User Flow:

No.1
Go to Website -> Newest product on FP -> Takes to overview page -> Either go to bottom of overview page or select 'BUY' -> Pick size -> Pick color -> pick memory size -> pick retailer -> Trade in or not -> Select payment option -> 'Continue' -> (optional) Create account -> Checkout

No.2
Select Iphone selection (Or 'BUY' button on promoted FP product) -> Select exact model -> takes directly to 'BUY' page -> Pick size -> Pick color -> pick memory size -> pick retailer -> Trade in or not -> Select payment option -> 'Continue' -> (optional) Create account -> Checkout

Recap thoughts:

Really smooth process from start to finish and walks you through everything step by step. Only page that was too cluttered and overwhelming was the overview page. Flowed very nicely with very little inconveniences and very easy to use as a potential consumer.

User Stories:

Product Menu on top of screen
1. As a consumer I wanted quick access to see the options I have to satisfy my needs

FP promotions (advertisement)
2. As a consumer I want to know which phone is the newest release, so I can have the best and latest

Checkout process
3. As a consumer I want the process of purchase to be as simple as possible to avoid any confusion or needed assistance.

Learn more/buy icon on FP
4. As a consumer I want to know about all the features and specs before making a large investment purchase

Payment Options
5. As a user I want the option on how to pay for product based on my current economic situation.

Trello Link

https://trello.com/invite/b/ys0M4HNh/636a2786ef47dfff4a4d4a6d9156b157/iphone-product-page