

A clearer path to discovery.

PROPOSAL + GUIDED WALKTHROUGH

Retain Underwear Expert's familiar brand. Explain the curated offering, establish value and help visitors choose. The two purchase options remain an experiment to agree with Michael.

1

Name the product, then invite discovery

OPENING + NAVIGATION

The headline names underwear. Supporting copy explains selection around style, size and preferences. **Find your fit** is the invitation to explore, with one heritage signature and clear shopping routes.

2

Give the promise something tangible

PRODUCTS + BRANDS + CUSTOMER PROOF

Real pairs include a reason to try each fabric or cut. Featured brand names and a short, attributed Club review from Shop build trust before the quiz. No invented testimonial or unsupported savings claim.

3

Make the purchase choice clear

VISUAL QUIZ + SELECTION + PURCHASE OPTIONS

Preview selected pairs, then choose **Buy once** or **Subscribe with The Club**. Neither is preselected. The one-time total adds individual retail prices. Club value includes discovery, preview control and flexible timing; regular pricing leads, with the first-delivery offer secondary.

4

Keep the wider business visible

EVERYDAY ESSENTIALS

Grooming, supplements and sexual wellness remain available. Eligible essentials have their own one-time and recurring options, separate from the underwear Club.

5

Explain what can happen next

PRACTICAL DETAILS + DEMO REVIEW

FAQs explain current shipping, returns and renewals. The local demo bag and order review illustrate the proposed purchase journey; they do not place orders or collect payment.

CONTENT + DESIGN NOW

Ready to implement as content and design: clearer hero and CTA, brand visibility, attributed review and Club benefits. Apply these to the existing store flow; Michael's team confirms production integration.

APPROVAL + DEVELOPMENT

Needs approval or development: embedded quiz, preview-before-plan flow and Buy once vs Club experiment. Confirm exact-pair eligibility, inventory, checkout and analytics. AI check-ins and repeat prevention remain future proposals.