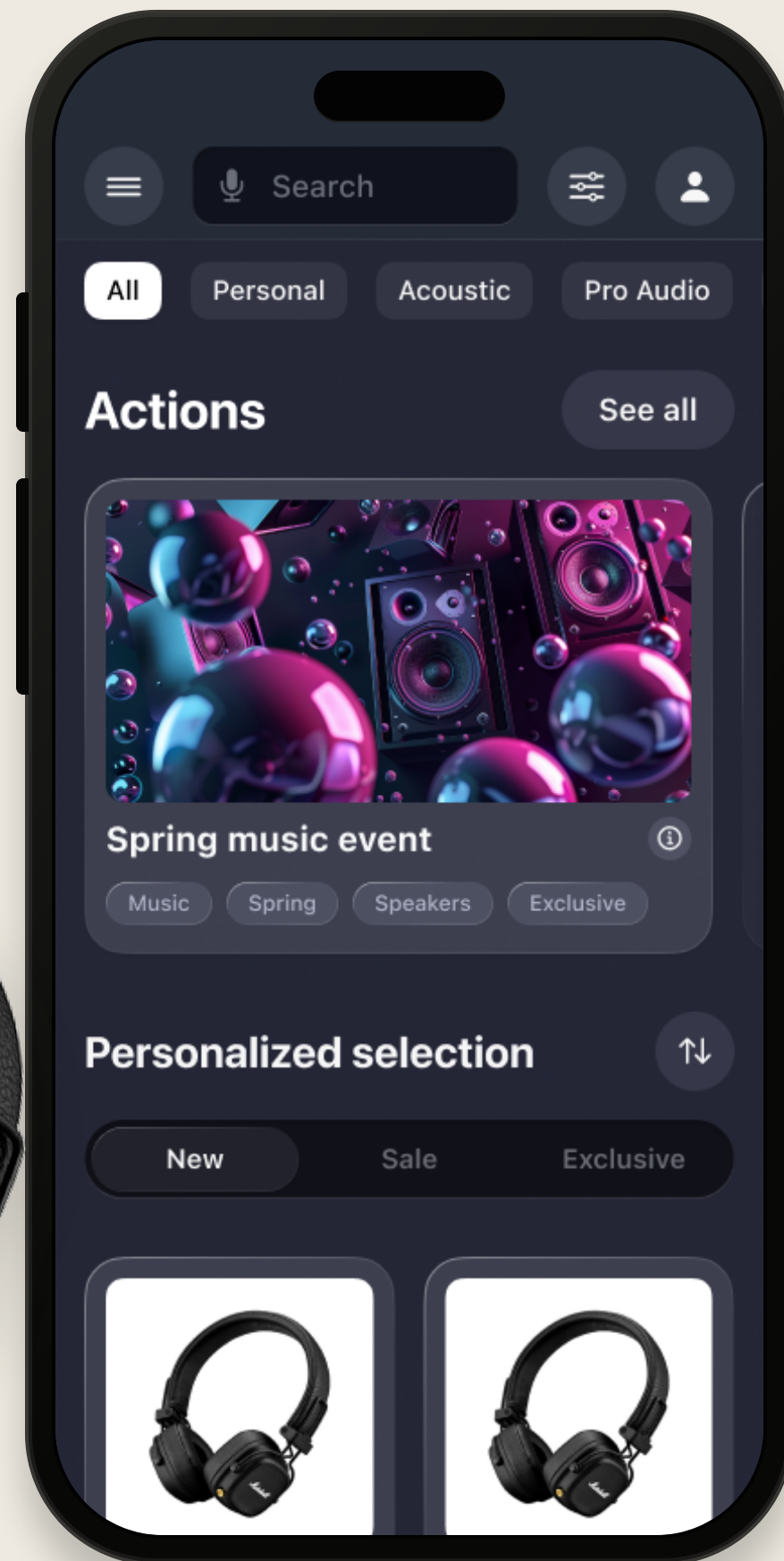


A MOBILE STORE FOR PEOPLE WHO LISTEN BEFORE THEY BUY.

Dr.Head commerce concept connecting discovery, comparison and product configuration in one buying path.



