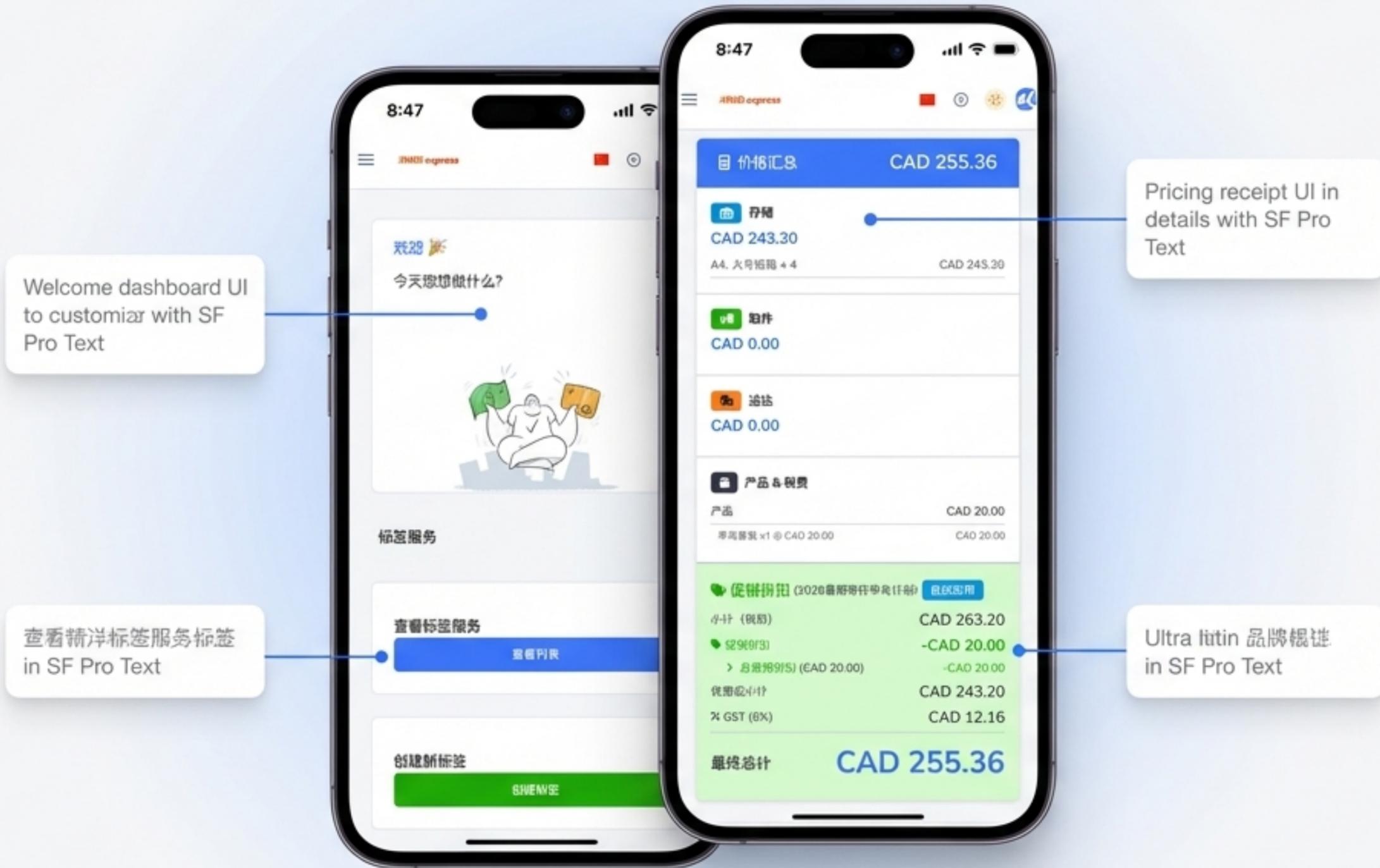


# Mili Express User Journey Walkthrough



# Solving Summer Storage for Local Students



**Context:** UBC Student preparing for summer break.

**Goal:** Needs to store personal items and dorm furniture from March to August 2026.

**Incentive:** Holds a localized student promo code (UBC2026).

Current Order Total

**\$0.00 CAD**

# A clean dashboard masks a highly comprehensive logistics engine

Current Order Total  
**\$0.00 CAD**

Label Services

Create New Label



Address Management,  
Storage Services,  
Promotions, and  
Integrations.

