

The layout is easy to follow. You start with the featured/most recent product. If you are looking for something specific, you can choose product type at the top. From there, you can choose your specific product. This leads you to an overview page that will give you details about the product you are viewing. If you are looking to compare it with other options, it allows you to choose more similar products to compare it to. When you are at the product you want you can easily click “buy” and add it to the cart and proceed to check out. From the main product page you could begin checkout in 3 clicks. This flow has great flexibility to make sure you loop back to the right product for you and then giving you an easy exit to cart and checkout.

User Stories:

- As a customer, I want to be able to see the product types and options quickly and easily so I can make the purchase process fast.
- As a customer, I want to be able to compare items so I can make an informed decision on which product is for me.
- As a customer, I want to be able to see many aspects and details of the product I am interested in so I know what I am buying.
- As a customer, I want to be excited about the product I am buying with a sleek web design so I am not nervous about this purchase.
- As a customer I want to be able to navigate to any given section quickly and easily to find what I am looking for.

Trello board

<https://trello.com/invite/b/cfFubxUF/8ed28ebbe339aa2dbe478a89773eaf71/iphone-product-page>