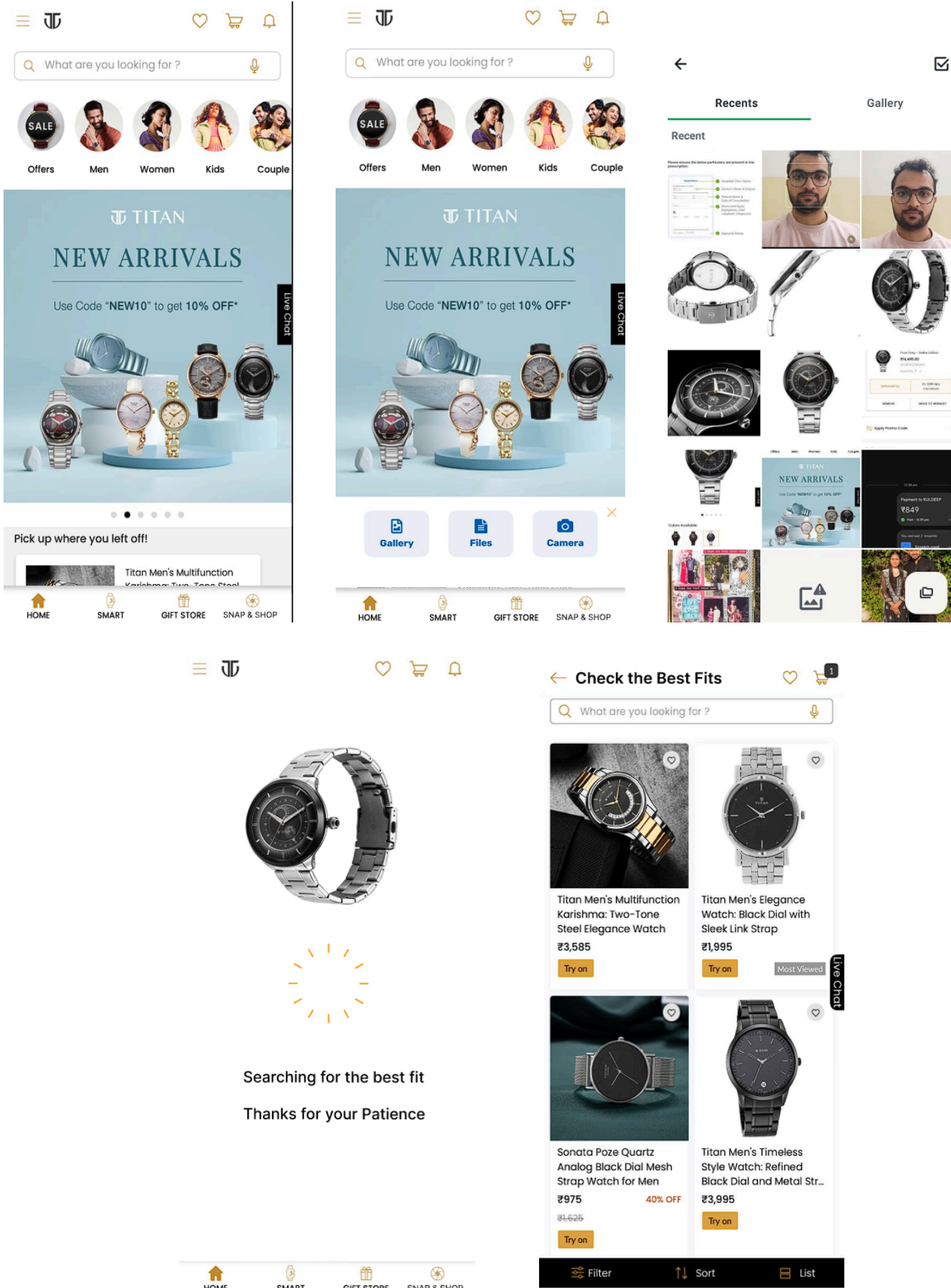
