

It is easy all you have to do is click on buy and it'll take you to where you choose what iphone you want. Then you just go through the options you want for it such as the memory capacity,color, cellular provider,etc. You can also click on an iphone at the very top if you want a previous model. The process will be the same.

It is not overly complicated, it is just a little time consuming going through the entire process.

(1)Apple has a lot of pictures and not really a lot of words. It probably is like that so that customers can easily find

what they like since they know what the phone looks like.

(Bobby/a kid wanted to buy an iphone but his parents are not tech savvy so they can not order the iphone for him online.

So to make it easier for them apple put a lot of big pictures.)

(2)Apple has the phones and other products at the top so they are easy to find.

(Legoshi/young adult got lost in the website looking for the phone that he wanted so he simply did not buy it)

(3)Apple compares the phones at the home page and shows how much better the more expensive one is.Just to try and to persuade the consumer into buying the more expensive phone.

(Lucy/old lady wanted to buy a phone but she did not know which to get.)

(4)Apple advertises/features a lot of their accessories in the homepage and other pages as you checkout, to try and sell more stuff to the consumer.

(Eric/young adult wanted to buy extra stuff for his phone but did not know how to find it on their website or did not know

they even sold accessories so he did not buy them.)

(5)Apple says they are the best place to buy an iphone because you will save the most money as opposed to buying from another

stores like best buy,at&t,t-mobile, etc.

(Lis/young adult was going to buy an iphone from apple but instead decided to buy it from an ATT store because that is her cell provider.

So she thought she'd be able to save more money that way.)

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