



## Scenario

Julia is beginning her back-to-school shopping to return to college. As she's now living at home instead of on campus, she is focused on purchasing the supplies necessary for online learning and creating a comfortable workspace at home. She typically uses Amazon for her online shopping, but is open to finding other options.

## Goals & Expectations

- Buy all of her college supplies in one place
- Quick & easy shopping experience
- Find ways to save money on supplies

### Awareness

1. Receives her syllabi with required textbooks & other materials
2. Recognizes she needs to set up an at-home workspace
3. Writes down a list of necessary supplies

### Comparison

4. Browses online for college shopping discounts
5. Asks her friends where they purchased their workspace furniture

### Shopping

6. Decides to use Amazon because of the lower prices and fast shipping
7. Adds the items from her list to the shopping cart
8. Browses the Off to College page for any additional items she may need

### Purchase

9. Goes to her cart to review her items
10. Removes unnecessary items from cart
11. Checks out