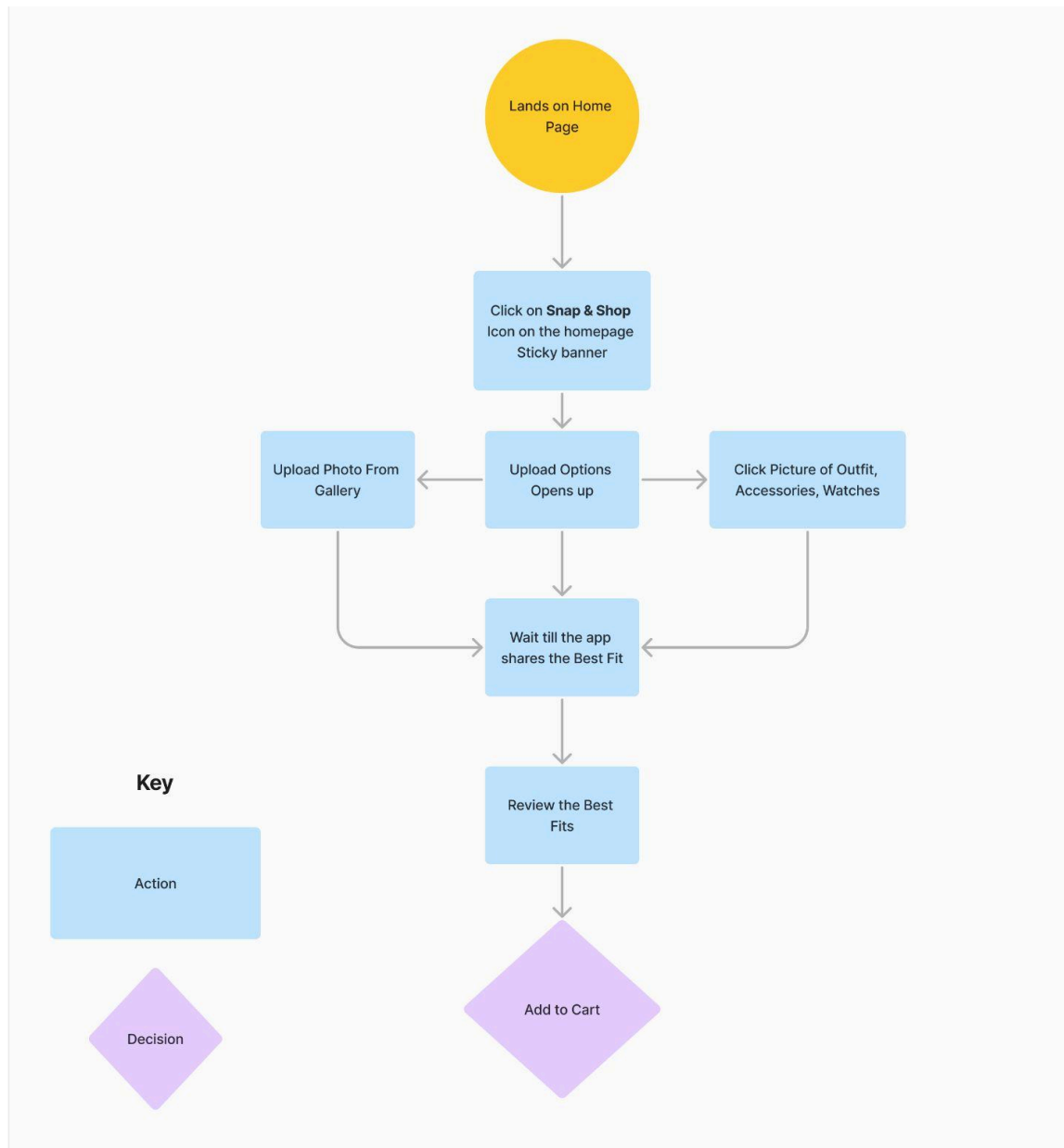


