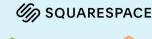
## SANTA asa SERVICE

#### 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.





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



The Zendesk Suite





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







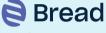
I select the monkey and click to checkout. My payment goes through a payment processor.

stripe

adyen

Braintree

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



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







after**pay** 



#### **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 AIR SHIP

Sam partners

**WHAT** 

**HAPPENS BEHIND** THE

**SCENES** 

with a third party logistic provider that will manage

the fulfillment aspect of her business.



to engineer and procure branded packaging for her shop.





I receive

join a mailing list with other movie memorabilia enthusiasts to stay on top of new arrivals.

**SAILTHRU** 



I start

to notice ads for other memorable

movie props on my

social media

accounts. That

golden idol is

tempting...

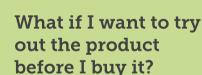
criteol.

Google

facebook







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

b8ta BULLETIN

SHOWFIELDS









#### with carriers to deliver the monkey from the fulfillment

Sam or her

3PL partner

negotiates

contracts

center to my delivery address. **Fed** 





### Sam considers

vehicles or drones for last mile delivery. Flirtey **STARSHIP** 

using autonomous











I receive a

track my package once it leaves the

warehouse.

aftership





ППГП

DOORSTEP and placed in a

ON MY

place of honor in the living room



return my package?



What if I need to

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.











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