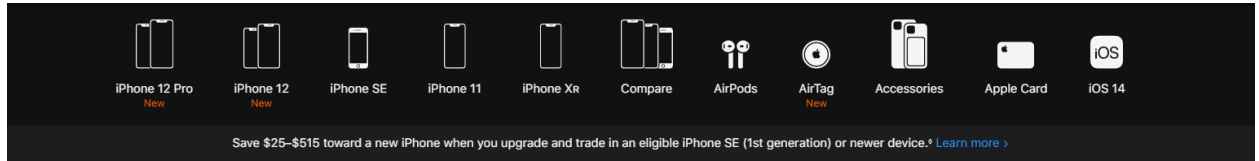
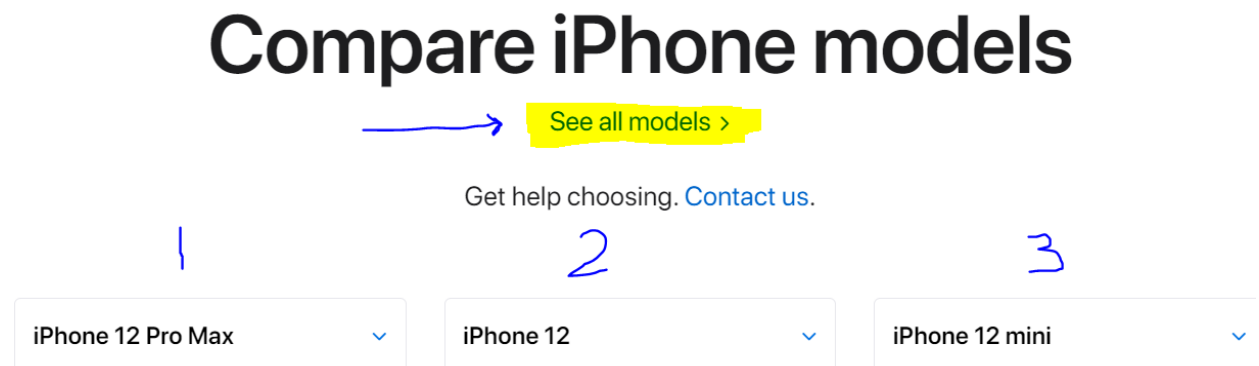


## Apple User Flow Steps:

1. Open up the Apple Iphone Homepage
2. If you know the exact phone you're looking for, select that option. Otherwise select, compare or go through the various options.



3. When comparing models you can either select to see all models specs or just 3 specific options.



4. Once you select which device you would like to buy or research further, you can click through the specs or move straight onto purchasing.



5. After you click the Blue Buy button, you will be redirected to a page where you can customize the size of your phone, color, select mobile carrier and specify whether you are trading an old phone in for the purchase. You will also be prompted to specify how you would like to pay and if you would like to add AppleCare to your purchase

**Choose your capacity.**

How much capacity is right for you?

**128GB<sup>2</sup>**

\$1,099.00 or \$45.79/mo.  
before trade-in\*

**256GB<sup>2</sup>**

\$1,199.00 or \$49.95/mo.  
before trade-in\*

**512GB<sup>2</sup>**

\$1,399.00 or \$58.29/mo.  
before trade-in\*

**Do you have a smartphone to trade in with Apple?**

[See how trade-in works](#)

No

Yes

**Choose your carrier.**

We'll work with the carrier you choose to activate your new iPhone so you can keep your number. For 5G service, some carriers may require an upgrade to a 5G plan.

[Compare all pricing and special offers](#)



From \$1099 or \$45.79/mo.  
before trade-in\*



From \$1099 or \$45.79/mo.  
before trade-in\*



From \$1099 or \$45.79/mo.  
before trade-in\*



From \$1099 or \$45.79/mo.  
before trade-in\*

**SIM-free - activate with any carrier later.**

From \$1099 or \$45.79/mo. before trade-in\*

### Choose your model.

Which model is right for you?

**iPhone 12 Pro**  
6.1-inch display<sup>1</sup>

From \$999  
or \$41.62/mo.  
before trade-in\*

**iPhone 12 Pro Max**  
6.7-inch display<sup>1</sup>

From \$1099  
or \$45.79/mo.  
before trade-in\*

### Choose your finish.



Graphite



Silver



Gold



Pacific Blue

### Would you like to add AppleCare+ coverage?

Additional hardware and software coverage with priority access to the people who know iPhone best.

