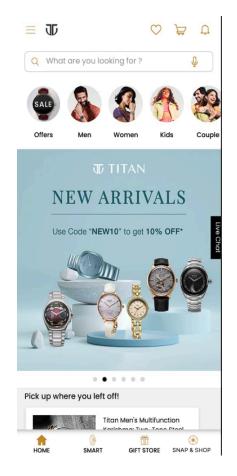
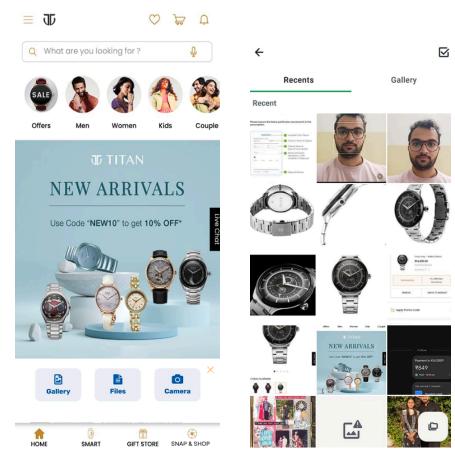
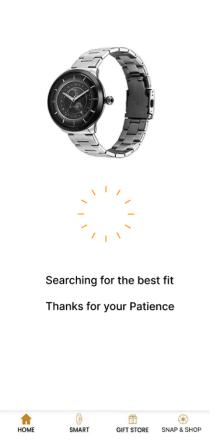
Snap & Shop Feature

User Flow:

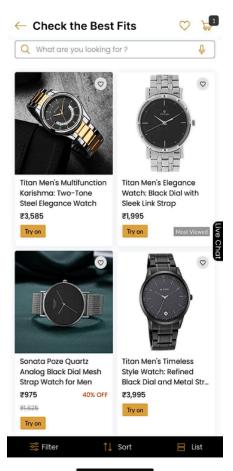


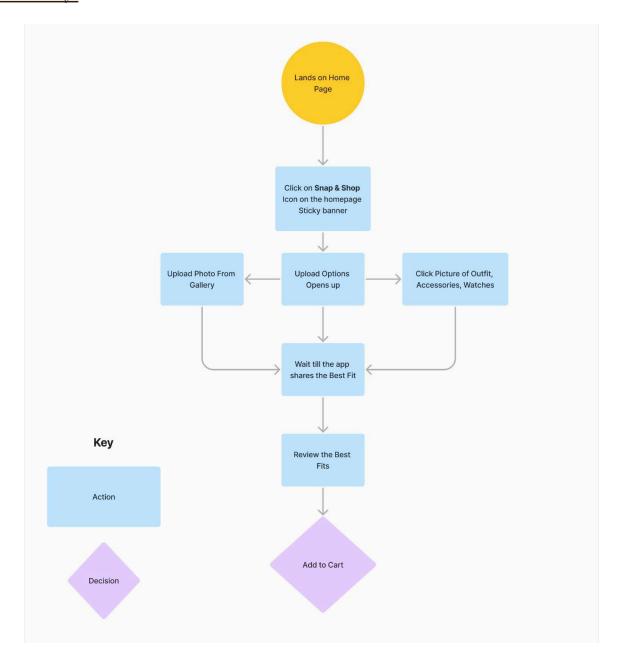
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- 1. **Navigation Issues:** Improves navigation by allowing visual searching rather than relying on possibly imperfect textual search.
- 2. **Poor Product Discovery:** Enhances product discovery by enabling users to find similar watches visually, bypassing textual limitations.
- 3. **Lack of Inspiration:** Provides visual inspiration for users, helping them discover styles they might not have considered otherwise.
- 4. **Difficulty in finding specific styles**: The visual search feature directly addresses the challenge of finding specific watch styles, improving the overall user experience.

