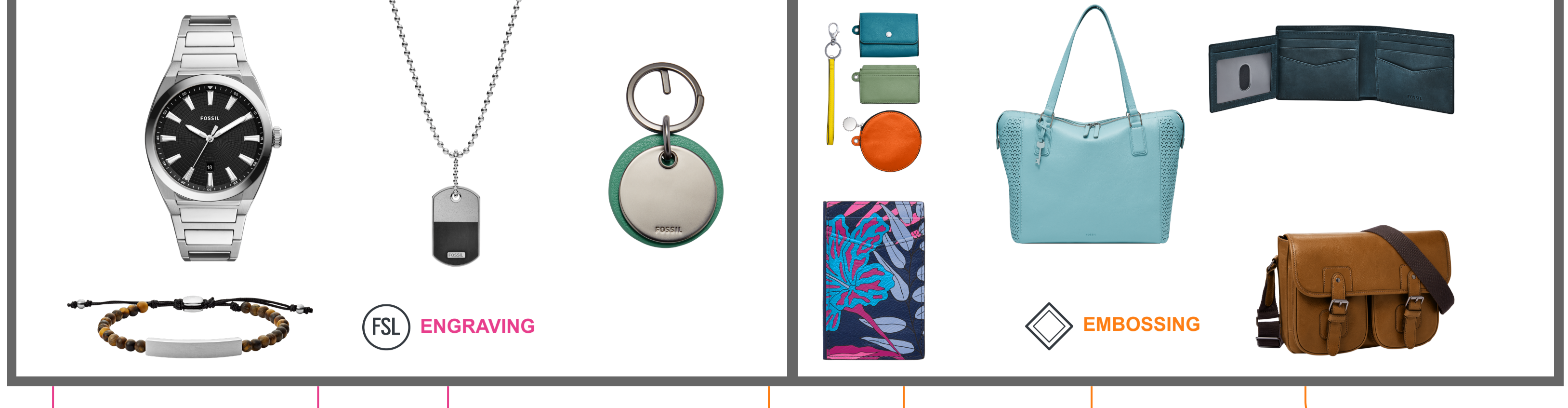


START

**EMBOSSING & ENGRAVING**  
The user is looking to purchase a personalized watch, handbag, or other item as a gift. As one of the few retailers left that offer free monogramming, we came up high on their search.

WHAT DO THEY WANT TO HAVE MONOGRAMMED?



THROUGH THE JEWELRY MENU

WOMEN'S JEWELRY	MEN'S JEWELRY	COASTAL SHOP
View All	View All	View All
New Arrivals	New Arrivals	Charm
Best Sellers	Best Sellers	Charm
Essentials	Essentials	
Necklaces	Engaged Jewelry	
Sale Jewelry	Earrings	
	Necklaces	
	Sale Jewelry	

THROUGH THE GIFTS MENU

WOMEN'S GIFTS	MEN'S GIFTS
Our Favorite Gifts	Our Favorite Gifts
Personalized Gifts	Personalized Gifts
Engaged Gifts	Engaged Gifts
Gifts Under \$50	Gifts Under \$50
Gifts Under \$100	Gifts Under \$100
Gift Cards	Gift Cards

