

How might we help Shannon know she is receiving the best price on furniture?

Show discounts on price for each item, using a strikethrough line with sale price

Highlight sale price with bright color

Have special section for sale items on home screen

Allow user to compare prices between brands of similar products

Provide notification after user has added item to cart explaining they have just added a discounted item at its best price available

How might we help Shannon visualize furniture before making a purchase?

Allow user to place selected item in existing photo or on phone using camera

Provide a user friendly AR experience with only the bare essential of functionality - so it doesn't get too complicated

Provide multiple angles of each piece of furniture for user to use

Ability to change color of item after placing in photo, so they can see different options

Provide the ability to see measurements of piece after placement

How might we provide Shannon confidence with her purchase after she has placed her order?

Provide an "Order" section in app giving status of where order currently is

Send user weekly status update emails and/or notifications in the app

Provide a detailed breakdown of the steps it takes to make the final product

Send user a prep package in mail explaining things they can do to prepare for delivery

Have section in app explaining preparation on their end once item has been delivered