

Flow:

First thing user sees is the catchy phrase -> some of the newest phones are at the top if they are looking for that=> as the user scrolls down he or she will see more options available for getting an apple phone along with details and specific features of each options. Also the choice between paying monthly or all at once for your phone.

Stories

As a music junkie, I want good headphones that will last a long time so that I can listen to more music.

The air pods

Apple music.

As a teenager, I want a cool looking color ,  
so that I can gain approval from my friends.

The cool design parts showing off the different phones  
colors and sizes.

As a frugal person, I want different options, so that I can save money based on my needs.

The options between paying per month or buying outright

Trade in program.

As an older person, I want simpler options, so that I can navigate the web/ apps easier.

Simple layout of the website

As a tech enthusiast, I want to know the different specs of each phone so that I can see which phone fits my needs.

Listed the specs of each type of phone.

<https://trello.com/b/04xVJdqZ>