Apple Iphone page overview:

1. Mac Header
2. Product header
3. Promotional header
4. Body with large images and descriptions
5. Div with product specifications
6. Carrier options and ways to buy an iphone
7. Trade in left side and apple card promo on right side
8. Reason apple is the best place to buy an iphone
9. Featured accessories
10. Delivery options/ financing options and buyer assistance
11. Iphone promotional information
12. Reasons to switch
13. Privacy information
14. Virtual Sessions sign up
15. Apple One promotion
16. Apple Tv+ left Information
17. Apple Music Right information
18. Apple News+ information
19. Apple Arcade information
20. Apple Fitness+ information
21. Apple Gift card information
22. Apple Research app information
23. Disclaimer section
24. Footer section with links and legal information.

Apple Flow from product selection to purchase and check out.

1. Start at Iphone Overview and description page.
2. Select phone in header.
3. Select view pricing
4. Select Iphone pro or Pro max based on pricing.
5. Select color option
6. Select onboard storage amount
7. Select the carrier option
8. Choose to Connect now or on your own later
9. Choose from trade-in options/ yes or no
10. Choose payment options between Apple Card and One time payment
11. Choose Applecare insurance or not
12. Choose delivery options
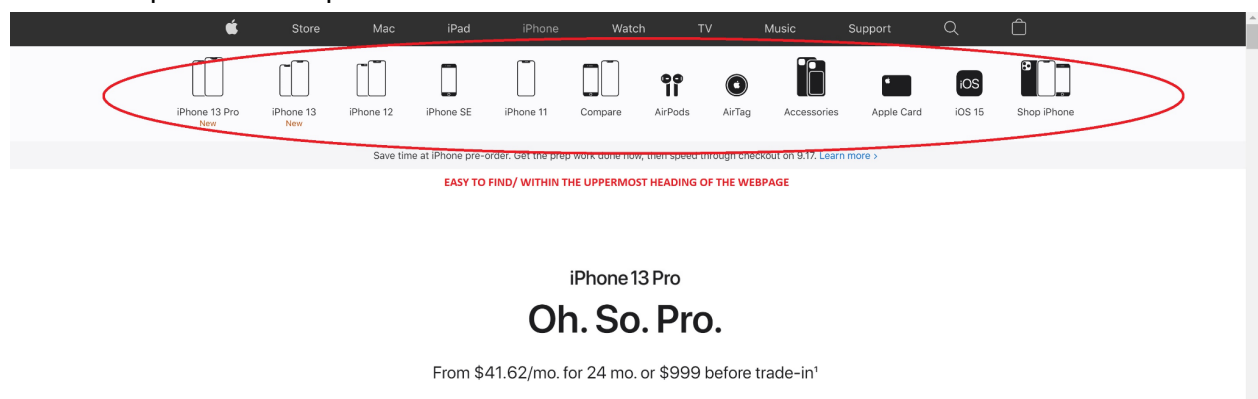13. Press Continue to move to Iphone set-up

14. Enter phone number and zip code
15. Hit continue to verify the line and zip code
16. Add additional accessories for your selected iphone
17. Press select review bag
18. Select Check out
19. Check out with Apple Id or guest checkout
20. Select option for delivery
21. Add shipping address.
22. Enter credit card information

Reflection on user flow and complication.

