User Flow

Home Page Google Search 

iPhone Section Scroll through features

Click Buy 

Choose Model

Choose Color 

Choose Carrier

Choose Capacity

Trade-in? 

Payment Option

AppleCare+ Coverage?

Review Checkout

Confirm Order / Phone Number / Shipping Info

User Stories

1. As an iPhone user, I want to see all the color and size options available to me without having to dig too deeply into the web page.
   1. Placed a picture of all the color options that they have available as soon as you go onto the page.
   2. The selection process is easy when checking out.
2. As an iPhone user, I want to be able to trade in my old iPhone for the newer one that I am trying to purchase at a discounted price.
   1. When checking out, it asks me if I wanted to trade in an older iPhone.
3. As an iPhone user, I would like to know what accessory options I can purchase for my iPhone before checking out.
   1. When browsing before checking out, it allowed me to shop for other accessories within the same page.
4. As an Android user, I would like to know what extra things come with buying the iPhone.
   1. When browsing the iPhone front page, it goes into detail all the extra apps/features the phone comes with.
5. As an Android user, I would like to know how much an iPhone might cost before I spend too much time researching and getting excited about the product.
   1. Price is shown directly after clicking the iPhone Section of the Apple website.

Trello Link:

https://trello.com/invite/b/GRz2BGr9/38365ca68bdae83b63a0fa34b73a2e7d/iphone-product-page