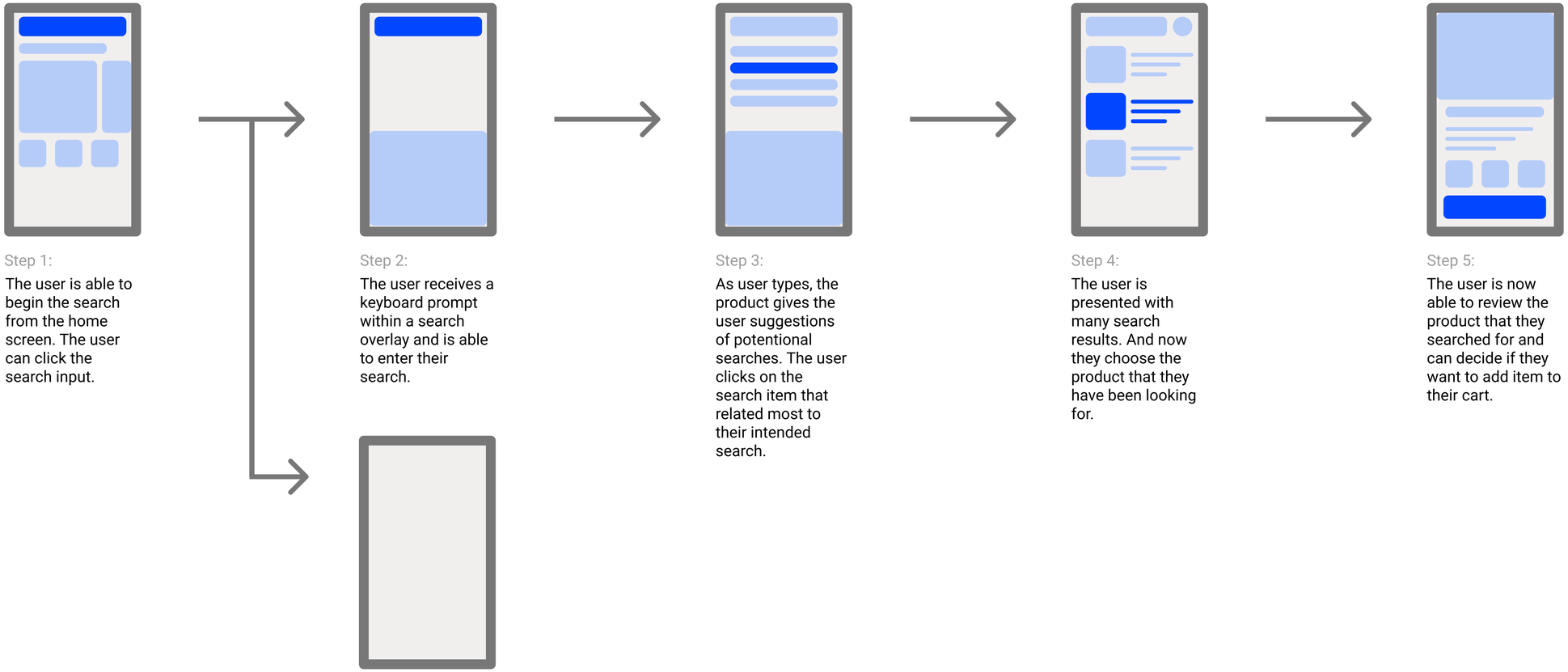
The user can now pick intrests and hobbies to personalize their shopping experience.

Step 5:

Success. The user has registered for the Habitual product and can now access all of our features.

User Flow:

Finding the right product through search



Step 1:
The user is able to begin the search from the home screen. The user can click the search input.

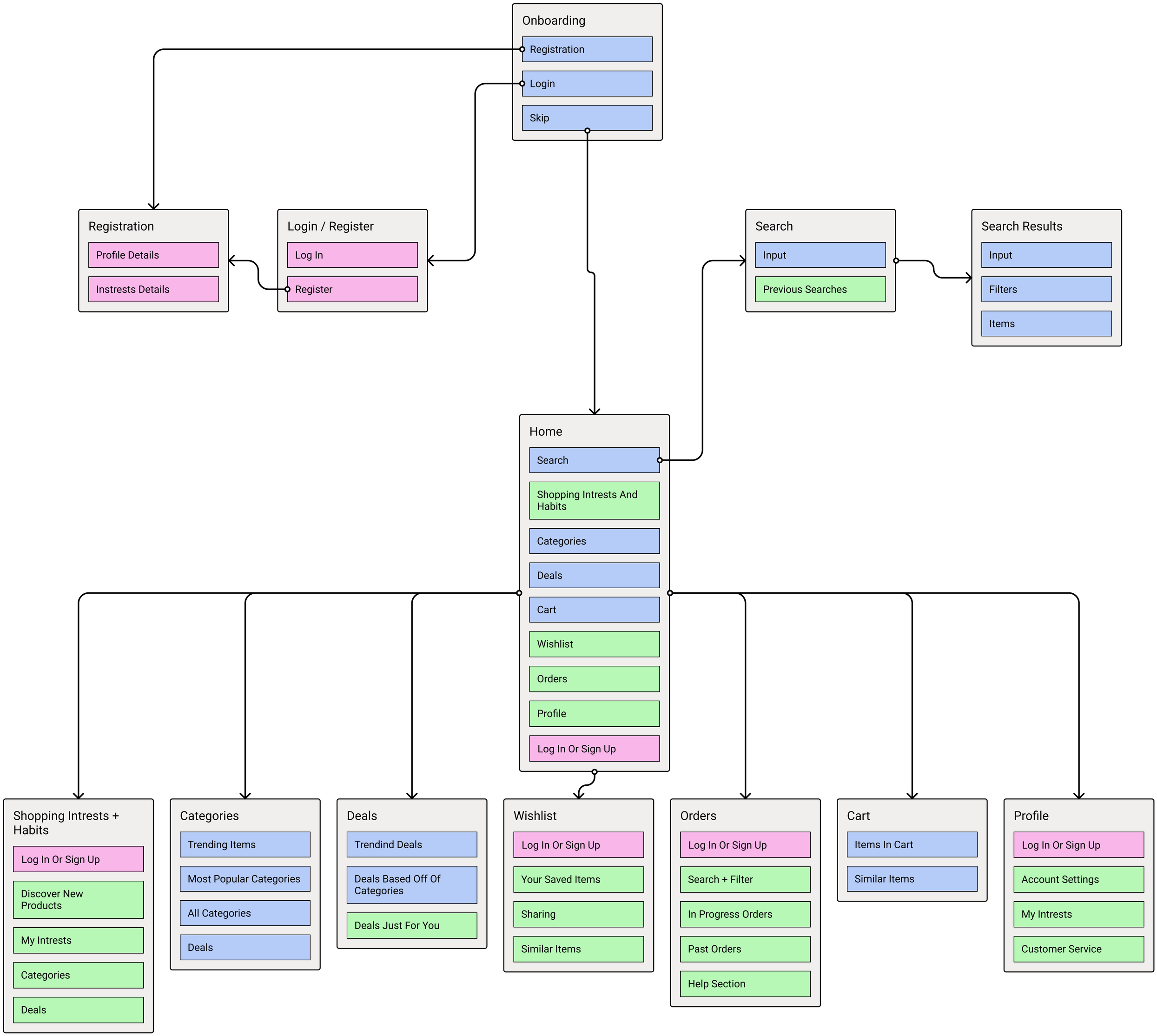
Step 2:
The user receives a keyboard prompt within a search overlay and is able to enter their search.

Step 2.1:
The user is also able to find the right product if it shows up on the home screen.

Step 3:
As user types, the product gives the user suggestions of potentional searches. The user clicks on the search item that related most to their intended search.

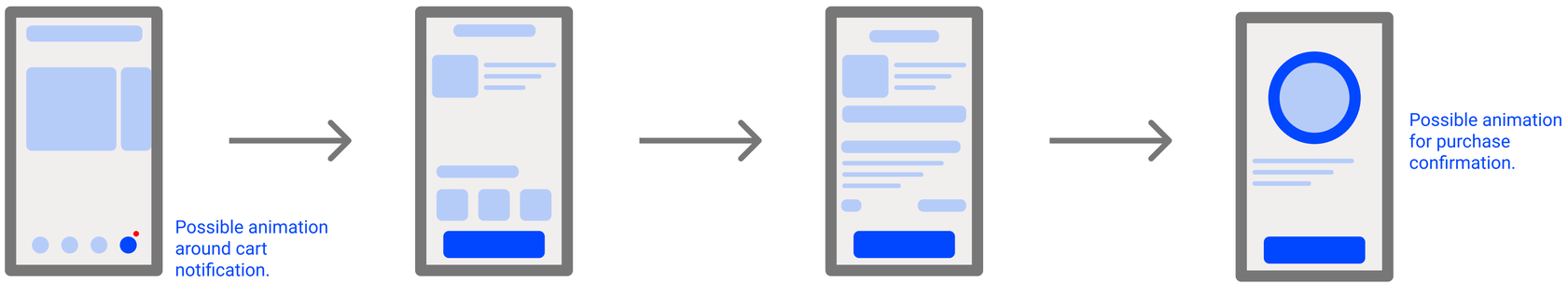
Step 4:
The user is presented with many search results. And now they choose the product that they have been looking for.

Step 5:
The user is now able to review the product that they searched for and can decide if they want to add item to their cart.