KEEP BUYING INTENT ALIVE.

Campaigns create interest. Search, product evidence, configuration and service complete the decision.

01

DISCOVER

02

NARROW

03

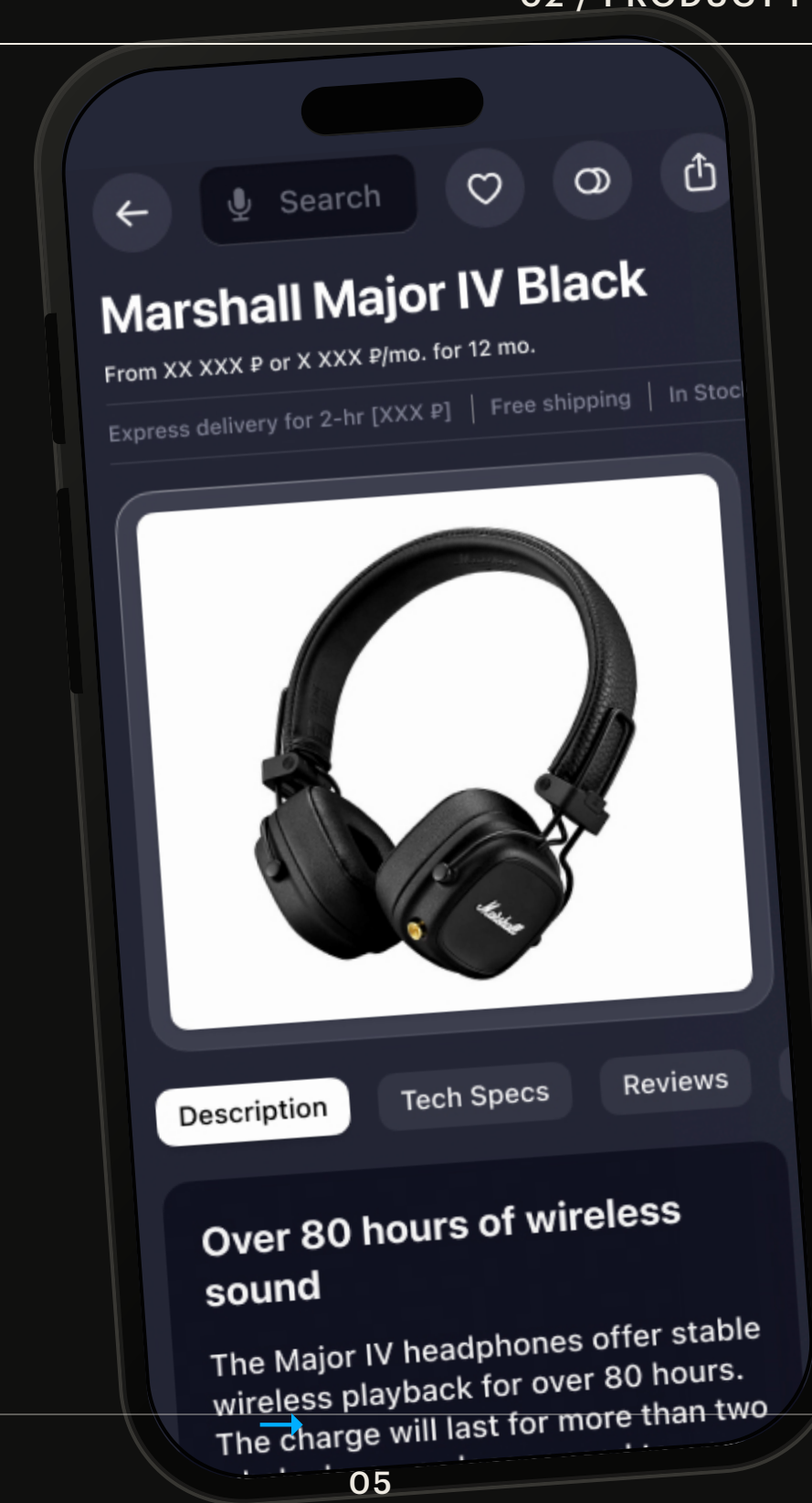
DECIDE

04

CONFIGURE

05

SUPPORT



FIVE DESTINATIONS. ONE UTILITY LAYER.

