

## **User Stories**

1. As a new user, I want to be able to see all of the options Apple has, so that I can see if Apple is right for me.
  - a. Device options at the top of the page
2. As a new user, I want to be able to easily navigate through the options so that I can ensure that I am getting a product that is right for me.
  - a. Model options per phone
3. As a new user I want assistance to help me make my purchase so that I can ensure I am working with the best team possible and getting the best product for me.
  - a. "Options available"
  - b. "See how trade ins work"
  - c. "Which model is right for you"
4. As a new user, I want to be able to have options when selecting my product so that I can acquire new things while being able to continue paying my bills .
  - a. "Apple Care"
  - b. Color
  - c. Size
  - d. Memory available
5. As a new user, I want to be able to understand what is included with my purchase, customizations etc so that I can find what I need.
  - a. "What's in the box"

<https://trello.com/b/kPhHmHai/iphone-product-page>



Ty - I feel that Apple's website and purchase method is very simple and straightforward.  
Arash - Same as Ty, felt simple and easy to understand to the normal person looking to purchase an Iphone. Also were other ways to purchase, but were minutely different.