No AppleCare+ support

#### AppleCare+

\$199.00  
or \$9.99/mo.

- 24/7 priority access to Apple experts
- Apple-certified repairs using genuine Apple parts
- Coverage for iPhone, including the battery
- Accidental damage protection<sup>2</sup>

#### AppleCare+ with Theft and Loss

\$269.00  
or \$13.49/mo.

- Everything in AppleCare+ with additional coverage for theft and loss<sup>3</sup>

### Choose a payment option.



#### Apple Card Monthly Installments

\$58.29/mo.  
for 24 mo.\*

- Pay for your iPhone with low monthly payments
- Financed at 0% APR
- Get 3% cash back on the full cost of the iPhone, right away

[Learn how to pay monthly at 0% APR when you choose Apple Card Monthly Installments](#)

#### One-time payment

\$1,399.00

- Pay the total amount today
- Get 3% Daily Cash back if you pay with Apple Card

**\$1,399.00**

One-time payment

[Get 3% Daily Cash with Apple Card](#)



**Order by 6pm, delivers:**

Tomorrow – Free

[Delivery options for 84003++](#)



**Pick up, in-store or curbside:**

Today at Apple Fashion Place

[Check another store](#)

Add to Bag



6. After selecting your preferences and moving onto the next page, you will be prompted to select when you would like to activate your phone

## Choose when to activate your new iPhone.

### Prepare for Carrier Activation Now

Enter your account details, and we'll contact your carrier. This may take a few minutes.

Once you receive your new iPhone, it will be ready to use.

### Activate with your Carrier Later

Complete your purchase faster by skipping carrier activation now.


When you receive your new iPhone, you'll need to insert an active SIM card or contact your carrier.\*

\*If your carrier is Sprint or Verizon, you'll need to contact them in order to activate your new iPhone.

Need some help? [Contact us.](#)

7. After completing this page and confirming the contents of your bag, you will be taken through the checkout process which begins with either creating an account, signing in, or purchasing as a guest

### Check out with your Apple ID

☐ Remember me

[Forgot Apple ID or password?](#) ↗

### Guest Checkout

Proceed and create an Apple ID later.

[Continue as Guest](#)

8. You will then select if you'd like to have the phone delivered or if you want to pick it up in person.

## How would you like to get your order?

 I'd like it delivered

 I'll pick it up

Delivers to: 84003++ ▾

### 9. You will then enter in your shipping information.

Enter your name and address:

First Name

Last Name

Street Address

Apt, Suite, Building (Optional)

Zip Code  
84003

City, State  
American Fork , UT ▾

Country/Region  
United States

☐ This is a business address. ?






### 10. Then enter payment information, review, and submit orders.

## How do you want to pay?

Credit or Debit Card

Apple Card, Visa, Mastercard, AMEX, Discover, UnionPay

Enter your card information:

Credit/Debit Card Number     

Expiration MM/YY

CVV ?

**User stories: As A <specific role>, I want to <action I want to accomplish>, So that I can <can get value of some kind>.**

1. As a consumer, I want a method to quickly and clearly compare various phone specs, so that I can make a more educated decision for my purchase.
  - a. Comparing Iphone Models (Compare option)
    - i. Option to view all models
    - ii. Options to compare just 3
2. As a consumer, I would like to be able to visually see the various applications the phone would offer me so that I can better understand what I am getting.
  - a. For the newer models there are animations and videos showcasing the phones
  - b. Each phone has its own product page with pictures and specs

3. As a consumer, I want to quickly locate accessories compatible with my device so that I can purchase any needed accessories
  - a. The drop down menu on each category of device also quickly lists each accessory for that item
  - b. At check out they recommend accessories
4. As a consumer, I want a page where I can read in depth about the specs of the phone I have chosen so that I can have a clear understanding of what I am buying.
  - a. There will be a specs page dedicated to the phones
  - b. There is a button on the Product Page to switch between physical features and software/hardware specs
5. As a consumer, I want a feature to show me any offers or exclusive deal so that I can make a smarter purchase
  - a. Listed offers are on the main home page for each device
  - b. During checkout, you are provided multiple times to accept any offer or deal

<https://trello.com/invite/b/gEu7ch4N/064b9fe69002d96f7c88f9ae6a70f93f/iphone-product-page>