

User Flow:

1. Go to website
2. Scroll across the top in order to select the Iphone model you are looking to purchase. There is also the option to scroll down and as you scroll down you can see the different models
3. Once you find the model you like at the top or by scrolling down you can click on that model to learn more about it
4. If this model fits your needs you can click the blue "view pricing" button in the top right hand corner of the screen
5. Choose the specific model you are looking for
6. Choose your color
7. Choose your capacity
8. Select your carrier (or do that later)
9. Select if you have phone to trade in or not
10. Choose payment option
11. Choose to pick up in store or have delivered
12. Select if you want Applecare or not
13. Reconfirm carrier information
14. Browse for accessories
15. Choose payment method and Review Details

Reflection:

Overall this is a pretty simple and straightforward user flow. Apple nailed it on the head and there really is not anything I would change about it.

User Stories:

1. Nav bar at the top: Users likely did not want to scroll all the way down to see all the products. It is much easier to navigate when they are all in one area at the top
2. Large graphics minimal text: Nobody wants to read! Users likely browse quicker and more easily with graphics. Nobody likes a powerpoint presentation with a ton of words. People want pictures.
3. Ability to pick up in store or have shipped: Users like the option. Personally I do not like expensive things shipped to my house because I am never around to sign for them. I would rather pick up in the Apple Store down the street.
4. Browsing accessories feature: Many users have been scarred by overly aggressive sales people and do not want to go into a Verizon/ATT store for that exact reason.
5. Ability to see product in augmented reality: Users who do not buy the product in person still want to be able to see it from all the different angles. This feature makes it very easy to do this.

Trello Link:

<https://trello.com/invite/b/6r3HwsKV/b17aa87745f263da2f1a27d660fea2f9/iphone-product-page>