Onboarding
Registration
Login
Skip
Registration
Profile Details
Instrests Details
Login / Register
Log In
Register
Search
Input
Previous Searches
Search Results
Input
Filters
Items
Home
Search
Shopping Intrests And Habits
Categories
Deals
Cart
Wishlist
Orders
Profile
Log In Or Sign Up
Shopping Intrests + Habits
Log In Or Sign Up
Discover New Products
My Intrests
Categories
Deals
Categories
Trending Items
Most Popular Categories
All Categories
Deals
Deals
Trendind Deals
Deals Based Off Of Categories
Deals Just For You
Wishlist
Log In Or Sign Up
Your Saved Items
Sharing
Similar Items
Orders
Log In Or Sign Up
Search + Filter
In Progress Orders
Past Orders
Help Section
Cart
Items In Cart
Similar Items
Profile
Log In Or Sign Up
Account Settings
My Intrests
Customer Service

User Flow:

Making a purchase.



Step 1:

The user is able to see a cart notification that they can interact with. The user taps on the cart navigation item.

Step 2:

The user is able to review the item/s in their cart. Once their are happy with this information they can proceed to the checkout process by tapping the CTA.

Step 3:

The user is able to review any details in relation to the total price, checkout details, user payment details and user address details.

Once the user is satisfied they can complete their purchase.

Step 4:

The user gets a confirmation screen and is able to return back to the home page.

Users Story Mapping Stickies

Persona

Activity

Tasks

User Story

Project Goals

Topic : What is a goal of the project?

- Extend the capabilities of the application
- Create an application to support a specific user task
- Make a sale to a customer
- Present a proof of product to potential investors
- Create a mvp
- Atract easly users and show that there is traction

Target Users

Topic : Who are the target users?

Last minute user	Family shopper	Bad results
Mobile user	A more seamless product experience	Application stability
Shopper	A more personal shopping experience	Foggy UX

Customer Journey Roadmap

A customer journey map is a visual representation of every experience your customers have with you

Project name: Write Here

Date: Write Here

Persona: Write Here

Scenario: Write Here

Stages:	STAGE 01	STAGE 02	STAGE 03	STAGE 04	STAGE 05
Experience:	POSITIVE / NEGATIVE				
Customer needs & interactions:	Write Here	Write Here	Write Here	Write Here	Write Here
Improvement opportunities:	Write Here	Write Here	Write Here	Write Here	Write Here
Internal Ownership:					

Write Here

Write Here

Write Here

Write Here

Last minute user

A more personal shopping experience

Onboarding

User receives email for promo code

User needs to register for app

User enters their key information

User is directed to main home screen

User can see all the products that pertain to them

User finds a product that they like

User makes purchase

Email

Their personal details

Naviagtion options

Interests picker

Save product

Name

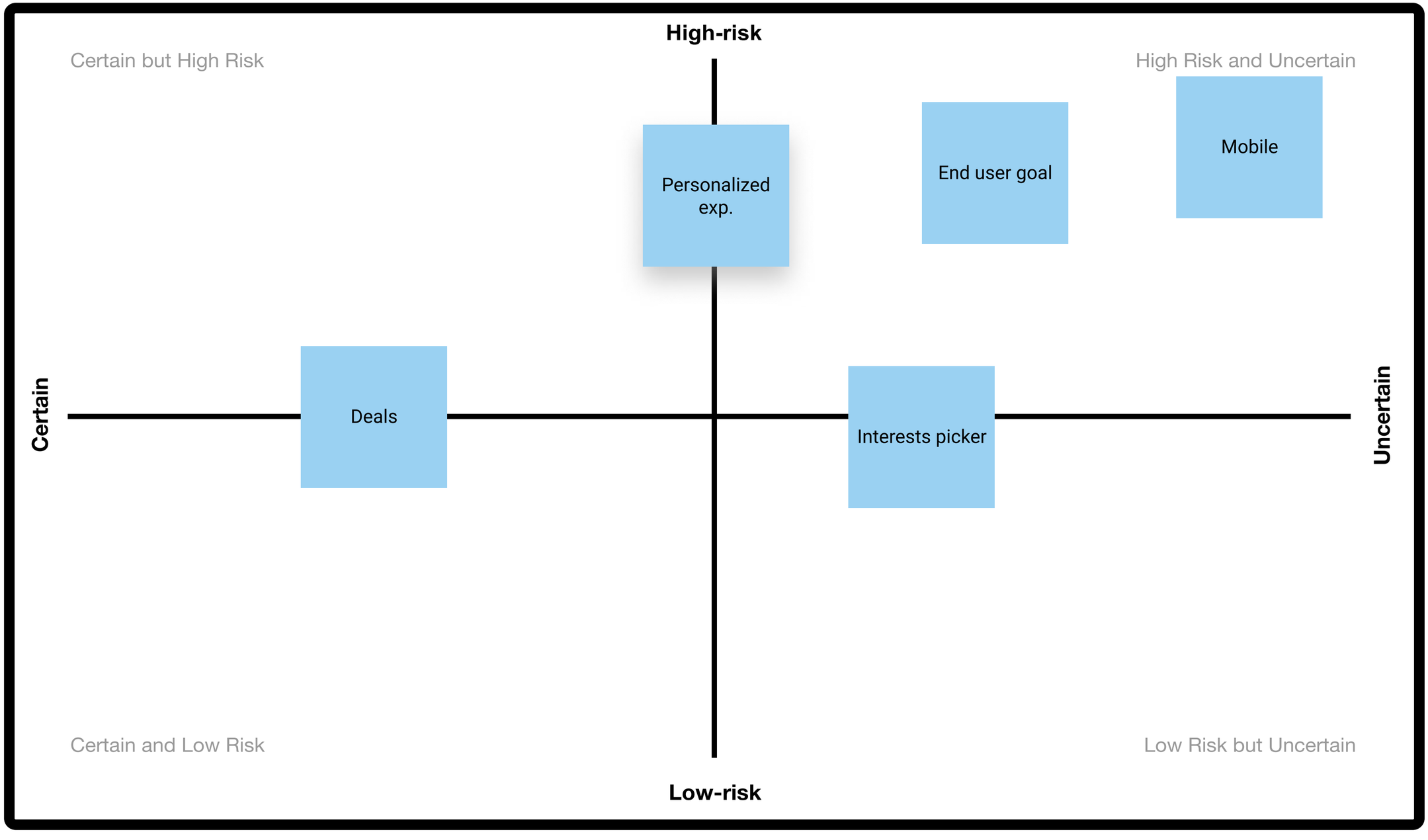
Interests

Deals on product they like

Products they like

Assumptions Grid

Use this axis to assess all the assumptions you have for the project.



Shopper

Onboarding

Find a product

Enter personal details

Enter interests

Add products that I am intrested in

Education around onboarding process

Search

See results

As a shopper, I want to be able to enter my name and email address so that the application knows who I am.

I want to give a list of things I am intrested in.

I want to list products that I really like.

I want to see an intro screen

I want to tell you my hobbies.

I want to see how far along I am in the process for onboarding.

As a shopper, I want to be able to enter my address so that I can get relevant results based off of my location.

I want to connect previous shopping application to show you my purchase history.

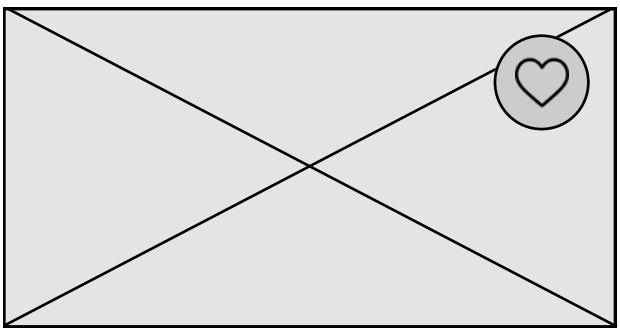
Search...

Hello Leslie!

We have some recommendations for you.

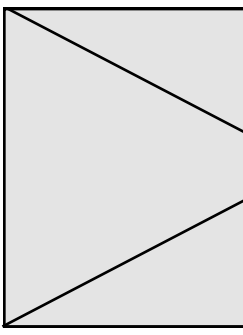
Just for you

See all



Product Name
$25.00

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

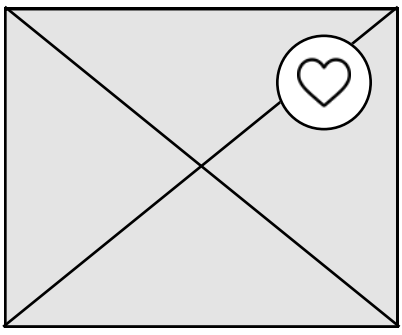


Product Nam
$25.00

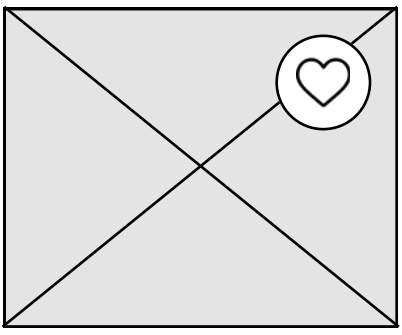
Lorem ipsum dol
adipiscing elit.

