

1

Shopping offline with 2 toddlers

2

Made a decision to sign up for Amazon Prime in order to reduce stress and save money from offline shopping

3

Looking for a dual stroller and there are overwhelmed by the product options with similar ratings and different reviews

4

Tried applying filters to find the best balance between good quality and low price

	\$169	★★★★☆
	\$235	★★★★☆
	\$179	★★★★☆
	\$169	★★★★☆
	\$235	★★★★☆

5

Applying coupons and checking out

6

Choosing household goods, there are so many different quantities of the same brand.

7

Applying filters on the left side and there are too many filters, unorganized and unintuitive

8

30 minutes later, their cart is filled with items that they need but they are not sure if they made right choices