User Flow

1. Homepage - "Buy" Button (from iphone 12/mini, iphone 12 pro/max, or comparison) - Product w/ options - iPhone12 Button - Color Button - Memory Capacity - Carrier - trade-in -payment options -Other Questions - Continue - Question Form - Continue Button - Enter Passcode -
   a. Other Purchasing User Flows for iphone
      i. Homepage - iPhone Link in Nav Bar - Buy Button or Compare Options and then hit Buy Button

Reflection

- Lots of steps to get through checkout
- Multiple ways to end up there
- Clear progression - selections and next steps
- Minimal text - includes graphics
- Checkout progress is lengthy, but the navigation of the page is straightforward

As an Apple fanatic I want to be able to access all of the products quickly and easily.

As an inexperienced Apple iPhone buyer I want to be able to compare products easily.

As a loyal iPhone user I want to be able to go to apple.com and quickly upgrade to the latest iPhone and checkout the new features.

As a current Apple user, I want to be able to find accessories to go with my current phone.

As a personal trainer and Apple fanatic I want to be able to combine my passion fitness with my Apple products.

As a new college student I want to be able to go to school with new, compatible products at a discounted rate to make my transition to college smoother.

As an avid gamer I want to be able to stay up to date with the latest products and apps to create the ultimate gaming experience.

Trello link:

https://trello.com/b/gtBGe5fe/iphone-product-page