

## Legend

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Action

Thought

Scenario 1

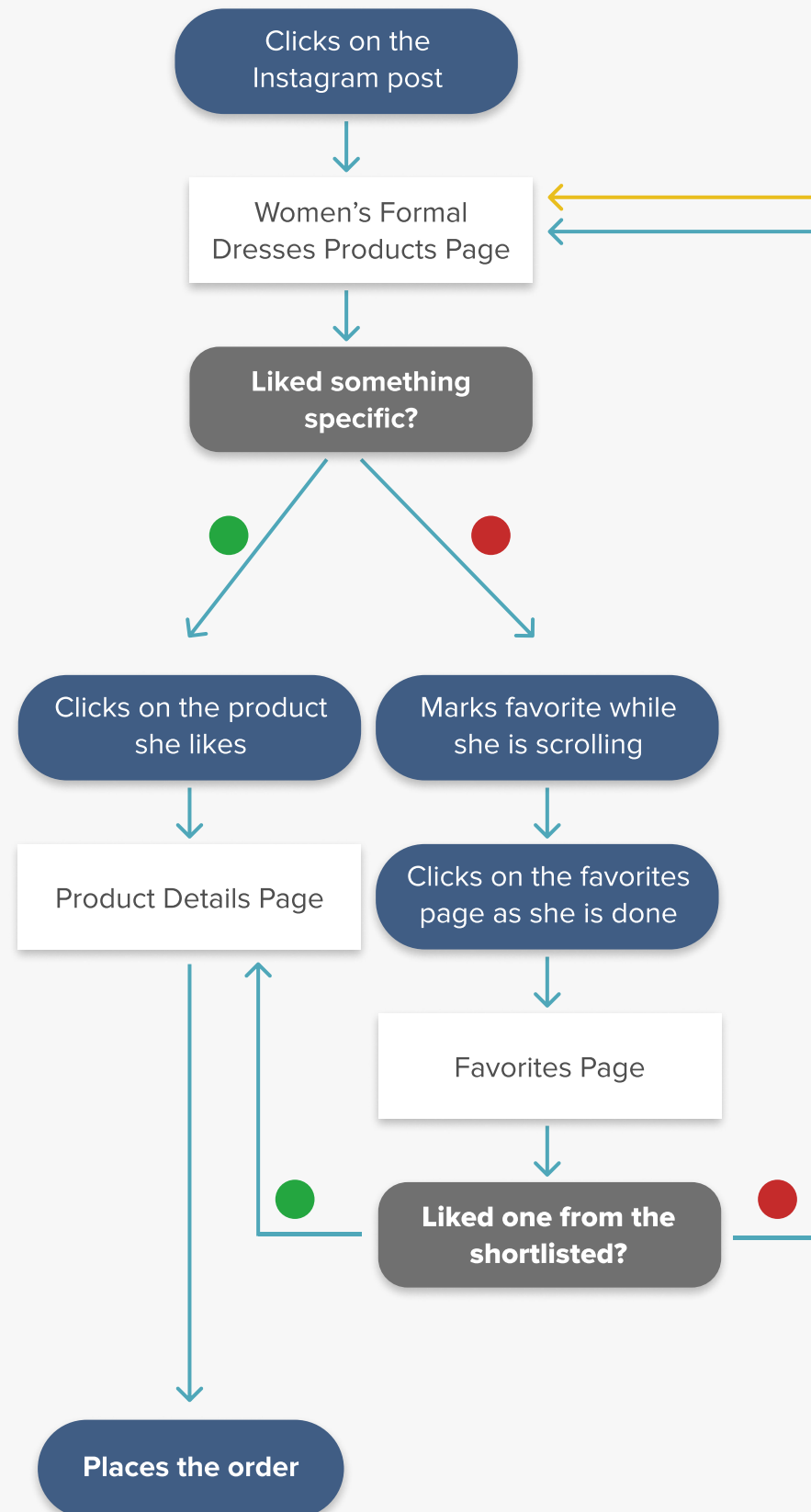
Scenario 2

Yes

No

## Scenario 1

Jessica wants to buy an economical formal dress and she is reminded by an ad of Mirror on Instagram



## Scenario 2

Jessica has been meaning to find an economical formal dress but has not had the time to find the right style and design

