



SUMMARY OF FINDINGS

Katie has been busy all week making final preparations for a house showing. Her interior design job has kept her going none-stop for the past few weeks. The clients are excited to see the final product of their new living space, so they have planned a reveal party this weekend. It's Wednesday and Katie gets sick to her stomach because she realizes she doesn't have anything to wear for the party. She remembers getting an email earlier in the week from one of her go-to clothing stores – Mirror. They just launched their ecommerce store. While she goes from store to store picking up last minute items for her clients, she finds the email from Mirror on her iPhone. It is a 40% off coupon for first time online purchases! She clicks the link and begins browsing their site on her phone all while shopping in a furniture store for her clients for some new pillows. After a few minutes of viewing some new dresses, she finds one she likes. She adds it to her cart and checks out. She is ecstatic! She receives an alert saying her dress will arrive Friday. To top things off, she also found some pillows for her clients – win-win. Now she can breathe a little knowing this weekend is going to be great and she will look good to in her new floral pattern dress.