Deals

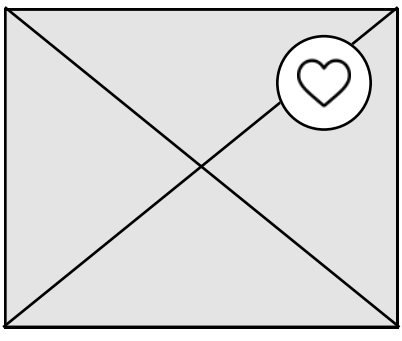
See all



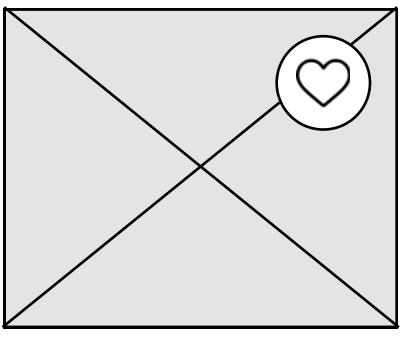
Product Name
$25.00



Product Name
$25.00



Product Name
$25.00



Product Name
$25.00

Categories

See all

Tech

Fashion

Gaming

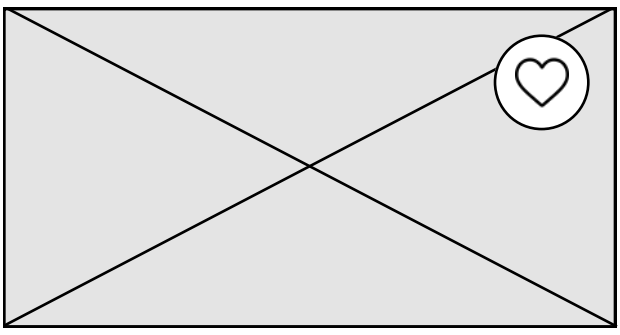
Search...

Hello Leslie!

We have some recommendations for you.

Just for you

See all



Product Name
$25.00

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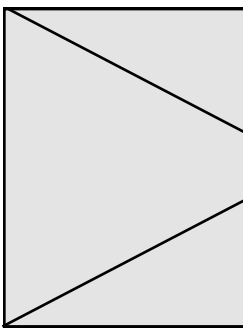
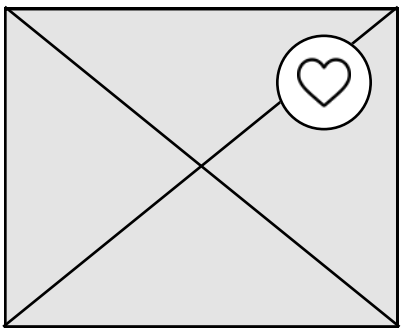


Product Nam
$25.00

Lorem ipsum dol
adipiscing elit.

Deals

See all



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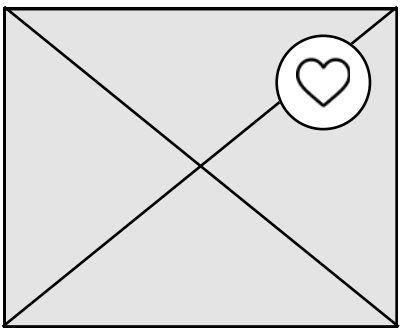
$25.00



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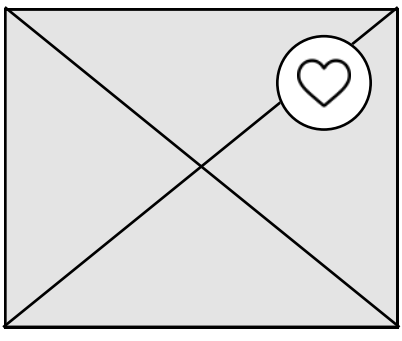
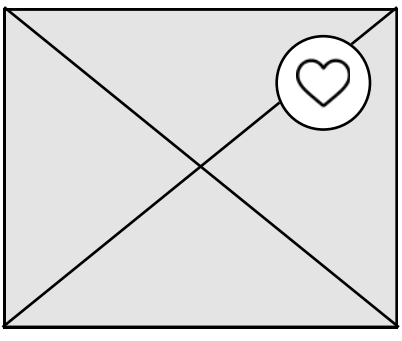
$25.00



Product Name
$25.00



Product Name
$25.00

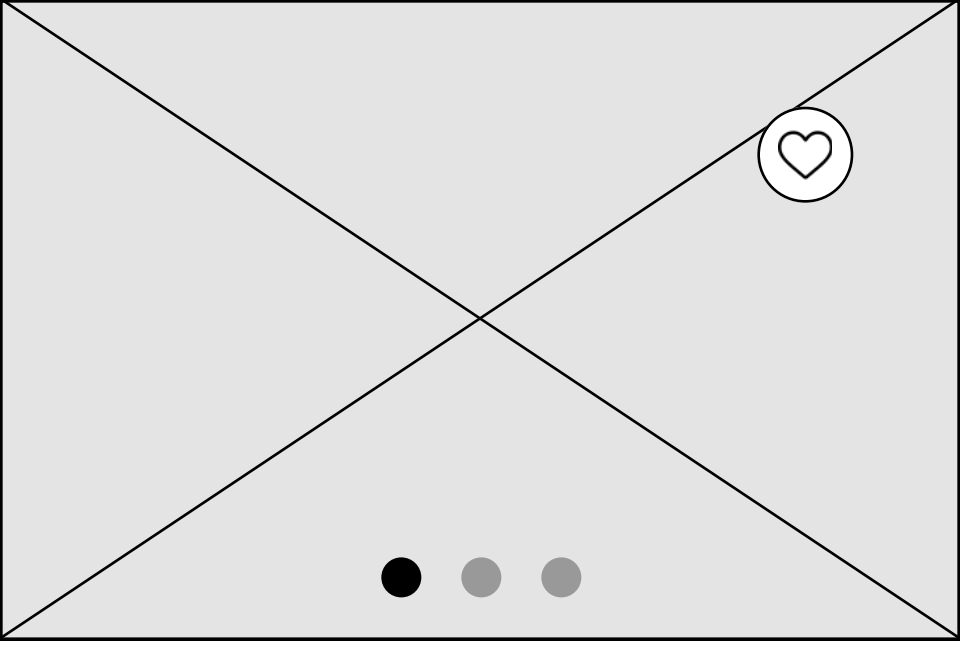
Categories

See all

Tech

Fashion

Gaming



Product Name **$25.00**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Purus ornare sed pulvinar sit tellus ac dolor tempor, non. Scelerisque cras placerat nec turpis.

+ Add to cart

Reviews

Jane Cooper 01/01/2021
★ ★ ★ ★ ★

Amazing Product

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Purus ornare sed pulvinar sit tellus ac dolor tempor, non. Scelerisque cras placerat nec turpis.

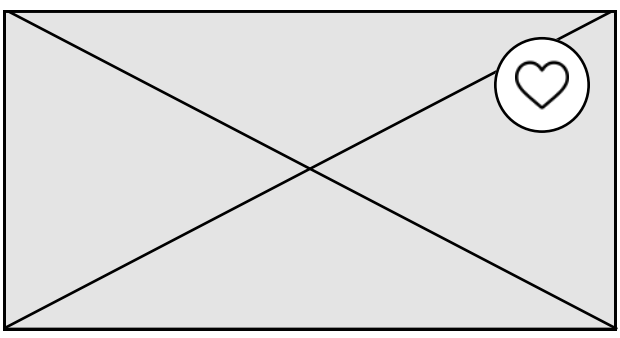
Jane Cooper 01/01/2021
★ ★ ★ ★ ★

Amazing Product

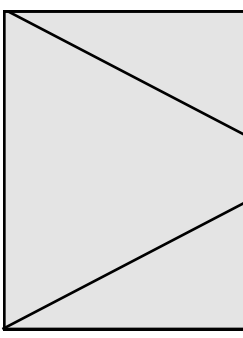
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Purus ornare sed pulvinar sit tellus ac dolor tempor, non. Scelerisque cras placerat nec turpis.

See more reviews

Similar Products **See all**

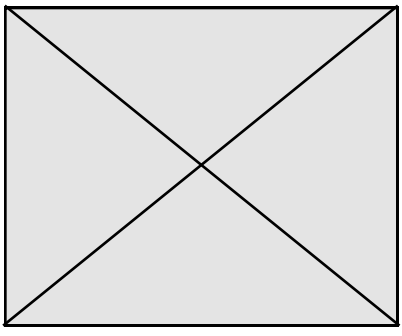


Product Name
$25.00



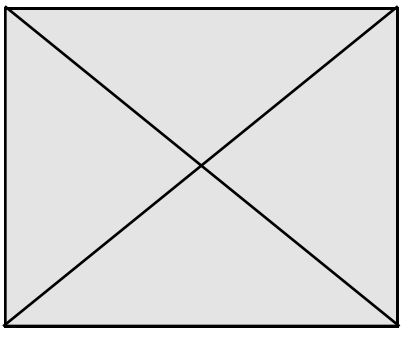
Product Nam
$25.00

My Cart



Product Name
$25.00

1



Product Name
$25.00

2

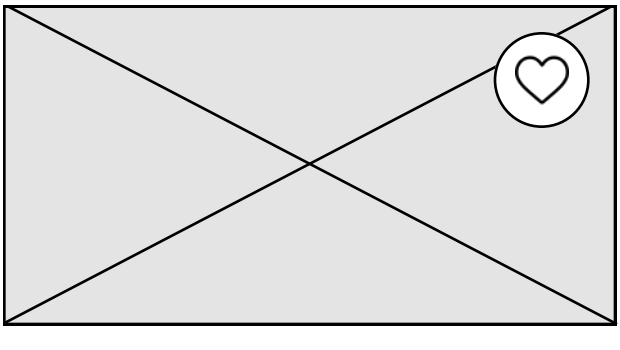
Cart Total **$75.00**

Deliver to Leslie:

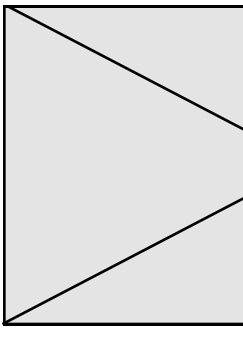
2972 Westheimer Rd.
Santa Ana, Illinois
85486

