Mirror User Flow 1 Purchasing a Dress I need a KEY dress! = User Self-Inquiry = Actions = Pages Shop Online Go to mall Assumptions: User is new to business and navigating through website for first time. Goal for User: Find dress for occasion at pricepoint. Website search Goal for Business: User subscription and dress pages purchase. Mirror Dress Page Do I know Yes Results Search what I want? Load browse page Going Out Dresses Casual Dresses Long Dresses Mini Dresses Do I like No Keep browsing the dress? Click on selected dress Product Info Do I Keep browsing No want this? Yes Select color, size & quanitiy Add to cart All Done Keep browsing No shopping? Yes Shopping Cart Check out Payment options Klarna No pay with card? PayPal Input card info Shipping Options Shipping Address No Do I need Standard Shipping ASAP? Express Shipping Review Order Keep browsing No Confirm Order? Save for Later Press Confirm Confirmation page Keep browsing No Print Order info? Exit Screen Print paper