## User Flow

## User Stories

1. As a consumer of Apple products, I want a streamline user interface to quickly navigate the website and find the info or product I am looking for.
   - Simple layout on main page
   - Well labeled products with pictures of the product
2. As an Apple user, I want to be able to visually locate products that I am looking to purchase without needing to search or read through sub pages to find the product I am looking for and the specs in order to quickly compare similar products to pick the best one for me.
   - Image links to direct you to exact products
   - Accessories for product quickly accessible from each page
3. As a unique individual, I want to feel that there are products more geared towards my specific needs.
   - Tool to compare products side by side to compare features
   - Color options laid out directly under each product for a custom feeling product
4. As a user of many different services, I need a one stop shop to purchase, get support, purchase and access supporting products and services in order to simplify my life.
   - Service providers prominently displayed on main page
   - Link to apple credit card for purchase financing
   - Product trade in options and help on first page as well
5. As a consumer, the less time I must spend looking for relevant information, the better experience I have with the company
   - Super long landing page with all the info about apple you could want
   - Easily found customer service live chat to ask a human for direct individual help

6. As a consumer, I appreciate the apple product aesthetic, the design of the products and interfaces feel clean, simple and luxurious.

Commented [WI1]:

Commented [WI2R1]:

- The mag safe offers simplicity and convenience without sacrificing style or function of the product
- The attention to detail in both browser use and personal packaging provide an individualized experience for each user.

Trello Link
Weston: https://trello.com/invite/b/BOKYTkob/cc050c2bc4c25fb85f3b91f41b0d1b00/iphone-product-page

Courtney: https://trello.com/invite/b/h6bGyD9V/3c7c82b494e80321dfa64de618ab3237/iphone-product-page