THROUGH THE BAGS CATEGORY

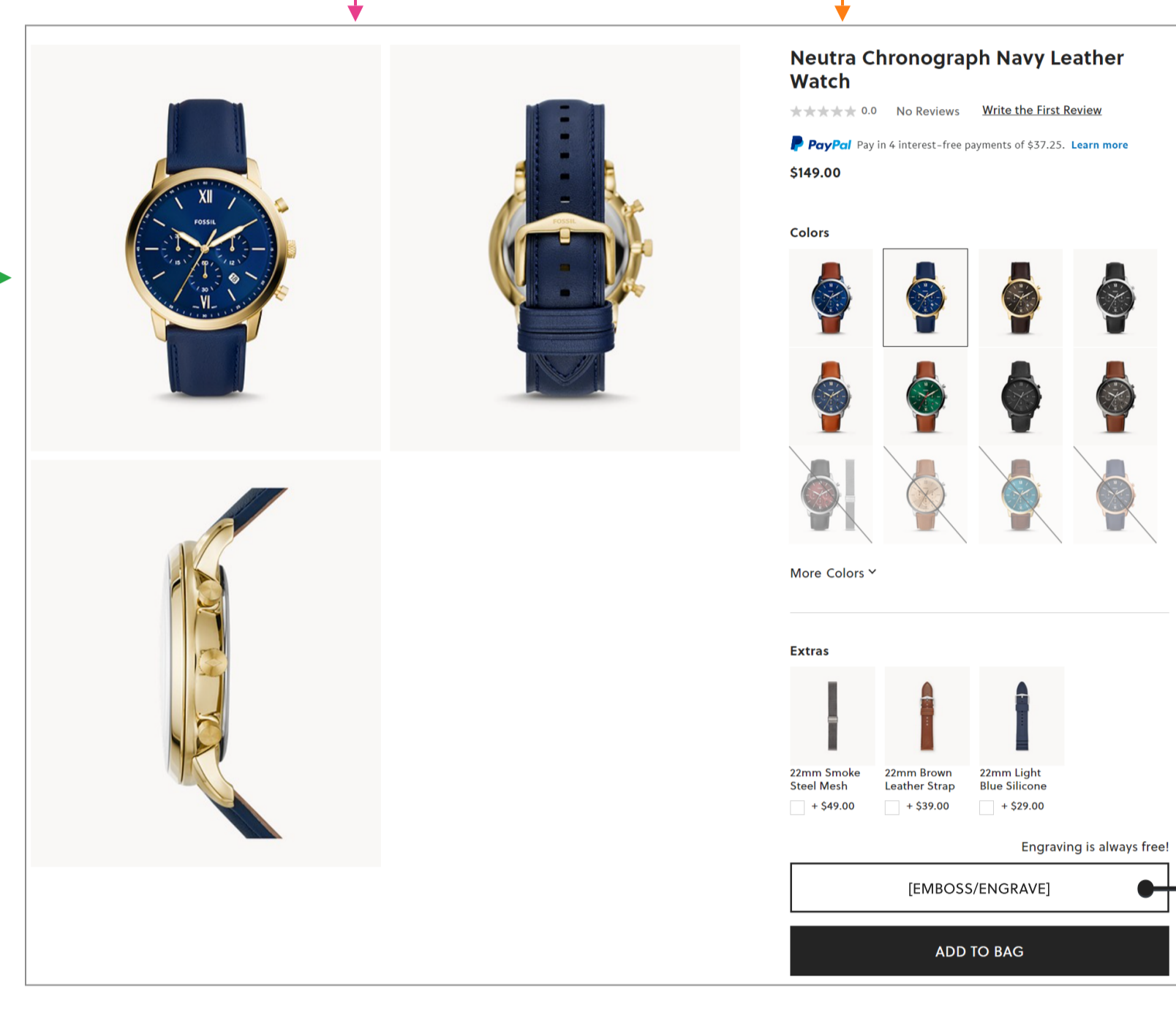
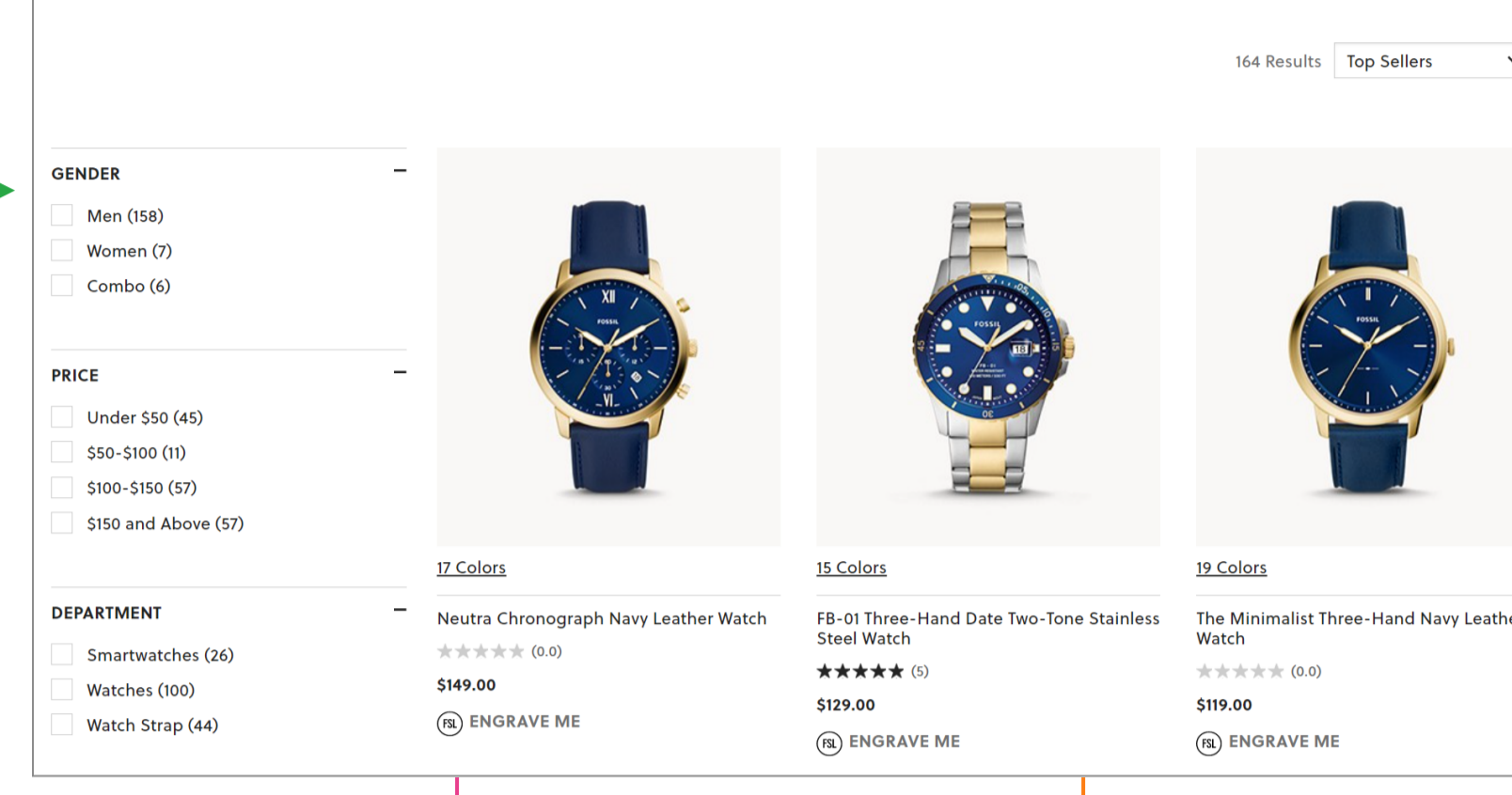
WOMEN'S BAGS	WOMEN'S HANDBAGS
View All	View All
New Arrivals	New Arrivals
Best Sellers	Best Sellers
Backpacks	Satchel & Shoulder Bags
Embossed Bags	Backpacks
Messenger Bags	Tote Bags
Travel Bags	Crossbody Bags
Work Bags	Embossed Bags
Sale Bags	Mini Bags
	Travel Bags
	Work Bags
	Sale Bags

THROUGH THE WALLETS CATEGORY

WOMEN'S WALLETS	WOMEN'S WALLETS
View All	View All
New Arrivals	New Arrivals
Best Sellers	Best Sellers
RFID Wallets	RFID Wallets
RFID Wallets	RFID Wallets
Card Cases	Card Cases
Front Pocket Wallets	Front Pocket Wallets
Tablet Wallets	Tablet Wallets
Money Clip Wallets	Money Clip Wallets
Embossed Wallets	Embossed Wallets
Work Bags	Work Bags
Sale Wallets	Sale Wallets