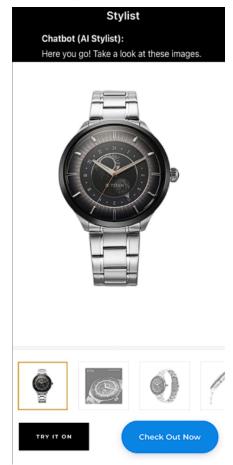
Talk to the Stylist Feature

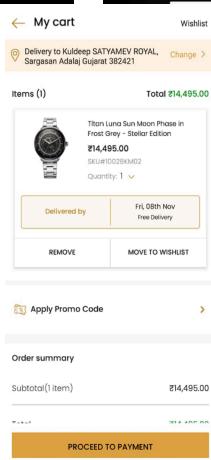
User Flow:

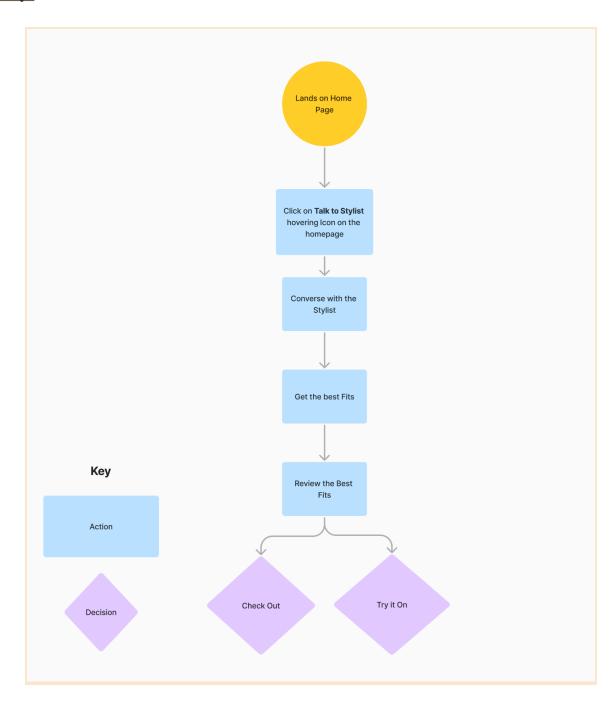








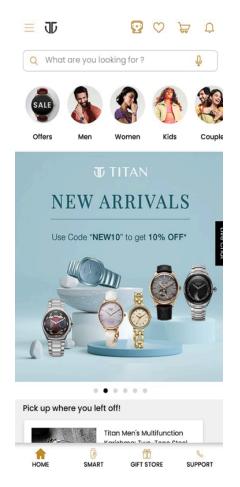


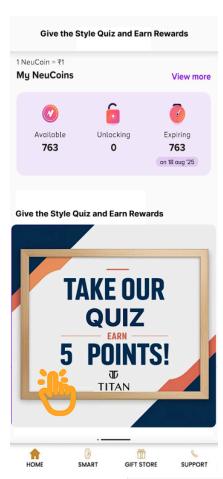


- 1. **Lack of Personalized Recommendations**: The chatbot directly addresses this by offering tailored recommendations based on user preferences.
- 2. **Difficulty Finding Relevant Products**: The chatbot simplifies the product discovery process by guiding users to relevant watches based on their needs.
- 3. **Limited Customer Support**: The chatbot provides 24/7 support, readily answering frequently asked questions.
- 4. **Generic Product Recommendations**: The AI-powered chatbot avoids providing generic product recommendations, focusing instead on user preferences.

Rewards-Based Style Ouizzes

User Flow:





Style Quiz

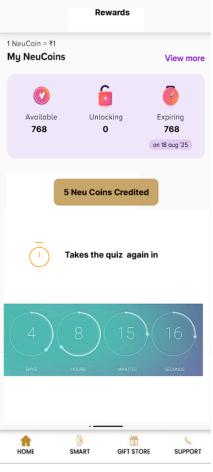
- 1. What type of occasions do you wear a watch for most often?
 - · A. Formal events (work, meetings)
 - · B. Casual outings (weekends, social gatherings)
 - · C. Sporty activities (gym, outdoor
 - · D. Special occasions (weddings, parties)
- 2. Which strap material do you prefer?
- · A. Leather
- · B. Metal
- · C. Silicone/Rubber
- · D. Fabric/Nylon
- 3. What dial shape appeals to you the most?
 - · A. Round
- · B. Square
- · C. Rectangle
- D. Unique shar (e.g., oval, hexagon)

