

User Flow

MIRACLE

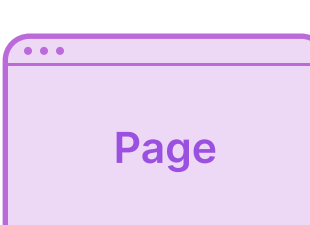
Skincare Brand Expanding to the Digital Marketplace

USER PERSONA: Julia

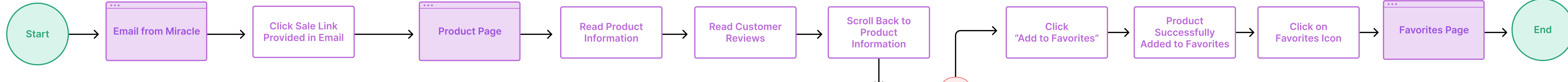


"Skincare is a very crucial part of my daily life and I love finding new products to add to my routine. I don't mind spending more money if it means getting high quality products."

LEGEND:

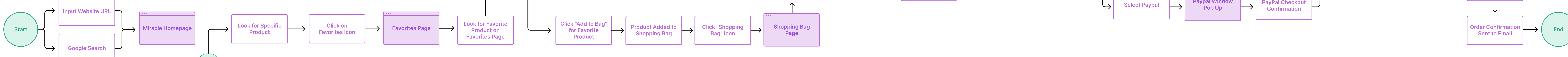


SCENARIO #1
Julia is scrolling through Instagram and notices an ad for Miracle's best selling product.



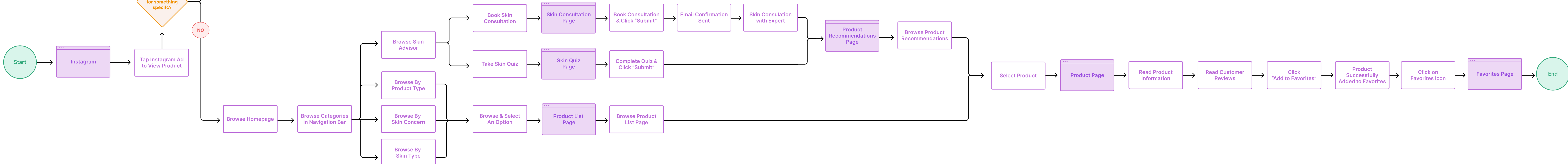
SCENARIO #1
Julia added Miracle's best selling product to her Favorites.

SCENARIO #2
Julia wants to repurchase her all-time favorite skincare product.



SCENARIO #2
Julia repurchased her all-time favorite skincare product.

SCENARIO #3
Julia receives an email about a sale. She doesn't need any new products, but wants to browse.



SCENARIO #3
Julia browsed the website and added a product to her Favorites.