Checkout

Others bought **See all**

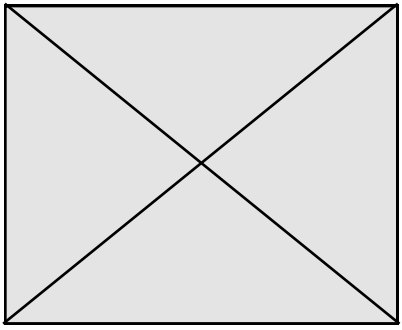


Product Name
$25.00



Product Nam
$25.00

Place Order



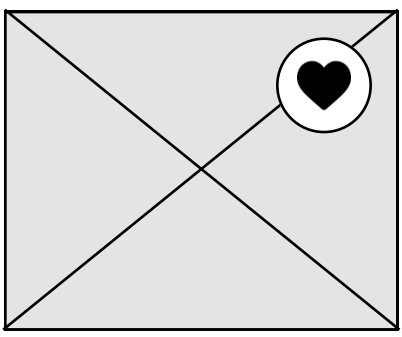
Product Name
$25.00

Items:	$25.00
Shipping:	$0.00
Tax:	$1.00
Total:	**$26.00**

Checkout

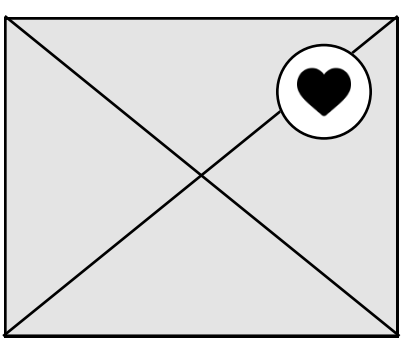
My Wishlist

Fashion list



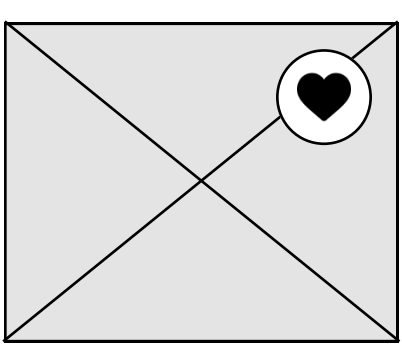
Product Name
$25.00

Add to cart



Product Name
$25.00

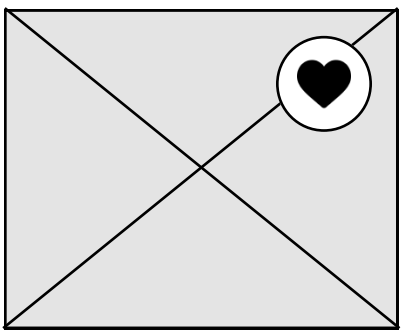
Add to cart



Product Name
$25.00

Add to cart

Gaming



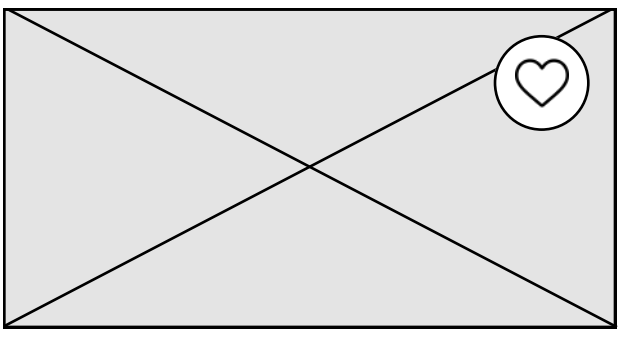
Product Name
$25.00

Add to cart

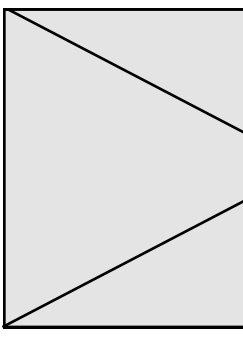
+ Create a new list

You may also like

See all



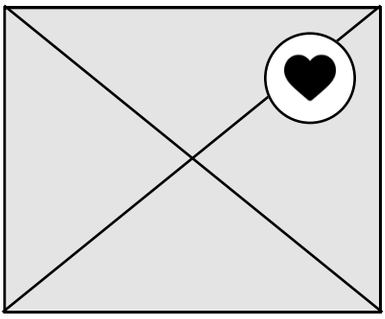
Product Name
$25.00



Product Nam
$25.00

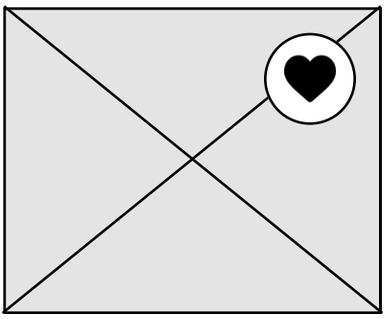
My Wishlist

Fashion list



Product Name
$25.00

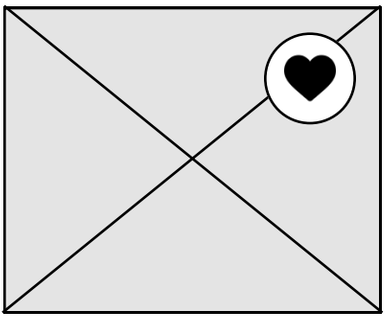
Add to cart



Product Name
$25.00

Add to cart

Gaming



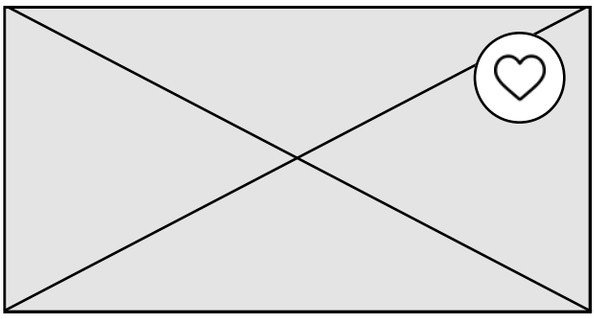
Product Name
$25.00

Add to cart

+ Create a new list

You may also like

See all



Product Name
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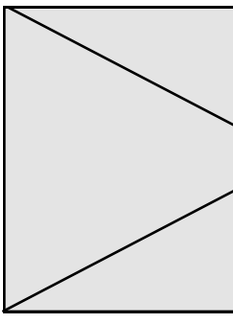


Product Nam
$25.00

Are you sure you want to remove that?

Undo

My Profile

Edit Profile

Leslie Flores

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sem id magna quis est elementum sed in. Lacinia in integer enim et vulputate dictum.

My Interests

Edit

Tech

Fashion

Gaming

Account Details

Edit

Orders

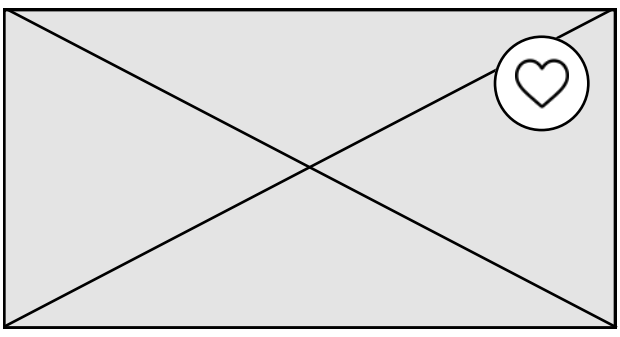
Buy Again

Wishlist

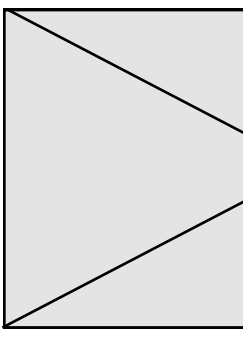
My Interests

Discover New Products

See all



Product Name
$25.00



Product Nam
$25.00

My Interests

See all

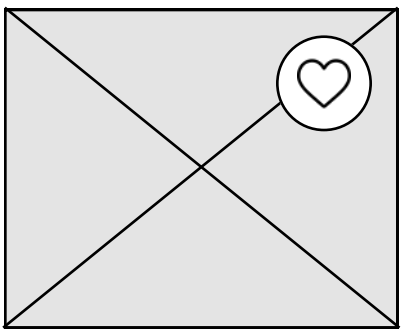
Tech

Fashion

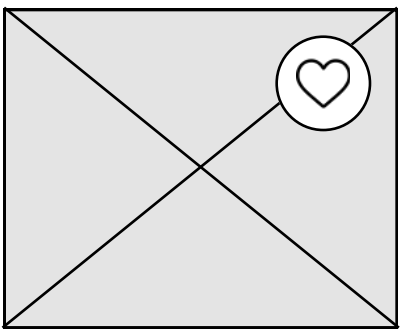
Gaming

Deals

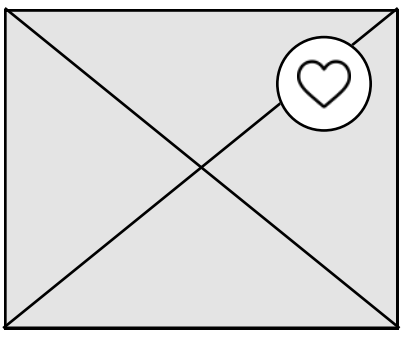
See all



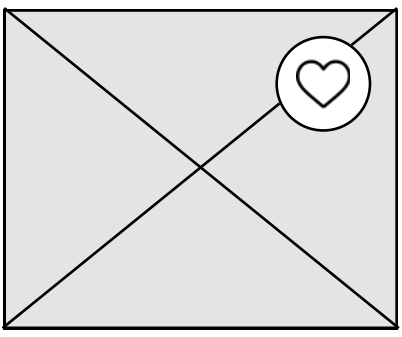
Product Name
$25.00



Product Name
$25.00



Product Name
$25.00



Product Name
$25.00

Categories

See all

Tech

Fashion

Gaming

Edit Interests

My Interests

label X label X label X label X

label X label X label X label X

Add New Interests

Search...

