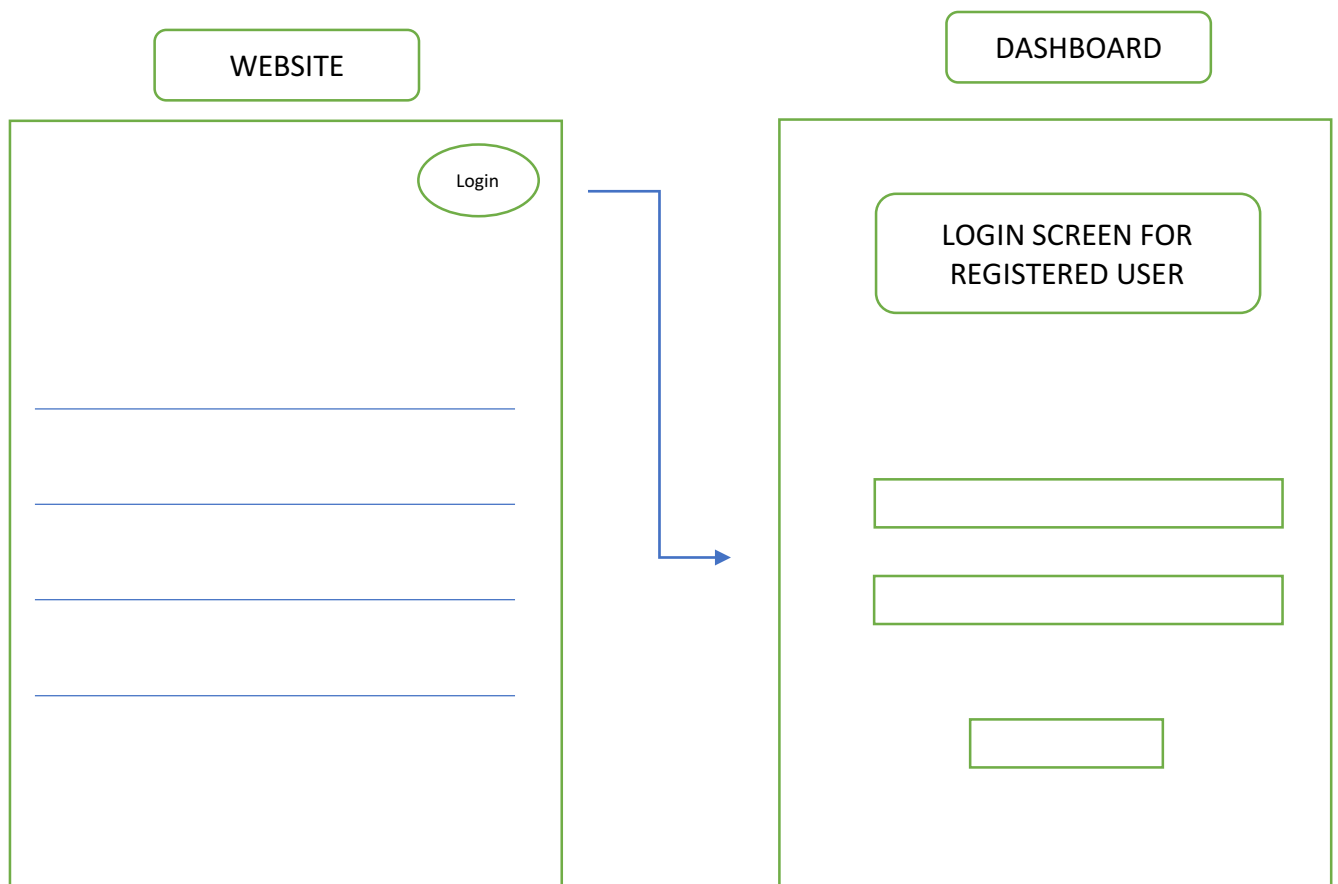