Home, Find, Product, Bag and Service own the journey; search and filters follow it.



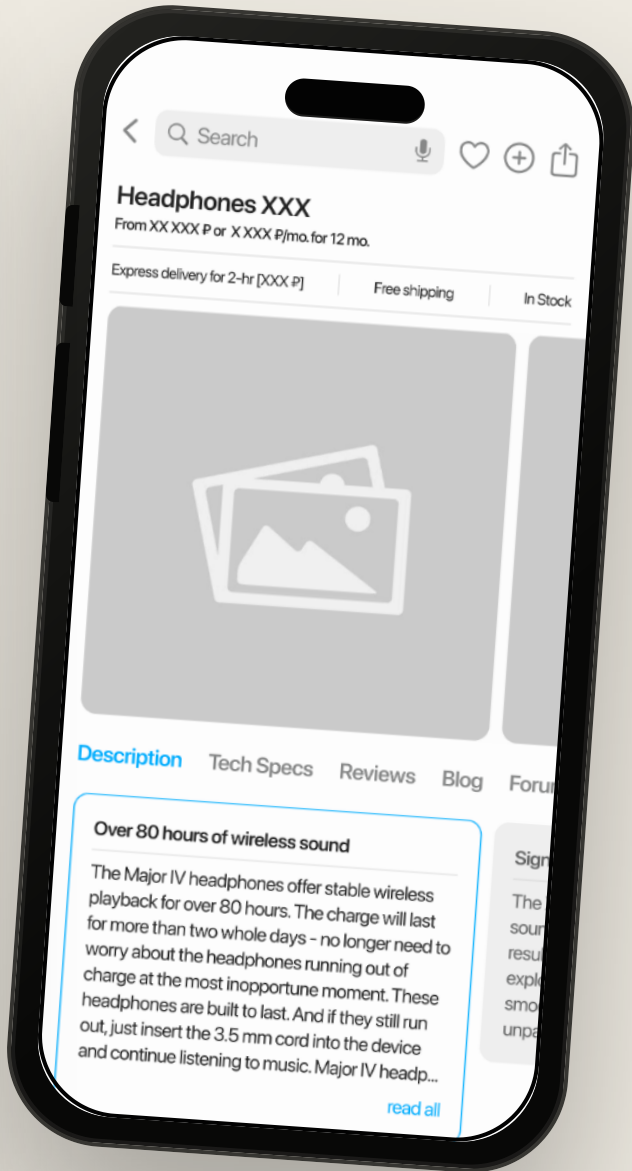
