

### User Flow Chart

1.

Click Type of Phone -> Click Buy -> Click Model -> Click finish color -> Click Carrier -> Click capacity -> Answer trade in question -> Select model you do have -> Answer condition question -> choose payment option -> Answer applecare question -> Press continue -> Pickup/delivery option -> Finish filling out social security number and phone number -> continue

2.

Click Buy from home page -> choose model -> same as above (same checkout process)

3.

Any page -> (Click Buy button) -> same checkout process

Very easy because there are buy buttons multiple places and it's very straightforward and easy to read.

### User Stories

**As a** <specific role>, **I want to** <action I want to accomplish>, **so that I can** <can get value of some kind>.

5 user stories Apple came up with, with their page:

1. As a user, I want to get to the model that I already have in mind so that I can purchase it right away without having to go through any other product for an easy and quick checkout.
  - i. (Step 2) I saw the model iphone 12 (model that I want) at the top right away that made it easy to see the product and that's why I clicked on it right away since it's the product I already had in mind. (Features: organized categories/models at top of page)
2. As someone who doesn't really know much about Apple products, I want to see all of the phones/products on the top of the page and be able to compare the models all together so I can easily decide and navigate between products to help me decide on the product that I might be interested in getting.
  - i. (Step 2) Having all of the products at the top of the page is very helpful to see what I might want to click on. It helps to have the macs, phones, and other products categorized in a way to make it very simple and straightforward to get to the right category and then compare the products from there. (Features: list of products at the top, easy comparison button of what I might want)
3. As someone who is learning more about Apple products, I appreciate the learn more options for every single product available. There is so much education and ways to learn

about every product. I want to understand and learn from an image or video perspective and appreciate that there are images/video/easy to learn options available for most products on the page.

- i. (Step 2) There is a learn more button for the products anytime that you are looking at a certain product. There are highlights, photos, key points, and an outline on what the (Features: Learn More button is readily available and easy to read in order for user to learn more about items)
4. As someone who is interested in purchasing gifts for others and has questions for an Apple team member, I appreciate the Support button at the top of the page so that I can easily get in touch with Apple and have access to articles and get my questions answered.
  - i. (Step 2) There is a Support button at the top of the page in the navigation bar that is clear and easy to see. The Support button has a search bar that you can type your question into and get your questions answered right away that matches your question. There are lots of categories and plenty of ways to get support that is in the support section. There are also images of the categories that can help tailor more towards what you need support in.
5. As someone who needs more tech support in navigating a website and possibly being overwhelmed with so many options on the page, the quick links at the bottom of the page helped me to be able to get back on track with what I am interested in. The quick links at the bottom of the page helps me to see all of the different options possible in one place.
  - i. (Step 2) Each page has a quick links at the bottom of the page which makes it very easy to see all of the links and options in one place. It is also listed in different categories to make it even easier to navigate through all of the options at the bottom of the page.

**Trello board link:**

<https://trello.com/invite/b/eN1pGt8X/2805b0efd71fe3cc1708e9134619d319/iphone-product-page>