# Localized promotions drive immediate conversion

Current Order Total: \$0.00 CAD

2026 Summer Storage Early Bird  
- Triggers a flat \$20.00 discount.



UBC Student Free Pickup - Code:  
UBC2026. Highly targeted local  
market acquisition.

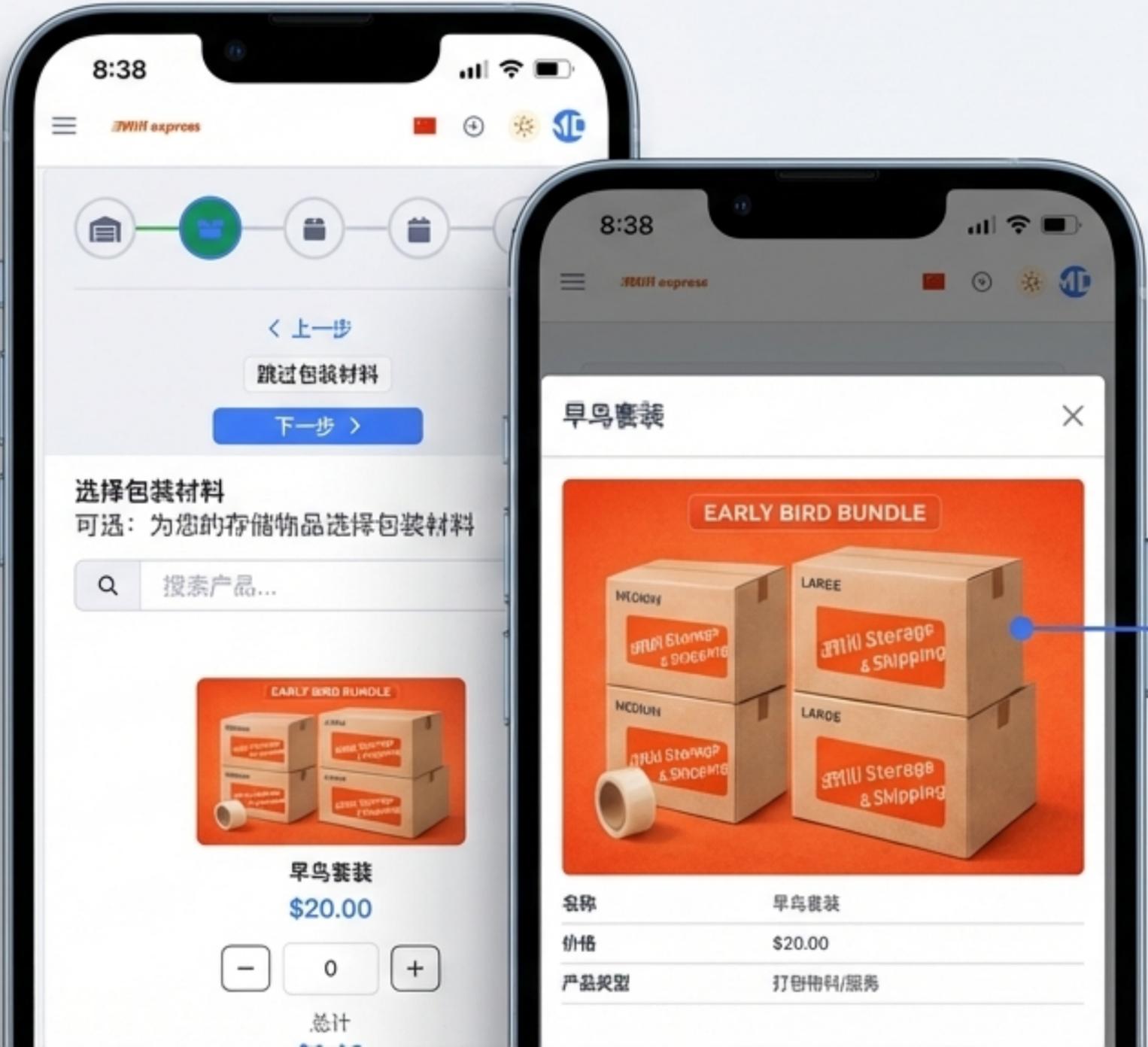
# Step 1 establishes geographical logistics with one click



Current Order Total: \$0.00 CAD

Use current location to find nearest center.

