

User Flow:

Load apple.com -> Click "buy" (iPhone is front and center on the first screen) -> Select "iPhone 12 mini" or "iPhone 12" -> Select Color -> Select storage capacity -> Select service provider -> Select trade-in -> Select "Pay in full" or "Monthly installments" -> Select Apple Care -> Click Continue -> Enter cell carrier related information -> Accessories are offered -> Click Review Bag -> Click Checkout -> Select Guest or Apple ID Checkout -> Select Pickup options if (delivery == true) enter shipping details; else -> Enter payment information -> Await arrival

Apple's design philosophy seems to emphasize simplicity. This simplicity is on full display throughout the whole process, as never more than a few options are ever offered at any time, and the process goes through a seemingly logical set of steps such as deciding your model, then color, and then storage capacity before getting into your carrier and payment options. All told it's a fairly easy process in which the web page guides you through each step.

1. User 1 is a teenager about to turn 16 looking at potential birthday presents.
2. User 2 is an elderly man trying to connect with his grandkids.
3. User 3 is a mother of 3 looking to organize her life with a smartphone.
4. User 4 is a single tech-savvy twenty-something.
5. User 5 is an iPhone die-hard looking to upgrade to the newest model.

User 1 Feature List

1. List of products across the top.
2. Flashy visuals throughout.
3. Feature listing underneath iPhone models.

User 2 Feature List

1. Simple navigation scheme.
2. "What iPhone is right for you?" Section that lists phones' capabilities.
3. Clear pricing.

User 3 Feature List

1. Product list across top.
2. Payment plan options.
3. Location services (to potentially keep track of kids).
4. On the accessories portion there are engraved airpods with "mom" engraved on one set, which seems to place the user as someone who would use the product.

User 4 Feature List

1. Product List across top (generate interest in all potential accessories).
2. Payment plans via Apple Card.
3. Word Choice "blast past fast" (rhyming scheme that indicates speed).
4. Flashy visuals.
5. State-of-the-art tech such as magsafe and airtag.

User 5 Feature List

1. Feature lists of new iPhones.
2. OS upgrade specs.

3. Upgrade/trade-in offers.

<https://trello.com/invite/b/n6jZQSiG/617857a81e372af5777ba0fdfa1ac21d/iphone-product-page>