## **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 SELEC	CTION >		CHECKOUT >							
IEW SUSTOMER nauthenticated users	Enters via ad	Maita ta antar										
livery address early on in their shopping perience. This ensures products shown in	•		Sellvery address		1							
e storefront are available in the recipient's	Enters via ad, URL	HOME /	STOREFRONT /products —	PRODUCT /products/the-suez —								
		Select "Shop" or "Just browsing"	Select product • Alert bar shown • Defaults to inventory available in DC	Enter findable address, delivery date Select "Add to cart" or "Double the stems" • Unfindable address shows button with "Not available" • Unavailable date shows button with "Sold out, choose another date"								
		Enters delivery	address immediate	ly		▶			,			
		HOME /	STOREFRONT /products	<b>PRODUCT</b> /products/the-suez	<b>CART</b> /products/the-suez	<b>EMAIL</b> /products/the-suez	<b>SIGN UP</b> /products/the-suez	<b>RECIPIENT</b> /checkout/recipient	<b>DELIVERY</b> /checkout/delivery	MESSAGE /checkout/message	<b>PAYMENT</b> /checkout/payment	<b>S</b> /s
		Enter findable delivery     address	— Select product	 Enter delivery date Select "Add to cart" or "Double the storme"	– Select add-ons Select "Checkout"	— Enter new email —	— Enter first, last, phone, password, referal code (optional)	— Enter new recipient first, last, street address, city, state, zip, phone; apt,	— Enter 2 hour window, special instructions (optional)	— Enter note Select "Save note"	– Enter credit card details, promo code	_

KEY

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Notes

Primary Action

Secondary Action

Products change		<ul> <li>*Double the stems"</li> <li>• Unavailable date shows</li> </ul>	ociect oneckout	Enter exsiting email and then password and skip to choose recipient	Select "Continue"	Select "Continue"	Select "Continue"	Select "Place order"
Enter unfindable addres	SS	button with "Sold out, choose another date"				 Choose recipient	— Select "Change date"	
	Not in that area							
			•					
	WE'LL BE THERE SOON /products —	<b>CONFIRM</b> manage.kmail-lists.com —	CONFIRMATION manage.kmail-lists.com —					
	Enter email address	Confirm email and enter zip, first, last name						





Select "Reset password'

SUCCESS

Select "Sign in"

/reset

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Enters via URL	HOME /  Select "Corporate"	<b>CORPORATE</b> /business.urbanstems .com/weekly-flowers — Enter full name, email, phone number, event	<b>CONFIRMATION</b> /business.urbanstems .com/subscription- confirmation —