# Step 2 anticipates user needs by bundling packing materials



~~\$0.00 CAD~~  
**Current Order Total: \$20.00 CAD (+ Materials)**

Early Bird Bundle:  
2 Medium Boxes, 2 Large Boxes, and Packing Tape for \$20.00.

# Step 3 captures precise inventory metrics to eliminate pricing surprises

The image shows a smartphone screen with a shipping application. The interface includes a progress bar at the top, a search bar, and several input fields. Three callout boxes point to specific fields: 'Packing Type: A3 Medium Carton' points to a dropdown menu, 'Quantity: 1' points to a numeric input field, and 'Precise Dimensions: 58.000 cm length' points to a dimension input field. To the right of the phone, a white box displays the order total: 'Current Order Total: \$263.20 CAD (+ \$243.20 Storage)'.

**Packing Type:**  
A3 Medium Carton

**Quantity:** 1

**Precise Dimensions:**  
58.000 cm length

**Current Order Total:**  
\$263.20 CAD  
(+ \$243.20 Storage)

# Step 4 defines the timeline and establishes a direct communication line

Current Order Total:  
**\$263.20** CAD

Calculates exact duration automatically: Mar 28 to Aug 31, 2026 (156 Days).

8:39

< 上一步

下一步 >

Start Date \*  
Mar 28, 2026

End Date \*  
Aug 31, 2026

Total Storage Days: 156

Contact information \*

WeChat ID \*  
Test

app.millexpress.com

Mandatory WeChat ID integration ensures seamless customer support in the user's preferred ecosystem.

# Address verification is optimized for Canadian formats

Current Order Total: \$263.20 CAD

Standardized Canadian formatting verification:

Richmond  
BC  
V6X2A9  
CA

Address

5560 Minoru ✓

V6X2A9 ✓

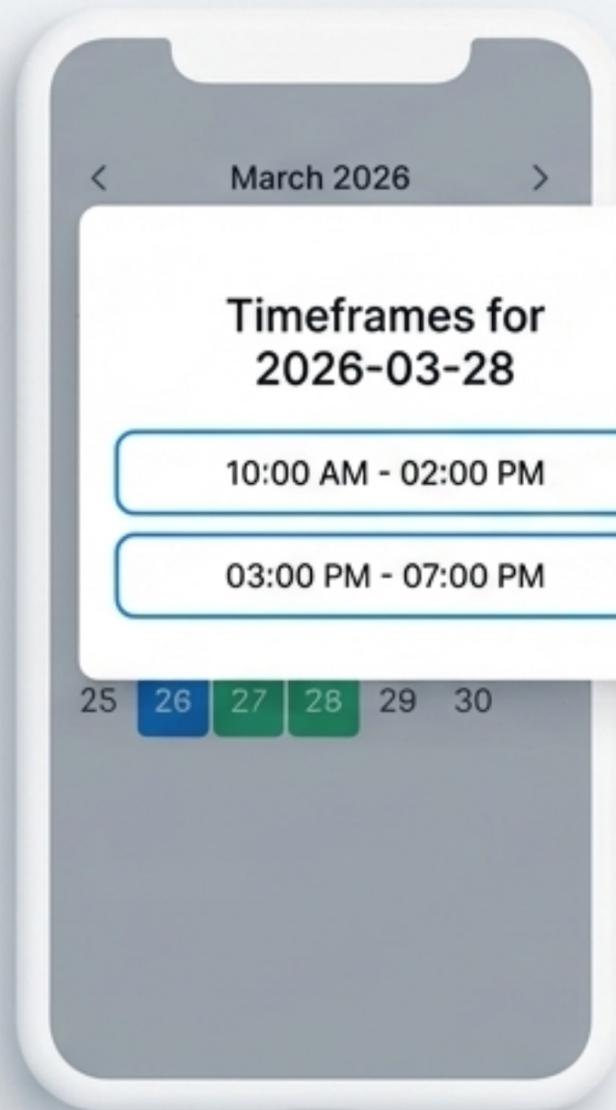
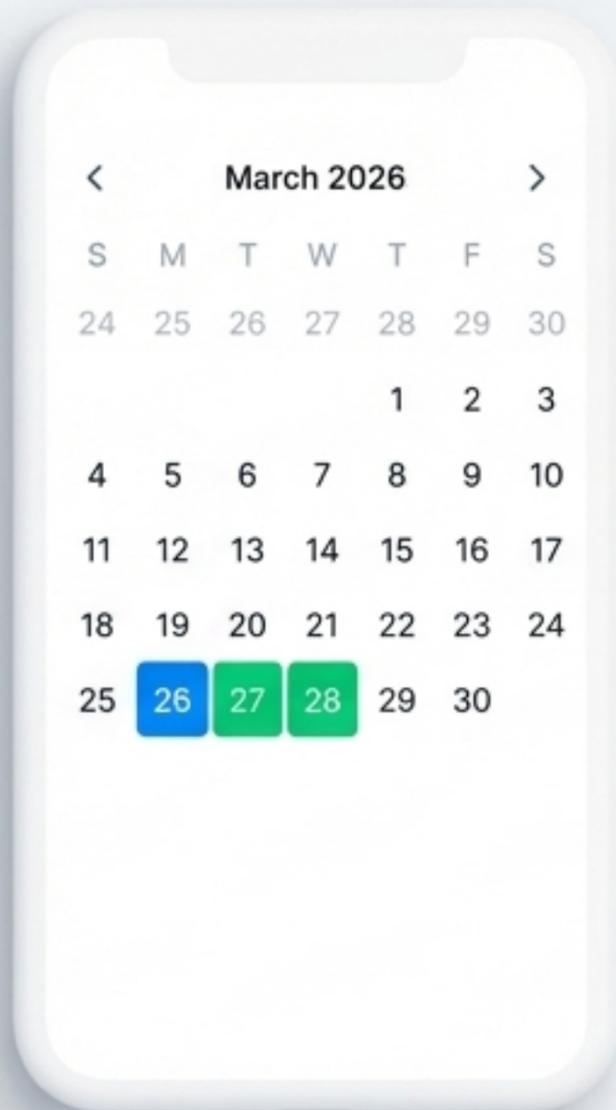
RICHMOND ✓

