User Flow & Stories

Apple iPhone Homepage → Buy iPhone 12 → Choose your model → Choose your color → Choose your carrier → Choose your capacity → Do you have a trade in? Y/N → Choose payment option → Choose AppleCare coverage option → Add it Bag → Additional add-ons → Review Bag → Checkout → Sign in/guest → Choose delivery method → Shipping info → Billing info → Purchase

Reflection on Apple User Flow
It is very complicated. There are all kinds of ways to get to the end goal of checking out with an iphone. Each user flow seems very "guided" walking users through features of the phone bit-by-bit. User flow seems to be targeted at customers who don't know a lot about the phones - users who want to upgrade but don't necessarily have any research under their belt. It is easy to follow the steps and it is visually appealing.

User Stories
1. As a long-time iPhone user, I want to upgrade my phone because my current phone is slow
    - iPhone product page will show technical specifications (speed, memory, features)
    - iPhone pre-checkout flow will walk user through product options (color, memory, carrier, etc)
    - Pre-checkout will allow user to trade in iphone/see how much they can save
    - website allows user to purchase iphone directly
2. As a previous Android user, I want to get an iPhone, so that I can relate to my iPhone friends
    - "Switch to iPhone" page guides user through benefits of using iPhoneiPhone
    - iPhone product page will show technical specifications (speed, memory, features)
    - iPhone pre-checkout flow will walk user through product options (color, memory, carrier, etc)
    - website allows user to purchase iphone directly
3. As a current iPhone user, I want to quickly compare carrier prices and switch to a carrier that offers the most personal benefit
    - "Latest Carrier Deals Directly from Apple" Page allows users to view offers from major carriers side by side
    - user can speak with a specialist to help them find the right iPhone, answer questions about carrier offers, and ensure smooth transfer of service
    - user will be guided to begin the iPhone purchase flow
    - user can see FAQ to find answers to common questions about carriers/offers

4. As a long-time iPhone user, I want to compare iPhone models to determine the best upgrade option
    - "Which iPhone is right for you" Page allows to compare features of models side-by-side
    - Buy button will allow users to begin iPhone purchase flow with selected iPhone

5. As a huge Apple fan, I want to buy the newest iPhone model so that I can stay up to date with the latest tech trends.
   - User will be able to see latest iPhone displayed at top
   - Latest iphone icon displays with "New" next to it
   - User will be able to begin purchase flow immediately

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