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Apple User Flow

1st Flow
Pick iphone model from nav-bar → buy button in top right → pick model → pick color → pick capacity → pick carrier → accept / decline trade-in offer → choose payment option → choose choose/decline AppleCare → make an account → shipping

2nd Flow
Click buy on center of page for latest model → pick model → colors → capacity → choose carrier → accept / decline trade-in offer → choose payment option → choose choose/decline AppleCare → make an account → shipping

User Stories
1. As an elderly/retired person, I want to be able to easily purchase an Apple product so I can communicate with my family that lives far away
   a. Features: Big buttons, large font, minimal text, features of phone listed minimalistic
2. As an artist, I want to pick out the best Apple product for my needs so I can make and sell art
   a. Features: Simple list of features per product, easy to customize phone, clear prices, scroll through reveal of features per phone
3. As a student, I want to easily purchase new accessories so I can make my workflow more efficient
   a. Accessories option next to phones, big ads on bottom of page for accessories
4. As a young professional, I want to stay up to date with the latest version of the iPhone so I can be in the loop with latest apps/technologies
   a. Prices listed everywhere, monthly price listed, trade-in price listed, compare all phones on one page, newest apps/ Apple news below iphones, big 5G reminder on iphone12 page
5. As a busy parent, I want to quickly purchase a new phone so I can continue with my regular scheduling
   a. Phone models listed in the nav, easily customizable iphone features, easy purchase and checkout, minimal text

Trello Board
https://trello.com/invite/b/Gr5strfl/fbb0c972b28f2c49e80ea62539e14173/iphone-product-page