BC

CA ✓

CA ✓

# Granular scheduling and transparent logistics pricing



Select specific 4-hour pickup windows (e.g., 3:00 PM - 7:00 PM).

Pickup Channel

- A (\$20) 行李箱 / 纸箱 / 个人物品  
Suitcases / Cartons / Personal Belongings
- B (\$60) 小家具 / 家电 / 超规格个人物品  
Small Furniture / Home Appliances / Oversized Personal Items
- C (\$160) 无需拆装的家具  
No-Assembly Furniture
- D (\$320) 需拆装的家具  
Furniture Requiring Disassembly

Tiered logistics pricing from \$20 for boxes to \$320 for furniture requiring disassembly.

Current Order Total:  
**\$263.20 CAD**  
*Base \$20 pickup fee applies but will be waived by promo*

# Step 5 surfaces premium add-ons at the point of highest intent

Current Order Total:  
**\$263.20 CAD**

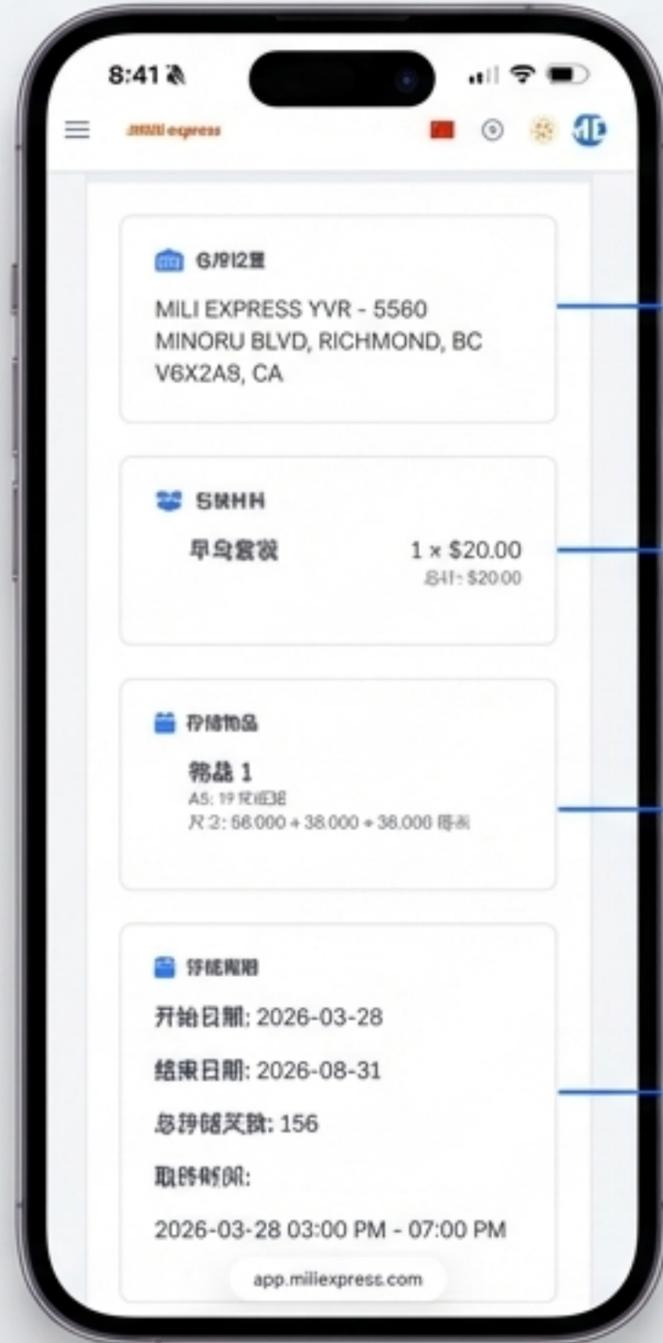


## Premium Packing Service at \$60.00/Hour.

The app seamlessly integrates labor services alongside physical storage space.

# Step 6 synthesizes complex choices into a transparent review

Current Order Total:  
\$263.20 CAD



Warehouse Location -> MILI EXPRESS YVR

Materials -> Early Bird Bundle

Storage Items -> Dimensions & Quantities

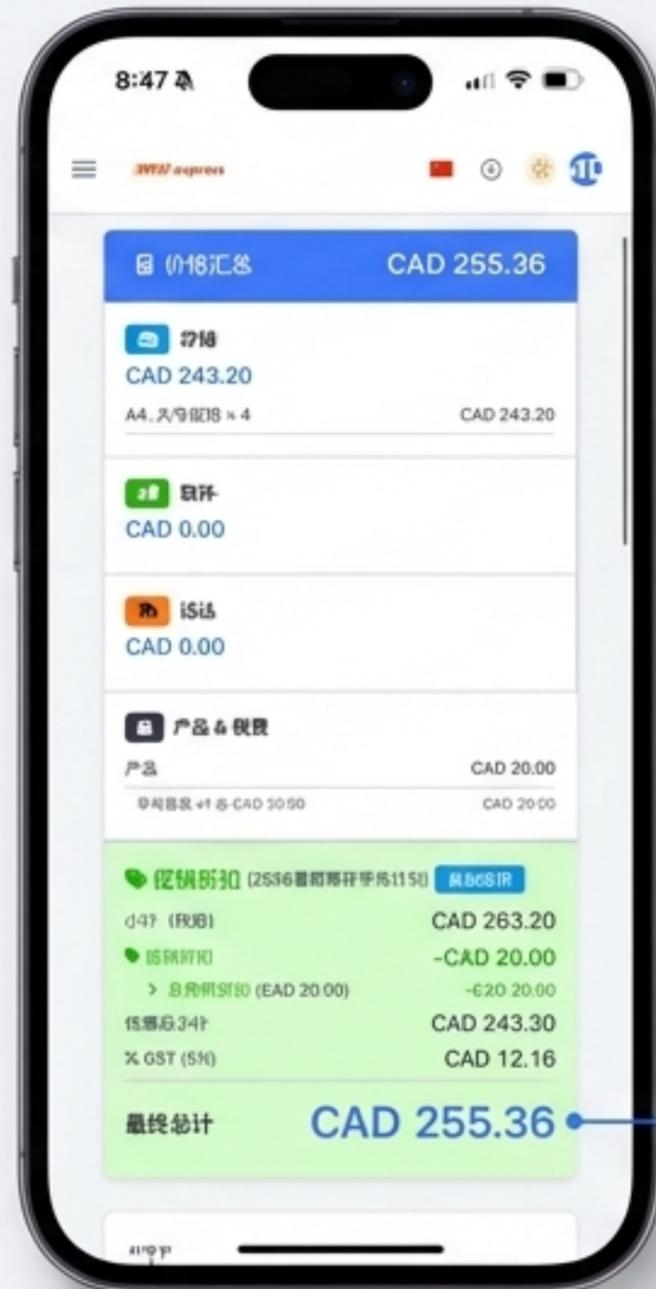
Timeline -> 156 Days

# Frictionless promo code application rewards targeted users



Current Order Total:  
**\$243.20 CAD**  
- \$20.00 CAD (UBC Student Free Pickup)

