

DIGITAL CUSTOMER EXPERIENCE

This diagram summarizes the shopping experience on UrbanStems.com. It highlights the major steps that new and returning customers must take to complete a purchase. It also notes alternate and supporting actions that are part of the UrbanStems digital experience.

Last updated on June 19, 2017

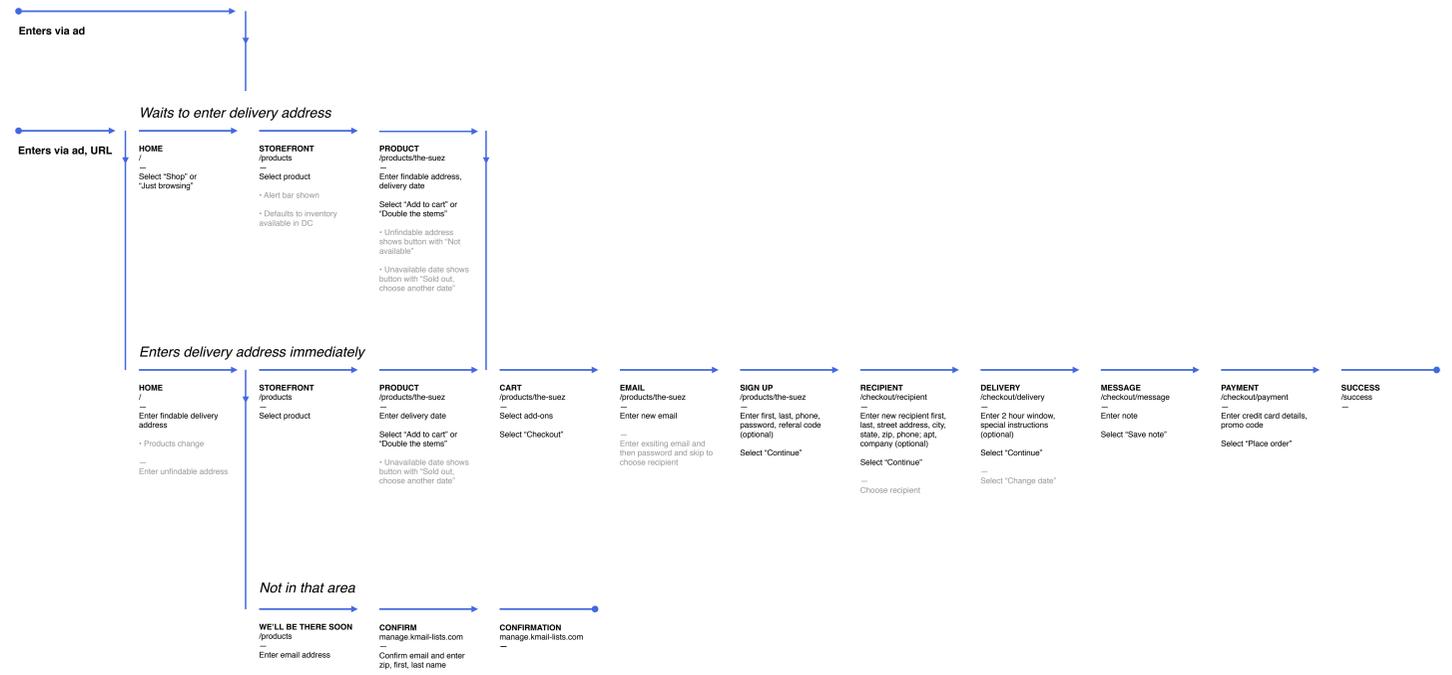


ENTRY > PRODUCT SELECTION > CHECKOUT >

NEW CUSTOMER

Unauthenticated users

New customers are encouraged to enter a delivery address early on in their shopping experience. This ensures products shown in the storefront are available in the recipient's area.

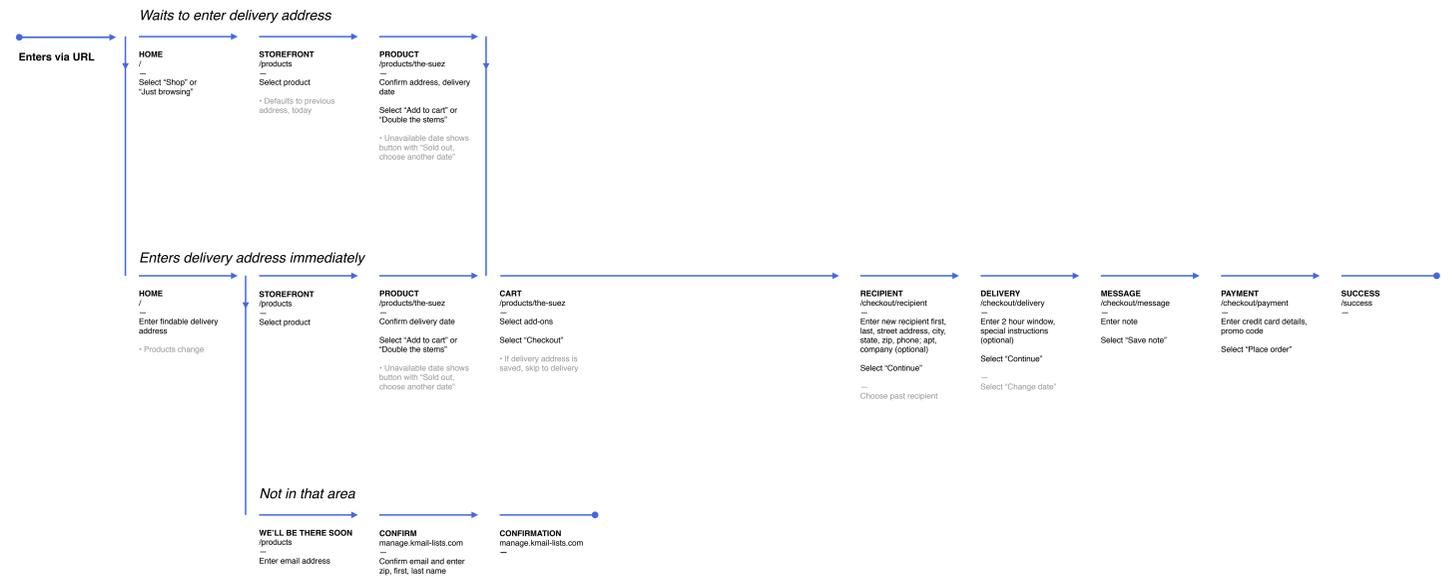


ENTRY > PRODUCT SELECTION > CHECKOUT >

RETURNING CUSTOMER

Authenticated users

Returning customers are also encouraged to enter a delivery address early in their experience but are also shown recent addresses. Generally, the checkout flow is shorter for returning customers because they have previously created an account.



SUPPORTING ACTIONS

Actions outside checkout.

