At the header, select product (iphone 12) > click “Buy” button > select between 12 mini or regular > select color > select capacity > select carrier or choose to connect later > select option to trade in previous iphone with Apple > choose payment option > choose to add AppleCare+ Coverage > click “Add to Bag” button > click “Review Bag” button > click “Checkout” button > Log in with your Apple ID > Select delivery or pick up > If delivery: continue to shipping address fill out > If pick up: select a store for pick up > Continue to Payment > Pick Payment method and fill out > Continue to Review > Place Order.

Apple’s user flow did not seem complicated at all. A lot of steps but fairly straight forward for the user.

As an Apple customer, I want to be able to see all the latest iphone models to compare the details so I can choose the best model for purchase.

* Compare feature underneath the header
* In the “Body”, they had a comparison between the 4 latest models.

As an Apple customer, I want to be able to compare prices of the latest iphones so I can make the best purchase for my budget.

* Compare feature in the header
* Selecting the different models per iPhone showed prices

As an Apple customer, I want to be able to navigate the website to find products I am looking for fairly easily.

* Store button in the header that leads to all the different Apple products.
* Different Apple products shown in the header for the user who knows what they want.

As an Apple customer, I want to be prompted if someone is trying to use my Apple ID to make unauthorized purchases.

* Security feature during the checkout process prompts a 2 factor authentication for confirmation or if the Apple ID is used in a new network.

As an Apple customer, I want to have a concise description of the different iPhone models so I do not make a mistake when purchasing.

* Before placing the order, the customer will get a chance to review the entire order before confirming purchase.

https://trello.com/b/Ua8iIZiU