User Flow:

Homepage Apple Click on iPhone tab in Nav bar Select model you want

Select color wanted/ gb size Input billing information

They also have ads on the front page that direct you to the new released products.

User Stories:

1. Elderly or people unfamiliar with apple website having trouble navigating through website pages.
   1. Navigation bar on screen at all times
2. People who are more interested in seeing the product they are buying.
   1. They use large images for their products that are easy to see
3. A runner that wants to track miles but also listen to music
   1. Having air pods on the buying page allows for more sales with people like this.
4. A businessperson who doesn’t want a wallet anymore
   1. They show a wallet phone case, some people would prefer to only carry one thing.
5. A person who wants an iPhone but can’t afford one in a onetime payment.
   1. They offer a credit card service with low payments on phones.

Trello

[iPhone Product Page | Trello](https://trello.com/b/6DnKqUgV/iphone-product-page)