User Flow
1. Home Page ⇒ scroll down, select iPhone under "which iPhone is right four you?", click "buy" ⇒ choose model ⇒ make selections for phone ⇒ select ⇒ add to bag ⇒ select "review bag" ⇒ select "check out" ⇒ select "sign in" or "check out as guest" ⇒ choose "I'd like it delivered" or "I'll pick it up"
   a. "I'd like it delivered" ⇒ "select delivery method" ⇒ "continue to shipping address" ⇒ "continue to Payment" ⇒ enter payment information ⇒ select "continue to review" ⇒ select "check out"
   b. "I'll pick it up" ⇒ select date ⇒ select check-in info ⇒ select "continue to pickup details" ⇒ choose "I'll pick it up" or "someone else will pick it up" ⇒ "enter payment information" ⇒ "continue to review" ⇒ checkout
2. Home Page ⇒ iPhone Tab ⇒ Select iPhone model desired ⇒ select iPhone 12 Pro ⇒ scroll past all the advertising describing the features of the phone ⇒ select "buy iPhone 12 Pro" ⇒ Select either Iphone 12 Pro or iPhone 12 Pro Max ⇒ Choose color option ⇒ Choose carrier desired ⇒ Choose capacity desired ⇒ Answer prompt "Do you have a smartphone to trade in with Apple?" ⇒ Choose "Pay in full" or "Pay monthly" ⇒ Choose Payment Plan ⇒ Enter existing phone number ⇒ enter last 4 of SSN ⇒ Continue to payment method ⇒ enter payment information ⇒ Select method of deliver or select pickup ⇒ For delivery, enter address ⇒ For pickup, select location ⇒ Select Confirm order.

User Stories
1. As an elderly person, I want to purchase an iPhone so that I can Facetime my grandchildren (**ease of use, large intuitive icons, streamlined format**)
2. As a business person, I want to purchase a phone with bluetooth accessories so that I can easily answer phone calls (**bluetooth accessories, easy ways to add accessories to bag**)
3. As a newcomer to Apple products, I want to understand what products they have to offer so I can select what's right for me (**information about other products on buy screen**)
4. As a person who travels frequently, the AirTags were something that helped me keep track of my luggage/bags as well as my wallet like nothing I had used before. (**AirTags, easily track items, great add on to any purchase**)
5. As a business owner, I wanted to be able to keep track of my purchases on my phone. So using the Apple Card gave me the tools to do so. (**Apple Card, simplicity of the Apple card, No fees, ability to navigate to other products on the page**)

Trello link: https://trello.com/b/XuALw7lD/iphone-product-page