

# Agile Lab

Moira Leon & Grant Simmons

## User Flow

Home Page  
Iphone 12  
Buy at top  
Scroll down to view more specs  
Click on Buy iPhone 12  
Choose mini 5.4 in display  
Or select iPhone 12 6.1 in display  
Select color  
Choose carrier  
Look at trade in offers  
Choose capacity 64, 128, 256 GB  
Another option for trade in  
Choose payment option  
Pay monthly  
Select payment plan  
Choose AppleCare  
Select monthly or 2 year coverage  
Overview of plan and details  
Click continue  
Working out details with provider information for phone line  
Sign in and continue  
Purchase  
Select shipping or pickup  
Enter card and billing information  
Purchase  
Receipt options

## Reflection

Simple navigation but tedious steps. Visually intuitive and simple to identify desired choice or proper selection. Users are able to purchase the products at many different points throughout the website. User flow is indicated in chart and document. Once an option is selected in a certain section the page auto jumps to the next step and guides users in the correct direction. Information and selections are autosaved as well to help users in case pages reload or they choose to continue browsing.

## User Stories

1. As a customer, I want to be able to select a phone color, so that I can purchase the finish I'm interested in.
  - List of colors available
  - Preview picture of iphone with selected finish show to the side

2. As a user, I want to be able to activate my phone with my carrier, so that I can have the phone fully set up to use upon delivery.
  - Carriers available displayed with their logo
  - Sign-in provided with carrier to connect service for activation
3. As a customer, I want to be able to see data options for each device, so that I can select the most compatible storage size.
  - GB storage available varies by device
  - 64 GB, 128 GB, 256 GB,
4. As a buyer, I want to be able to have multiple payment options, so that I can pick the method that works best for me.
  - Provider payment plans
  - Apple card monthly payments
  - Financing through Citizens One
5. As a buyer I want to purchase and connect the phone to my provider when I buy it, so I can save time and setup fees.
  - Select provider
  - Sign-In available to link account
  - Choose to replace phone line or select new line

Trello Board Link:

<https://trello.com/invite/b/jdCJN1eV/20533ea367632a7a03d1442239ad9d2e/iphone-product-page>

FLOW CHART BELOW

## Apple Flow Chart

Grant Simmons , Moira Leon

