

STORY BOARD

Shopping offline with 2 toddlers

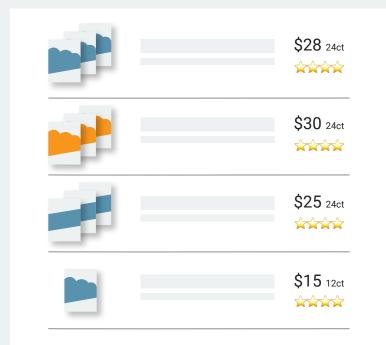


Made a decision to sign up for Amazon Prime in order to reduce stress and save money from offine shopping



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

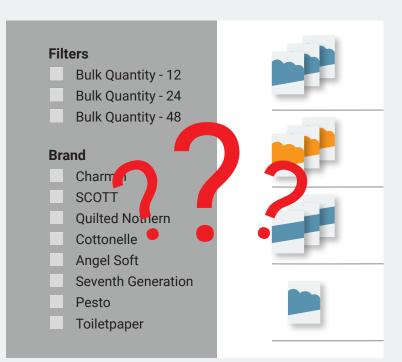
brand.



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



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



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



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



Applying coupons and checking out

