

Tik Tok Star - Best camera and tech for the visual price doesn't matter

- The new iPhone with the price upfront in the main hero talking about the quality of the camera.

Busy professional - This person is in a rush, doesn't want to spend time configuring stuff just for the product to work.

-The layout of the page elements allow for quick navigation and product search in a snap. Copy on the page very tight and catchy

Designer - Wants clean optimized feel, interface lets me get to the design applications quicker and with less hassle

- Color choice and the margins and spacing of the page line up with someone that likes similar aesthetics

Older person that wants to keep in touch with tech and the people that use the tech

-Font choice is readable and clean to read with bold fonts and high contrast.

Students - looking for a trade in. Probably not looking for the latest product but something better than what they currently have.

- This is illustrated with the service provider switching sections and trade in the option section of the website.

Link:

<https://trello.com/invite/b/1AjfGs2p/46a6c3a7dbd9b57bea692c42e4bd619c/iphone-product-page>