All options **end the same** with different beginning steps
Option 1:Landing Page→ Top Bar Select store→ Click the iphone icon→
Option 2: Landing Page → top Bar menu select iphone→
Option 3:Landing Page→ click buy button in middle of page under iphone 12 →

<u>These steps are the same for each option</u>
Select your preferred iphone→Top Right Blue BUY button→Select Color→ Select Storage space→Select carrier→ Select payment plan→Select coverage→Select continue→ select when to activate→ review bag→ Checkout

I think the user flow of Apple is fairly complicated but necessary because of all of the different options and customization that people want in their phones as well as the different service providers requiring different settings/ sim cards for the phone.
All that being said, the website is very intuitive and user friendly.

1. As a customer I want to have ease of access so that I can find my phone without having to search through an entire website
   -added the top bar with all of the common accessories/ devices easily displayed
   -placed the newest iphones buy button right on the center of the landing page
   -search bar placed at the top easily seen
2. As a user I don't want to be overwhelmed By a lot of text so I don't have to spend too much time reading in order to find what I am looking for
   -large graphics on each page, smooth transitions. Large easy to understand images/ icons used to navigate.
   -placed frequently asked questions at the bottom of the page to avoid clutter but still allow users to find information they need.
3. As a user I don't want to see every single accessory that is for sale so that I can find the ones I am interested in without needing to look through everything else.
   -added common/popular accessories to the top bar
   -accessory suggestions based on purchase available at checkout
4. As a user I want to have easy access to all of the accessories that are recommended/useful for my phone so that I can enjoy my phone when it arrives, without missing some experiences.
   -recommended accessories at checkout based on device.
   -popular/ useful accessories also on home page
5. As a user I want to have access to detailed information about what I am going to buy before I buy it so that I know my expectations/needs are going to be met.
   -easy access to information on every device under the Learn more option.
   -learn more displays information in small easy to digest pieces while using large pleasing to the eye graphics

Trello Link:
https://trello.com/invite/b/ttNp0bJa/8e1b72a840c45abdfc6a83f258efeb58/iphone-product-page