Snap & Shop Feature

User Flow:



User Journey:

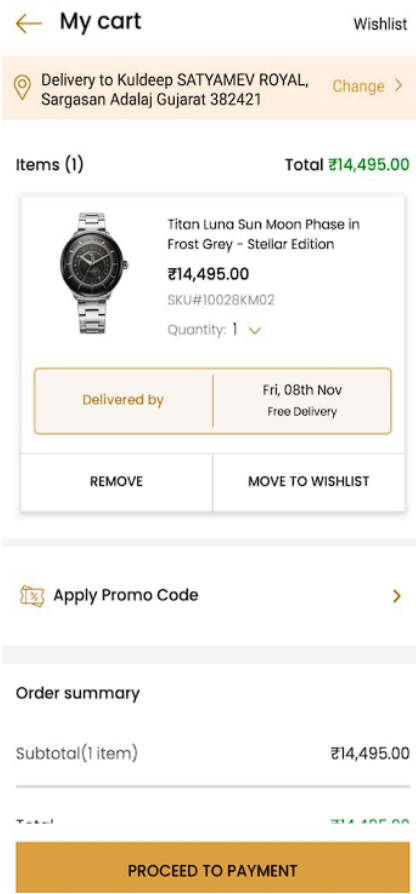
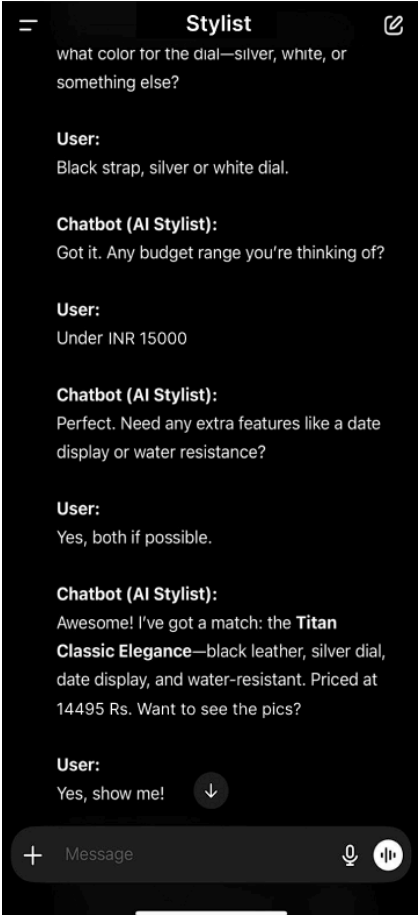
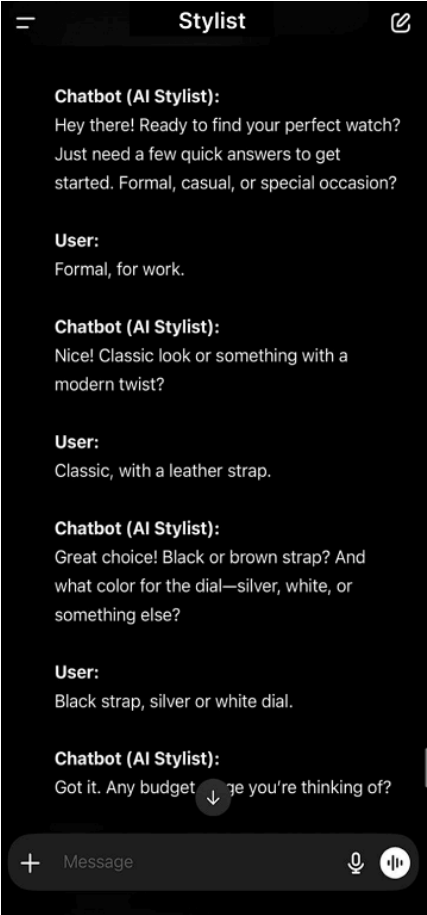
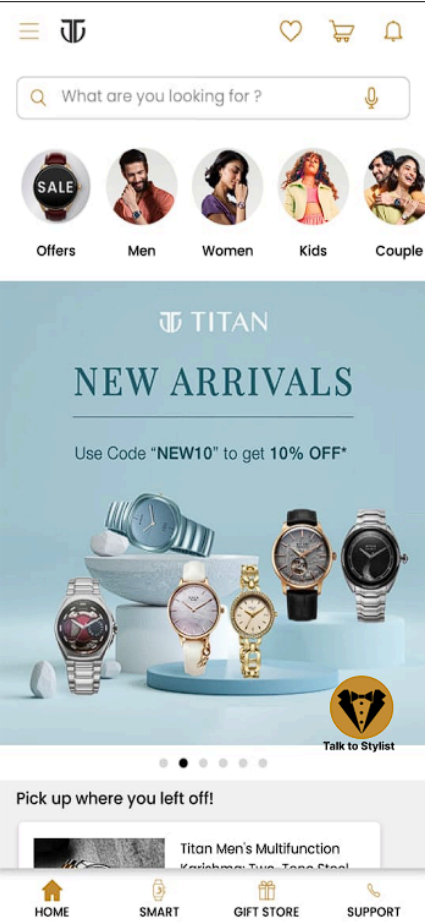


