We look forward to welcoming you to our stores. Whether you shop in a store or shop online, our Specialists can help you buy the products you love.

iPhone 12

Blast past fast.

From $29.12/mo. for 24 mo. or $699 before trade-in³
Buy directly from Apple with special carrier offers

Learn more ›   Buy ›

iPhone 12 Pro

It's a leap year.

From $41.62/mo. for 24 mo. or $999 before trade-in²
Buy directly from Apple with special carrier offers

Learn more ›   Buy ›

https://www.apple.com/iphone-12/key-features/

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iPhone 12   From $699 or $29.12/mo. before trade-in*

The Latest Carrier Deals at Apple
See all offers

AT&T
Get up to $700 credit after trade-in.⁵

T-Mobile Sprint
Get up to $330 credit after trade-in. Includes $100 credit from T-Mobile/Sprint.⁴

verizon
Get up to $700 credit after trade-in.⁴⁴

New
Buy iPhone 12

Get $80 - $525 off when you trade in an iPhone 7 or newer*
See how trade-in works

Choose your model.

iPhone 12 mini
5.4-inch display¹
From $699 or $29.12/mo. before trade-in*

iPhone 12
6.1-inch display¹
From $799 or $33.29/mo. before trade-in*

Choose your finish.

White   Black   Blue   Green

Fast, free, no-contact delivery
Free and easy returns

Have questions about buying an iPhone?
Chat with an iPhone Specialist

- Coverage for iPhone, including the battery
- Accidental damage protection*

AppleCare+ with Theft and Loss
$219.00 or $11.49/mo.

Everything in AppleCare+ with additional coverage for theft and loss*

No AppleCare+ coverage

$879.00
One-time payment
Get 3% Daily Cash with Apple Card

Order by 5:30pm. Delivers to
Today within 2 hours — $9.00
Fri, Jul 23 — Free

Pick up, in store:
Today at Apple Cupbino Store

Add to Bag

Delivery details for your area will be shown in Checkout.

iPhone 12 mini 256GB White
One-time payment

Review Bag

Get attached.

Discover MagSafe. A colorful family of mix-and-matchable accessories for iPhone 12 mini.

New
iPhone 12 mini Silicone Case with MagSafe
Designed by Apple to complement iPhone 12 mini, this silicone case is a delightful way to give... Show more ˅
$49.00
or
$4.08/mo. for 12 mo.*
Eligible for Apple Card Monthly Installments

Color - Cloud Blue

iPhone 12 mini Leather Case with MagSafe
Created from specially tanned and dye-infused leather, this slim Apple-designed case protects... Show more ˅
$59.00
or
$4.91/mo. for 12 mo.*
Eligible for Apple Card Monthly Installments

Color - California Poppy

iPhone 12 mini Clear Case with MagSafe
Thin, light, and easy to grip — this Apple-designed case shows off the brilliant colored finish... Show more ˅
$49.00
or
$4.08/mo. for 12 mo.*
Eligible for Apple Card Monthly Installments

User Flow

Apple's Userflow was pretty straight forward, everything was clear and concise with where I was supposed to be, eyes weren't drifting to other portions of the website and getting lost, the site even scrolled for me to put the next step in the buying process right in front of my face so I didn't feel lost or confused.

User Stories

- As a elderly user, I tend to get lost when using a computer. Can you make the process of buying an iPhone smooth and to the point, so that I can get my grandson a gift.
  - Scrolling with button clicks
  - Descriptive interactive buttons
- As an Android user, I have never looked into iPhones and don't know the differences between the models, can you show me the differences between models so I can pick the perfect model for me?
  - Comparison Section, showing extra features across upgraded devices
  - Compare all iPhone Model Button
- As a lifetime iPhone User, I would like to stay up to date on the newest model every year without spending the "new price", is there a program that will help me with this desire.
  - Iphone Upgrade Program Modal
- As an Android user I want to make sure I can trade in my old phone when I buy an Iphone. Is there a way to do that through Apple?
  - Trade in your "SmartPhone" for Credit Modal
- As a new iPhone user, I don't know all the accessories that work with my new iPhone, I'd like to be able to see some that work with the model that I bought, so that I can purchase ones that work for my model.
  - Featured Accessories Section
  - Apple Watch Section

Trello Link

https://trello.com/invite/b/OLSH0h1U/f1eea89ea6663f33487f6a9172b0a98c/iphone-product-page