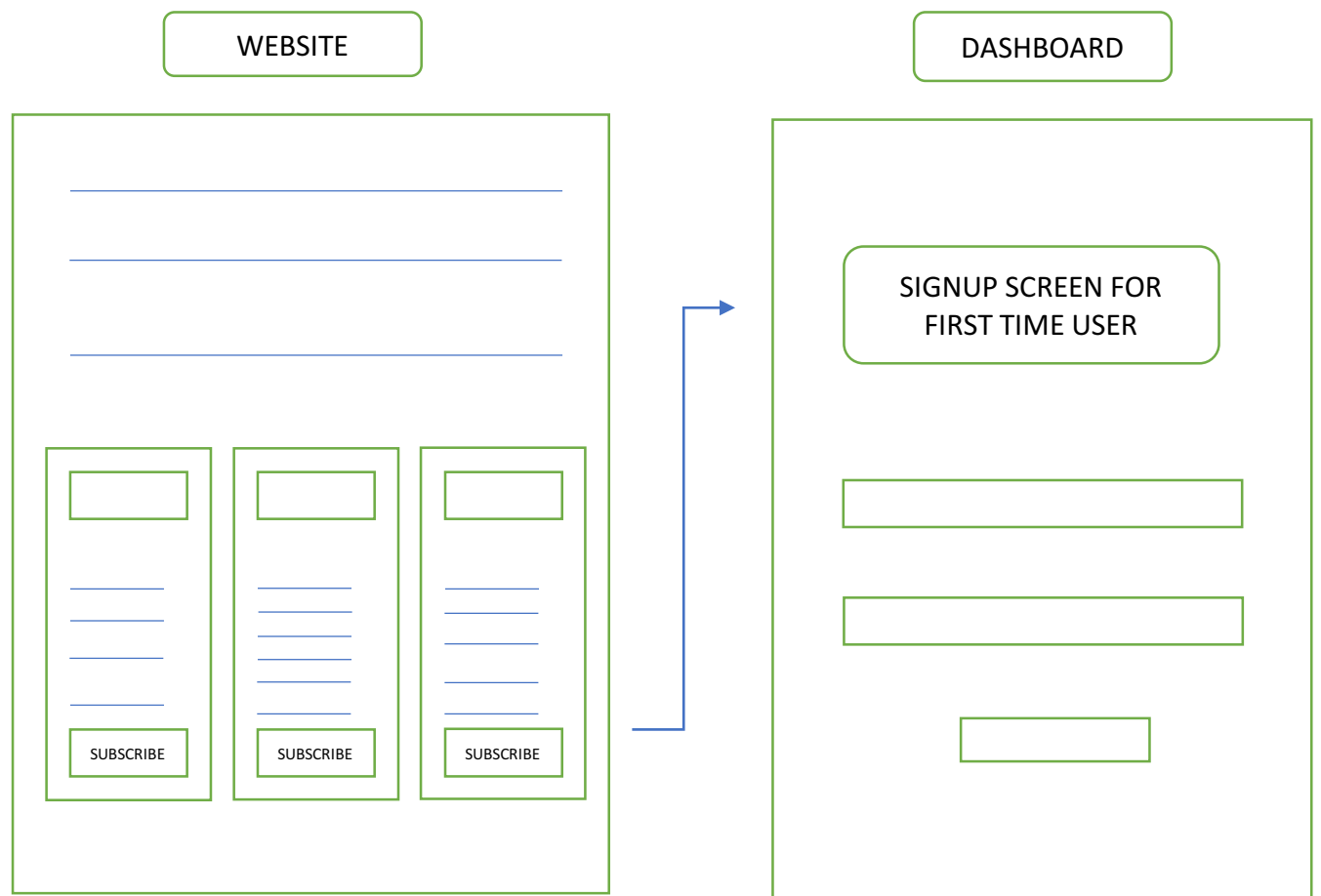


