Aiden Walker & Brendan Edwards

Goal: Buy an iPhone 12 Pro

Home Page

iPhone>

(*Top Device List*) iPhone 12 Pro>(*Top-Right)*Buy>
(*Blue Button)* Buy>
(*iPhone Comparison)* (iPhone 12 Pro) Buy>

(Choose your model) iPhone12 Pro>

(Choose your finish) White,Black,Blue,Green,Purple,Red>

changes color of iphone (Choose your carrier) AT&T, Sprint, T-Mobile, Verizon, SIM-Free>

shows cellular payment details (Choose your capacity) 64,128,256>

Auto scroll-down>

(Do you have a smartphone to trade in with Apple?)
Yes>

      (Which model do you have?) Choose your model>

      iPhone 11 Pro Max>

      (Is the iPhone in good condition?)
      Yes>
            Checkout Process
      No>
            (Does it turn on and do all the buttons work?)
            Yes>
                  (Is the body of the iPhone in good shape?)
                  Yes>
                        (Are the touchscreen and cameras in good shape?)
                        Yes or No>
                            (You've got $XXX in trade-in value.)
                            Checkout Process
                No>
                    (Your smartphone is ready to recycle)
                    Checkout Process

No>
       (Your smartphone is ready to recycle)
       Checkout Process
No>
Checkout Process

Checkout Process
    choose a payment option>
    would you like to add applecare+coverage?>
    add to bag>
    review bag>
    check out>
    how would you like to get your order?>
    continue to shipping>
    continue to payment>
    continue and review>
    place your order

The user flow looks complicated written out, but navigating their website is really straightforward and easy.

User Stories:
1. As a tech-savvy iPhone user, I want to see a side-by-side comparison of different iPhone models, so that way I can decide which model I want to get based on the different specs I can see for each.
2. As a long distance runner, I want to see an accessory section for the specific iphone I'm ordering, so that I can order some along with my iphone.
3. As a new Apple customer, when I purchase my new iphone, I want to know key features of the iPhone as well as what else comes in the box aside from the phone, that way I know what should be inside when it arrives.
4. As someone who likes to be smart with their money and the purchases I make, I want to know what payment options I have, so that I can choose which one is best for me.
5. As a 25 year old who is trying to be completely independent from my parents, I want to be able to determine the best cell phone service for my iPhone.

Details:

1. After you click on "iphone" at the top of the page it shows different models that you can select, but then there's the "compare" option that allows you to select two different iphones to do a side by side comparison.
2. After you click on "iPhone" at the top of the page it shows different models that you can select, and then it also shows a few accessories you can click on, and then there's an actual "accessories" button you can click on to view their featured iPhone accessories. Also, when you're configuring the iPhone you want to buy, if you scroll down you can also view some accessories they recommend for your phone.
3. On the iPhone page, if you scroll down you see a comparison of the most recent iPhones. Underneath each iPhone it shows the key features of each iPhone as well as a "Learn more" button that takes you to that particular iPhone's personal page which tells you in detail the specific features.
4. The first thing you see on the iPhone page is a per-month price as well as a price in full. The iPhone comparison shows all the prices of the most recent iPhones as well. Once you choose your iPhone model, various Data service plans are available to see. You can also see how choosing a different capacity for your iPhone affects the price.
5. In the iPhone model page, various Data service plans are available to see. Click on one of the plans lets you know discounts and offers as well as a button to see more offer details.

Trello Link:
https://trello.com/b/ysePAEQO