

purpose

**affirmations/
smile reason**

context

**cost
time**

**cost
data**

**benefit
calming**

**benefit
access
to zen**

**benefit
positive
media**

convince

**free
trial/front
facing
access**

**social
media
preview**

convert

**social media
like/follow/subscribe**

**website/
use front
facing**

**website/
join &
login use**

***set website
as browser
homepage**

**front
facing /
get smile
reason**

**about
smile
reason**

***set smile
reason as
homepage**

**join /
login**

favorites

customize

create

**fave
list**

save

**my
list**

new

remove

**reset
to
default**

edit/delete