Pain Points Addressed:

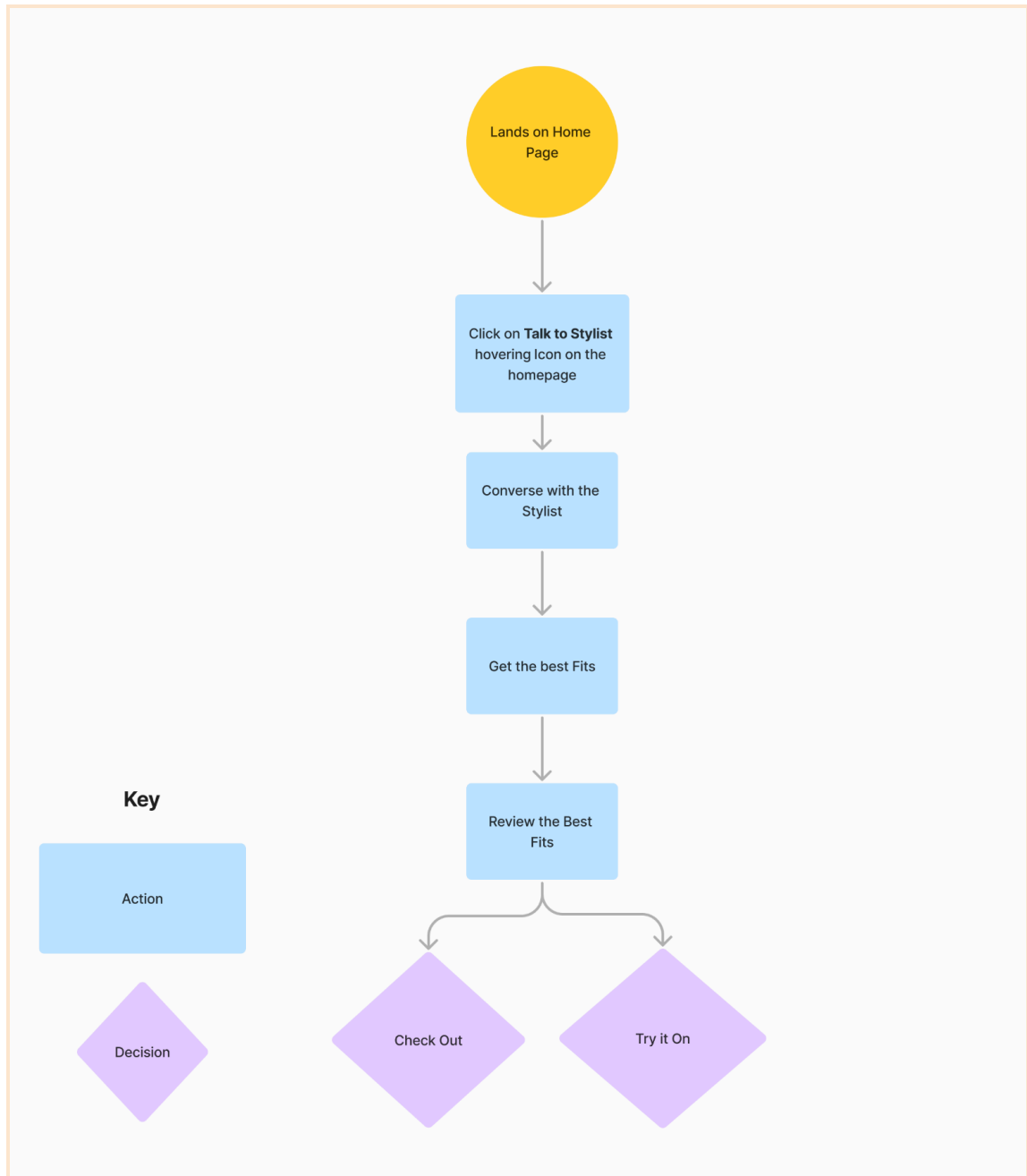
1. **Navigation Issues:** Improves navigation by allowing visual searching rather than relying on possibly imperfect textual search.
2. **Poor Product Discovery:** Enhances product discovery by enabling users to find similar watches visually, bypassing textual limitations.
3. **Lack of Inspiration:** 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:



User Journey:

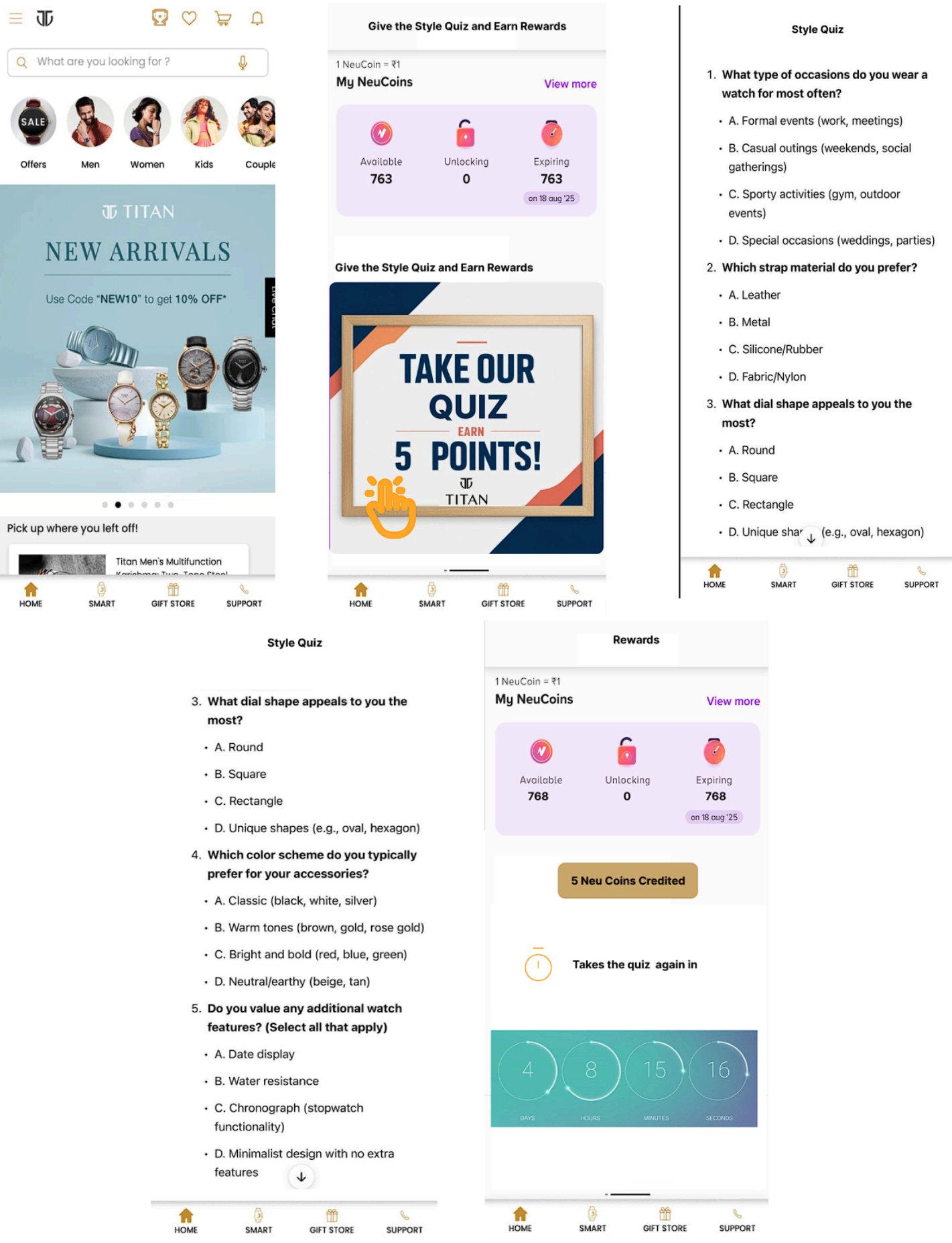


Pain Points Addressed:

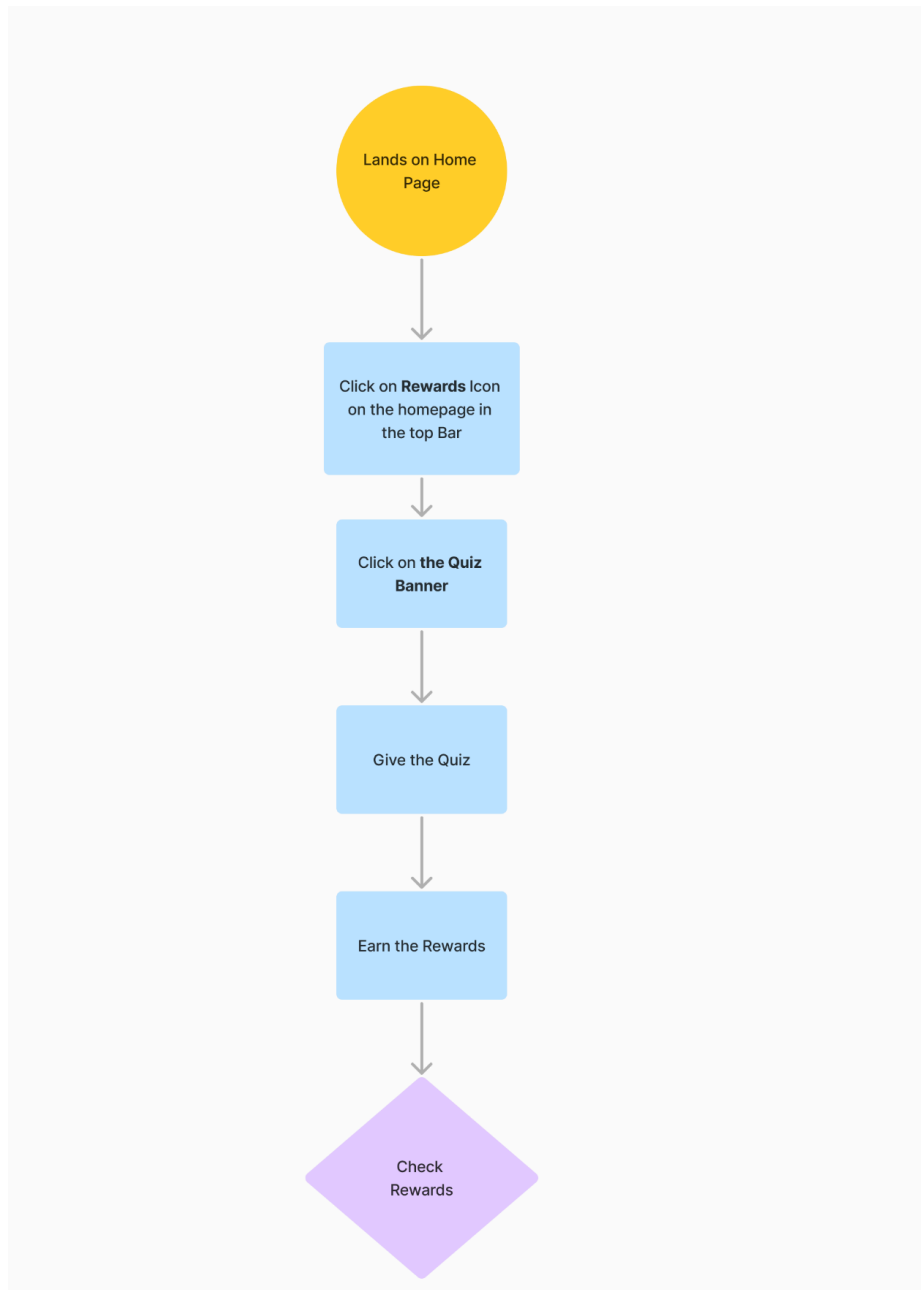
1. **Lack of Personalized Recommendations:** The chatbot directly addresses this by offering tailored recommendations based on user preferences.
2. **Difficulty Finding Relevant Products:** The chatbot simplifies the product discovery process by guiding users to relevant watches based on their needs.
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 Quizzes

