# User Flow

Navigation

Apple iphone landing page

See most recent products

Text

Iphone Pro

Iphone mini

Compare

Ways to buy an iphone

Buy

**NO**

Iphone customizer

Check-out
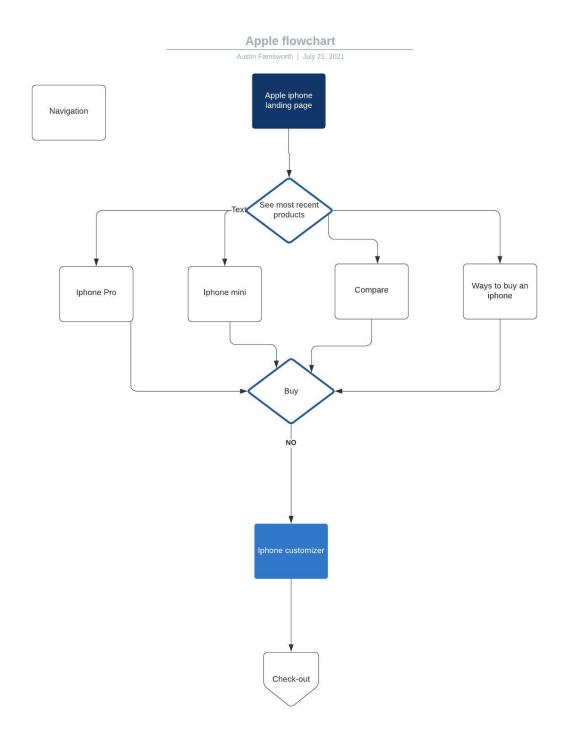
Overall the user flow is fairly simple and easy to navigate if you want to buy an iphone or even just compare products.

<div align="center">User stories</div>

1. As a phone user I want to be able to compare the specs of the different phones so I can choose the one that is best for me.
    a. Which phone is right for you?, section. They also have a product comparison page. https://www.apple.com/iphone/compare/

2. As a mom I want to buy the latest iphone for my son. I need the website to be easy to use and fast to check out because I don't have much time to spend shopping.
    a. It is bold and upfront on where to go to find the iphone. It even has big pictures to show you what the phone looks like. The buy section is every step of the way when you find the one you want.

3. As an apple user i want to be able to compare the sizes of the pro versus the other phones.
    a. When you first look at the phones there is a side by side shot of the pro and the other style of phones to see the size difference there is going to be if you choose that one.

4. As a cool phone user I want to be able to pick the color of my phone.
    a. After you select your phone it gives you color boxes to see what phone color you would like to choose from. You can also customize a lot of other things all on that same page.
5. As a Verizon enthusiast I want to be able to find a phone that works with them.
    a. They have a "Ways to buy iPhone" section that includes the latest carrier deals.

Trello

https://trello.com/invite/b/MpYK773k/e0381eeaa86e57478f4b7008837fd38f/iphone-product-page