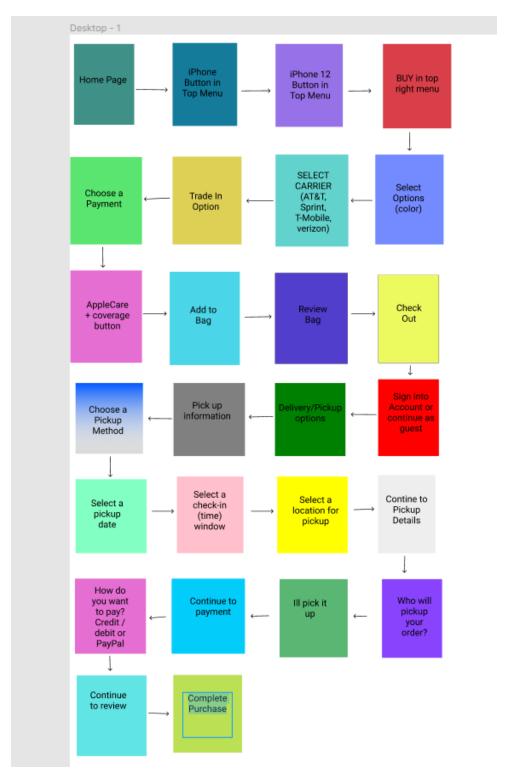## User Stories

1. As a new user, I want to be able to see all of the options Apple has, so that I can see if Apple is right for me.
    a. Device options at the top of the page

2. As a new user, I want to be able to easily navigate through the options so that I can ensure that I am getting a product that is right for me.
    a. Model options per phone

3. As a new user I want assistance to help me make my purchase so that I can ensure I am working with the best team possible and getting the best product for me.
    a. "Options available"
    b. "See how trade ins work"
    c. "Which model is right for you"

4. As a new user, I want to be able to have options when selecting my product so that I can acquire new things while being able to continue paying my bills .
    a. "Apple Care"
    b. Color
    c. Size
    d. Memory available

5. As a new user, I want to be able to understand what is included with my purchase, customizations etc so that I can find what I need.
    a. "What's in the box"

https://trello.com/b/kPhHmHai/iphone-product-page

Desktop - 1

| Home Page | → | iPhone Button in Top Menu | → | iPhone 12 Button in Top Menu | → | BUY in top right menu |

| Choose a Payment | ← | Trade In Option | ← | SELECT CARRIER (AT&T, Sprint, T-Mobile, verizon) | ← | Select Options (color) |

| AppleCare + coverage button | → | Add to Bag | → | Review Bag | → | Check Out |

| Choose a Pickup Method | ← | Pick up information | ← | Delivery/Pickup options | ← | Sign into Account or continue as guest |

| Select a pickup date | → | Select a check-in (time) window | → | Select a location for pickup | → | Contine to Pickup Details |

| How do you want to pay? Credit / debit or PayPal | ← | Continue to payment | ← | Ill pick it up | ← | Who will pickup your order? |

| Continue to review | → | Complete Purchase |

Ty - I feel that Apple's website and purchase method is very simple and straightforward. Arash - Same as Ty, felt simple and easy to understand to the normal person looking to purchase an Iphone. Also were other ways to purchase, but were minutely different.