● User Flow is likely to be complicated for some users but it is necessarily this way in order to encapsulate all the accessories, added insurance, carrier information and delivery/pick up options.
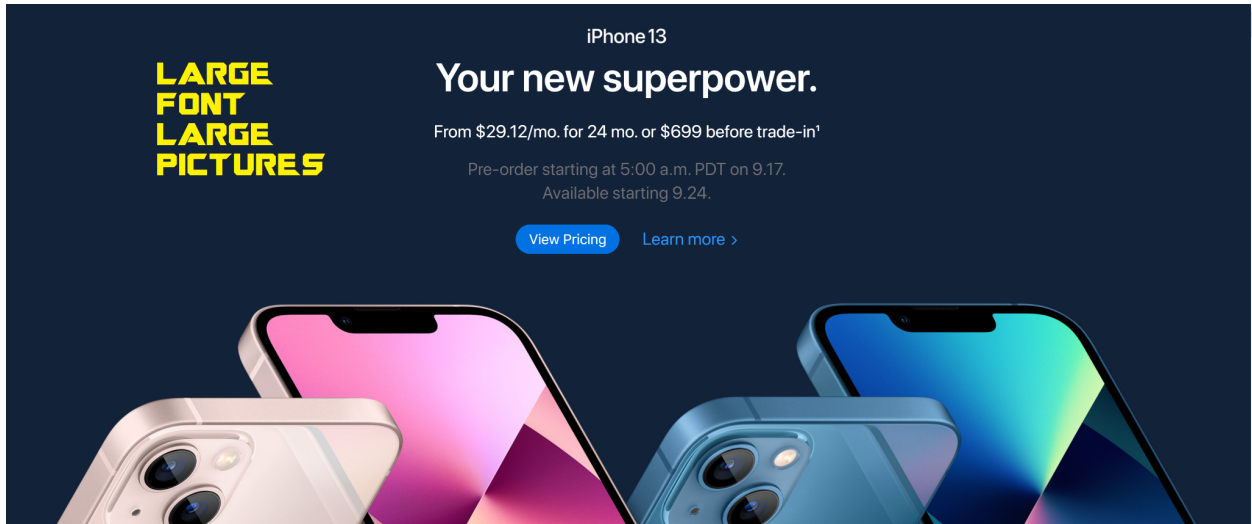
Apple User Stories:

1. **Kevin Malone** wants to be able to find information for the Iphone as quickly and simply as he can.
   a. Two headers are present on each page, the products are displayed at the top of the page so you don't have to hunt for them.
   b. The headers include a small icon and simple description of the phone. Distinguishing the products from each other.
   c. There are Three places within the first scroll events that you can select to purchase an iphone

2. **Stanley Hudson** wants large pictures and easy to read fonts so he doesn't have to put on his glasses.
   a. The Font and picture size for the webpage are very large and easy to read even for people with poor eyesight.
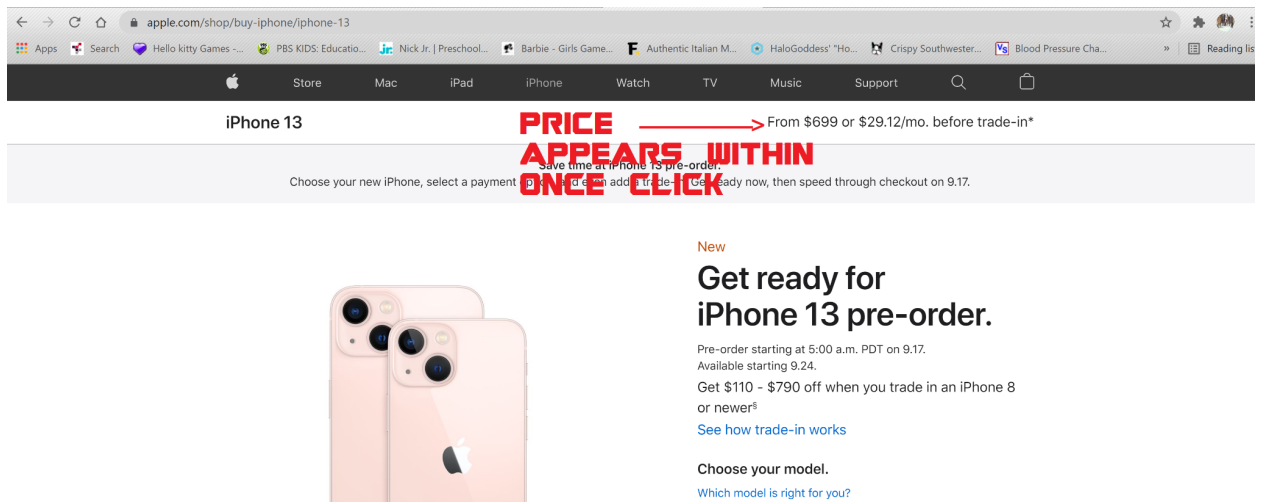   b. There is ample spacing and no clutter in the display of each div box.