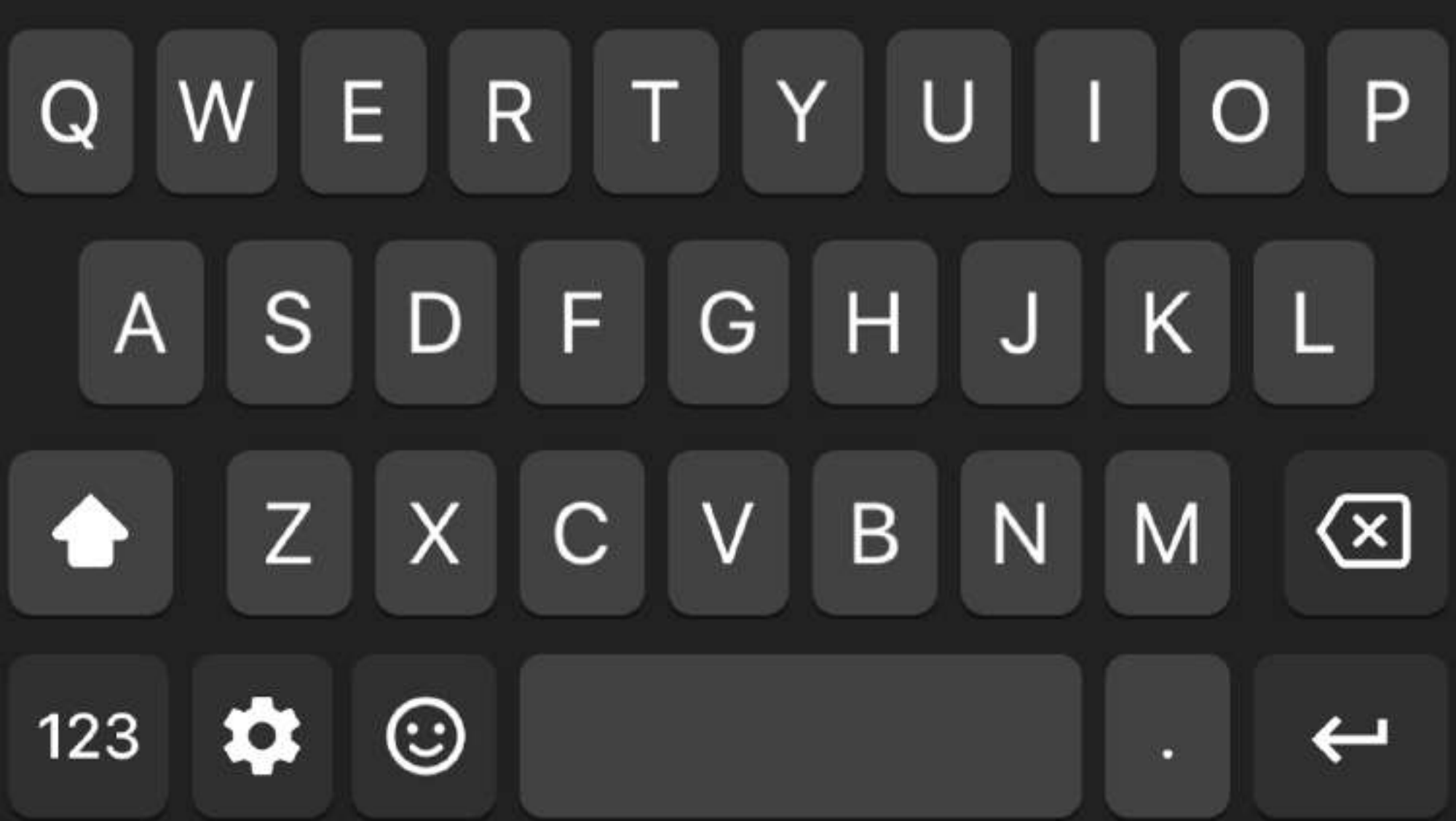
Fashion

Gaming

Tech

Health

Search...


Q W E R T Y U I O P
A S D F G H J K L
Z X C V B N M
123
.

Laptop

Laptop

Laptop **HP**

Laptop **ACER**

Laptop **ASUS**

Laptop **MSI**

Q W E R T Y U I O P

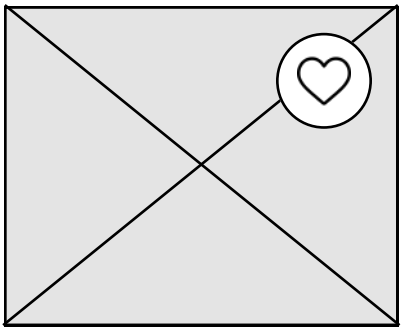
A S D F G H J K L

Z X C V B N M

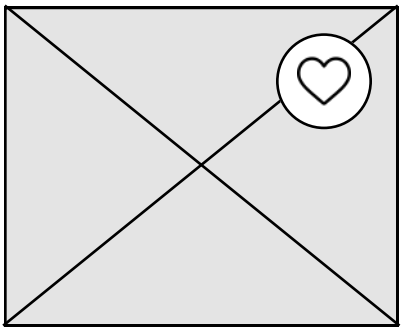
123 .

Laptop

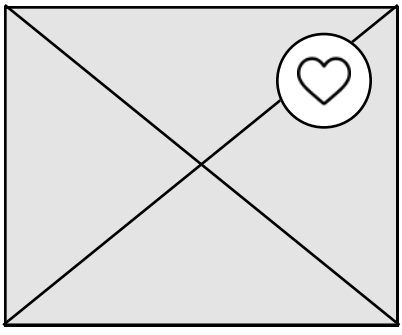
540 Results for **Laptop**



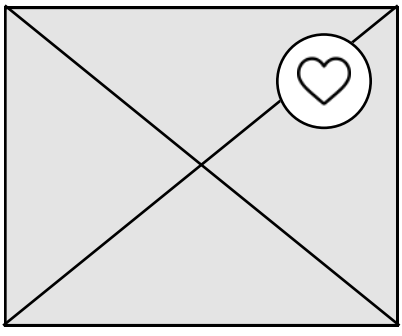
Product Name
$25.00
★ ★ ★ ★ ★



Product Name
$25.00
★ ★ ★ ★ ★



Product Name
$25.00
★ ★ ★ ★ ★



Product Name
$25.00
★ ★ ★ ★ ★

Filters

Sort by

- ◯ Price: Low to High
- ◯ Price: High to Low
- ◯ Reviews
- ◯ Newest
- ◯ Just For You

Categories

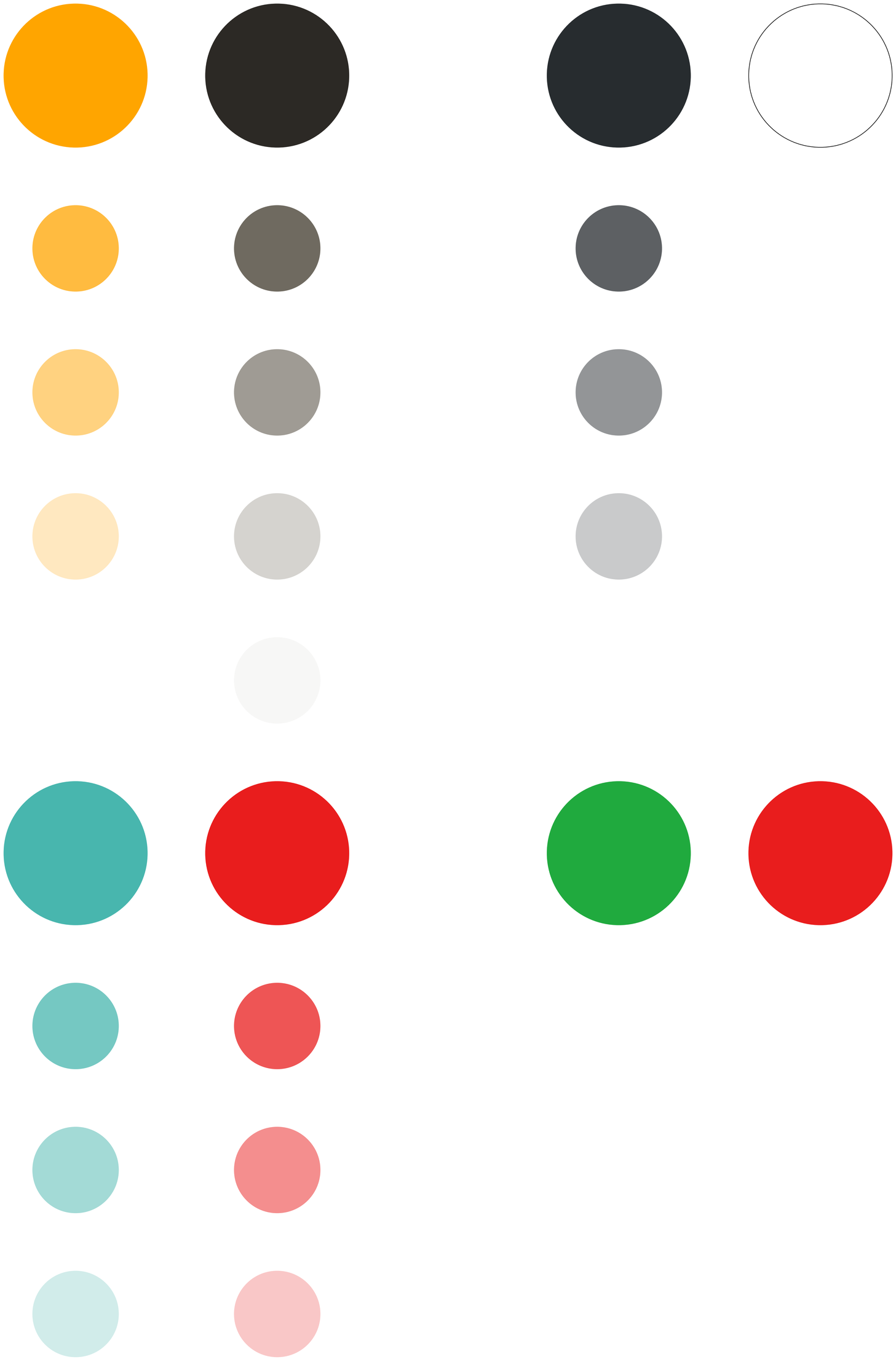
- ☐ Universal
- ☐ Business
- ☐ Gaming

Display Size

- ☐ 14”
- ☐ 15,6”
- ☐ 16”
- ☐ 17”