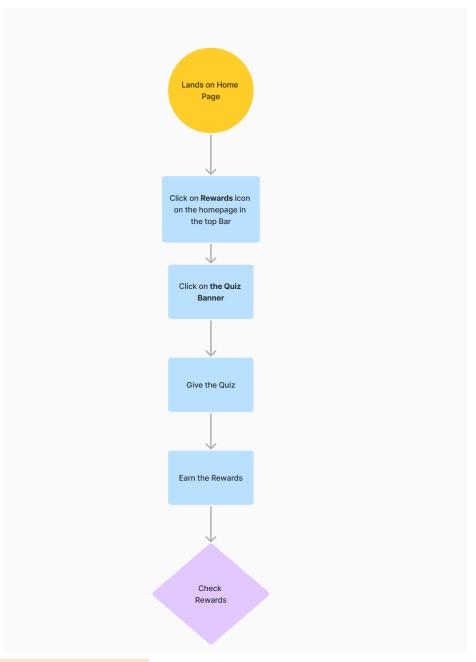


Style Quiz

- 3. What dial shape appeals to you the most?
- · A. Round
- · B. Square
- · C. Rectangle
- · D. Unique shapes (e.g., oval, hexagon)
- 4. Which color scheme do you typically prefer for your accessories?
 - · A. Classic (black, white, silver)
 - · B. Warm tones (brown, gold, rose gold)
 - · C. Bright and bold (red, blue, green)
 - · D. Neutral/earthy (beige, tan)
- 5. Do you value any additional watch features? (Select all that apply)
- · A. Date display
- · B. Water resistance
- · C. Chronograph (stopwatch functionality)
- · D. Minimalist design with no extra



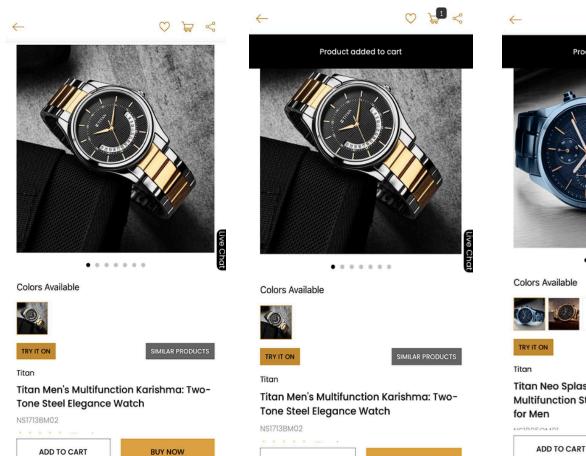




- 1. **Lack of Personalization:** The quizzes gather data that directly improves the personalization of product recommendations.
- 2. **Generic Recommendations:** By leveraging the data, generic recommendations are replaced with more relevant and tailored suggestions.
- 3. **Low User Engagement**: The gamified nature of the quizzes increases engagement and incentivizes active participation.
- 4. **Difficulty Finding Relevant Products:** By providing personalized recommendations based on quiz data, users more easily find relevant products.

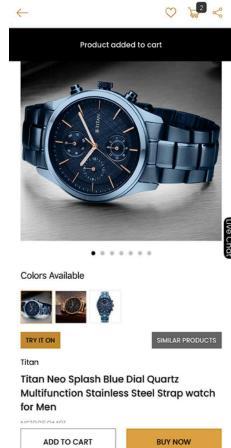
Cart Hover View Checkout

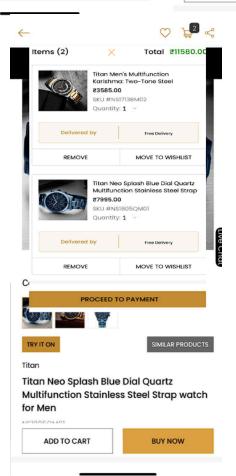
User Flow:

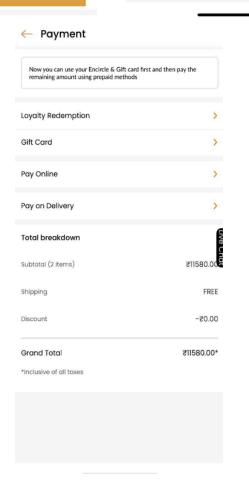


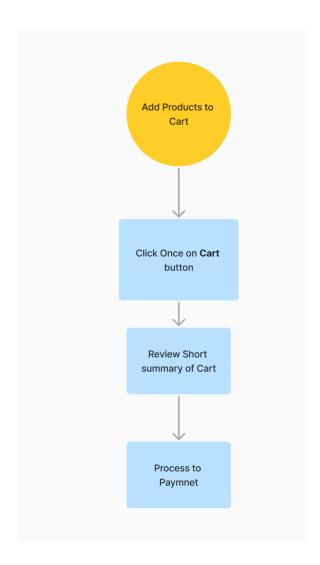
ADD TO CART

BUY NOW





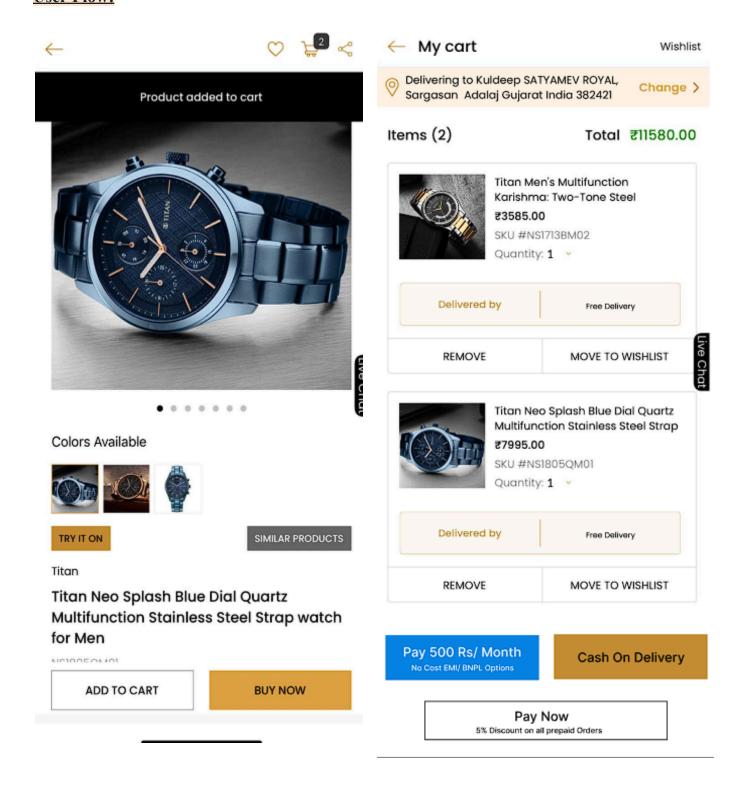


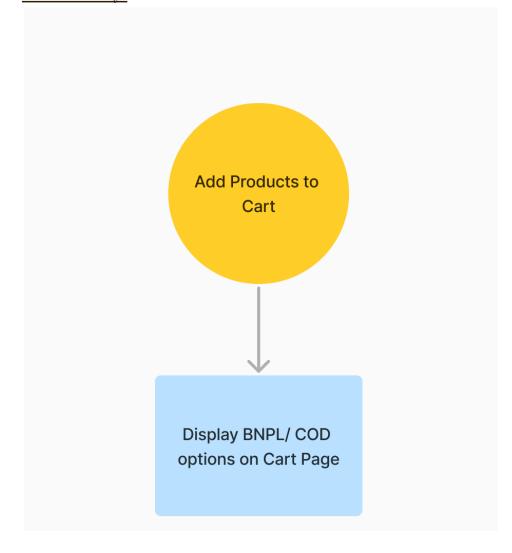


- 1. **Checkout Friction**: This feature directly reduces checkout friction by simplifying the process and minimizing the number of steps.
- 2. **Complicated Checkout Process**: The streamlined design makes the checkout process more intuitive and user-friendly.
- 3. **Cart Abandonment**: By simplifying the checkout flow, the feature addresses the major cause of cart abandonment.
- 4. **Slow Checkout Process**: Faster checkout times lead to a more satisfying user experience and increased conversions.

Buy Now, Pay Later & COD Display in the cart

User Flow:





- 1. **Financial Constraints**: BNPL helps overcome financial limitations for potential buyers.
- 2. Lack of Trust in Online Payments: COD provides security and trust for users hesitant to pay online.
- 3. **Limited Payment Options:** Offering a wider variety of payment methods increases inclusivity and accessibility.
- 4. **Checkout Friction:** Presenting payment options clearly within the cart reduces steps and improves the checkout experience.
- 5. **High Upfront Cost**: BNPL allows customers to manage finances better by spreading out payments.