- Initial landing on sight has utility for options across the top of the website.
- Eyes are drawn to the void in the middle of the screen which leads to the main advertisement for the newest Iphone along with a link to purchase the device.
- Along the top of the page is a Toolbar with lists of the most recent products, along with a function to compare recent products.
- Scrolling down on the landing page gives another option to buy the current newest model. Following this was a comparison on the most recent models with option to purchase, then a list of alternate carrier to buy from, a bunch of links to information about features and devices for sale, some advertisements for alternate products, and works into miscellaneous information about other products, frequently asked questions, and legal/help links.
- Going through the initial eye catcher and its follow up secondary eye catcher leads to a page where you can customize your device, starting with the model, moving down with device options, then cellular providers, and finishing up with factory/extended car warranty.
- Using the Toolbar and going through the models will link you to an overview of the key features of the device, there is a lot, I did not reach the bottom, Peter slipped and I can hear him falling still. Along the top of the screen there are also links to technical specifications and a buy link leading to device customization and purchase.
- Scrolling down and using the compare options skips over the Overview of the models and takes you straight to device customization and check out.
- Using the link to browse carriers brings you to a page where you can select a preferred or current carrier, see current offers, and begin to customize your phone for checkout.

The process and flow is NOT designed to take you straight to check out. There are a lot of details trying to get someone to check out the newest models, differences, upgrades. The higher end phones show off more of the features, anything older than the newest releases takes you straight to the customization and checkout.

1. As a snowflake looking to raise my influencer status, I want the best camera and most sought after product.
   a. Tech specs along with branding to show off why this is the best phone on the market including comparative details on the camera.
2. As an Apple Developer I want to drive people towards purchasing the highest end phone by showing off the improvements of the newest models.
   a. Looking at the newest models of the phone first leads you through an overview of the phone including upgrades to screen resolution, power, memory, camera, and more.
3. As an Apple Designer I am looking to show sleek and intuitive pages through the design of the website so that viewers will associate that imagery with the phones.
   a. Designs are simplistic, focusing more on main features and easy use to view the features over specific details.

4. As an Apple Marketing Executive I want to show payment options/shenanigans to make the phone feel affordable and within reason.
    a. Multiple options and offers from different carriers that make the device feel cheaper than paying full price up front, including options to trade in your old Iphone.
5. As a Single Mother I am looking for a phone that I can give to my children for easy communication.
    a. Main page has two different options to compare devices going back many releases and years, along with a support page about using and setting up family devices.

https://trello.com/b/YxCa6GdH