3. **Angela Martin** wants to know the price of the product quickly, within just a few clicks.
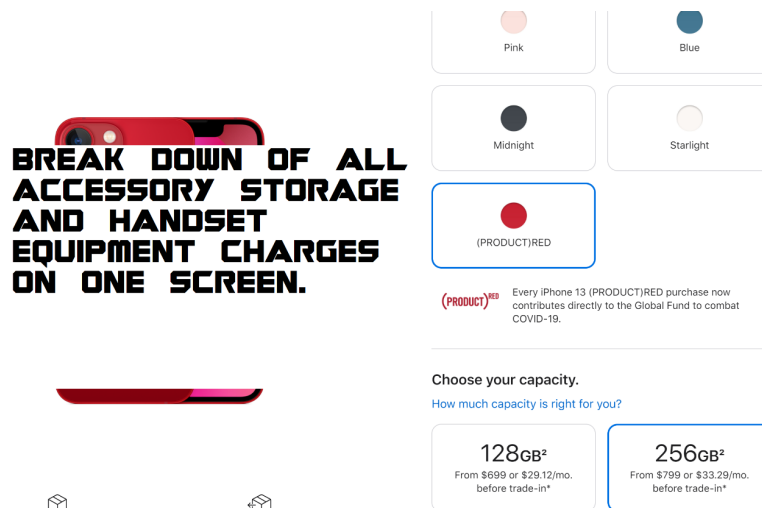   The price of the Iphone is shown the second you click buy on the selected phone.
   It only takes one to two clicks to see the price of any given product on the page.
   The price is then displayed in the uppermost header whenever you add accessories or options to the phone/plan

4.   **Jan Levinson** wants to be able to see a breakdown of all cost points on the same screen without having to go back.
   a. Once you have selected a phone option every additional option you can walk through is displayed on the same scrolling screen.
   b. The current price of all selected options/plans and equipment is displayed in the uppermost header.
   c. You do not need to go back in your browser to be able to see the options you have selected for the cart.

BREAK DOWN OF ALL ACCESSORY STORAGE AND HANDSET EQUIPMENT CHARGES ON ONE SCREEN.

Pink

Blue

Midnight

Starlight

(PRODUCT)RED

Every iPhone 13 (PRODUCT)RED purchase now contributes directly to the Global Fund to combat COVID-19.

Choose your capacity.
How much capacity is right for you?

128GB²
From $699 or $29.12/mo.
before trade-in*

256GB²
From $799 or $33.29/mo.
before trade-in*

5. Michael Scott wants to see all the iphone accessories in detail before he buys the phone.
   a. Before the site will allow you to purchase the phone outright they display all the possible accessories for your phone selection.
   b. They furthermore direct you to the insurance options and carrier options you can link to the handset.

DISPLAY OF POSSIBLE ACCESSORIES FOR THE HANDSET SELECTED

New
iPhone 13 mini Silicone Case with MagSafe
Designed by Apple to complement iPhone 13 mini, this silicone case is a delightful way to give y... Show more ⌄
$49.00
or
$4.08/mo. for 12 mo.*
Eligible for Apple Card Monthly

New
iPhone 13 mini Leather Case with MagSafe
Created from specially tanned and dye-infused leather, this slim Apple-designed case protects Show more ⌄
$59.00
or
$4.91/mo. for 12 mo.*
Eligible for Apple Card Monthly

New
iPhone 13 mini Clear Case with MagSafe
Thin, light, and easy to grip — this Apple-designed case shows off the brilliant colored finish o Show more ⌄
$49.00
or
$4.08/mo. for 12 mo.*
Eligible for Apple Card Monthly

One-time payment

Continue

Trello Board Page for Iphone product page

https://trello.com/b/5gHp2Z5l/iphone-product-page