User Flow:



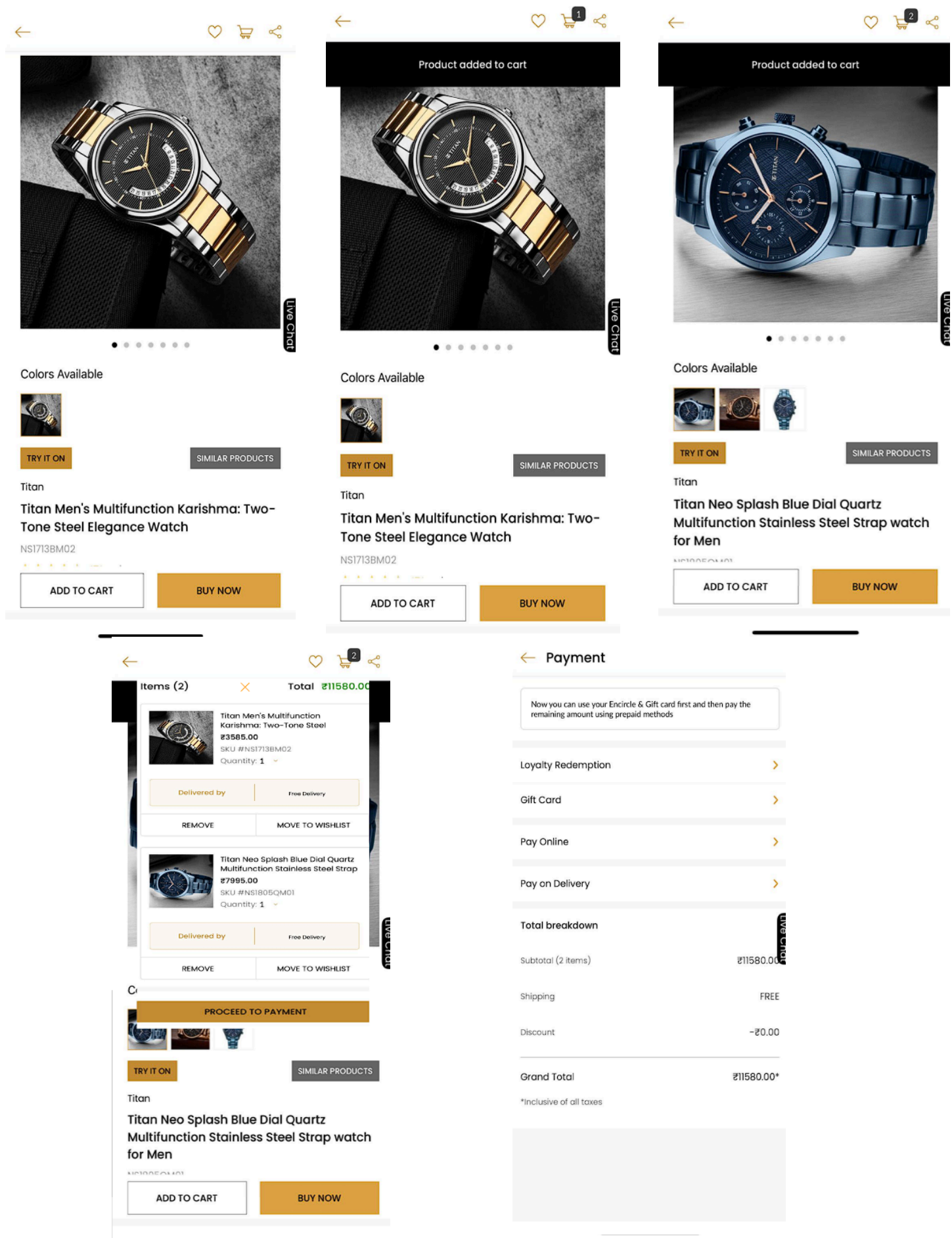
User Journey:



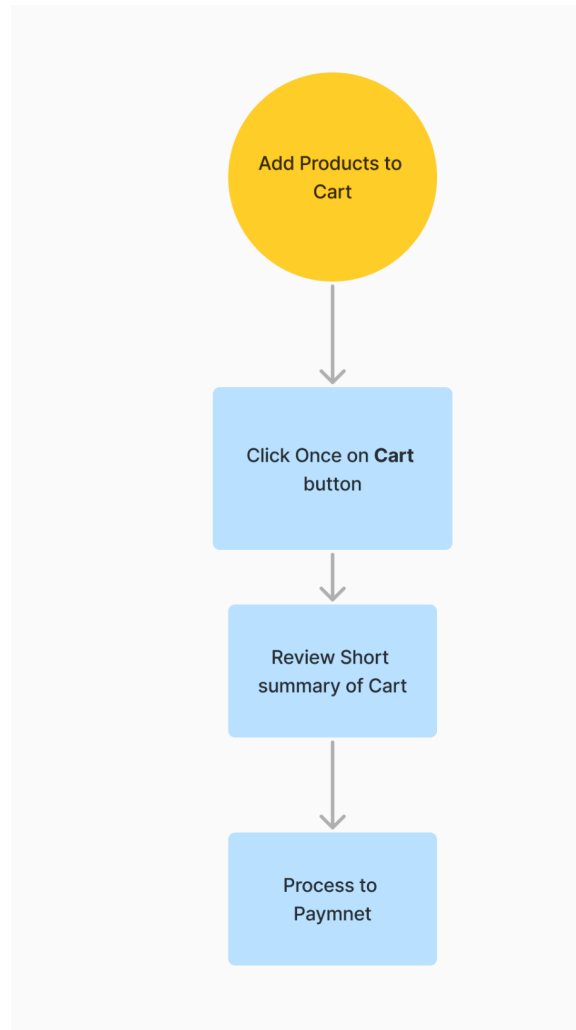
Pain Points Addressed:

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.

User Flow:



User Journey:



Pain Points Addressed:

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.

User Journey:



Pain Points Addressed:

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.