Show 355 Results

habitual



Colors

Primary

Yellow
#FFD600

Yellow 20
#FFF7CC

Secondary

Blue
#4B9DE9

Blue 20
#DBEBFB

Green
#31B625

Green 20
#D6F0D3

Accents

Red
#FF7253

Orange
#FFB340

Teal
#2ED3AC

Indigo
#3354FF

User Interface

Gray 100
#000000

Gray 80
#333333

Gray 60
#666666

Gray 40
#999999

Gray 20
#CCCCCC

White
#FFFFFF

Background

White
#FFFFFF

Gray 20
#CCCCCC

Text

Gray 100
#000000

Gray 80
#333333

Gray 60
#666666

Gray 40
#999999

White
#FFFFFF

Yellow
#FFD600

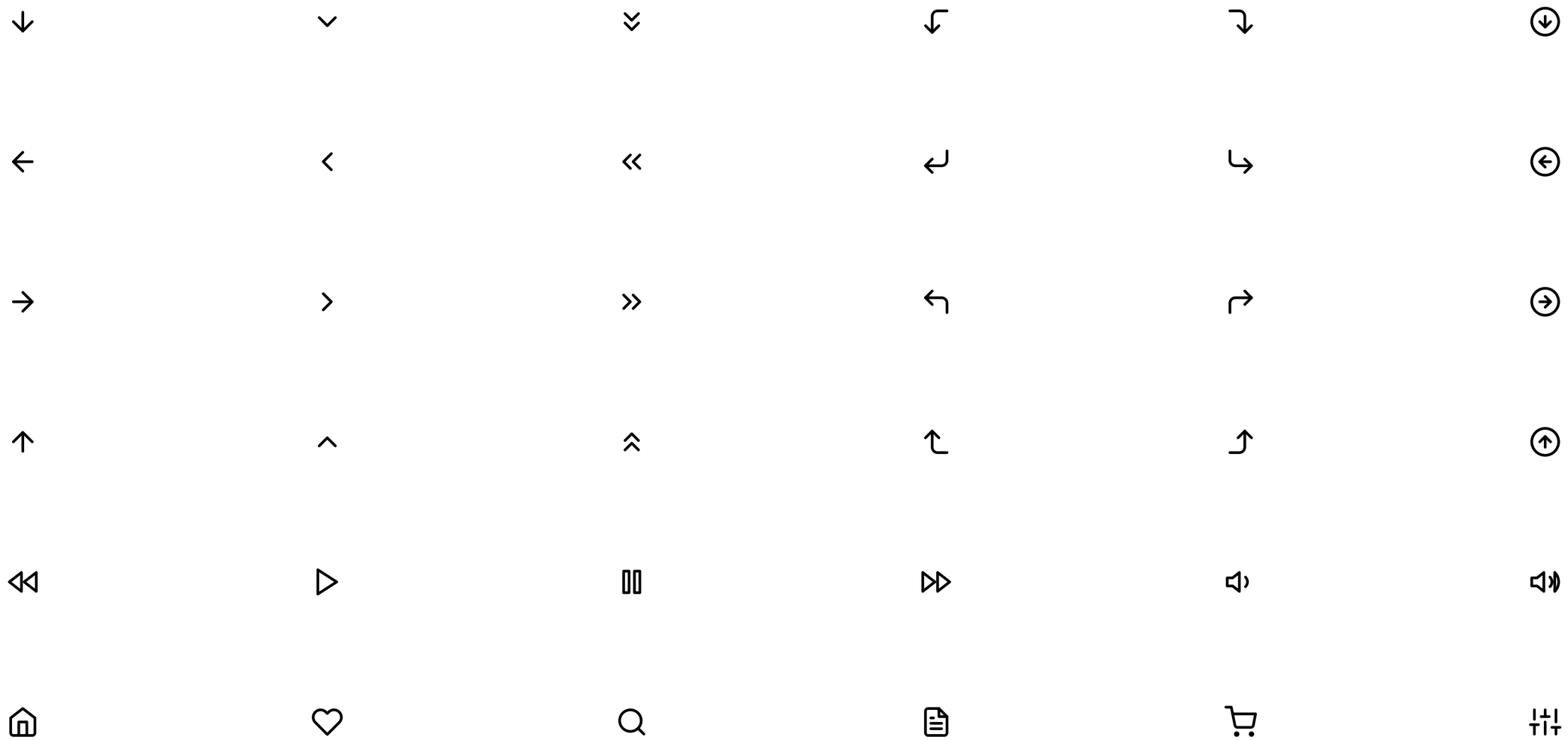
Blue
#4B9DE9

Green
#31B625

Red
#FF7253

24px Icons

Outline 24px



Filled 24px

Typography

Headings

Styles name	Font Size	Line Height	Font Weight	Sample
H1 / 40px | 40px	40px	40px	Semi Bold	Find the stuff you'll love.
H2 / 32px | 36px	32px	36px	Semi Bold	Find the stuff you'll love.
H3 / 28px | 32px	28px	32px	Semi Bold	Find the stuff you'll love.
H4 / 20px | 24px	20px	24px	Semi Bold	Find the stuff you'll love.
H5 / 16px | 24px	16px	20px	Semi Bold	Find the stuff you'll love.
H6 / 12px | 12px	12px	12px	Semi Bold	Find the stuff you'll love.

Text

Styles name	Font Size	Line Height	Font Weight	Sample
Body Lg / 20px | 24 px	20px	24px	Regular	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vitae pulvinar eu elit purus vulputate non neque at lobortis.
Body Reg / 16px | 20px	16px	20px	Regular	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vitae pulvinar eu elit purus vulputate non neque at lobortis.
Body Sm / 12px | 16px	12px	16px	Regular	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vitae pulvinar eu elit purus vulputate non neque at lobortis.
Body Sm Alt / 12px | 16px	12px	16px	Semi Bold	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vitae pulvinar eu elit purus vulputate non neque at lobortis.
Label / 12px | 12px	12px	12px	Semi Bold	Label
Hint / 10px | 16px	10px	16px	Medium	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vitae pulvinar eu elit purus vulputate non neque at lobortis.

Interactions

Styles name	Font Size	Line Height	Font Weight	Sample
Link Reg / 16px | 20px	16px	20px	Semi Bold	See more
Link Sm / 12px | 16px	12px	16px	Semi Bold	See more
Strikethrough Reg / 16px | 16px	16px	16px	Semi Bold	~~See more~~
Strikethrough Sm / 12px | 12px	12px	12px	Semi Bold	~~See more~~
Pill Lg / 16px | 16px	16px	16px	Medium	SEE MORE
Pill Sm / 12px | 12px	12px	12px	Medium	SEE MORE

Buttons

Base Grow

Default | Active | Disabled

Default | Active | Disabled

Primary Grow

Default | Active | Disabled

Default | Active | Disabled

Secondary Grow

Default | Active | Disabled

Default | Default | Disabled

Tertiary Grow

Default | Active

Default | Default

Buttons

Base Fixed

Default | Active | Disabled

Default | Active | Disabled

Primary Fixed

Default | Active | Disabled

Default | Active | Disabled

Secondary Fixed

Default | Active | Disabled

Default | Default | Disabled

Tertiary Fixed

Default | Active

Default | Default

Inputs

Base

Input

Input Text

Label

Label (optional) Description

Word Counter

4/100

Field Message

Message Text

Input

Placeholder Unselected

Placeholder

Placeholder Disabled

Placeholder

Placeholder Error

Placeholder

Empty Unselected

Empty Selected

Empty Disabled

Empty Error Unselected

Empty Error Selected

Filled Unselected

Filled

Filled Selected

Filled

Filled Disabled

Filled

Filled Error Unselected

Filled

Filled Error Selected

Filled

Filled Error Unselected

Filled

Filled Error Unselected

Filled

Default

Active

Form Fields

Placeholder Unselected

Label

Placeholder

Placeholder Disabled

Label

Placeholder

Placeholder Error

Label

Placeholder

Message Text

Empty Unselected

Label

Empty Selected

Label

Empty Disabled

Label

Empty Error Unselected

Label

Message Text

Empty Error Selected

Label

Message Text

Filled Unselected

Label

Filled

Filled Selected

Label

Filled

Filled Disabled

Label

Filled

Filled Error Unselected

Label

Filled

Message Text

Filled Error Selected

Label

Filled

Message Text

Filled Error Unselected

Label

Filled

Message Text

Filled Error Selected

Filled

Message Text

Cards

Base

Vertical Product Card Large

Product Name

$65.99 ~~$79.99~~ 18% OFF

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vulputate ultrices gravida lacinia id mattis.

★ 5.0(34) Category STAFF PICK

Vertical Product Card Small

Product Name

$65.99 ~~$79.99~~

★ 5.0

Vertical Product Card Small

Product Name

$65.99 ~~$79.99~~ 18% OFF

★ 5.0 STAFF PICK

Add to cart

Horizontal Product Card Small

Product Name

$65.99 ~~$79.99~~ 18% OFF

Shipped

Horizontal Product Card Cart

Product Name

Product Type

x1 $65.99

1

Color Card

Lorem ipsum

Color Card

Title

Credit Card

Pills

Base

Regular

REGULAR

Small

SMALL

Small Pills

Savings

XX% OFF

Staff Pick

STAFF PICK

habitual

Whatever you love, we have it.

