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Agile Lab

6/9/2021

User Flow

Home page -> select iPhone -> Buy -> select model -> select color -> choose carrier -> choose capacity -> select trade in yes vs. no -> select payment option -> selection AppleCare+ coverage choice -> select continue -> new page for entering old # and zip for syncing to new phone -> page saying account not found, but could proceed -> continue -> page offering accessories for item in bag with a "review bag" option -> select review bag -> brings to bag review bag to add/remove items as needed -> select checkout -> move to page prompting customer to sign in -> continue as guest -> choose delivery method -> choose delivery time frame -> select continue to shipping -> enter shipping address -> enter contact information -> continue to payment -> enter payment info (STOPPED PROCESS)

Reflection on user flow:

The user flow contains 20+ steps to be able to purchase an iPhone. In our opinion we believe this process involves too many steps. We were surprised the iPhone didn't have a purchase option on the home page, or at least one that was obvious to us. The process to checkout an iPhone could be simplified by having some of these steps accomplished when the buyer receives their new iPhone. Example, set up a carrier and buy apple care when you receive your phone.

User Stories:

1. As a user, I want to be able to see all available devices right-off when I open the site's home page so that I can immediately go to the product I am looking for if I already know what I want.
 - List of devices along top of home page
 - Each list item should be a button that redirects the customer to the page displaying all available items of that device type.
 - Create page layout to hold all available devices
2. As a user, I want to easily access my shopping bag on all pages of the online store so that I can review my bag at all times to remove/review current items

- Add shopping bag icon button in top right of every page
 - When selecting the shopping bag icon button, customers should be redirected to page where all saved items are listed
 - On page where customers can review, allow them to remove items or edit selections
3. As a user, I want to either buy or learn more about the iPhone immediately after landing on the product page.
 - Create a link to buy an iPhone and a link to learn more about an iPhone on the home page.
 - List of key features
 - Interactive views to highlight the iPhone
 - Display all iPhone options available for purchase
 4. As a user, I want to be able to see what is coming next for the iPhone so that I can gauge if I should purchase a phone now or wait until their next release.
 - Have access to up-and-coming products on the home page through a “see the preview” button
 - Create a page dedicated to what is to come in the iPhone world.
 5. As a user, I want to be able to see clear and large images of the iPhone, its colors, and style variations and how they compare to one another.
 - List features of each variation of iPhone
 - Comparison view
 - Learn more button

Submission

Mitchell Crane: <https://trello.com/invite/b/UpsMpD8W/f0d6633a3af6b81f8198fcbc55834088/iphone-product-page>

Giselle Rogers

<https://trello.com/invite/b/8nh3PywV/aa268564bbe1be0138eeedeabb8b9df96/iphone-product-page>