User Flow

Click iPhone in the top menu bar → Select which iPhone generation on the top → Click blue "Buy" button → Select iPhone specifications (Model, Color, Storage, Carrier) → Identify if you have a smartphone trade in → Identify if you want to pay in full or monthly → Select AppleCare Packages → Click blue "Continue" button → Input account information (Wireless number, SSN, payment info)

Alternate Method

Click iPhone in top menu bar → Choose which iphone you want (size, color, storage, carrier) → Asks if you have an iphone to trade in → Choose payment option (full, partial/loan) → Choose AppleCare packages → Pre order (purchase)

Reflection

Apples process for buying an iphone has always been a cool experience, always cool animations, colors, pictures, all while keeping it simple during the process. There are numerous ways that you can end up in front of the checkout screen, all of them are easy to use. There are easy to read icons on the top menu bar displaying the different products that apple has, and once you click "iPhone" in the top bar, you are greeted with multiple ways to buy the iphone, and animations along the way.

User Stories

As a user, I would like to easily be able to see the different products that Apple has to offer from the get go.

- Top bar with different products no matter where you are
- Scrollable animation showing different Apple products
- Different tailored suggestions once you click on a specific item

As a user, I'd like an easy process to get to the checkout screen once I've decided what product I'd like.
- Large buttons displaying "Get pricing", "Buy now" "Buy"
- All buttons related to purchasing things are blue, and are easy to find in a sea of animation because they stick out

As a user, I'd like to see the newest products on the home page.

- Long, immersive, scrollable animations that shows you the newest releases on the apple store, with interactive mini movies that change as you scroll

As a user, I don't want to have to search for lesser known apple items, such as airtag, I want them to be featured just as much as the big ticket items.

- After navigating to the store tab, all of Apple's products are available for viewing. These lesser known items would include the HomePod, Apple TV, and Air tags. There's even a section dedicated to accessories.

As a user, I'd like to easily find information related to my Apple products

- Most of the information on the store page is all about information related to apple products, and resources to further your research into their products.

Trello Link: https://trello.com/b/DqlfjOTr/iphone-product-page