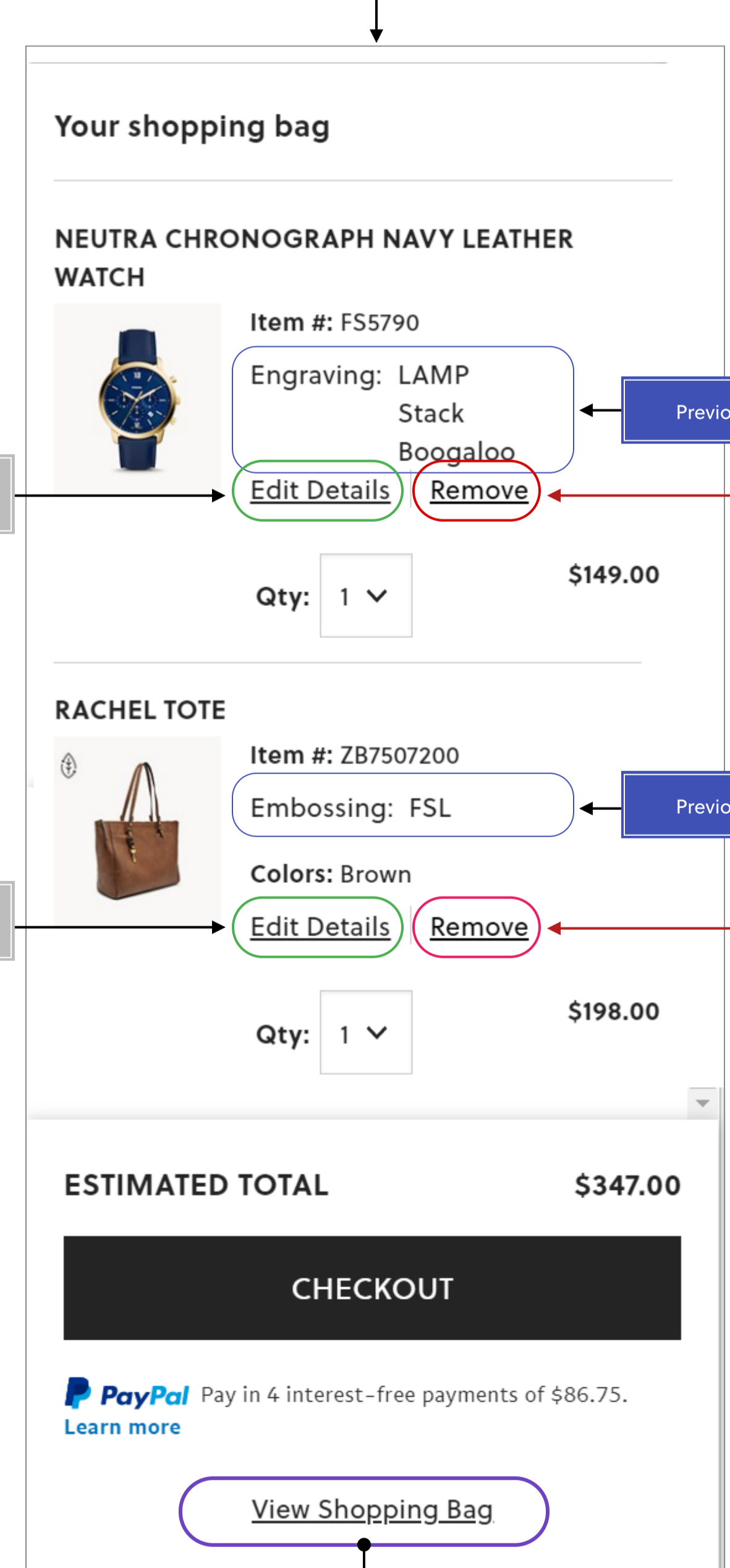
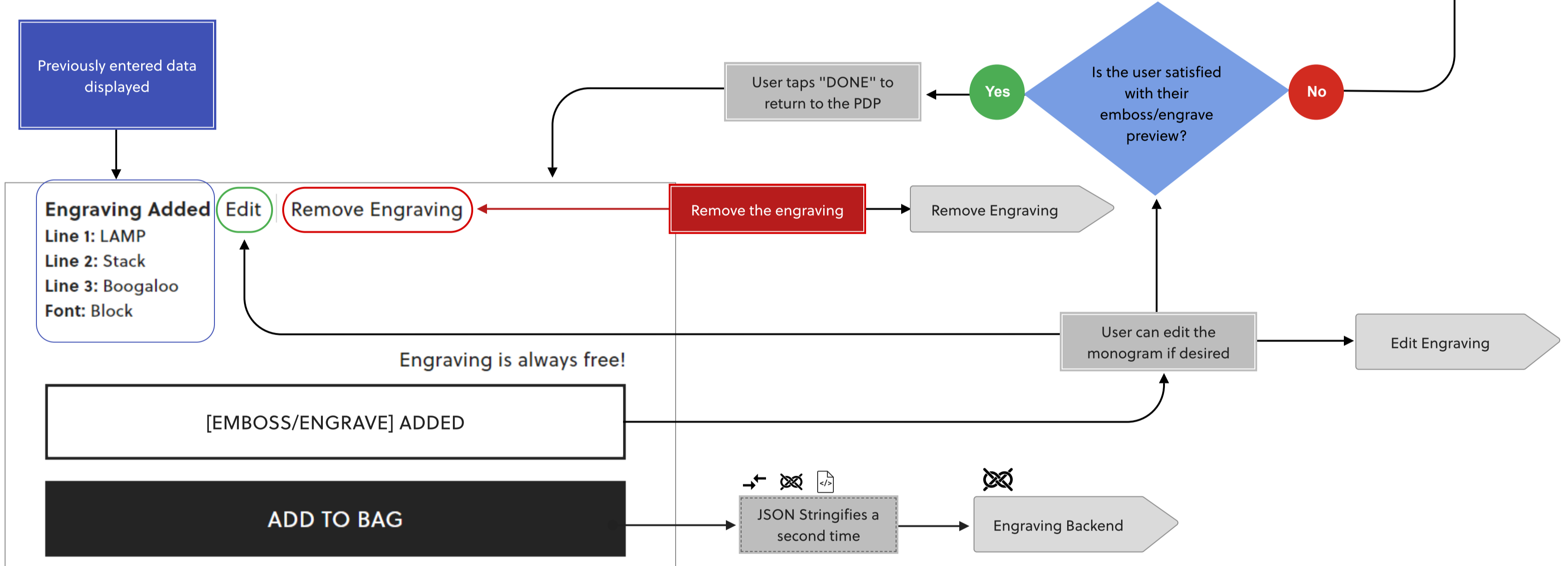
