



Apple User Interface Review

Apple's interface is easy to understand, streamlined and quickly navigates you to their latest and best products. All in all a great easy to use website.

User Stories

“As a photographer I wanted to easily compare the different types of cameras in the iphone so that I can take great photographs.”

“As somebody who is competent with tech, I want to be able to compare the devices and their processors so I can have the fastest phone.”

“As someone who's stuck with AT&T I need to be able to see all my carrier options at checkout so that I don't get hit with unnecessary fees.”

“As a person who is conscious about their money, I would like to know what my options are, as well as if there are any deals or promotions.”

“As a big apple fan, I want to be able to purchase up to date products so that I can live the apple lifestyle.”