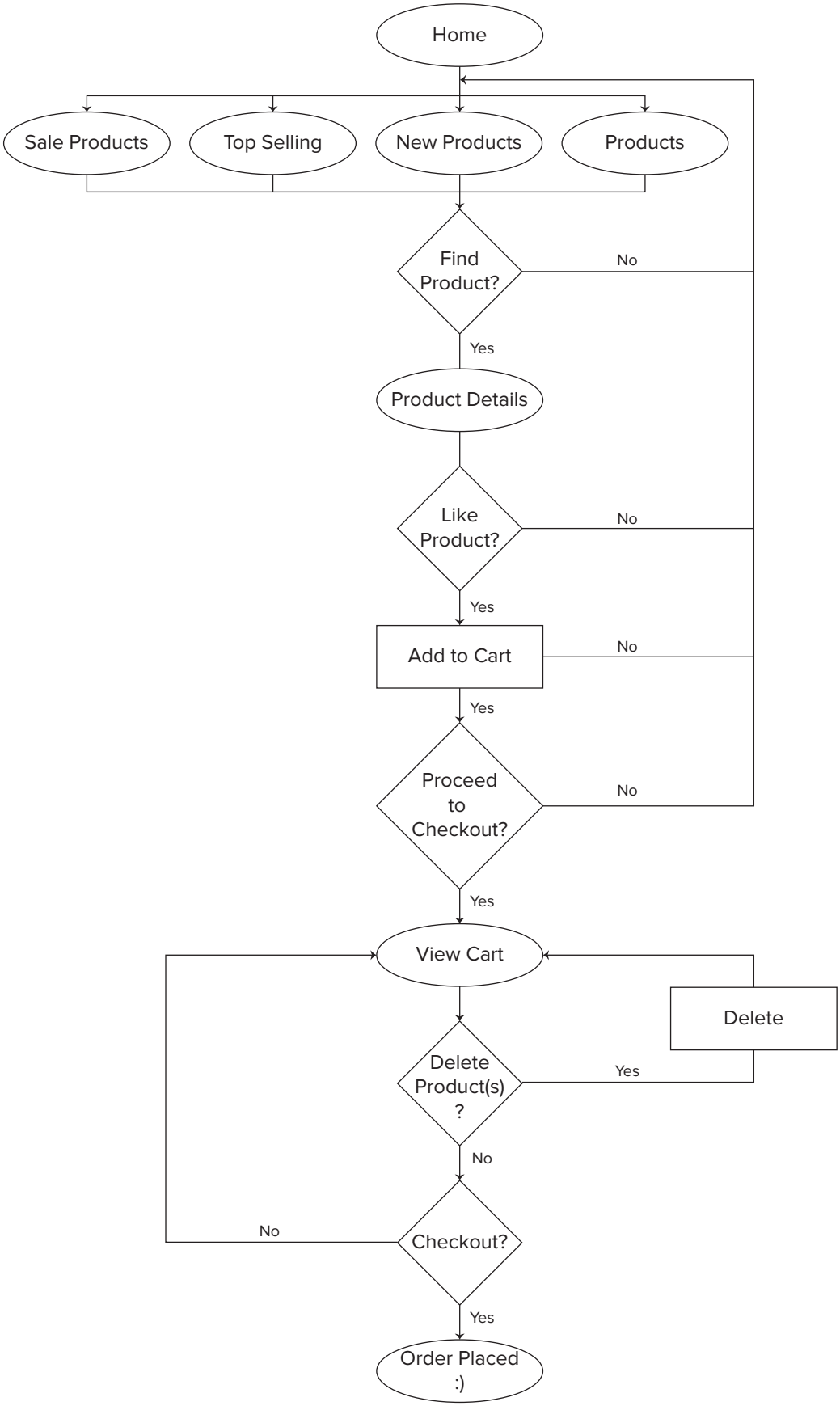
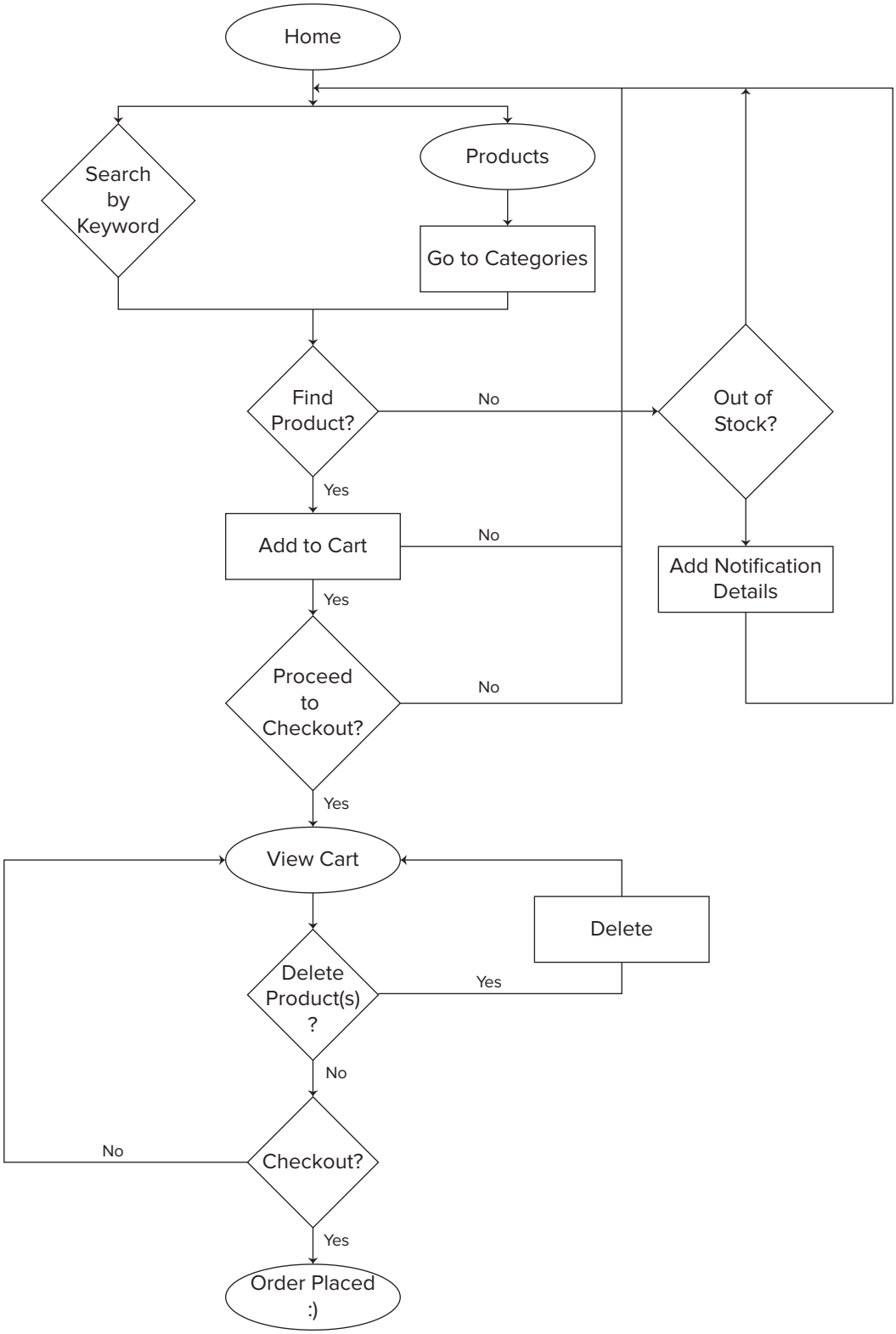
BEV

