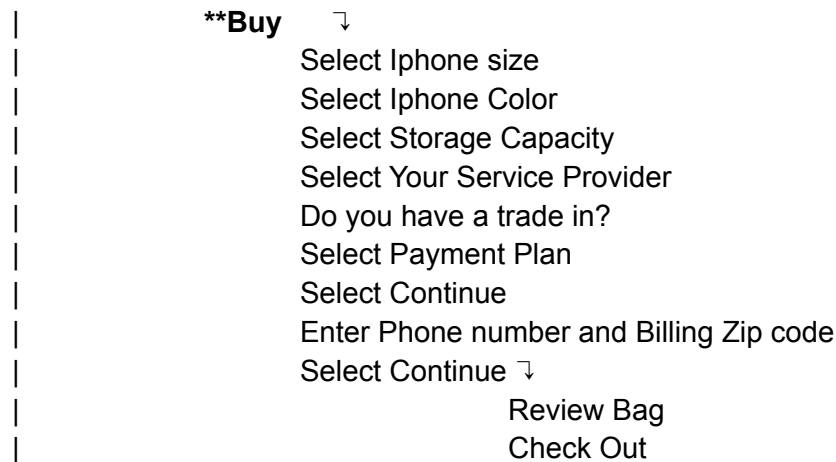


Processes To Buy An iPhone

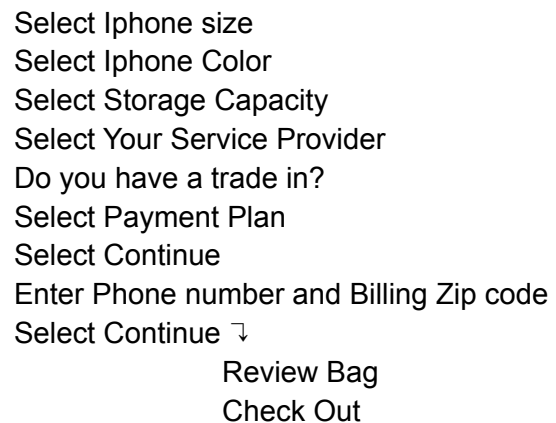
Product Page (To buy the latest iPhone) ↴



↳ Select an iPhone 12 or Iphone 12 Pro from the navigation ↴



↳ Select an iPhone 11 or older from the navigation ↴



User Stories:

1. "As an avid Apple fan, I will buy the latest iPhone no matter what, so I need an easy to locate button that will take me directly to checkout."
(The buy button on the landing page)
2. "I know what I want to buy. I want to find it quickly; I need an easy-to-understand product menu so I can get on my way."

(The navigation bar at the top of the page)



3. “As a parent of a tech-savvy teenager, I need clear and simple instructions guiding me to the perfect birthday present.”
(The images on the product navigation bar, and the landing page does not have cluttered text)
4. “As a money-conscious individual, I need to know what each phone has to offer and what financing options are available to me.”
(The detailed information on the landing page, such as payment plans, tech specs, service providers, etc.)
5. “I like my technology to fit my needs and preferences. Show me the options you have for your products so I can customize my device before checkout.”
(After selecting a model to buy, the customer is directed to a page for customizing the phone before checking out)

Carston's Trello Link:

<https://trello.com/invite/b/djdRFf16/63637fb9930277e36f8f7ed5d90553ca/iphone-product-page>