Sign up

Already have an account? Log in

Skip

Welcome!

It’s a pleasure to meet you. We are excited that you’re here so let’s get started!

Next

Skip

Irrelevant results again?

No need to rummage through irrelevant items anymore, we got you covered. Habitual sends you relevant items based off of your habits and interests

Next

Skip

Your interests working with you.

Tell us what you like. No, really, it helps a bunch when we serve you some great products. You just keep doing your thing.

Next

habitual

Your interests working with you.

Tell us what you like. No, really, it helps a bunch when we serve you some great products. You just keep doing your thing.

Sign me up!

Ask me again later

TRENDING

Find the stuff you love.

Log In

Product Name

$65.99 ~~$79.99~~ 18% OFF

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

★ 5.0(34) Category STAFF PICK

Product

$65.99 ~~$7~~

Lorem ips consectet

★ 5.0(34)

HOT DEALS

SEE ALL

Product Name

$65.99 ~~$79.99~~

★ 5.0

Product Name

$65.99 ~~$79.99~~

★ 5.0

Shopping habit and intersts

Today's trending items

Incoming! Flash deals

Browse our categories

Profile

Log in to start explore your personalized shopping experience.

Log in

New to Habituals? Sign up

Settings

Need help?

Profile

Log in to start explore your personalized shopping experience.

Log in

New to Habituals? Sign up

Settings

Need help?

Profile

Log in to start explore your personalized shopping experience.

Log in

New to Habituals? Sign up

Settings

Need help?

Log In

habitual

Email

Password

Log in

Forgot password

or

Continue with Apple

Continue with Apple

Continue with Apple

New to Habituals? Sign up

Log In

habitual

Email

Password

Log in

Forgot password

or

Continue with Apple

Continue with Apple

Continue with Apple

New to Habituals? Sign up

Log In

habitual

Email

Password

Log in

Forgot password

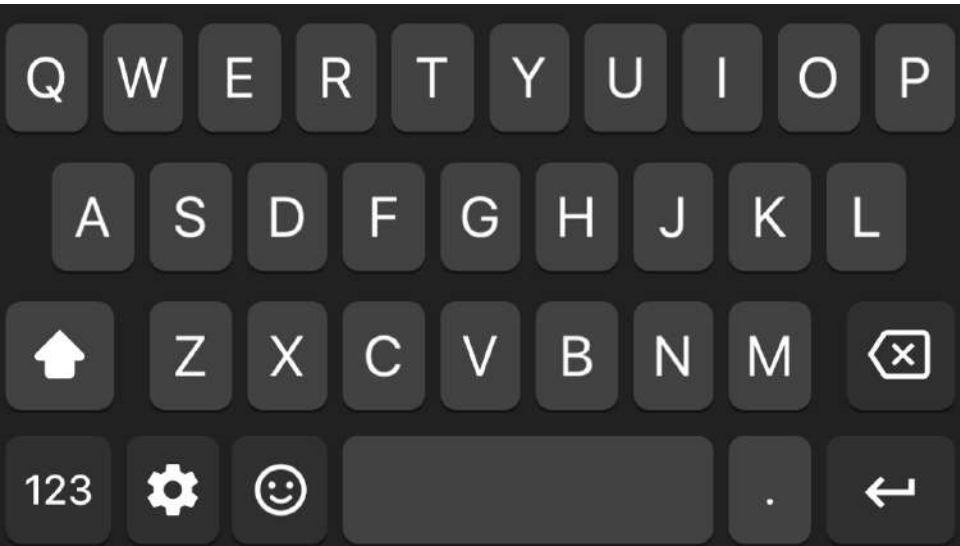
or

Continue with Apple

Continue with Apple

Continue with Apple

New to Habituals? Sign up



Log In

habitual

Email

email@adress.com

Password

••••••••••••

Log in

Forgot password

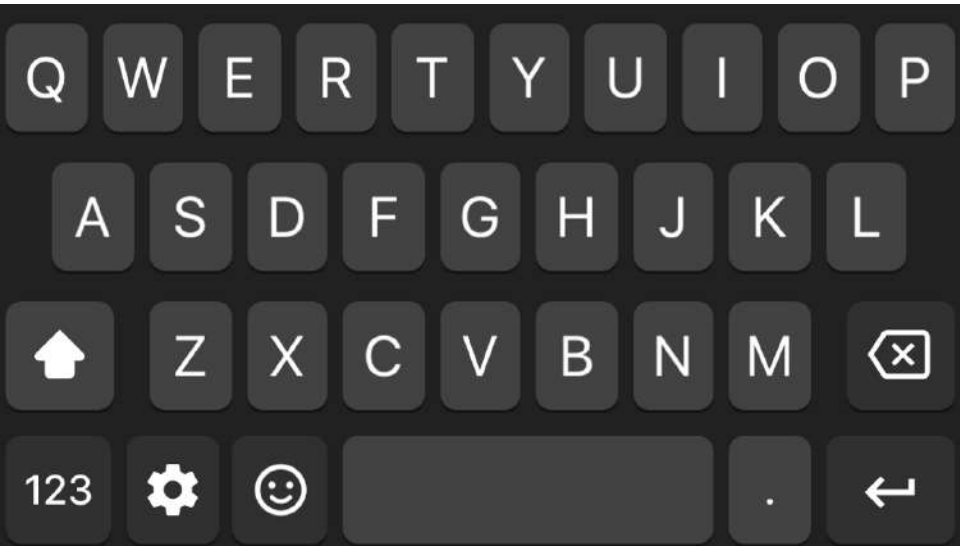
or

Continue with Apple

Continue with Apple

Continue with Apple

New to Habituals? Sign up



Log In

habitual

Email

email@adress.com

Password

••••••••••••

Log in

Forgot password

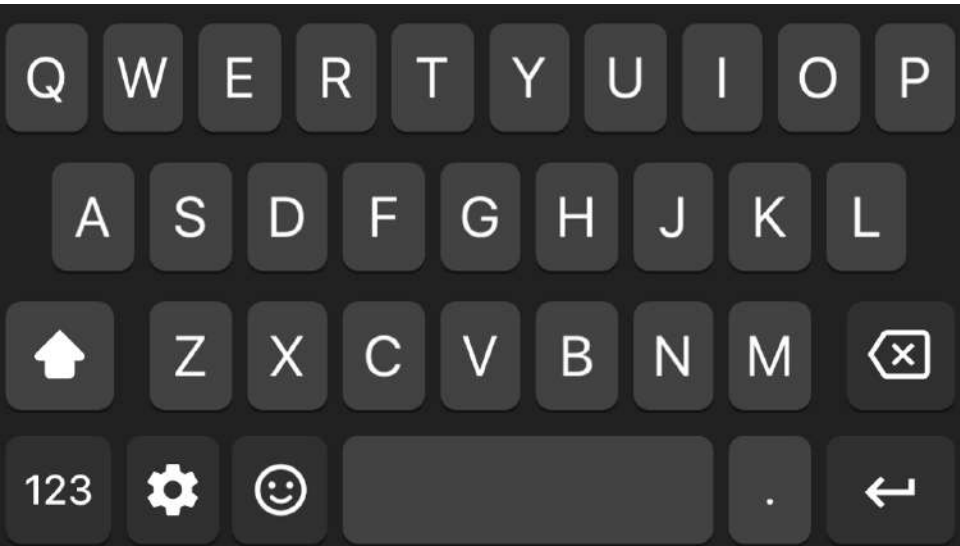
or

Continue with Apple

Continue with Apple

Continue with Apple

New to Habituals? Sign up



Log In

habitual

Email

email@adress.com

Password

••••••••••••

Log in

Forgot password

or

Continue with Apple

Continue with Apple

Continue with Apple

New to Habituals? Sign up

TRENDING

Find the stuff you love.

Product Name

$65.99 ~~$79.99~~ 18% OFF

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

★ 5.0(34) Category STAFF PICK

Product

$65.99 ~~$7~~

Lorem ips consectet

★ 5.0(34)

