	DISCOVERY	EXPLORATION	COLLECTION	VETTING	PURCHASE	LOYALTY
ACTIONS	Discovers new products, brands, and trends through social media platforms	Researches the products and brands discovered by visiting the brand's social media pages or website	Adds products of interest to online shopping carts or wish lists via brand websites or social commerce integrations	Vets the products by seeking out additional information and reviews from various sources like product reviews and peer discussion	Makes purchase decision by completing the transaction directly through a social commerce integration or brand's website	Continues to engage with the brand and its social media presence, and re-engage with peers from vetting
EXPERIENCE / EMOTIONS	Inspired	Focused	Anticipation	Indecisive	Confidence	Devoted
PAIN POINTS	Lack of access to appealing products in line with values	Abundance of products and sources of information	Frustration with curating products from different sources	Lack of trust in existing social proof, challenge of balancing ethical consumption with budget, frustration with sharing products from multiple sources	Multistep checkout that is time consuming and confusing	Disconnecting with a brand if limited opportunities to engage or changing mission not inline with values
SOLUTIONS	Personalization to surface more relevant and desirable content	Personalization to surface desired product information in a centralized location	Streamlining the collection process	Curating trustworthy product opinions in one place to inform decsion making	Decrease and streamline check-out steps	Access and transparency to brands and product information
TEAMCARTS	TeamCarts does not offer product/brand discovery like a social media feed within the app.	Users can only explore certain brands or products outside of the app through their respective sites/socials.	Users can collect items from various external sites and add them to a cart within the app.	Users can share their carts to obtain feedback on their carts from trusted connections.	TeamCarts does not facilitate purchases from the carts. Users need to leave the app and go to a brand website to purchase.	TeamCarts doesn't overtly facilitate engagement with brands, but loyalty is fostered with social connections and the brands they share.