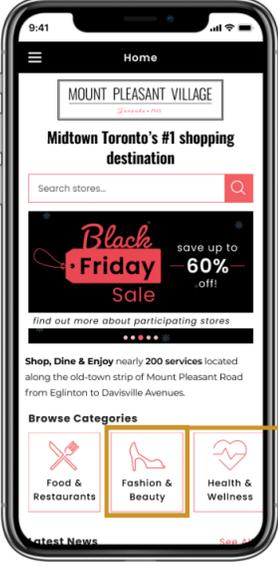


## Scenario 1

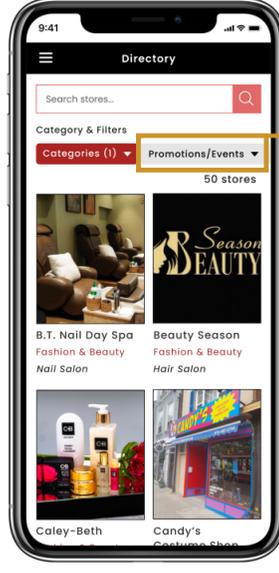
Julie, a busy mother, can see current promotions on their favourite store without needing to search for it

### Homepage



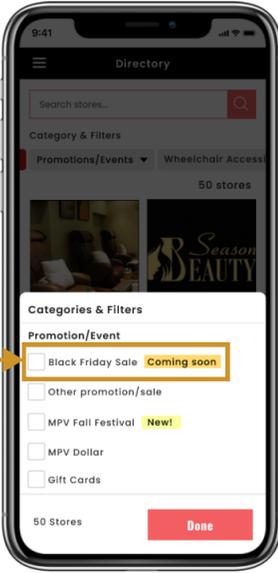
Julie is looking for Madison Beauty and similar stores. She **taps on the "Fashion & Beauty" category** on the homepage

### Directory



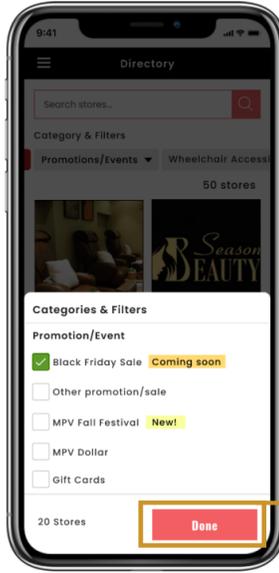
Lands on the directory page, where the category is pre-selected as "Fashion & Beauty". Excited to check out Black Friday deals. **Tap on Promotions/Events**

### Filter selection



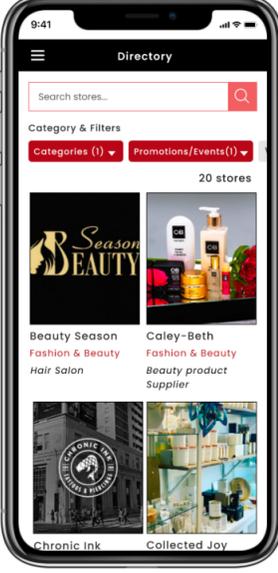
Sees focused access to 'categories and filters' all in one place. **Taps on "Black Friday sale"**

### Filter selected



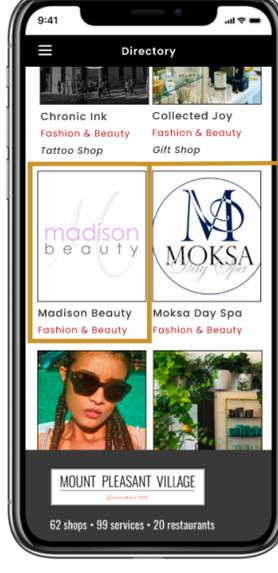
Sees the selected filter and number of available stores instantly. **Taps on "Done"**

### Directory- applied filters



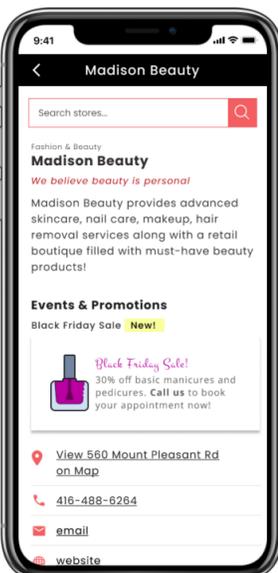
Sees changes (number of applied filters) on the directory page. **Scrolls to explore the stores**

### Directory-A specific store



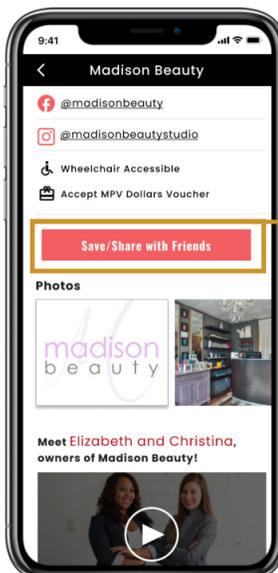
Sees 'Madison Beauty'. **Taps on the store card**

### Store page- Madison Beauty



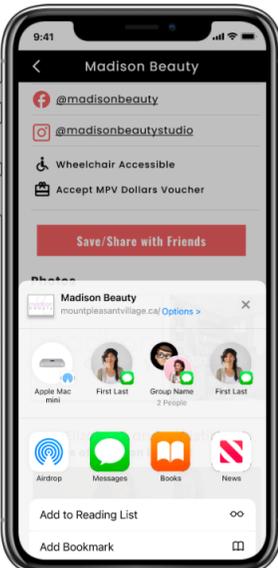
Sees the store's promo immediately and explores the store's relevant news and info. **Scrolls to explore the store page**

### Store page- Save/share option



Sees the share, call-to-action(CTA), and gets excited to share the promo with their friend. **Taps on "Save/Share CTA"**

### Store page- Share option



Sees the available sharing options.