HOT DEALS

SEE ALL

Product Name

$65.99 ~~$79.99~~

★ 5.0

Product Name

$65.99 ~~$79.99~~

★ 5.0

YOUR INTERESTS

SEE ALL

Music Fashion Gaming Tech

Product Name

$65.99 ~~$79.99~~ 18% OFF

Product Name

$65.99 ~~$79.99~~ 18% OFF

Product Name

$65.99 ~~$79.99~~ 18% OFF

Shopping habit and intersts

Today's trending items

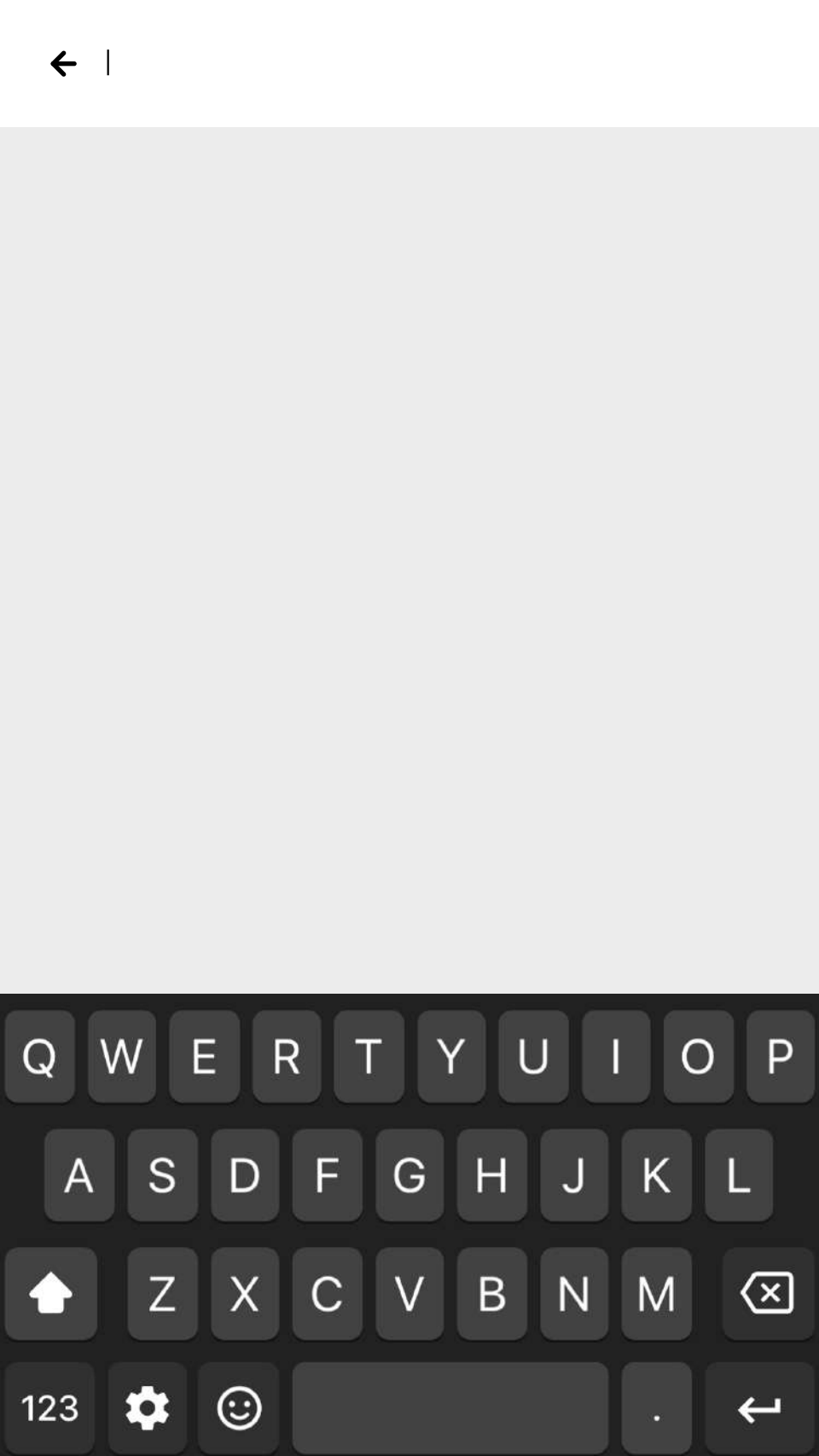
Incoming! Flash deals

Browse our categories

Search by keywords or categories

SUGGESTED SEARCHES

- Music
- Gaming
- Fashion
- Tech


Q W E R T Y U I O P
A S D F G H J K L
Z X C V B N M
123
.

Mus |

Music

Musicals

Music for childrens

Music Microphone

Q W E R T Y U I O P

A S D F G H J K L

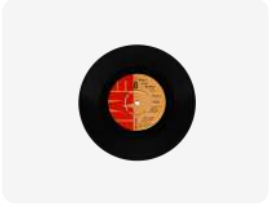
Z X C V B N M

123 .

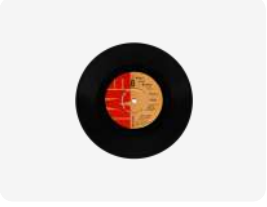
Music

100 Results for Music

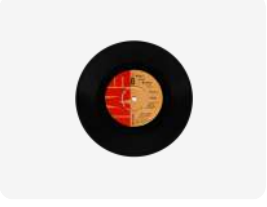
Filters



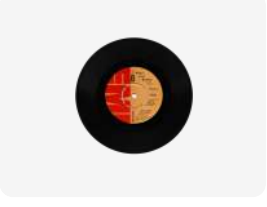
Product Name
$65.99
★ 5.0 Music



Product Name
$65.99 ~~$79.99~~ 18% OFF
★ 5.0 Music



Product Name
$65.99
★ 5.0 Music STAFF PICK



Product Name
$65.99 ~~$79.99~~ 18% OFF
★ 5.0 Music STAFF PICK

Oh no!
We couldn’t find any results for

“Tech”

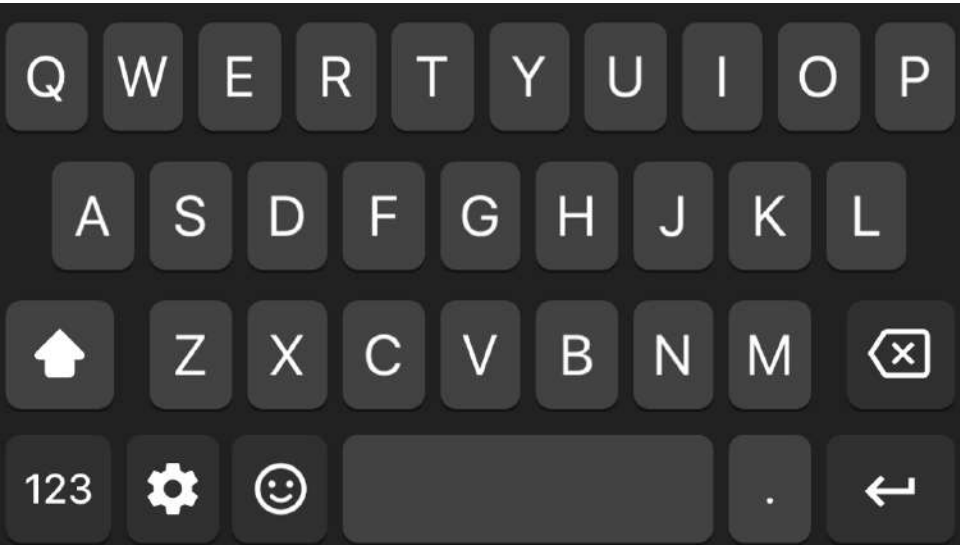
Oh no!
We couldn’t find any results for

“Tech”

Tech |

Oh no!
We couldn't find any results for

"Tech"



Filters

Sort by

- Price: Low to High
- Price: High to Low
- Staff picks
- Customer review
- Sale

Category

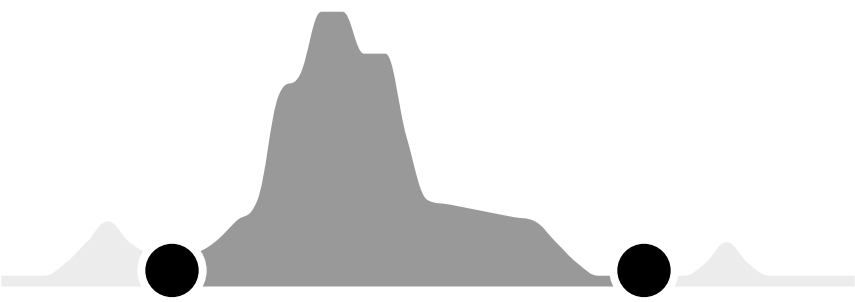
- All
- Vinyl
- Live music
- Electronics
- Home

See all 24 categories

Price

$37 - $100

The average price is $75



Customer review

- ★★★★ +
- ★★★ +
- ★★ +
- ★ +

Show 100 results

TRENDING

Find the stuff you love.

Product Name

$65.99 ~~$79.99~~ 18% OFF

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

★ 5.0(34) Category STAFF PICK

Product

$65.99 ~~$7~~

Lorem ips consectet

★ 5.0(34)

HOT DEALS

SEE ALL

Product Name

$65.99 ~~$79.99~~

★ 5.0

Product Name

$65.99 ~~$79.99~~

★ 5.0

YOUR INTERESTS

SEE ALL

Music **Fashion** Gaming Tech

Product Name

$65.99 ~~$79.99~~ 18% OFF

Product Name

$65.99 ~~$79.99~~ 18% OFF

Product Name

$65.99 ~~$79.99~~ 18% OFF

Shopping habit and intersts

Today's trending items

Incoming! Flash deals

Browse our categories

SONY

Product Name

4.2 12 Reviews

STARTING AT

$59.99 ~~$79.99~~ 20% OFF

Product Name

4.2 12 Reviews

STARTING AT

$59.99 ~~$79.99~~ 20% OFF

Product Name

4.2 12 Reviews

STARTING AT

$59.99 ~~$79.99~~ 20% OFF

Product Name

4.2 12 Reviews

Color

Black

WITH YOUR OPTIONS

$59.99 ~~$79.99~~ 20% OFF

Product Name

4.2 12 Reviews

Remove

Go to cart - 59,99 →

Product Name

4.2 12 Reviews

Color

Black

WITH YOUR OPTIONS

$59.99 ~~$79.99~~ 20% OFF

TRENDING

Find the stuff you love.

Product Name

$65.99 ~~$79.99~~ 18% OFF

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

★ 5.0(34) Category STAFF PICK

Product

$65.99 ~~$7~~

Lorem ips consectet

★ 5.0(34)

HOT DEALS

SEE ALL

Product Name

$65.99 ~~$79.99~~

★ 5.0

Product Name

$65.99 ~~$79.99~~

★ 5.0

YOUR INTERESTS

SEE ALL

Music Fashion Gaming Tech

Product Name

$65.99 ~~$79.99~~ 18% OFF

Product Name

$65.99 ~~$79.99~~ 18% OFF

Product Name

$65.99 ~~$79.99~~ 18% OFF

Shopping habit and intersts

Today's trending items

Incoming! Flash deals

Browse our categories