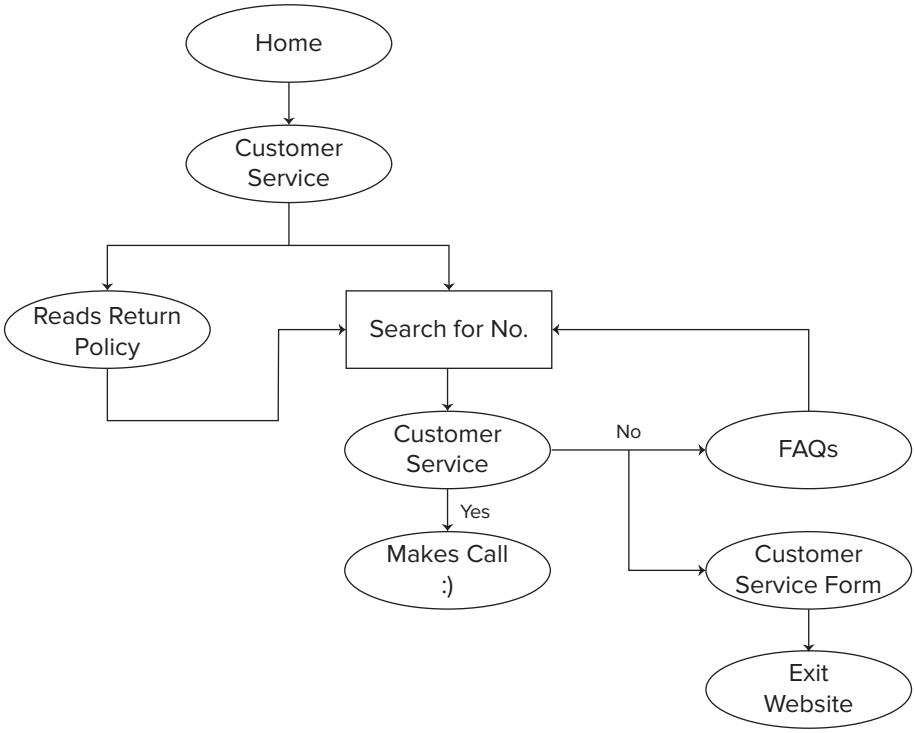
User Flow: First time on site, looking for birthday gift for grandson



CHARLIE

User Flow: Been to site before, needs to find gift for niece who likes bugs



LINEA

User Flow: Looking for return policy and wants to find a customer service number