

Apple Agile Lab

User Flow:

The user flow of Apple is fairly easy and understandable to a potential buyer. It's not too complicated and it has a very creative but simplistic design that lets you navigate the website with ease.

User Stories:

As a potential buyer I want to see my options so that I can decide which product best fits my needs.

- Product array in banner
- Compare feature available in banner
- Tags denoting new products

As a potential buyer, I want to be able to see the designs of the macbook models, so that I can figure out what specifications of a model to buy.

- Macbook picture
- Description of product
- Multiple options of what the Macbook is capable of

As a potential customer, I want to be able to see the fitness options of the apple watch, so that I can figure out if the apple watch will help me with my training.

- Apple Watch Series 6 options/choices
- Video of fitness instructor
- Wristband is sturdy and reliable

As a non-tech native, I want a buying experience that doesn't overload me, so that I can understand what I'm seeing.

- Large, readable font
- Concise, informative headings
- High contrast

As a potential buyer, I want to be able to see what the airtag offers to me, so that I can figure out how it could benefit my lifestyle.

- Information is provided immediately after photo
- Photos of product in use
- Shows interactivity with other Apple products

<https://trello.com/invite/b/XV5YNTXk/a358d598c7134bfac0033c4f7549ce9c/kanban-template>