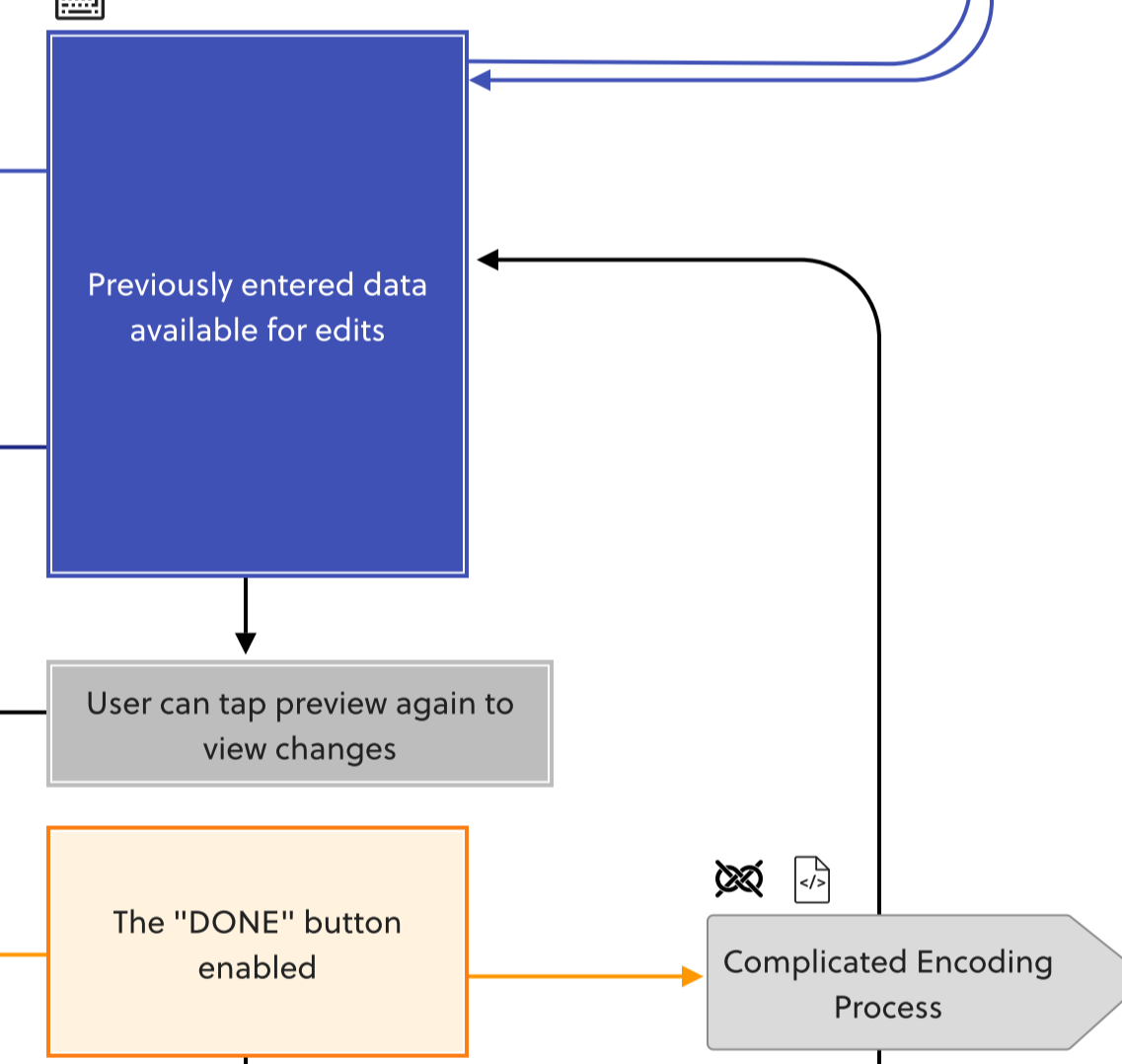
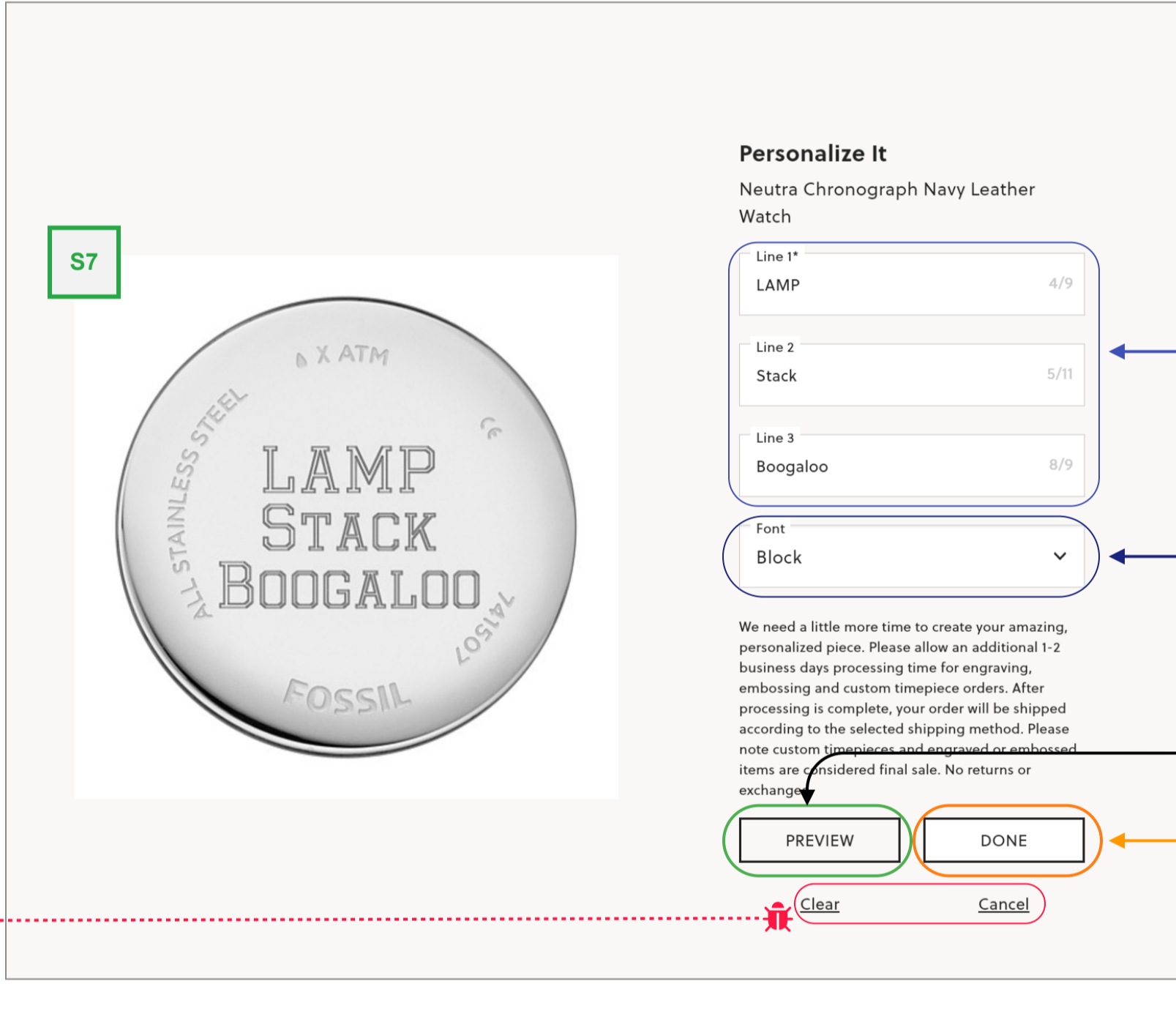
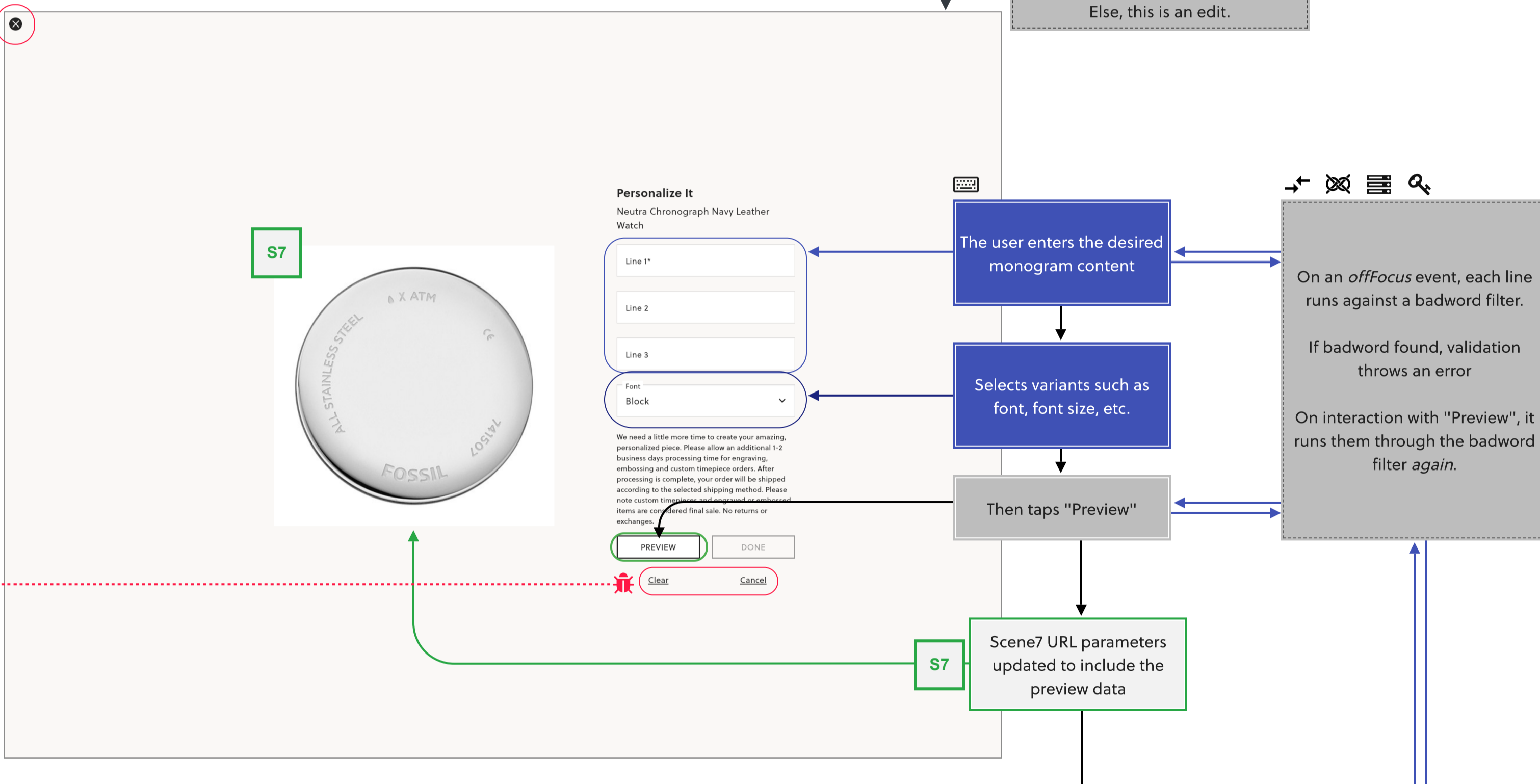
NOTE: Direct search from web or site may enter flow at any point before monogramming begins.