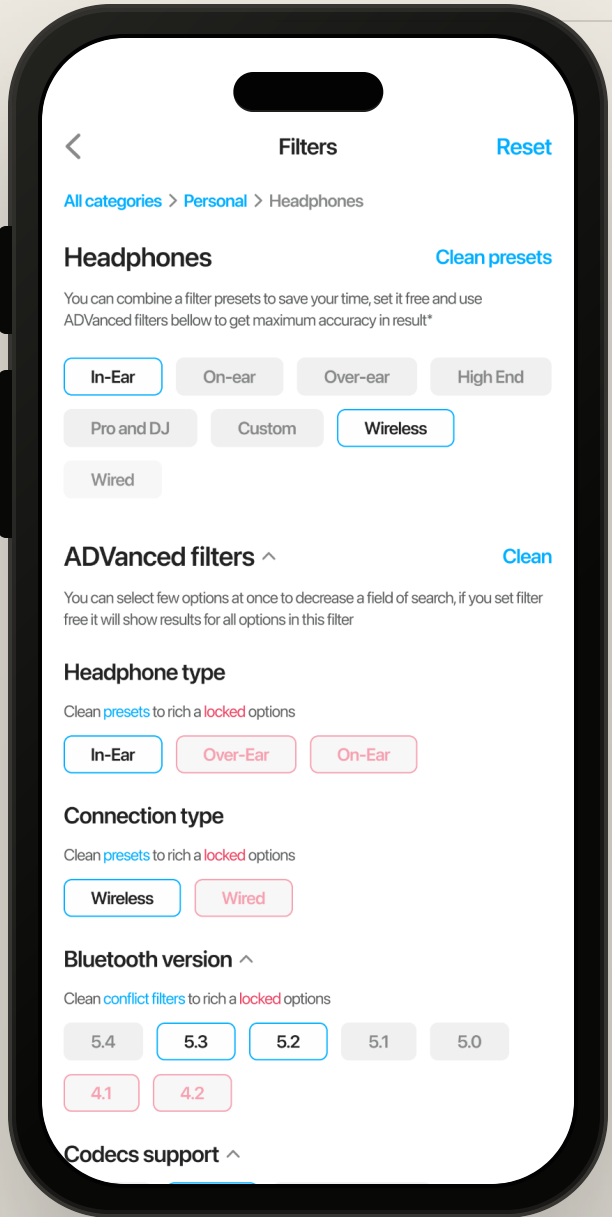
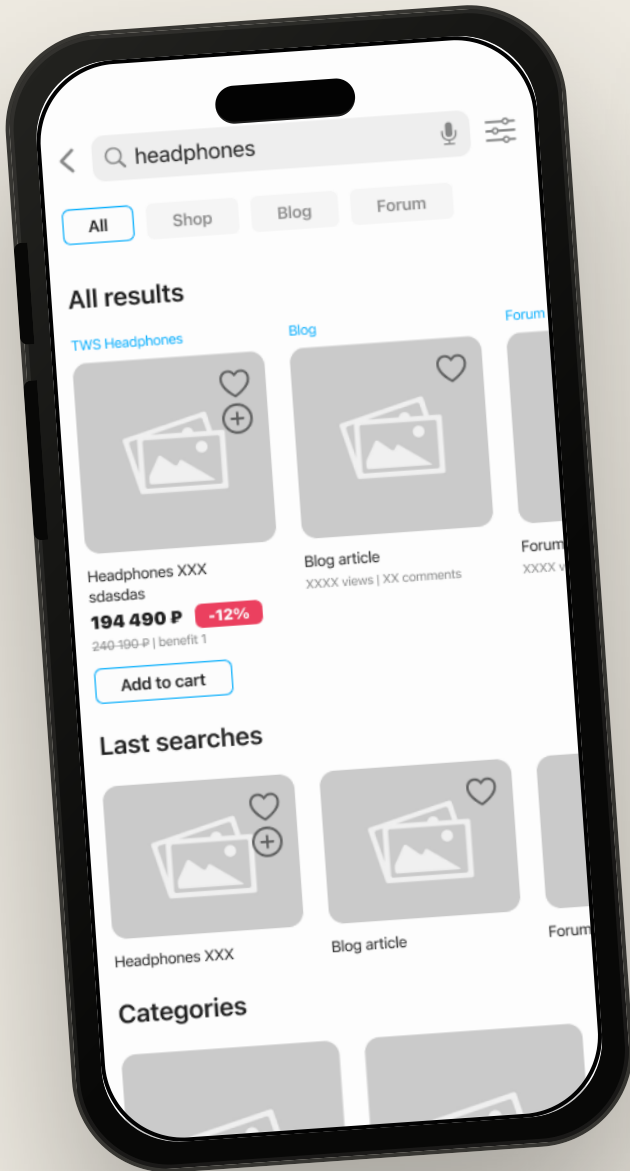
DECISION DATA MOVES UP.