# A sophisticated pricing engine outputs a crystal-clear final receipt



Storage (4 Large Boxes): \$243.20

Pickup Logistics: \$0.00 (Waived via UBC promo)

Materials (Early Bird Bundle): \$20.00

Automatic Early Bird Discount: -\$20.00

GST (5%): \$12.16

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**Final Total: CAD 255.36**

# The digital journey transitions to high-touch concierge support

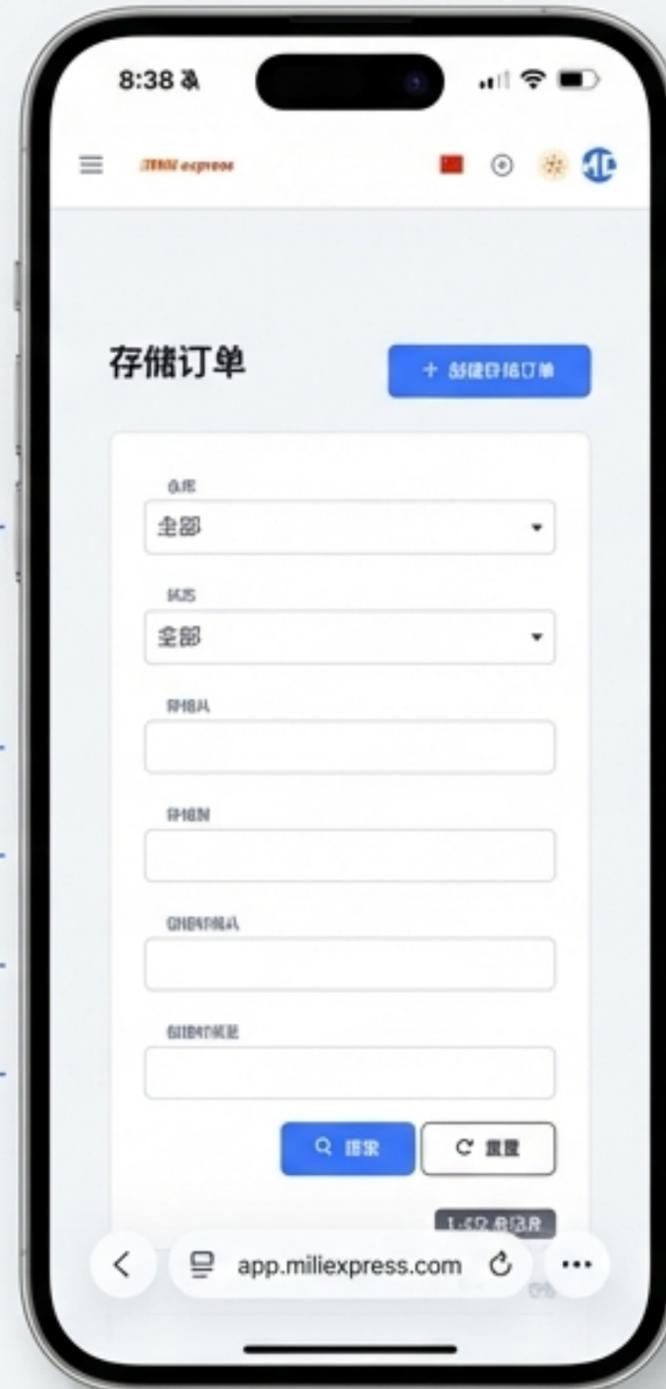


如您尚未与客服对接, 微信加好友:  
WeChat ID: MiliExp

The app immediately shifts the user from an automated booking flow into a personalized 1-on-1 customer service channel for moving day coordination.

# Long-term inventory visibility ensures ongoing peace of mind

Users can filter their warehoused inventory by location, status, and precise date ranges.



Mili Express acts as a persistent digital twin of the user's physical stored items for the duration of the 156-day contract.