**User Flow of purchasing an iPhone**

1. At Home page > click Buy > brings to page of latest product (iphone12) > select color > select plan > select data cap > finalize financing options > select delivery vs pickup > stopping point (asks for current number and last 4 digits of SSN)
2. At Home page > (Instead of clicking “Buy” select specific phone from top toolbar) > brings to selected phone product page > select color > select plan > select data cap > finalize financing options > select delivery vs pickup > stopping point (asks for current number and last 4 digits of SSN)

**User Stories**

1. As a brand-new customer, I want to have an easy view of all iPhone products so that I can decide which one is right for me.

* Toolbar on top shows multiple phones for a user like this

1. As someone that knows nothing about iPhones, I want to get a feel for the product so that I can better understand if this product is right for me.

* The home page is filled with information about apple’s iPhone and serves as a great introduction to the product.
* If you scroll down, there is a “switch to iPhone” section that explains even more about the product and why users of the website should make the switch.

1. As someone just interested in the latest product in the iPhone family, I want easy access to the product page so that I can buy the latest iPhone with no complexity.

* Apple puts their latest phone front and center on the homepage from the top to about a quarter of the way down the webpage where it diverts to more general iPhone content. Anyone only interested in finding the product page for a new iPhone will have an easy time.
* Right on the main page you can click “Learn More” to get a full break down of the iPhone 12

1. As someone not interested in reading a ton of text about a product, I want a visual approach to evaluating apple’s iPhone to decide which style I like the most.

* Apple definitely uses a “show don’t tell approach” with their marketing on this website.
* Although there is of course text to describe the product the main “wow” factor is the impressive graphics and animations to grab the attention of users

1. As someone with a tight budget I want to find the past financing options that will help me get an iPhone

* There are several options on the homepage for people concerned about price when it comes to getting an iPhone.
* When you scroll down for a little bit there is a “Get Your Offer” button that will show you various financing options as well as trade-in opportunities to help lower the price of the iPhone you wish to purchase

**Trello**

https://trello.com/b/hhCSCZSv/iphone-product-page