

User Flow

Apple.com → click iphone → choose iphone 13 -->read option + function + new feature → click view pricing → choose model (pro or max) → choose color -->choose capacity→then pay

Apple.com →search iphone → choose iphone 13 -->read option + function + new feature → click view pricing → choose model (pro or max) → choose color -->choose capacity→ then pay

Apple.com → scroll down → click “View pricing” below iphone 13 pro picture → choose model (pro or max) → choose color -->choose capacity→ then pay

Apple.com → scroll down → click ‘Learn more“ below iphone 13 pro picture →read option + function + new feature → click view pricing --> choose model (pro or max) → choose color -->choose capacity→ then pay

User Stories

What user story prompted Apple to show all their products at the top of their websites

What user story prompted Apple to have different ways to pay for their products

What user story prompted Apple to have multiple photos of their products

What user story prompted Apple to have top network provider companies shown on their page

What user story prompted Apple to have the comparison of all their recent iPhones

Trello Link

<https://trello.com/invite/b/vRqGfpKn/bb9442d57730f98fcd75412979f1703d/iphone-product-page>