THROUGH THE PRODUCT CATEGORY PAGE



Looks for JSON in the DOM in an invisible <textarea>. name=serviceinstructions. If empty, then this is a new engrave. Else, this is an edit.

**CLEAR & CANCEL**  
• Clear button is evil, completely removes engraving.  
• Cancel engraving also removes engraving, but "active" instead of "none" -- needs to unwind. You might get the update correctly, you might not get the update correctly.  
• Exit button does the same thing



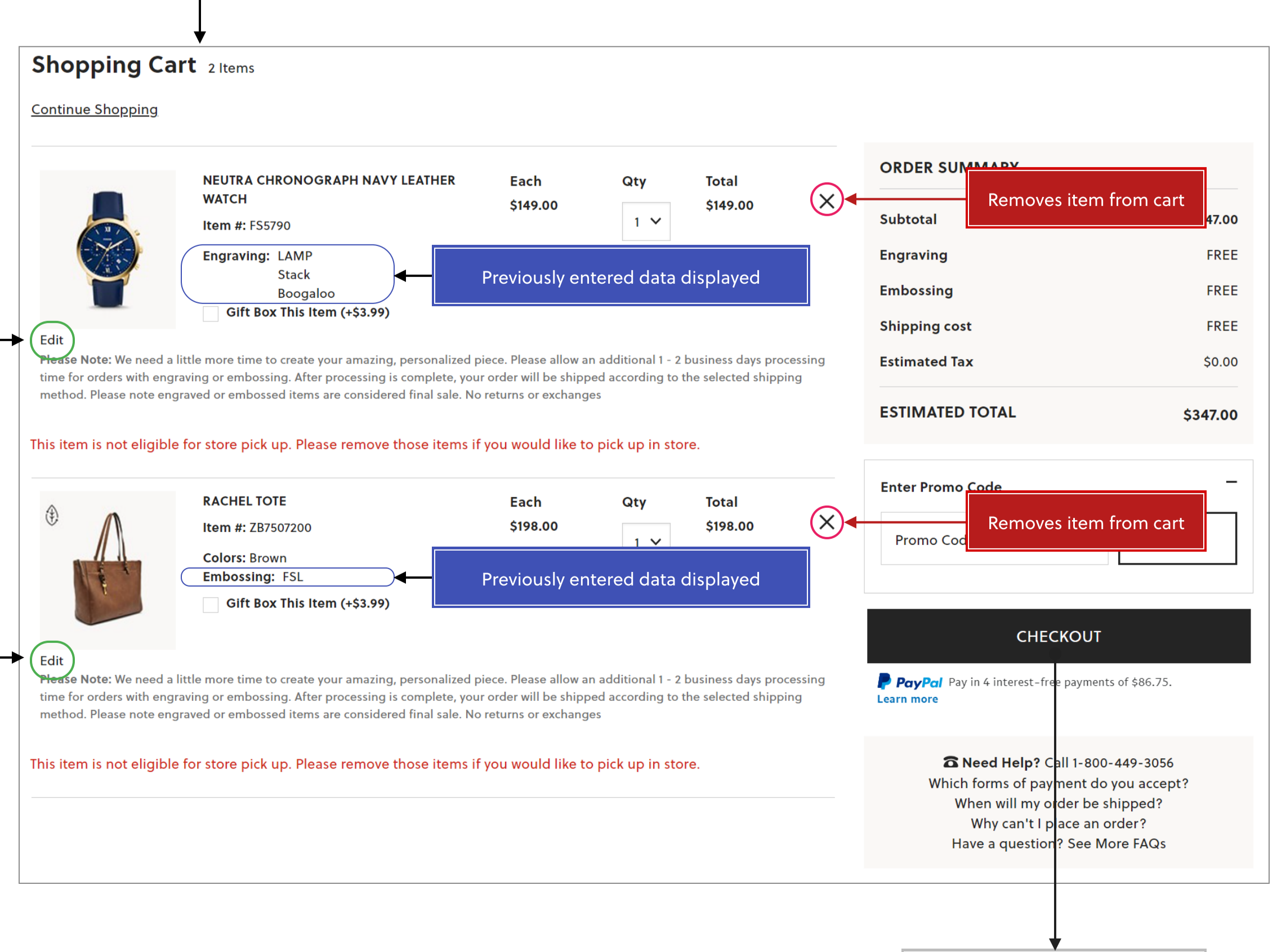
User can edit the item if desired

User can edit the item if desired

User can edit the item if desired

User can edit the item if desired

User can edit the item if desired



User proceeds with checkout

END

LEGEND

COMPLICATED ENCODING PROCESS

S7 SAP

previewEngraving Cartridge

```
function userTextEncoding(txt) {
  return encodeURIComponent(txt).replace(userTextRegex, userTextRemapper);
}
```

Encoding

```
const userTextReplacementMap = {
  '%20': '+',
  '(': '%28',
  ')': '%29'
};
const userTextRegex = /%20|\(|\)/g;

function userTextRemapper(c) {
  return userTextReplacementMap[c];
}
```

Regex

**Encoding & Regex**

Removes/replaces any characters SAP and Scene7 have issues with.

