User Flow:

Buy->Product->Color->Capacity->Carrier->Trade in->Payment option->Continue->Continue->Checkout

I Phone Model-> Buy->Color->Capacity->Carrier->Trade in->Payment option->Continue->Continue->Checkout

Find your offer-> Buy->Color->Capacity->Carrier->Trade in->Payment option->Continue->Continue->Checkout

Compare->Buy->Color->Capacity->Carrier->Trade in->Payment option->Continue->Continue->Checkout

Learn more->Buy->Product->Color->Capacity->Carrier->Trade in->Payment option->Continue->Continue->Checkout

User Stories:

As a busy person I want to be able to find the best deals quickly, so that I can get in and out fast.

As an I Phone 11 user I want to be able to compare different models, so that I can make sure I'm getting the upgrade I want.

As a new customer I want to compare all models, so that I can make sure I'm getting the right model for me

As an existing customer I want to be able to upgrade quickly so that I can get the new phone I want as quick as possible.

As someone with a tight budget I want to be able to buy refurbished product so that I can get a cheaper phone.

https://trello.com/invite/b/XtC7lf1p/001449307f6b28a5d5c2e445ef2b4df4/i-phone-product-page