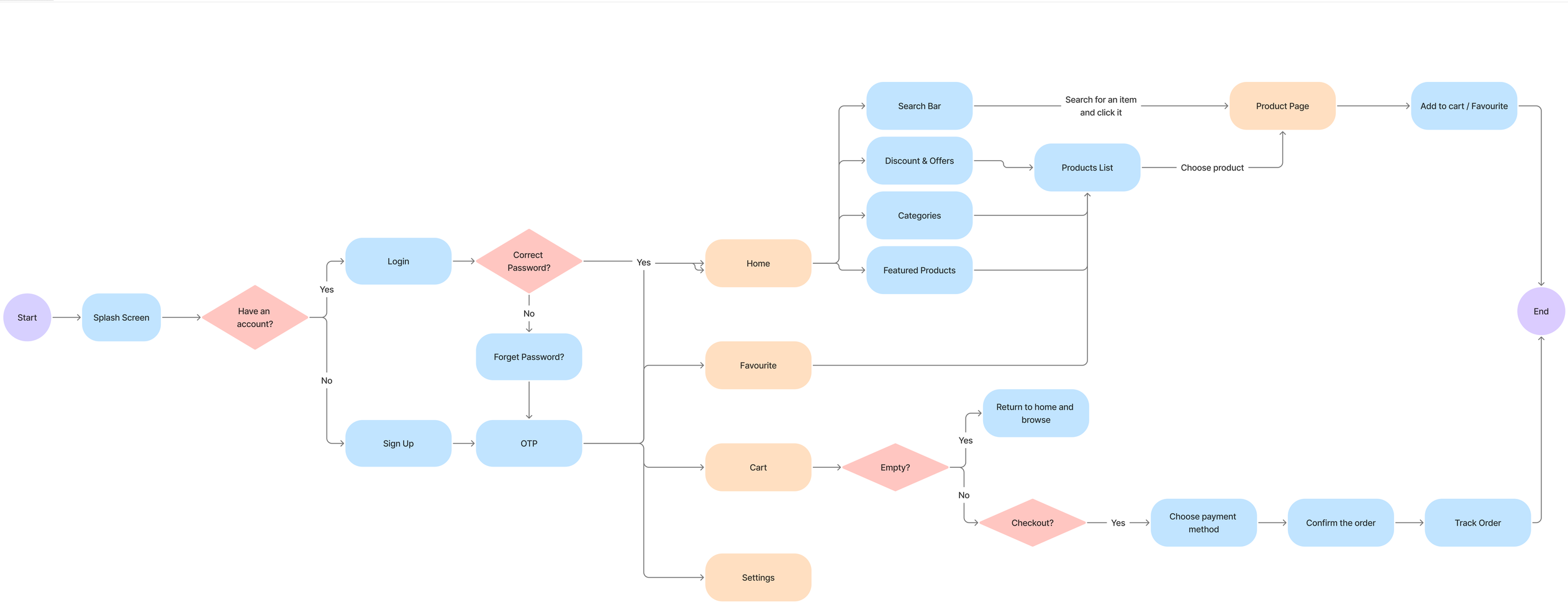User Flow for E-commerce App