

User Flow: The user flow was quite easy, lots of eye catching things. I thought it was quick and easy to select which item I wanted and then get it into my bag with all of my favorite customizations.

User Stories:

1. I like that Apple starts out the customization process with selecting color because it helps me feel involved in the selection/design of the product. (As an art teacher I like)
2. It is good that the capacity is up towards the top of the customization because I like taking pictures and will need to know what kind of storage I am working with. (As an avid Photographer)
3. I enjoyed the quick easy process of the trade in pop up. I have plenty of older smartphones and still want to get value out of them. And this was an easy 3 step process. (As an Older father/dad)
4. Towards the bottom of the process the section that delivers the customer expectations is very brief and delivers the point well. Quick way to see how much money it costs and when to expect said product to arrive. (As a reseller with specific time needs)
5. They also did an excellent job showing what would come in the box and what potential add ons you can have/ get when ordering your phone. I'm always looking for the best deals!(As a bundle buyer, discount hunter)

Link to the Trello Board:

<https://trello.com/invite/b/UQf9Wvpz/626e6df6ad480833471a8277d9f1bf3a/iphone-product-page>