Price, availability, delivery and the primary action appear before long-form product content.

01 PRICE + AVAILABILITY

02 DELIVERY PROMISE

03 PRIMARY ACTION



DISCOVERY ALWAYS LEADS SOMEWHERE.

Search stays visible; editorial content resolves into a category or product; category depth opens one level at a time.

01

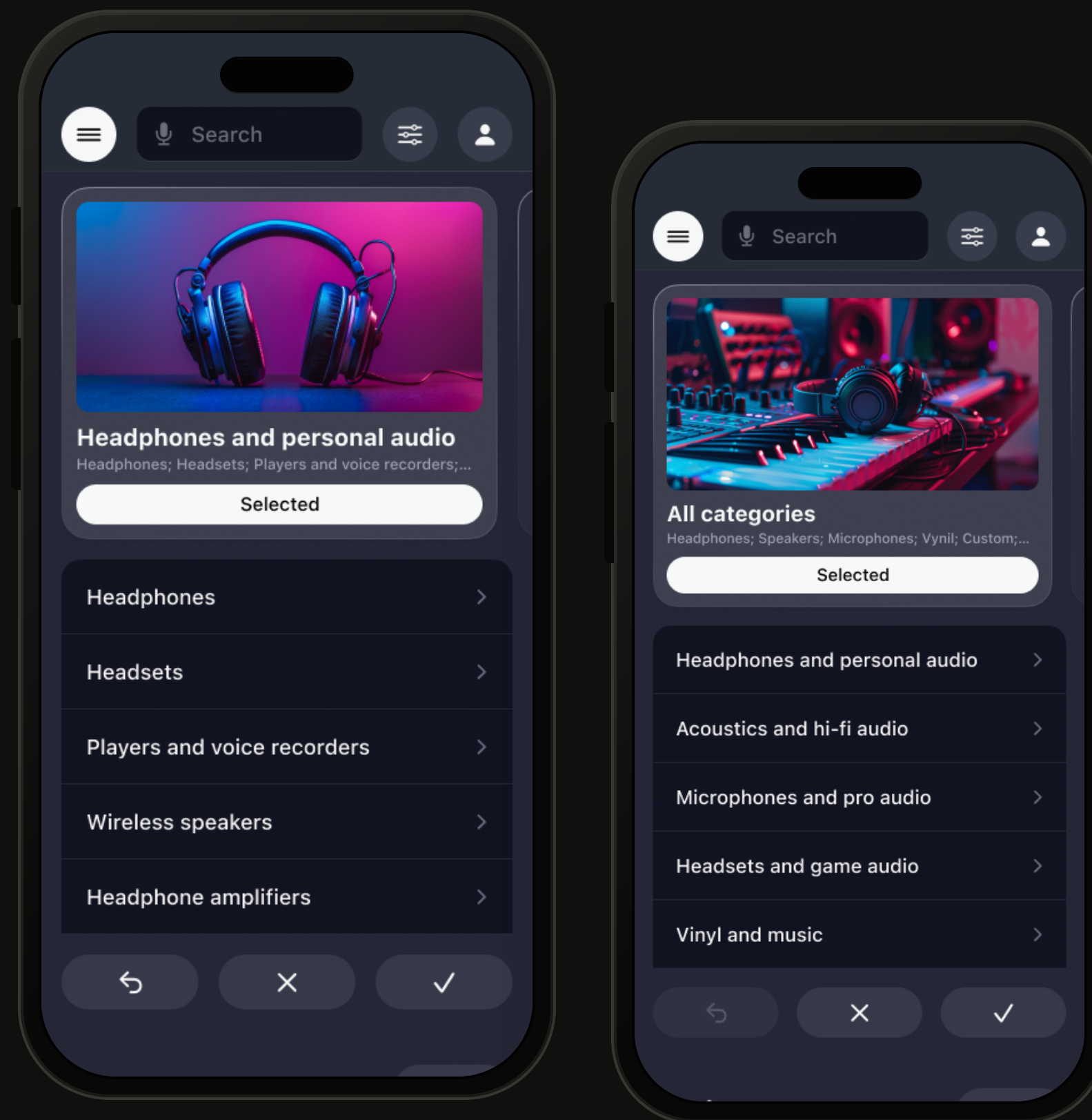
CATEGORY OPEN

The next choice stays in context.

