USER FLOW

Product Page

Purchase/Check out page

Pricing & Options

Promotional offers link

Landing Page

Features Page

USER STORIES

1. As a user, I want to see what type of products Apple offers so that I know that I am shopping with the right company for my needs/wants.

a) Product category and subcategory list is displayed at the very top of the website.

2. As a user, I want to compare/contrast the different iPhone models so that I can make an informed decision when picking the right phone option that is tailored to my needs/wants.

a) Phone model comparison chart listed below the product categories.

3. As a user, I want gather information regarding which types of accessories are compatible with my apple products so that I can ensure that I am not wasting money on incompatible items.

a) There is an accessories product page listed at the top of the website.

4. As a user, I want to know if there are any discounts or financing options available to me so that I can compare competitor pricing.

a) Multiple discounting and financing promos available on through the site. There are also links that are listed for trade in deals and apple card cash back offers.

5. As a user, I want to know which mobile carriers offer apple products so that I know which types of phones are available through my carrier.

a) Promotional page that covers the ‘latest carrier deals’ and lists active carriers.

TRELLO BOARD LINK - <https://trello.com/b/iEjxaBVq/iphone-product-page>