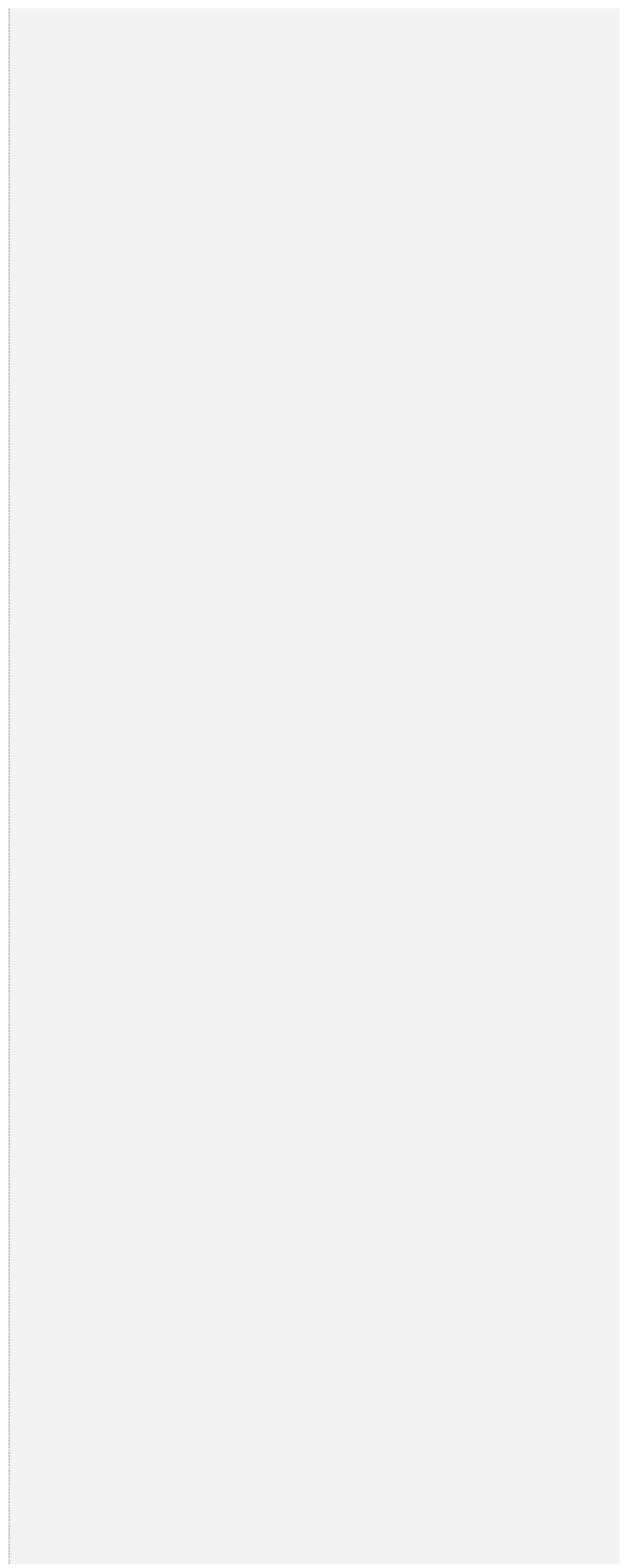
Stringify JSON

Saves to the hidden  
<textarea name=serviceInstructions>

```
<textarea name="serviceInstructions" class="serviceInstructions d-none">
{"ServiceType":"ENGRAVE","PersonalizedImageURL":"https://fossil.scene7.com/is/image/FossilPartners?src=ir{FossilPartnersRender/FOSSIL_ROUND_A?resmode=sharp2&obj=flow/mngrm&decal&src=is{FossilPartners/STYLE_A?&$lines=2&$line1=asdf&$line2=asdf&$font=Block_W_LINE}&sharp=1&res=80}&$fcc_fos_engraving-embossing_desktop$","Instructions":"text1=asdf|text2=asdf|text3=|font=Block_W_LINE|templateId=A|casebackstyle=FOSSIL_ROUND_A|imagekey=ES5023|producttype=Watches"}
</textarea>
```

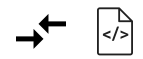
Back

```
{"ServiceType":"ENGRAVE","PersonalizedImageURL":"https://fossil.scene7.com/is/image/FossilPartners?src=ir{FossilPartnersRender/FOSSIL_ROUND_A?resmode=sharp2&obj=flow/mngrm&decal&src=is{FossilPartners/STYLE_A?&$lines=2&$line1=A+word!&$line2=%2342+%3A%29&$font=Block_W_LINE}&sharp=1&res=80}&$fcc_fos_engraving-embossing_desktop$","Instructions":"text1=A+word!|text2=%2342+%3A%29|text3=|font=Block_W_LINE|templateId=A|casebackstyle=FOSSIL_ROUND_A|imagekey=ES5023|producttype=Watches"}
```

