

USER FLOW

Home > iPhone > Buy (iPhone 12 and 12 mini) > Select Model > Color > Carrier > capacity > trade in option > payment > continue > new phone info

Home > iPhone > Buy (iPhone 12 pro and 12 pro max) > Select Model > Color > Carrier > capacity > trade in option > payment > continue > new phone info

Home > iPhone > Compare iPhone models > Buy (under desired model) > Select Model > Color > Carrier > capacity > trade in option > payment > continue > new phone info

Home > iPhone > Buy (Which iPhone is right for you?) > Select Model > Color > Carrier > capacity > trade in option > payment > continue > new phone info

Home > iPhone > Buy (Find your offer) > Buy iPhone 12 > Color > Carrier > capacity > trade in option > payment > continue > new phone info

Home > iPhone > Buy (Find your offer) > Buy iPhone 12 pro > Color > Carrier > capacity > trade in option > payment > continue > new phone info

Home > iPhone > Buy (Find your offer) > Ready to buy > Get iPhone 12 > Color > Carrier > capacity > trade in option > payment > continue > new phone info

Home > iPhone > Buy (Find your offer) > Ready to buy > Get iPhone 12 pro > Color > Carrier > capacity > trade in option > payment > continue > new phone info

Home > iPhone > Trade in your iphone for credit > Shop for your new iphone and get trade-in credit towards your purchase > Buy (iphone 12 pro / iphone 12) > Color > Carrier > capacity > trade in option > payment > continue > new phone info

Home > iPhone > Trade in your iphone for credit > Compare iPhone models > Buy (under desired model) > Select Model > Color > Carrier > capacity > trade in option > payment > continue > new phone info

Home > iPhone > Trade in your iphone for credit > Compare iPhone models > Learn More (under desired model) > Buy (top right) > Color > Carrier > capacity > trade in option > payment > continue > new phone info

Home > iPhone > The easiest way to upgrade to the latest iphone > Join now > Select (under desired model) > Color > Carrier > capacity > trade in option > payment > continue > new phone info

Home > iPhone > T The easiest way to upgrade to the latest iphone > Join now > Compare iPhone models > Buy (under desired model) > Select Model > Color > Carrier > capacity > trade in option > payment > continue > new phone info

Home > iPhone > T The easiest way to upgrade to the latest iphone > Join now > Compare iPhone models > Learn More (under desired model) > Buy (top right) > Color > Carrier > capacity > trade in option > payment > continue > new phone info

Home > iPhone > Why apple is the best place to buy iphone (learn more) > Buy (iPhone 12 and 12 mini) > Select Model > Color > Carrier > capacity > trade in option > payment > continue > new phone info

Home > iPhone > Why apple is the best place to buy iphone (learn more) > Can I get special carrier deals directly from apple (buy iphone 12 / 12 pro) > Select Model > Color > Carrier > capacity > trade in option > payment > continue > new phone info

Home > iPhone > Why apple is the best place to buy iphone (learn more) > can I trade in my old phone (learn more) > Buy (under desired model) > Select Model > Color > Carrier > capacity > trade in option > payment > continue > new phone info

Home > iPhone > Why apple is the best place to buy iphone (learn more) > What if I want a new iphone every year? (see how it works) > The easiest way to upgrade to the latest iphone > Join now > Compare iPhone models > Buy (under desired model) > Select Model > Color > Carrier > capacity > trade in option > payment > continue > new phone info

Home > iPhone > Why apple is the best place to buy iphone (learn more) > What if I want a new iphone every year? (see how it works) > Easy to Join. Simple to upgrade > Join now > Compare iPhone models > Buy (under desired model) > Select Model > Color > Carrier > capacity > trade in option > payment > continue > new phone info

Home > iPhone > Why apple is the best place to buy iphone (learn more) > Compare iPhone models > Buy (under desired model) > Select Model > Color > Carrier > capacity > trade in option > payment > continue > new phone info

Home > iPhone > ios 15 (see the preview) > ios 15 is compatible with these devices (learn more about the iphone) > Buy (iPhone 12 and 12 mini) > Select Model > Color > Carrier > capacity > trade in option > payment > continue > new phone info

Home > iPhone > Pay monthly at 0% APR > Find your offer > Buy iPhone 12 > Color > Carrier > capacity > trade in option > payment > continue > new phone info

Home iPhone > IOS 14 > IOS 14 is Compatible with these devices > Learn more about iPhone > Buy > Select Model > Select Color > Select Carrier > Select Capacity > "Do you have a smartphone to trade in?" > Payment Option > Continue > Fill in Account Information

Home > iPhone > Switch to iphone (learn more) > Compare iPhone models > Buy (under desired model) > Select Model > Color > Carrier > capacity > trade in option > payment > continue > new phone info

Home > iPhone > Switch to iphone (learn more) > Buy (under desired model) > Color > capacity > Carrier > capacity > trade in option > payment > continue > new phone info

Home > iPhone > Switch to iphone (learn more) > Why apple is the best place to buy iphone (learn more) > Buy (iPhone 12 and 12 mini) > Select Model > Color > Carrier > capacity > trade in option > payment > continue > new phone info

Home > iPhone > Switch to iphone (learn more) > Why apple is the best place to buy iphone (learn more) > Can I get special carrier deals directly from apple (buy iphone 12 / 12 pro) > Select Model > Color > Carrier > capacity > trade in option > payment > continue > new phone info

Home > iPhone > Switch to iphone (learn more) > Why apple is the best place to buy iphone (learn more) > can I trade in my old phone (learn more) > Buy (under desired model) > Select Model > Color > Carrier > capacity > trade in option > payment > continue > new phone info

Home > iPhone > Switch to iphone (learn more) > Why apple is the best place to buy iphone (learn more) > What if I want a new iphone every year? (see how it works) > The easiest way to upgrade to the latest iphone > Join now > Compare iPhone models > Buy (under desired model) > Select Model > Color > Carrier > capacity > trade in option > payment > continue > new phone info

Home > iPhone > Switch to iphone (learn more) > Why apple is the best place to buy iphone (learn more) > What if I want a new iphone every year? (see how it works) > Easy to Join. Simple to upgrade > Join now > Compare iPhone models > Buy (under desired model) > Select Model > Color > Carrier > capacity > trade in option > payment > continue > new phone info

Home > iPhone > Switch to iphone (learn more) > Why apple is the best place to buy iphone (learn more) > Compare iPhone models > Buy (under desired model) > Select Model > Color > Carrier > capacity > trade in option > payment > continue > new phone info

Reflection

Its ridiculously complicated, but its great from a marketing standpoint. Everywhere the user goes they have several links that will take them to the buy page.

USER STORIES

As somebody that is switching to iphone, I want to be able to compare my old phone to the new iphones, so that I can choose the phone thats right for me.

- Compare iphone models
- Tech Specs

As a rural iphone user, I want to be able to purchase an iphone online, so that I don't have to travel to the apple store.

- Purchase page
- Customization screens

As someone interested in iphone, I want to be able to see iphone prices, so that I can make an educated decision before I purchase.

- Carrier deals page
- Purchase page (deals at top of screen)

As someone interested in iphone, I want to see quality graphics of the iphone selection, so I can see the size and physical features.

- Giant pictures on iphone home page
- Individual iphone pages (on nav bar)
- Compare iphone models (shows relative sizes)

As someone buying an iphone, I want to see what accessory options are available, so I can keep my phone easily accessible and protected.

- Featured accessories (iphone home page)

Trello Link:

<https://trello.com/invite/b/5EcWcNRL/25b3ab11a876886c205054aea65cfbe0/iphoneproductpage>