02

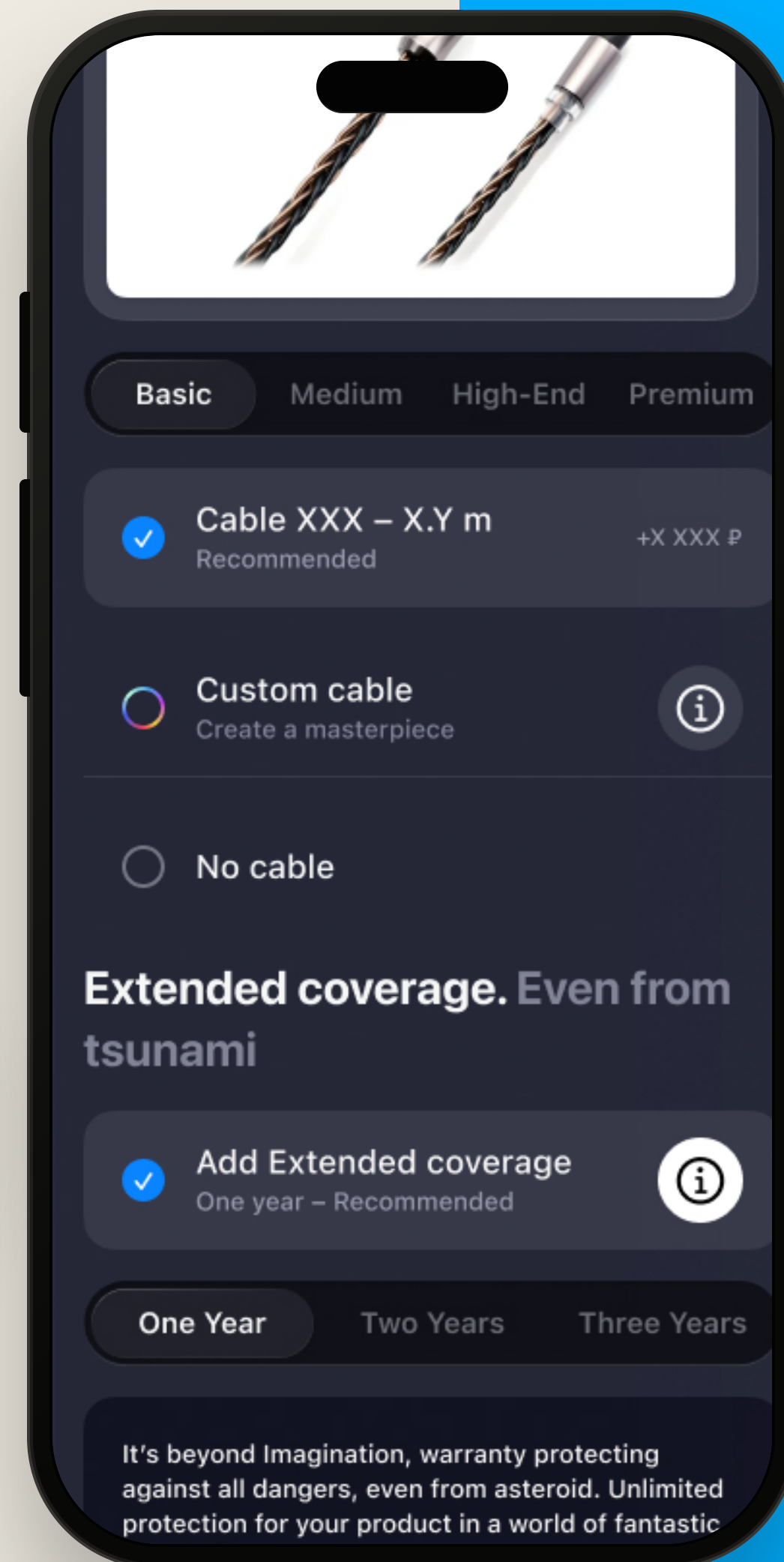
ONE LEVEL DEEPER

Depth appears only when requested.



ONE PAGE. FROM PRODUCT TO CONFIGURATION

Cable choice and extended protection stay inside the product page — add-ons become explicit before the bag.



A COHERENT CONCEPT. READY TO TEST.

The prototype defines the journey, key states and product configuration — not a shipped KPI result.

- 01 Can buyers reach the right category without losing context?
- 02 Does product evidence reduce uncertainty before configuration?
- 03 Are add-ons understood before the bag?

