**Option 1**

Select iphone 12 in the selection bar at the top → select “Buy” under the phone description → select “iphone 12” → select color “(Product) Red” → Choose Capacity “128GB” → Connect to a Carrier Option “Connect on your own later” → Select if you have an iphone to trade in “No” → Select payment method “One-time payment” → Select Apple Care + Coverage “AppleCare+ Theft and Loss” → Select monthly payments or one-time payment “Two year coverage” → “Add to Bag”

**Option 2**

Scroll past the Iphone 13 advertisement and see the “Choose which iPhone is right for you” → Select “Buy” under the iPhone 12 description → select “Buy” under the phone description → select “iphone 12” → select color “(Product) Red” → Choose Capacity “128GB” → Connect to a Carrier Option “Connect on your own later” → Select if you have an iphone to trade in “No” → Select payment method “One-time payment” → Select Apple Care + Coverage “AppleCare+ Theft and Loss” → Select monthly payments or one-time payment “Two year coverage” → “Add to Bag”

**Option 3**

Select “Store” from the top menu → Select the “iphone” option at the top with the photo of iPhones → from the selection of iPhones, select the next arrow to move the selection over until you see the iPhone 12 as an option → Select “Buy” under iPhone 12 → select “Buy” under the phone description → select “iphone 12” → select color “(Product) Red” → Choose Capacity “128GB” → Connect to a Carrier Option “Connect on your own later” → Select if you have an iphone to trade in “No” → Select payment method “One-time payment” → Select Apple Care + Coverage “AppleCare+ Theft and Loss” → Select monthly payments or one-time payment “Two year coverage” → “Add to Bag”

**Reflection on Apple’s user flow:** It seems easy to use and intuitive. I like that all of the options also stay on the screen while you choose because it’s not unnecessarily difficult to adjust your choices. Also, if you find yourself shopping around the site, it’s always easy to make it back to where you need to go from where you are.

**User Stories**

As a <specific role>, I want to <action I want to accomplish>, so that I can <get value of some kind>.

1. As an Apple customer, I want to see the cost of each option, so that I can see how much my new phone will cost.
2. As an Apple customer, I want to see what each color option looks like on the phone I have selected, so that I can easily choose the specific color of phone I want.
3. As an Apple customer, I want to have the option to view all add-on insurance options, so that I can choose which one works best for me.
4. As an Apple customer, I want to see a side-by-side comparison for the different types of iphones, so that I can pick which one is best for me.
5. As an Apple customer, I want to see my options to finance or pay-in-full so that I can choose which option works best for me.

**Trello Page**

<https://trello.com/b/EM2ANHdF/iphone-product-page>