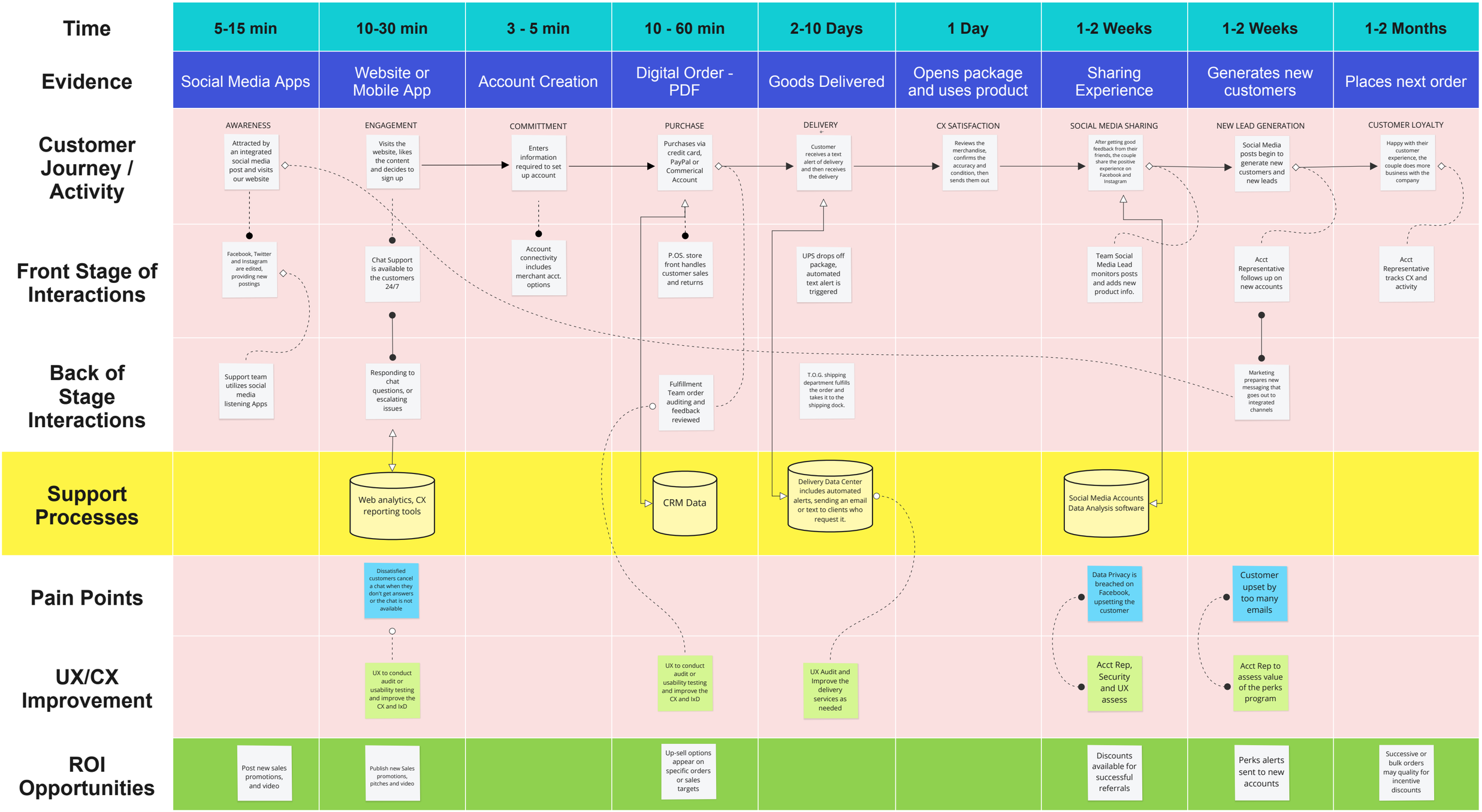Scenario: An engaged couple looks for and orders wedding invitations