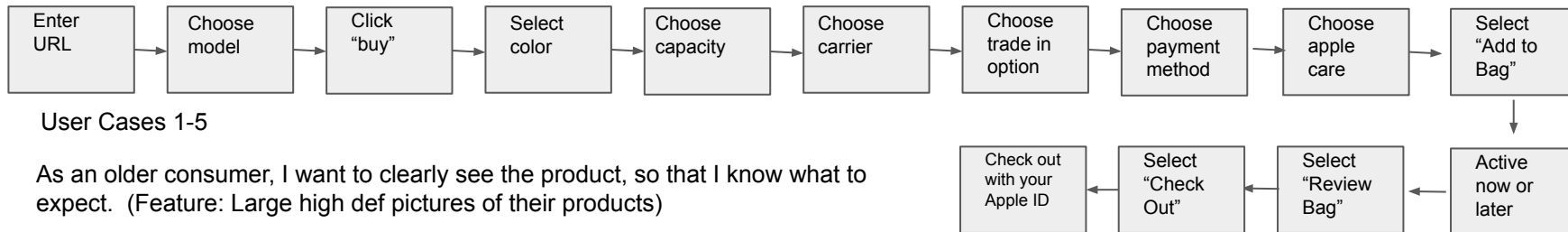


The checkout process is more complicated than we initially thought it would be. None of the steps feel unnecessary though, there is a nice flow to the selection process.



User Cases 1-5

As an older consumer, I want to clearly see the product, so that I know what to expect. (Feature: Large high def pictures of their products)

As a new apple customer, I want to see all their products in one place, so that I can decide what products I can buy. (Feature: All their products listed at the top)

As a tech aficionado, I want to see all the specs to compare apple to other brands and find the absolute best product. (Feature: Specs listed below phones)

As a consumer with a budget, I need to know how much each model costs so I can get the most bang for my buck. (Feature: Prices clearly listed by phones)

As a consumer that values privacy, I need to know that Apple won't be tracking everything I do with my phone and apps. (Feature: Privacy statement card)

Trello link

<https://trello.com/invite/b/KwBPpk4k/9ff4183bfd45cd5ca9d59209d69d45c0/iphone-product-page>