## URBAN HORN – CUSTOMER JOURNEY

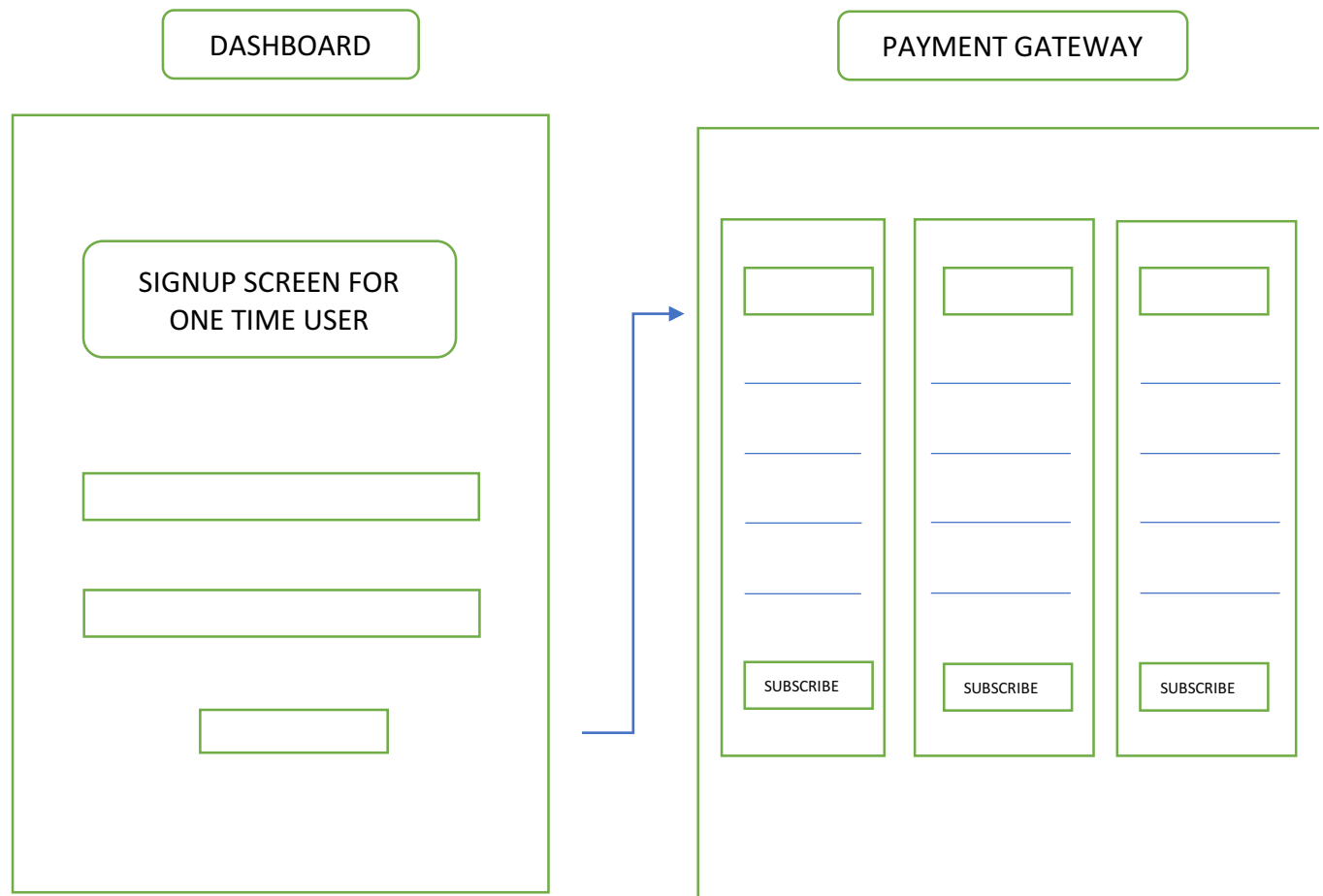
**Case 1:** On clicking the “Login” button on the website, user will be redirected to Login Screen on the Dashboard, where the customer will also have the option to signup, if the user hasn’t registered yet.



**Case 2 :** On clicking the “Subscribe” button on any of the package visible over website along with every other button having “Get UrbanHorn”, user will be redirected on the “Signup Screen on Dashboard, where the customer will also have the option to login, if the user is already registered



**Case 3:** After Signup screen, when customer enter all the required details, will get an automatic email for verification having to link to enter the given code to verify the account. Customer then will be redirect to payment gateway to select the plan & complete the transaction. Customer will have the option to get Free Plan as well with restrictions.



**Case 4:** After successful payment, customer will be asked to implement the SDKs in order to create campaigns & customer segments.

