

SANTA *as a* SERVICE

WHAT WE KNOW

Choosing and Checking Out

I'm looking for a replica of the monkey figurine from Phantom of the Opera.

I browse online and find an ecommerce website selling replicas of iconic movie memorabilia.

SQUARESPACE



shopify



Magento



The shop's page includes an AI powered chat function that's ready to answer any questions I may have.

The Zendesk Suite

Solvvy

INTERCOM

I have a browser extension installed and it helps me find a coupon code to save money on my purchase.

honey



I select the monkey and click to checkout. My payment goes through a payment processor.

stripe

adyen

Braintree

A PayPal Service

If I want the 24k gold version, the shop also has an option to split my payment into several installments.

afterpay

affirm

Bread

The site I ordered from confirms my order and sends the order information to the shop owner, Sam Taclaue. An email confirmation is automatically sent to me.

SendGrid

iterable



WHAT I SEE



I get a text on my phone reminding me of a few other items in my basket. After careful consideration, I decide to not get anything else.

attentive

AIRSHIP

I receive an email asking me to join a mailing list with other movie memorabilia enthusiasts to stay on top of new arrivals.

KLAVIYO

SAILTHRU

I start to notice ads for other memorable movie props on my social media accounts. That golden idol is tempting...

criteo

facebook

Google

I receive a shipping confirmation email with a link to track my package once it leaves the warehouse.

aftership

narvar

WHAT HAPPENS BEHIND THE SCENES

Sam partners with a third party logistic provider that will manage the fulfillment aspect of her business.

ShipBob

shippo

Sam uses a partner to engineer and procure branded packaging for her shop.

PACKLANE

Lumi

What if I want to try out the product before I buy it?

There are options to shop in-store and experience the products before buying them.

b8ta

BULLETIN

SHOWFIELDS

Neighborhood Goods

Sam or her 3PL partner negotiates contracts with carriers to deliver the monkey from the fulfillment center to my delivery address.



FedEx



DHL



Sam considers using autonomous vehicles or drones for last mile delivery.

Flirtey

STARSHIP

NURO

The monkey arrives safely

ON MY DOORSTEP

and placed in a place of honor in the living room



What if I need to return my package?

Handling returns is an expected step of any ecommerce transaction. Sam needs to manage return requests and ensure that her customers are happy with the return process.

Kustomer



Happy Returns

loop

Returnly

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