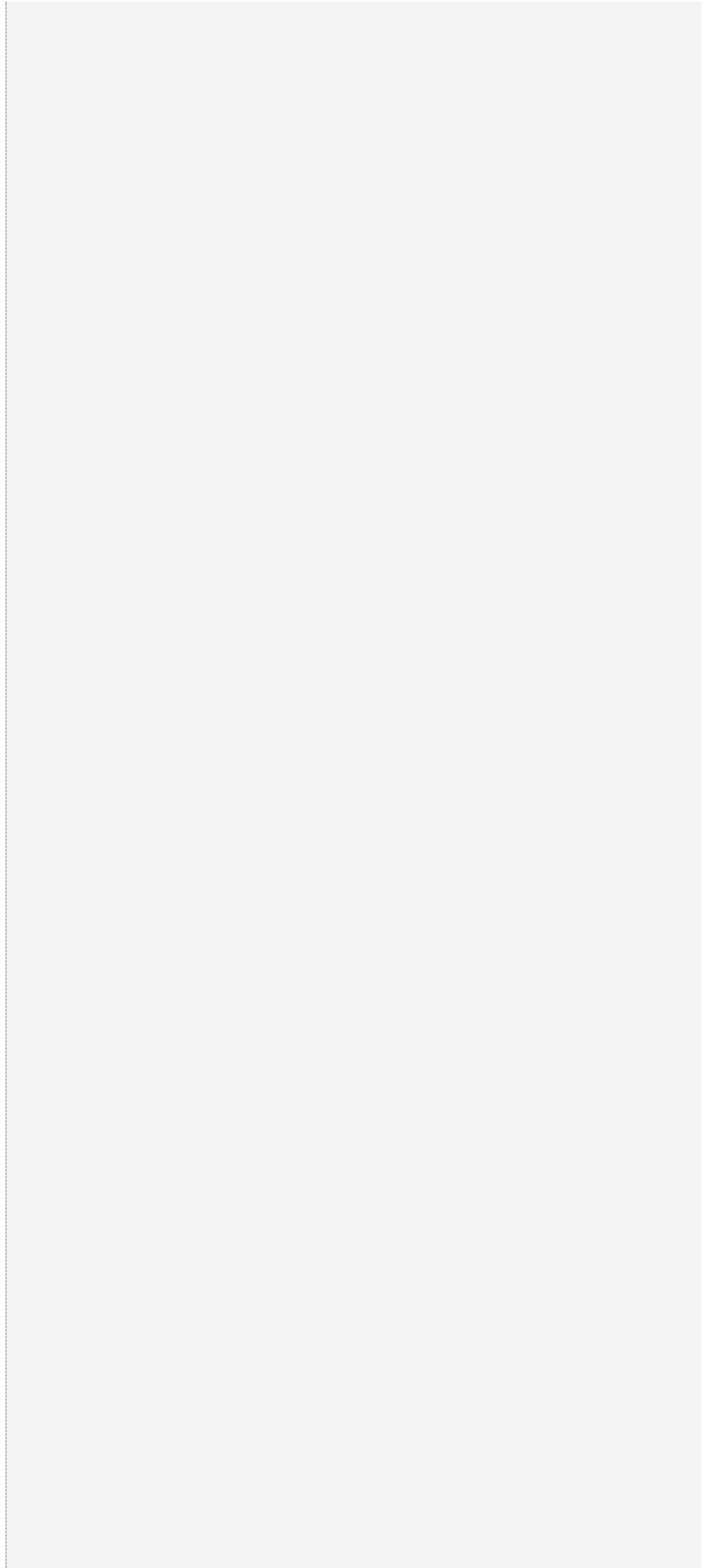


LEGEND

ENGRAVING ADD TO BAG



Looks for JSON in the DOM in the invisible <textarea name=serviceInstructions>  
If empty, then adds to bag as normal.  
Else, adds as an engrave.

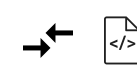


Back to User Journeys

Reloads the page (?)

Edit from PDP Widget  
Calls the engrave controller and looks for the PID

ProductCustomize-Engrave?  
pid=ES5023&format=ajax



Looks for the JSON in the DOM in the invisible <textarea>

Decodes the json

Unwinds it

Repopulates the form

Navigates you to that URL with that page

Edit from Cart  
Sends you back to the PDP with the URL parameters below:

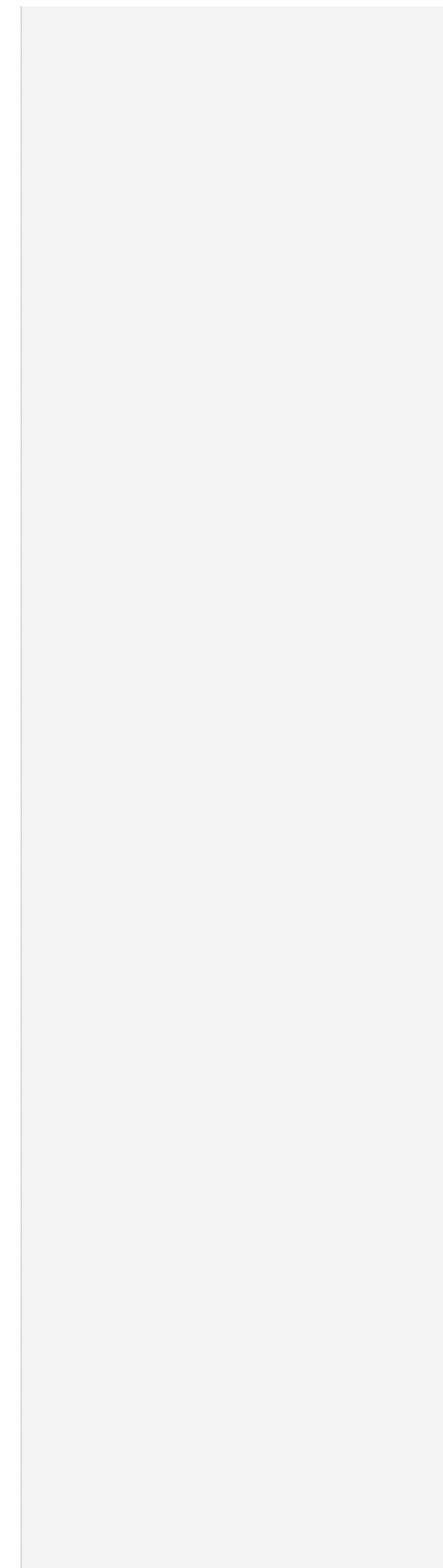
ES5023.html?  
uuid=29915fc83bc19d94b8fef8a3  
d3&showModal=true&datetime=16  
18344758099

Reinitiates PDP

Update cart

Looks for the literal line item in your cart and attempts to update it.

Calls a special line item update controller where it updates the line item in the cart directly



Remove from PDP

Remove sends you to the product variation controller and resets the option item

Remove engraving from cart

Doesn't actually update until you click the "update" button

